

2831-33 PIERCE - A STREAMLINE MODERNE TREASURE



ATTN: Clerk of the Board of Supervisors

October 3, 2018

Dear Sir/Madam,

Streamline Moderne is a late stage of Art Deco architecture and design that emerged in the latter part of the 1930s and continued through the 1940s. Its architectural style, also called *Art Moderne*, emphasized long horizontal lines, corner windows, curving forms, smooth stucco facades and nautical motifs. It is an architectural style that is rare in San Francisco. The neighbors of 2831-33 Pierce (1949) feel that this building is a valuable and beautiful example of Streamline Moderne, and do not want to lose its historic envelope. (Fulfillment of Criterion 3 – Design)

According to a State of California Resources Agency Primary Record,

"This style emerged during the Depression and was rarely built after the 1940s, and thus was popular during a time when comparatively little construction occurred. For this reason relatively few examples of the style that are larger than small apartment buildings can be found in San Francisco."

(<http://sf-planning.org/ftp/files/DPRforms/Mission%201500.pdf>)

The Maritime Museum (1939) in Aquatic Park, Rincon Center (1940) and the Sailor's Union of the Pacific Building (1950) on Harrison St. are other rare examples of Streamline Moderne architecture in San Francisco. There are very few such examples across the city.



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This same State of California document, which recommends the former Coca-Cola Bottling Factory on Mission Street for the California Registry of historically significant buildings, lists only 11 buildings which are important examples of Streamline Moderne in San Francisco - adding that "eleven is a small number". One of these is the Ocean Park Motel on 46th Ave, built by **Conrad Kett** in 1937.



Conrad Kett, placed in the *AIA Historical Directory of American Architects*, is the architect of 2831-33 Pierce Street. Kett is furthermore credited with having brought ranch style house design to Marin County. (Fulfillment of Criterion 2 – Person)

According to the Cow Hollow Association which "was established in 1948 to preserve the residential character of San Francisco's Cow Hollow neighborhood" the boundaries of this historic neighborhood are bounded by Greenwich Street, Pierce Street, Pacific Avenue and Lyon Street. (Fulfillment of Criterion 1 – Event <http://www.cowhollowassociation.org>). The Association further states:

"The key issues for the neighborhood are preservation and enhancement of its unique and historic character as perceived from the block face and the rear facades of buildings, which form a backdrop for lower neighboring districts and the Presidio National Park."

(<http://www.cowhollowassociation.org/design-guidelines.html>)

For the reasons given above, it would appear that 2831-2833 Pierce fulfills **Criterion 1, 2 and 3 as an individually eligible historic resource**. This building and its envelope are worthy of preservation.

The Planning Department Preservation Review Form of 9/13/17 (enclosed with CEQA Exemption Determination), when discussing Conrad Kett's work, states under "Preservation Team Comments":

"To-date, known San Francisco commissions he designed in full include...Ocean Park Motel at 46th Avenue and Wawona Street, which is an outstanding example of a fully realized Streamline Moderne building."

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However, this form also claims that 2831-33 Pierce, on the later end of Streamline Moderne, “is not a fully realized example of this particular style.” The photos below would thoroughly contradict this remarkably subjective statement.



Ocean Park Motel



2831-33 Pierce St

Note the fine horizontal and corner detailing of 2831 Pierce, the characteristic corner windows, the additional decorative elements on the façade, and elaborate, nautically themed roofline similar to the stairway lines of Ocean Park Motel.

Lastly, 2831-33 Pierce is part of an exceptional ensemble of Art Deco/Streamline Moderne buildings that includes the three structures to its south; they were furthermore designed in the distinctive and wholistic Cow Hollow tradition of stepped-down gradient which the proposed project would dramatically violate with its added fourth floor.



Most importantly, members of this community feel strongly that this building is a vital and beloved piece of our local fabric and our history, as well as of San Francisco’s architectural legacy - we do not want to see it demolished. We also believe that with so few examples of Streamline Moderne architecture in San Francisco, the city must help us preserve it and not allow one of these examples to be destroyed. Demolishing the historic Streamline Moderne envelope of 2831-33 Pierce would be a tragic loss to the block, to the Cow Hollow neighborhood and to the city.



SAN FRANCISCO PLANNING DEPARTMENT

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CEQA Categorical Exemption Determination

DEC 26 PM 3:31

PROPERTY INFORMATION/PROJECT DESCRIPTION

BY _____

Project Address		Block/Lot(s)
2831 PIERCE ST		0537001H
Case No.		Permit No.
2016-015685ENV		201611042062
<input checked="" type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
<p>Project description for Planning Department approval. Addition/alteration of an existing two-unit building. The addition would include approximately 3,470 square feet. The proposed project would include retain the two residential units, within an approximately 40 foot tall, 7, 974 square foot building. Please refer to Building Permit Application number: 201804267450</p>		

STEP 1: EXEMPTION CLASS

Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.	
<input checked="" type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<p>Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below:</p> <p>(a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.</p> <p>(b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.</p> <p>(c) The project site has no value as habitat for endangered rare or threatened species.</p> <p>(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.</p> <p>(e) The site can be adequately served by all required utilities and public services.</p> <p>FOR ENVIRONMENTAL PLANNING USE ONLY</p>
<input type="checkbox"/>	Class _____

STEP 2: CEQA IMPACTS
TO BE COMPLETED BY PROJECT PLANNER

<p>If any box is checked below, an <i>Environmental Evaluation Application</i> is required.</p>	
<input type="checkbox"/>	<p>Air Quality: Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)</p>
<input type="checkbox"/>	<p>Hazardous Materials: If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? If yes, this box must be checked and the project applicant must submit an Environmental Application with a Phase I Environmental Site Assessment. <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap > Maher layer).</i></p>
<input type="checkbox"/>	<p>Transportation: Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?</p>
<input checked="" type="checkbox"/>	<p>Archeological Resources: Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)</p>
<input type="checkbox"/>	<p>Subdivision/Lot Line Adjustment: Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography)</p>
<input checked="" type="checkbox"/>	<p>Slope = or > 20%: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report will likely be required.</p>
<p>If no boxes are checked above, GO TO STEP 3. If one or more boxes are checked above, an <i>Environmental Evaluation Application</i> is required, unless reviewed by an Environmental Planner.</p>	
<p>Comments and Planner Signature (optional): Laura Lynch</p> <p>Project will comply with recommendations outlined in Geotechnical Study, GeoEngineering Consultants (April 2017) and Memo: Geotechnical Recommendation Update(April 27, 2018) and will be reviewed by the Department of Building Inspection. Property enrolled in Maher Program 5-22-2017 Archeological review complete 5/27/2018-- no effects.</p>	

**STEP 3: PROPERTY STATUS - HISTORIC RESOURCE
TO BE COMPLETED BY PROJECT PLANNER**

PROPERTY IS ONE OF THE FOLLOWING: (refer to Parcel Information Map)	
<input type="checkbox"/>	Category A: Known Historical Resource. GO TO STEP 5.
<input checked="" type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

**STEP 4: PROPOSED WORK CHECKLIST
TO BE COMPLETED BY PROJECT PLANNER**

Check all that apply to the project.	
<input type="checkbox"/>	1. Change of use and new construction. Tenant improvements not included.
<input type="checkbox"/>	2. Regular maintenance or repair to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. Window replacement that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. Garage work. A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. Deck, terrace construction, or fences not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. Mechanical equipment installation that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. Dormer installation that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. Addition(s) that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
Note: Project Planner must check box below before proceeding.	
<input checked="" type="checkbox"/>	Project is not listed. GO TO STEP 5.
<input type="checkbox"/>	Project does not conform to the scopes of work. GO TO STEP 5.
<input type="checkbox"/>	Project involves four or more work descriptions. GO TO STEP 5.
<input type="checkbox"/>	Project involves less than four work descriptions. GO TO STEP 6.

**STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW
TO BE COMPLETED BY PROJECT PLANNER**

Check all that apply to the project.	
<input type="checkbox"/>	1. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. Interior alterations to publicly accessible spaces.
<input type="checkbox"/>	3. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status. (Requires approval by Senior Preservation Planner/Preservation <input type="checkbox"/> Reclassify to Category A <input checked="" type="checkbox"/> Reclassify to Category C a. Per HRER dated (attach HRER) b. Other (specify): Per PTR form signed on September 20, 2017.
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.	
<input type="checkbox"/>	Further environmental review required. Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. GO TO STEP 6.
<input checked="" type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature: Stephanie Cisneros	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION
TO BE COMPLETED BY PROJECT PLANNER**

<input type="checkbox"/>	Further environmental review required. Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review STOP! Must file an <i>Environmental Evaluation Application</i>.	
<input checked="" type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Building Permit	Signature: Laura Lynch
	If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	05/10/2018
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
2831 PIERCE ST		0537/001H
Case No.	Previous Building Permit No.	New Building Permit No.
2016-015685PRJ	201611042062	
Plans Dated	Previous Approval Action	New Approval Action
	Building Permit	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice.	
Planner Name:	Signature or Stamp:



SAN FRANCISCO PLANNING DEPARTMENT

PRESERVATION TEAM REVIEW FORM

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Preservation Team Meeting Date:		Date of Form Completion	9/13/2017
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PROJECT INFORMATION:		
Planner:	Address:	
Stephanie Cisneros	2831-2833 Pierce Street	
Block/Lot:	Cross Streets:	
0537/001H	Union Street & Green Street	
CEQA Category:	Art. 10/11:	BPA/Case No.:
B	N/A	2016-015685ENV

PURPOSE OF REVIEW:		PROJECT DESCRIPTION:		
<input checked="" type="radio"/> CEQA	<input type="radio"/> Article 10/11	<input type="radio"/> Preliminary/PIC	<input type="radio"/> Alteration	<input checked="" type="radio"/> Demo/New Construction

DATE OF PLANS UNDER REVIEW:	10/20/2016
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PROJECT ISSUES:	
<input checked="" type="checkbox"/>	Is the subject Property an eligible historic resource?
<input type="checkbox"/>	If so, are the proposed changes a significant impact?
Additional Notes:	
Submitted: Supplemental Information for Historic Resource determination prepared by Rodrigo Santos & Historic Resource Evaluation prepared by Richard Brandi (dated April 3, 2017)	
Proposed project: Demolish existing 2 unit residential structure. Construct 2 unit building, approximately 7,368 Square Feet.	

PRESERVATION TEAM REVIEW:				
Category:		<input type="radio"/> A	<input type="radio"/> B	<input checked="" type="radio"/> C
Individual		Historic District/Context		
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:		Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:		
Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 2 - Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 2 - Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Period of Significance:	<input type="text"/>	Period of Significance:	<input type="text"/>	
		<input type="radio"/> Contributor <input type="radio"/> Non-Contributor		

Complies with the Secretary's Standards/Art 10/Art 11:	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> N/A
CEQA Material Impairment to the individual historic resource:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
CEQA Material Impairment to the historic district:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Requires Design Revisions:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Defer to Residential Design Team:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	

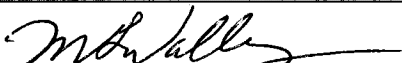
PRESERVATION TEAM COMMENTS:

According to the Supplemental Information for Historic Resource Determination prepared by Rodrigo Santos, Historic Resource Evaluation (HRE) prepared by Richard Brandi and information found in the Planning Department files, the subject property at 2831-2833 Pierce Street contains a two-story-over-garage, wood-frame, two unit residence. Constructed in 1949 (source: building permit), the residence was designed by architect Conrad T. Kett in a variation of the Streamline Moderne architectural style. The subject property was originally owned by and constructed for Gisella Bacigalupi and her family, who owned the property until 1970 and occupied one unit into the 1990s. Known exterior alterations are minimal and include re-roofing and various window replacements (HRE page 5).

The initial development of the Cow Hollow neighborhood occurred from 1850-1910 and the initial development of this portion of the Marina neighborhood occurred from 1870-1915. The subject property was constructed in 1949, well outside of the main development period of both neighborhoods. Therefore, the 2831-2833 Pierce Street is not eligible for listing in the California Register under Criterion 1. Similarly, none of the owners or occupants have been identified as important to history (Criterion 1).

The San Francisco Modern Architecture and Landscape Design: 1935-1970 Historic Context Statement details the history, development and character-defining-features of various modern architectural styles. Based on information presented in the HRE and information in this Historic Context Statement, the subject property is best described as a combination of the Streamline Moderne and Mid-Century Modern styles. Its 1949 construction date places it on the later end of the Streamline Moderne spectrum and it is not a fully realized example of this particular style. Other more fully realized residential and non-residential examples can be found elsewhere throughout the City. Similarly, Conrad T. Kett was an architect who was mostly commissioned for work in Marin County. To-date, known San Francisco commissions he designed in full include the subject property (2831-2833 Pierce); a residence in Francisco Heights (address unknown); and the Ocean Park Motel at 46th Avenue and Wawona Street, which is an outstanding example of a fully realized Streamline Moderne building. Kett does not appear to rise to the level of significance to be considered a prominent or master architect.

(continued)

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:
	9/20/17

2016-015685ENV
2829-2831 Pierce Street

The subject property is not located within the boundaries of any identified historic district. The subject property is located in the Cow Hollow/Marina neighborhood on a block that exhibits a variety of architectural styles and construction dates ranging from 1900 to 1994. Though the subject block is located just outside of the identified-eligible Cow Hollow First Bay Tradition and Pacific Heights historic districts, it does not meet the criteria to be included as part of either district.

Therefore, the subject property is not eligible for listing in the California Register under any criteria individually or as part of a historic district.



2829-2831 Pierce Street (Google Street View)



CHASE
PRIVATE
CLIENT

MATTHEW R. ANDERSON
GENEVIEVE F. ANDERSON
2400 GREEN ST.
SAN FRANCISCO, CA 94123-4627

90-7162/3222

530

DATE 12/19/18

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ORDER OF

San Francisco Planning Dept.

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Included.
Details on Back.

JPMorgan Chase Bank, N.A.

MEMO _____

[Signature] MP

BY _____

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