



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: May 31, 2012

TO: **Architectural Review Committee (ARC) of the Historic Preservation Commission**

FROM: Pilar LaValley, Preservation Planner, (415) 575-9084

REVIEWED BY: Tim Frye, Preservation Coordinator

RE: Review and Comment for 1355 Market Street (aka 1301-1363 Market Street) – Market Square Project
Case No. 2012.0502E

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The Planning Department (Department) and the Project Sponsor (Sponsor) are requesting review and comment before the Architectural Review Committee (ARC) regarding the proposal to make exterior alterations associated with conversion of upper floors for new office tenants and of ground floor for retail tenants at 1355 Market Street (aka 1301-1363 Market Street) (Assessor's Block 3508, Lot 001). The subject building, historically known as the Western Furniture Exchange & Merchandise Mart, is a Category I (Significant) Building.

BACKGROUND

The project is currently undergoing environmental review per the California Environmental Quality Act (CEQA) by the Department (Case No. 2012.0502E). The project will require a Major Permit to Alter.

The current phase of the project is the last of three phases. For the first phase, which addressed interior tenant improvements (replacement of partitions, finishes, and mechanical, electrical, and plumbing (MEP) systems, construction of new elevator core and ground floor lobby, and seismic strengthening, the Department issued a Categorical Exemption on June 9, 2011 and a Minor Permit to Alter on June 10, 2011 (Case No. 2011.0428EH). For the second phase, which consisted of rehabilitation of the historic main entrance lobby, demolition of the 1941 ninth floor addition on west side of the central tower, and installation of a roof deck, the Department issued a Categorical Exemption on November 10, 2011 (Case No. 2011.0926E). For phase two, the Historic Preservation Commission approved a Major Permit to Alter at its regular hearing on November 16, 2011 (Motion No. 0141, Case No. 2011.0926H).

PROPERTY DESCRIPTION

Historically known as the Western Furniture Exchange & Merchandise Mart, the subject building is located at 1355 Market Street (aka 1301-1363 Market Street) in Assessor's Block 3508, Lot 001 on the south side of Market Street between 9th and 10th Streets. It is a Category I (Significant) Building that is located within a C-3-G (Downtown General Commercial) Zoning District and a 120-X-200-S Height and Bulk District.

1355 Market Street is an Art Deco-style building constructed in 1937 (with additions in 1941, 1947, 1958, and 1963) based on designs by Capital Company. It is an 11-story concrete frame commercial building

Memo

that is clad in glazed terracotta and metal, rests on a concrete perimeter foundation, and is capped by a flat roof with parapet.¹

The original building was 8-stories, and the rectangular footprint stopped short of Ninth Street; the Ninth Street wing was added in 1947, based on designs by Capital Company, filling out the Market Street façade to Ninth Street and giving the building its current shape. The subject property is also connected to 875 Stevenson (known as “Mart 2”), a 10-story reinforced concrete building constructed in 1975, accessed by a pedestrian bridge across Stevenson Street.

The Market Street façade is 19 bays wide, the Ninth Street façade is 16 bays wide, and the Tenth Street façade is 8 bays wide. All three façades have the same design and finishes. Concrete piers clad in terracotta separate the bays, and vertical bands run between the paired window openings. The ground floor contains storefronts on bulkhead walls of varying height clad to match water table at vertical piers. Some storefront bays have recessed entries with plate glass windows and recessed, glazed metal doors with molded surrounds. Storefront window frames appear to be historic with non-historic glazing inserts. The second story has continuous metal-frame window systems in each bay, divided from storefronts below by painted cast iron panels. A sculpted frieze divides the first two stories from the upper stories. The upper stories have metal-frame combination windows, separated by painted, molded cast iron panels. The building terminates in a parapet with an elaborate molded panel frieze. A modern wood-frame 9th-story was added in 1941 and is slightly setback from the roofline of the original building mass along Market and 10th Streets. When the 9th Street wing of the building was added in 1947, the construction incorporated a 9th floor to match addition on the adjacent portion of the building. At the 9th Street façade, the 9th floor addition is flush with the building wall and has a simple terra cotta clad parapet. The reinforced concrete 10th- and 11th-stories are contemporary in design with steel sash ribbon windows and stucco cladding, and were added to the east end of the building in 1958 and 1963, respectively. An illuminated three-sided blade sign and clock reading “SF Mart” is affixed to the northwest corner of the building (installed in late 1960s).

The central five bays of the Market Street façade rise above the roof level to form a tower (altered in 1958). The main entrance is centered on the tower and extends across three bays. The entrance features three double-height, recessed entries, with elaborate pierced terracotta panels above each set of double doors. Flanking the main entrance are two brass plaques reading “Western Furniture Exchange and Merchandise Mart.” The Market Street façade also features two original parking lot entrances which lead to basement parking and are capped by historic Streamline-style marquees.

Rear elevations along Stevenson and Jessie Streets have stucco finish, feature regular fenestration pattern, and lack any decorative elements. Additional entrances include a recessed entrance (added 1987) centered on the Stevenson Street elevation, a large loading dock with a ribbed metal awning at the crux of the L-shaped building, and a pedestrian entrance capped by a historic Streamline-style marquee on the Ninth Street façade.

¹ The building description is excerpted from Page & Turnbull *Supplemental Information for Environmental Evaluation for Market Square, 1355 Market Street* (April 20, 2011) and Page & Turnbull *Market Square, 1355 Market Street, Historic Resource Evaluation* (revised October 14, 2011).

PROJECT DESCRIPTION

The proposed project involves exterior alterations associated with conversion of upper floors for new office tenants and of ground floor for retail tenants at 1355 Market Street (Market Square). The proposed scope of work, based on informational packet by Page & Turnbull, would include:

- New metal-and-glass, ground floor storefronts with integrated externally illuminated signage that will include removal of existing granite base;
- New transom windows above ground floor storefronts (at 9th and 10th Street façades, mechanical vent louvers will be installed in place of transoms, as needed by tenants);
- New two-story lobby entrance on Market Street that will include removal of historic metal canopy, cast iron spandrel panels, and 2nd floor windows;
- Increase size of window openings at 10th floor windows by lowering the sill and removing top row of terra cotta tile along parapet at 9th Street façade;
- Replace windows at the 10th and 11th floors on 9th, 10th, and Market Street façades;
- Replace non-historic 2nd floor windows on 9th, 10th, and Market Street façades;
- Install window washing equipment;
- Install new openings at the Stevenson Street elevation;
- Repair historic metal canopy at 10th Street façade.

OTHER ACTIONS REQUIRED

The proposed project is being brought to the ARC for comment prior to review by the HPC of a request for a Major Permit to Alter for alterations to a Category I (Significant) Building designated pursuant to Article 11 of the Planning Code. The Planning Department is in the process of reviewing the proposed project's Environmental Evaluation application.

STAFF ANALYSIS

There are several components of the proposed project that the Department seeks the advice of the ARC regarding compatibility with the Secretary of the Interior's Standards. The Department would like the ARC to consider the following:

Storefront Systems:

The building was formerly used as a wholesale facility, so it historically had one primary entrance located at the base of the central tower with the remainder of the ground floor on the Market, 9th, and 10th floor façades occupied by large storefront display windows. Over the years, alterations to accommodate additional tenants have included new entrance doors, new storefront systems, and replacement of transom glazing with mechanical vents and louvers. While such alterations have occurred, as documented by Page & Turnbull, the overall consistency in material and character of the ground floor storefronts is, for a building of this size and age, surprisingly uniform and consistent with the original design and materials. The historic storefront configuration appears to consist of a

granite base, which varies in height in relation to changes in grade, large single-light windows with one vertical mullion, a cast iron header, and narrow band of two-light transom windows separated by three vertical mullions.

The proposal is to remove existing storefront glazing systems, granite base, and transom windows in all locations (with exceptions of storefronts occupied by Walgreens). The new storefronts would consist of a tri-partite metal-and-glass system with centered entrance doors and a metal panel base. The new system will introduce a secondary transom as well as a secondary header upon which projecting signs and light fixtures will be affixed. New aluminum transoms similar to existing in size and configuration will be installed along Market Street. Along 9th and 10th Street, new transoms matching existing will be adapted to accept mechanical louvers to address air intake requirements.

The Department has met with the Sponsor to discuss various options for replacement storefronts and transoms that retain more historic fabric and are more compatible with the character of the building. While the proposal has improved in regards to the transoms and mechanical louvers, the Sponsor has made no changes to the proposed storefront design.

The Department still has concerns regarding the removal of historic fabric and the overall form, proportion, and character of the new storefronts as they relates to the historic building. The Department's Storefront Standards, which have been adopted by the HPC, recommend that where historic storefront material exists it should be retained and rehabilitated. Where historic storefront is missing but evidence of its character exists, then new storefront that is consistent with existing is recommended. As currently proposed, the Department does not believe that the proposed storefront system is in conformance with these Storefront Standards or with Standard 9 of the Secretary of the Interior's Standards because they inappropriately remove historic fabric and diverge too far from the proportions of the existing storefront systems. Further, the proposal introduces numerous new entrances in a building that has historically relied on a much more centralized circulation pattern.

Recommendation:

1. Although it has been altered in some locations, the granite base is historic fabric that contributes to the overall character and architectural expression of the base of the building. Removal of this feature and material, and replacement with metal panels, a material that is incompatible with the building base, is not consistent with the Department's Storefront Standards, or with the application of such Standards on numerous storefront projects for Article 11 buildings throughout Downtown. In order to address concerns of the Sponsor regarding visibility and transparency of the storefronts, the Department recommends retaining the granite base but allowing for this feature to be cut down a maximum of 6 inches where it projects above interior floor level due to changes in grade.
2. The size of the new header for the storefront system inappropriately competes with the existing cast iron horizontal member that divides the storefront and transom windows and shrinks the size of the window opening inappropriately. The Department recommends reducing the size of this feature to the extent structurally feasible. While the configuration of the new storefront system (storefront and transoms with centered entry) is typical for buildings of this period, this is not necessarily characteristic of the subject building which historically had much larger storefronts with fewer horizontal and vertical mullions. In this particular case, a more contemporary new storefront system may be appropriate.

3. In concept, the Department believes that the proposed replacement of the transoms and adaption for mechanical louvers as needed at the 9th and 10th Street façades is in conformance with the Storefront Standards and Secretary of the Interior's Standards. Additional details demonstrating the manner in which new transoms will be adapted to accept a louver shall be provided in plans for the Major Permit to Alter. Per the Storefront Standards, the Department also recommends that where louvers are necessary that a decorative grille be installed at the street.

New Lobby Entrance

The new lobby entrance will replace an existing garage entry that is proposed to be abandoned. To accommodate the new entrance, historic fabric will be removed including the Streamline metal canopy and cast iron spandrel panels. Non-historic 2nd floor windows and a metal roll-up security gate will also be removed. The proposal is to install a contemporary metal and glass system with a cantilevered metal canopy.

The Department has met with the Sponsor to discuss various options for this new entrance including rehabilitation of the existing canopy or integration of the canopy and/or spandrel panels into the new system. The Sponsor has made no changes in response to these discussions.

While the deteriorated condition of the existing canopy may justify its removal, the Department believes that the proposed butt-glazed metal and glass system with cantilevered metal canopy is not in conformance with Standard 9 because they destroy historic materials and are of a design that diverges too far from the proportions and character of the building. The Department believes that the new lobby entrance should either retain and rehabilitate existing historic fabric and integrate this fabric into a new entry or that the replacement system should take stronger cues from building. The proposed contemporary design, while clearly differentiated, stands in stark contrast to the restrained, Streamlined, and more solid expression of the building storefronts and existing main entrances.

Recommendation:

1. The proposed metal flange and panel that frames the new two-story lobby entrance opening is very simple in design. The Department is concerned about the manner in which this metal flange and panel alters the character of the opening, and when joined with the other components of the entrance, appears monolithic and disconnected from the surroundings historic features and proportions of the building. The metal panel and projecting flange should be eliminated and the frame should be pulled to the edges of the opening and not project forward in the opening.
2. The proposed design should relate more strongly to the proportions and configuration of openings at the building base. While contemporary in expression, a closer interpretation of the existing horizontal and vertical elements of the ground and 2nd floors at the new lobby entrance would make the new feature more compatible with the character of the building.
3. The proposed canopy should relate more closely to the character of the existing metal canopy. While contemporary in expression, a closer interpretation of the existing canopy would make the new feature more compatible with the character of the building.

10th Floor Windows:

The 10th and 11th floors were added to the building in 1958 and 1964, respectively, and are non-

contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the Secretary of the Interior's Standards.

The proposal includes increasing the size of the 10th floor window openings by lowering the sill. At Market, Stevenson, and Jessie Streets, lowering the sill will require removal of stucco cladding on the non-historic 10th floor addition (from Market Street this change would be largely obscured by the 9th floor addition). At 9th Street, the lower sill will require removal of the existing historic terra cotta cladding and alteration of the configuration and proportion of the parapet.

The Department has met with the Sponsor to discuss various options to retain the historic terra cotta by eliminating the lowered sill along 9th Street. While this portion of the parapet is from the 1947 addition of the 9th Street wing, it is within the period of significance for the building and is historic fabric. The Sponsor has made no changes in response to these discussions.

Recommendation:

1. The Department believes that lowering the sill at the 10th floor windows, including removal of terra cotta cladding, is not in conformance with the Secretary of the Interior's Standards as it removes historic fabric, removes terra cotta cladding, which is a character-defining feature of the building, and alters the proportion of the parapet along the 9th Street elevation.
2. If the ARC feels that this portion of the proposal is appropriate, then the Department recommends provision of a finish detail that would match existing shall be provided in plans for the Major Permit to Alter.

Window Washing Equipment:

The proposal is to install window washing equipment on the roof. At the tower, two terra cotta tiles will be removed and salvaged and replaced with architectural precast concrete tiles to match existing and installed to accommodate the window washing equipment attachment mechanism. Anchors for this equipment will also be installed across each building façade.

Recommendation:

1. The Department recommends avoiding removal and replacement of decoratively detailed terra cotta tiles. At the tower, the Department recommends relocation of the attachment mechanism to avoid removal of the decorative terra cotta and instead remove and replace some of the flat, undecorated terra cotta tiles.
2. The Department recommends avoiding removal and replacement of decoratively detailed terra cotta tiles at the parapet and at the center point of the pilasters on all façades. Details of the attachment mechanisms at the façade shall also be provided in plans for the Major Permit to Alter.

10th and 11th Floor Windows:

The 10th and 11th floors were added to the building in 1958 and 1964, respectively, and are non-contributing elements of the building. The existing windows are not historic and their removal and replacement appears to be in conformance with the Secretary of the Interior's Standards.

2nd Floor Windows:

The 2nd floor windows are not historic and are non-contributing elements of the building. As the existing windows are not historic, and the replacement sash will match the character and material of original windows and windows on upper floors, their removal and replacement appears to be in conformance with the Secretary of the Interior's Standards.

Stevenson Street:

The Stevenson Street (rear) elevation is utilitarian in nature and is clad in stucco and fenestrated with paired aluminum sash windows. Several bays of windows have been replaced with mechanical louvers in previous phases of the project.

The proposal is for Stevenson Street between the 1355 Market Street and 875 Stevenson Street buildings to be used as a pedestrian area. New openings (several two-story) will be added at the ground level of the subject building. New openings will align with the existing fenestration pattern. A loggia screen will be built framing the 1st and 2nd floors at the new openings.

Recommendation:

1. The Department believes that the proposed alterations at the Stevenson Street elevation are appropriate and in conformance with the Storefront Standards and Secretary of the Interior's Standards. Proposed alterations will occur on a secondary elevation that is utilitarian in nature, will not remove significant historic fabric, and have been located such that they will be unobtrusive to the primary façades of the building.

REQUESTED ACTION

Specifically, the Department seeks comments on:

- The compatibility of the project with the Secretary of the Interior's Standards and the Department's Storefront Standards;
- The project concerns raised by staff; and,
- The project recommendations by staff.

ATTACHMENTS

Market Square Project Overview Packet



MARKET SQUARE
1355 Market Street
San Francisco, CA



PROJECT OVERVIEW

Prepared for the
Architecture Review Committee of the
Historic Preservation Commission



PAGE & TURNBULL

imagining change in historic environments through design, research, and technology

JUNE 6, 2012



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BUILDING OVERVIEW & PROJECT SUMMARY

HISTORIC IMAGES

EXISTING CONDITIONS IMAGES

PROJECT DESCRIPTION

STOREFRONTS AND TRANSOMS

NEW LOBBY ENTRY

WINDOWS

STEVENSON STREET

WINDOW WASHING EQUIPMENT

ELEVATIONS

PLANS

SIGNIFICANCE DIAGRAMS & BUILDING CHRONOLOGY



BUILDING OVERVIEW AND PROJECT DESCRIPTION

BUILDING HISTORY

Market Square was constructed in 1937 as the Western Merchandise Mart & Furniture Exchange. Located at 1355 Market Street, the eleven-story, 500,000 square-foot, reinforced concrete building was designed in the Art Deco style by Capital Company architects and Cahill Brothers general contractors, and was clad in terracotta by Gladding McBean Co. The cost of construction was estimated at \$2,500,000. Market Square was constructed as a furniture showroom, and has received several major additions since its original construction: two additions were added to the ninth floor in 1941; a nine-story wing was added along Ninth Street in 1947 that matches the massing and detailing of the original building; the tenth floor was added and the central Market Street tower was altered in 1958; the eleventh floor was added in 1963; the ground floor storefronts were replaced in the 1980s; and the windows on floors three through nine were replaced in 2002 with new aluminum sash windows that are compatible to the original windows. The building has also undergone numerous interior renovations and tenant improvements. Market Square has been vacated in anticipation of future renovations. The floor area of the building and additions is approximately 835,000 square feet.



HISTORIC STATUS

Market Square is listed as a Category I building in Article 11 of the San Francisco Planning Code, and has been determined through previous survey efforts as a building that “appears eligible for listing in the National Register as an individual property.” Market Square is significant as an example of the Art Deco style in San Francisco, and as a large commercial building on this portion of Market Street. Its size, scale, and design create an important street presence rivaled by few other San Francisco buildings and allow it to serve as a major commercial anchor for this area.

Character-defining features of the building include:

- Vertical piers along Market, Ninth and Tenth Streets
- Decorative terra cotta with Mayan-influenced detailing at the entrance and cornice
- Fenestration pattern
- Decorative cast iron spandrels
- Array of the massive concrete column structure
- Decorative plaster ceiling in the historic lobby
- Marble wall panels and decorative metal in the historic lobby
- Mural in the historic lobby



PROJECT DESCRIPTION

The proposed project at 1355 Market includes the replacement of several non-historic features including the storefronts and transoms, the second floor windows, window washing equipment and the ribbon windows at the tenth and eleventh floors.

The new storefronts and second floor windows will be compatible with the historic with regard to their materials, size, and configuration. The new storefronts will be full height and include the removal of the existing granite base below the existing storefronts.

The new ribbon windows proposed for the 10th and 11th floors are similar to the existing. The sill at the tenth floor, however, is proposed to be lowered at certain locations to improve views for the tenants, resulting in the removal of one row of terra cotta tiles at those locations.

The proposed project also includes new openings at the Stevenson Street façade. The openings will align with the existing windows above so as not to disrupt the existing fenestration pattern of this secondary façade.

A new lobby entry will be created where the existing entry to the Market Street garage is located. The new lobby entry will be two stories in height and will result in the removal of the existing canopy, cast iron spandrel panels, and non-original second floor windows.





HISTORIC IMAGES

EXTERIOR



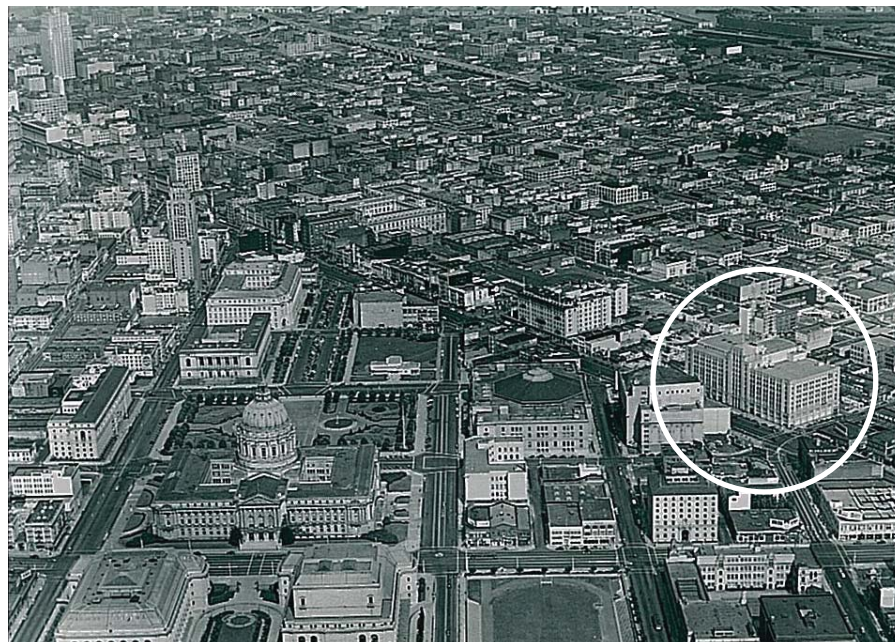
View southeast from corner of Tenth and Market Streets, 1937
(San Francisco Public Library Historical Photograph Collection (SFPL), #AAC-5020)



View southwest from corner of Ninth and Market Streets, 1955
[Note completed Ninth Street wing (1947), and wood-frame ninth floor additions (1941)] (SFPL, #AAC-5016)



View southwest from corner of Ninth and Market Streets, 1965
[Note eleventh floor addition (1963)] (SFPL, #AAC-5017)



Aerial photograph, circa 1937
[Note original configuration of ninth floor] (Market Square Archives)



View southwest from corner of Ninth and Market Streets, 1961
[Note tenth floor addition and tower alterations (1958)] (SFPL, #AAC-5012)



Demolition in preparation for Mart 2 construction with view of Stevenson Street facade, 1973 (Market Square Archives)

HISTORIC IMAGES

EXISTING CONDITIONS IMAGES

VICINITY



View west along Market Street from Eighth Street [Note Market Square in the distance]



Ninth Street, looking south from Market Street



View of City Hall, looking north from roof of Market Square

Market Square is located on the south side of Market Street between Ninth and Tenth streets in the Mid-Market area near San Francisco’s Civic Center National Register Historic District and the Market Street Theatre and Loft Historic District. This area has historically been associated with a variety of commercial and light industrial uses, with theatres, shops, factories, and office uses found in the area.

Today, the neighborhood immediately surrounding Market Square is characterized by a mixture of commercial, residential, office, government, and entertainment uses. Buildings in the neighborhood date from a variety of eras, feature large footprints and massing, and range from four to thirty stories in height. The Mid-Market area is set to experience significant change with the proposed addition of 4,400 new or planned high-end residential unit development.

Market Square fits within the historic context of the area’s commercial development. The proposed project at Market Square does not include any additions or major exterior alterations that would affect the building’s relationship to the surrounding neighborhood, or the significance of the nearby historic districts.



View northeast from Tenth and Jessie streets



Tenth Street, looking north from Mission Street

EXISTING CONDITIONS IMAGES

BUILDING EXTERIOR



View of Market Street facade from Ninth Street



View of Stevenson Street from Tenth Street



Typical storefront on Market Street



View of building at Market Street and Tenth Street



Main entry

The exterior of 1355 Market Street is generally in good condition, but is in need of some renovation in order to address both deferred maintenance issues as well as attract new tenants and increase the opportunity for economic viability. Significant architectural features such as the decorative terra cotta and cast iron spandrels appear to be well maintained and mostly unaltered. Additions to the building have not removed significant fabric from the building, except at the top of the tower where significant detailing was removed in the late 1950s. Most failures of the terra cotta appear to be aesthetic in nature and will require the repair of such things as glaze and bisque spalls and failed patches. The existing windows are not original, but their replacements are similar in configuration and have been installed so that the original fenestration has remained intact.

EXISTING CONDITIONS IMAGES

PROJECT DESCRIPTION



The proposed project will include:

- New Storefronts of similar size and configuration as the existing. The new storefronts will be full height and will include the removal of the existing granite base;
- New transom windows that are the same size and the existing;
- New lobby entry on Market Street where the existing entrance to the garage is located. The new lobby entrance will be two stories in height and will include the removal of the existing metal canopy and cast iron spandrel panels;
- New windows at the second floor that will be similar to the existing;
- New ribbon windows at the 10th and 11th floors. The sill will be lowered at the 10th floor and will include the removal of the top row of terra cotta tile;
- New openings on the Stevenson Street façade to encourage pedestrian traffic along that area;
- Window washing equipment will be installed. At the tower, the window washing equipment will include a rigging beam that will project through the tower when the equipment is in use. Stabilization anchors will be installed throughout the building façade;
- Repair of the historic canopy at Market and Tenth streets.

PROJECT DESCRIPTION



STOREFRONTS AND TRANSOMS

IMAGES OF EXISTING CONDITIONS



Ninth Street Storefront



Market Street Storefront



Tenth Street Storefront

STOREFRONTS
AND TRANSOMS



Ninth Street Storefront



Market Street Storefront

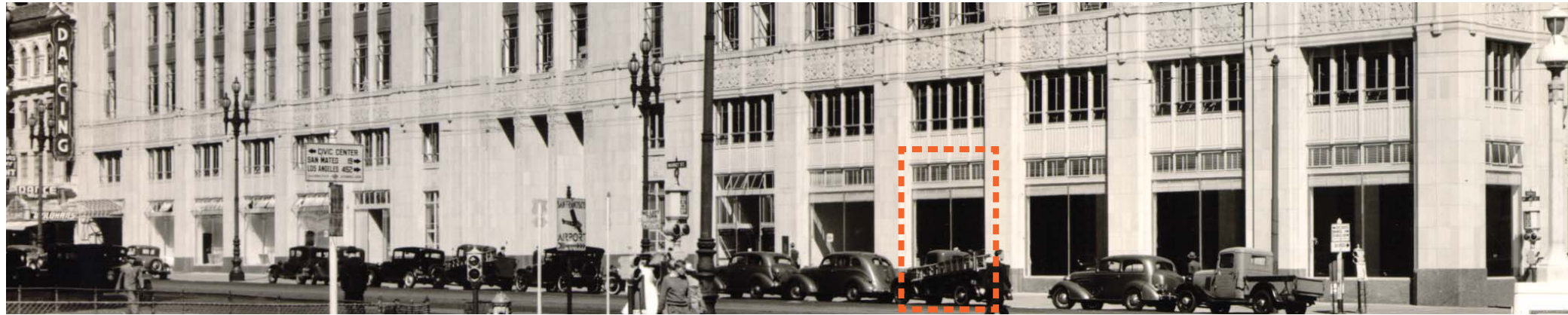


Tenth Street Storefront



STOREFRONTS

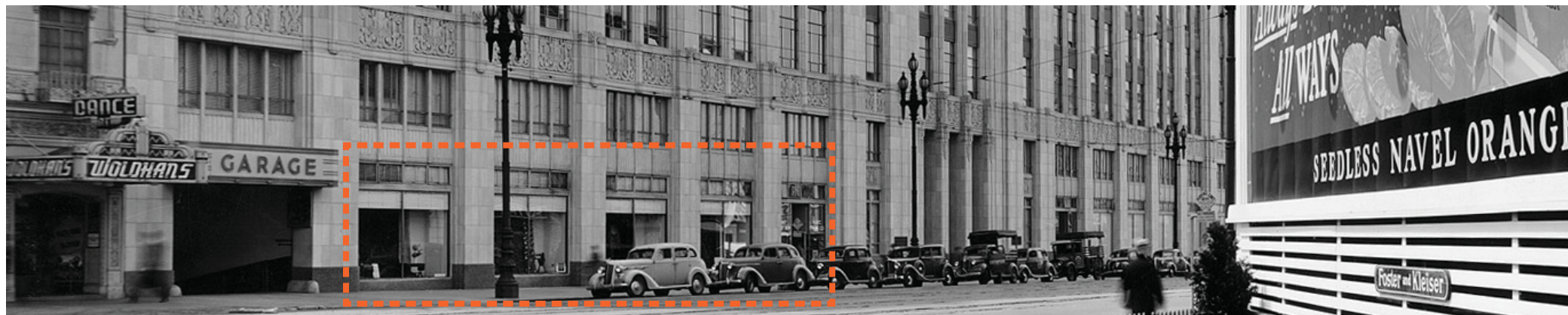
CHANGE IN STOREFRONTS OVER HISTORY OF THE BUILDING



Circa 1937

1937

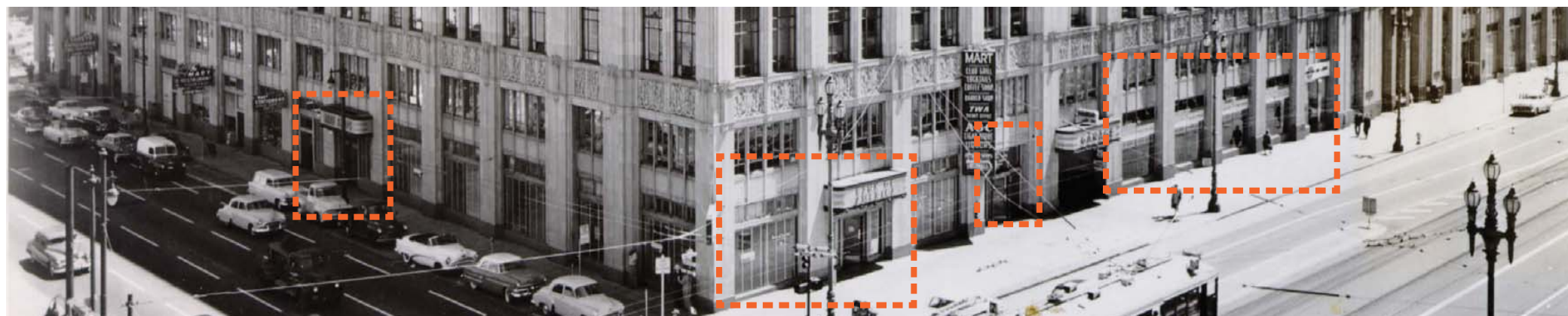
Storefronts as originally constructed.



Pre-1946

Pre-1946


Just prior to the construction of the Ninth Street wing.



Post-1946

Ca. 1946

Just after the construction of the Ninth Street wing.

 Denotes storefronts that have been altered and are non-original.

STOREFRONTS

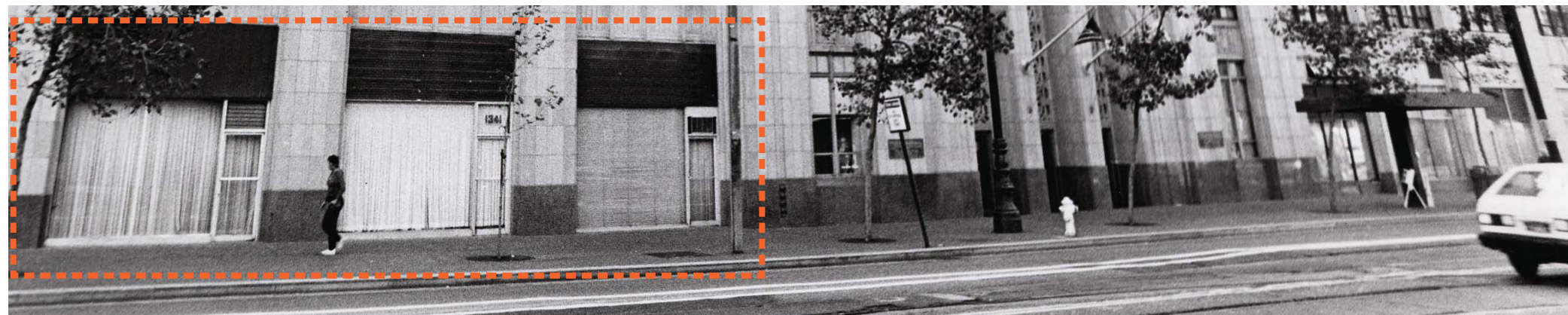
CONSTRUCTION CHRONOLOGY (Storefronts within dashed rectangles are non-original)



Post-1946

Post-1946

This photo shows that most of the storefronts east of the main entry have been altered and are not original.



1970s

1970s


This 1970s photo shows a close-up view of the three storefronts just east of the main entry that were altered. Note that none of these storefronts have granite at the base.



Circa 1990s

2011

This photo shows the existing storefronts in their current condition and configuration.

 Denotes storefronts that have been altered and are non-original.

STOREFRONTS
AND TRANSOMS



STOREFRONTS

PROPOSED STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO WEST





STOREFRONTS

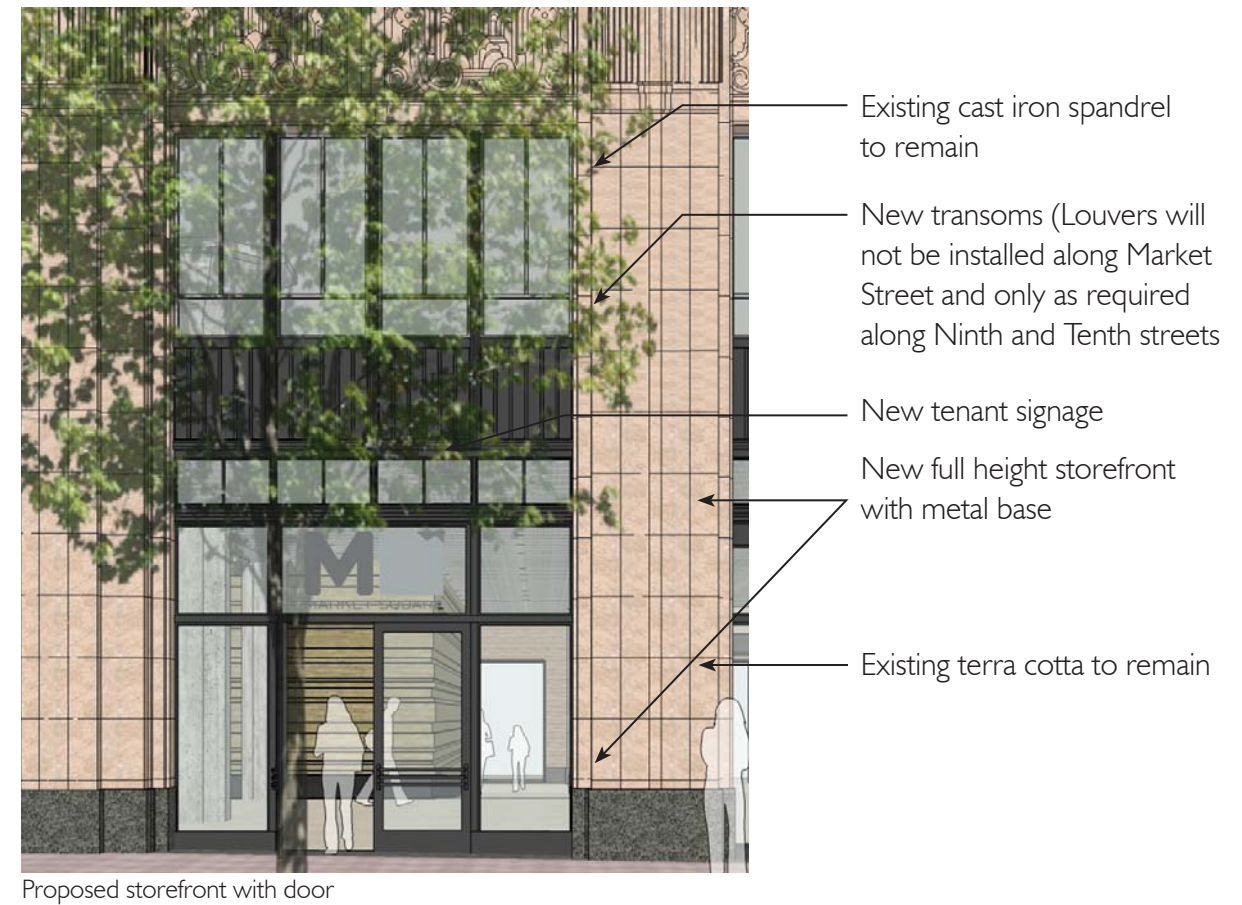
PROPOSED STOREFRONTS AT MARKET STREET FACADE / SIDEWALK VIEW TO EAST



STOREFRONTS
AND TRANSOMS

STOREFRONTS AND TRANSOMS

STRATEGY FOR STOREFRONTS WITH DOORS



Storefronts

The existing, non-original storefronts will be replaced with new storefronts that are compatible in size and materials with the original storefronts. The new storefronts will be aluminum and consist of three over three lites. The multi-lite configuration will address past window failure resulting from significant wind loads in the area. The new storefronts will be located within the same plane as the original and the division in lites will align with the mullions of the transoms and second floor windows above. The storefronts will be full height and include the removal of existing granite base. The granite base will be replaced with a metal base.

STOREFRONTS AND TRANSOMS

STRATEGY FOR STOREFRONTS WITHOUT DOORS



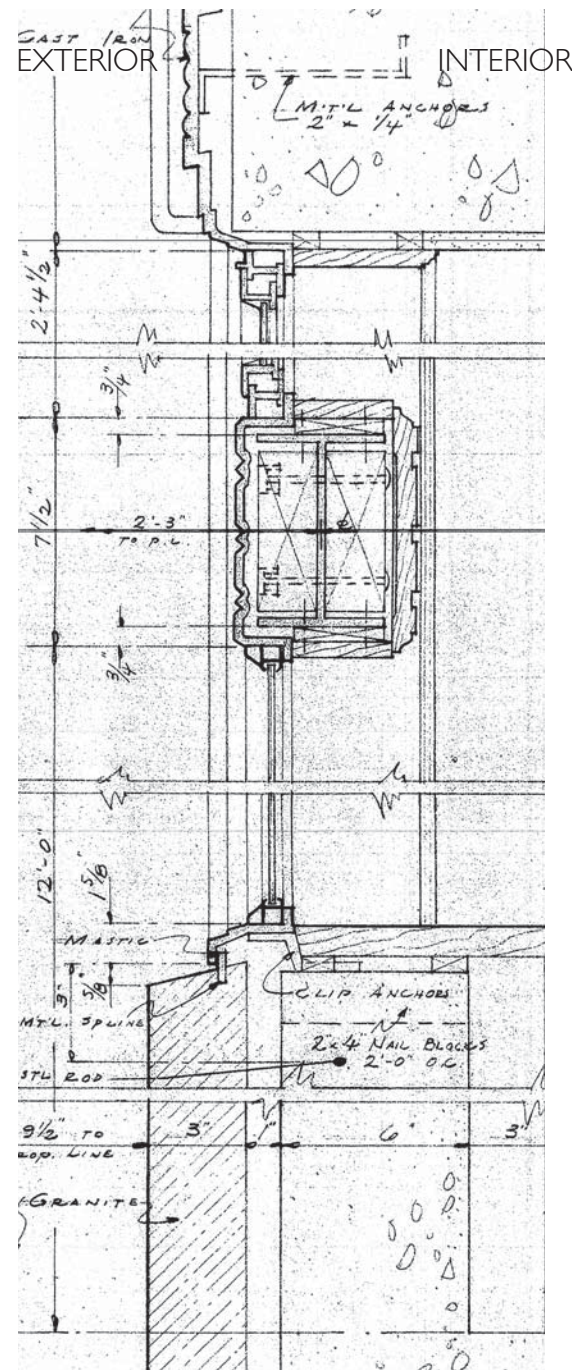
STOREFRONTS AND TRANSOMS

Transoms

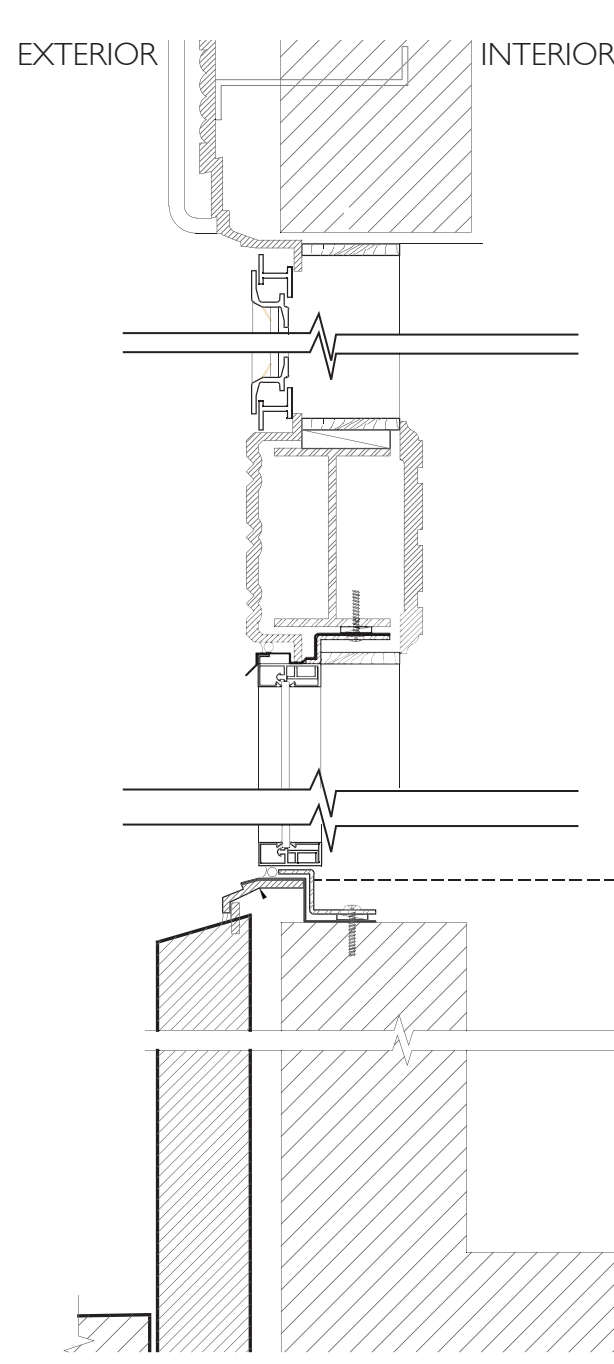
The existing transoms along Market Street will be replaced with new aluminum transoms similar to the original in size and configuration. The transoms along Ninth and Tenth streets will be replaced with new transoms that can be adapted to accept a louver as needed to address air intake requirements.

STOREFRONTS AND TRANSOMS

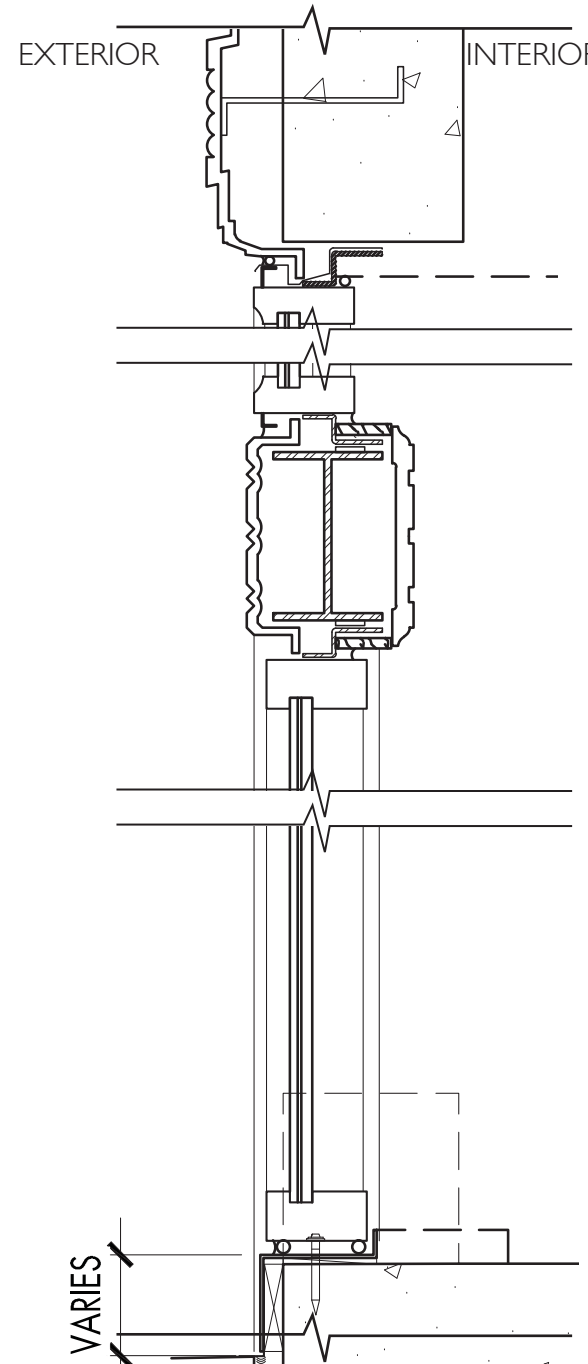
ORIGINAL, EXISTING, AND PROPOSED SECTION DETAILS



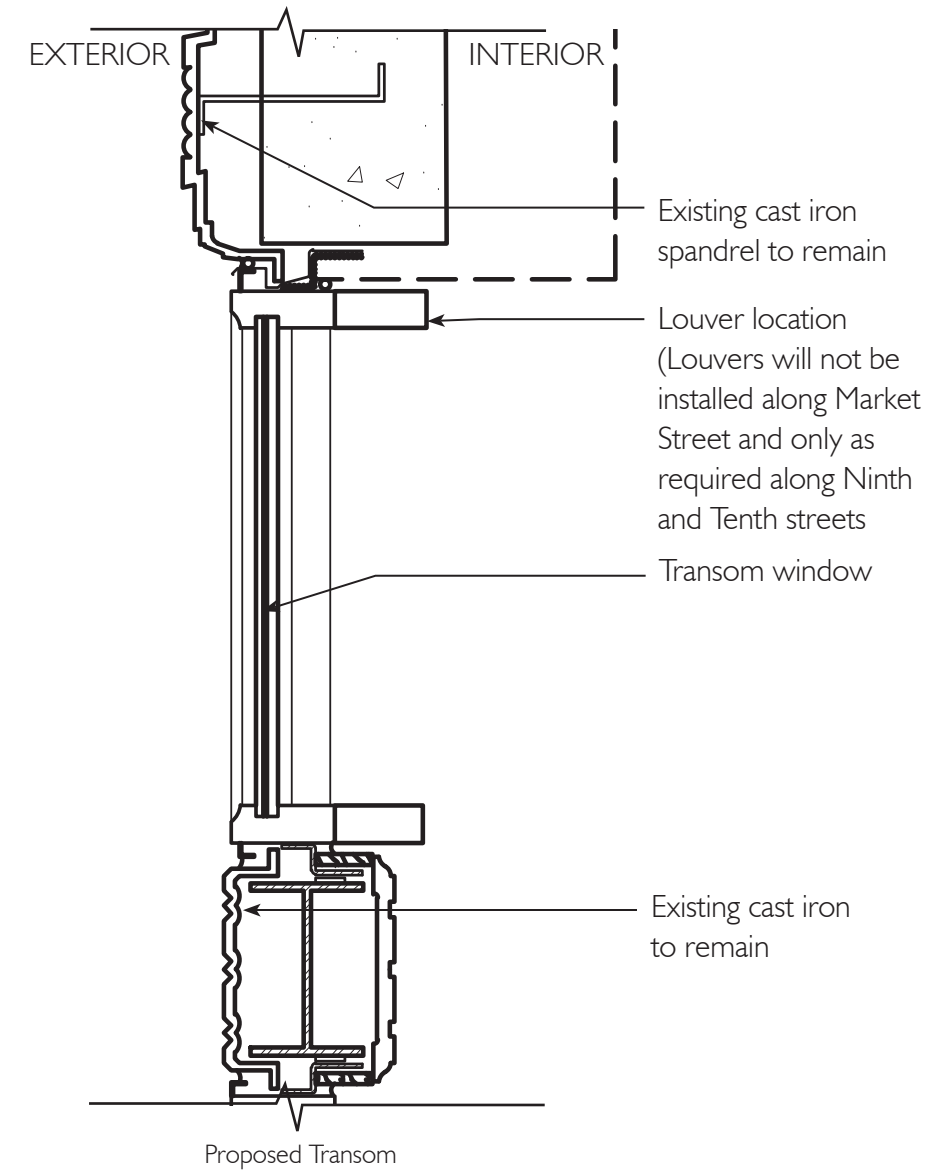
Original Detail Drawing from Ninth Street Wing



Existing storefront detail



Proposed storefront and transom



Proposed Transom

Transoms along Market Street will be glass. Along Ninth Street and Tenth Street, transoms will have louvers where air intake is required. Transoms will be detailed so that closure panels are removable and either the louver or glass option can easily be installed.



NEW LOBBY ENTRY

NEW NINTH STREET LOBBY AND PROPOSED STOREFRONT MODIFICATIONS



NEW LOBBY ENTRY

A lobby will be built in the Ninth Street wing to serve the office tenants in this portion of the building. The new lobby entry will be located where the existing entry to garage along Market Street was once located. This garage entry is currently abandoned due to new traffic regulations along Market Street.

The new lobby entry will be contemporary in style but its design will incorporate compatible materials, including glass and metal. The storefront metal will match the color of the proposed storefronts. The design of the new entry will have a simple design so as not to compete with the decorative Art Deco style of the building.

To accommodate the new entry, the historic fabric within this single bay will be required to be removed. Historic fabric proposed to be removed includes the iron spandrel panels and the canopy to the garage. The iron spandrels will be salvaged and stored to be used as stock pieces for the building. This is the only bay where significant historic fabric is proposed to be removed. Its removal will neither diminish the overall integrity of the building nor will it result in the building becoming ineligible to be listed in the National Register.

NEW LOBBY ENTRY



Cast iron spandrel and mullions to be removed

Canopy to be removed



Historic terra cotta surround to remain

New entry to be held within existing bay opening

New metal canopy

New metal flange to match storefronts

New lobby entry will be contemporary in style with a simple design that will not compete with the art deco features of the building

Former garage access on Market; location of proposed office lobby entrance

Proposed lobby entry

NEW LOBBY ENTRY

ORIGINAL CANOPY AT TENTH STREET GARAGE



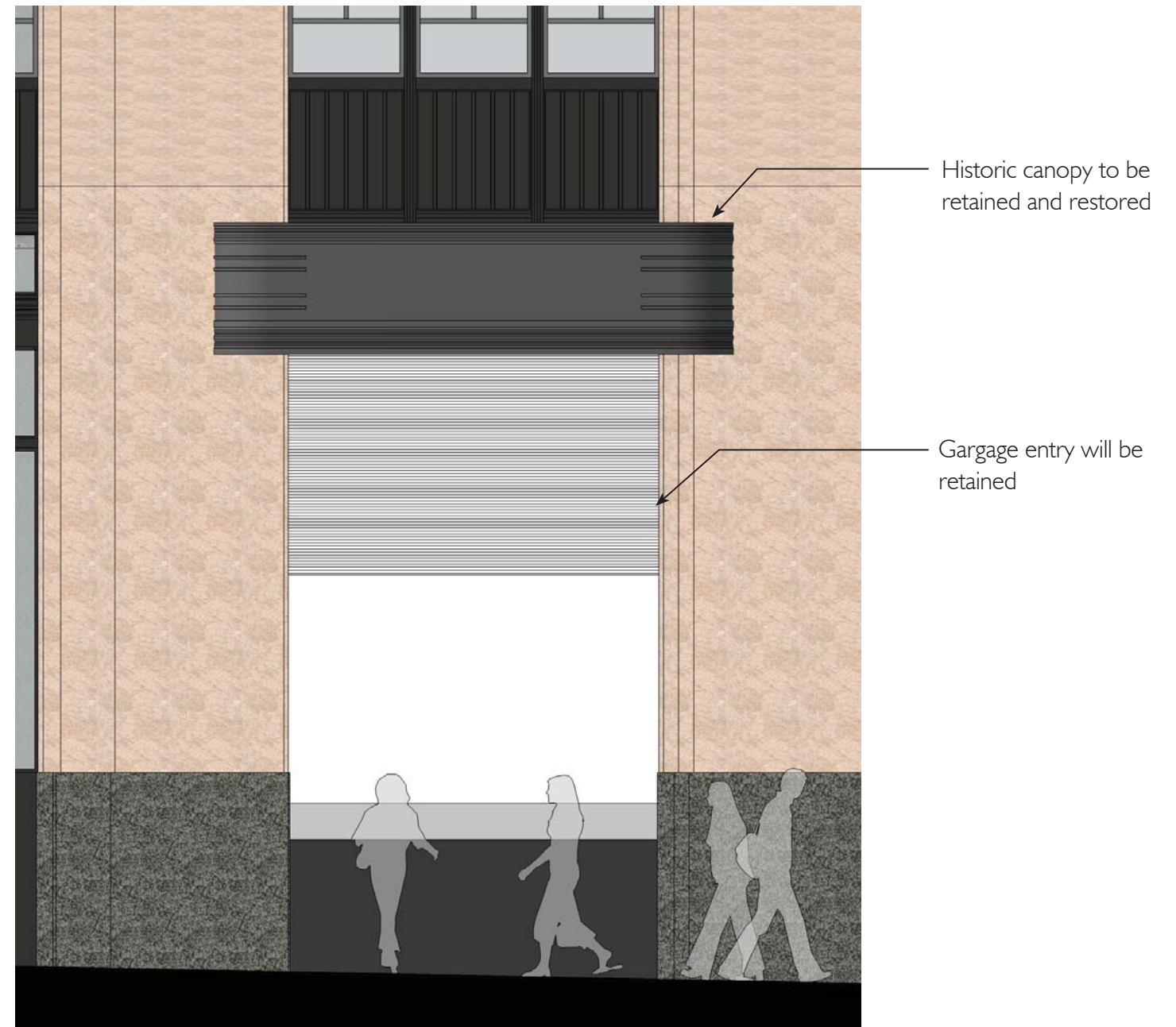
CANOPY AT TENTH STREET GARAGE

The historic canopy at Ninth and Stevenson streets will be rehabilitated and retained. This opening has historically been used as an entry into the existing garage. As part of the rehabilitation, this bay will retain its current use.

NEW ENTRY AT TENTH STREET GARAGE



Existing entry to the garage at Tenth and Stevenson streets



Proposed alterations to garage entry

NEW LOBBY
ENTRY

WINDOWS

**Second Floor Windows**

The existing windows at the second floor are not original and will be replaced with new windows similar to the existing.

Ribbon Windows

The tenth floor and eleventh floor were added to the building in 1958 and 1963, respectively. These additions are contemporary in style and do not contribute to the historic character of the building. The existing steel ribbon windows in at these floors are in poor condition, are a source of water infiltration, and have poor thermal properties. These windows will be replaced with new energy efficient aluminum windows that are similar in style as the original. At the eleventh floor the replacement windows will be the same size as the original.

At the tenth floor, the sill will be lowered from 4'-10" in height to about 3' in height. This will improve the views available to office tenants in a sitting position. Along Market Street, the lower sill will result in the removal of about 22" of non-historic stucco. The tenth floor windows are largely hidden from views along Market Street, the primary elevation of the building. Along Ninth Street, the lower sill will result in the removal of the top row of terra cotta tiles. This terra cotta is part of the Ninth Street wing addition, which is a contributing feature of the building. However, the removal of the top row of terra cotta tile will not result in a substantial change in this façade of the building because of the building's size and scale.

The façade along Stevenson Street is a secondary elevation. The lower sill will result in the removal of about 22" of non-historic stucco. The façade along Stevenson Street is largely hidden from public views.



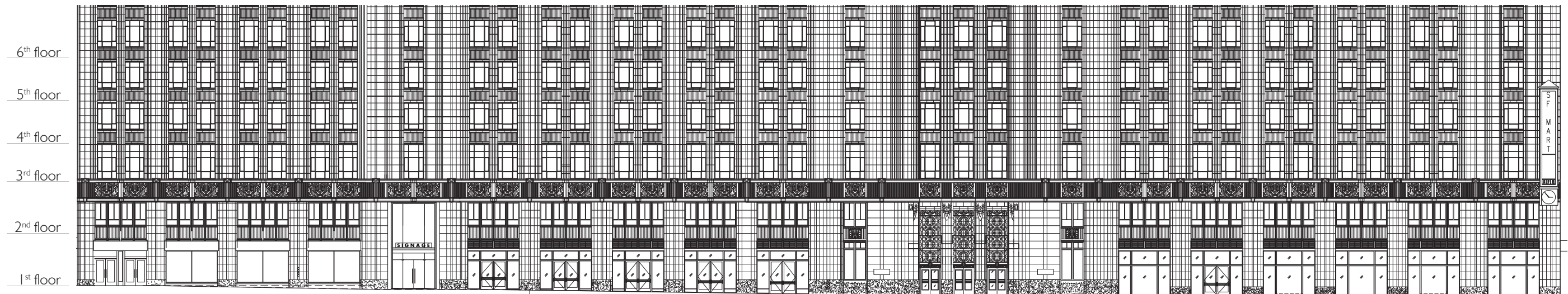
WINDOWS

SECOND FLOOR



The windows at the second floor were originally steel windows. The windows were replaced in the 1980s with aluminum windows that have a similar configuration as the original. As part of the proposed project these windows will be replaced again with new aluminum windows that offer improved thermal properties. The proposed windows are also similar to the original in configuration. The new windows will fit within the existing opening and no historic fabric will be required to be removed as a result of their replacement.

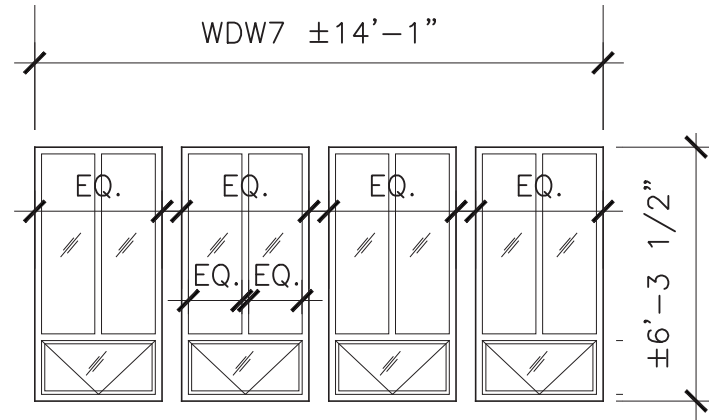
Second floor windows



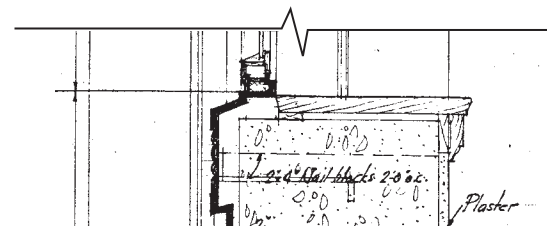
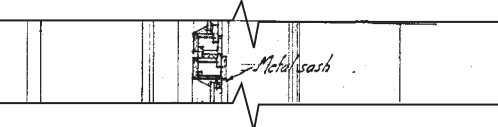
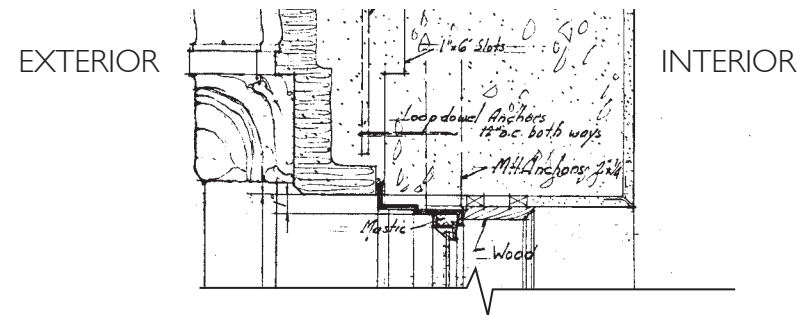
Market Street elevation showing second floor windows

WINDOWS

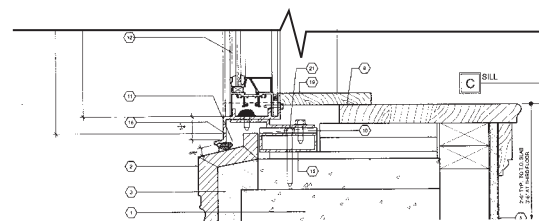
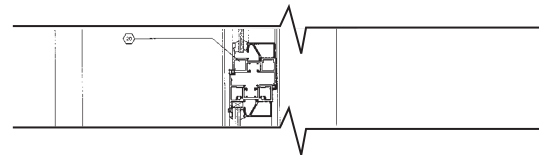
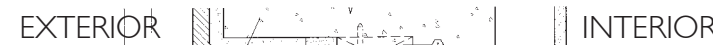
SECOND FLOOR



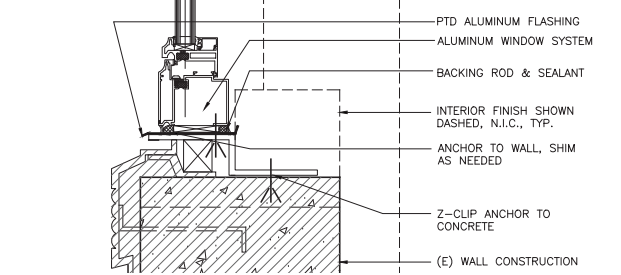
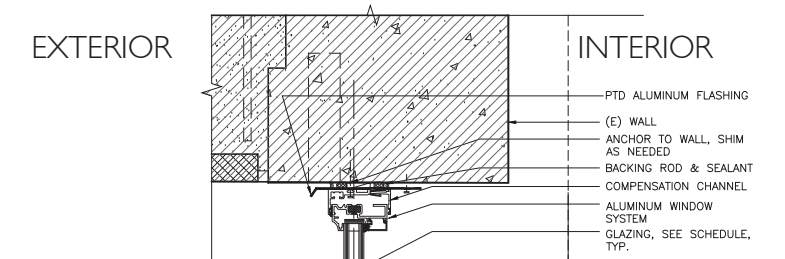
Proposed windows



Original window detail



Existing window detail



Proposed window detail

WINDOWS



RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

MARKET STREET



The non-historic ribbon windows at the 10th and 11th floor will be removed and replaced. The existing windows exhibit rust and are generally in poor condition and have poor thermal qualities. The 11th floor windows will be replaced with new windows that are the same height and have a similar configuration. At the 10th floor, the window sill will be lowered from 4'-10" to about 2'-6" to improve the view for this tenant space.

Along Market Street, the primary elevation of the building, the proposed lowered sill will not result in the removal of historic fabric. Along Ninth Street, the proposed lowered sill will result in the loss of the top row of terra cotta. The loss of the top row of terra cotta will not result in a substantial change in the appearance of the building. Stevenson Street is not a primary elevation for the building and the lower sill will not diminish the historic integrity of the building.

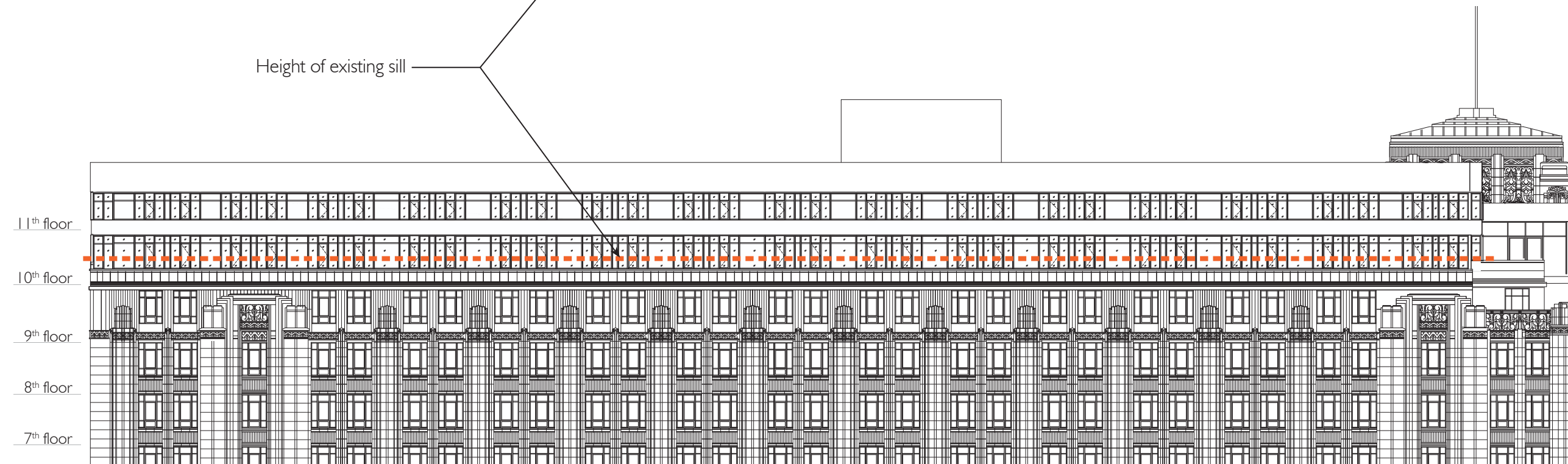


WINDOWS

NINTH STREET



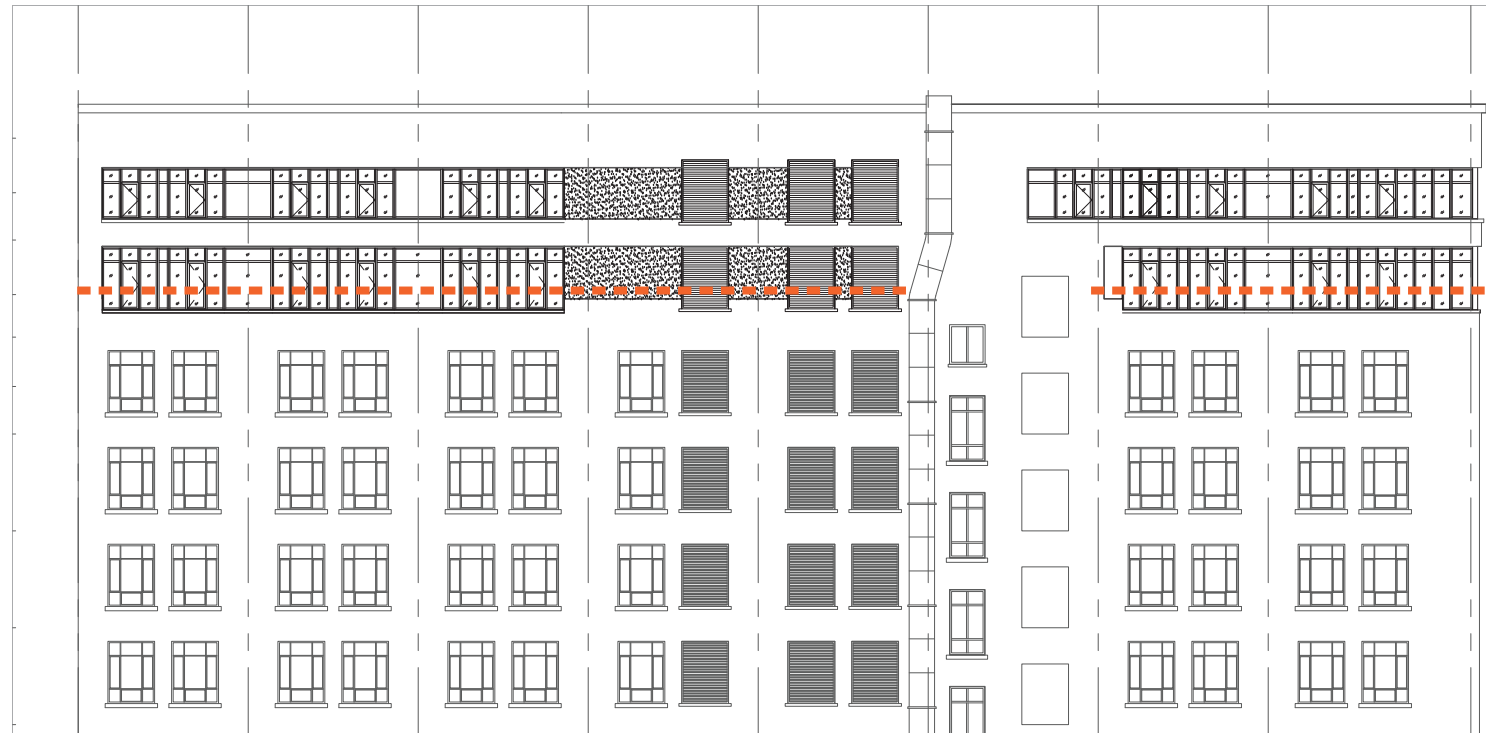
Height of existing sill



WINDOWS

RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

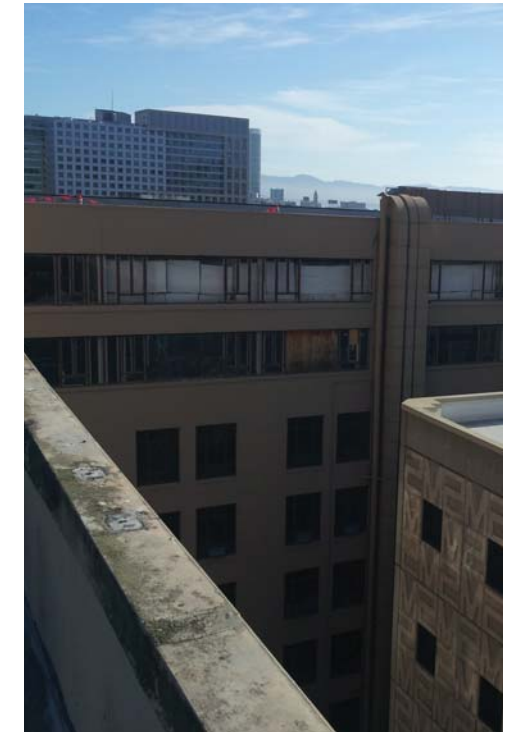
STEVENSON STREET



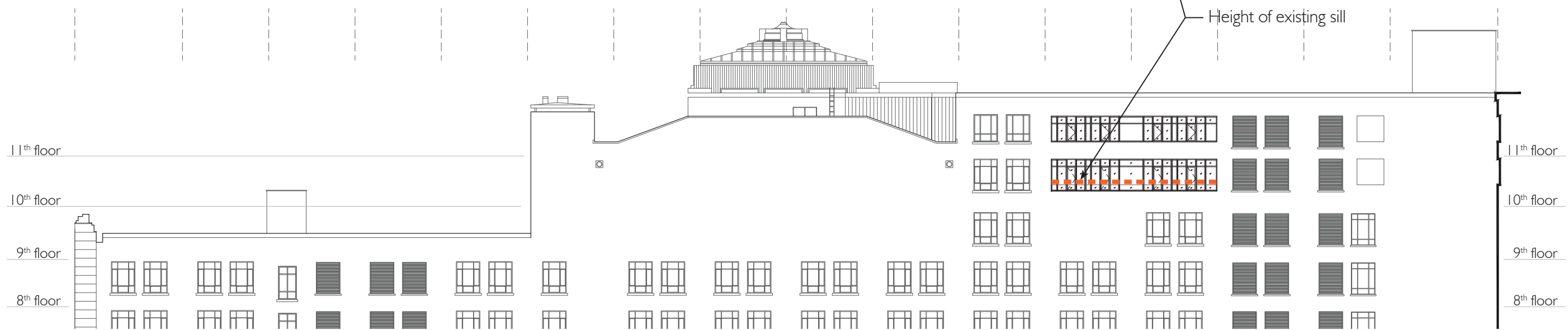
Ribbon Windows between Stevenson Street and Jessie Street (west facade)



Ribbon Windows along Jessie Street facade



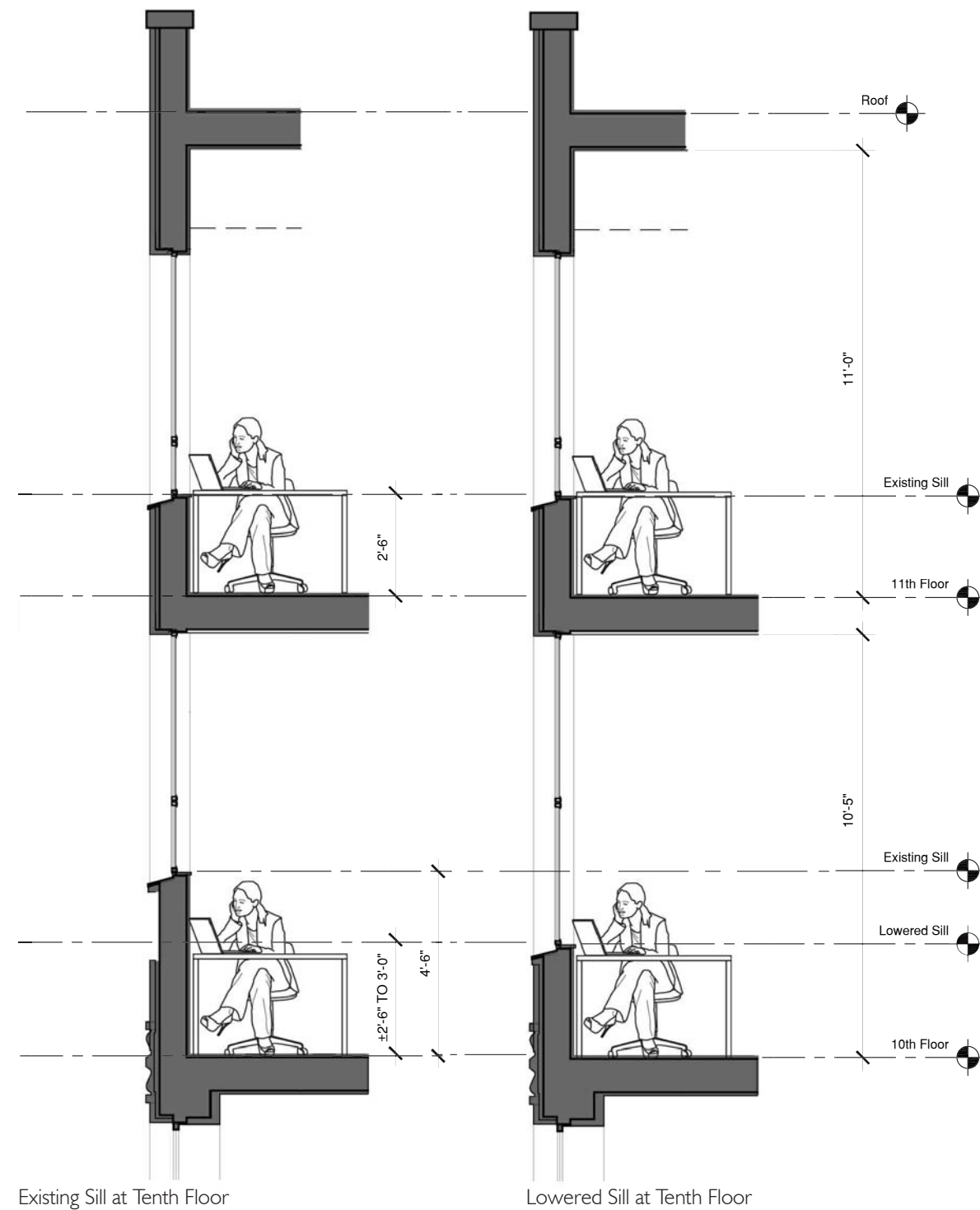
View of windows along the alley between Stevenson and Jessie streets



Ribbon Windows along Stevenson Street facade

RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

RIBBON WINDOW WITH DROPPED SILL



Existing Sill at Tenth Floor

Lowered Sill at Tenth Floor



Existing windows



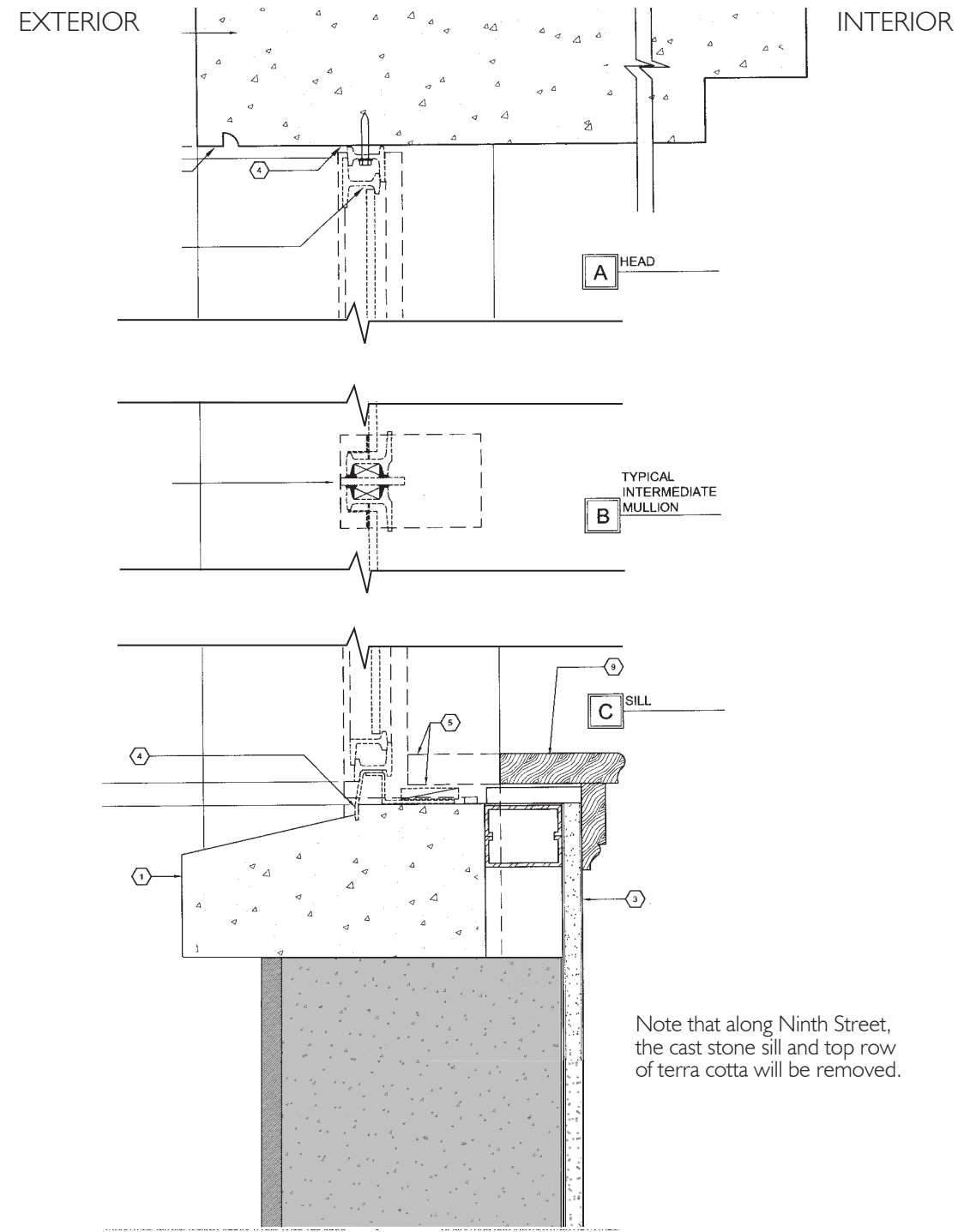
Typical tenth floor window exhibiting deterioration



View of tenth floor windows and terra cotta proposed to be removed

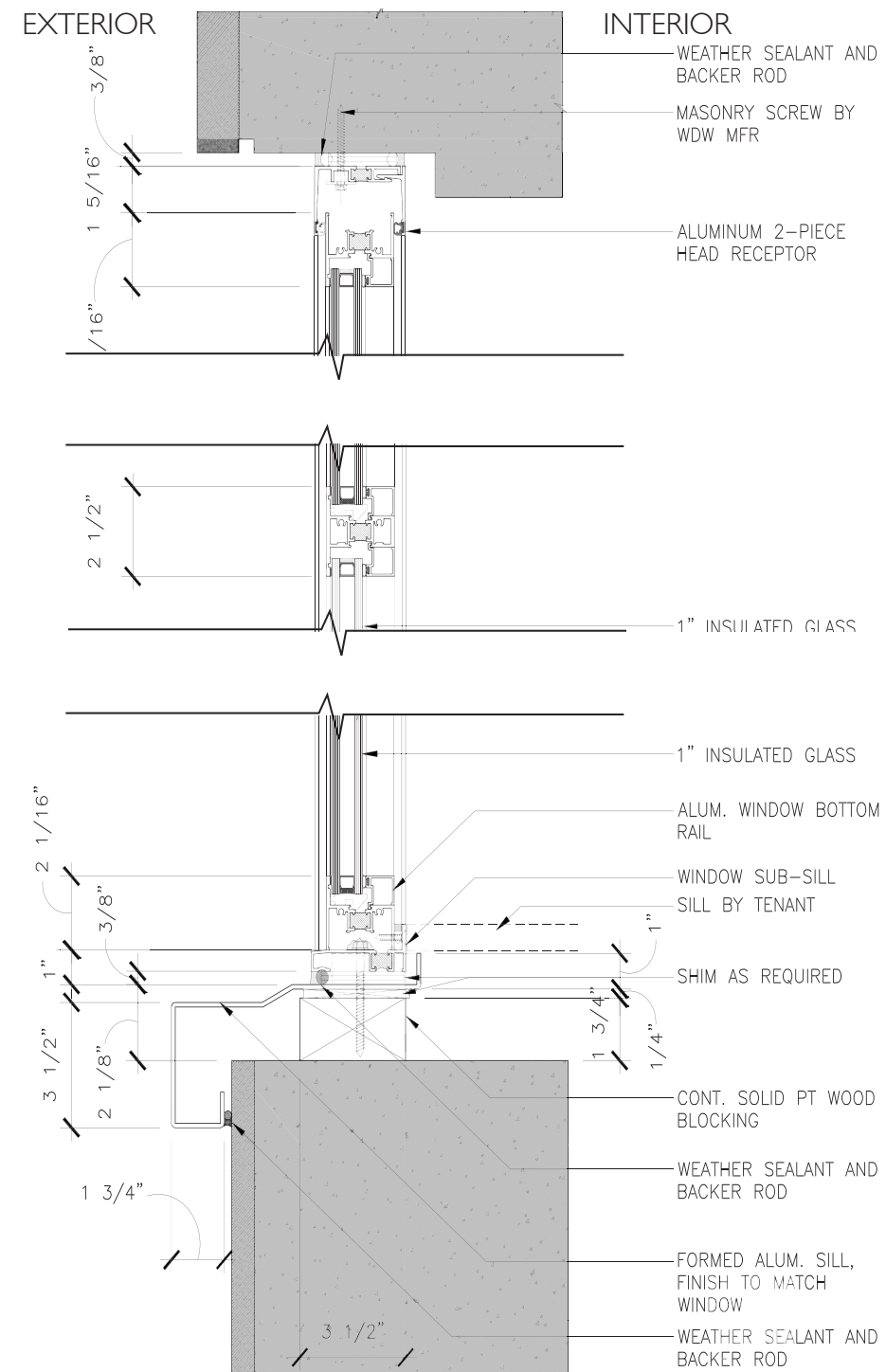
RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

TENTH FLOOR RIBBON WINDOWS, EXISTING AND PROPOSED DETAILS



Note that along Ninth Street, the cast stone sill and top row of terra cotta will be removed.

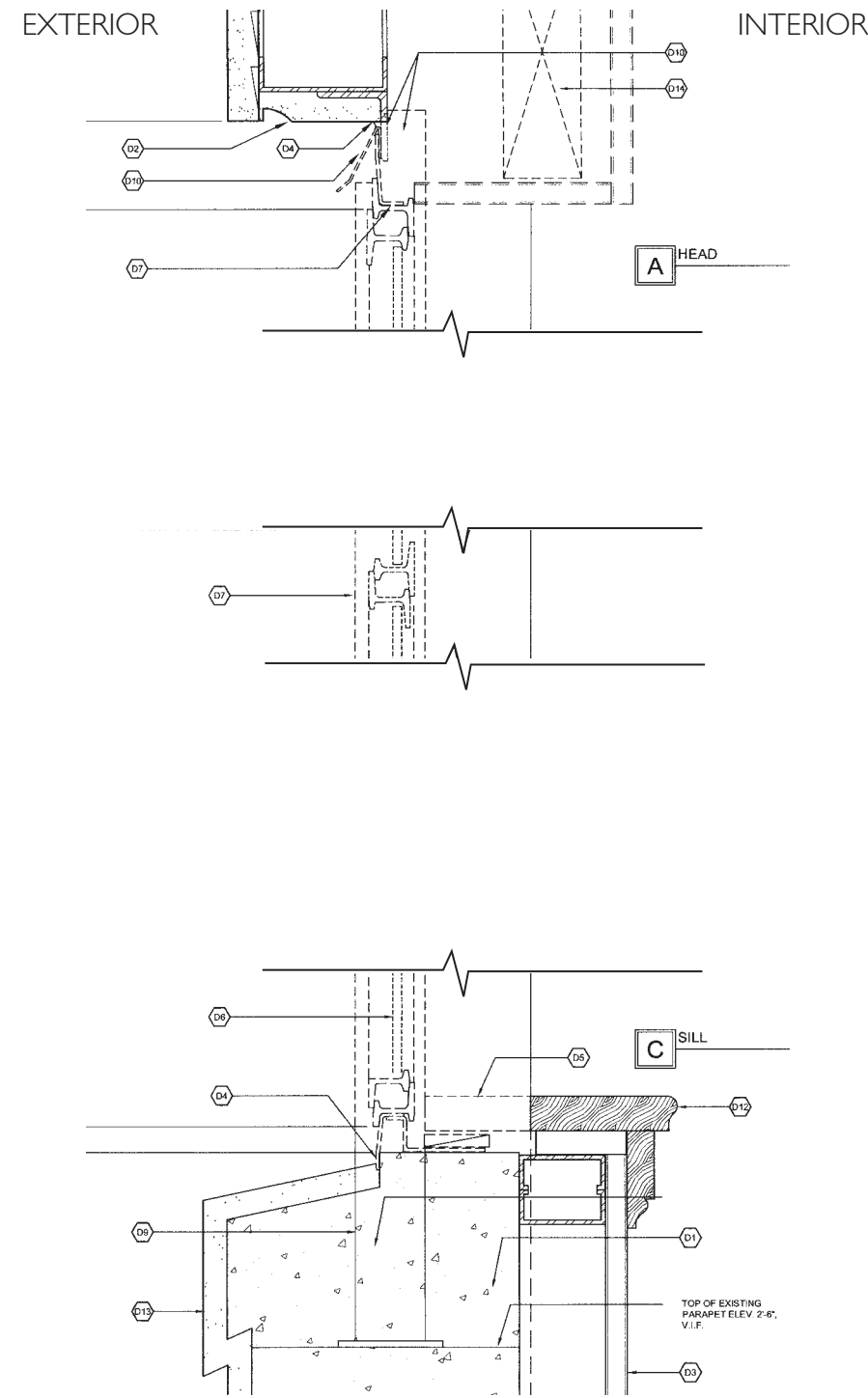
Existing Window at Tenth Floor
(Courtesy LeClere Associates)



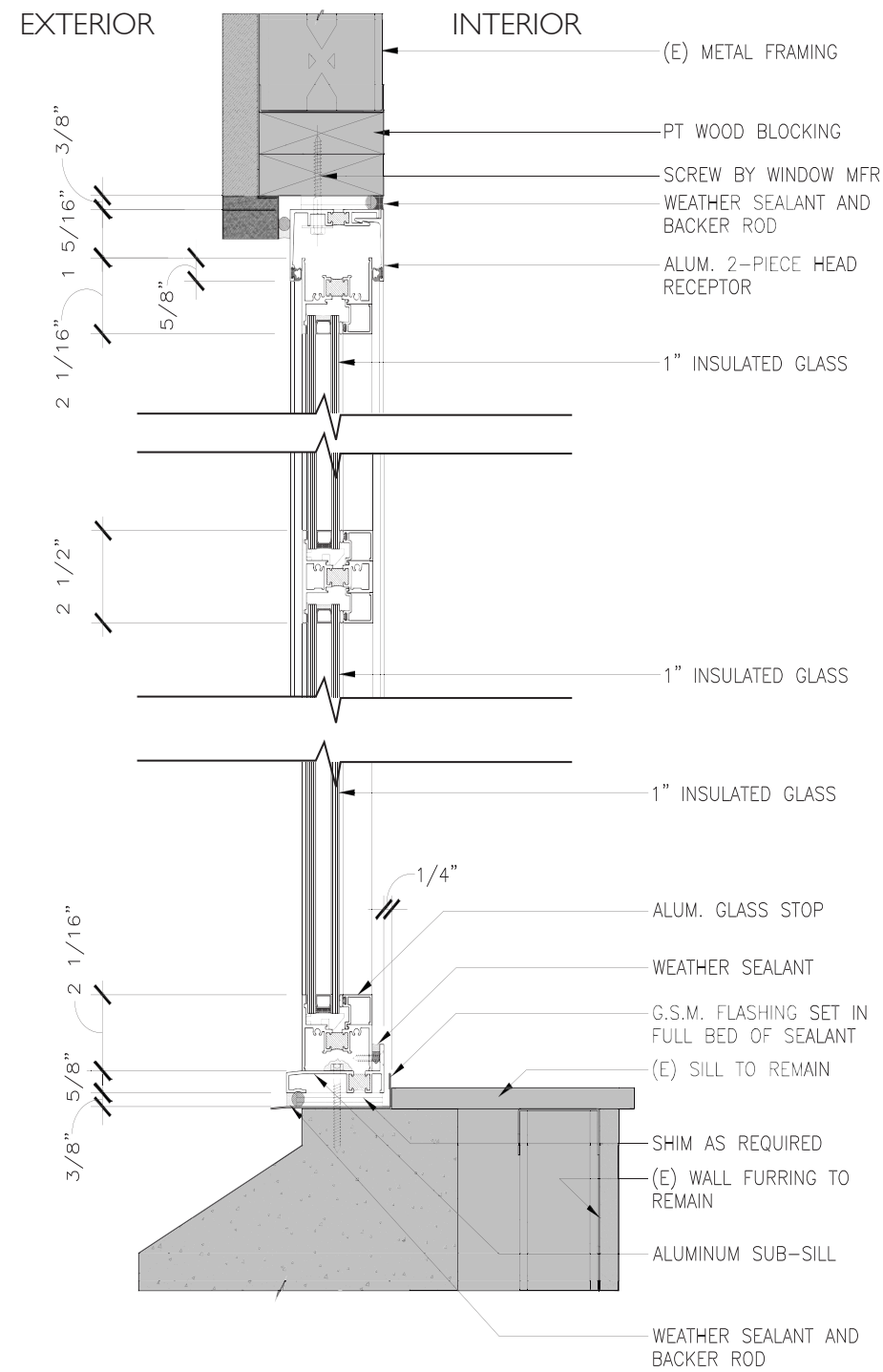
Detail of Proposed Windows at Tenth Floor

RIBBON WINDOWS REPLACEMENT AT THE TENTH AND ELEVENTH FLOORS

ELEVENTH FLOOR RIBBON WINDOWS. EXISTING AND PROPOSED DETAILS



Existing Window at Eleventh Floor
(Courtesy LeClere Associates)



Detail of Proposed Windows at Eleventh Floor

STEVENSON STREET FACADE



NEW OPENINGS AT SOUTH FACADE

The portion of Stevenson Street between 1355 Market and 875 Stevenson Street will be used as a pedestrian area. New openings at the ground level of 1355 Market will be made to increase the connection between the building and the outdoor space, to promote the retail located within the building, and to vitalize Stevenson Street. The new openings will align with the existing fenestration pattern of this façade. A new loggia screen will be built to feature the area where new openings will be installed, which will include two double-high openings that will be on axis with the historic lobby.

The Stevenson Street façade of 1355 Market is a secondary façade and its alteration will not impact the historic integrity of the building.

STEVENSON STREET FACADE

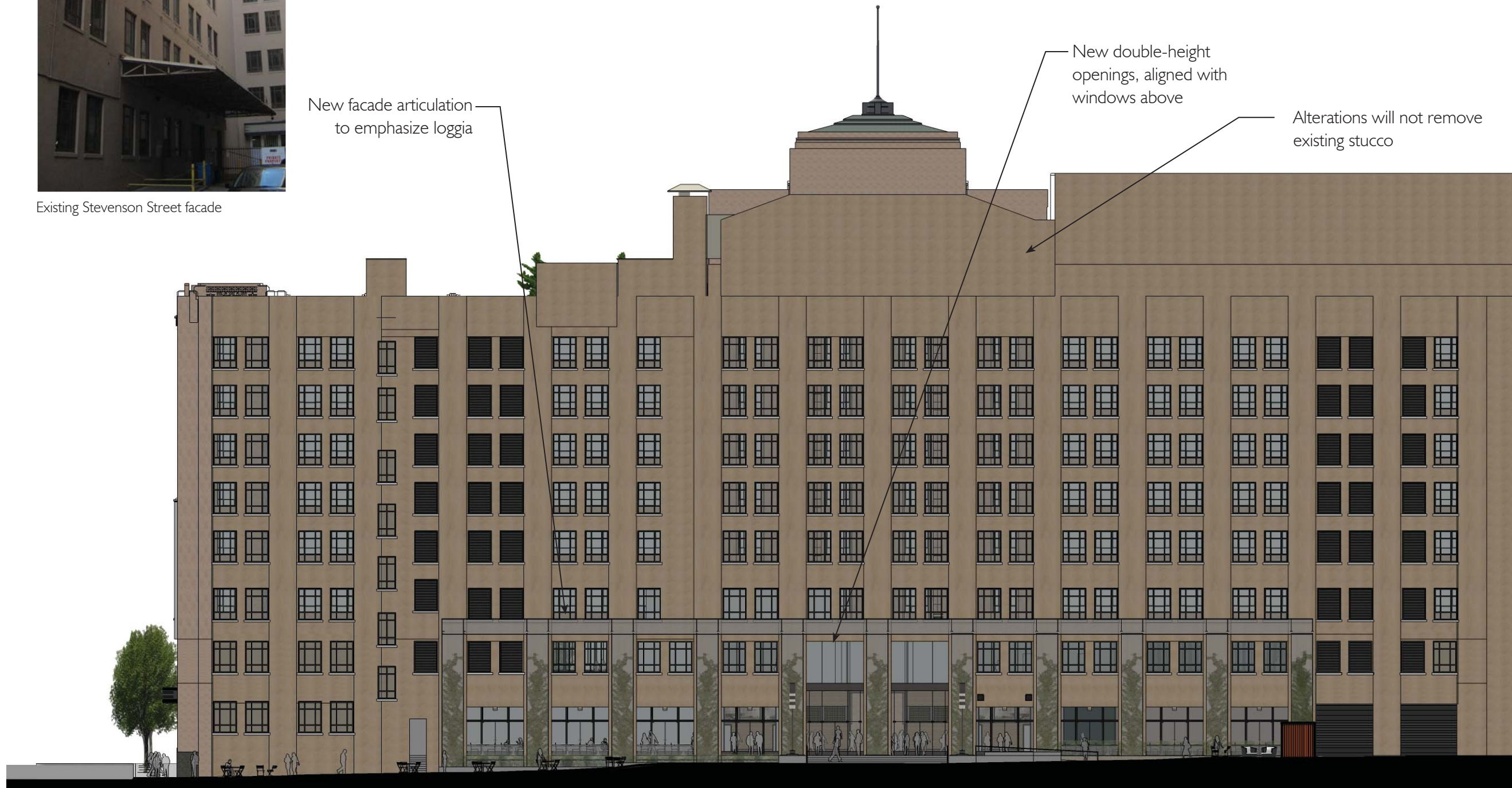


Existing Stevenson Street facade

New facade articulation
to emphasize loggia

New double-height
openings, aligned with
windows above

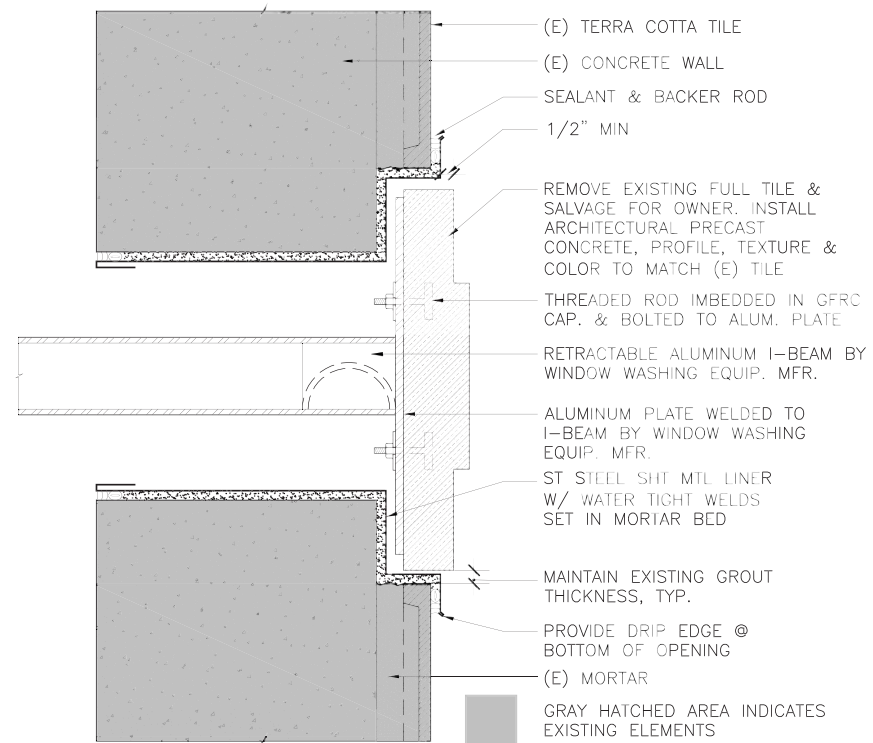
Alterations will not remove
existing stucco



Proposed alterations to garage entry

STEVENSON
STREET

WINDOW WASHING EQUIPMENT

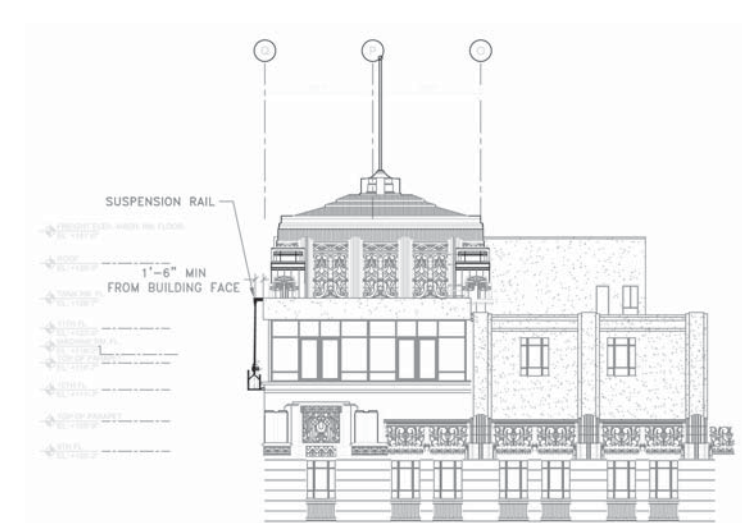
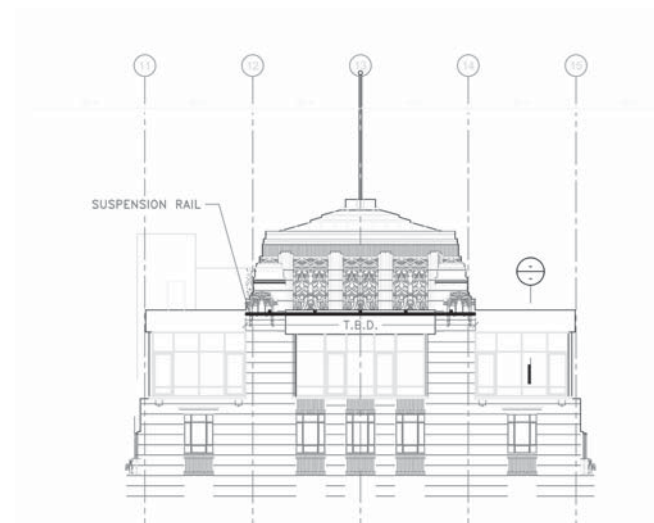
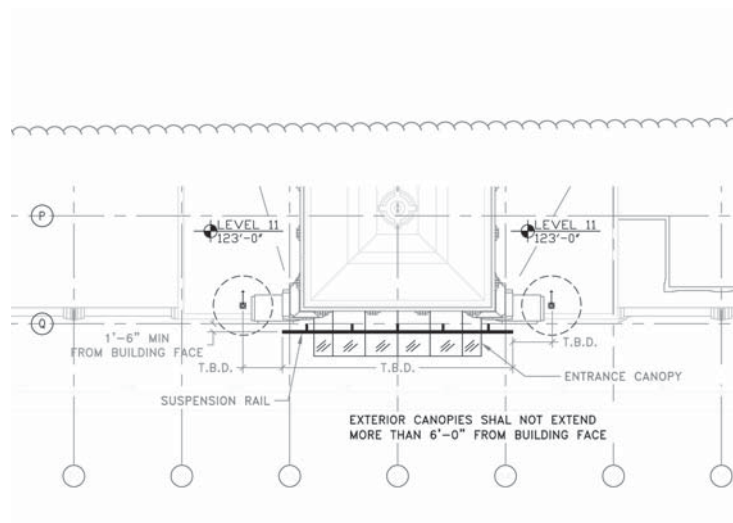


Proposed detail of window washing equipment installed through the wall at the tower



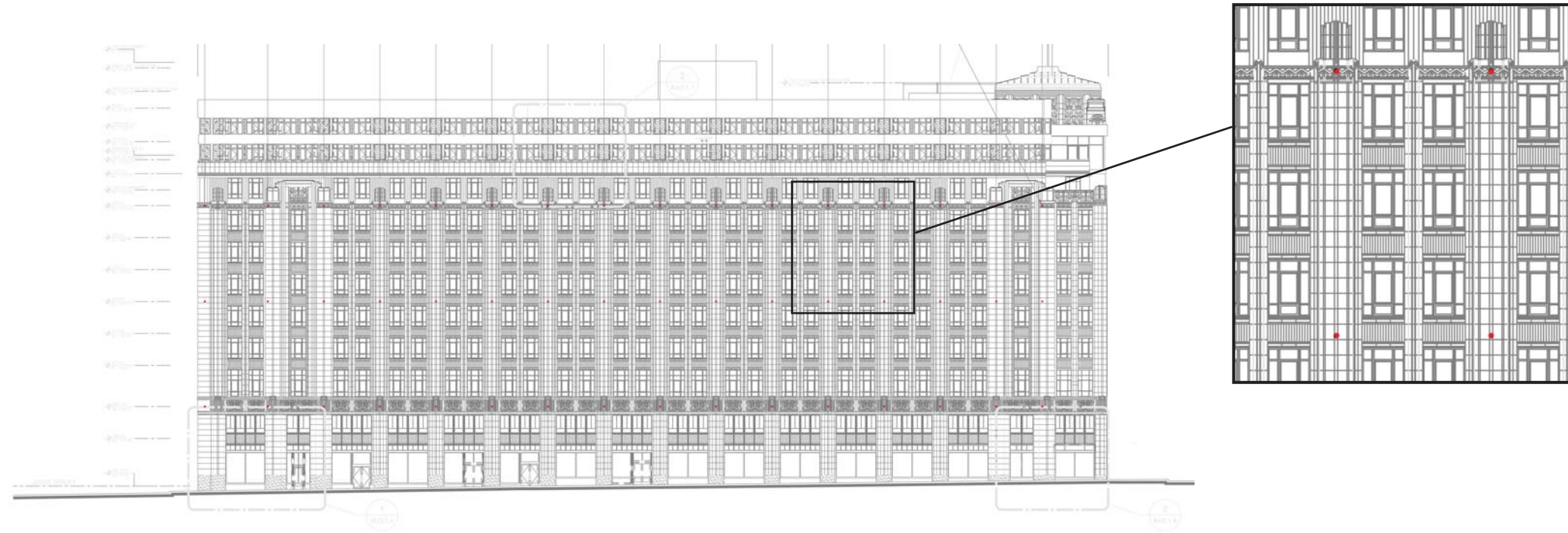
Terra cotta (shown in dashed rectangle) is to be removed and salvaged to allow for the installation of window washing equipment

Window washing equipment will be installed on the roof. At the tower, two terra cotta tiles will be removed and salvaged. The terra cotta will be replaced with architectural precast concrete tiles to match the historic and installed to accommodate the window washing equipment as shown in the detail at left.

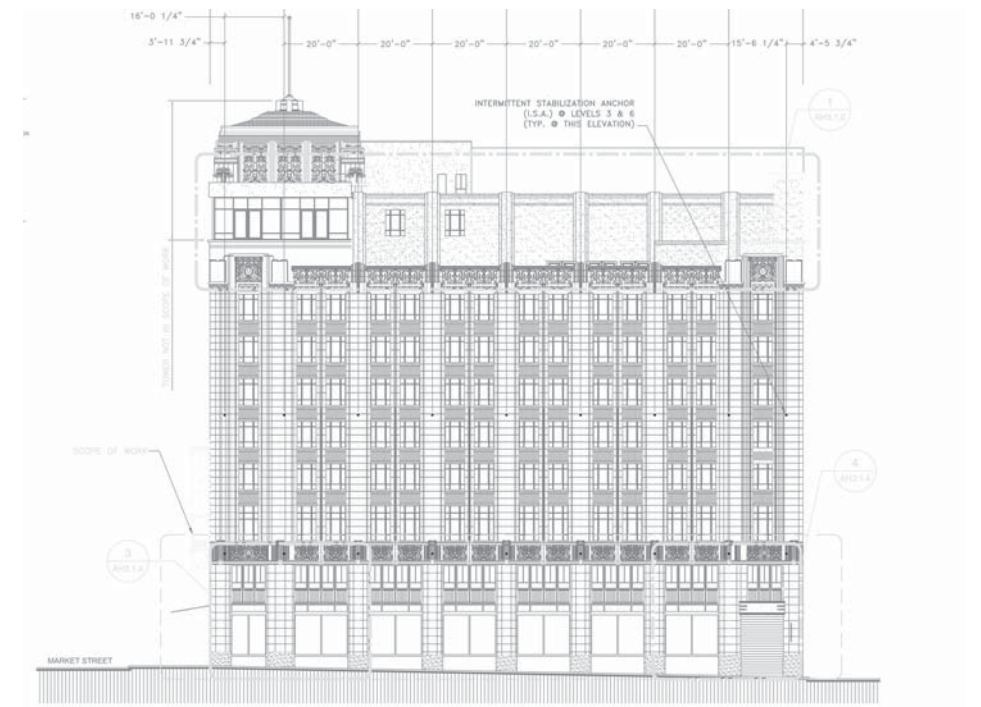




WINDOW WASHING EQUIPMENT



Proposed alterations to garage entry

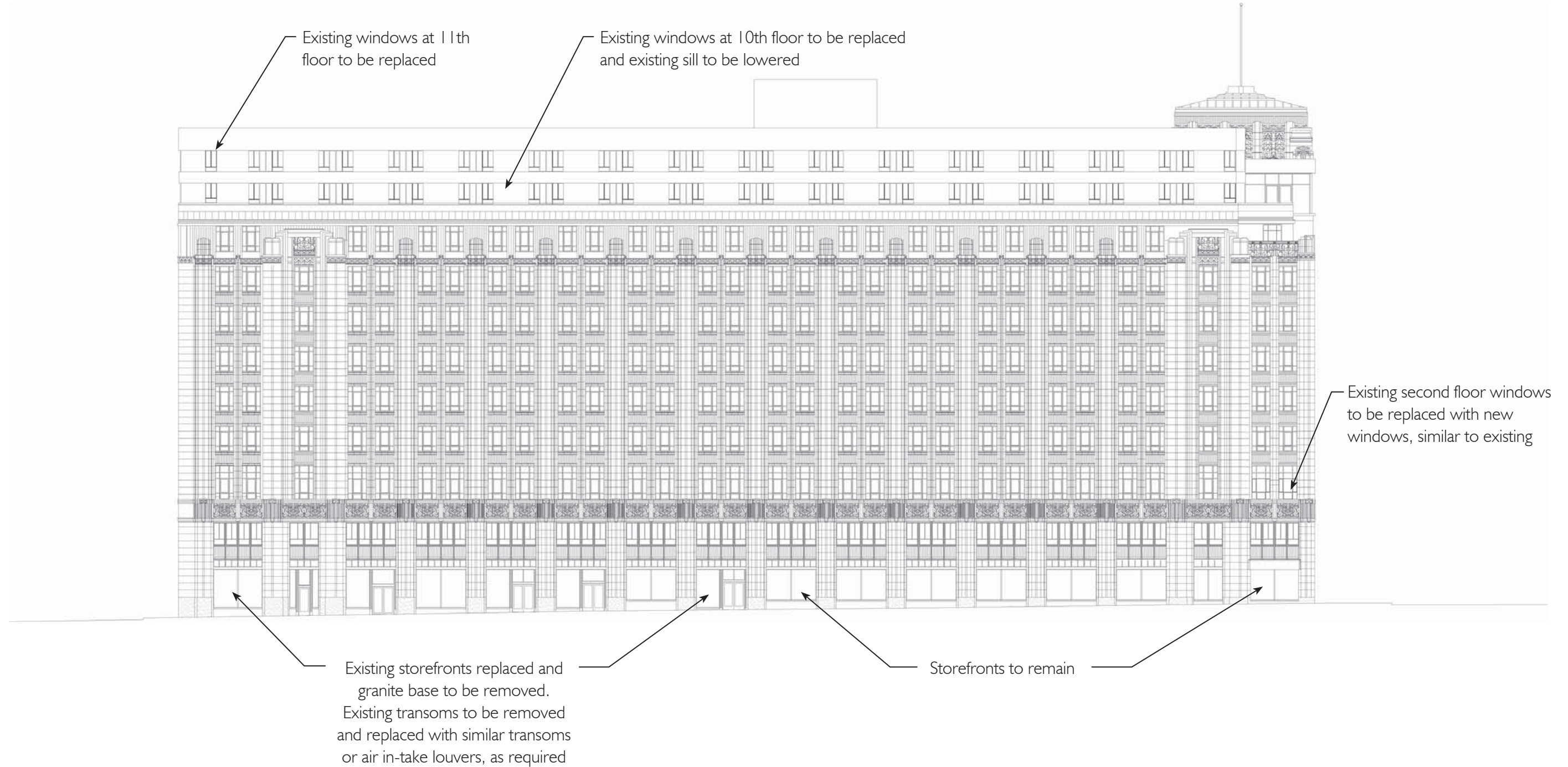


WINDOW WASHING EQUIPMENT



ELEVATIONS

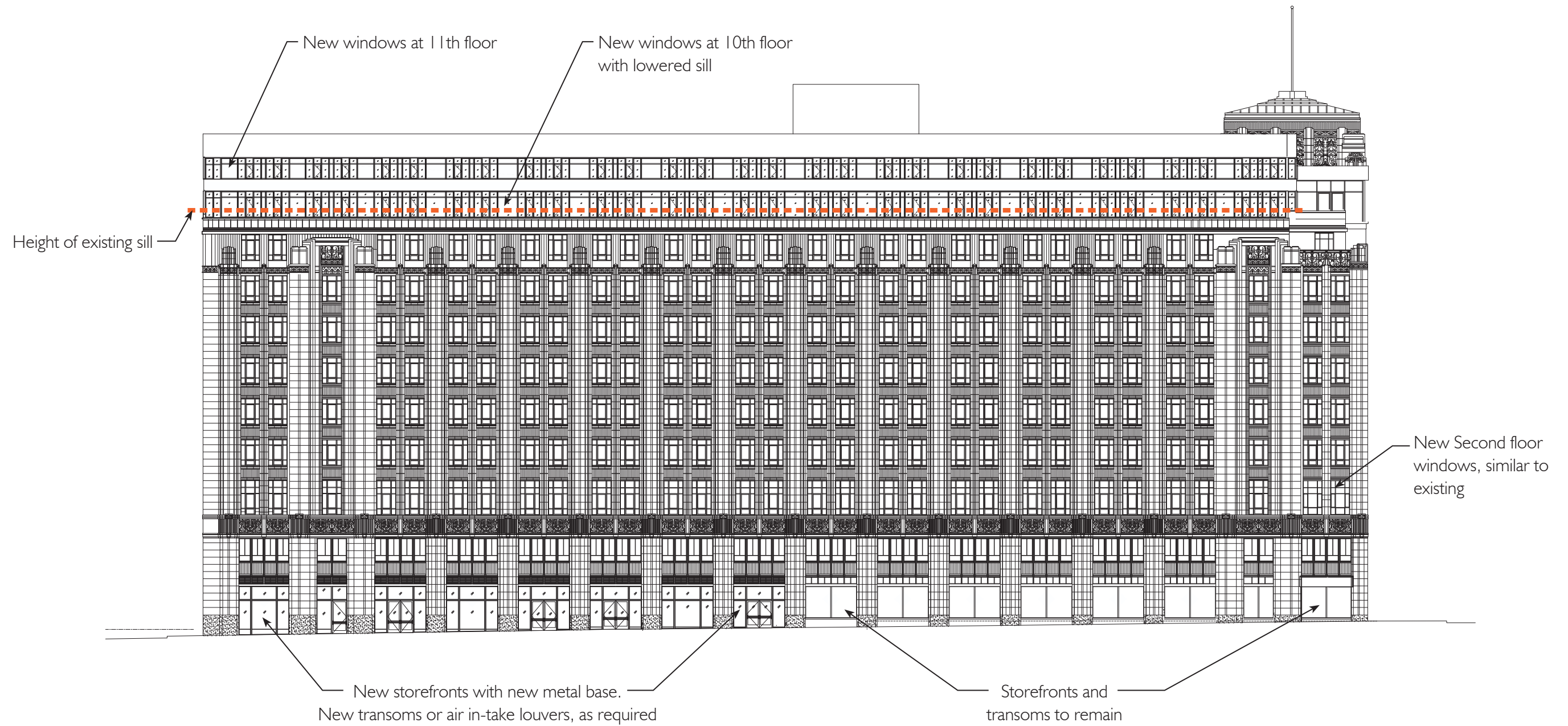
EXISTING NINTH STREET ELEVATION





ELEVATIONS

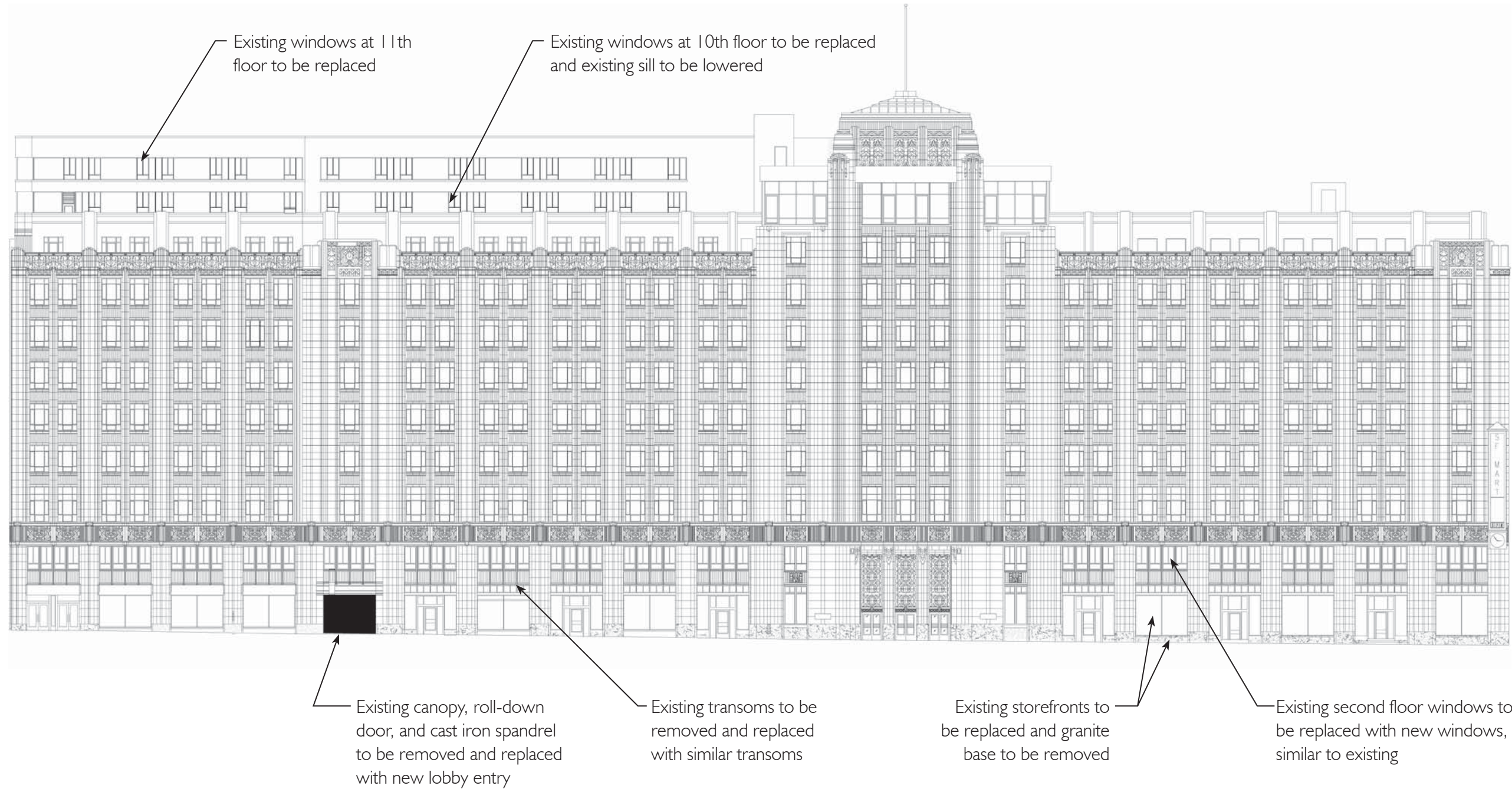
PROPOSED NINTH STREET ELEVATION



ELEVATIONS

ELEVATIONS

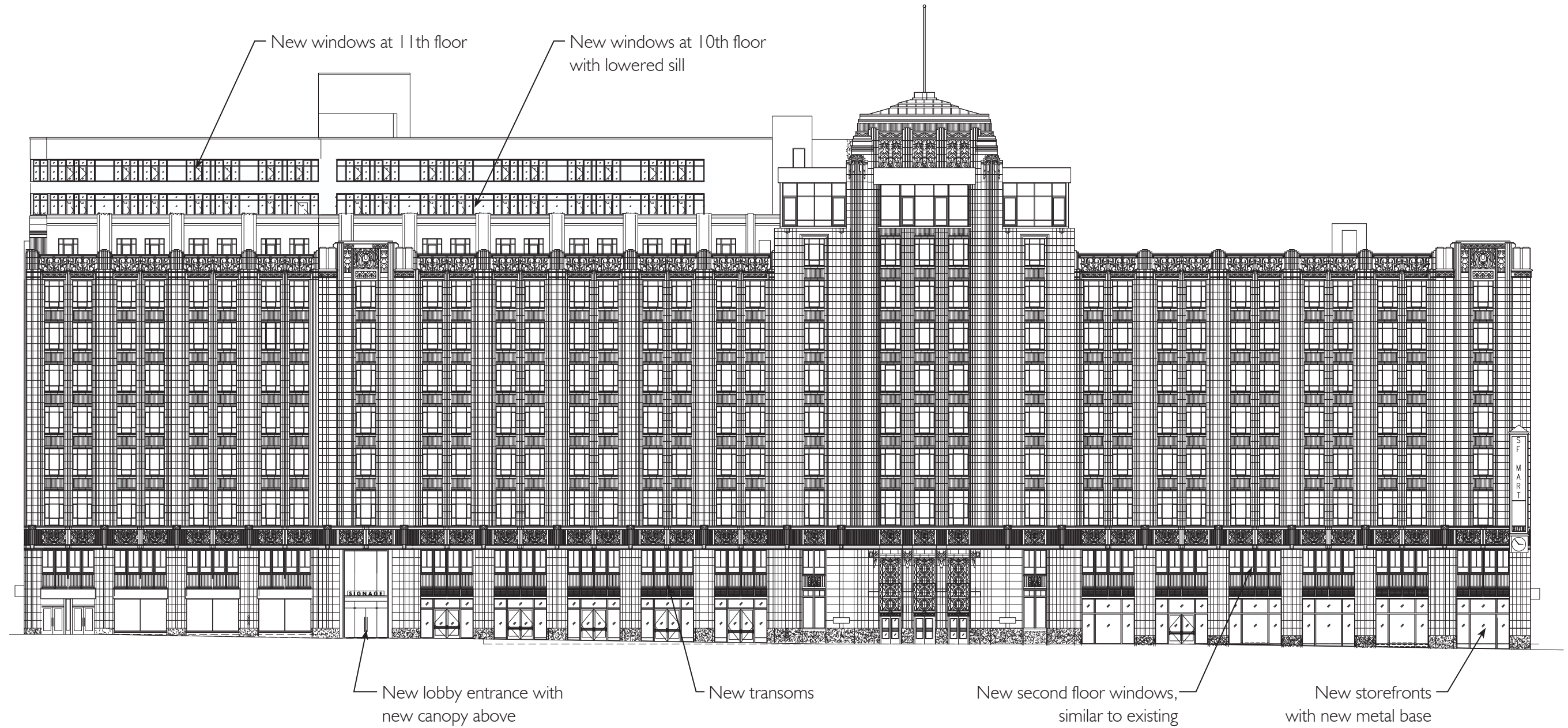
EXISTING MARKET STREET ELEVATION





ELEVATIONS

PROPOSED MARKET STREET ELEVATION

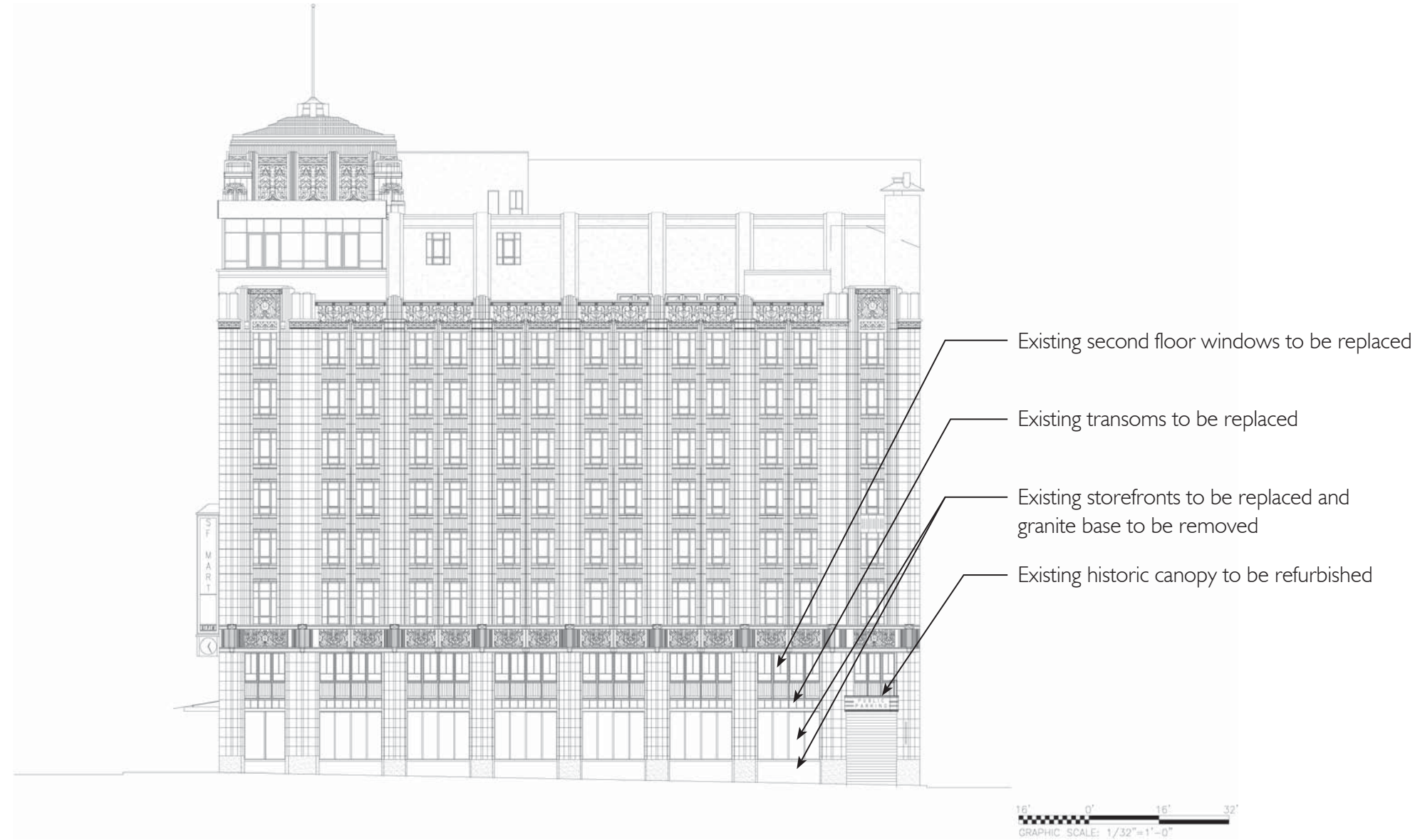


ELEVATIONS



ELEVATIONS

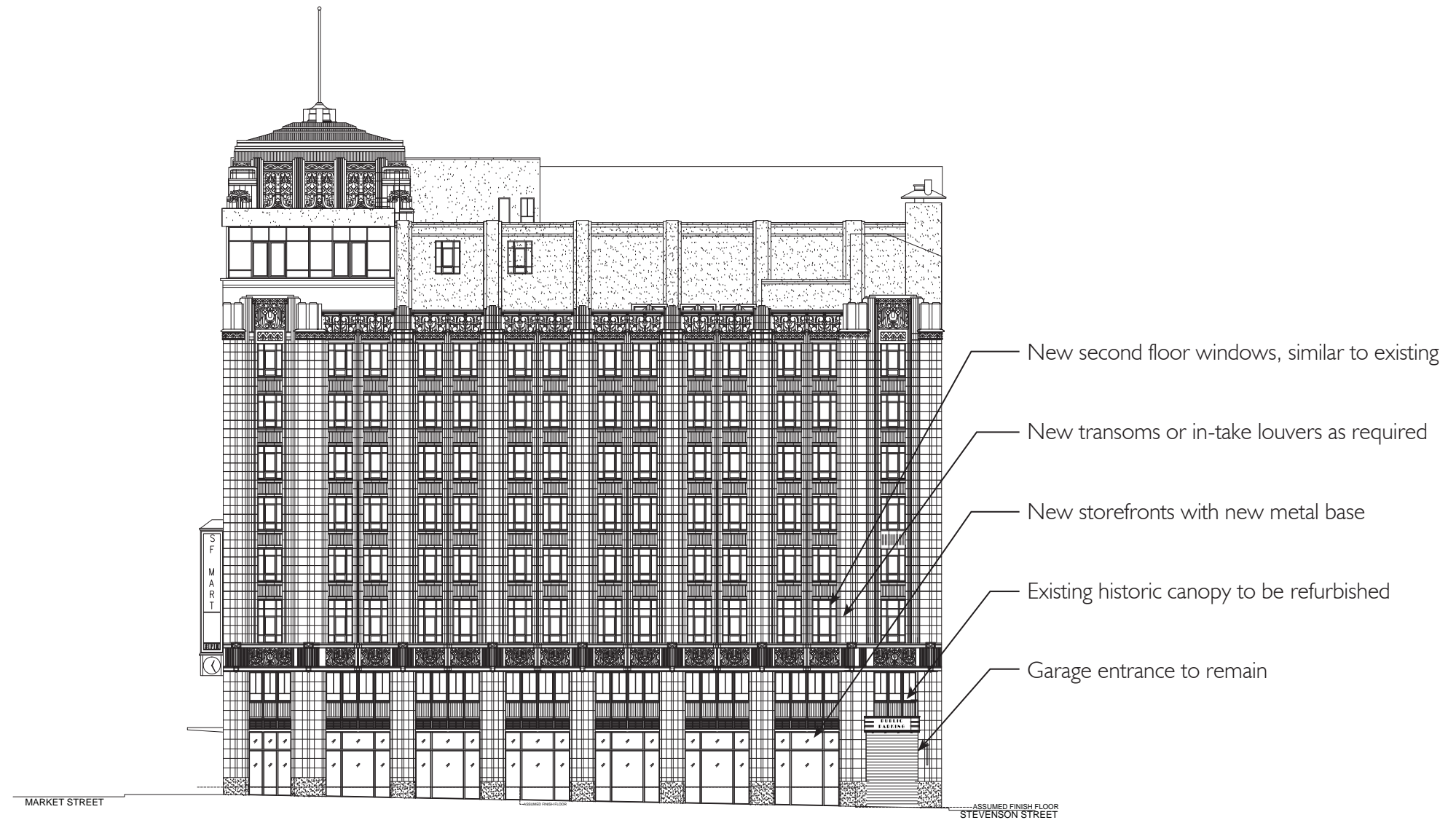
EXISTING TENTH STREET ELEVATION





ELEVATIONS

PROPOSED TENTH STREET ELEVATION





ELEVATIONS

EXISTING STEVENSON STREET ELEVATION





ELEVATIONS

PROPOSED STEVENSON STREET ELEVATION

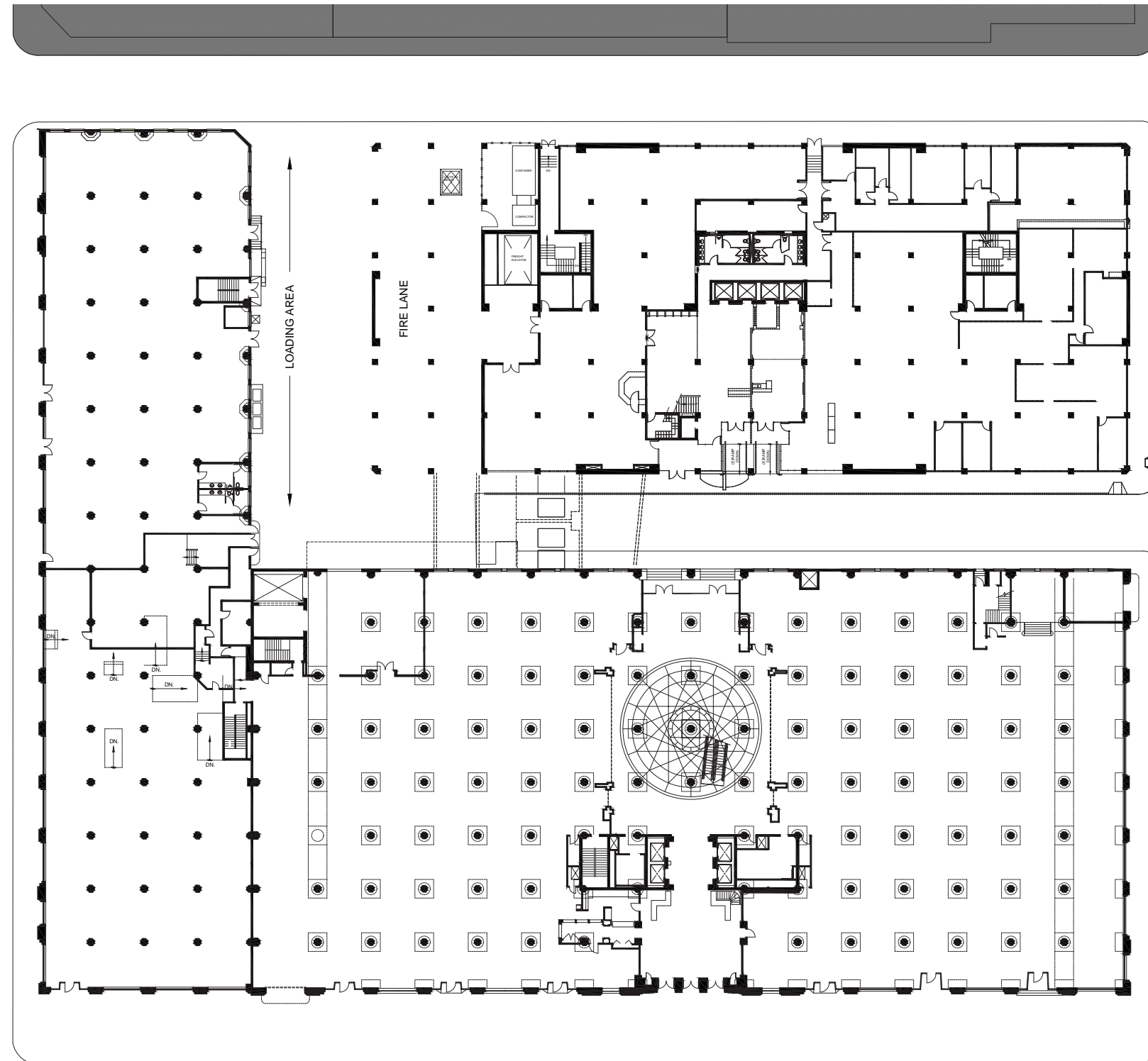


ELEVATIONS



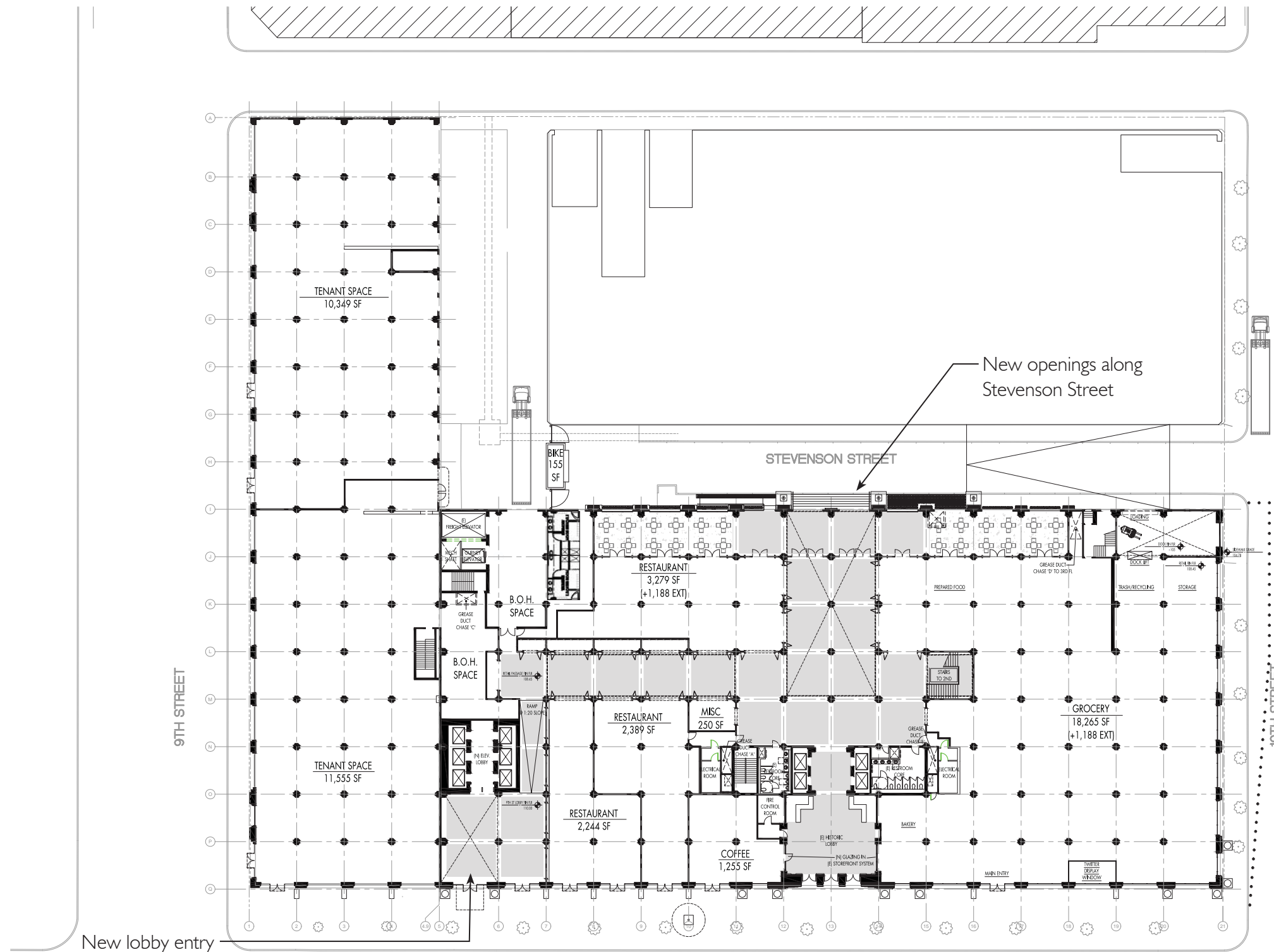
PLANS

EXISTING FIRST FLOOR PLAN



PLANS

PROPOSED FIRST FLOOR PLAN



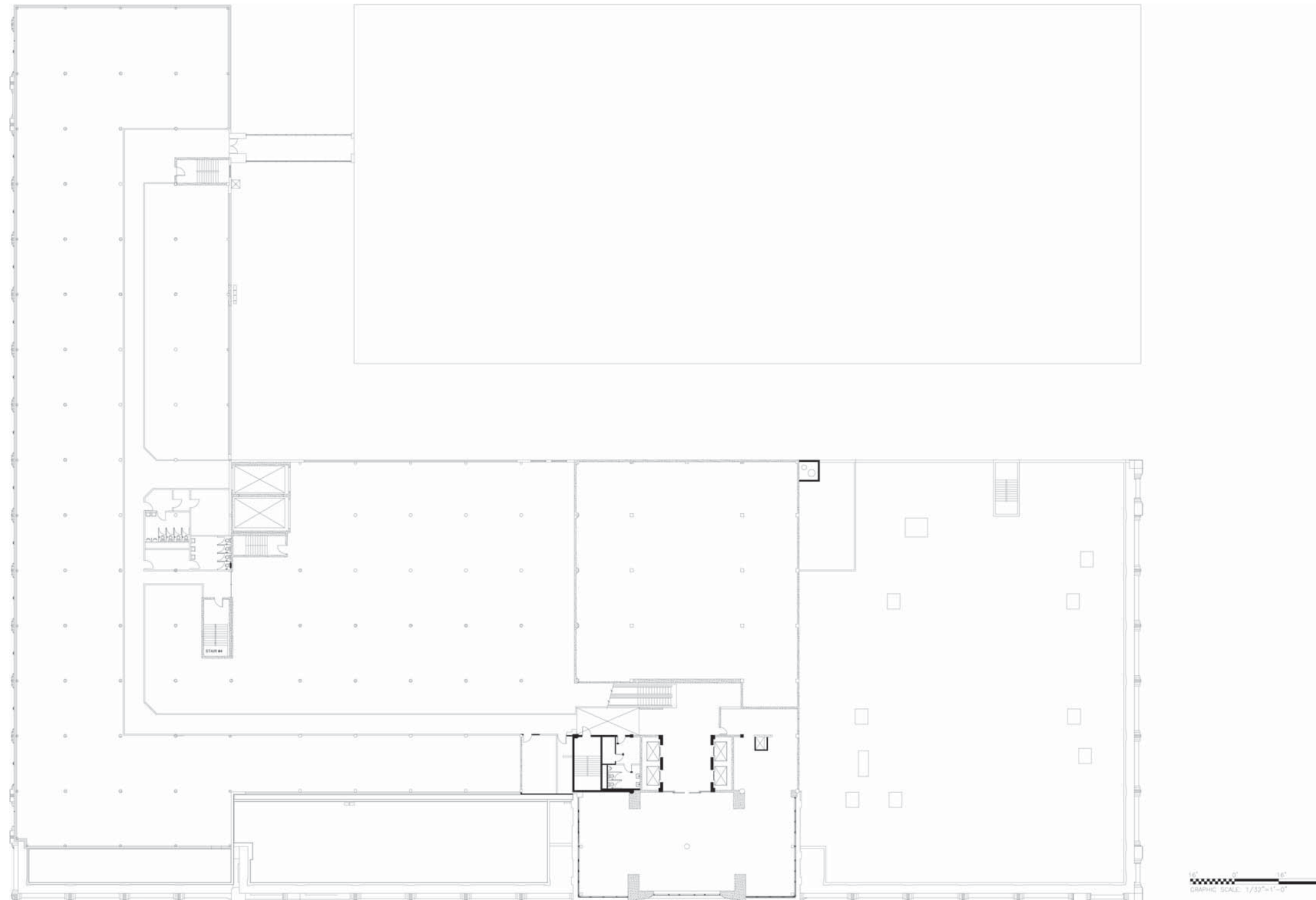
Proposed Work

- New full height storefronts
- New lobby entry
- New openings along Stevenson Street



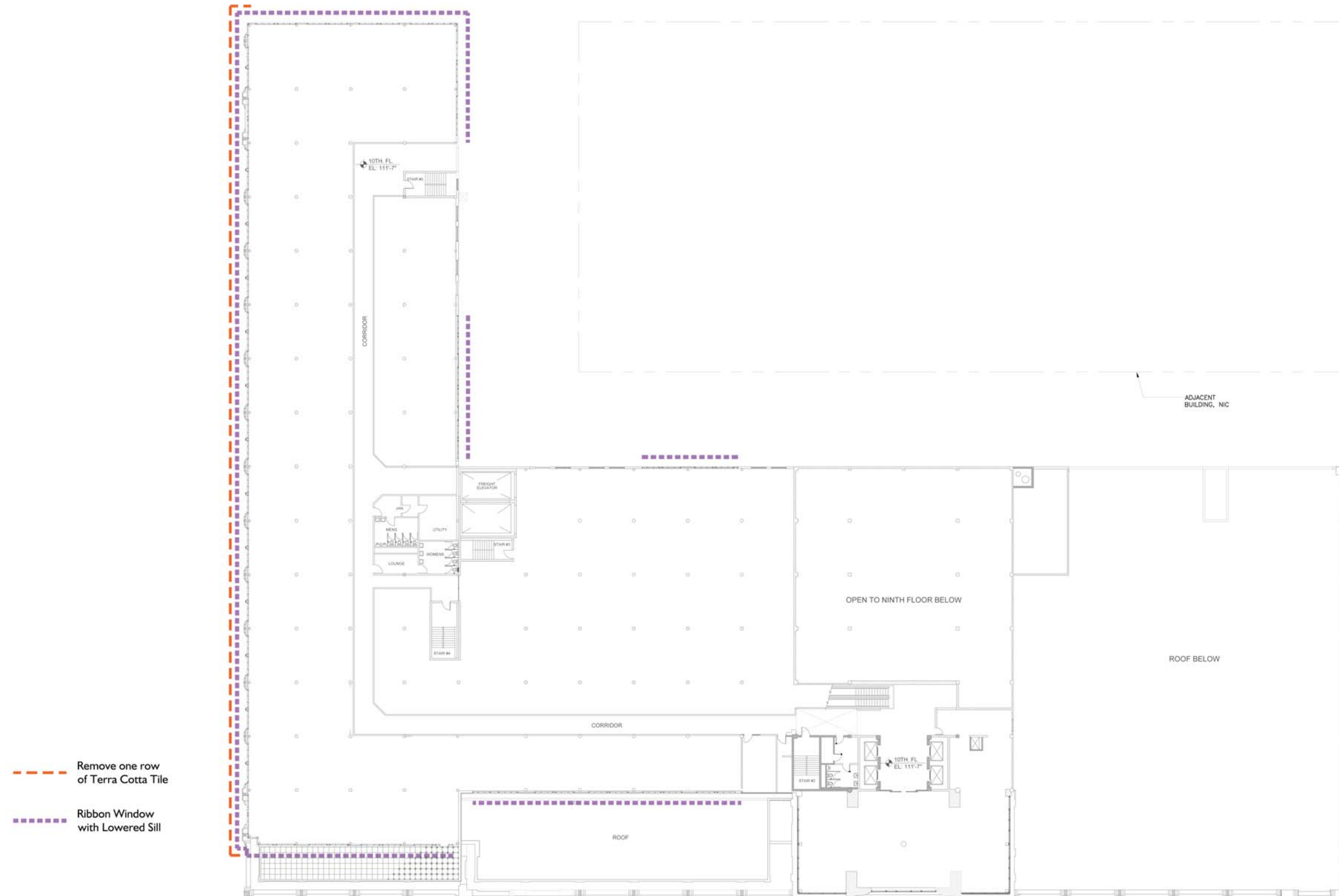
PLANS

EXISTING TENTH FLOOR PLAN



PLANS

PROPOSED TENTH FLOOR PLAN



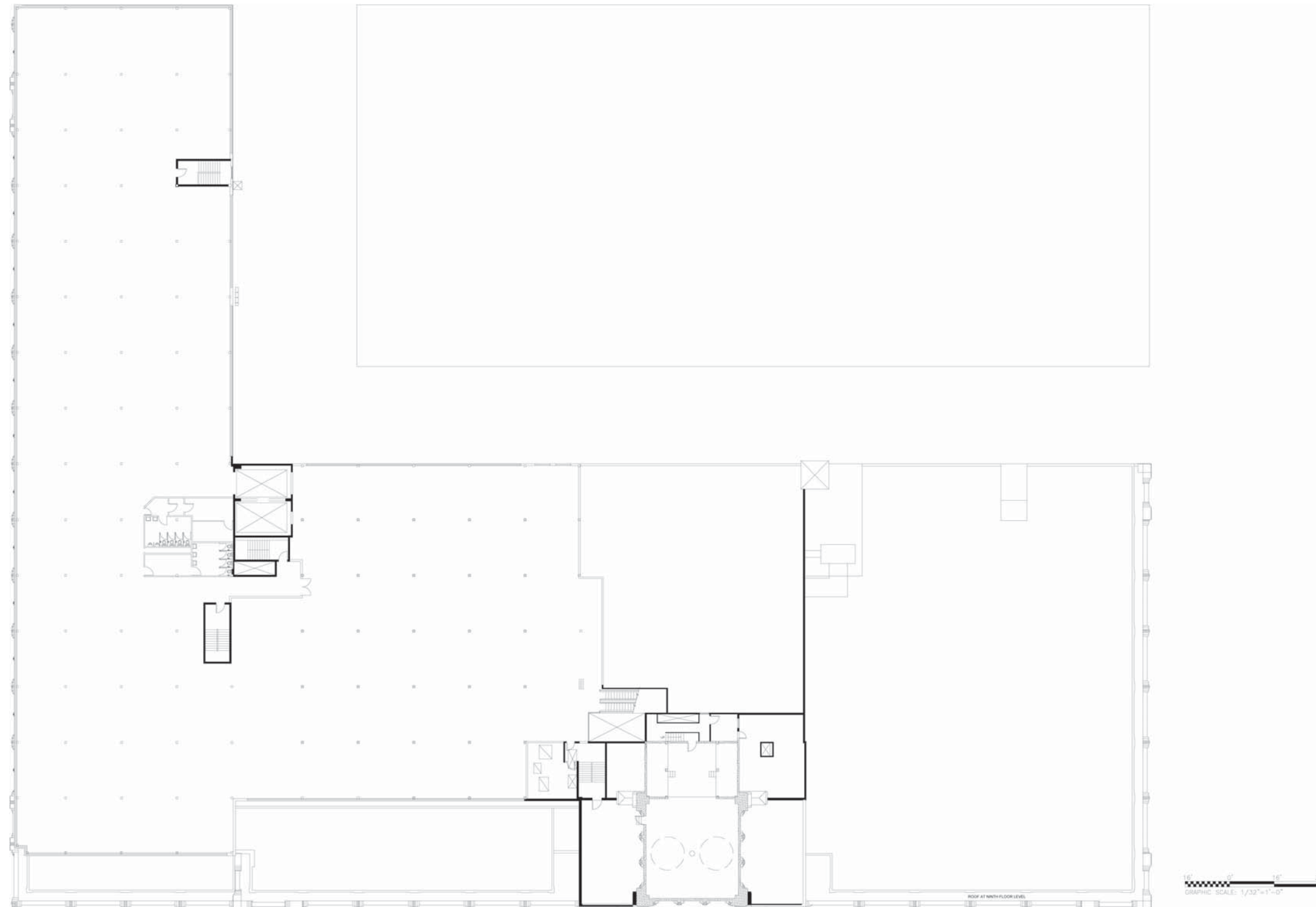
- Remove one row of Terra Cotta Tile
- Ribbon Window with Lowered Sill

PLANS



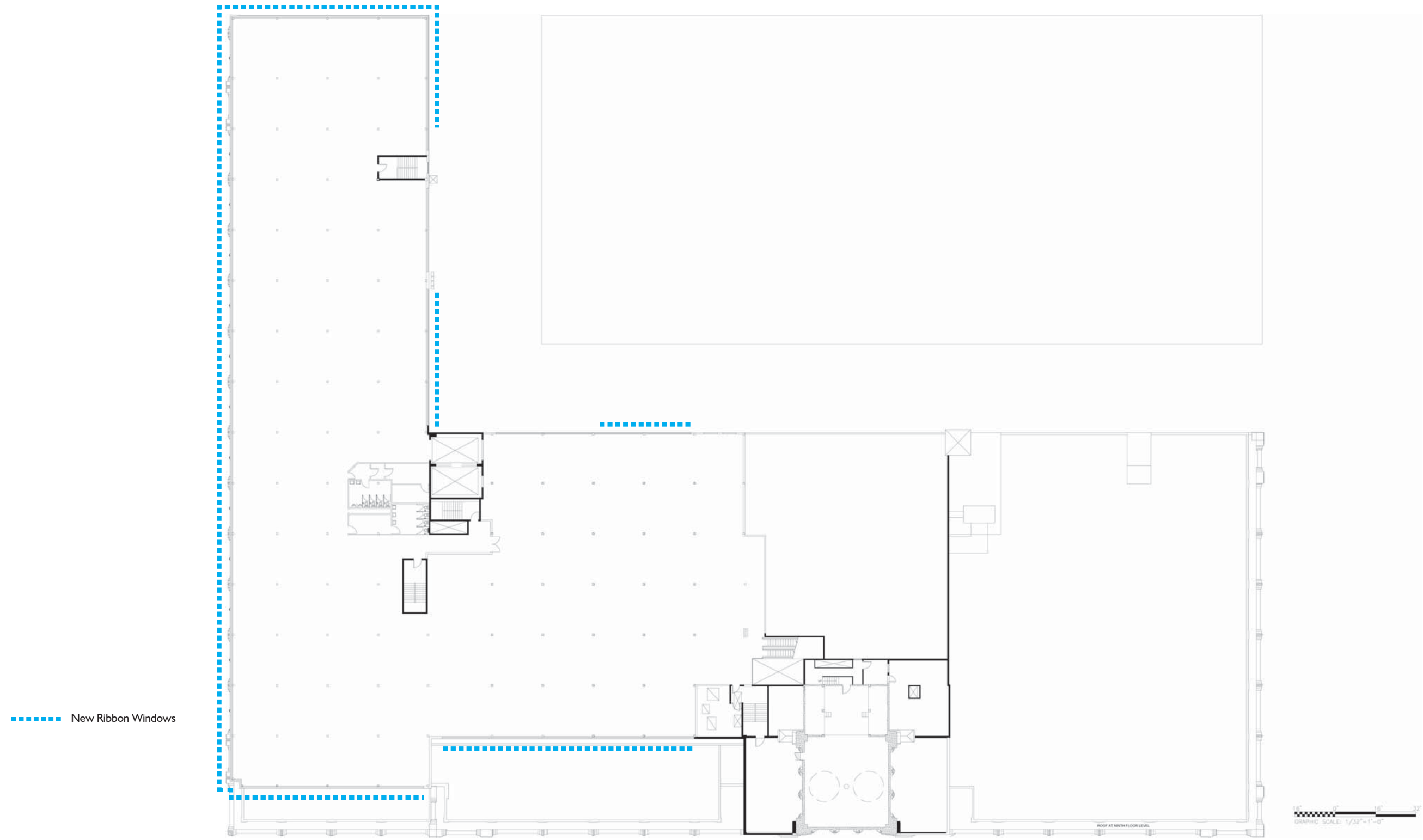
PLANS

EXISTING ELEVENTH FLOOR PLAN



PLANS

PROPOSED ELEVENTH FLOOR PLAN





SIGNIFICANCE DIAGRAMS

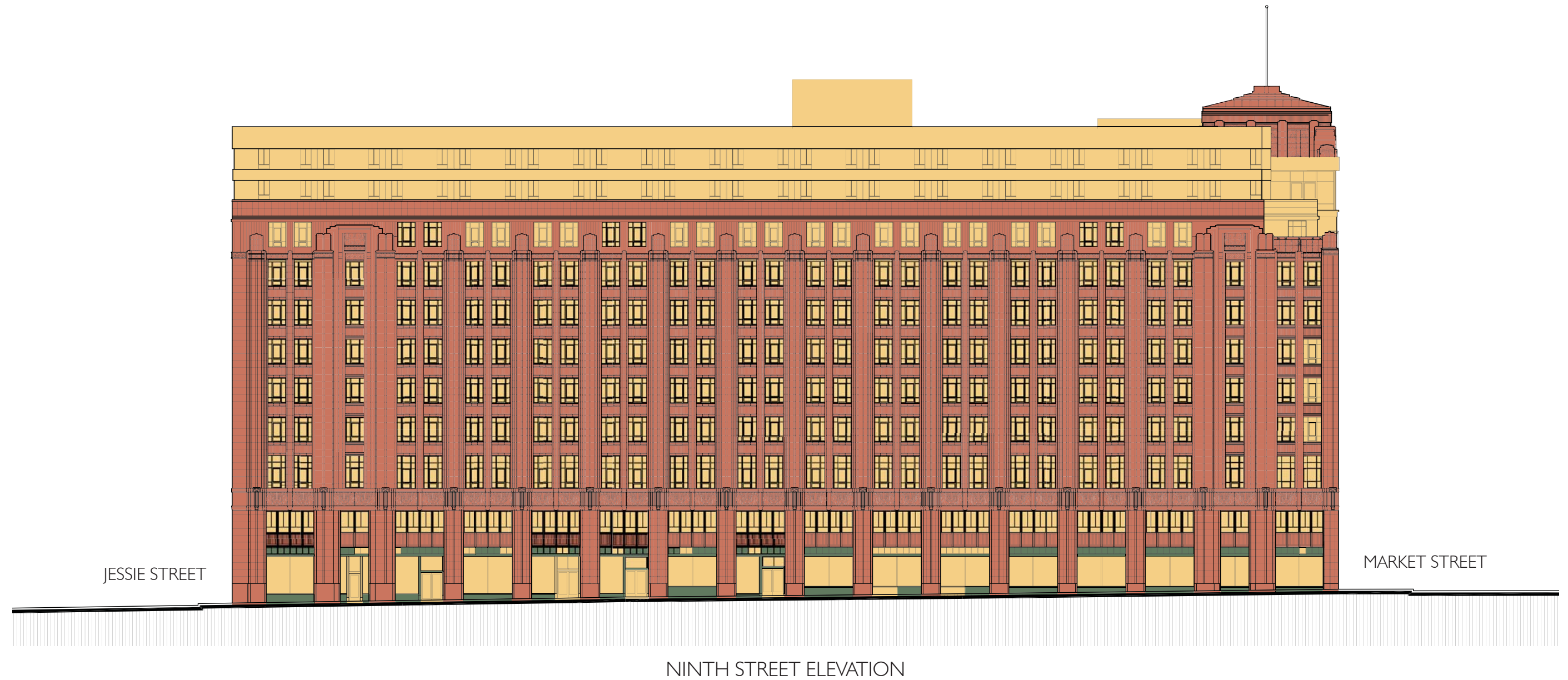


MARKET STREET ELEVATION

LEGEND: Significant Contributing Non-Contributing



SIGNIFICANCE DIAGRAMS



LEGEND: Significant Contributing Non-Contributing



SIGNIFICANCE DIAGRAMS



TENTH STREET ELEVATION

LEGEND:



Significant



Contributing



Non-Contributing

SIGNIFICANCE DIAGRAMS



STEVENSON STREET ELEVATION

LEGEND:

- Significant
- Contributing
- Non-Contributing



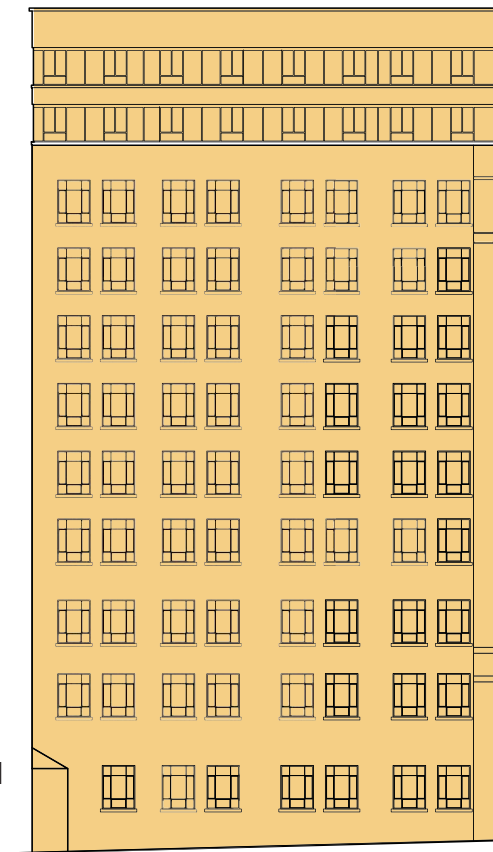
SIGNIFICANCE DIAGRAMS



STEVENSON STREET WEST ELEVATION

JESSIE STREET

STEVENSON STREET



NINTH STREET

JESSIE STREET ELEVATION

LEGEND:



Significant



Contributing



Non-Contributing

BUILDING CHRONOLOGY

- 1915:** Western Furniture Exchange & Merchandise Mart established by Harry J. Moore at 1055 Market Street. This new Merchandise Mart was the largest furniture exchange west of Chicago.¹
- 1921:** Western Furniture Exchange & Merchandise Mart located at 180 New Montgomery Street.²
- 1937:** New Western Furniture Exchange & Merchandise Mart constructed at 1355 Market Street for an estimated cost of \$2,500,000. The nine-story reinforced-concrete building was designed in the Art Deco style by Capital Company architects with Cahill Brothers as general contractors, and was clad in terracotta by Gladding McBean Co. The 500,000 square foot building was constructed with eight show floors and a two-story central tower, with a full-service garage located in the basement and the “Mart Club” ballroom on the ninth floor.³
- 1941:** Two wood-frame rooftop additions added to ninth floor by Capital Company architects. Work included a large square addition to the west of the tower and a small rectangular addition at the east end of the Market Street façade, filling in the floorplate of the ninth floor. These additions are not character-defining features of the building, as they lack the same architectural quality and distinction as the remainder of the building.⁴
- 1947:** Ninth Street Wing added to the east of the original building, extending the Market Street façade across the entire block and lending the building an L-shaped plan. This nine-story addition was also designed by Capital Company, and copies the original building in form and finishes. The Ninth Street Wing housed a Bank of America branch on the ground floor, two additional entrances to the showrooms, and two metal canopies that matched those on the original building.⁵
- 1958:** Tenth floor added to the building by architects B.L. Nishkian and John G. Minton. The L shaped reinforced concrete addition was clad in stucco and featured steel ribbon windows with a combination of fixed, casement, and hopper windows. The central tower was also remodeled at this time, and required the removal of the central arched windows and terracotta details to accommodate the new square reinforced concrete and glass construction. The

remodeled tower and tenth floor addition are not character-defining features of the building, as their installation resulted in the alteration of the Market Street tower and their materiality and horizontal fenestration pattern are inconsistent with the character of the historic core.⁶

1963: Eleventh floor added to the building. The addition was also designed by architects B.L. Nishkian and John G. Minton, and matched the tenth floor in plan and finishes. The eleventh floor addition is not a character-defining feature of the building because while its materiality and horizontal fenestration pattern match the 1958 tenth floor addition, its character differs greatly from that of the historic core.⁷

1960s: Main lobby remodeled. The lobby was carpeted, a chandelier and round banquette were installed in the center of the room, mirrored panels replaced the original glazing on the walls, awnings were hung over the mural and clock and the interior retail entrance, and the reception desk and signage were altered.⁸

Late 1960s: Clock and vertical sign added to the corner of Tenth and Market streets sometime between 1965 and 1970. The original signage assembly featured a digital clock and thermometer, which has since been replaced by an analog clock. Many storefronts along Market Street were also replaced with aluminum assemblies at this time.⁹

1975: 875 Stevenson Street constructed adjacent to Market Square. The ten-story reinforced concrete building known as “Mart 2” was designed by Jorge de Quesada, AIA, and was connected to 1355 Market Street by a pedestrian bridge over Stevenson Street.¹⁰

1986: Ground floor storefronts replaced. This project included the replacement of the majority of storefronts along Market, Ninth, and Tenth streets; some new entrances were inserted, and new aluminum sash windows with tempered glass replaced the original steel sashes. Aluminum louvers and replacement glazing were installed in the storefront transoms as part of this renovation.¹¹ No conclusive evidence was found about the treatment of the second floor windows at this time, but it appears that they were replaced.

1987: Ground floor renovations. Double-height rotunda added to the rear of the ground floor, creating a second lobby with two escalators, a new terrazzo floor, mirrored columns, and new light fixtures. Two entrances were punched in the Stevenson Street façade to provide access to the new rear lobby. The project also included restoring original features and replacing the terrazzo floor, light fixtures, and some of the mirrored wall panels in the historic entrance lobby.¹²

1999: Walgreens replaced Bank of America as the ground floor tenant on the corner of Ninth and Market streets. The storefronts were replaced at this time, and awnings were installed at the transoms.

2002: Windows replaced on floors three through nine by architects Leclere Associates. The new aluminum sash windows match the original steel sash windows in profile and operation. The project also appears to include the demolition of the existing metal fire escape and installation of some new louvered windows on the Stevenson Street façade.¹³

2008: Market Square still features furniture showrooms on several floors, but is largely vacant.

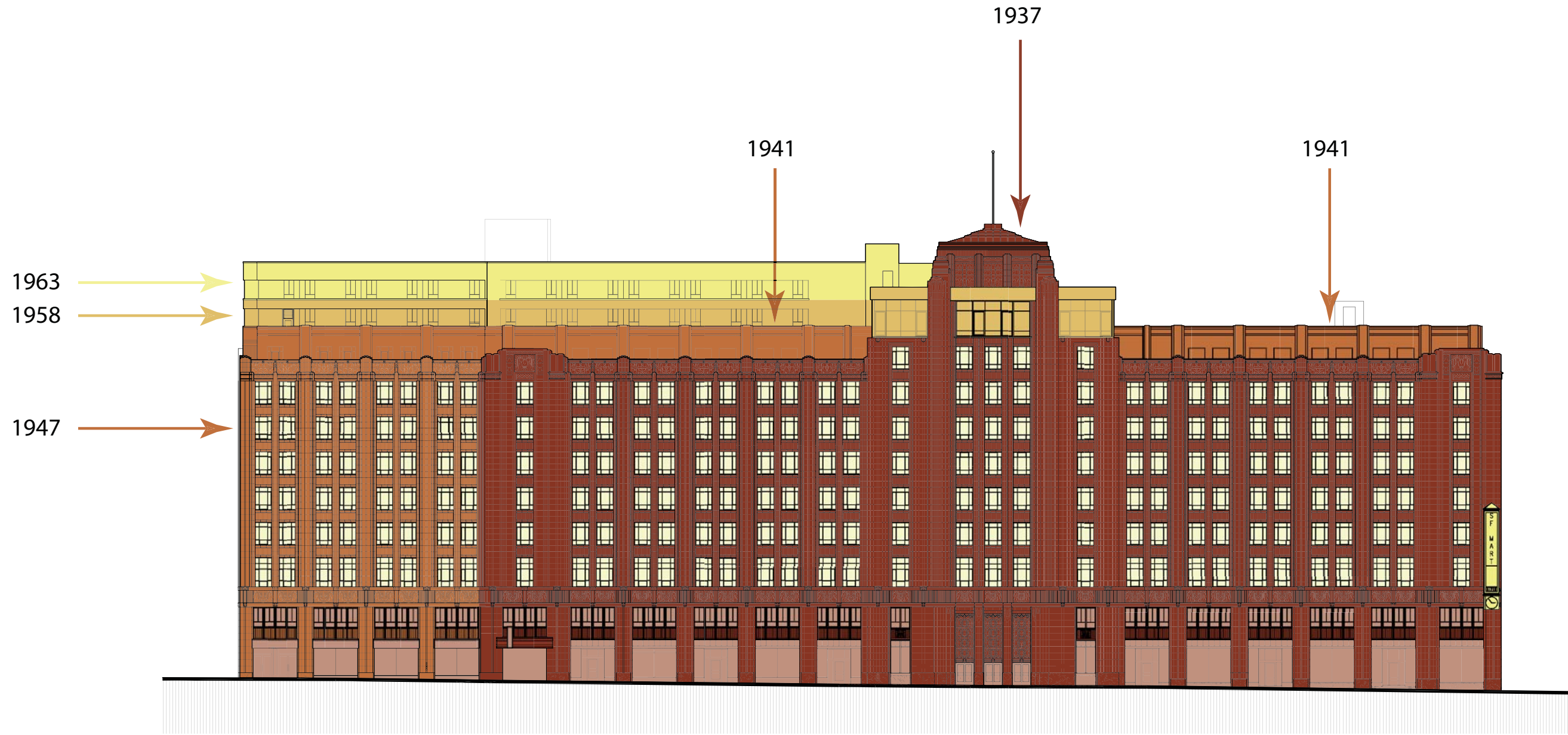
2012: The non-historic ninth floor addition on the west side of the tower is demolished. (Work in progress.)

Endnotes

- San Francisco Chronicle* (3 August 1936).
- San Francisco Public Library Historical Photograph Collection, “180 New Montgomery” (1930). #AAC-5018; Market Square Archives.
- San Francisco Chronicle* (3 August 1936); Capital Company, “Western Furniture Exchange & Merchandise Mart,” drawings (10 November 1936, rev. 8 March 1937).
- Capital Company, “9th Floor Addition,” drawings (9 December 1941).
- Capital Company, “Ninth Street Addition, Western Furniture Exchange and Merchandise Mart,” drawings (16 September 1946, rev. 20 March 1947).
- B.L. Nishkian and John G. Minton, “Addition to Western Merchandise Mart,” drawings (1956-1958).
- B.L. Nishkian and John G. Minton, “Addition to Western Merchandise Mart,” drawings (11 June 1963).
- Market Square Archives; historic photographs.
- Market Square Archives; San Francisco Public Library Historical Photograph Collection.
- Market Square Archives; San Francisco Public Library Vertical Files: “Western Furniture Exchange and Merchandise Mart.”
- J.Stavi Architects, “Storefront Improvements,” drawings (24 September 1986).
- Charles Pfister Associates, “Ground Floor Renovations,” drawings (16 June 1987).
- Leclere Associates, “Exterior Renovation: Demo Scope and Window Replacement,” drawings (21 August 2002).



BUILDING CHRONOLOGY



MARKET STREET ELEVATION

LEGEND:





BUILDING CHRONOLOGY

MARKET STREET ELEVATION AS DESIGNED IN 1936
Drawing by LeClere Associates





BUILDING CHRONOLOGY

MARKET STREET ELEVATION AS BUILT IN 1937
Drawing by LeClere Associates





BUILDING CHRONOLOGY

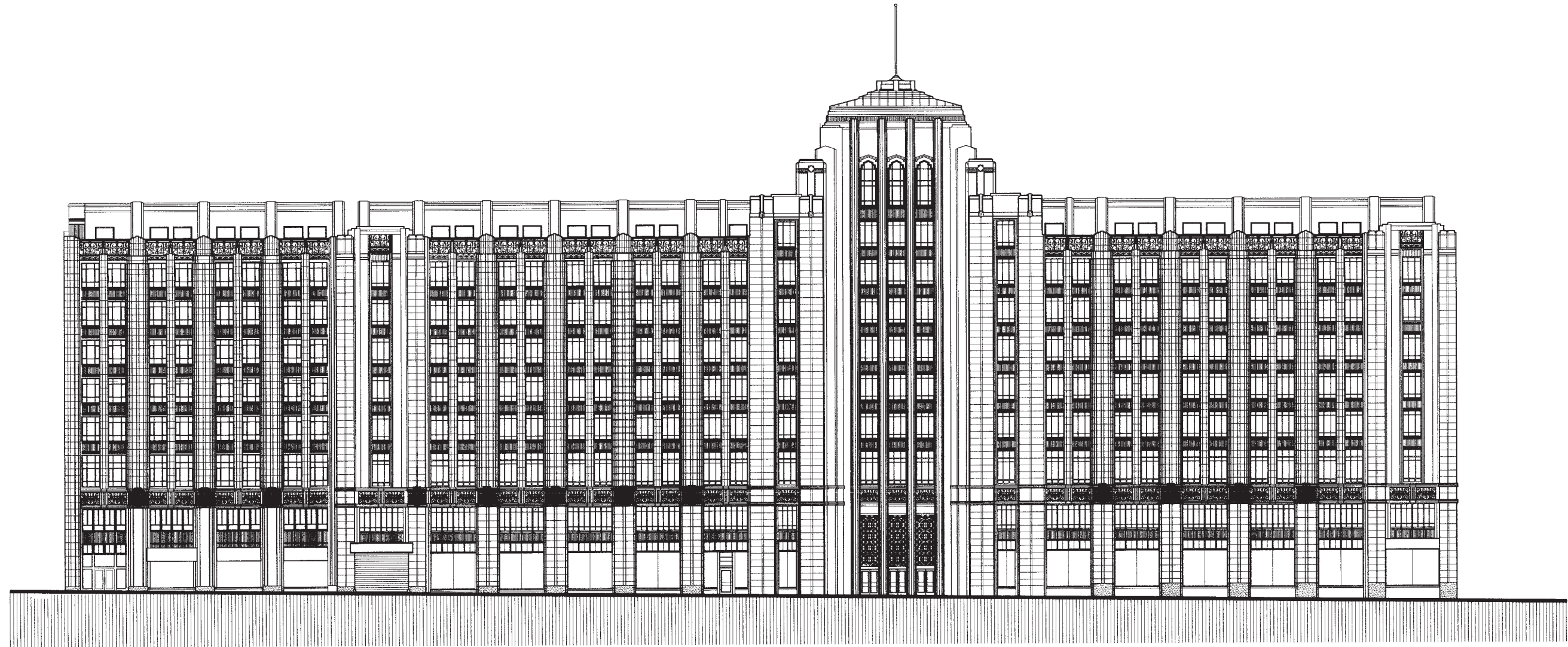
MARKET STREET ELEVATION IN 1941
Drawing by LeClere Associates





BUILDING CHRONOLOGY

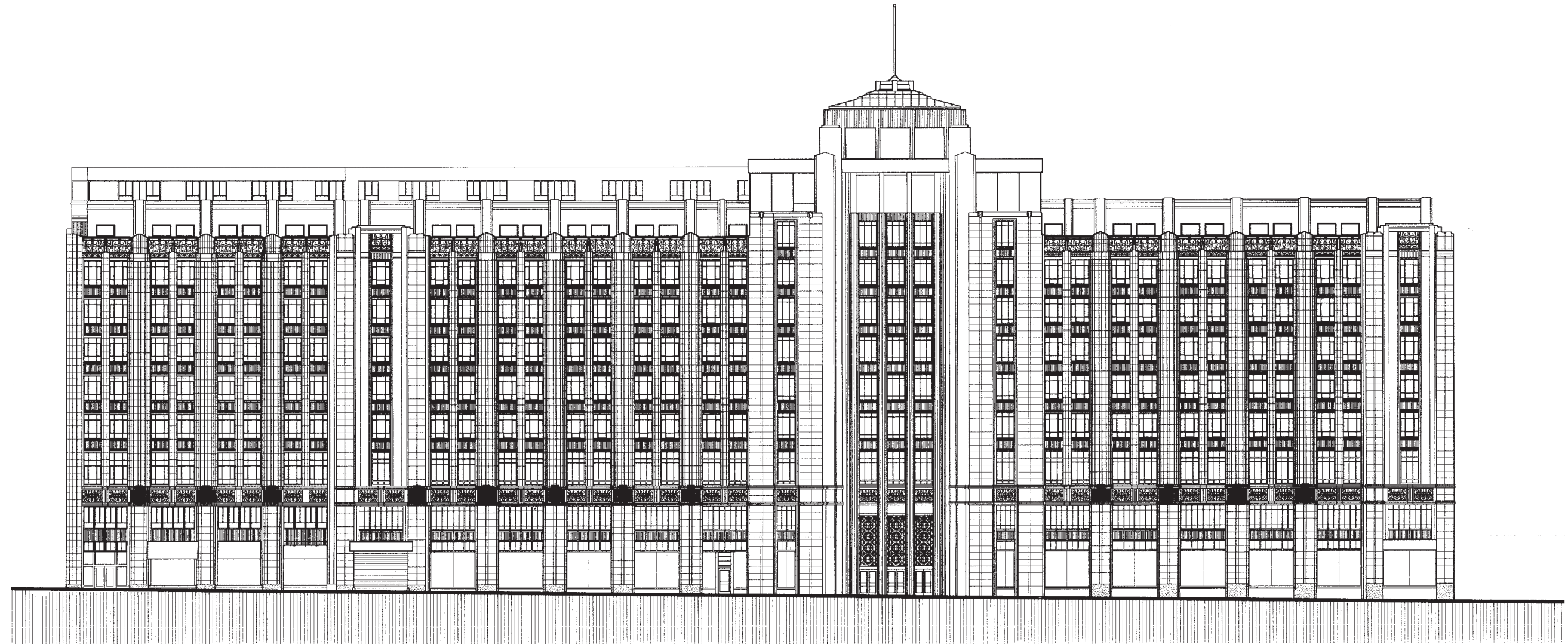
MARKET STREET ELEVATION IN 1946
Drawing by LeClere Associates





BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 1958
Drawing by LeClere Associates





BUILDING CHRONOLOGY

MARKET STREET ELEVATION IN 2012 (WORK IN PROGRESS)



