

706 MISSION STREET •
THE MEXICAN MUSEUM AND
RESIDENTIAL TOWER PROJECT
VOLUME 2 - APPENDICES



CITY AND COUNTY OF SAN FRANCISCO
PLANNING DEPARTMENT: CASE NO. 2008.1084E
STATE CLEARINGHOUSE NO. 2011042035

DRAFT EIR PUBLICATION DATE: JUNE 27, 2012

DRAFT EIR PUBLIC HEARING DATE: AUGUST 2, 2012

DRAFT EIR PUBLIC COMMENT PERIOD: JUNE 28, 2012 - AUGUST 13, 2012

Written comments should be sent to:

Environmental Review Officer
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103



SAN FRANCISCO
PLANNING
DEPARTMENT

706 MISSION STREET •
THE MEXICAN MUSEUM AND
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DRAFT ENVIRONMENTAL IMPACT REPORT

VOLUME 2 - APPENDICES

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PLANNING
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**706 MISSION STREET
DRAFT ENVIRONMENTAL IMPACT REPORT**

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- B. Historic Resource Evaluation: The Aronson Building
- C. Historic Resource Evaluation Response, 706 Mission Street

- D. The Aronson Building, San Francisco, California, Historic Structure Report
- E. 706 Mission Street Transportation Study (without appendices)
- F. 706 Mission Street Air Quality Technical Report (without appendices)
- G. Construction Emissions Minimization Spreadsheet
- H. 706 Mission Street Pedestrian Wind Study and Above-Grade Report
- I. Shadow Analysis Summary Letters

LIST OF ACRONYMS AND ABBREVIATIONS

AB	Assembly Bill
ABAG	Association of Bay Area Governments
ACM	Asbestos-Containing Materials
ADRP	archaeological data recovery plan
AMP	Archaeological Monitoring Program
ARB	California Air Resources Board
ARC	Architectural Review Committee
ARDTP	Archaeological Research Design and Treatment Plan
ATCM	Airborne Toxic Control Measure
ATP	archaeological testing plan
ATHS	Air Toxics Hot Spots
BAAQMD	Bay Area Air Quality Management District
BACT	Best Available Control Technology
BART	Bay Area Rapid Transit
BCDC	Bay Conservation and Development Commission
bgs	below ground surface
BMPs	Best Management Practices
B.P.	Before Present
BTEX	benzene, toluene, ethylbenzene, and total xylene
CAA	Clean Air Act
CAFE	corporate average fuel economy
Cal/OSHA	California Division of Occupational Safety and Health
Caltrans	California Department of Transportation
CAP	Clean Air Plan
CBC	California Building Code
CCAA	California Clean Air Act
CCR	California Code of Regulations
CDFG	California Department of Fish and Game
CEQA	California Environmental Quality Act
CESA	California Endangered Species Act
CGS	California Geological Survey
CH ₄	methane
CIWMA	1989 California Integrated Waste Management Act
CMP	Congestion Management Program
CO	carbon monoxide
COG	Council of Government
CO ₂	carbon dioxide
CO ₂ E	carbon dioxide equivalent
CRHR	California Register of Historical Resources
CSO	combined sewer overflow
CWA	Clean Water Act
dB	decibel
dBA	A-weighted decibel
DBI	San Francisco Department of Building Inspection
DPH	San Francisco Department of Public Health
DPM	diesel particulate matter

DPW	San Francisco Department of Public Works
EIR	Environmental Impact Report
EISA	Energy and Independence Security Act of 2007
ENA	Exclusive Negotiation Agreement
EP	San Francisco Planning Department, Environmental Planning division
ERO	Environmental Review Officer
ESA	Environmental Site Assessment
ESL	environmental screening level
FAR	floor area ratio
FARR	Final Archaeological Resources Report
FEMA	Federal Emergency Management Agency
FESA	Federal Endangered Species Act
FIRM	Flood Insurance Rate Map
FTA	Federal Transit Administration
GHG	greenhouse gas
gsf	gross square feet
HRE	Historic Resource Evaluation
HRER	Historic Resource Evaluation Response
HSR	Historic Structure Report
HVAC	heating-ventilation-air conditioning system
I-80	Interstate 80
in/sec	inch per second
IPCC	Intergovernmental Panel on Climate Change
Kwh/yr	kilowatt hours per year
lb/day	pounds per day
VdB	vibration velocity level is reported in decibels relative to a level of 1×10^{-6} inches per second
L_{dn}	day-night noise level
LEED	Leadership in Energy and Environmental Design
L_{eq}	Equivalent noise level
LID	Low Impact Design
L_{max}	maximum noise level
LOS	Level of Service
L_v	vibration levels
M	Richter magnitude
MBTA	Migratory Bird Treaty Act
MEI	Maximally Exposed Individual
mg/kg	milligrams/kilogram
mgd	million gallons per day
MLD	most likely descendant
MLP	maximum load point
MM	Modified Mercalli intensity scale
MMRP	Mitigation Monitoring and Reporting Program
MMTCO ₂ E	million metric tonnes of CO ₂ E
MPOs	Metropolitan Planning Organizations
MRZ	Mineral Resource Zone
MTBE	Methyl tertiary-Butyl Ether
MTC	Metropolitan Transportation Commission
MTS	Metropolitan Transportation System

List of Acronyms and Abbreviations

Muni	San Francisco Municipal Railway
Mw	Moment Magnitude
MY	model year
NAHC	Native American Heritage Commission
NEPA	National Environmental Policy Act
NESHAP	National Emissions Standards for Hazardous Air Pollutants
NFIP	National Flood Insurance Program
ng/m ³	nanograms per cubic meter
NO ₂	nitrogen dioxide
NOx	nitrogen oxides
NPDES	National Pollutant Discharge Elimination System
NRHP	National Register of Historical Places
NOP	Notice of Preparation
NSR	New Source Review
N ₂ O	nitrous oxide
NWIC	California Archaeological Site Survey Northwest Information Center
OEHHA	Office of Environmental Health Hazard Assessment
OHP	California Office of Historic Preservation
OPR	Governor's Office of Planning and Research
PCBs	polychlorinated biphenyls
PDA	Priority Development Area
PG&E	Pacific Gas and Electric Company
PM	particulate matter
PM ₁₀	particulate matter of 10 microns in diameter or less
PM _{2.5}	particulate matter of 2.5 microns in diameter or less
POPO	privately owned, publicly accessible open space
ppb	parts per billion
pphm	parts per hundred million
ppm	parts per million
PPV	peak particle velocity
PSD	Prevention of Significant Deterioration
PRMMP	Paleontological Resources Monitoring and Mitigation Program
RCFZ	Rodgers Creek Fault Zone
REL	reference exposure level
ROG	reactive organic gases
ROSE	Recreation and Open Space Element
RPD	San Francisco Recreation and Park Department
RTP	regional transportation plan
RWQCB	Regional Water Quality Control Board
SB	Senate Bill
SFBAAB	San Francisco Bay Area Air Basin
SFCTA	San Francisco County Transportation Authority
SFFD	San Francisco Fire Department
sfh	square-foot-hours
SFMOMA	San Francisco Museum of Modern Art
SFMTA	San Francisco Municipal Transportation Agency
SFPD	San Francisco Police Department
SFPUC	San Francisco Public Utilities Commission
SFRA	San Francisco Redevelopment Agency

List of Acronyms and Abbreviations

SFUSD	San Francisco Unified School District
SIL	Significant Impact Level (USEPA-established level)
SMO	Stormwater Management Ordinance
SMP	Site Mitigation Plan
SO ₂	sulfur dioxide
SS	Sustainable Site
SSC	Species of Special Concern
SSMP	Sewer System Master Plan
SSO	sanitary sewer overflow
SUD	Special Use District
SWPPP	Storm Water Pollution Prevention Plan
SWRCB	State Water Resources Control Board
TACs	toxic air contaminants
TASC	Transportation Advisory Staff Committee
TCDP	<i>Transit Center District Plan</i>
TDR	transferable development rights
TEP	Transit Effectiveness Project
TIDF	Transit Impact Development Fee
TIS	<i>Transportation Impact Study</i>
TPH	total petroleum hydrocarbons
TPHd	total petroleum hydrocarbons as diesel
TRPH	Total Recoverable Petroleum Hydrocarbons
2000 HCM	<i>2000 Highway Capacity Manual</i>
U.S. 101	U.S. Highway 101
USEPA	U.S. Environmental Protection Agency
USFWS	United States Fish and Wildlife Service
USGS	U.S. Geological Survey
UST	underground storage tanks
UWMP	<i>Urban Water Management Plan</i>
VdB	Vibration velocity level reported in decibels relative to a level of 1x10 ⁻⁶ inches per second
VDECS	Verified Diesel Emissions Control Strategy
VOC	volatile organic compound
WDRs	Waste Discharge Requirements
WHO	World Health Organization
WSIP	Water System Improvement Program
YBC	Yerba Buena Center
µg/m ³	micrograms per cubic meter

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APPENDIX A: NOTICE OF PREPARATION OF AN EIR



SAN FRANCISCO PLANNING DEPARTMENT

Notice of Preparation of an Environmental Impact Report

Date: April 13, 2011
Case No.: 2008.1084E
Project Title: **706 MISSION STREET – THE MEXICAN MUSEUM AND RESIDENTIAL TOWER PROJECT**
Zoning: Downtown Retail (C-3-R) District
400-I Height and Bulk District
Block/Lot: Block 3706, Lots 093, 275 and portions of Lot 277
Lot Size: 72,185 square feet (approximately 1.65 acres)
Project Sponsor: 706 Mission Street Co., LLC, (415) 593-1100
Lead Agency: San Francisco Planning Department
Staff Contact: Debra Dwyer – (415) 575-9031
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415.558.6377

PROJECT DESCRIPTION

The project site is on the northwest corner of Third and Mission Streets,¹ near the southern edge of San Francisco's Financial District neighborhood. The proposed project consists of the construction of a new 47-story, 550-foot-tall tower (a 520-foot-tall building with a 30-foot-tall elevator/mechanical penthouse) with three floors below grade. The new tower would be adjacent to and physically connected to the existing 10-story, 154-foot-tall Aronson Building (a 144-foot-tall building with a 10-foot tall mechanical penthouse). The Aronson Building currently contains approximately 10,660 gross square feet (gsf)² of retail space on the ground floor and approximately 95,980 gsf of office space on the second through tenth floors. As part of the proposed project, the Aronson Building would be restored and rehabilitated. The overall project would contain up to between 175 and 215 residential units, space for The Mexican Museum, a ground-floor retail/restaurant use, and associated building services. In the new tower, there would be 44 floors of residential space, including mechanical areas, and three floors of museum space. In the adjoining Aronson Building, there would be residential lobby space and a retail/restaurant space on the ground floor. No museum space would be located on the ground floor. Floors two and three of the Aronson Building would be museum space. Floors four through nine of the Aronson Building have been designated as flex space for which two options are proposed. The flex space options will be referred to as the residential flex option and the office flex option and are described in greater detail below. There would be residential use on the tenth floor. The six floors of flex space are currently occupied by

¹ Third Street is oriented in a northwest-southeast direction, but it will be referred to as a north-south street in this document. Mission Street is oriented in a northeast-southwest direction, but it will be referred to as an east-west street in this notice. This convention will be used to describe the locations of other buildings and uses in relation to the project site.

² The term "gross square feet" refers to the total floor area of a building or a particular use within a building.

approximately 52,560 gsf of office space, which would either be converted from office use to residential use or remain as office use. Under the residential flex option, these six floors would be converted from office space to 24 residential units, which would result in up to 215 residential units and no office space in the proposed project. Under the office flex option, these six floors would continue to be used as office space, which would result in up to 191 residential units and approximately 52,560 gsf of office space in the proposed project. Building services would occupy a small portion of each floor, both above and below grade.

Under the residential flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gsf, with approximately 584,015 gsf of residential uses, approximately 16,920 gsf of residential amenity space, approximately 46,555 gsf of museum space, approximately 4,800 gsf of retail/restaurant space, approximately 14,955 gsf of storage space, approximately 51,420 gsf of building core, mechanical, and service space, and approximately 765 gsf of space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street.

Under the office flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gross square feet, with approximately 531,455 gsf of residential uses and approximately 52,560 gsf of office space. The square footages of residential amenity space, museum space, retail/restaurant space, storage space, building core, mechanical, and service space, and space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street would be the same as they are for the residential flex option described above.

The project sponsor, 706 Mission Street Co., LLC, and the San Francisco Redevelopment Agency (Redevelopment Agency) have entered into an Exclusive Negotiation Agreement (ENA), which provides information regarding the terms of the transactions between the project sponsor and the Redevelopment Agency related to this project proposal.³ Lot 093 at the corner of Third and Mission Streets is owned by the project sponsor and is occupied by the Aronson Building. Lot 275 and the adjacent Lot 277 are currently owned by the Redevelopment Agency. As part of the proposed project, the Redevelopment Agency would convey Lot 275, which is the ramp from Stevenson Street into the Jessie Square Garage, as well as portions of Lot 277 to the project sponsor.

In addition to the above transactions, the ENA provides for the project sponsor to include the construction of the shell and core for a Cultural Component of no less than 35,000 net square feet within the proposed development. It is anticipated that the Cultural Component would be the new space for The Mexican Museum. In addition, the project sponsor would provide an endowment to be used for the operation of The Mexican Museum.

³ Exclusive Negotiation Agreement. May 2010, between the San Francisco Redevelopment Agency and 706 Mission Street Co., LLC. A copy of this document is available for review at the San Francisco Redevelopment Agency, 1 South Van Ness Avenue, 5th Floor, as well as at the Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2008.1084E.

The adjacent subsurface Jessie Square Garage was completed in 2005 and currently contains four subsurface levels of parking with a total of 442 parking spaces. The project sponsor would purchase the Jessie Square Garage from the Redevelopment Agency and convert it from a publicly owned garage to a privately owned garage. However, the parking spaces on the upper levels of the garage would remain available to the public. On the mezzanine level of the garage, there is an existing space underneath the Contemporary Jewish Museum that is currently blocked off from the rest of the garage. As part of the proposed project, this existing space would be connected to the rest of the garage and would be striped to accommodate about 33 parking spaces. A total of approximately five existing parking spaces on various levels of the garage would need to be removed for vehicular access and circulation. There would be a net increase of 28 parking spaces. As a result, the total number of parking spaces in the garage would increase from 442 to 470.

Under the residential flex option, the 470 parking spaces would be allocated in the following manner: 210 spaces, including 5 public car share spaces, would remain available to the general public, 215 spaces would be reserved for the proposed project's residential uses, 2 spaces would be residential car share spaces, and the remaining 43 parking spaces would be reserved for other uses such as leased parking for nearby businesses. The proposed project would provide two full-size loading spaces and two tandem service vehicle spaces within the garage.

Under the office flex option, the 470 parking spaces would be allocated in the following manner: 210 spaces, including 5 public car share spaces, would remain available to the general public, 191 spaces would be reserved for the proposed project's residential uses, 1 space would be a residential car share space, and the remaining 68 parking spaces would be reserved for other uses such as leased parking for nearby businesses. The proposed project would provide two full-size loading spaces and two tandem service vehicle spaces within the garage.

There are approximately 10 existing bicycle parking spaces on the mezzanine level of the garage. The proposed project would provide a total of approximately 83 bicycle parking spaces in the garage.

Under the proposed project, vehicles would enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Third Street using the existing curb cut, driveway, and two new car elevators. There would be a residential drop-off area adjacent to and south of the driveway. Project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided at the residential drop-off area. The residential drop-off area would require the demolition of an approximately 16-foot-tall-by-20-foot-wide-by-80-foot-long portion of the ground floor that runs along the north wall of the Aronson Building. The second through tenth floors of the Aronson Building would cantilever over the residential drop-off area. Other changes to the north wall of the Aronson Building would include new windows on the upper floors.

As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east.

In addition, four other vehicular access variants for the ground floor plan are proposed for consideration in the proposed project.

The project site is in the Downtown Retail (C-3-R) District and a 400-I Height and Bulk District. The proposed project would require a Zoning Map amendment and a General Plan amendment to the Downtown Plan to reclassify the Height and Bulk District. The project sponsor is requesting adoption of a Special Use District (SUD). The provisions of the proposed SUD would address FAR, height, and bulk limit changes. However, the specific provisions of the SUD have not yet been finalized. The proposed project would require a Planning Code Section 309 Determination of Compliance and Request for Exceptions. Conditional use authorization (CU) may be required if (i) the proposed project provides dwelling units in an amount that exceeds one unit for every 125 square feet of lot area, or (ii) for utilizing or widening the existing curb cut on Mission Street for vehicular access.

A more detailed project description is provided following this NOP or can be obtained from the staff contact listed above or downloaded from the Planning Department Web site at <http://tinyurl.com/meacases> under Case No. 2008.1084E.

FINDING

This project may have a significant effect on the environment, and an Environmental Impact Report is required. This determination is based upon the criteria of the State CEQA Guidelines, Sections 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance). The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP and an EIR does not indicate a decision by the City to approve or disapprove the proposed project. Prior to making any such decision, the decision-makers must review and consider the information contained in the EIR.

PUBLIC SCOPING PROCESS

Written comments regarding the scope of the environmental analysis will be accepted until 5:00 p.m. on May 13, 2011. Written comments should be sent to Bill Wycko, Environmental Review

Notice of Preparation of an EIR

April 13, 2011

Officer, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103.

If you work for a Responsible Agency, we need to know the views of your agency regarding the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person in your agency.

April 11, 2011
Date

Bill Wycko
Bill Wycko
Environmental Review Officer

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INTRODUCTION

The project site was previously part of the Yerba Buena Center (YBC) Redevelopment Project Area, which covered all or parts of 13 city blocks in an area generally bounded by Market Street on the north, Second Street on the east, Harrison Street on the south, and Fourth Street on the west. The *Yerba Buena Center Redevelopment Plan* expired on December 31, 2010 (see Figure 1: Project Location). The *Yerba Buena Center Redevelopment Plan* was originally adopted on April 25, 1966, and it was amended on October 10, 2000 to expand the YBC Redevelopment Project Area to include the site of the Old Emporium Building on Market Street between Fourth and Fifth Streets.

Implementation of the *Yerba Buena Center Redevelopment Plan* from April 25, 1966 through December 31, 2010 resulted in the construction of several cultural institutions and public structures, including the Contemporary Jewish Museum, the Moscone Convention Center, the Museum of the African Diaspora, the San Francisco Museum of Modern Art, the Yerba Buena Center for the Arts, the Yerba Buena Gardens Esplanade, the Yerba Buena Ice Skating and Bowling Center, and Zeum, a children's art and technology museum. In addition, over 2,500 residential units were added to the area. The area's residential uses include the Four Seasons Hotel and Residences, the Paramount, the St. Regis Hotel (which includes residential uses), and more than 1,400 residential units designated to be affordable to low- to moderate-income households. Commercial uses developed under the *Yerba Buena Center Redevelopment Plan* include the Four Seasons Hotel and Residences, the Marriott Hotel, the Metreon entertainment and retail complex, the St. Regis Hotel, the W Hotel, and the Westfield San Francisco Centre retail complex.⁴ The project site is the last remaining vacant infill site identified in the *Yerba Buena Center Redevelopment Plan*. The Redevelopment Agency Commission and The Mexican Museum selected the project site as the future permanent home of the museum on June 1, 1993.⁵

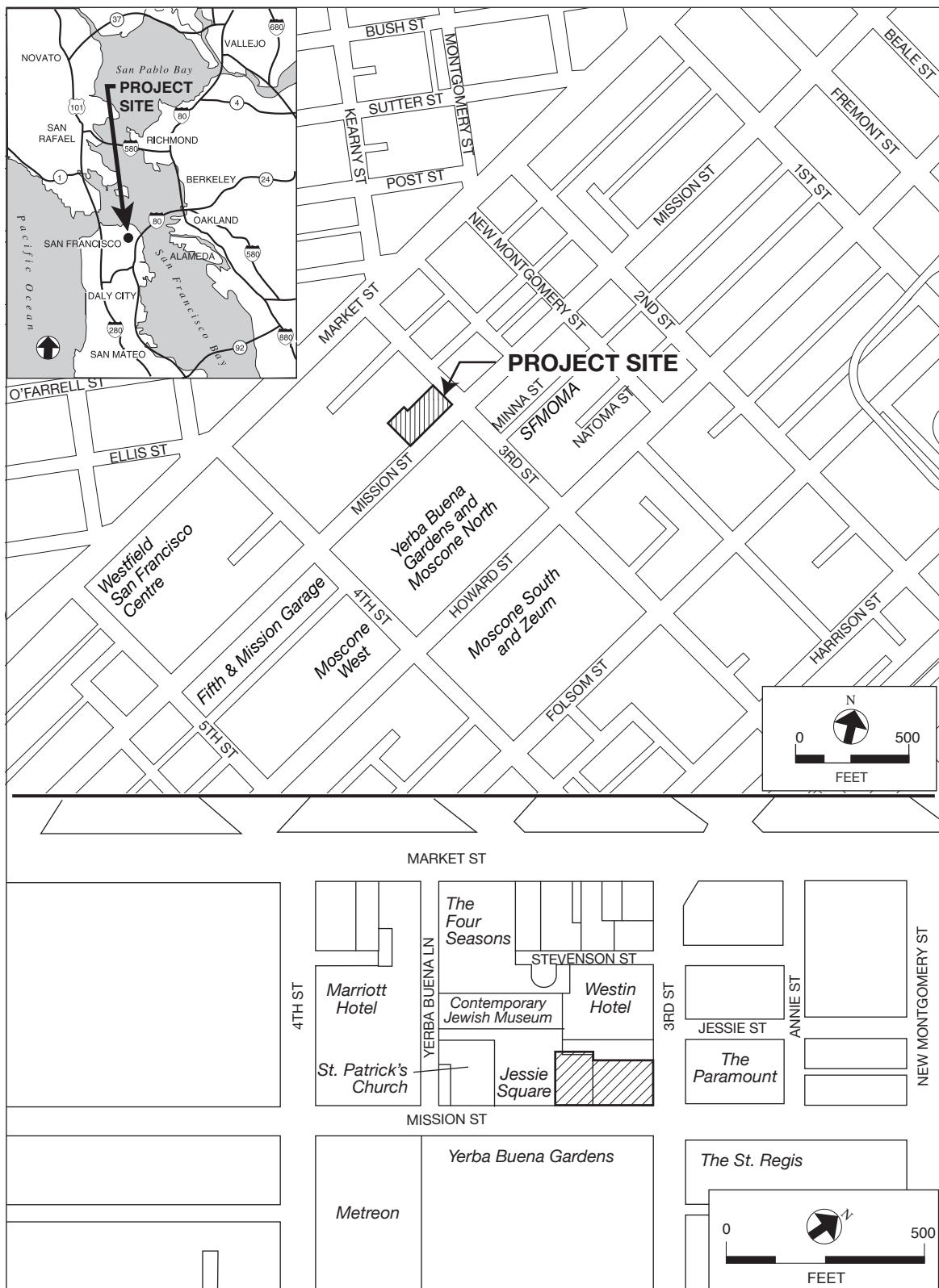
PROJECT LOCATION AND SITE CHARACTERISTICS

Surrounding Development

The project site is near the southern edge of San Francisco's Financial District neighborhood. The South of Market neighborhood is approximately two blocks south of the project site, and Union Square is approximately 0.2 mile northwest of the project site. The scale of development in the vicinity of the project site is diverse, with the current height limits in the area ranging

⁴ San Francisco Redevelopment Agency website, <http://www.sfredevelopment.org/index.aspx?page=66>, accessed March 3, 2011.

⁵ San Francisco Redevelopment Agency Resolution No. 92-93, June 1, 1993. A copy of this document is available for review at the Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2008.1084E.



SOURCE: Turnstone Consulting

 **PROJECT SITE**

706 MISSION STREET

FIGURE 1: PROJECT LOCATION

from 80 feet to 500 feet. Three- and four-story buildings are located between buildings of 10 to 20 stories and taller along Third, Fourth, Market, and Mission Streets. The project site is in the Downtown Retail (C-3-R) District and a 400-I Height and Bulk District.

Land uses surrounding the project site include convention, cultural, hotel, office, open space, recreation, residential, and retail uses (see Figure 1). Major structures near the project site include St. Patrick's Church (748 Mission Street), the San Francisco Marriott Marquis Hotel (55 Fourth Street), the Metreon entertainment and retail complex (101 Fourth Street), the Fifth and Mission Garage (833 Mission Street), the Westfield San Francisco Centre retail complex (865 Market Street), the Four Seasons Hotel and Residences (757 Market Street), the Contemporary Jewish Museum (736 Mission Street), the Westin San Francisco Market Street Hotel (50 Third Street), the Paramount (680 Mission Street), the St. Regis San Francisco (125 Third Street), the San Francisco Museum of Modern Art (151 Third Street), the W Hotel (181 Third Street), and the Moscone Convention Center (747 Howard Street).

The following cultural uses are located within three blocks of the project site:

- the California Historical Society (678 Mission Street);
- the Cartoon Art Museum (655 Mission Street);
- the Contemporary Jewish Museum (736 Mission Street);
- the Museum of the African Diaspora (685 Mission Street);
- the Museum of Craft and Folk Art (51 Yerba Buena Lane);
- the San Francisco Museum of Modern Art (151 Third Street);
- the Society of California Pioneers (300 Fourth Street);
- the Yerba Buena Center for the Arts (701 Mission Street), which includes a gallery and a theater; and
- Zeum (221 Fourth Street), a children's art and technology museum.

Open space and recreation facilities in the vicinity include Jessie Square (adjacent to and west of the project site), the Yerba Buena Gardens Esplanade (across Mission Street from the project site), the Yerba Buena Ice Skating and Bowling Center (one block south of the project site), Union Square (approximately 0.2 mile northwest of the project site), and Hallidie Plaza (approximately 0.25 mile west of the project site).

Currently, pedestrians can access the Aronson Building from Market Street via Yerba Buena Lane and Jessie Square, from Mission Street, or from Third Street. Vehicles can access the project site vicinity from Third, Fourth, Market, or Mission Streets. Currently, vehicles enter the Jessie Square Garage from Stevenson Street and exit onto Stevenson or Mission Streets. The project site is served by public transportation, with the San Francisco Municipal Railway (Muni) operating multiple streetcar and bus lines along Market Street and multiple bus lines along Third, Fourth, Market, and Mission Streets. Golden Gate Transit and SamTrans provide bus

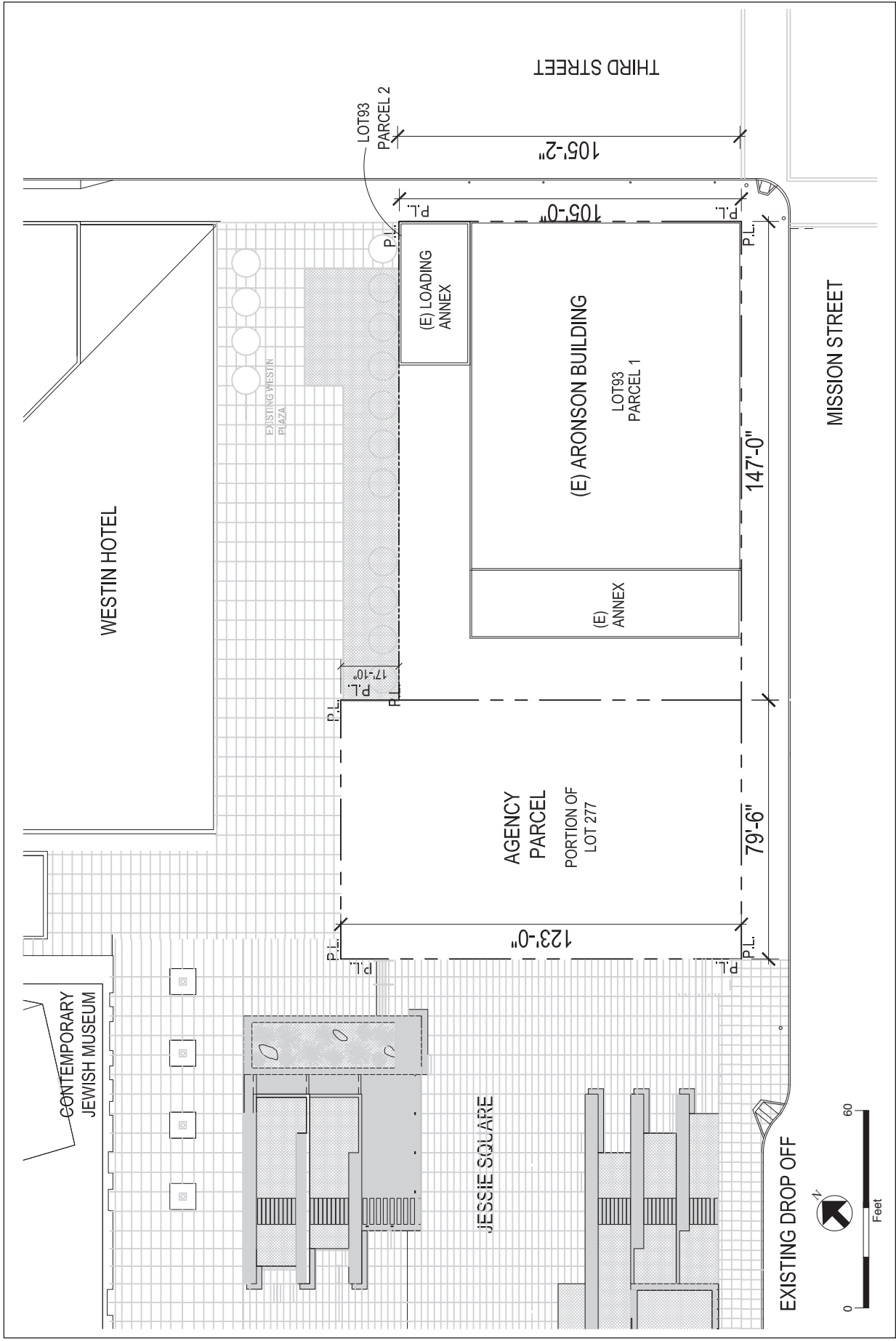
service along Mission Street, and the future Transbay Transit Center site⁶ is two blocks southeast of the project site. There are two Bay Area Rapid Transit (BART) stations within two blocks of the project site. The Powell Street BART station is one-and-one-half blocks to the northwest, and the Montgomery Street BART station is one block to the northeast.

Existing Conditions

The project site, which is roughly rectangular, is approximately 227 feet wide by 105 feet long, but the western portion of the site (approximately 80 feet wide) is approximately 123 feet long (see Figure 2: Site Plan). The project site consists of three lots: the entirety of Assessor's Block 3706, Lots 093 and 275, and portions of Assessor's Block 3706, Lot 277. Together, these lots cover an area of approximately 72,185 square feet or approximately 1.65 acres.

Lot 093 is a rectangular parcel with approximately 105 feet of frontage along Third Street and approximately 147 feet of frontage along Mission Street. This parcel has an area of approximately 15,460 square feet. It is currently developed with the 10-story, 154-foot-tall Aronson Building (a 144-foot-tall building with a 10-foot-tall mechanical penthouse). The building was originally constructed in 1903, and two annexes were added in 1978. The Aronson Building is rated "A" by the Foundation for San Francisco's Architectural Heritage, and it is eligible for listing on the National Register of Historic Places. The Aronson Building contains a total of approximately 120,340 gsf, with approximately 13,700 gsf of storage and utility space in the basement, a 10,660-gsf retail tenant on the ground floor (Rochester Big & Tall), and approximately 95,980 gsf of office space on the second through tenth floors, some of which is currently vacant. The Aronson Building covers approximately 74 percent of Lot 093 (see Table 1: Existing Uses on Project Site, and Table 2: Existing Uses on Project Site by Floor). It is set back approximately 20 feet from both the western and northern property lines. On the west side of the building, there is a 10-story annex that was added in 1978. A 20-foot-wide-by-85-foot-long pedestrian walkway runs along the west side of the annex. At the northeast corner of the building, there is a three-story annex that was also added in 1978. This annex is approximately 20 feet wide and 45 feet long. The ground floor of the annex serves as a loading and trash pickup area, and there are vacant offices on the second and third floors. To the west of this structure, there is a driveway that is approximately 20 feet wide and 100 feet long that is currently used for service vehicle access. Lot 093 does not include any open space. There is one tree on site near the northwest corner of the building and one street tree adjacent to the building along Mission Street.

⁶ The Transbay Terminal at First and Mission Streets has been demolished, and a temporary terminal is currently operating on the block bounded by Main, Folsom, Beale, and Howard Streets, which is approximately seven blocks from the project site. The new Transbay Transit Center will be constructed on Mission Street between Second and Beale Streets. The new Transbay Transit Center is scheduled to open in 2017. Detailed information is available at <http://transbaycenter.org>.



SOURCE: Handel Architects

706 MISSION STREET

FIGURE 2: SITE PLAN

TABLE 1
EXISTING USES ON PROJECT SITE

Use	Aronson Building	Mexican Museum Parcel	Existing Jessie Square Garage	Total
Dwelling Units	N/A	N/A	N/A	N/A
Retail	10,660 gsf	N/A	N/A	10,660 gsf
Office	95,980 gsf	N/A	N/A	95,980 gsf
Other ¹	13,700 gsf	18,000 gsf	161,610 gsf	193,310 gsf
Parking	N/A	N/A	442 spaces	442 spaces
Total	120,340 gsf	18,000 gsf	161,610 gsf	299,950 gsf

Notes:

1. Includes square footage of loading, parking, storage, and utility space.

Source: 706 Mission Street Co., LLC

TABLE 2
EXISTING USES ON PROJECT SITE BY FLOOR

Floor/Level	Aronson Building	Mexican Museum Parcel	Existing Jessie Square Garage
Basement Level B3	N/A	Vacant ¹	Parking
Basement Level B2	N/A	N/A	Parking
Basement Level B1	Storage and utility space	Vacant ¹	Parking
Basement Level Mezzanine	N/A	N/A	Parking
Ground Floor	Retail	N/A	Jessie Square (a landscaped public plaza)
Floors 2 through 10	Office	N/A	N/A

Notes:

1. Two double-height space were constructed underneath the Mexican Museum parcel when the Jessie Square Garage was built. This space is currently unoccupied.

Source: 706 Mission Street Co., LLC

Lot 275 is occupied by the existing ramp that leads from Stevenson Street into the Jessie Square Garage. This lot has an area of approximately 1,635 square feet.

As described earlier, the Redevelopment Agency Commission and The Mexican Museum selected a portion of Lot 277 as the future permanent home of The Mexican Museum. Throughout this document, this parcel will be referred to as the "Mexican Museum parcel." This lot is rectangular, and it is approximately 80 feet wide and approximately 123 feet long. It

has an area of approximately 9,780 square feet, and it is immediately west of and adjacent to the Aronson Building. This lot is currently vacant. It was used as a staging area for the construction of the adjacent Jessie Square Garage from 2004 to 2005 and Jessie Square in 2008. There is a two-level, double-height, 18,000-gsf structure underneath this parcel that was constructed when the Jessie Square Garage was built, and this space is currently vacant (see Tables 1 and 2). The existing foundation extends to approximately 48 feet below grade. The lot is paved, and there is no open space or vegetation on the lot.

The Jessie Square Garage, which is underneath Jessie Square and west of and adjacent to the Mexican Museum parcel, consists of a subsurface portion of Lot 277. In the garage, there are currently 442 parking spaces on four subsurface levels (see Tables 1 and 2). The area of each floor of the garage varies. Each of the two lowest floors, Basement Levels B3 and B2, is approximately 43,760 gsf. Basement Level 1 is approximately 47,780 gsf. The highest floor of the garage, Basement Level Mezzanine, is approximately 26,320 gsf.

PROJECT OBJECTIVES AND CHARACTERISTICS

Proposed Project

The project site is within the former YBC Redevelopment Project Area. The proposed project would result in a mixed-use building, the design of which would be expected to complement existing land uses in the former YBC Redevelopment Project Area by including residential, museum, office, and commercial uses. As part of the proposed project, the project sponsor would construct the shell and core for The Mexican Museum, donate a one-time endowment to be used for the operation of The Mexican Museum, and restore and rehabilitate the historically important Aronson Building.

The proposed project consists of the construction of a new 47-story, 550-foot-tall tower (a 520-foot-tall building with a 30-foot-tall elevator/mechanical penthouse) with three floors below grade. The new tower would be adjacent to and physically connected to the existing 10-story, 154-foot-tall Aronson Building (a 144-foot-tall building with a 10-foot-tall mechanical penthouse). The Aronson Building currently contains approximately 10,660 gsf of retail space on the ground floor and approximately 95,980 gsf of office space on the second through tenth floors. As part of the proposed project, the Aronson Building would be restored and rehabilitated. The overall project would contain up to between 175 and 215 residential units, space for The Mexican Museum, a ground-floor retail/restaurant use, and associated building services. In the new tower, there would be 44 floors of residential space, including mechanical areas, and three floors of museum space. Approximately 18,000 gsf of existing vacant space underneath The Mexican Museum parcel would be converted to other uses as part of the proposed project. Approximately 2,000 gsf on Basement Level B2 would be allocated to The Mexican Museum. The remaining 16,000 gsf would be used for loading, storage, and/or utility space. In the adjoining Aronson Building, there would be residential lobby space and a retail/restaurant space on the ground floor, but the museum would not occupy any space on the

ground floor. Floors two and three of the Aronson Building would be museum space. Floors four through nine of the Aronson Building have been designated as flex space for which two options are proposed. The flex space options will be referred to as the residential flex option and the office flex option and are described in greater detail below. There would be residential use on the tenth floor. The six floors of flex space are currently occupied by approximately 52,560 gsf of office space, which would either be converted from office use to residential use or remain as office use. Under the residential flex option, these six floors would be converted from office space to 24 residential units, which would result in up to 215 residential units and no office space in the proposed project. Under the office flex option, these six floors would continue to be used as office space, which would result in up to 191 residential units and approximately 52,560 gsf of office space in the proposed project. Building services would occupy a small portion of each floor, both above and below grade.

Under the residential flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gsf, with approximately 584,015 gsf of residential uses, approximately 16,920 gsf of residential amenity space, approximately 46,555 gsf of museum space, approximately 4,800 gsf of retail/restaurant space, approximately 14,955 gsf of storage space, approximately 51,420 gsf of building core, mechanical, and service space, and approximately 765 gsf of space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street (see Table 3: Proposed Project Characteristics).

Under the office flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gross square feet, with approximately 531,455 gsf of residential uses and approximately 52,560 gsf of office space. The square footages of residential amenity space, museum space, retail/restaurant space, storage space, building core, mechanical, and service space, and space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street would be the same as they are for the residential flex option described above (see Table 3).

The adjacent subsurface Jessie Square Garage was completed in 2005 and currently contains four subsurface levels of parking with a total of 442 parking spaces. The project sponsor would purchase the adjacent subsurface Jessie Square Garage from the Redevelopment Agency and convert it from a publicly owned garage to a privately owned garage. However, the parking spaces on the upper levels of the garage would remain available to the public.

**TABLE 3
PROPOSED PROJECT CHARACTERISTICS**

<i>Use</i>	<i>Existing</i>	<i>Proposed (Residential Flex Option)</i>	<i>Change from Existing</i>	<i>Proposed (Office Flex Option)</i>	<i>Change from Existing</i>
Residential	None	Up to 215 units 584,015 gsf	Up to 215 units 584,015 gsf	Up to 191 units 531,455 gsf	Up to 191 units 531,455 gsf
Residential Amenity	None	16,920 gsf	16,920 gsf	16,920 gsf	16,920 gsf
Retail	10,660 gsf	4,800 gsf	-5,860 gsf	4,800 gsf	-5,860 gsf
Institutional (Museum)	N/A	46,555 gsf	46,555 gsf	46,555 gsf	46,555 gsf
Office	95,980 gsf	None	-95,980 gsf	52,560 gsf	-43,420 gsf
Other ¹	13,700 gsf	67,140 gsf	53,440 gsf	67,140 gsf	53,440 gsf
Vacant	18,000 gsf	None	-18,000 gsf ²	None	-18,000 gsf ²
Parking	442 spaces	470 spaces ³	28 spaces	470 spaces ³	28 spaces
Total	138,340 gsf 442 parking spaces	719,430 gsf 470 parking spaces	581,090 gsf 28 parking spaces	719,430 gsf 470 parking spaces	581,090 gsf 28 parking spaces

Notes:

1. Includes square footage of loading, storage, and utility space.
2. Approximately 18,000 gsf of existing vacant space underneath the Mexican Museum parcel would be converted to other uses as part of the proposed project. Approximately 2,000 gsf on Basement Level B2 would be allocated to The Mexican Museum. The remaining 16,000 gsf would be used for loading, storage, and/or utility space.
3. Under the residential flex option, the parking spaces would be allocated in the following manner: 210 public spaces (including 5 public car share spaces), 215 residential spaces, 2 residential car share spaces, and 43 spaces for other uses such as leased parking for nearby businesses. Under the office flex option, the parking spaces would be allocated in the following manner: 210 public spaces (including 5 public car share spaces), 191 residential spaces, 1 residential car share space, and 68 spaces for other uses such as leased parking for nearby businesses.

Source: 706 Mission Street Co., LLC

Project Design

The project design described in this Notice of Preparation is a conceptual design developed by the project sponsor based on the proposed development program, site constraints, and environmental considerations. As the CEQA and entitlement process progresses, this conceptual design will be subject to revision and further refinement. While the maximum height, massing, and square footage are not expected to change substantially, the precise setbacks, elevations, floor layouts, materials, and other design features described below are subject to change. Furthermore, The Mexican Museum component of the project is only in preliminary design development. While the maximum square footage is not expected to change

substantially, the layout, access, and exterior expression of the museum remains subject to future design development and modification.

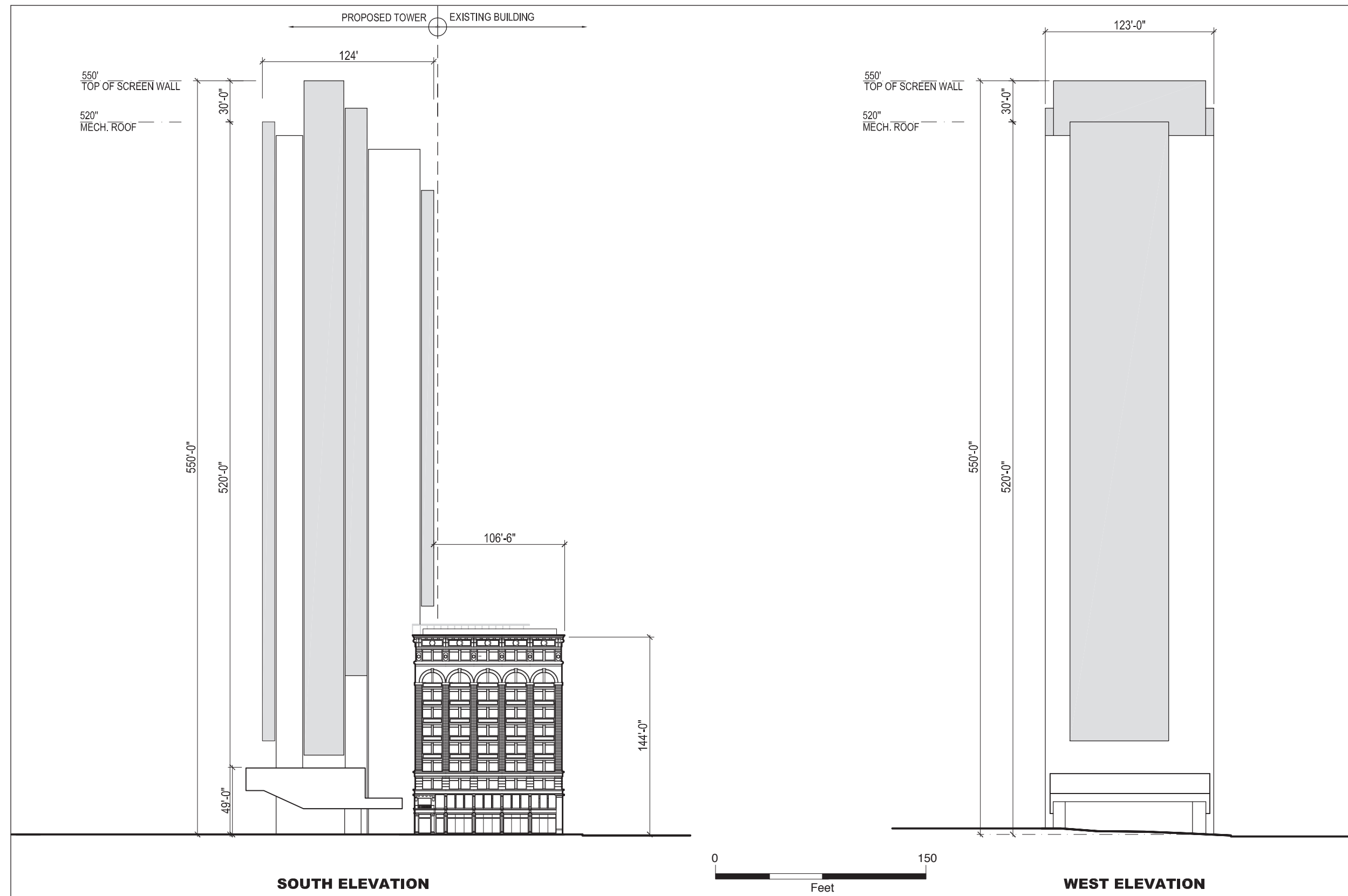
The project design consists of two components: the proposed 550-foot-tall tower and the existing Aronson Building. The design intent is to construct a new high-rise building that would integrate itself into the existing context of the project site and the surrounding development. Although the tower component would be adjacent to and physically connected to the Aronson Building, the two buildings would be designed to appear to be visually separate structures. The Mexican Museum would span both buildings, occupying the first through fourth floors of the tower and the second and third floors of the Aronson Building.

Proposed Tower

The proposed tower would be 550 feet tall (520 feet to the roof of the highest occupied floor plus a 30-foot-tall elevator/mechanical penthouse) (see Figure 3: Conceptual South and West Elevations, and Figure 4: Conceptual North and East Elevations).

At the ground floor, the southern façade of the tower would be set back from the southern project site boundary, as discussed below. The eastern half of the southern façade would be parallel to and set back approximately 6 feet from the southern project site boundary. The western half of the southern façade would be angled inward or away from the southern project site boundary, resulting in a setback that would gradually increase from approximately 6 feet to approximately 15 feet at the southwest corner of the tower (see Figure 5: Conceptual Ground Floor Setbacks). There would be a consistent setback of approximately 13 feet between the western façade of the tower and the western project site boundary. From the northwest corner of the tower, the northern façade would be angled outward or toward the northern project site boundary. The setback would decrease from approximately 20 feet at the northwest corner of the tower to approximately 10 feet at the northeast corner of the tower. The setbacks at other levels of the tower would vary, as described below.

The second floor of the tower would cantilever over the recessed ground floor by approximately 7 to 13 feet along the northern façade and by approximately 6 feet along the southern façade, but it would not cantilever over the ground floor along the western façade (see Figure 6: Conceptual Ground Floor, and Figure 7: Conceptual Floor 2). The third floor of the tower would cantilever over the second floor by approximately 18 feet along the northern façade, by approximately 6 to 16 feet along the southern façade, and by approximately 23 feet along the western façade. The cantilevered third floor would extend to the southern and northern project site boundaries and extend over the western project site boundary by approximately 10 feet.



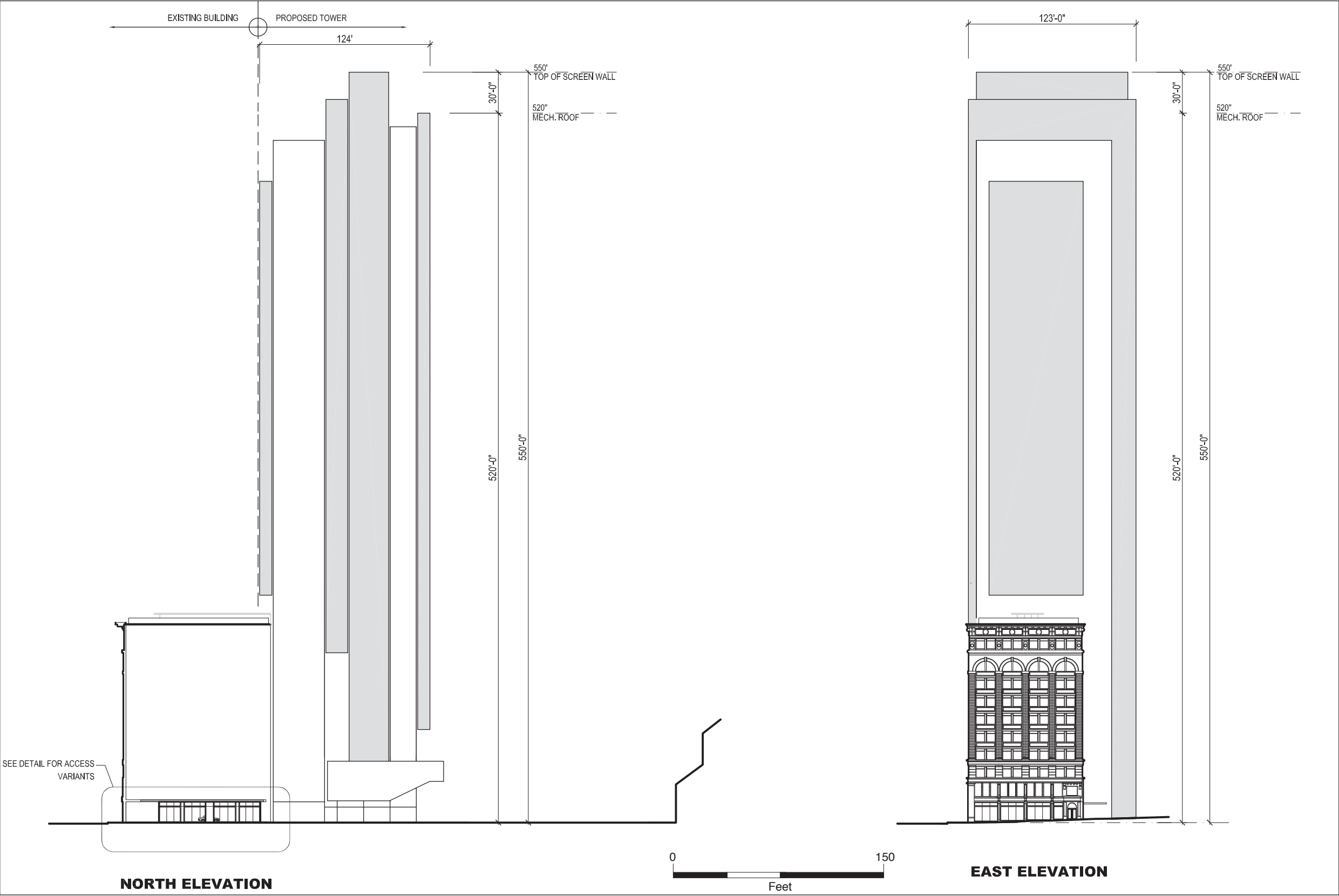
SOURCE: Handel Architects

BASED ON PRELIMINARY PROJECT DESIGN AND USES AS OF THE DATE OF NOP. SUBJECT TO CHANGE BASED ON FUTURE DESIGN DEVELOPMENT.

706 MISSION STREET

FIGURE 3: CONCEPTUAL SOUTH AND WEST ELEVATIONS

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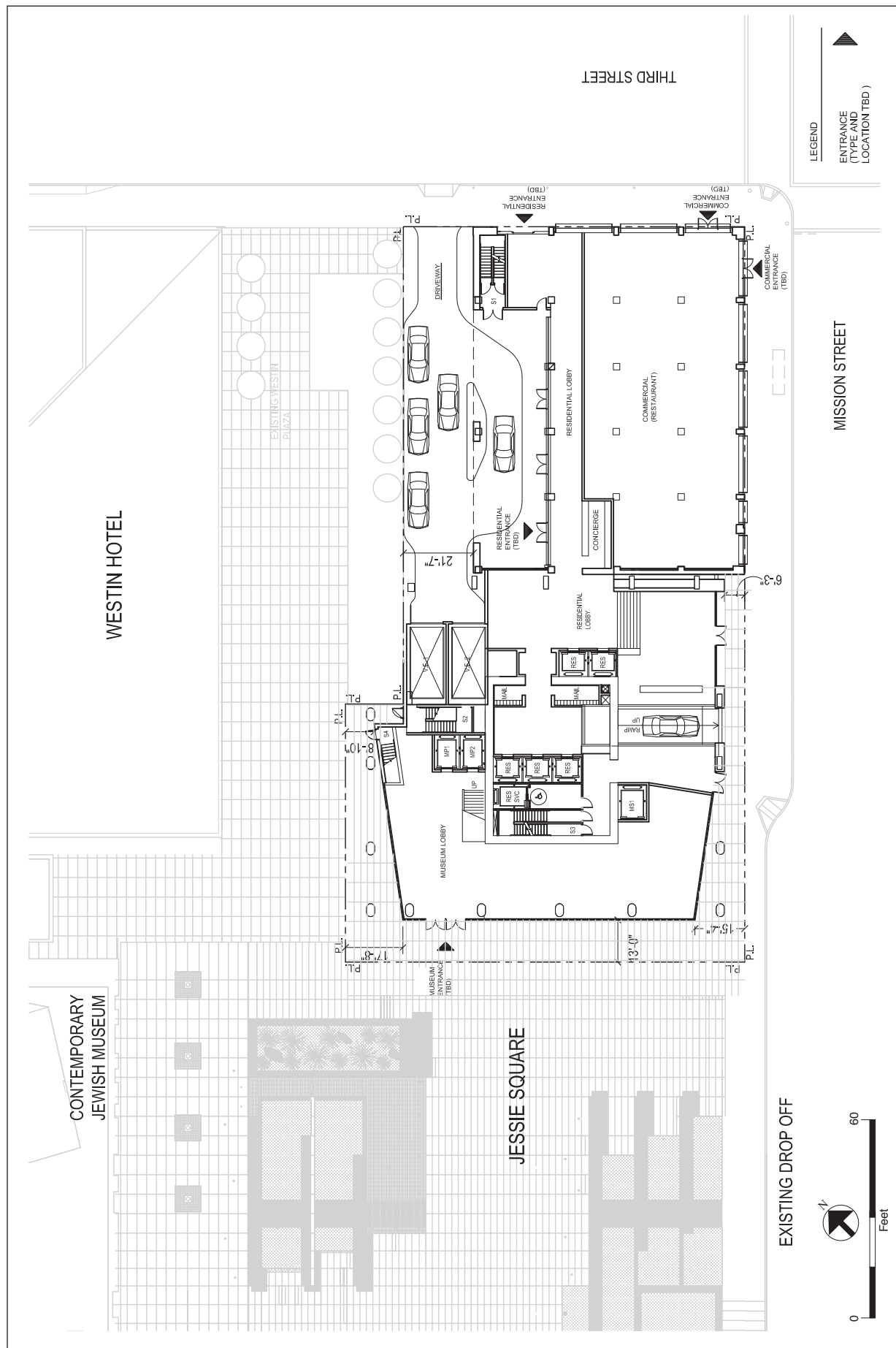


SOURCE: Handel Architects

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FIGURE 4: CONCEPTUAL NORTH AND EAST ELEVATIONS

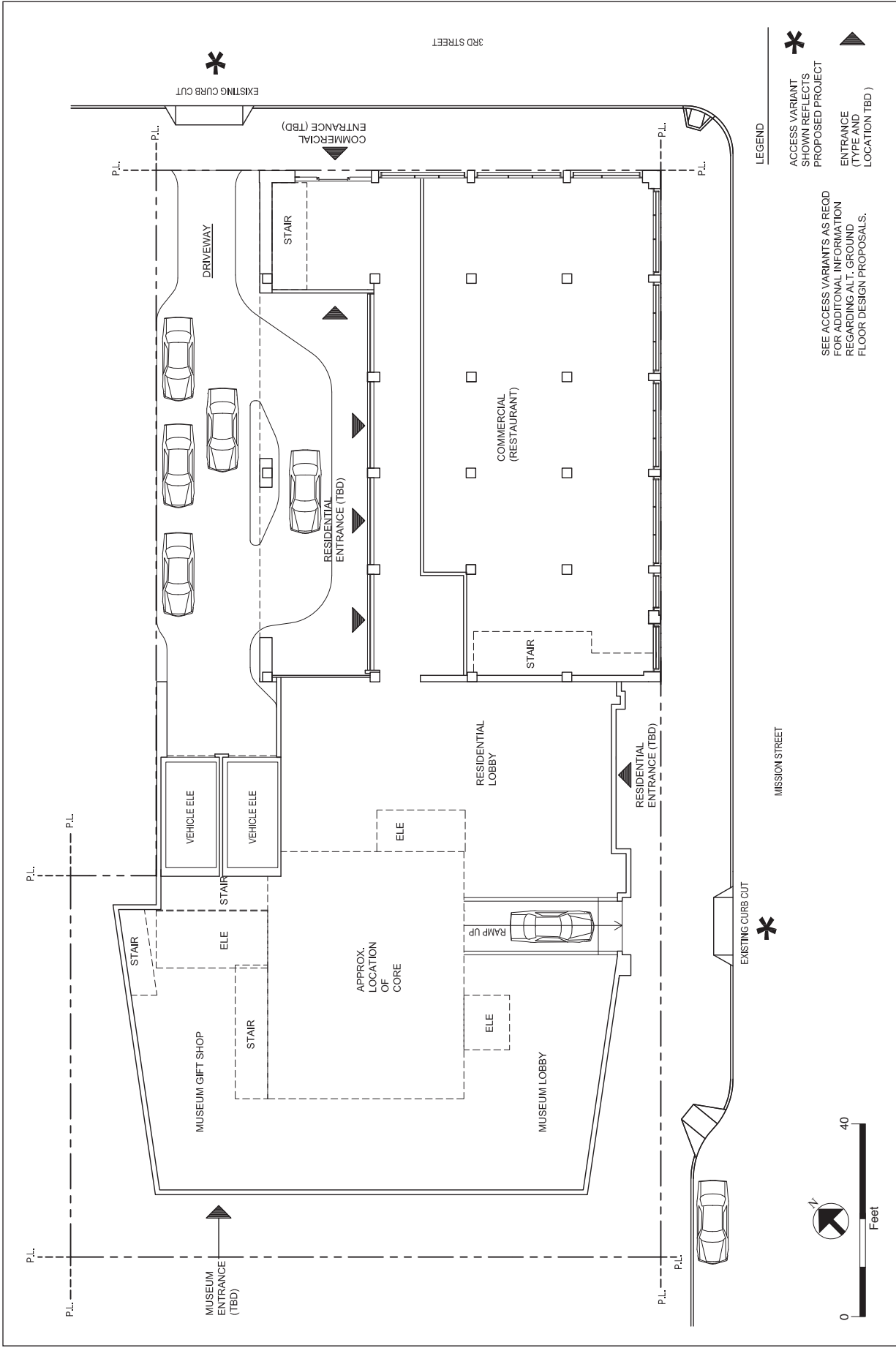
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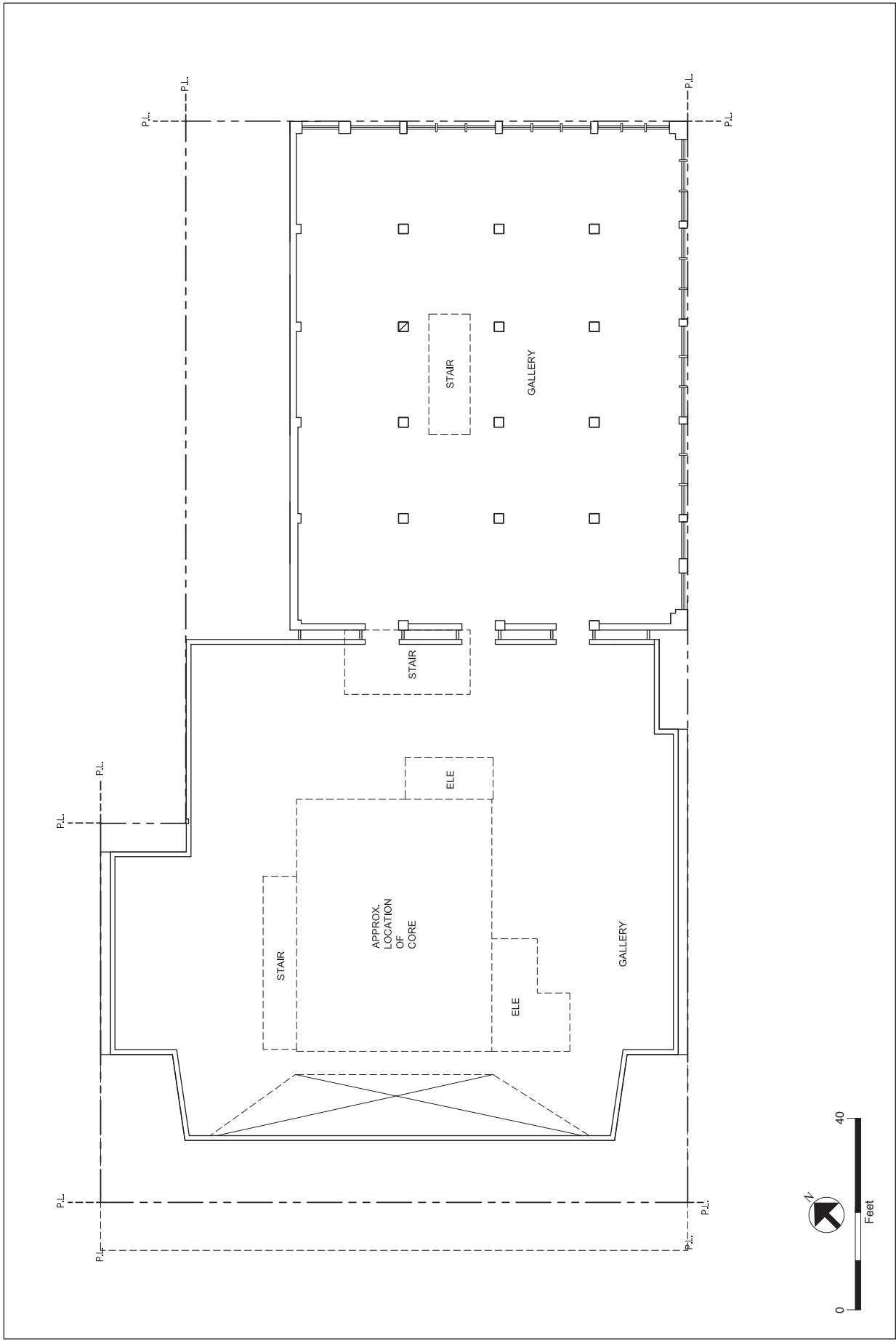
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FIGURE 6: CONCEPTUAL GROUND FLOOR



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FIGURE 7: CONCEPTUAL FLOOR 2

Beginning at the fifth floor, vertical volumes running the full height of the tower would project approximately 6 to 8 feet from the façade of the tower and provide articulation. These projecting vertical volumes would result in varying setbacks from the project site boundaries of approximately 6 feet and 36 feet on the south side of the tower, approximately 3 feet and 13 feet on the west side of the tower, and approximately 6 feet and 18 feet on the north side of the tower. Beginning at the fifteenth floor, the east side of the tower would include an approximately 300-foot-tall projecting vertical volume that would overhang the Aronson Building by approximately 8 feet (see Figure 8: Conceptual Roof Setbacks).

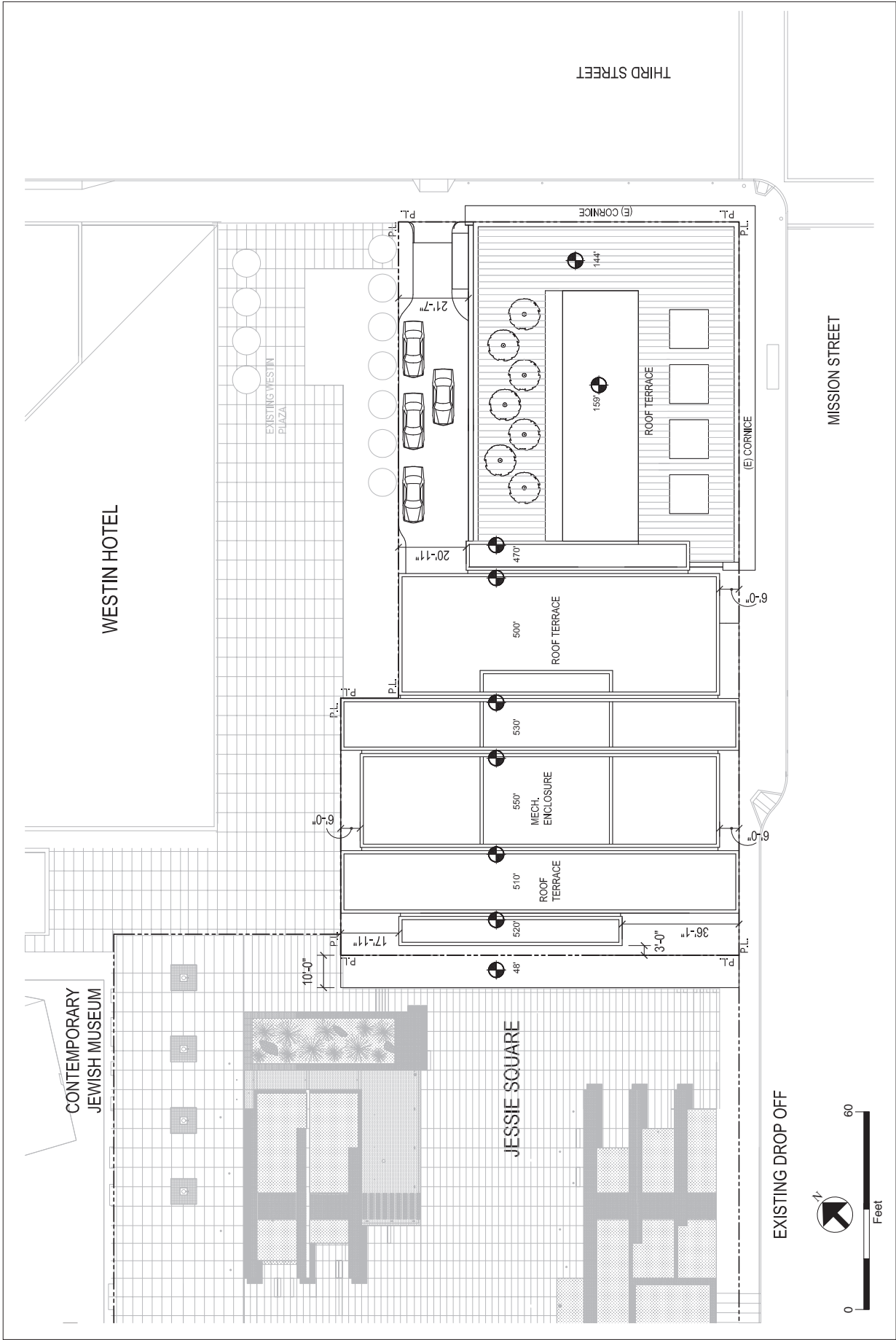
By design, the floor-to-ceiling heights of the tower floors would not be uniform throughout the tower as they are in the Aronson Building. The first through sixth floors of the tower would be aligned with the existing first through sixth floors of the Aronson Building. With shorter floor-to-ceiling heights, the seventh through tenth floors of the tower would not be aligned with the existing seventh through tenth floors of the Aronson Building. The eleventh floor of the tower would be at approximately the same level as the existing tenth floor of the Aronson Building, which is a double-height space. The ceiling of the twelfth floor of the tower would be aligned with the ceiling of the tenth floor of the Aronson Building. The thirteenth floor of the tower would be aligned with and connected to the proposed outdoor terrace on the roof of the 10-story Aronson Building (see Figure 9: Conceptual Building Section, on p. 27).

The tower would be clad in a combination of aluminum, concrete, glass, stainless steel, and stone. Clear glazing would be used for The Mexican Museum entrance and lobby on the ground floor fronting on Jessie Square, in order to maximize light penetration and to generate visual interest for pedestrians walking past the project site.

Proposed Restoration and Rehabilitation of the Aronson Building

The envelope of the original Aronson Building would remain as it is currently (10 stories and 144 feet to the top of the roof), and the two non-historic annexes that were added to this building in 1978 would be removed. As part of the proposed project, the Aronson Building would be restored and rehabilitated as described below. The project sponsor would:

- Preserve, repair, and rehabilitate the historically significant existing features on the eastern and southern façades, such as the glazed terra cotta brick; the brick pilasters and ornamentation; the original entrance openings and bronze door frames on Third and Mission Streets; the Colusa sandstone entablatures; the rusticated sandstone and cast iron pilasters and ornamentation; the terra cotta brick wall panels, window sills, headers, and ornamentation; the sheet metal entablature, cornice, and ornamentation; and the interior wood window trim and sills.
- Inspect, clean, repair, and seismically upgrade the existing brick west wall.



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FIGURE 8: CONCEPTUAL ROOF SETBACKS

- Incorporate the existing brick west wall into the proposed project by installing new openings where appropriate to provide interior circulation between the existing building and the proposed tower.
- Inspect, clean, repair, and seismically upgrade the existing brick north wall.
- Incorporate the existing brick north wall into the proposed project by installing new windows and storefront openings to provide natural light and ventilation for the museum and residences.
- Retain and preserve the existing cornice in its entirety by setting the proposed tower back 4 to 5 feet from the southern project site boundary, thus partially exposing the western façade of the building and allowing the cornice to complete itself.
- Rehabilitate the roof for use as an outdoor terrace.
- Retain and preserve the existing wood flagpole on the roof.
- Remove the existing fire escape stairs and landings and repair the impacted materials and cornice line openings.
- Install new energy-efficient windows with profiles and subdivisions that would be compatible with the historic proportions, divisions, style, and character of the eastern and southern façades.
- Install a new ground floor storefront and doors that would respect and refer to the historic proportions of the eastern and southern façades.
- Seismically upgrade the building.
- Retain and incorporate the existing Roebling structural system interior and the exterior wall steel column structure.
- Maintain approximately 95 percent of the existing concrete floor slabs on the second through tenth floors and approximately 77 percent on the ground floor and modify or upgrade them as necessary to meet Building Code requirements.

The Aronson Building would extend to the southern and eastern project site boundaries. After the demolition of the existing three-story annex on the north side, the Aronson Building would be set back approximately 20 feet from the northern project site boundary to accommodate the proposed driveway from Third Street. The driveway would lead to two proposed car elevators that would transport vehicles down to the existing Jessie Square Garage. There would be a residential drop-off area adjacent to and south of the driveway. The residential drop-off area would require the demolition of an approximately 16-foot-tall-by-20-foot-wide-by-80-foot-long portion of the ground floor that runs along the north wall of the Aronson Building. The second through tenth floors of the Aronson Building would cantilever over the residential drop-off area.

Layout of Proposed Project

The layout and use of each floor of the proposed project (including the new tower and the restored and rehabilitated Aronson Building) is described below, beginning with the lowest

SOURCE: Handel Architects

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basement level and progressing to the top of the tower. The uses by floor are listed in Table 4: Proposed Project Uses by Floor.

Basement Level B3 of the proposed tower would be occupied by approximately 35 bicycle parking spaces, an approximately 2,000-gsf storage area for the museum, and approximately 16,020 gsf of space for mechanical equipment, the elevator core, storage, or building services and utilities. Basement Level B2 of the proposed tower would be occupied by about three disabled parking spaces, approximately 35 bicycle parking spaces, and approximately 10,020 gsf of space for mechanical equipment, the elevator core, storage, or building services and utilities. Basement Level B1 of the proposed tower would include two full-size loading spaces,⁷ and approximately 24,410 gsf of space for a trash room, mechanical equipment, the elevator core, storage, or building services and utilities. All three basement levels of the proposed tower would be connected to the adjacent Jessie Square Garage, which is discussed in greater detail below. The one existing basement level of the Aronson Building would be used for mechanical, storage, or utility space. There would be no parking spaces or loading spaces on the basement level of the Aronson Building, and this basement level would not be connected to the new tower's first basement level.

The ground floor of the tower would be occupied by approximately 3,800 gsf of space for the museum lobby and gift shop and approximately 9,115 gsf of space for the residential lobby, a bank of elevators, stairs, and elevator/mechanical space. The ground floor of the Aronson Building would be occupied by an approximately 4,800-gsf retail/restaurant use with frontages along Mission and Third Streets. There would be one interior connection between the tower and the Aronson Building on the ground floor. Under the residential flex option for the Aronson Building, there would be four pedestrian entrances on the ground floor. The museum entrance would face Jessie Square, and the retail/restaurant entrance would be on Mission Street or Third Street near the corner of the Aronson Building. There would be one residential entrance on Mission Street, to the east of the existing ramp leading out of the Jessie Square Garage, and one residential entrance on Third Street. Under the office flex option for the Aronson Building, there would be four pedestrian entrances on the ground floor. The museum entrance would face Jessie Square, and the retail/restaurant entrance would be on Mission Street or Third Street near the corner of the Aronson Building. The office entrance would be on Mission Street, to the east of the existing ramp leading out of the Jessie Square Garage, and the residential entrance would be on Third Street. Under the office flex option, the office lobby would be separated from the residential lobby (see Figure 6).

⁷ The two proposed tandem service vehicle spaces would be located on Basement Level B1 of the adjacent existing Jessie Square Garage.

TABLE 4
PROPOSED PROJECT USES BY FLOOR

<i>Floor/Level</i>	<i>Aronson Building</i>	<i>Proposed Tower</i>	<i>Existing Jessie Square Garage</i>
Basement Level B3	N/A	Storage and mechanical	Parking
Basement Level B2	N/A	Parking, storage, and mechanical	Parking
Basement Level B1	Storage and utility space	Loading, storage, and mechanical	Parking and loading
Basement Level Mezzanine	N/A	N/A	Parking
Ground Floor	Retail and residential lobby	Museum, mechanical, and residential lobby	Jessie Square
Floor 2-3	Museum	Museum	N/A
Floor 4	Flex space (residential or office)	Museum, roof terrace, and mechanical	N/A
Floor 5-9	Flex space (residential or office)	Residential and mechanical	N/A
Floor 10	Residential amenity	Residential and mechanical	N/A
Floor 11-12	N/A	Residential and mechanical	N/A
Floor 13	Roof terrace	Residential and mechanical	N/A
Floor 14-43	N/A	Residential and mechanical	N/A
Floor 44-47	N/A	Residential, roof terrace, and mechanical	N/A

Source: 706 Mission Street Co., LLC

The second floor of the tower would be occupied by the museum and a centrally located elevator/mechanical core. An approximately 1,500-gsf area on the west side of the ground floor of the tower would be a double-height space that would extend up to the second floor. The second floor of the Aronson Building would be occupied by the museum and a centrally located interior stairwell. There would be several interior connections between the tower and the Aronson Building. The museum would span both buildings and occupy a total of approximately 18,000 gsf of space on the second floor (see Figure 7).

The layout and use of the third floor of the tower and the Aronson Building would be similar to that of the second floor, except that there would be no double-height space spanning the second and third floors. There would be several interior connections between the tower and the

Aronson Building. The museum would span both buildings and occupy a total of approximately 19,500 gsf of space on the third floor.

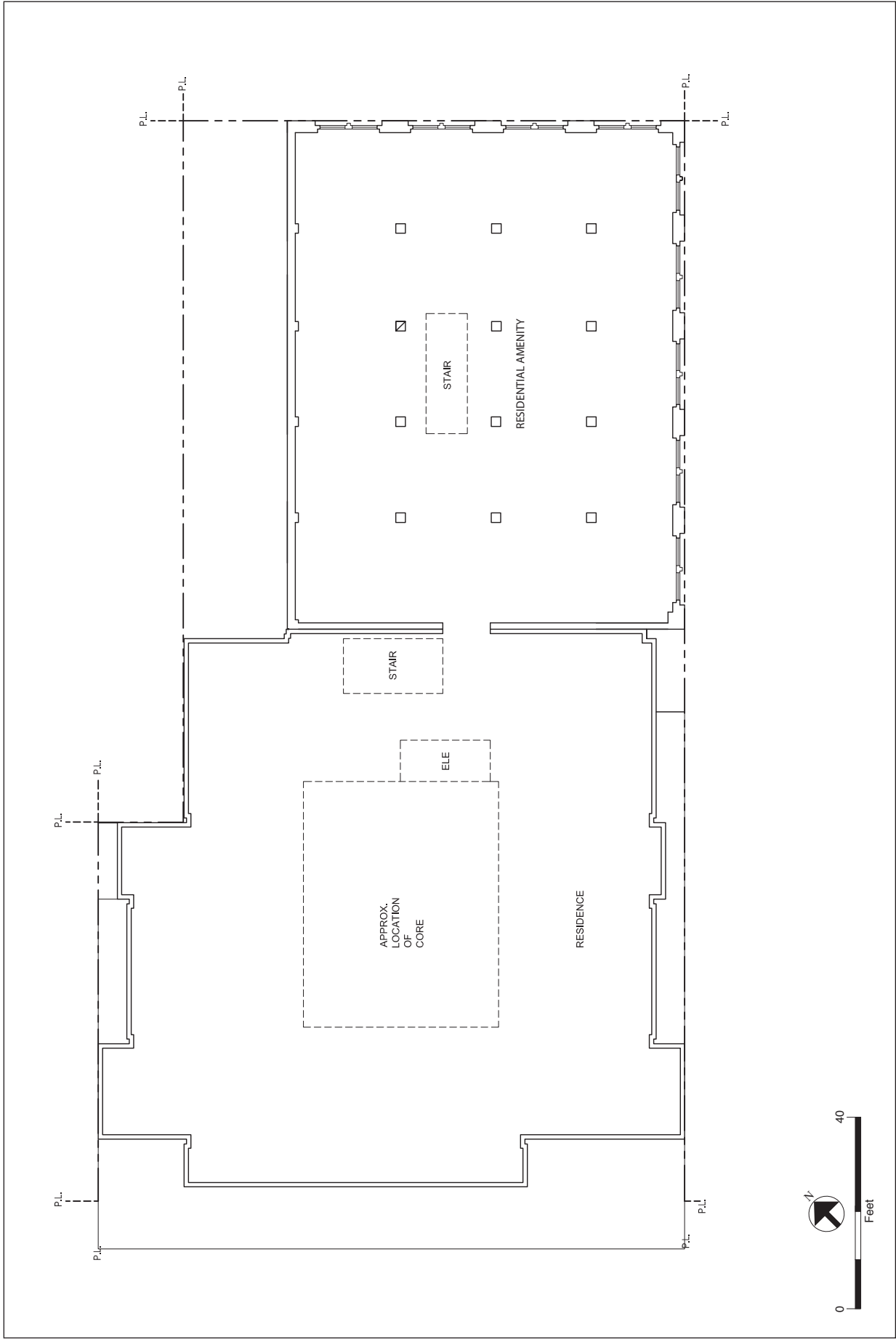
The fourth floor of the tower would be occupied by approximately 3,255 gsf of museum space, an approximately 2,500-gsf outdoor terrace, and a centrally located elevator/mechanical core. The fourth floor of the Aronson Building would be occupied by approximately 8,760 gsf of flex space, which could either be converted to residential use or remain office use, with a centrally located interior stairwell. There would be one interior connection between the tower and the Aronson Building.

The fifth floor of the tower would be occupied by approximately 11,455 gsf of residential uses with a centrally located elevator/mechanical core. The fifth floor of the Aronson Building would be occupied by approximately 8,760 gsf of flex space, which could either be converted to residential use or remain office use, with a centrally located interior stairwell. There would be one interior connection between the tower and the Aronson Building.

The sixth through ninth floors of the tower would each be occupied by approximately 12,170 gsf of residential uses with a centrally located elevator/mechanical core. The sixth through ninth floors of the Aronson Building would each be occupied by approximately 8,760 gsf of flex space, which could either be converted to residential use or remain office use, with a centrally located interior stairwell. On each of these floors, there would be one interior connection between the tower and the Aronson Building.

By design, the floor-to-ceiling heights of the tower would not be uniform throughout the tower as they are in the Aronson Building. The first through sixth floors of the tower would align with the existing first through sixth floors of the Aronson Building. With shorter floor-to-ceiling heights, the seventh through tenth floors of the tower would not align with the existing seventh through tenth floors of the Aronson Building. The eleventh floor of the tower would be at approximately the same level as the existing tenth floor of the Aronson Building, which is a double-height space (approximately 20 feet tall). The ceiling of the twelfth floor of the tower would be aligned with the ceiling of the tenth floor of the Aronson Building (see Figure 9).

The tenth through twelfth floors of the tower would each be occupied by approximately 12,300 gsf of residential uses with a centrally located elevator/mechanical core. The tenth floor of the Aronson Building would be occupied by an approximately 8,760-gsf residential amenity with a centrally located interior stairwell. The residential amenity would be in an existing double-height space, so the ceiling of this space would align with the ceiling of the twelfth floor of the tower. Potential uses for the residential amenity include a club/lounge for project residents, a meeting space, a fitness center, a children's play area, or a combination of these uses (see Figure 10: Conceptual Floor 10 – Aronson Building, Conceptual Floor 11-12 – Tower).



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FIGURE 10: CONCEPTUAL FLOOR 10 - ARONSON BUILDING,
 CONCEPTUAL FLOOR 11-12 - TOWER

The thirteenth and fourteenth floors of the tower would each be occupied by approximately 12,300 gsf of residential uses with a centrally located elevator/mechanical core. The thirteenth floor of the tower would be aligned with the roof of the Aronson Building, which would be occupied by an approximately 8,625-gsf outdoor terrace. The existing 10-foot-tall mechanical penthouse on the roof of the Aronson Building would be removed. The outdoor terrace would be accessible to project residents, and it would be landscaped. There would be a solarium of approximately 1,245 gsf in the middle of the outdoor terrace. Both the solarium and the outdoor terrace would be suitable for passive recreation (see Figure 11: Conceptual Roof – Aronson Building, Conceptual Floor 13-14 – Tower).

The fifteenth through forty-third floors would each be occupied by approximately 12,990 gsf of residential uses with a centrally located elevator/mechanical core. On the thirtieth floor, there would be approximately 5,630 gsf of mechanical space on the east side of the building core.⁸

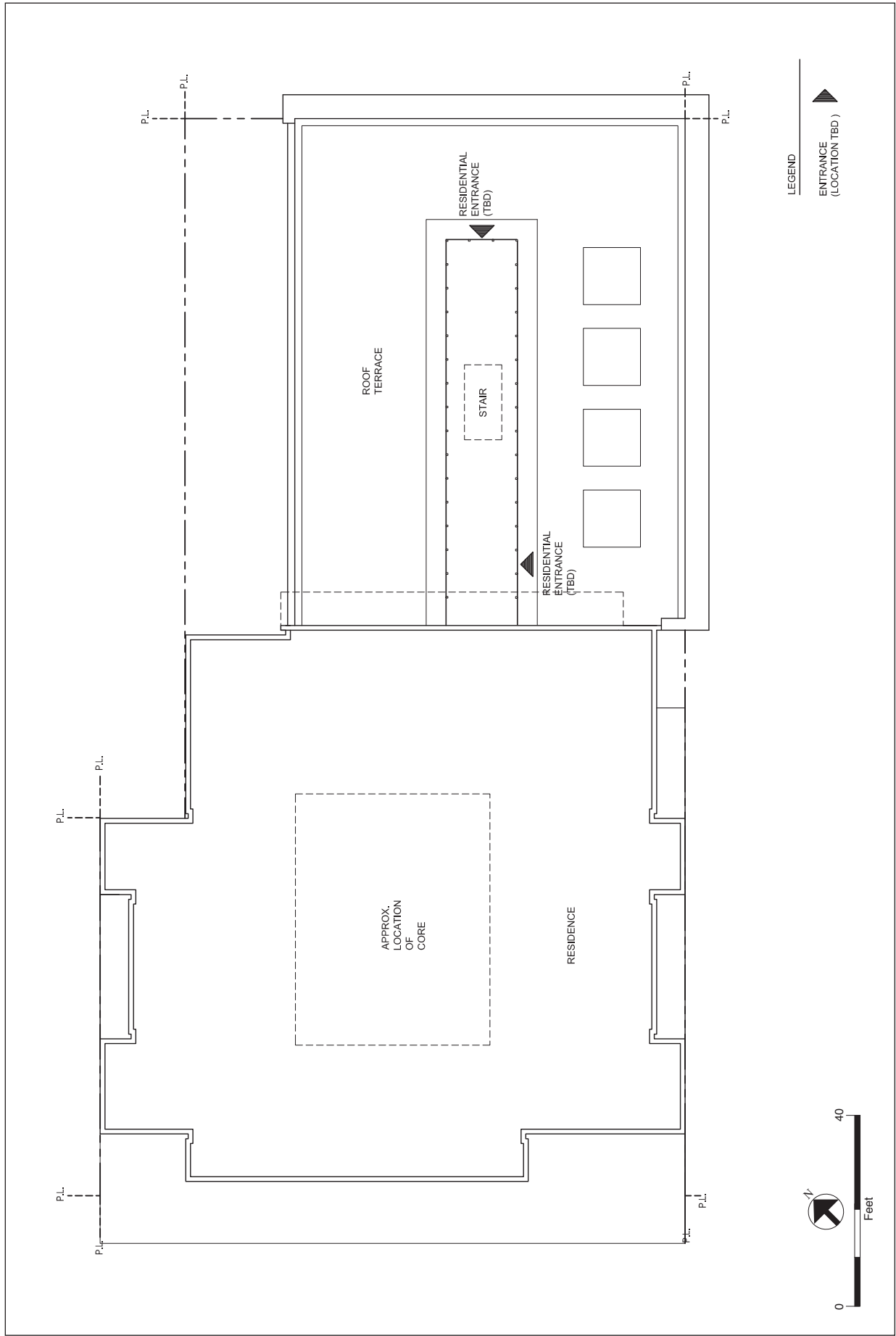
The forty-fourth and forty-fifth floors would each be occupied by approximately 12,330 gsf of residential uses with a centrally located elevator/mechanical core. There would be an approximately 550-gsf roof terrace along the eastern edge of the forty-fourth floor. The forty-fifth floor would not have a roof terrace.

On the forty-sixth floor, there would be approximately 8,640 gsf of residential uses with a centrally located elevator/mechanical core and two approximately 820-gsf roof terraces. The roof terraces would be separated by an approximately 1,900-gsf enclosed mechanical area on the east side of the building core (see Figure 12: Conceptual Floor 46 – Tower).

On the forty-seventh floor, there would be approximately 5,440 gsf of residential uses on the north and south sides of the building, the centrally located elevator/mechanical core, and an approximately 2,870-gsf roof terrace on the west side of the building core.

Approximately 1,900 gsf of elevator and mechanical equipment on the roof of the proposed tower would be enclosed and screened from view by a 30-foot-tall architectural element at the top of the building and by other methods as necessary at lower levels of the building.

⁸ This additional mechanical space could be located on another floor.

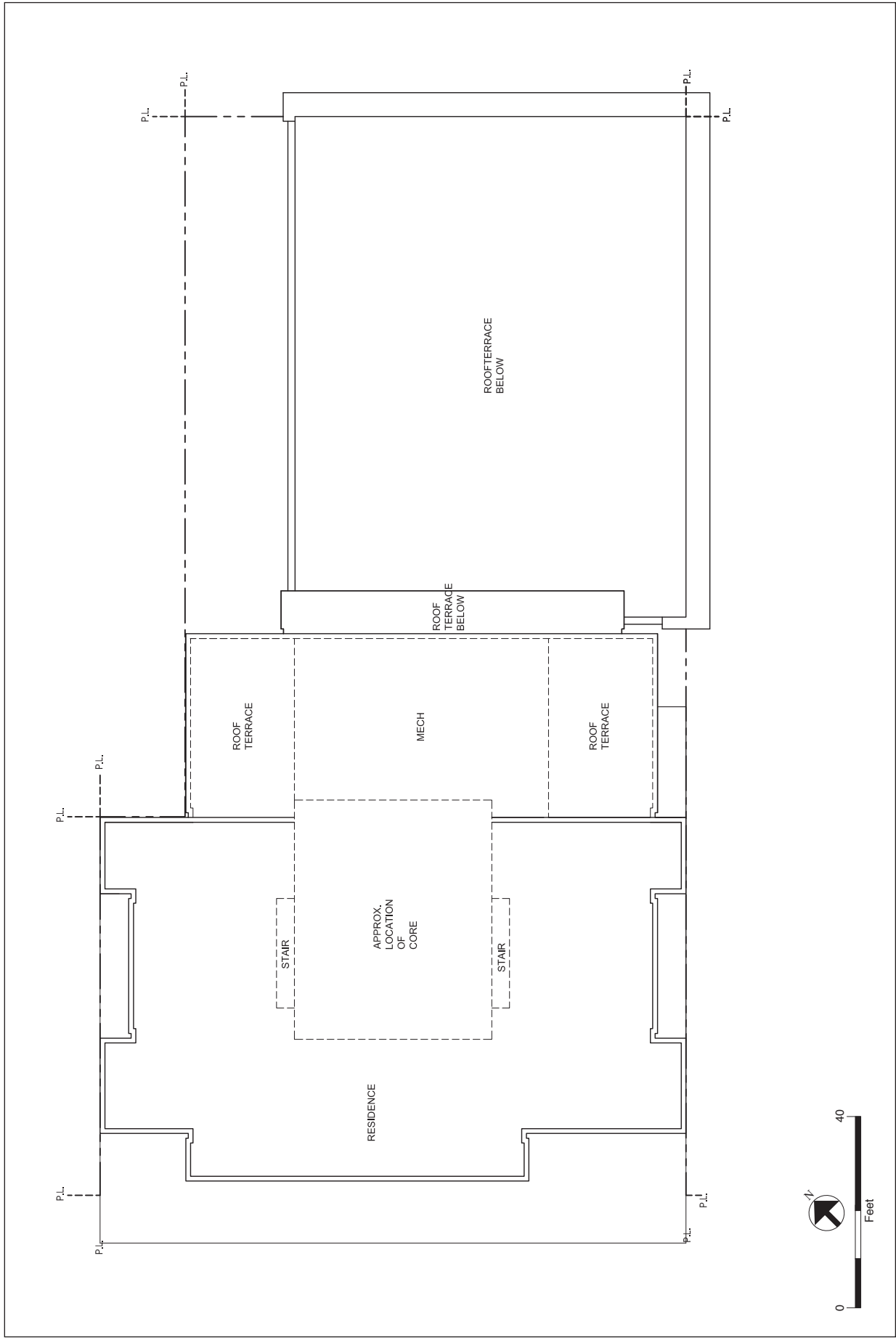


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FIGURE 11: CONCEPTUAL ROOF - ARONSON BUILDING, CONCEPTUAL FLOOR 13-14 - TOWER



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FIGURE 12: CONCEPTUAL FLOOR 46 - TOWER

Proposed Residential Unit Mix and Character

The project sponsor anticipates that there would be a combination of two-bedroom and three-bedroom units under either flex space option. All of the proposed units would be condominiums (ownership units), and the residential component of the project would be subject to the affordable housing requirements of Sections 415 through 415.9 of the Planning Code and the project sponsor's Amended and Restated Exclusive Negotiation Agreement⁹ with the Redevelopment Agency. Although the Planning Code provides the project sponsor with the option of constructing affordable units on site (equal to 15 percent of the total number of units in the proposed project), constructing affordable units off site (equal to 20 percent of the total number of units in the proposed project), paying a fee, or selecting any combination of these three options, the terms of the ENA require compliance with the Inclusionary Affordable Housing Program through the payment of a fee. The project sponsor would pay the fee in accordance with the terms of the ENA.

Proposed Parking, Loading, and Pedestrian Access

Parking

The project sponsor proposes to purchase the existing Jessie Square Garage from the Redevelopment Agency. The garage would be converted from a publicly owned garage to a privately owned garage. However, the basement mezzanine and upper basement levels would remain open to the public. There are currently 442 parking spaces within the garage. On the mezzanine level of the garage, there is an existing space underneath the Contemporary Jewish Museum that is currently blocked off from the rest of the garage. As part of the proposed project, this existing space would be connected to the rest of the garage and would be striped to accommodate about 33 parking spaces. A total of five existing parking spaces on various levels of the garage would need to be removed for vehicular access and circulation. As a result, there would be a net increase of 28 spaces. As a result, the total number of parking spaces in the garage would increase from 442 to 470.

Under the residential flex option for the Aronson Building, 260 of the 470 parking spaces would be allocated to the proposed project or reserved for other uses, such as leased parking for nearby businesses, and 210 parking spaces would be available for use by the general public. The 260 private parking spaces would be on Basement Levels B1, B2, and B3. Depending on the number of dwelling units, there would be between 175 and 215 residential parking spaces, 43 to 84 parking spaces reserved for other users, and 1 to 2 residential car share spaces. The 210 public parking spaces would be on the mezzanine level and Basement Level B1. Approximately

⁹ Exclusive Negotiation Agreement. May 2010, between the San Francisco Redevelopment Agency and 706 Mission Street Co., LLC. A copy of this document is available for public review at the San Francisco Redevelopment Agency, 1 South Van Ness Avenue, 5th Floor, as well as at the Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2008.1084E.

188 parking spaces would be available to the general public, including patrons of The Mexican Museum and the project's retail/restaurant use, 2 parking spaces would be reserved for St. Patrick's Church, 15 special-rate parking spaces would be reserved for the Contemporary Jewish Museum, and 5 spaces would be public car share spaces. There would be both private and public parking spaces on Basement Level B1, and the private and public parking areas would be separated by gates and marked with signage.

Under the office flex option for the Aronson Building, 260 of the 470 parking spaces would be allocated to the proposed project or reserved for other uses, such as leased parking for nearby businesses, and 210 parking spaces would be available for use by the general public. The 260 private parking spaces would be on Basement Levels B1, B2, and B3. Depending on the number of dwelling units, there would be between 175 and 191 residential parking spaces, 68 to 84 parking spaces reserved for other users, and 1 residential car share space. The 210 public parking spaces would be on the mezzanine level and Basement Level B1. Approximately 188 parking spaces would be available to the general public, including patrons of The Mexican Museum and the project's retail/restaurant use, 2 parking spaces would be reserved for St. Patrick's Church, 15 special-rate parking spaces would be reserved for the Contemporary Jewish Museum, and 5 spaces would be public car share spaces. There would be both private and public parking spaces on Basement Level B1, and the private and public parking areas would be separated by gates and marked with signage.

There are approximately 10 existing bicycle parking spaces on the mezzanine level of the garage. The proposed project would provide a total of up to about 83 private and public bicycle parking spaces in the garage. Depending on the number of dwelling units, there would be a minimum of 57 to 67 Class I bicycle parking spaces on Basement Levels B2 and B3 for project residents plus a minimum of 4 to 5 Class II bicycle parking spaces on Basement Levels B2 and B3 for the other uses associated with the proposed project. A minimum of 11 Class II bicycle parking spaces for the general public would be provided on the mezzanine level and Basement Level B1.

Each level of the garage has existing elevators and stairs that lead up to Jessie Square. The general public would use these publicly accessible elevators and stairs to access their bicycles and vehicles, which would be parked on the mezzanine level and Basement Levels B1 and B2. Project residents would use the resident-only elevators in the proposed tower to access their bicycles and vehicles, which would be parked on Basement Levels B1, B2, and B3. Project residents would also have the option of using the publicly accessible elevators and stairs.

Under the proposed project, all vehicles would enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Third Street using the existing curb cut, driveway, and two new car elevators. There would be a residential drop-off area adjacent to and south of the driveway. Project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided at

the residential drop-off area. The residential drop-off area would require the demolition of an approximately 16-foot-tall-by-20-foot-wide-by-80-foot-long portion of the ground floor that runs along the north wall of the Aronson Building. The second through tenth floors of the Aronson Building would cantilever over the residential drop-off area. Other changes to the north wall of the Aronson Building would include new windows on the upper floors (see Figure 13: Vehicular Access – Proposed Project).

As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east.

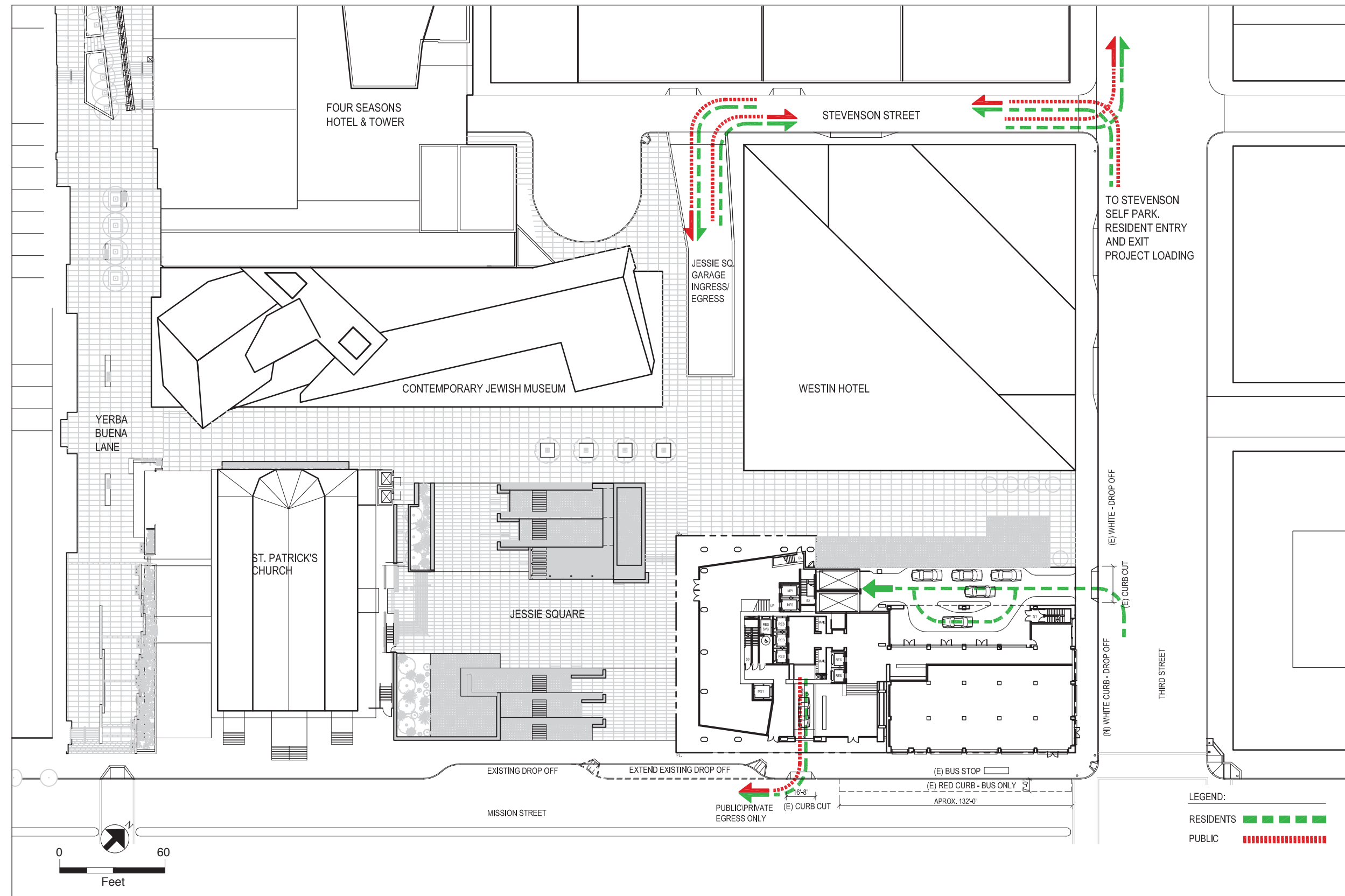
Vehicular Access Variants

The proposed project includes four variants related to vehicular access in addition to the proposed project. These vehicular access variants would include the same number of dwelling units and the same mix of uses with essentially the same square footages as the proposed project, but the vehicular access variants would differ from the proposed project in how vehicles enter and exit the project site and the Jessie Square Garage.

Vehicular Access Variant 1

Under Variant 1, existing ingress/egress patterns to the site would remain unchanged from existing conditions. All vehicles would enter the Jessie Square Garage from Stevenson Street. All delivery and service vehicles would exit the garage onto either Stevenson Street, but all other vehicles would have the option of exiting the garage onto Stevenson or Mission Streets. The existing curb cut on Mission Street, which is currently for egress only, would not be widened, and the existing curb cut on Third Street would be removed. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east (see Figure 14: Vehicular Access Variant 1). Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 1, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

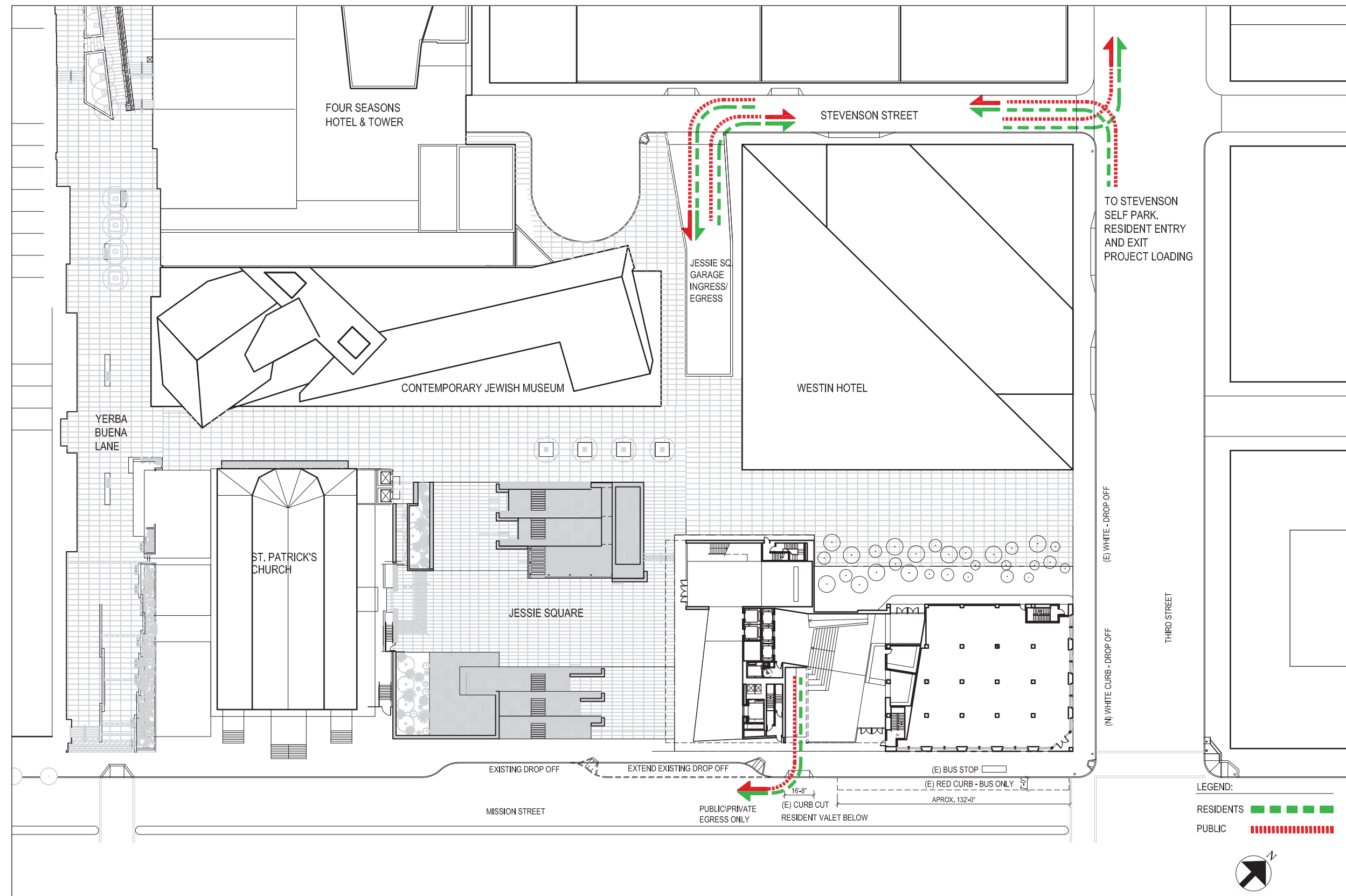


SOURCE: Handel Architects

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FIGURE 13: VEHICULAR ACCESS - PROPOSED PROJECT

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FIGURE 14: VEHICULAR ACCESS VARIANT 1

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Vehicular Access Variant 2

Under Variant 2, all vehicles would still be able to enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Third Street using a new ramp into the garage. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east (see Figure 15: Vehicular Access Variant 2, on p. 45). Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 2, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 3

Under Variant 3, all vehicles would still be able to enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Mission Street. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing ramp and curb cut on Mission Street would be widened to accommodate both ingress and egress, and the existing curb cut on Third Street would be removed. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east (see Figure 16: Vehicular Access Variant 3, on p. 47). Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 3, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 4

Under Variant 4, project-related loading vehicles would enter the Jessie Square Garage from Third Street using the existing curb cut and driveway and a new ramp into the garage. All other vehicles would enter the garage from Stevenson Street. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be

for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east (see Figure 17: Vehicular Access Variant 4, on p. 49). Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 4, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Loading

The proposed project would provide two full-size loading spaces and two tandem service vehicle spaces on Basement Level B1.

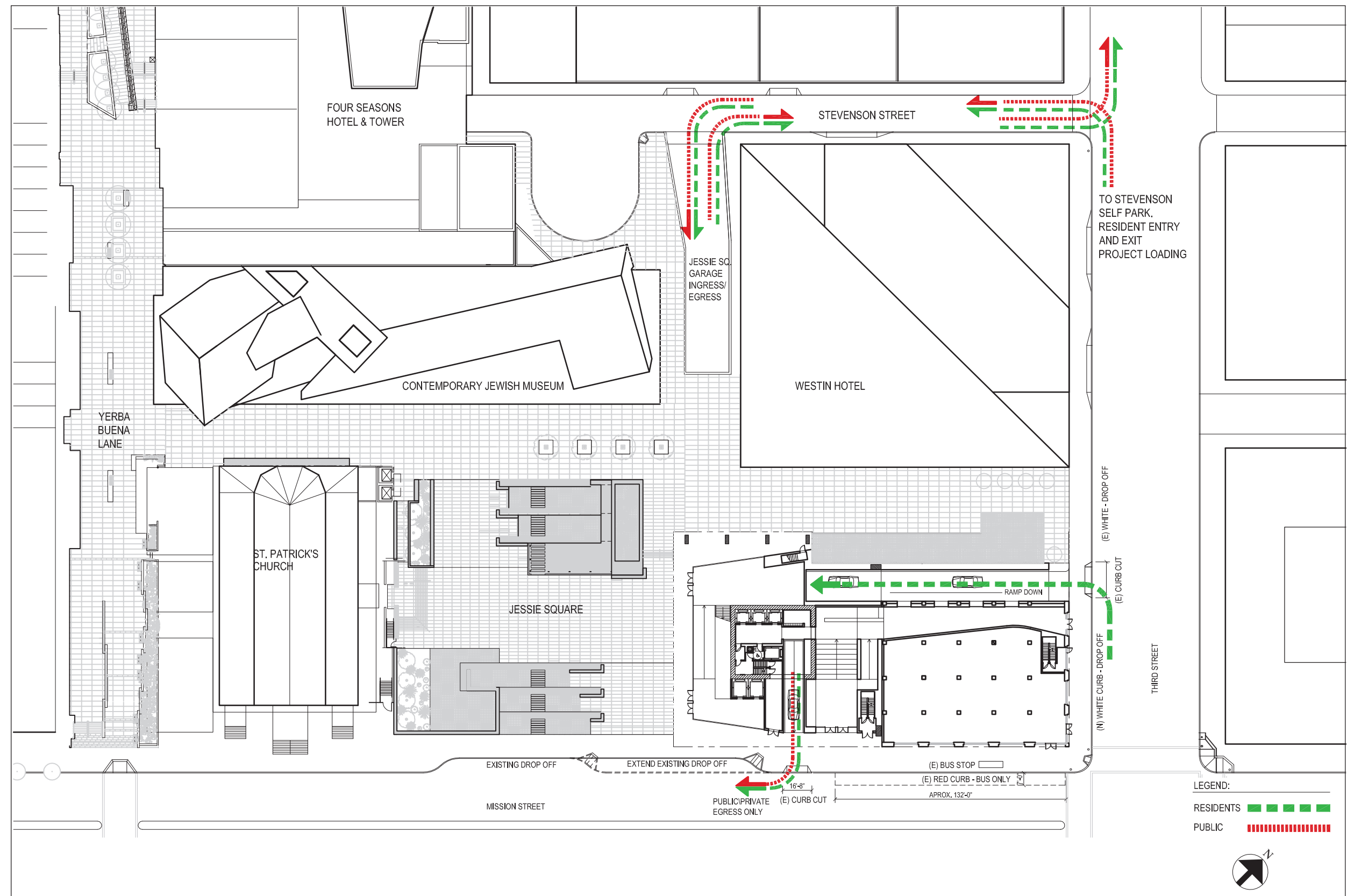
Pedestrian Access

Under the residential flex option for the Aronson Building, there would be four pedestrian entrances on the ground floor. The museum entrance would face Jessie Square, and the retail/restaurant entrance would be on Mission Street or Third Street near the corner of the Aronson Building. There would be one residential entrance on Mission Street, to the east of the existing ramp leading out of the Jessie Square Garage, and one residential entrance on Third Street.

Under the office flex option for the Aronson Building, there would be four pedestrian entrances on the ground floor. The museum entrance would face Jessie Square, and the retail/restaurant entrance would be on Mission Street or Third Street near the corner of the Aronson Building. The office entrance would be on Mission Street, to the east of the existing ramp leading out of the Jessie Square Garage, and the residential entrance would be on Third Street. Under the office flex option, the office lobby would be separated from the residential lobby.

Proposed Open Space and Landscaping

Pursuant to Section 135 of the Planning Code, the residential open space requirement for the proposed project would be 36 square feet of private open space per residential unit. Common open space may be substituted at a ratio of 1.33 square feet for each square foot of private open space per residential unit. Under the residential flex option for the Aronson Building, there would be up to 215 residential units. With 215 units, the residential open space requirement for the proposed project would be 7,740 square feet of private open space (215 units multiplied by 36 square feet per unit) or 10,294 square feet of common open space (7,740 square feet times 1.33). Under the office flex option for the Aronson Building, there would be up to 191 units. With 191 units, the residential open space requirement for the proposed project would be

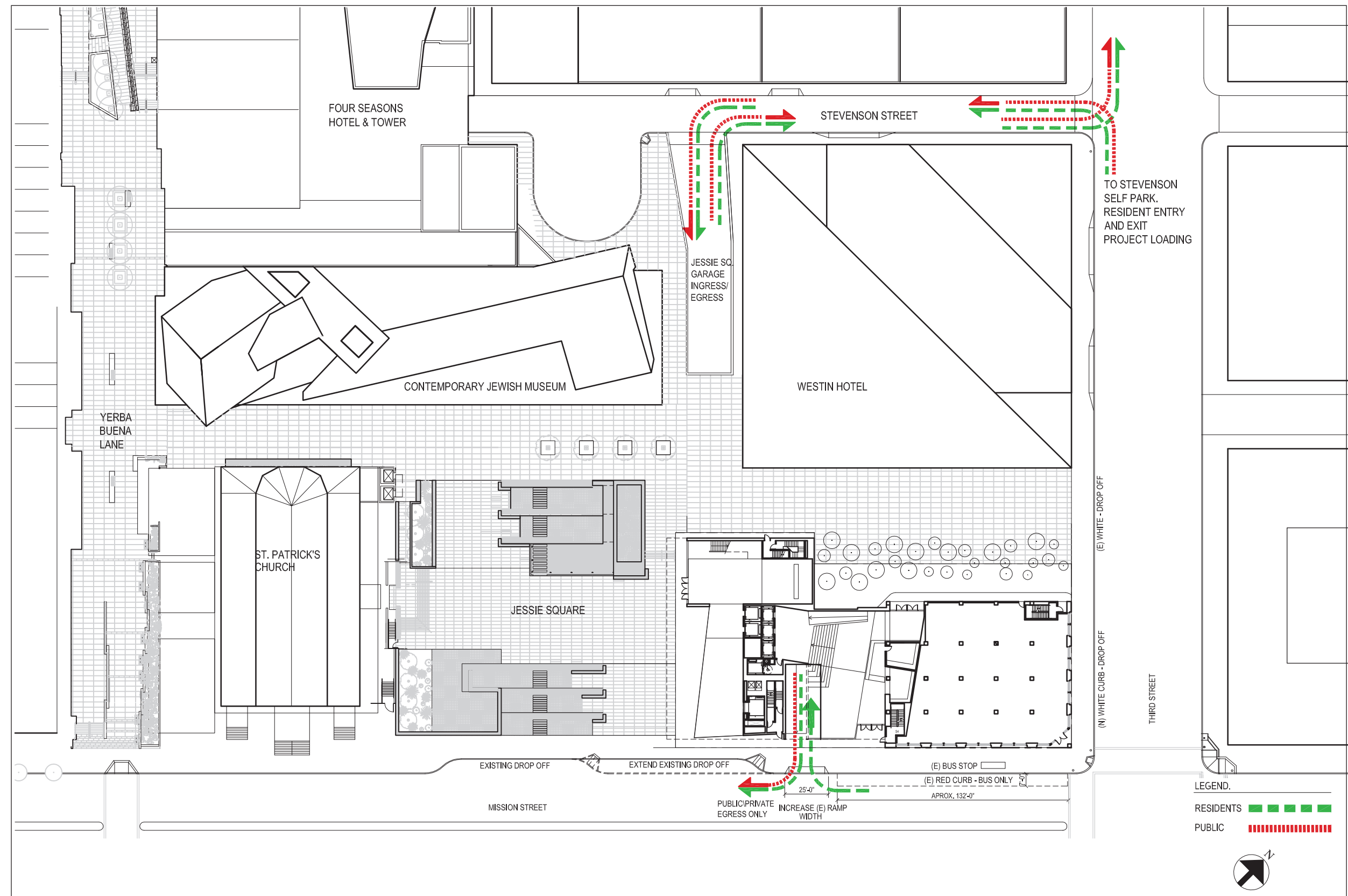


SOURCE: Handel Architects

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FIGURE 15: VEHICULAR ACCESS VARIANT 2

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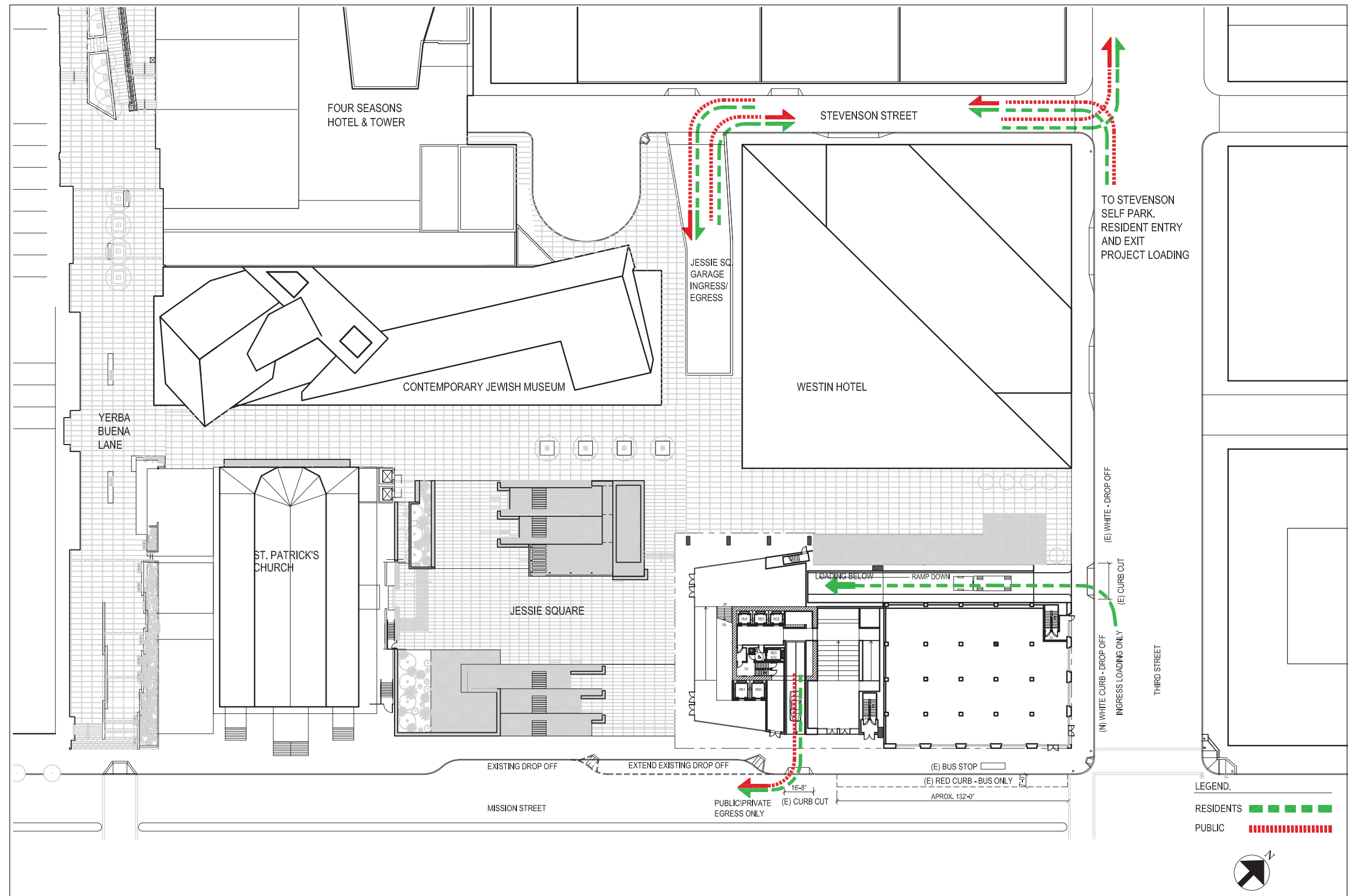


SOURCE: Handel Architects

706 MISSION STREET

FIGURE 16: VEHICULAR ACCESS VARIANT 3

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SOURCE: Handel Architects

706 MISSION STREET

FIGURE 17: VEHICULAR ACCESS VARIANT 4

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6,786 square feet of private open space (191 units multiplied by 36 square feet per unit) or 9,145 square feet of common open space (6,786 square feet times 1.33).

The proposed project would include common residential open space in the form of an approximately 8,625-gsf outdoor terrace, including a solarium, on the roof of the Aronson Building as well as public open space in the form of an approximately 3,500-gsf ground-floor plaza that would run along the southern, western, and northern façades of the proposed tower. The museum would include an approximately 2,500-gsf outdoor terrace on the roof of the tower podium, which would be on the fourth floor. In addition, there would be several roof terraces at the upper levels of the tower, as described earlier.

There is one existing tree on the project site near the northwest corner of the Aronson Building and one street tree adjacent to the project site along Mission Street. The tree near the northwest corner of the Aronson Building is a significant tree. Neither tree is a landmark tree. Both trees would be removed, and replacement trees would be planted in compliance with Article 16 of the San Francisco Public Works Code. The proposed project would be required to comply with the provisions of Section 428 of the Planning Code, which requires projects involving the construction of a new building within a C-3 District to install street trees.

Proposed Changes to Height and Bulk

The project site is in a 400-I Height and Bulk District, which means that building heights are limited to 400 feet. Bulk controls reduce the size of a building's floor plates as the building increases in height. Pursuant to Section 270(a) of the Planning Code, the bulk controls in the "I" Bulk District become effective above a height of 150 feet. The maximum length of any building wall is limited to 170 feet, and the maximum diagonal dimension is limited to 200 feet.

As shown on Figures 3 and 4, the proposed tower would exceed the 400-foot height limit. The roof of the highest occupied floor would be approximately 520 feet above grade, and the highest point of the parapet, which would screen a 30-foot-tall elevator/mechanical penthouse, would be approximately 550 feet above grade. The project sponsor is proposing a Zoning Map amendment to Zoning Map Sheet HT01 to increase the height limit at the project site. The proposed tower would comply with the provisions of the "I" Bulk District. However, the specific height and bulk reclassification would be addressed through the provisions of the SUD, which have not been finalized at this time.

PROJECT SCHEDULE

Project construction is anticipated to begin in 2013 and be completed in late 2015 or early 2016. The project construction cost is estimated to be about \$170 million.

APPROVALS REQUIRED

The proposed project would require the following actions under existing zoning regulations and ordinances, with acting bodies shown in italics:

Approvals by the Board of Supervisors

- Amendments to the *San Francisco General Plan*, as needed, to include specific policies and standards applicable to the project site.
- Zoning Map amendment and *General Plan* amendment to the *Downtown Plan* to reclassify the existing 400-I Height and Bulk District for the project site, shown on Zoning Map Sheet HT01.
- Adoption of an SUD to address FAR, height, and bulk limit changes. The specific provisions of the SUD have not yet been finalized.

Actions by the Planning Commission

- Recommendation of amendments to the *San Francisco General Plan*, as needed, to include specific policies and standards applicable to the project site.
- Recommendation of Zoning Map amendment and *General Plan* amendment to the *Downtown Plan* to reclassify the existing 400-I Height and Bulk District for the project site, shown on Zoning Map Sheet HT01.
- Recommendation of adoption of an SUD to address FAR, height, and bulk limit changes. The specific provisions of the SUD have not yet been finalized.
- Approval of a *General Plan* referral to determine project consistency with the *General Plan* and the Priority Policies (pursuant to Charter Section 4.105 and Administrative Code Section 2A.53).
- Approval of a Section 309 Determination of Compliance and Request for Exceptions for the construction of a new building in a C-3 District.
- Approval of the conditional use authorization, if required, if the proposed project would:
 - (1) provide dwelling units in an amount exceeding 1 unit for every 125 feet of lot area; or
 - (2) utilize or widen the existing curb cut on Mission Street for vehicular access.
- Approval of a determination that the net new shadow being cast on Union Square is not adverse to the use of the park, and amendment of the quantitative shadow standard for Union Square that was established on February 7, 1989 pursuant to Planning Commission Resolution No. 11595

Approval by the Recreation and Park Commission

- Approval of a determination that the net new shadow being cast on Union Square is not adverse to the use of the park, and amendment of the quantitative shadow standard for

Union Square that was established on February 7, 1989 pursuant to Planning Commission Resolution No. 11595

Actions by the Redevelopment Agency Commission

- Approval of the Agreement of Purchase and Sale for the Mexican Museum parcel.¹⁰
- Approval of the Agreement of Purchase and Sale for the Jessie Square Garage.
- Parking structure bond purchase/defeasance documents.

Actions by the Planning Department

- Approval of the site permit.
- Approval of the Vesting Tentative Map.
- Approval of demolition, grading, and building permits.

Actions by Other City Departments

- Approval of the site permit. *Department of Building Inspection approval*
- Approval of the Vesting Tentative Map. *Department of Public Works approval*
- Approval of demolition, grading, and building permits. *Department of Building Inspection approval*
- Approval of a street improvement permit and/or encroachment permit to:
 - (1) extend the existing Jessie Square passenger loading/unloading zone on Mission Street approximately 100 feet to the east;
 - (2) designate the curb along Third Street in front of the project site as a white zone for passenger loading/unloading; and
 - (3) widen the existing curb cut on Mission Street under a potential variant of the proposed project. *Department of Public Works and San Francisco Municipal Transportation Agency approval*

POTENTIAL ENVIRONMENTAL ISSUES

The proposed project, including the potential circulation and access variants, could result in potentially significant environmental effects. As required by the California Environmental Quality Act (CEQA), the EIR will examine those effects, identify mitigation measures, and analyze whether proposed mitigation measures would reduce the environmental effect to a less-than-significant level. The EIR will evaluate several alternatives including, a No Project

¹⁰ As part of this agreement, the project sponsor would purchase the Mexican Museum parcel from the Redevelopment Agency, build the shell and core of the museum space, and convey the museum space to the Redevelopment Agency while retaining ownership of the underlying land. The Redevelopment Agency would enter into a long-term lease with The Mexican Museum.

Alternative and one or more project alternatives. The comments received during the scoping period will be considered during preparation of the EIR. The EIR will address impacts related to land use, aesthetics, cultural resources, transportation and circulation, population and housing, noise, air quality, greenhouse gas emissions, wind and shadow, recreation, utilities and service systems, public services, geology and soils, hydrology and water quality, biological resources, hazards and hazardous materials, mineral and energy resources, and agricultural and forest resources. The environmental issues to be addressed in the EIR are described briefly below:

LAND USE AND LAND USE PLANNING

The EIR will evaluate the proposed changes to existing land use(s), as well as potential land use conflicts and impacts to land use character in the project vicinity.

AESTHETICS

The EIR will analyze the proposed project's potential impacts on scenic vistas, public and private views, existing visual character, as well as adverse effects from light and glare.

POPULATION AND HOUSING

The EIR will analyze the proposed project's potential impacts related to population, employment, and housing.

CULTURAL AND PALEONTOLOGICAL RESOURCES

The Aronson Building at 706 Mission Street is located on the project site, which is adjacent to both the Transit Center District Plan (TCDP) Area and the existing New Montgomery-Second Street Conservation District. As part of the TCDP rezoning effort, a historic context statement was prepared and two historic surveys were conducted within the immediate area. The Aronson Building was included within the boundaries of a potentially eligible historic district identified by Kelley & VerPlanck. It also was identified as individually eligible for the National and California Registers and eligible as a contributing resource to an expanded California Register-eligible district. The Historic Preservation Commission adopted the Planning Department's findings related to the context statement and the surveys conducted by Kelley & VerPlanck, dated September 2008.

The EIR will evaluate the proposed project's potential impacts on the Aronson Building historic architectural resource and other off-site historic architectural resources, including the New Montgomery-Mission-Second Street Conservation District. In addition, the EIR will analyze potential impacts to both prehistoric and historic archaeological and paleontological resources in the project site.

TRANSPORTATION AND CIRCULATION

The EIR will evaluate the proposed project's potential impacts to traffic, circulation, intersection operation, loading, public transit, and pedestrian and bicycle conditions. The EIR will also analyze short-term, construction-related transportation impacts. The City and County of San Francisco does not consider parking supply as part of the permanent physical environment and, therefore, does not consider changes in parking conditions to be environmental impacts as defined by CEQA. For informational purposes, the EIR will present a parking analysis to inform the public and the decision-makers of the parking conditions that could occur as a result of implementing the proposed project.

NOISE

The EIR will evaluate the noise compatibility of existing and proposed land uses and discuss both the long-term operational noise impacts and short-term construction-related noise impacts for the surrounding area, including any identified noise-sensitive receptors in the project vicinity.

AIR QUALITY

The EIR will analyze consistency with applicable air quality plans, evaluate project-specific air quality effects, and analyze air quality issues related to residential development built in close proximity to high-volume traffic corridors.

GREENHOUSE GAS EMISSIONS

The EIR will analyze the proposed project's compliance with the City's Greenhouse Gas Reduction Strategy to determine impacts related to greenhouse gas emissions.

WIND AND SHADOW

The EIR will evaluate the potential wind and shadow impacts of the proposed 550-foot-tall tower (a 520-foot-tall building with a 30-foot-tall elevator/mechanical penthouse) based on the findings of a wind tunnel analysis and a quantitative/qualitative shadow analysis. Project wind impacts on nearby sidewalks, parks, and open spaces will be discussed. Project shadow impacts on nearby sidewalks, parks, and open spaces, including those that are privately owned but publicly accessible, those under the jurisdiction of the Recreation and Park Commission, and those owned by other public agencies, will be discussed.

RECREATION

The EIR will assess the adequacy of existing parks and open space facilities to determine whether the proposed project would result in an increased use of parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated. Furthermore, the EIR will evaluate whether project implementation would require

new or expanded park and recreational facilities and whether the construction of such facilities could result in adverse physical effects to the environment.

UTILITIES AND SERVICE SYSTEMS

The EIR will analyze the adequacy of water and sewer infrastructure in the area to provide both potable water and sewage treatment including increased stormwater drainage and the disposal of solid waste for the proposed project. The EIR will assess whether the proposed project would require the construction of new water, wastewater treatment, and/or stormwater drainage facilities, the construction of which could cause adverse environmental effects.

PUBLIC SERVICES

The EIR will assess whether existing public services (e.g., schools, police and fire protection, etc.) are adequate to serve the proposed project. The analysis will determine whether project implementation would result in an increased demand for services, in turn, resulting in an inability of service providers to maintain adequate levels of service (e.g., fire and police department response times), and/or whether the project would require new or expanded facilities, thereby resulting in significant environmental impacts related to public services.

BIOLOGICAL RESOURCES

The EIR will analyze whether the proposed project would have a substantial adverse effect on biological resources, such as the movement of any native resident or migratory bird species, and whether the proposed project would conflict with any local tree preservation policy or ordinance.

GEOLOGY, SOILS, AND SEISMICITY

The EIR will discuss the findings of existing and new geotechnical analyses prepared for the proposed project, and disclose geotechnical feasibility and any other geotechnical considerations related to the proposed project.

HYDROLOGY AND WATER QUALITY

The EIR will assess potential project impacts on existing water quality and hydrology from short-term grading and construction activities, as well as quantitatively analyze potential changes in stormwater runoff resulting from project implementation.

HAZARDS AND HAZARDOUS MATERIALS

The EIR will discuss possible on-site soil and groundwater contamination, potential exposure to hazardous building materials from demolition activities, transportation and use of hazardous materials, fire hazards, and emergency response plans, based on the Phase I Environmental Site Assessment and database review prepared for the project site.

MINERAL AND ENERGY RESOURCES

The EIR will assess potential project impacts on existing mineral and energy resources. Construction measures and design features of the proposed project intended to minimize the project's consumption of resources will be discussed.

AGRICULTURAL AND FOREST RESOURCES

The EIR will assess potential project impacts on existing agricultural and forest resources on or in the vicinity of the project site.

OTHER ISSUES

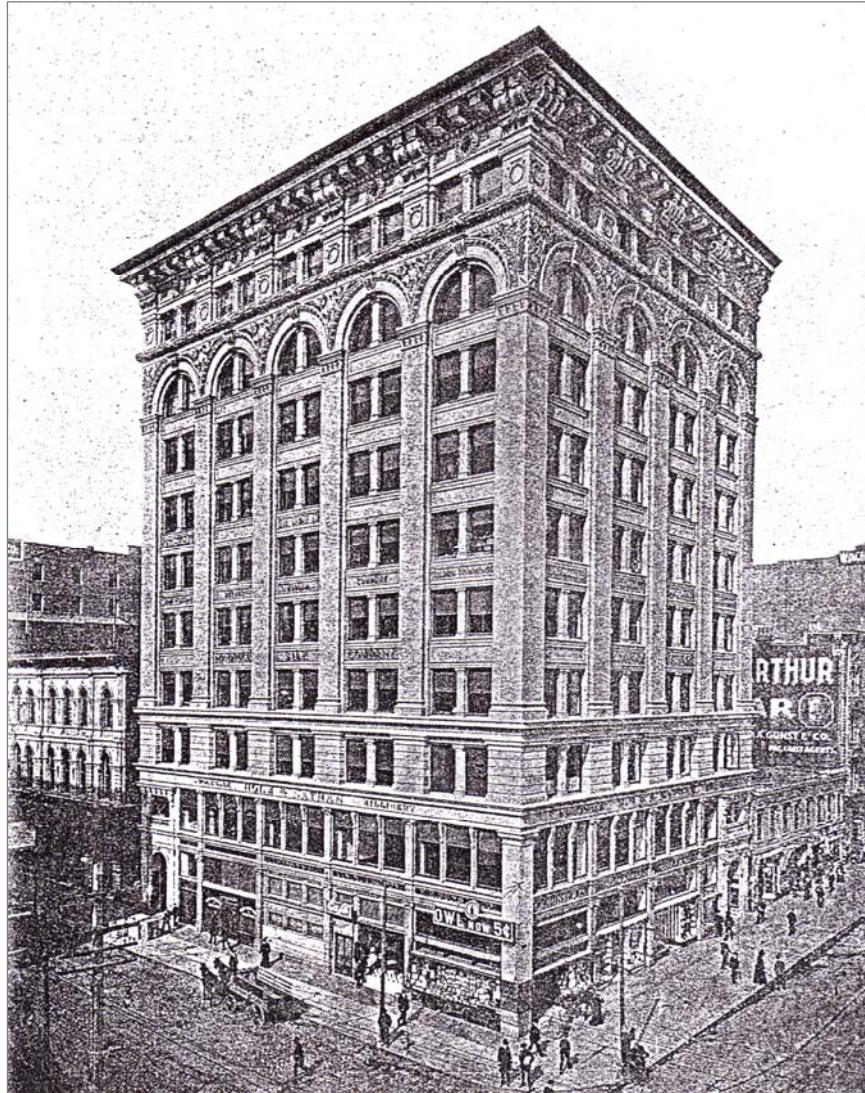
The EIR will also discuss other topics required by CEQA, including growth-inducing impacts, significant unavoidable impacts, significant irreversible impacts, any known controversy associated with environmental effects, mitigation, or alternatives, and issues to be resolved by the decision-makers.

**APPENDIX B: HISTORIC RESOURCE EVALUATION:
THE ARONSON BUILDING**

HISTORIC RESOURCE EVALUATION

The Aronson Building

706 Mission Street
San Francisco, California



Prepared by

Knapp&VerPlanck
PRESERVATION ARCHITECTS

San Francisco, California

June 23, 2011

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HISTORIC RESOURCE EVALUATION

I. Executive Summary

A. Scope of Report

This Historic Resource Evaluation (HRE) concerning the Aronson Building, at 706 Mission Street, was prepared by Knapp & VerPlanck Preservation Architects (KVP) for Turnstone Consulting. The purpose of this report is twofold; the first goal is to establish a baseline level of information about the historic Aronson Building – one of San Francisco’s finest turn-of-the-century, high-rise office buildings. To that end the HRE includes a thorough inventory of existing surveys and reports that have assessed the significance of the building in the past. The HRE also includes a detailed architectural description and the building’s original design and construction chronology, including its reconstruction following the 1906 Earthquake, and a summary of subsequent owners, occupants, and uses since it was restored and put back into service in 1907. The HRE assesses the building’s architectural and historical significance and evaluates the proposed project – which includes the rehabilitation of the Aronson Building for possible residential or office (and retail and cultural use), as well as the construction of a 550’ tower on the adjacent property to the west – for compliance with the *Secretary of the Interior’s Standards for Rehabilitation (Rehabilitation Standards)*. The report concludes with an analysis of the compatibility of the proposed project within its existing context, including its impact on nearby historic resources such as the Jessie Street Substation/Jewish Museum and St. Patrick’s Church, as well as the two historic districts to which the Aronson Building is a contributor.

B. Summary of Findings

The Aronson Building was constructed in 1903 for Abraham Aronson, a successful San Francisco real estate investor and property developer. He hired the San Francisco architecture firm of Hemenway & Miller to design the 10-story, steel-frame, commercial loft building. The building was one of San Francisco’s earliest skyscrapers and it remains one of the best examples of the First Chicago School in the city. Although the interior burned, the exterior and the structural system of the Aronson Building survived the 1906 Earthquake largely intact and the building was put back into commission in 1907-08. The Aronson Building remained a cornerstone of San Francisco’s Wholesale District for the next seven decades, housing a variety of wholesale companies, light manufacturers, warehousing operations, and public and professional offices. The ground floor retail spaces housed a series of businesses that catered to the working-class population of the South of Market Area, including Rochester Clothiers, one of the city’s oldest purveyors of workingmen’s and “big and tall” clothing. In 1971, the San Francisco Redevelopment Agency acquired the Aronson Building through eminent domain. Earmarked for demolition as part of the Agency’s Yerba Buena Center Redevelopment Plan, the Aronson Building was saved in part by members of San Francisco’s preservation community who rallied to its defense. Determined eligible for listing in the National Register of Historic Places, the building was spared demolition and sold in 1978. The new owner gutted the interior and remodeled the exterior, constructed two additions, and replaced all the windows and storefronts. The building was acquired by the present owners in 2006. The proposed project involves rehabilitating the historic Aronson Building and constructing a new residential tower next door that would house the long-awaited Mexican Museum. The project appears to comply with the Secretary of the Interior’s Standards for Rehabilitation and would not have a significant adverse effect on the

Aronson Building, the historic districts in which it stands, or nearby individual historical resources.

II. Introduction

A. Purpose of Report

This Historic Resource Evaluation (HRE) was prepared at the request of Turnstone Consulting, environmental impact report (EIR) consultants. This HRE is required by the San Francisco Planning Department as part of its California Environmental Quality Act (CEQA)-mandated environmental review process. The Aronson Building is already recognized to be a historical resource, falling within Category A – Resources listed on or formally determined to be eligible for the California Register.¹ Therefore, the primary purpose of this report is to summarize and expand upon the Aronson Building's architectural and historical significance and to evaluate the proposed project for compliance with the *Secretary of the Interior's Standards for Rehabilitation*. Another purpose of the HRE is to analyze the impacts of the proposed 550'-high tower on the adjoining Aronson Building and adjoining historical resources.

B. Project Summary

The proposed project entails the rehabilitation of the historic Aronson Building for possible residential or commercial, as well as retail and cultural, use and the construction to the west of a new 47-story, 550'-high building containing residential and retail uses, as well as the Mexican Museum, a cornerstone of the Yerba Buena Arts District and the final component of the larger Yerba Buena Center. The rehabilitation of the Aronson Building and the design of the new tower are by Handel Architects of New York, in collaboration with TEN Arquitectos of Mexico City. A more detailed description is located in **Chapter VII** below.

C. Methodology

KVP conducted intensive field work on site in July 2008 and again in February 2010, photographing and examining the physical fabric of the Aronson Building and surrounding context, which we considered to be all of Assessor's Block 3706 south of Stevenson Street, both sides of Mission Street from 4th Street to New Montgomery Street, and 3rd Street from Stevenson to Howard streets.² KVP completed archival research at the Koshland History Center, the San Francisco Water Department, the San Francisco Department of Building Inspection, the California State Library, and the San Francisco Office of the Assessor-Recorder. Additional repositories consulted include San Francisco Architectural Heritage, the San Francisco Redevelopment Agency, the National Register of Historic Places Information System, and the California Historical Resource Information System. For evaluating the significance of the Aronson Building we relied on the California Office of Historic Preservation's *Instructions for Recording Historical Resources* (March 1995) and for evaluating impacts to historical resources we referenced the City and County of San Francisco Planning Department's *CEQA Review Procedures for Historic Resources* (2008) and the National Park Service's *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Historic Buildings* (1995, rev.).

¹ City and County of San Francisco Planning Department, *CEQA Review Procedures for Historic Resources* (San Francisco: 2008), 2.

² KVP prepared a Supplemental Information Form for the Aronson Building in 2008. We were later hired by Turnstone to prepare the Historic Resource Evaluation in 2010.

III. Identification of Existing Surveys, Studies, and Reports

In this section we will briefly describe each cultural resource survey, planning ordinance, cultural resource inventory, and planning study encompassing the Aronson Building and the project vicinity from the mid-1960s to the present day. To the degree possible they are presented in chronological order.

A. Here Today

The Junior League of San Francisco completed the earliest known cultural resource survey in San Francisco in 1968. Known as the “Here Today” survey, the survey findings were published in book form as *Here Today: San Francisco's Architectural Heritage* (1968). The survey files, which document approximately 2,500 properties within San Francisco, were adopted by the San Francisco Board of Supervisors under Resolution No. 268-70 in 1970. Today the survey files are housed in the Koshland History Center at the San Francisco Main Library. For the most part, *Here Today* focused on well-known buildings of obvious architectural or historical distinction, concentrating on prominent public buildings, churches, and architecturally significant dwellings. *Here Today* devotes only a brief chapter to the South of Market Area, which for the purposes of the study included the entire eastern tier of San Francisco from Market Street south to the San Mateo County line, including the South of Market Area, the Mission District, Bernal Heights, Potrero Hill, and Bayview-Hunters Point.

The Junior League surveyed the Aronson Building and provided a brief description in the Appendix of *Here Today*. The *Here Today* survey did not have any apparent rating methodology; therefore there is no determination of significance stated in either the survey forms or the Appendix. The following text about the Aronson Building is from page 298 of the Appendix:

Third Street

86 (1906) Mercantile Building. Originally known as the Aronson Building, the Mercantile Building is a steel and concrete structure. Owner Abraham Aronson was a Russian immigrant who bought the Stockton Street Synagogue in 1886.³

The notes on the survey form provide a little more information:

Abraham Aronson – born 1856 – in Russia – came to the U.S. – 1886 bought Stockton Street Synagogue – first Jew in S.F. to name a building after himself – built many high class buildings from \$10,000 to \$50,000 – lived 2120 Pacific Ave.⁴

³ The Junior League of San Francisco, *Here Today: San Francisco's Architectural Heritage* (San Francisco: Chronicle Books, 1968), 298.

⁴ Here Today survey files for 86 3rd Street are on file at the Koshland History Center.

B. 1976 Citywide Architectural Quality Survey

Between 1974 and 1976, the San Francisco Planning Department conducted a citywide inventory of architecturally significant buildings throughout the City and County of San Francisco. An advisory review committee of architects and architectural historians assisted in the ultimate determination of ratings for approximately 10 percent of the roughly 10,000 buildings surveyed. This unpublished survey, consisting of sixty volumes of survey data, is on file at the San Francisco Planning Department. All building and structural types – both contemporary and historic – were surveyed but only buildings considered architecturally significant were assigned a rating. Ratings ranged from ‘0’ (contextually significant) to ‘5’ (individually significant). Architectural significance was defined in the survey methodology as a combination of variables, including design features, contribution to the urban design context, and overall environmental significance. When completed, the 1976 Architectural Survey was believed to represent the top 10 percent of the city’s building stock and buildings rated ‘3’ or higher were believed to represent the top 2 percent of the city’s architecture. The survey was adopted by the Board of Supervisors in 1977 under Resolution No. 7831. The Planning Department has been directed to use it, although the methodology is inconsistent with current CEQA Guidelines PRC 5024.1(g).

The Aronson Building was evaluated in the 1976 Survey and given a Summary rating of ‘4,’ meaning that it was believed to be one of the most architecturally significant buildings in San Francisco. According to the rating methodology, it scored highest in the areas of “Façade proportions,” “Cornice, Parapet, Appendage,” and “Overall architectural quality.” The building was also considered to be of particular importance to the streetscape. Notes on the survey form said “This is a relatively rare Chicago School type building – right along with the Mills Building although not quite as good. Important to S.F.”⁵

C. San Francisco Architectural Heritage – Downtown Survey

San Francisco Architectural Heritage (Heritage) is the city’s oldest not-for-profit organization dedicated to increasing awareness of, and appreciation for, San Francisco’s unique architectural heritage. Heritage has sponsored several cultural resource inventories in San Francisco, including surveys of Downtown, parts of the South of Market Area, the Van Ness Corridor, Civic Center, Chinatown, the Northeast Waterfront, the Inner Richmond District, and Dogpatch.

The earliest and most influential of these surveys was the Downtown Survey. Completed in 1977-78 for Heritage by Michael Corbett and Charles Hall Page & Associates, and published in 1979 as *Splendid Survivors*, this survey serves as the intellectual foundation for much the Downtown Plan and subsequent planning work. The methodology improved upon earlier surveys by coupling intensive field work with archival research and a rigorous review process. Buildings were evaluated using the Kalman Methodology, a pioneering set of evaluation criteria based on both qualitative and quantitative factors. A team of outside reviewers analyzed the survey forms and assigned ratings to each of the pre-1945 buildings within the survey area. The ratings ranged from ‘A’ (highest importance), to ‘D’ (minor or no importance).

The Downtown Survey consisted of an intensive-level survey of the Financial District, the Union Square Retail District, and the Market Street Corridor. These three districts make up what is known as the ‘primary survey area.’ Within this area, Corbett and Charles Hall Page & Associates provided evaluations for all pre-1945 buildings. Nob Hill, the Tenderloin, Civic Center, and

⁵ City and County of San Francisco Planning Department, 1976 Architectural Quality Survey.

most of the South of Market Area fall within what was called the 'secondary survey area.' Within the secondary survey area, the surveyors selected individual buildings of importance for further study and documentation.

The Aronson Building was located within the Primary Survey Area – Market Street Corridor. It was featured in the book on page 103 with a large photograph and two paragraphs of text. Heritage gave the Aronson Building an 'A' rating. The text noted the building's design in the Chicago School, with obvious influence of Louis Sullivan, by a relatively little-known San Francisco firm. The text noted the building's prominent place in the U.S. Geological Survey's post-1906 report and concluded with a note of how the Aronson Building was originally to have been demolished as part of the Yerba Buena Center but had been spared. For the first time in any survey Corbett and Page correctly attributed the building's proper construction date (1903) and architect (Hemenway & Miller).⁶

D. Department of Housing and Urban Development EIS

In 1978, the Department of Housing and Urban Development (HUD), prepared an Environmental Impact Statement (EIS) for the Yerba Buena Center Redevelopment Area project, which was receiving Federal funds. The Aronson Building was determined to be a contributing resource to the Aronson Historic District (see below).

E. National Register of Historic Places

The National Register of Historic Places is the nation's most comprehensive inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. Typically, resources over fifty years of age are eligible for listing in the National Register if they meet any one of four significance criteria (see below) and if they retain historic integrity. However, resources under fifty years of age can be listed if they are of "exceptional importance," or if they are contributors to a potential historic district. National Register criteria are defined in depth in National Register Bulletin Number 15: "How to Apply the National Register Criteria for Evaluation." There are four basic criteria under which a structure, site, building, district, or object may be considered eligible for listing in the National Register:

Criterion A (Event): Properties associated with events that have made a significant contribution to the broad patterns of our history;

Criterion B (Person): Properties associated with the lives of persons significant in our past;

Criterion C (Design/Construction): Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction and;

Criterion D (Information Potential): Properties that have yielded, or may be likely to yield, information important in prehistory or history.

⁶ Michael Corbett, *Splendid Survivors* (San Francisco: California Living Books, 1979), 103.

A resource can be determined significant to American history, architecture, archaeology, engineering, or culture at the national, state, or local level. The San Francisco Planning Department treats National Register-listed properties as historic resources per the California Environmental Quality Act (CEQA).

According to the California Historic Resources Information System's Historic Property Inventory for San Francisco County, the Aronson Building was evaluated as part of the potential "Aronson Historic District" in January 1979. It was given a rating of 2S1, meaning that the building was determined eligible for individual listing as well as being a contributor to the Aronson Historic District by the Keeper of the National Register. According to documentation, the Aronson Historic District consisted of three individual properties on three corners of the intersection of 3rd and Mission streets: the Aronson Building at 706 Mission/86 3rd Street, the Williams Building at 693 Mission Street, and the Blumenthal Building at 87 3rd Street. The Williams Building, built in 1907, was incorporated into the St. Regis Hotel Project in 2005. The Blumenthal Building was demolished to make way for the Paramount apartment project in 2000. The Aronson Building is the last freestanding contributor to this district, which although determined eligible, was never actually listed in the National Register.

F. Article 10 of the San Francisco Planning Code

Article 10 of the San Francisco Planning Code identifies buildings, properties, structures, sites, districts, and objects that are of "special character or special historical, architectural or aesthetic interest or value and are an important part of the City's historical and architectural heritage." Adopted in 1967 as Article 10 of the San Francisco Planning Code, the San Francisco City Landmark program protects listed buildings from inappropriate alteration and demolition through review procedures overseen by the San Francisco Historic Preservation Commission (formerly the Landmarks Preservation Advisory Board). Landmarks and districts designated under Article 10 are deemed important to the city's history and "help to provide significant and unique examples of the past that are irreplaceable." In addition, these landmarks help to protect surrounding neighborhood development and in general enhance the educational and cultural dimension of the city. There are around 255 individually landmarked buildings and eleven designated historic districts in San Francisco subject to Article 10 review.

The Aronson Building is not a designated City Landmark; nor is it a contributor to a locally designated historic district under Article 10.

G. Article 11 of the San Francisco Planning Code

The *Downtown Area Plan* is an element of the *San Francisco General Plan*. It contains a set of objectives and policies guiding decisions affecting the city's downtown, in particular providing for the preservation of buildings and districts in the city's C-3 districts. According to the wording of the *Downtown Area Plan*, San Francisco's downtown is a vital part of the city, recognized for its "compact mix of activities, historical values, and distinctive architecture and urban forms that engender a special excitement reflective of a world city."⁷ Objective 12 of the *Downtown Area Plan* specifically refers to the conservation of resources that provide evidence of continuity with San Francisco's past.⁸ Historical development, as represented by both significant build-

⁷ San Francisco Planning Department, *Downtown Area Plan* <http://sfgov.org/planning/egp/dtown.htm> (accessed December 30, 2006).

⁸ Ibid.

ings and by areas of established character, must be preserved to provide a physical and material connection to San Francisco's history. In order to achieve these aims, the authors of the *Downtown Area Plan* devised a rating system for evaluating historical resources. Based in part on the methodology developed as part of Heritage's Downtown Survey, the *Downtown Area Plan* advocates three major policies for encouraging sensitive development in the downtown area.

As part of the implementation of these policies, the Planning Department requires the retention of the highest-quality buildings and the preservation of their significant features. Thus, the *Downtown Area Plan* maintains a list of all "Significant" and "Contributory" buildings. Significant buildings are resources with "the highest architectural and environmental importance; buildings whose demolition would constitute an irreplaceable loss to the quality and character of the downtown." The *Downtown Area Plan* cites 251 Significant buildings within the C-3-O district. These resources have the highest level of significance but may be sensitively altered depending on their category. Contributory buildings are of a slightly lower level of significance. Owners of Contributory buildings are encouraged to retain them, but are not required to do so.⁹

The Aronson Building is not designated in Article 11 of the Planning Code, apparently because it lay just outside the western boundary of the C-3-O District.

H. Conservation Districts

Another important provision of Article 11 was the establishment of conservation districts. Section 1103 of the San Francisco Planning Code defines conservation districts thusly:

Portions of the C-3 District may be designated as Conservation Districts if they contain substantial concentrations of buildings that together create sub areas of special architectural and aesthetic importance. Such areas shall contain substantial concentrations of Significant and Contributory Buildings and possess substantial overall architectural, aesthetic or historic qualities justifying additional controls in order to protect and promote those qualities.

There are now six conservation districts within the C-3-O district; they include: the Kearny-Market-Mason-Sutter Conservation District, the New Montgomery-Second Street Conservation District, the Commercial-Leidesdorff Conservation District, the Front-California Conservation District, the Kearny-Belden Conservation District, and the Pine-Sansome Conservation District.

The closest conservation district to the Aronson Building is the New Montgomery-Second Street Conservation District. Approved by the Board of Supervisors in 1985, the conservation district was established because the area "possesses concentrations of buildings that together create a sub-area of architectural and environmental quality and importance which contributes to the beauty and attractiveness of the City."¹⁰

The Aronson Building was identified in the 2008 Transit Center District Survey as a potential contributor to the proposed New Montgomery-Mission – Second Historic District, an expanded

⁹ San Francisco Planning Department, *Downtown Area Plan* <http://sfgov.org/planning/egp/dtown.htm> (accessed December 30, 2006).

¹⁰ City and County of San Francisco Board of Supervisors, Ordinance 414-85 (Approved September 17, 1985).

historic district encompassing the New Montgomery-Second Conservation District and the Second and Howard National Register Historic District. The survey boundaries identified in the Transit Center District Survey were revised by the San Francisco Planning Department as part of the Transit Center District Plan and the proposed district expansion was reformulated as an expansion of the New Montgomery-Second Street Conservation District.

The Aronson Building is not presently part of the New Montgomery-Second Street Conservation District, apparently because it is located just outside the C-3-O District, but the Planning Department has proposed to include it within the expanded New Montgomery-Second Street Conservation District.

1. California Register of Historical Resources

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-eligible properties are automatically listed in the California Register.¹¹ Properties can also be nominated to the California Register by local governments, private organizations, or citizens. The California Register also includes properties identified in cultural resource surveys with Status Codes of '1' to '5' and resources designated as local landmarks through city or county ordinances. The evaluation criteria used by the California Register for determining eligibility are closely based on those developed by the National Park Service for the National Register of Historic Places. In order for a property to be eligible for listing in the California Register, it must be found to be significant under one or more of the following criteria:

- **Criterion 1 (Events):** Resources that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
- **Criterion 2 (Persons):** Resources that are associated with the lives of persons important to local, California, or national history.
- **Criterion 3 (Architecture):** Resources that embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values.
- **Criterion 4 (Information Potential):** Resources or sites that have yielded or have the potential to yield information important to the prehistory or history of the local area, California, or the nation.

Resources that have been formally determined eligible for listing in the National Register are automatically listed in the California Register. Therefore, the Aronson Historic District was formally listed in the California Register on January 1, 1998. As a contributor to this district, the Aronson Building is individually listed in the California Register.

¹¹ National Register-eligible properties include properties that have been listed on the National Register and properties that have formally been found eligible for listing.

J. Transit Center District Survey

The Aronson Building was evaluated within the Transit Center District Survey completed by Kelley & VerPlanck Historical Resources Consulting in September 2008. The survey area boundaries were roughly rectangular, encompassing an area bounded by Market Street to the northwest, Spear Street to the northeast, Folsom Street to the southeast (excepting the Redevelopment Agency's Transbay Downtown Residential Area), and 3rd Street to the southwest (including all properties on the west side of 3rd Street).

The Transit Center District Survey was an intensive-level survey that involved the preparation of a historic context statement, as well as an inventory of every property encompassed within the survey boundaries, including vacant lots, contemporary buildings, and transit infrastructure. Kelley & VerPlanck prepared new DPR 523 A (Primary) forms for every property within the survey area, as well as DPR 523 B (Building, Structure, & Object) forms for individually significant buildings, and 523 D (District) forms for properties that were deemed to contribute to the proposed New Montgomery-Mission-Second Historic District, a large district encompassing the existing New Montgomery-Second Conservation District and the Second and Howard National Register Historic District. The San Francisco Planning Department reduced the size of the proposed district and reformulated it as an expansion of the existing New Montgomery-Second Conservation District.

In the Transit Center Plan Area Survey, the Aronson Building was documented with a new DPR 523 A form but not a DPR 523 B form because it was already a designated historic resource. The Planning Department has proposed to include the building within the expanded New Montgomery-Second Street Conservation District even though the Aronson Building lay just outside the C-3-O district.

K. Other Designated Historic Resources within Project Vicinity

The immediate vicinity of the Aronson Building contains four designated historic resources:

- St. Patrick's Church and Rectory, 760 Mission Street: CHRIS Status Code 2S – Individual property determined eligible for the National Register by the Keeper and listed in the California Register. San Francisco City Landmark #4, listed on September 3, 1968. Shea & Lofquist, architects, 1909 reconstruction.
- Pacific Gas & Electric Station C (Jessie Street Substation), 222-26 Jessie Street (now the Contemporary Jewish Museum): CHRIS Status Code – 1S: Individual property listed in the National Register by the Keeper and listed in the California Register. City Landmark #87, listed on July 9, 1977. Willis Polk, architect, 1907.
- Williams Building, 693 Mission Street (now part of the St. Regis Hotel): CHRIS Status Code 3S – Appears eligible for National Register as an individual property through survey evaluation. Clinton Day architect, 1907.
- Aronson Historic District, 3rd and Mission streets: CHRIS Status Code – 2S2: Individual property determined eligible for NR by a consensus through Section 106 process. Listed in CR.

L. Page & Turnbull Historic Structure Report

In 2010, Page & Turnbull prepared a Historic Structure Report (HSR) for the Aronson Building. The HSR includes a very detailed description of the building's history, an inventory of its existing conditions (both exterior and interior) and character-defining features, as well as an evaluation of the building's potential significance and eligibility for listing in the California Register. Most important, it serves as a comprehensive guide toward rehabilitating the building. The Page & Turnbull report determined that the Aronson Building is indeed eligible for listing in the National Register (and also the California Register) under Criterion C (California Register Criterion 3), with a period of significance of 1903-07. The report provides basic treatment recommendations for the building, which has undergone several unsympathetic alterations over the past century.

IV. Description

A. Site

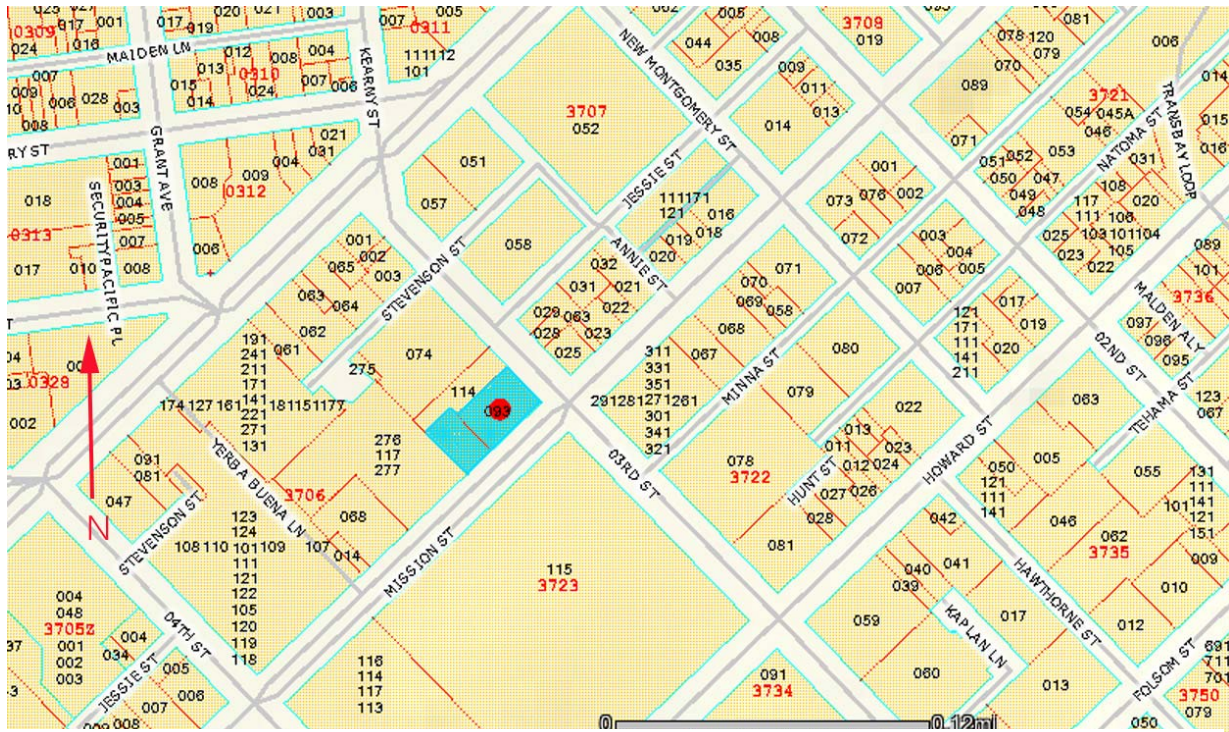


Figure 1. Project site location at 3rd and Mission streets
Source: San Francisco Office of the Assessor/Recorder
Annotated by KVP Architects

The L-shaped project site is located at the northwest corner of 3rd and Mission streets in the South of Market Area (**Figure 1**). The project site consists of one entire parcel belonging to the project sponsor, another entire parcel belonging to the Redevelopment Agency, as well as portions of another adjoining Redevelopment Agency parcel (**Figure 2**).¹² The existing Aronson Building occupies nearly the entire 15,459-sf easternmost parcel (3706/093) on the corner of 3rd and Mission streets. The lot is rectangular with its long axis running west to east and it measures 147' along Mission Street and 105' along 3rd Street. Its field address is 706-710 Mission, denoting the location of the building's non-historic main entrance at the southwest corner of the site. Other addresses include 700 Mission Street – which is the address of the retail space (Rochester Big and Tall) at 3rd and Mission streets – and 86 3rd Street, which denotes the location of a historic pedestrian entrance at the north side of the 3rd Street façade.

The Redevelopment Agency parcels to the west (3706/276 & 277), where the new tower is to be built, are presently vacant aboveground, but they have a subterranean parking garage constructed in 2005. A downward sloping vehicular ramp that accesses the garage is located on the east side of Parcel 276. This parcel is rectangular with its long axis running north to south, measuring 79'-6" along Mission Street and 123' deep (parallel to 3rd Street). It is

¹² For the purposes of this report, references to cardinal directions align with the South of Market street grid; 3rd Street shall be considered to run north-south and Mission Street shall be considered to run east west. See Figure 1 or the location maps in the Appendix for correct compass orientation.

bounded by Jessie Square to the north and west – a landscaped plaza constructed in conjunction with the Jewish Contemporary Museum project. On the north side of the plaza is the historic Jessie Substation/Jewish Museum and to the west is St. Patrick's Church.

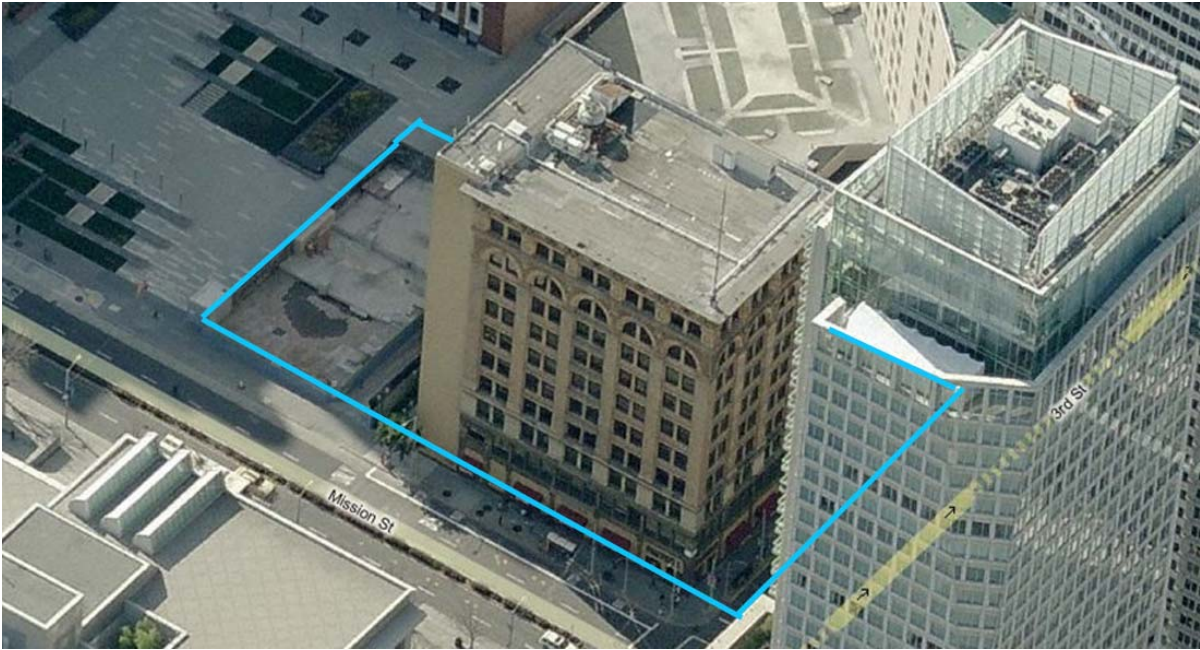


Figure 2. Aerial showing approximate boundaries of the project site
Source: Bing.com; annotated by KVP Architects

Along its south and east façades the Aronson Building abuts the sidewalk property lines, similar to other traditional commercial buildings in its vicinity. Within the sidewalks are parking meters, light standards, a MUNI bus shelter, and stanchions to support overhead wiring for MUNI trolley coaches. There is an Americans with Disabilities Act (ADA)-mandated curb cut at the intersection of 3rd and Mission streets. The concrete sidewalk continues around to the east side of the parcel – along 3rd Street – where a vehicle curb cut occurs in the sidewalk near the northeast corner of the property.

On the north side of the parcel is a concrete-paved driveway that spans the width of the parcel. The driveway is defined on the north by a low brick tile wall that follows the northerly property line. The driveway paving continues to the edge of the building. An emergency generator abuts the building around the midpoint of the north façade. The generator sits within a tile-clad enclosure. At the intersection of the historic building and the west addition, there is an iron fence with a gate that secures the area between the building and the north lot line where the driveway terminates. West of the fence is a partially hardscaped garden with plants and shrubs. A plywood fence defines the west property line.

At the west side of the site there is a pair of traditional two-head light standards.¹³ A concrete walkway starts at the garden and heads south along the western property line. Spanning the

¹³ These lights, although probably not original to the property, are designs which were created in 1917 for use along San Francisco's Embarcadero. Michael Corbett, *Splendid Survivors-San Francisco's Downtown Architectural Heritage* (San Francisco: California Living Books, 1979), 242-3.

walkway are two arched smoked acrylic canopies that span from the addition's west façade to the west property line. One shelters an entrance to first-floor level tenant space and the other marks the location of the building's primary entrance (**Figure 4**). Single-head versions of the previously described lights are mounted on the canopy supports. Where the walkway meets the public sidewalk on Mission Street there is another pair of two-head light standards which flank the entrance to the walkway. There is also a metal fence along the south property line which has a lockable double-panel gate topped with a wood pergola. (**Figure 5**)



Figure 4. Walkway west of the Aronson Building
Source: KVP Architects



Figure 5. Entry gate to primary entrance
Source: KVP Architects

As mentioned above, the lot to the west of the Aronson Building is undeveloped above grade. The parcel's physical characteristics include a ramp accessed by a curb cut in the concrete sidewalk along mission Street. The rest of the property is unbuilt and surrounded by a plywood fence.

B. Exterior

The Aronson Building is a ten-story-over-basement, steel-frame commercial building designed in the style of the First Chicago School with Sullivanesque ornamentation. The building contains 120,340 gross square feet of space. The historic building adjoins the property line on the south and east and the north addition abuts the north property line. The building is set back from the western property line by approximately 15'. The basement of the historic building extends under the sidewalk along both Mission and 3rd streets. The Aronson Building is massed as a rectangular box, with its longer axis running east to west, comprising the original 1903 building and a non-historic addition constructed along its west side in 1978. The addition, which houses stairs and elevators, is slightly higher than the historic building and extends the full depth of the historic building's west facade (**Figure 6**). A second and smaller non-historic



Figure 6. West addition from Mission
Source: KVP Architects

addition, also built in 1978, is attached to the north façade near the east end of the historic building. Its massing is rectangular and its axis runs east to west (**Figure 7**).

The historic Aronson Building was designed according to the design principles of the First Chicago School, which developed a vocabulary for expressing tall commercial buildings in a traditional tripartite arrangement corresponding to a classical column's base, shaft, and capital (**Figure 8**). In reference to the Aronson Building, its two primary façades facing Mission and 3rd streets consist of a two-story "base" comprising the storefronts and windows on the first and second floor levels, the heavily ornamented transitional third floor, the "shaft" (floors 4 through 8), and the "capital" (floors 9 and 10). The shaft is furthermore divided into vertical bays by giant pilasters capped by ornate Corinthian capitals that are analogous to the fluting on a Doric or Corinthian column. Huge arched window openings cap the shaft bays at the ninth floor while a massive cornice and attic story terminates the composition at the tenth floor, forming the capital of the column.

Also in keeping with the First Chicago School, the façades of the Aronson Building express the building's steel-frame structural system. The massive pilasters along the street façades hint at the arrangement of the principal steel columns underlying the masonry cladding. The horizontal beams are expressed on the exterior by the spandrel panels and belt courses. These horizontal elements are recessed behind the front plane of the pilasters to emphasize the verticality of the overall composition.

The Aronson Building's actual structural system is composed of steel girders encased within cast-in-place concrete or hollow clay tile masonry. The floor slabs are cast-in-place cinder concrete reinforced with expanded metal and integral beams. The exterior is curtain wall construction, although the masonry is self-supporting and not "hung" from the structural system like a true Chicago School skyscraper.

The non-historic 1978 additions are utilitarian in design, although they have some corbelled detailing



Figure 7. North Addition from 3rd St.
Source: KVP Architects



Figure 8. Base-Shaft-Capital diagram
Source: KVP Architects

mimicking the historic building's cornices and arched openings reflecting the historic building's ninth floor windows. The additions are made of cast-in-place reinforced concrete and are clad in yellow face brick.

C. Finishes

The Aronson Building's exterior is clad in masonry and metallic finishes. The bulkhead level of the two primary street façades are clad in dark-colored face brick adhered in a stacked soldier bond with dark mortar. The storefronts and windows of the first two floors are demarcated by painted cast iron pilasters. In 1978, the storefronts were partially infilled with non-historic buff-colored face brick laid in a common bond. The corner half bays (where the historic pedestrian entrance was located at the west end of the south façade and continues to be located at the north end of the east façade) are clad in painted Colusa sandstone. Most of the doors and storefront frames are non-historic bronze anodized aluminum with clear glass. The third floor of the base is entirely clad in Colusa sandstone. The shaft is primarily clad in historic buff-colored glazed brick laid in a running bond. Decorative details, including the spandrel panels, window sills and headers, and frieze are made of molded terra cotta units. The cornice is painted galvanized sheet metal. The north façade is clad in red brick laid in a common bond. All of the windows throughout the building are non-historic bronze-anodized aluminum with a cross mullion located three-quarters of the way up from the sill. The windows all contain non-historic bronze-tinted glazing. The non-historic fire escapes are painted steel. The flat roof is clad in a composition roll membrane.

D. South Façade

The south, or Mission Street, façade mainly comprises the historic building. To its west is the 1978 addition which is one bay wide and slightly higher than the historic building. At the west end of the first-floor level of the historic façade there is a half-bay which originally contained one of the historic entrances to the office floors. It contains a pair of Colusa sandstone Ionic pilasters which support a projecting architrave. This bay is infilled with non-historic materials, including a dark tile bulkhead below and buff-colored face brick infill surrounding a non-historic anodized aluminum display window above. The next bay to the east is another half-bay which has the same infill materials and no fenestration. Further east are three full-width bays with larger non-historic aluminum display windows with tiled bulkheads and that are capped by a running Colusa sandstone architrave (**Figure 9**). These bays are demarcated by cast iron pilasters that visually support the architrave. The pilasters feature recessed panels and what appear to be sandstone Ionic capitals (**Figure 10**). A small metal plaque on one of the pilaster's plinths reads: "VULCAN IRON WORKS SAN FRANCISCO." The easternmost bay on Mission Street contains a similar non-historic anodized aluminum display window. It is located in the western half of the bay while the eastern half contains a non-historic entrance. This entrance contains a pair of out-swinging aluminum doors. At the east edge of the façade there is a large, projecting square column clad in non-historic dark tile. Above the column, the architrave wraps around the corner to 3rd Street. Before it terminates, inscribed text reads: "MISSION ST" in apparent compliance with an old City ordinance (pre-dating street signs) that required owners of corner properties to inscribe the names of adjoining streets on their buildings (**Figure 11**).



Figure 9. Storefronts along Mission Street
Source: KVP Architects



Figure 10. Detail of first floor column capital
Source: KVP Architects



Figure 11. Detail of sandstone Mission St. sign
Source: KVP Architects

The second-floor level of the Mission Street façade, which is clad in Colusa sandstone and has a larger percentage devoted to glazing, shares some characteristics with the first floor but it is substantially more intact. The west half of the westernmost bay contains a rectangular, recessed fixed window. A sandstone balustrade sits atop the projecting architrave below, partially screening the window behind and providing shelter for the entrance that historically occupied the bay below (**Figure 12**). Above the window is a bracketed entablature. The brackets feature scrolled consoles flanking block modillions. Above the hood is a running Colusa sandstone architrave that extends across the upper edge of the second floor level. The rest of the bays of the second floor level are demarcated by cast iron pilasters detailed similarly to those

on the first floor, albeit shorter. Each bay contains fixed anodized aluminum windows divided into three sections by thin historic cast iron mullions capped by a scrolled bracket detail (**Figure 13**). The center bay has a non-historic steel fire escape landing bolted to the facade. At the east end of the second floor along Mission Street, a large Colusa sandstone pier wraps around to 3rd Street.



Figure 12. Balustrade above original entrance on Mission Street
Source: KVP Architects



Figure 13. Detail of second floor level
Source: KVP Architects

The third floor level marks the transition between the base and the shaft. It is clad in buff-colored terra cotta rusticated to resemble stone masonry. In contrast to the first and second floor levels, the third floor devotes less area to fenestration. Each of the five bays consists of a pair of recessed window openings divided by a masonry pilaster capped by a Composite capital. A non-historic fire escape is located in the center bay along Mission Street. The third floor level is capped by a Colusa sandstone entablature (**Figure 14**).



Figure 14. Detail of third floor level
Source: KVP Architects

The shaft is composed of alternating vertical bays of giant pilasters that extend from floors four through eight and recessed bays containing windows and brick spandrel panels (**Figure 15**). Aligning with the cast iron pilasters below, the giant brick pilasters continue upward between the paired windows. The window openings are framed by terra cotta sills and Ionic lintels. The brick spandrel panels are articulated by simple rectangular moldings, giving the spandrels a three-dimensional appearance. At the intersection of the eighth and ninth floors, the pilasters terminate as giant terra cotta capitals designed in a modified

Corinthian order and embellished by a symmetrical acanthus leaf pattern topped by a simple water leaf patterned molding.



Figure 15. Aronson Building “shaft” along Mission Street
Source: KVP Architects

At the ninth floor level, a series of five large arches spring from the pilaster capitals to span the window bays of the shaft. The arches frame paired windows with rich terra cotta foliate ornamentation in the spandrels. Each arch is defined by a wide band of terra cotta voussoirs embellished on their outer edge by an egg-and-dart molding. Each arch is capped by a projecting keystone comprising a scroll with bilateral rows of leaves divided by a graduated bead molding. The intervening spandrels are filled with naturalistic terra cotta ornament depicting stylized olive branches bearing fruit – perhaps a nod to California’s Mediterranean climate. Centered within each spandrel, except in the bays closest to the corner of the building, are terra cotta cartouches. The car-

touches contain an elliptical cabochon form at the center that is surrounded by a ring of beading. Each cartouche is framed by out-furling scrolls. Above the arches is a band of convex shield-type molding and around this motif is a pulvinated band consisting of bundled leaves interspersed with crossed bands resembling fasces (**Figure 16**).

The windows of the tenth floor return to the orthogonal shape of the shaft. The five bays contain window openings divided by squat brick pilasters with a round bas-relief element at the center. The round element is embellished by an egg-and-dart molding – a motif that also forms the capitals of the pilasters. Above each window is a frieze punctuated by small oculi, or round attic windows. These windows are bounded by thick moldings depicting olive branches. All of the detail work on the tenth floor work is terra cotta.

The cornice caps the composition; it is supported by paired volute consoles festooned with floral decoration below and large block modillions above. These are centered above each of the pilasters of the shaft. Spanning the area between the paired consoles are large bands of egg-and-dart and an ovolo moldings. Above this element is a series of three smaller block modillions. The modillions support a deep soffit which has square holes piercing the underside in the spaces flanking the center modillion. A large ogee molding finishes the face of the cornice.



Figure 16. Detail of arches, ninth and tenth floors and cornice
Source: KVP Architects

The non-historic portion of the Mission Street façade is located to the west of the historic Aronson Building. It is set back slightly from the façade and consists of a monolithic face of brick veneer. It is embellished by a shallow, stylized dentil molding at the upper portion of the facade. There are no windows on this portion of the addition's facade.

E. East Facade

The east (3rd Street) façade mainly comprises the historic building, with the small non-historic addition occupying one additional bay to the north. Aside from the fact that it is four bays and not five, the east façade is a mirrored version of the south (Mission Street) façade. Instead of providing a detailed description that duplicates information, we will call out only the differences between the two primary façades. The first difference is that the incised lettering at the architrave level between the first and second floors, at the south end

of the 3rd Street façade, reads "THIRD ST," not "MISSION ST." In addition, all of the cast iron pilasters along the first floor level of 3rd Street are missing their capitals. Also in contrast to Mission Street, the historic entrance that still exists at 86 3rd Street contains not an aluminum storefront window but a pair of non-historic wood-panel doors secured behind a pair of hinged metal security gates (**Figure 17**). The rest of the opening is infilled with buff-colored brick with an arched transom above. There is no balustrade above the entrance; it appears to be missing. The historic bronze door frame and transom frame, which both display a bas relief chain band pattern, are still extant in this entrance.

The non-historic addition to the north is detailed similarly to the west addition. It is clad in buff-colored face brick and contains a single, arched vehicular opening near the north end of the façade. This opening contains a metal roll-up door of painted steel. The cornice, which is almost flush with the brick, is corbelled.

F. North Façade

The north façade comprises the entire north wall of the historic Aronson Building, although a portion is concealed behind the non-historic 1978 addition. The north façade is clad in common red brick laid in five-course American bond (**Figure 18**). There is a dovetail-like interlock detail running along the east end of the façade where the buff-colored brick turns the corner from 3rd Street and meshes into red brick. The brick near the east end of the elevation also displays repetitive triangular patterns of apparently new(er) brick where the brick was evidently replaced. Seismic anchor plates are intermittently placed throughout this area, suggesting that the brick in these areas was rebuilt. Much of the brick on the upper portion of this façade displays faded painted signage, indicating that it was used for advertising, probably because of the building's height and its historical visibility from Market Street. There are twelve non-historic windows of different sizes placed randomly throughout the eighth, ninth, and tenth floors of the north façade. There is also a segmental-arch panel of infilled brick on the seventh floor level, as well as several other infilled window openings.



Figure 17. Detail of 3rd Street façade (first and second floors)
Source: KVP Architects

The non-historic 1978 addition extends from the sidewalk to a point three bays in along the north façade. The first floor is has no openings. The second and third floor levels feature large precast concrete arched openings containing fenestration. There are cantilevered concrete slab balconies beneath these windows which are enclosed by painted metal railings. A door opens from the fourth floor of the historic building to access the addition's roof.

The ten-story 1978 addition begins at the west end of the north façade and continues west to the walkway between it and the adjoining property line. It has a flush metal door at the first floor level. Above this are pairs of stacked window openings located toward the outside edge of each floor level. These rectangular openings mostly contain fixed aluminum windows, except for the second, sixth, and tenth floors, which contain louvers. The exterior is clad entirely in buff-colored face brick and it has a corbelled cornice similar to the smaller 1978 addition.



Figure 18. North façade
Source: KVP Architects



Figure 19. West façade
Source: KVP Architects

G. West Façade

The west façade entirely comprises the non-historic 1978 addition; nothing of the original façade remains exposed in this area. At the first-floor level, a pair of out-swinging aluminum doors is centered in the second bay in from the north. Sidelights flank the door and the transom is arched. Centered in the third bay is an identical entrance which is presently the building's main entrance. Centered above the main entrance is a vertical column of paired windows extending from the second through the eighth floor level. The column of windows terminates in an arched double window recalling the arched windows on the south and east façades of the historic Aronson Building. The addition is clad entirely in buff-colored face brick and has a corbelled cornice.

The west façade of the smaller 1978 north addition features a large arched vehicular opening with a metal roll-up door of painted steel. Above it on the second floor level there is a cantilevered concrete balcony with a utilitarian steel metal railing. The third floor is similar.

H. Roof

The roof of the Aronson Building is flat and has raised parapets. There are two penthouses: one for the freight elevator and the other for a stair. Cell phone antennas are attached to the east parapet, and there is a painted wood flag pole, approximately 40' high, which is attached to the parapet at the southeast corner (**Figure 20**). On the roof of the west addition is a large exposed steel frame that supports HVAC equipment. The addition to the north has a partial wood deck on the roof.

1. Interior

The interior of the Aronson Building was gutted and extensively remodeled during the 1978 remodel. As part of this project, the bulk of the vertical circulation elements, including passenger elevators and stairs, were removed from the historic building and placed in the new west addition. The original office and retail finishes (except for the south and east perimeter walls) were also removed and replaced with standard off-the-shelf materials like gypsum board partition and ceilings, wood laminate flooring on the first



Figure 20. Roof, looking west
Source: KVP Architects

floor and carpeting over concrete on floors two through ten, contemporary flush wood or metal doors, rubber baseboard moldings, aluminum door frames, and suspended acoustical tile ceiling grids with inset fluorescent box light fixtures. The office floors are typically open plan at the center with built-out offices and conference rooms around the perimeter. The original steel-frame structural system (encased in concrete and terra cotta) and Roebling concrete floor slabs appear to remain mainly intact throughout the building, although they are only exposed within a few areas. The historic interior window frames and casings remain throughout the interior of the building from the second through the tenth floors, although these have been sandblasted. Otherwise, these walls are clad in gypsum board similar to the internal partition walls.

The primary entrance to the Aronson Building is located on the first floor of the west façade of the 1978 addition. It was relocated here from Mission Street in 1978 so that visitors and building occupants could directly access the building from the adjoining parking lot that previously occupied the parcel to the west. The double-height entry lobby has doors accessing tenant spaces to the north and east. On the south there is a door accessing the main stair. On the same wall is a pair of doors accessing the passenger elevators. The elevators provide access from the first floor to all the upper floors. Immediately south of the elevator shaft is a fire stair that runs from the basement to the tenth floor. The elevator lobby in each of the upper floors features a similar configuration.



Figure 21. Floor in lobby at 86 3rd Street
Source: KVP Architects

The pedestrian entrance at 86 3rd Street was retained as an entrance in the 1978 remodel but appears to be rarely used. This lobby contains a non-historic stair along the north wall that leads to the north addition. Just west of the stair there is another door through the north wall that accesses the loading dock/utility space within the north addition. The lobby has some original patterned ceramic mosaic tile flooring which continues west into the freight elevator lobby. It features a red/brown field border infilled with white tile in a Greek key pattern. The field is white hexagon-shaped tiles inset with red/brown square tiles set on the diagonal.

Flush concrete infill occurs where the ceramic tile is missing (Figure 21).

The high-ceilinged loading dock space within the north addition has a concrete slab-on-grade floor. There is a storage room off this space. The second floor of the addition is one large open space. The third floor is accessed by a stairway located along the north wall.

Another stairway is located in the northwest corner of the historic building; it runs from the basement to the roof. A freight elevator is located two bays in from 3rd Street along the north wall of the historic building; this runs from the basement to the tenth floor.

Toilet rooms on the first floor are located near the center of the north side of the building. On the upper floors they are located in the northwest corner, in the west addition.

The first floor has a double-height ceiling allowing for a mezzanine level within the first-floor retail space. This space has been built out with contemporary materials and retail fixtures. The second through ninth floors have a typical ceiling height. The tenth floor is also a double-height space. The wood window frames in the upper tenant spaces are apparently original. They are painted wood with a very rough texture, suggesting that sandblasting took place. The window-sills display a mortise detail at the center which seems to indicate that there was a piece of hardware for the pivot sash that was installed in 1907 but removed in the 1978 remodel. Another apparently original finish is plaster facing on the interior columns and ceilings – much of this has been concealed behind suspended acoustic ceiling systems.

V. Historical Context

This section provides a concise historical account of the development of the northeast South of Market Area, an area traditionally known as the Wholesale District. Much of this section is extracted from the Transit Center District Survey Historic Context Statement prepared by the author of this report when he was a partner in the firm of Kelley & VerPlanck Historical Resources Consulting. It provides the necessary background for evaluating the Aronson Building's significance for listing in the National Register of Historic Places and the California Register of Historical Resources.

A. European Settlement – Spanish and Mexican Periods: 1776-1846

The first known party of European explorers to encounter San Francisco Bay arrived in 1769 as part of an expedition under the leadership of Don Gaspar de Portolá.¹⁴ Spanish explorers made several additional forays to the San Francisco Bay Region before the establishment of the first permanent settlements—Mission Dolores and the Presidio of San Francisco—in 1776 by Lieutenant Joaquín Moraga. The first mass was held in a brush chapel on June 29, 1776 near the lake the Spanish called *Laguna de Nuestra Madre de los Dolores*. A more permanent adobe mission was completed in September 1776. Work on the third and final mission church began in 1782.¹⁵

During the early days of Spanish occupation, what is now the northeast South of Market Area remained in its natural state. Spanish settlement did not penetrate this part of San Francisco. Much of the land east of what is now 1st Street was submerged. Between 1st and 3rd streets, the landscape consisted of towering sand dunes – the only exception being a compact valley filled with scrub oak and willow centered on what is now the intersection of 2nd and Howard streets. Named Happy Valley by American settlers during the Gold Rush, this lushly vegetated area later became the nucleus of American settlement in what was eventually to become known as the South of Market Area.¹⁶

New Spain rebelled against Spanish rule in 1810 and eventually became the independent nation of Mexico in 1821. Following the Mexican government's secularization of the Franciscan missions in 1833, retired Mexican soldiers began moving to California to convert the rich ex-mission lands into vast cattle *ranchos*. Mexican *rancheros* produced prodigious amounts of tanned cattle hides and tallow – products in demand in both the United States and England. In the 1830s, a tiny settlement formed along the shores of Yerba Buena Cove to serve the growing number of foreign traders who dropped anchor in San Francisco Bay to trade manufactured goods for locally produced hides and tallow.¹⁷ Called Yerba Buena, the village evolved into a thriving mercantile settlement inhabited by a polyglot population of Americans, English, Mexicans, French, and so-called *Kanakas* from the Hawaiian Islands.

¹⁴ Z.S. Eldredge, *The Beginnings of San Francisco, from the Expedition of Anza, 1774 to the City Charter of April 15, 1850* (San Francisco: self-published, 1912), 31.

¹⁵ Allen G. Pastron, Ph.D. and L. Dale Beevers, *From Bullfights to Baseball: Archaeological Research Design and Treatment Plan for the Valencia Gardens Hope VI Project* (Oakland: unpublished report, December 2002), 32.

¹⁶ *Ibid.*, 17.

¹⁷ Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 22.

In 1835, the American government initiated negotiations with Mexico to acquire the strategically important San Francisco Bay and its hinterland. Mexico rebuffed American overtures but the election of James K. Polk in 1844 fueled America's expansionist appetite. Two years later, on May 12, 1846, war broke out between the United States and Mexico over a boundary dispute in Texas. On July 9, 1846, Captain John B. Montgomery landed at Yerba Buena and raised the American flag above the Custom House at Portsmouth Square. Mexican rule in Northern California came to an end without a shot being fired.¹⁸ After a year-and-a-half of intense fighting in Southern California and Mexico, the Mexican government capitulated and on February 2, 1848, the two nations signed the Treaty of Guadalupe-Hidalgo. By the terms of the treaty, Mexico ceded 525,000 square miles of its northern territories, including Alta California, to the United States in return for a lump sum payment of \$15 million and the assumption of \$3.5 million in debt owed to U.S. citizens by Mexico.

B. Early American Settlement: Land Subdivision and Development: 1847-1865

On the eve of American conquest, the population of Yerba Buena numbered around 850 people housed in approximately 200 structures.¹⁹ Before departing, Captain Montgomery appointed Lieutenant Washington A. Bartlett as the first American *alcalde*, or mayor, of Yerba Buena. One of Bartlett's first official duties was to rename the settlement San Francisco on January 30, 1847. After this, he hired an Irish immigrant surveyor named Jasper O'Farrell to map and enlarge the boundaries of the settlement to almost 800 acres. To improve access between downtown (the former Yerba Buena) and Mission Dolores (the other only node settlement in San Francisco) O'Farrell laid out a one hundred foot-wide thoroughfare running southwest from Yerba Buena Cove to the base of Twin Peaks. He called it Market Street, apparently in honor of Philadelphia's main street. For reasons unknown, O'Farrell laid out the blocks south of Market Street four times larger than the blocks north of the street. Known as the "100-vara Block Survey," the blocks south of Market were aligned parallel to Market Street. This was in contrast to the 50 Vara Survey, whose streets were aligned according to the cardinal points of the compass.²⁰ O'Farrell's Official Map of San Francisco, published in 1849, depicts the South of Market street grid, the first major man-made gesture in the vicinity of the Aronson Building (Figure 22).

¹⁸ Oscar Lewis, *San Francisco: Mission to Metropolis* (San Diego: Howell-North Books, rev. ed. 1980), 41.

¹⁹ Allen G. Pastron, Ph.D., *869 Folsom Street, San Francisco, California: Archival Cultural Resources Evaluation* (Albany, CA: unpublished report, September 1990), 20.

²⁰ *Ibid.*, 43.

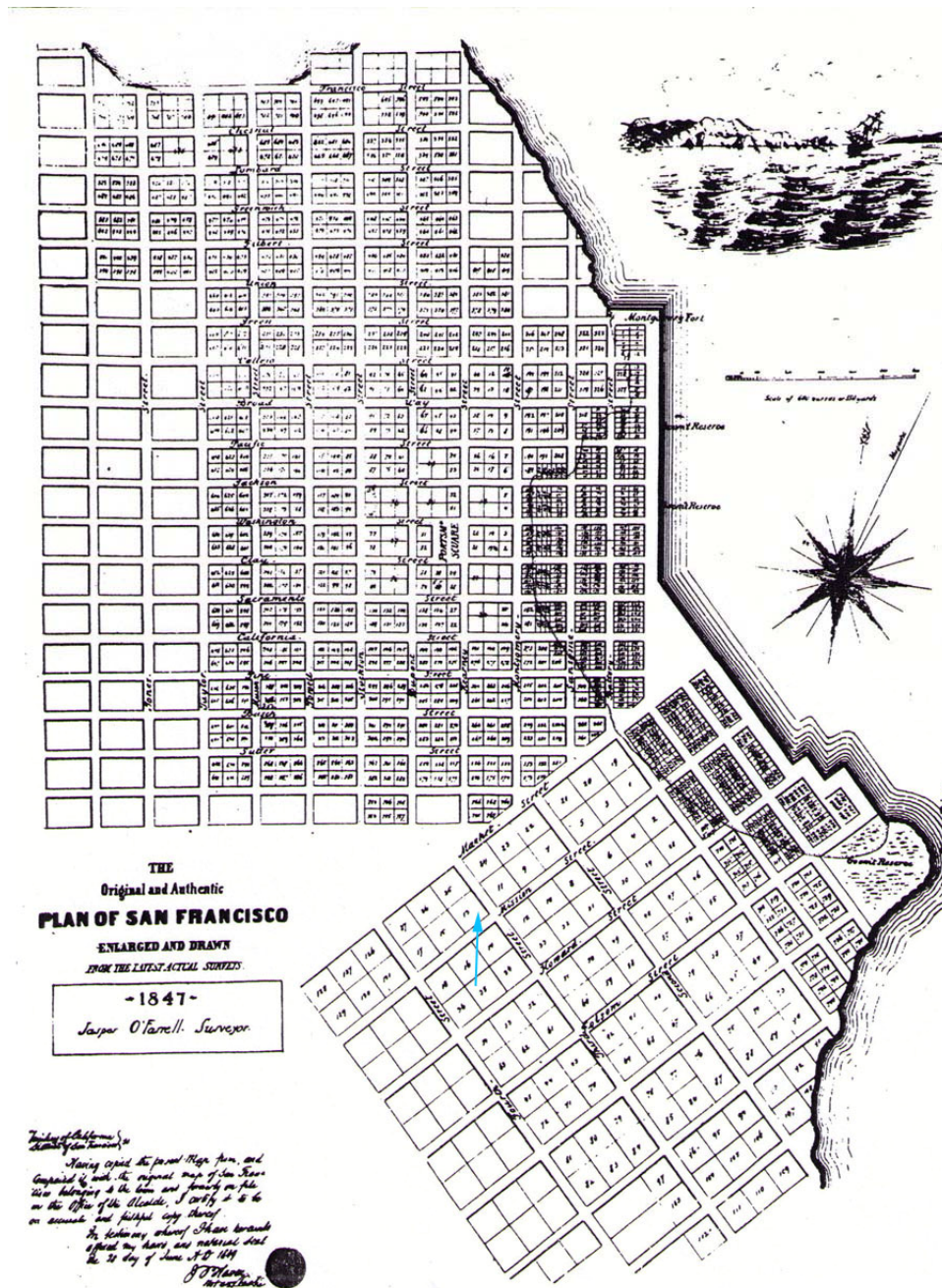


Figure 22. Official Map of San Francisco, 1847
Blue arrow indicates future location of the Aronson Building

Gold Rush

News of the discovery of Gold at Sutter's Mill in January 1848 was at first localized to San Francisco. News of the discovery took off after Sam Brannan, the publisher of the *California Star*, strode through the streets of San Francisco crying out "Gold! Gold! On the American River!" The news spread quickly to ports in Central and South America, and eventually to Europe and the East Coast. By the end of 1848, thousands of gold-seekers from all over the

world—dubbed “Forty-niners”—had come to San Francisco. Between 1848 and 1852, the population of San Francisco grew from less than one thousand inhabitants to almost 35,000.²¹

Happy Valley

San Francisco’s phenomenal growth caused the cost of waterfront real estate around Yerba Buena Cove and Portsmouth Square to skyrocket. By 1850 most of the level, easily developable land had been built upon. Running out of level land north of Market Street, American settlers turned to what is now the northeast South of Market Area. Protected from harsh onshore winds by towering sand dunes, the area known as Happy Valley enjoyed some of the best weather in San Francisco. During the Gold Rush Forty-niners put up tents and crude wood shacks in Happy Valley. By the summer of 1850, residents had begun erecting more permanent stores and houses in the vicinity of 1st and Mission streets. Many contemporary accounts describe the incredible growth of Happy Valley during the post-Gold Rush period. An account by one Samuel Upham describes Happy Valley upon his return from the gold fields:

San Francisco, during my absence of two months, had become so changed that I scarcely recognized it. Substantial frame buildings had superseded frail canvas tenements, and piers had been extended many hundred yards into the bay, at which vessels from the four quarters of the globe were discharging their cargoes. I visited the gold-diggers’ encampment, Happy Valley, but that too was so changed, that I could scarcely recognize a familiar spot or countenance. A three story warehouse was being erected on the spot where I had pitched my tent two months previously. The saw and hammer of the carpenter could be heard in every square, and the voice of the crier and auctioneer at the corner of nearly every street.²²

Grading and Filling Operations

The transformation of the South of Market Area from a temporary gold miners’ encampment into a permanent neighborhood required substantial grading and filling work, in particular the removal of the sand dunes that separated Happy Valley from Market Street. Prior to the adoption of the steam shovel in 1852, the laborious task of moving sand dunes was done by laborers who shoveled sand into wheelbarrows and wagons, which were then dumped into Yerba Buena Cove or many of the swamps and creeks in the area. The adoption of the so-called “steam paddy,” named for the Irish laborers it displaced, sped up the process of grading considerably.

The removal of the sand hills facilitated street grading in the South of Market Area. However, because of the extensive wetlands in the area, many of the early streets had to be paved with thick wooden planks. In November 1850, the City awarded Charles Wilson a franchise to construct a plank road between downtown and Mission Dolores, along what is now Mission Street. Completed in 1853, the Mission Plank Road was the first surfaced road in the South of Market Area.²³ Between 1853 and 1857, 3rd Street was graded from Market Street all the way to Steamboat Point. As the streets were graded, the large blocks of the 100 Vara Survey were

²¹ Rand Richards, *Historic San Francisco: A Concise History and Guide* (San Francisco: Heritage House Publishers, 2001), p. 77.

²² Diary of Samuel Upham (1857), 257.

²³ Gladys Hansen, *San Francisco Almanac* (San Francisco: Chronicle Books, 1975), 36.

gradually cut through with smaller mid-block alleys and streets, including Minna, Natoma, and Stevenson streets.

Early Industrial Development

As early as the Gold Rush, the South of Market Area was well on its way to becoming San Francisco's primary industrial district. Important pioneer foundries such as Union Iron Works, Vulcan Iron Works, Sutter Iron Works, the Alta Foundry, and Pacific Iron Works were established along 1st Street. This compact industrial zone supplied most of the West's mining equipment, steam engines and boilers, water wheels, gearing and mill work, and steamboat parts.²⁴ At least initially these foundries and iron works relied upon scrap iron salvaged from the ruins of buildings destroyed in the dozens of fires that swept through the city during the 1850s. By 1875, there were 42 foundries operating in the Happy Valley area.²⁵

Early Residential Development

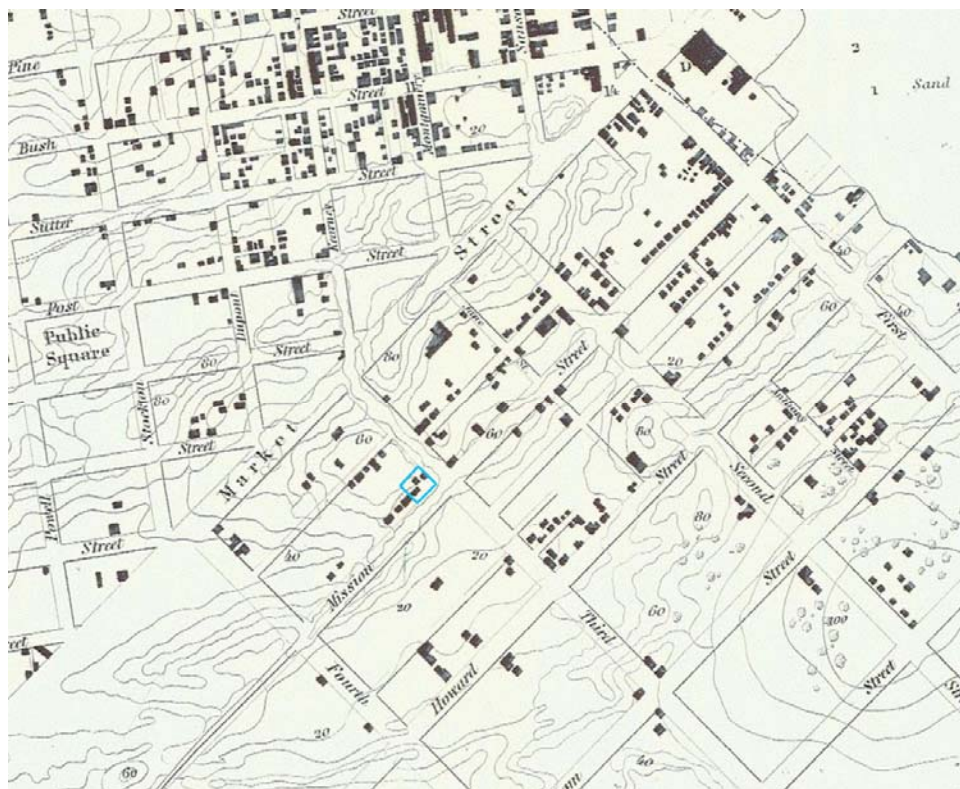


Figure 23. Section of the 1853 U.S. Coast Survey Map
Approximate location of Aronson Building site outlined in blue
Source: National Oceanographic and Atmospheric Administration

Along with industrial development came an influx of workers and soon the South of Market Area became the city's chief residential neighborhood.

Catering to the demand for low-cost workers' housing in the area, speculators built inexpensive frame cottages and tenements. In November 1849, merchant William Howard took delivery of 25 prefabricated clapboard cottages. He sold half of them to Joseph L. Folsom who assembled

them at the corner of 3rd and Mission streets – several of which may have stood on the site of the Aronson Building as indicated by the 1853 U.S. Coast Survey map (Figure 23). Other prefabricated houses went up along the mid-block alleys, including Minna, Tehama, and Natoma streets.²⁶

²⁴ James M. Parker's San Francisco City Directory 1852-53 (San Francisco: James M. Parker, 1852-53).

²⁵ Allen G. Pastron, Ph.D., *869 Folsom Street, San Francisco, California: Archival Cultural Resources Evaluation* (Albany, CA: unpublished report, September 1990), 25.

²⁶ Charles Lockwood, "South of the Slot," *San Francisco Sunday Examiner and Chronicle* (June 10, 1979), 75.

Comstock Lode Boom

After slowing for nearly a decade, construction within the northeast South of Market Area began to take off again in 1859 following the discovery of the Comstock Lode in Virginia City, Nevada. As land prices increased once again, multi-story brick and stone buildings began to crowd out the simple Gold Rush-era frame dwellings. Commercial buildings went up along 3rd Street between Market and Howard streets and at the intersections of 2nd and Mission streets and 1st and Howard streets. Commerce included a variety of businesses, including grocers, saloons, bakeries, butchers, seamstresses, dry goods, cobblers, houses of prostitution, and residential hotels.

C. Industrial and Residential Development: 1866-1906

Immigrants

Much of San Francisco's growth during the last quarter of the nineteenth century can be attributed to the large number of European immigrants who made their way West after the Civil War, particularly after the opening of the Transcontinental Railroad in 1869. Many of these immigrants moved into the South of Market Area upon arrival in San Francisco. San Francisco had become in a short time a city of immigrants; by 1880 the city housed a higher percentage of foreign-born residents than any other major U.S. city. According to U.S. Census data from that year, half the population was foreign-born and four of every five San Franciscans were of foreign parentage. As late as 1900, this figure remained at three out of every four residents. The three largest immigrant groups during the nineteenth century were Irish, German, and Chinese, with the South of Market Area dominated by the Irish, who comprised roughly half the district's population. Although most were poor, the Irish quickly established social and labor organizations, along with religious institutions, benevolent societies, fraternal orders, militias, fire companies, trade unions, political clubs, Irish Independence unions, and temperance societies.²⁷

"South of the Slot"

During the 1870s and 1880s, the South of Market Area's reputation as a solidly immigrant and working-class district was firmly established. Contemporary photographs reveal the changes that had occurred since the Gold Rush (**Figure 24**). First, 2nd, and 3rd streets were lined with boarding houses inhabited by sailors and industrial workers, while the filled area east of 1st Street consisted largely of industrial plants, including a large gas works, foundries, and workshops of various types. The character of the area was captured in the writings of Jack London, who was born on 3rd Street:

Old San Francisco, which is the San Francisco of only the other day, the day before the Earthquake, was divided midway by the Slot. The Slot was an iron crack that ran along the centre of Market Street, and from the Slot arose the burr of the ceaseless, endless cable that was hitched at will to the cars it dragged up and down. In truth, there were two slots, but in the quick grammar of the West time was saved by calling them, and much more that they stood for, "The Slot." North of the Slot were the theatres, hotels, and shopping district, the banks and the

²⁷ Robert W. Cherny and William Issel, *San Francisco: Presidio, Port and Pacific Metropolis* (Sparks, NV: Materials for Today's Learning, 1988), 29.

staid, respectable business houses. South of the Slot were the factories, slums, laundries, machine-shops, boiler works, and the abodes of the working class.²⁸

Conditions in the South of Market Area were harsh. Overcrowding became the norm as work-

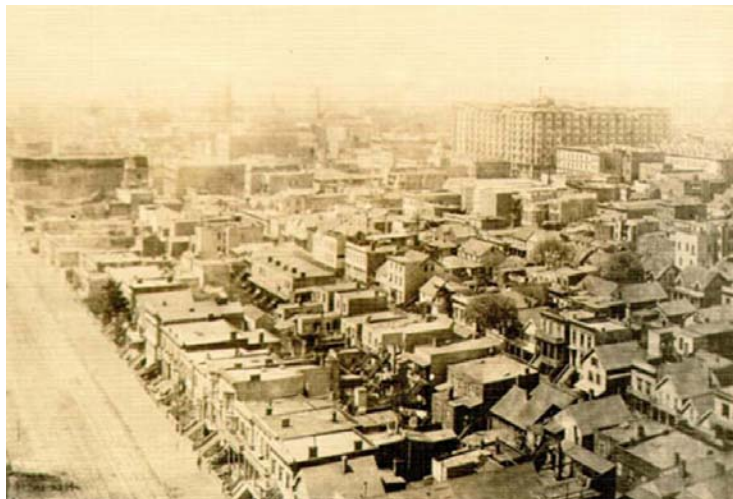


Figure 24. South of Market Area, looking northwest toward the Palace Hotel, ca. 1880

Source: San Francisco Historical Photograph Collection
San Francisco Public Library

ers doubled-up and tripled-up in apartments and flats. Raw sewage ran down the center of the still-as-yet unpaved streets and residents died in periodic epidemics of cholera, typhoid, and diphtheria. Many of the residents were single men, employed seasonally as miners, farm workers, fishermen, or sailors. In 1871, newspaper reporter Henry George observed that migrant workers “disappeared from the farms after the harvest into the flop-houses of San Francisco—to come back the next season like so many ragged crows.” One observer, describing the intersection of 3rd and Mission streets in 1878, wrote:

The scene is a long busy street in San Francisco. Innumerable small shops lined it from north to south; horse cars, always crowded with passengers, hurried to and fro; narrow streets intersected the broader one, these built up with small dwellings, most of them rather neglected by their owners. In the middle distance were other narrow streets and alleys where taller houses stood, and the windows, fire-escapes, and balconies of these added great variety to the landscape, as the families housed there kept most of their effects on the outside during the long dry season.

All the most desirable sites were occupied by saloons, for it was practically impossible to quench the thirst of the neighborhood. There were also in evidence barbers, joiners, plumbers, grocers, fruit-sellers, bakers, and vendors of small wares, and there was the largest and most splendidly recruited army of do-nothings...[I]n many cases the shops and homes...were under one roof, and children scuttled in and out, behind and under the counters and over the thresholds into the street.²⁹

²⁸ Jack London, “South of the Slot,” *Saturday Evening Post* (May 1909).

²⁹ Quoted in Anne B. Bloomfield, “A History of the California Historical Society’s New Mission Street Neighborhood,” *California History* (Winter 1995/96), 382.

New Montgomery Street

The South of Market Area was not entirely the domain of the working-class. During the last quarter of the nineteenth century, the northeastern portion of the district closest to Market Street evolved into a prosperous southerly extension of the Financial District. During the 1870s, speculators watched as San Francisco's downtown moved south from Jackson Square toward Market Street along Montgomery, Sansome, and Kearny streets. Unfortunately, Jasper O'Farrell's 1847 survey made expansion south of Market Street very difficult because the north-south streets did not align on either side of Market Street. In the early 1870s, two wealthy San Francisco businessmen – Asbury Harpending and banker William Ralston – bought up several properties on the south side of Market Street and began making plans to extend Montgomery Street into the South of Market Area. They envisioned the extension, which they called “New Montgomery Street,” as an upscale office, banking, retail, and hospitality district. With the land purchased on either side of the proposed street as far south as Howard Street, the men began demolishing buildings in 1874 to build it.³⁰

Prominent structures soon arose on the sites of former frame houses and industrial buildings, including the Palace Hotel, which opened for business on October 5, 1875 on the corner of Market and New Montgomery streets. Designed by New York architect John P. Gaynor, the Palace was the largest and best-appointed hotel in the United States. The Grand Hotel, also designed by Gaynor, opened nearby. The block of New Montgomery Street between Mission and Howard streets acquired three elegant brick commercial buildings, including the Grand



Figure 25. New Montgomery Street, 1885
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

Army of the Republic Hall (GAR), the Olympic Club, and the Armory Block. All three buildings conformed to a unified design scheme of classically detailed facades and mansard roofs (**Figure 25**).

The New Montgomery project greatly elevated real estate values in the adjoining areas of the northeast South of Market Area, particularly along 2nd and 3rd streets. This trend resulted in the gradual replacement of lower-value industrial and residential structures with far more substantial commercial, entertainment, and civic structures. One of the most impressive of these was the Grand Opera House which opened at 3rd and Mission streets on January 17, 1876 – next door the future site of the Aronson Building. The luxury hotels and the Opera House began to attract milliners, jewelers, and other luxury businesses that catered to the “carriage trade.” By

³⁰ Anne B. Bloomfield, “A History of the California Historical Society's New Mission Street Neighborhood,” *California History* (Winter 1995/96), 379.

the late 1870s, Mission Street between 2nd and 3rd streets attracted several large wholesale furniture, carpet, and bedding businesses.³¹ By 1900, the South of Market Area was entirely built out and urbanized in every respect, with the area located closest to Market Street known as the Wholesale District.

1906 Earthquake and Fire

On April 18, 1906, San Francisco was devastated by a great earthquake. The South of Market Area was especially hard hit by the temblor, which liquified the extensive filled ground in the area, breaking gas lines and starting dozens of fires. The fires quickly grew out of control, fed by the densely packed frame buildings. Because the water mains had also broken, the fire fighters found themselves powerless to stop the flames. The entire neighborhood was consumed within six hours of the quake. The death toll in the South of Market Area, estimated in the thousands, was much higher than the rest of the city, where many of the cheaply built hotels and boarding houses collapsed on their inhabitants.³²

D. Reconstruction: 1907-1929

With the exception of a handful of survivors (buildings gutted by fire but whose exterior walls and structural systems survived), such as the Rialto Building at Mission and New Montgomery streets, or the Aronson Building at 3rd and Mission streets, the South of Market Area was leveled as indicated in photographs taken of the area in 1906 (**Figure 26**). Recovery of the South of Market Area took at least a decade. Wrecked buildings had to be demolished and the ruins carted away, insurance claims settled, title questions resolved, land resurveyed, building permits acquired, and materials and contractors secured. In many ways, the South of Market Area was uniquely affected by the disaster due to uncertainty over whether pre-quake land uses – in particular wood-frame residential construction – would be allowed to be rebuilt.³³ The delays in settling these issues resulted in many smaller property owners selling their properties and rebuilding elsewhere. Consequently, many smaller properties were consolidated into larger parcels. Meanwhile, the areas closest to Market Street – in particular the area between 1st and 3rd streets – continued its evolution into San Francisco's Wholesale District.



Figure 26. Post-1906 Earthquake Destruction in the South of Market
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

³¹ Ibid., 380.

³² Gladys Hansen, *Denial of Disaster* (San Francisco: Cameron & Company, 1989).

³³ Stephen Tobriner, *Braced for Disaster: Earthquake-Resistant Architecture and Engineering in San Francisco, 1838-1933* (Berkeley, CA: Bancroft Library and Heyday Books, 2006), 200.

Rebuilding

Reconstruction of the Wholesale District began with an initial flurry of activity between 1906 and 1913 (**Figure 27**), with more construction occurring after the First World War and continuing throughout the real estate boom of the 1920s. West of 1st Street, along Mission and Howard streets, the 1915 Sanborn maps illustrate many substantial new and reconstructed steel and heavy timber-frame loft buildings housing light manufacturing, printers and binderies, and wholesale distribution companies – many apparently serving the nearby Financial District north of Market Street. Some were pre-quake survivors, including the Wells Fargo Building



Figure 27. Clearing of Debris near Third and Mission, 1906

Aronson Building in the background

Source: San Francisco Historical Photograph Collection
San Francisco Public Library

at 71-85 2nd Street, which was restored in 1907; and the Aronson Building at 706 Mission Street, which was outfitted with a new interior in 1907-08. In 1910, the Rialto Building was also rehabilitated at New Montgomery and Mission streets. Other buildings were newly constructed, such as the Greenwood Estate Building at 545 Mission Street, perhaps the first all-new masonry loft building completed after the disaster. The Williams Building, located at the southeast corner of 3rd and Mission Streets (opposite the Aronson Building) was constructed in 1907. The Williams Building, much like most of its counterparts, was designed in the American Commercial style with spare Renaissance Revival ornamentation. The end result of all this construction was that the section of the South of Market Area bounded by Market, 1st, Mission, and 4th streets, became largely indistinguishable from the rest of downtown San Francisco. A photograph taken from the intersection of 3rd and Market streets south in 1936 provides a sense of the prevailing scale of the buildings, as well as the quality of construction (**Figure 28**).

E. Great Depression and World War II: 1930-1945

The Great Depression slowed new construction in downtown San Francisco to a halt, limiting most activity to façade and interior remodels. There were exceptions, however, and the most important all-new building constructed within the Wholesale District was architect Timothy Pflueger's Pacific Telephone & Telegraph Company Building at 134-40 New Montgomery Street (1925).³⁴ Aside from this project, which displaced the Aronson Building as the tallest building in the Wholesale District, most property owners could not afford to build anew. Understanding the Depression-era realities, architects worked hard to get remodeling projects. Selling their ability to make aging office buildings look new again, architects updated the appearance of turn-of-the-century office buildings by stripping deteriorated ornament and recladding facades in stucco or terra cotta. One of the most notable examples of the trend was the old Spreckels/San Francisco Call Building, located a block north of the Aronson Building. Designed in 1898 by the Reid Brothers in a florid interpretation of the Venetian Renaissance style, gutted by fire in 1906, and repaired afterward, the building looked tired and out-of-date by the late 1930s. Consequently, in 1937, the owners hired architect Albert Roller to reface the tower in concrete and replace the dome with a new six-story vertical addition.

The resulting remodel (renamed Central Tower) gave the skyscraper a modern appearance (Figure 29).³⁵

The downturn in private construction was more than offset by several major public works projects in the South of Market Area, especially the construction of the new San Francisco-Oakland Bay Bridge (Bay Bridge), which opened in 1936. Associated projects included the new viaduct connecting U.S. Highway 50 with the bridge approach and the Transbay Terminal Building and Viaduct at 1st and Mission streets. Designed jointly by Timothy Pflueger and Arthur Brown, Jr., the Transbay Terminal was built to serve as the primary transit depot for East Bay commuters. Linked to the bridge by a



Figure 28. Intersection of 3rd and Market streets, 1936, looking south; arrow indicates Aronson Building
Source: San Francisco Historical Photograph Collection
San Francisco Public Library



Figure 29. Central Tower
Source: KVP Architects

³⁴ Michael Corbett, *Splendid Survivors: San Francisco's Downtown Architectural Heritage* (San Francisco: California Living Books, 1978).

³⁵ "Central Tower-A New Note in San Francisco's Skyline," *Architect & Engineer* (August 1938), 14-22.

looping, reinforced-concrete viaduct, the Transbay Terminal allowed the suburban Key System trains to drop off and pick up passengers in downtown San Francisco. The Transbay Terminal was designed to handle as many as 35 million people annually. After the war ended and gas rationing was eliminated, the Terminal's use began to decline. In 1958, the lower deck of the Bay Bridge was converted to automobile traffic only, the Key System dismantled, and by 1959, the Transbay Terminal was converted into a regional suburban bus depot.³⁶

Interwar Socio-economic Trends

The Aronson Building was part of the South of Market Area's thriving Wholesale District, but it also sat at the edge of the district's large apartment hotel and boardinghouse district. Much of 3rd Street south of Mission Street was lined by multi-story residential hotels constructed after the 1906 Earthquake to house the neighborhood's workingmen, many of whom worked seasonal jobs as sailors, agricultural laborers, lumbermen, or as casual laborers in the city. Although the passage of the first New Deal work relief programs in 1933 created work for some of these men, many were not helped, particularly



Figure 30. Men on "Skid Road," 1940s
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

older men already crippled by a lifetime of hard work, poor nutrition, and heavy alcohol intake. As the Depression's effects worsened, casual observers became alarmed at the sight of clusters of shabbily dressed men hanging about in front of gambling halls and saloons along 3rd Street, an area that popularly became known as "Skid Road" (Figure 30). Scenes like this were one of the primary – if unstated – goals of postwar redevelopment. Poverty aside, many residents of the area enjoyed their lives in the South of Market Area as evidenced by Peter Mendelsohn, a merchant marine who later played a critical part in opposing the displacement of local residents to make way for the Yerba Buena Center:

Life along Third Street was the happiest in the City. All the gambling was on Third Street, and there were houses of prostitution above Breen's Restaurant—people came from all over to eat at Breen's (formerly the Blumenthal Building, now the site of the Paramount Apartments). This life lasted until 1937, when the city closed all the gambling joints...The South of Market was a working-class neighborhood...The men were floaters; 40% were seamen, stewards, engineers and deck-hands; the rest waiters, maintenance men, and part-time longshoremen...People spent their days sitting, dreaming, who knows what?...they always

³⁶ "Building Bay Bridge Railroad Terminal," *Architect & Engineer* (June 1938), 43-46.

lived in the same hotel, though, because you like to live with your buddies. Drinking, talking, gossiping, playing cards or dominoes, the people had a sense of the neighborhood as their home.³⁷

F. Post-war Redevelopment: 1946-1984

Background to Urban Redevelopment

In the years following World War II, City authorities and their businessmen allies began envisioning a different future for the northeast South of Market Area. Citing economic stagnation, poverty, and increasing crime, in 1953, the San Francisco Redevelopment Agency (created in 1947) declared twelve blocks of the South of Market Area an urban renewal zone and began working with private developers on a plan to redevelop the area. As envisioned by developer Ben Swig in 1955, the “San Francisco Prosperity Plan” would leverage federal urban renewal dollars to rebuild the area bounded by 3rd, Mission, 5th, and Harrison streets with a new civic arena, convention center, and 7,000-car parking garage.³⁸

The South of Market Area’s value resided in a number of factors, but it was mainly its proximity to San Francisco’s Financial District. The neighborhood’s generally large lot sizes and accessibility to regional transit and freeways made it an attractive location for new office buildings, cultural institutions, and retail uses. However, by law redevelopment was supposed to address only “blighted” districts. Upon inspection of the area, San Francisco Planning Director Paul Opperman found little actual blight, suggesting that the Redevelopment Agency’s motives were guided more by the interests of the business community than the city’s collective best interests. Blunter than many, Redevelopment Agency Chief M. Justin Herman summed up the pro-redevelopment attitude in 1970: “This land is too valuable to permit poor people to park on it.”³⁹ Local businessmen viewed the residents of the 3rd Street hotels as an easily surmountable obstacle unable to resist the juggernaut of downtown redevelopment.⁴⁰ However, those behind redevelopment soon came to learn that the residents of the South of Market – many of whom were veterans of 1930s-era labor struggles – were no patsies.

Yerba Buena Center Redevelopment Area Plan

The 87-acre Yerba Buena Center Redevelopment Area Plan was originally adopted and approved by the San Francisco Board of Supervisors under Ordinance No. 98-66 on April 25, 1966. Several amendments have been passed since then, with the latest on December 8, 2009.⁴¹ Lawsuits and political power struggles delayed the construction of the Yerba Buena Center (YBC) until the early 1980s when the first component of the project – the Moscone Convention Center (Moscone South) – was completed in 1981.⁴² Rising successively in the heart of the South of Market Area in the following years were: Moscone North (1992), Yerba Buena Gardens (including Yerba Buena Center for the Arts -1994), the San Francisco Museum of Modern Art (1995), the Children’s Center (1998), and Moscone West (2003).

³⁷As quoted in Anne Bloomfield, “A History of the California Historical Society’s New Mission Neighborhood,” *California History* (Winter 1995/96), 389.

³⁸Chester Hartman, *Yerba Buena: Land Grab and Community Resistance in San Francisco* (San Francisco: Glide Publications, 1974), 23.

³⁹Ibid., 19.

⁴⁰Ibid., 13.

⁴¹San Francisco Redevelopment Agency, *Yerba Buena Center Redevelopment Plan* (San Francisco: revised 1997).

⁴²Ibid.

Opposition to the YBC and redevelopment in general was fueled by several different concerns among varied segments of the public. One powerful cause fought by residents of the affected area was simply their own displacement. In all, it has been estimated that approximately 4,000 people and 700 businesses were displaced, only a fraction of whom were re-housed in the South of Market. Another concern for some was the perceived increased role of the Redevelopment Agency in reshaping the city to what came to be regarded as its own vision. There was also a widely felt sense of loss brought about by the demolition of familiar buildings. Less well articulated, but of great importance, was local unhappiness with the social changes implied by the redevelopment of the area from a domain of the working class to one of the middle and upper middle classes, a process now familiarly termed gentrification.

As will be seen in the sections below, San Francisco-based preservationists well-versed in national and state environmental law played a crucial role in saving the Aronson Building from demolition. Located on Central Block 1 of the Yerba Buena Center, the Aronson Building was earmarked for demolition since 1966.

G. Design and Construction of the Aronson Building

Pre-construction Site History

The site of the Aronson Building was occupied by buildings as early as 1853, and perhaps as early as 1849 when Joseph L. Folsom assembled several prefabricated cottages at the corner of 3rd and Mission streets. The 1859 U.S. Coast Survey Map indicates that the South of Market Area, including the area around the site of the Aronson Building, had developed quite intensively (**Figure 31**). The map shows a steady pattern of development within the area bounded by Market, Fremont, Folsom, and 4th streets, although west of 3rd Street development diminishes quite rapidly due to the presence of large sand dunes. The site of the Aronson Building appears to contain at least one of the buildings that appears on the earlier 1853 map, with the addition of at least one larger structure.



Figure 31. Section of the 1859 U.S. Coast Survey Map
Approximate location of Aronson Building site outlined in blue
Source: National Oceanographic and Atmospheric Administration

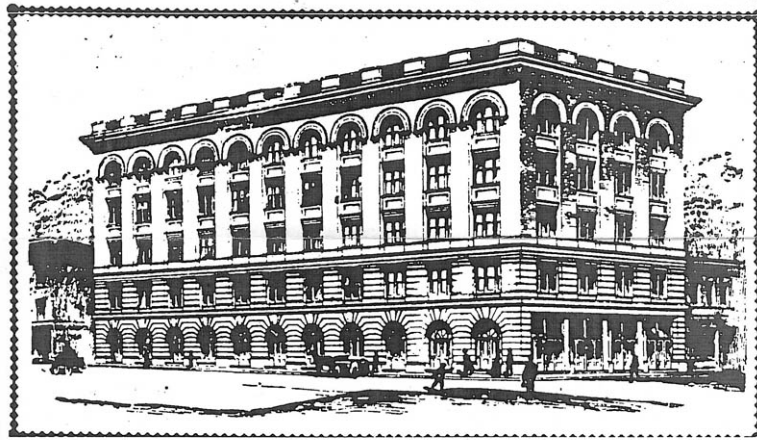
The 1886 Sanborn maps, as well as the 1899-1900 Sanborn maps published 13 years later, illustrate largely the same conditions on the site of the future Aronson Building. The smaller free-standing buildings that had appeared on the 1853 and the 1859 U.S. Coast Survey maps had been replaced by three buildings occupying nearly the entire site. The 1899-1900 Sanborn map shows three mixed-use buildings with retail uses on the first floor and residential and commercial uses above (**Figure 32**). The largest building was located at 704-08 Mission Street; it was a three-story lodging house with a saloon and two stores on the first floor level. At the corner of 3rd and Mission there was a smaller two-story commercial building with a restaurant on the first floor and a photo gallery on the second floor. To the north of that was a two-story building at 86 3rd Street with a restaurant, a saloon, a candy shop, and an unidentified store on the first floor and possibly residential flats above. Nearby uses included the Grand Opera House at 710 Mission Street and the Winchester Hotel and Winchester House Lodgings at 48 and 58 3rd Street, respectively.



Annotated by KVP Architects

Prelude to Construction

According to the 1894 San Francisco Block Book, the 85' x 107' lot at the northwest corner of 3rd and Mission streets that comprises most of the site of the Aronson Building belonged to Jonathan Van Bergen.⁴³ In the fall of 1902, the lot was purchased by Abraham Aronson for \$290,000.⁴⁴ Mr. Aronson was a



(From designs by Hemenway & Miller.)

Figure 33. Rendering of the proposed Aronson Warehouse at 576-84 Mission Street
San Francisco Chronicle (May 19, 1901)

real estate speculator and developer of growing importance in San Francisco. Before 1900, most of his holdings and interests were north of Market Street. In May 1901, one year before he bought the Aronson Building property, he built a five-story warehouse at 576-84 Mission Street (designed by Hemenway & Miller) one-and-a-half blocks east of the future site of the Aronson Building.⁴⁵ This Renaissance Revival-style masonry warehouse (long since demolished) had street frontage facing Mission, Anthony, and Jessie

streets. Superficially, its design (published in the May 19, 1901 *San Francisco Chronicle*) bears some resemblance to the Wells Fargo Building at 85 2nd Street (by Meyers & Ward), then under construction on the opposite side of Anthony Street (**Figure 33**). It is also interesting to note the warehouse's resemblance to the later Aronson Building.

Construction

The construction of the Aronson Building was initially announced in the September 20, 1902 edition of the *San Francisco Chronicle*. The text of the article is excerpted below:

The next most important new building projected is to be located on the northwest corner of Mission and Third streets, purchased recently by A. Aronson. A ten-story fireproof structure is to be erected there by the new owner of the property on designs by Hemenway & Miller. It will cost \$350,000 and be arranged for occupancy on the ground floor by wholesale houses and by agents and commercial travelers on the upper stories. The building will front 115 feet on Mission Street and 85 feet on Third Street, extending from Third Street to the Grand Opera-house on Mission Street.⁴⁶

The proposed Aronson Building, as it was to be called, was described in detail in the December 28, 1902 edition of the *San Francisco Chronicle*.⁴⁷ According to the author, the new build-

⁴³ Hicks-Judd Company, *Handy Block Book of San Francisco* (San Francisco: 1894), 608.

⁴⁴ "Movements of the Week in Real Estate Circles," *San Francisco Chronicle* (September 20, 1902), 7.

⁴⁵ "The Aronson Warehouse on a Mission-Street Corner," *San Francisco Chronicle* (May 19, 1901), 22.

⁴⁶ "Movements of the Week in Real Estate Circles," *San Francisco Chronicle* (September 20, 1902), 7.

⁴⁷ The Aronson Building was allegedly the first major commercial building in San Francisco named for its Jewish owner.

ing was to be the most expensive privately owned building ever erected south of Market Street and west of New Montgomery Street. The article mentioned that the ten-story building would be fireproof and construction costs were anticipated to be approximately \$400,000. The building was to occupy the entire lot, with frontage on 3rd and Mission streets, as well as a tiny alley to the west called Opera Alley, between it and the Grand Opera House. The article provides a lot of detail on Hemenway & Miller's design, as well as details on construction challenges presented by the site:

The designs, by Hemenway & Miller, provide for an exterior in Arizona red sandstone and mottled flash brick, with terra cotta for the two upper stories, where the ornamentation will be rich, the whole intended to work out a harmonious color scheme. There will be entrances on both streets at the ends of the lot, with marble vestibules and stairways of the same material. Convenient to the Third-street entrance will be two high-speed passenger elevators, while two rapid freight elevators will be situated at the rear entrance on Opera alley. Hardwood finish will be used throughout the interior, and a vacuum steam-heating system will be installed for warming the great pile. To support its weight it will be necessary to lay the foundations at the depth of twenty-five feet below the street level. This will require the underpinning of the opera-house, which will be reduced to pigmy appearance in comparison with the massive proportions of its tall neighbor on the corner of Third and Mission streets. Some of the contracts have been awarded and work will begin early in the new year. It is hoped to complete the structure in eighteen months. The owner has decided to call it the Aronson, as he intends it to be a permanent investment...⁴⁸

The article reproduced the architects' rendering of the building, which indicates that the design of the building was very far along due to its resemblance to what was actually built the following year (Figure 34).

Possible Design Sources

Hemenway & Miller (Abraham Aronson's favored architecture firm) designed the Aronson Building in the manner of the First Chicago School, meaning that it was a steel-frame building clad in masonry and that its façade was composed in a tripartite scheme consisting of base, shaft, and capital – like a classical column. The window bays originally contained tripartite "Chicago windows," another signature element of the First Chicago School. The exterior of the building also displays the stylistic influence of one of the Chicago School's most famous architects – Louis Henri Sullivan – in particular the massive arches surrounded by vegetal terra cotta ornament. Sullivan's Wainwright Building in St. Louis (1890-91) and Guar-



Figure 34. Rendering of the Aronson Building
Source: San Francisco Chronicle (December 28, 1902)

⁴⁸ "Third and Mission Street Structure," *San Francisco Chronicle* (December 28, 1902), 12.

anty Building (1894-95) in Buffalo were likely major influences on the design of the Aronson Building (**Figures 35 & 36**). Although Sullivan handled these details in a more modern and sophisticated way, the uninterrupted pilasters and recessed spandrel panels, vegetal ornament, and small round windows in the attic story of the Aronson Building are almost certainly derived from these two examples.

The Guaranty and Wainwright Buildings were widely published in the architectural press during the 1890s and would have been familiar to Hemenway & Miller. Chicago School buildings were clearly not restricted to Chicago or even the Midwest. San Francisco already had two excellent examples of the style before the Aronson Building was built: Burnham & Root's Chronicle Building, completed in 1889 at 690 Market Street; and the same firm's Mills Building, completed in 1892 at 220 Montgomery Street (**Figure. 37**). The Mills Building, with its clear base-shaft-capital division, its giant order pilasters, and its terra cotta arches, may have also influenced Hemenway & Miller's design for the Aronson Building.



Figure 35. Guaranty Building, Buffalo
http://www.historic-structures.com/ny/buffalo/prudential_building.php



Figure 36. Wainwright Building, St. Louis
Historic American Building Survey

Features of the Aronson Building

Beyond its sophisticated design, the Aronson Building was endowed with many innovative and advanced technological features. In a growing city which had burned to the ground on several occasions, architects and builders were keenly aware of the need for fireproof construction techniques. The steel skeleton structure of the Aronson Building supported Roebling System B cinder concrete floor slabs⁴⁹ which were reinforced with expanded metal mesh.⁵⁰

⁴⁹ Abraham Lincoln Artman-Himmelwright, *The San Francisco Earthquake and Fire: a Brief History of the Disaster; A Presentation of Facts and Resulting Phenomena, with Special Reference to the Efficiency of Building Materials, Lessons of the Disaster* (New York: Roebling Construction Co, c. 1906), 103.

⁵⁰ Carl Gilbert Grove et al, *The San Francisco Earthquake and Fire of April 18, 1906 and Their Effects on Structures and Structural Materials* (Washington, DC: Government Printing Office, 1907), 32.



Figure 37. Mills Building, San Francisco
Source: Personal collection of the author



Figure 38. Looking north along 3rd Street
Aronson Building on far left
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

Partitions throughout were made of 4" thick hollow terra cotta tile blocks finished in plaster. To fireproof the steel structure, some columns were clad with terra cotta tile blocks, while others were encased in concrete – apparently thought to be of equal protection at the time.

The street façades of the Aronson Building have cast iron columns at the ground level and the second floor fabricated by Vulcan Iron Works of San Francisco. These materials allowed for much of the first and second floor levels to be devoted to shop windows and other display areas, transoms, and additional openings needed to provide light and air to the retail space on the first and second floors. Early photographs of the building show much more glass on the storefront than what exists today (Figure 38). The primary material above the storefronts was yellow "flash" brick. Most of the stone trim was reportedly carved from Arizona red sandstone. Colusa sandstone (which exists today) may have been substituted for the Arizona red sandstone or it was replaced after the 1906 Earthquake. The exuberant and exuberantly molded vegetal ornamentation around the arches was of terra cotta. The fired-clay products were made by Gladding McBean & Co. of Lincoln, California. The original metal cornice was copper over a steel framework.⁵¹ The north façade, highly visible from Market Street because of its stature was made of common red brick, without fenestration, and over time saw many advertisements painted along the upper portion of the wall.

⁵¹ Abraham Lincoln Artman-Himmelwright, *The San Francisco Earthquake and Fire: a Brief History of the Disaster; A Presentation of Facts and Resulting Phenomena, with Special Reference to the Efficiency of Building Materials, Lessons of the Disaster* (New York: Roebling Construction Co, c. 1906), 103.



Figure 39. Clay mock-up of terra cotta frieze ornament
Source: Gladding McBean Collection, California State Library

The Aronson Building's terra cotta ornament is the building's most significant feature. A unique photograph collection, assembled between October and December 1903 as the building was under construction, is located in the California State Library. The collection shows the process of developing the terra cotta ornament from drawings into full scale clay mock-ups in the Lincoln factory. The mock-ups were then used to make plaster master molds, from which the terra cotta pieces were ultimately cast. The photographs were taken by Gladding McBean staff to communicate with Hemenway & Miller via mail. The photographs include the part numbers on small boards sitting near each piece so the architects could easily identify it. Some of the photographs have hand written directions from Hemenway & Miller. One photograph, of the spandrel between the ninth floor windows, notes: "give more strength and character to leaves, same style as shown in French publication." Another photograph of one of the

frieze panels above the arches reads: "Be sure there is lots of relief to ornament" and "Consider height as before noted" (Figure 39).

Because the original plans perished in the 1906 Earthquake and Fire, not much is known about the original interior layout of the Aronson Building aside from the fact that its first floor contained four retail spaces and that the two entrances at 86 3rd Street and 710 Mission Street had "marble vestibules and staircases, with two high-speed elevators at the Third Street entry and two freight elevators on the opposite corner."⁵²

Upon completion, the Aronson Building was rapidly filled with various retail and commercial tenants – mostly wholesale distributors commonly found in this part of the South of Market Area. Two of the earliest tenants included the Ditmers Woolen Mills Co., which rented the entire sixth floor, and the California Glove Co., which rented the fourth floor.⁵³ A complete list of early tenants is difficult to assemble given the lack of reverse directories in San Francisco until 1953 (with the exception of the unique 1936 reverse directory).

⁵² "Third and Mission Street Structure," *San Francisco Chronicle* (December 28, 1902), 12.

⁵³ San Francisco City Directories.

H. 1906 Earthquake and Fire

As discussed above, with few exceptions the 1906 Earthquake and Fire leveled the South of Market Area. Broken gas mains in the area sparked firestorms that consumed hundreds of acres of tinder-dry wood-frame houses, tenements, and commercial buildings. Even most masonry buildings perished, either because of the quake itself or because the firestorms melted the fire doors and shutters and consumed the wood or cast iron frames, causing the buildings to collapse. With one known exception, the only buildings spared were modern steel-frame buildings such as the Aronson Building. Designed to be “fireproof,” the interior finishes of the Aronson Building did burn but the building did not collapse, mostly because the steel frame had been fire-proofed during construction. As one of a handful of survivors in downtown San Francisco, the Aronson Building was featured in several reports penned by structural engineers after the disaster. One of these reports, Roebling Construction Company’s *The San Francisco Earthquake and Fire – A Brief History of the Disaster: A Presentation of the Facts and Resulting Phenomena, with Special Reference to the Efficiency of Building Materials Lessons of the Disaster*, presented an entire section on the Aronson Building in its write up on the effects of the disaster on 16 “fire-proof” buildings and structures within the burned district.⁵⁴ Excerpted below is the text about the building and its performance in the disaster. We include the entire text for the valuable information it provides:

ARONSON BUILDING
N. W. Cor. Third and Mission Streets.

HEMENWAY & MILLER, Architects

A. ARONSON, Owner

Details of Construction

The Aronson Building is a nine-story store and loft building, about 80' x 90' in plan. The façades consist of Colusa sandstone for the lower three stories and buff pressed terra cotta brick with terra cotta ornaments above. The cornice is of terra cotta and copper. The west and south walls are of common brick, and all the walls are self-supporting.

The floors are supported by steel columns, girders and beams. The fire-proof floors are of the Roebling System B or flat slab type of stone concrete, the spans being about 6 ½ ft. between beams. The partitions throughout are of 4" hollow tile blocks. The steel columns are protected with 3" hollow tile blocks except two in the basement which have concrete protection. The soffits of the girders and beams are covered with crimped wire lath and cement plaster. The floor finish was of wood, laid on sleepers and sleeper infill.

⁵⁴ Abraham Lincoln Artman-Himmelwright, *The San Francisco Earthquake and Fire: a Brief History of the Disaster; A Presentation of Facts and Resulting Phenomena, with Special Reference to the Efficiency of Building Materials, Lessons of the Disaster* (New York: Roebling Construction Co, c. 1906), 103-7. The other 15 fire-proof buildings and structures featured included the Pacific States Telephone & Telegraph Company Building at Bush Street and Grant Avenue, the Union Trust Building at Montgomery and Market streets, the Wells Fargo Building at 2nd and Mission streets, the Crocker Building at Post and Market streets, the Sloane Building on Post Street near Kearny, the Shreve Building at Post Street and Grant Avenue, the Chronicle Building at Kearny and Market streets, the Monadnock Building on Market Street near New Montgomery, the Mutual Savings Bank at Geary and Market streets, the Spreckels/Call Building at 3rd and Market streets, the Kamm Building on Market Street near 3rd, the Whitehall Building (frame) on Geary Street near Stockton, the Spring Valley Water Company Building at Geary and Stockton streets, the Dewey Monument in Union Square, and the Butler Building at Geary and Stockton streets.

Effects of the Fire and the Earthquake:

The sand-stone of both fronts is badly spalled by the fire, and on the Third Street side it is considerably cracked by the earthquake. The pressed brick and terra cotta above is in good condition. At the third-story level the walls between the window openings are badly cracked by the earthquake. The northeast corner at the first story is badly racked. The north and west walls of common brick are in fair condition. All the walls are practically plumb, the greatest variation from the plumb being at the southeast corner, where the south front leans to the north about 3/8". The levels on the water table do not disclose any material displacement of the foundation.

One of the columns in the basement on the east side has buckled. In the southwest corner of the first story, two columns have buckled so that the floors settled about 18". On the eighth floor, in the northwest corner of the building, another column is badly buckled. The same column on the tenth story buckled also. One column deflected slightly in this story.

The concrete floors throughout are in first-class condition, successfully carrying a number of large safes that were located in different parts of the building. The 4" hollow tile partitions are generally wrecked, about 60 per cent of the entire work having fallen down. The wall furring is badly cracked, and is down in spots. The hollow tile column protection in the basement is in fair condition, although not of good quality originally. The 4" tile partitions around the stairway and elevator enclosure on the north side collapsed throughout, many of the blocks falling on the stairway and wrecking it.

The wire lath and cement plaster on the soffits of the beams and girders is in good condition. The suspended wire lath and plaster ceiling on the top story is intact. The cast iron stairway and elevator fronts on the west side are greatly damaged and the stairway on the north side is completely wrecked.

Comments:

The intensity and duration of the fire was normal and such as would naturally result from the combustion of considerable stock, wood finish, furniture, etc., in a building of this character. The sand-stone portions of the front will require renewal. The several columns that have been buckled can be replaced. The elevator fronts, stairways, partitions, column protection and all the plaster work must be completely renewed and rebuilt.

An opportunity of comparing the efficiency of hollow tile blocks and concrete for column protection was afforded in the basement, where both materials were used for this purpose. One of the columns covered with hollow tile blocks buckled very badly, and the protection is damaged around other columns. The columns protected by concrete remain straight and uninjured, although none of them is within 15 ft. of the badly buckled column referred to and was apparently subjected to the same conditions.⁵⁵

⁵⁵ Abraham Lincoln Artman-Himmelwright, *The San Francisco Earthquake and Fire: a Brief History of the Disaster; A Presentation of Facts and Resulting Phenomena, with Special Reference to the Efficiency of Building Materials, Lessons of the Disaster* (New York: Roebeling Construction Co, c. 1906), 103-7.

The piece on the Aronson Building in the Roebling study includes a photograph of the building immediately following the disaster. From the image one can see the damage to the sandstone at the first and second floor levels, the largely fire-gutted interior, and the missing/damaged cornice (Figure 40). Another photograph taken around the same time shows the lower half of the building from the intersection of 3rd and Mission streets in clearer detail (Figure 41).



Figure 40. Aronson Building in 1906 showing damaged exterior
Source: *The San Francisco Earthquake and Fire: a Brief History of the Disaster* (1906)

I. Reconstruction

Although the Aronson Building performed fairly well in the disaster – especially given that it was located in the epicenter of the hottest firestorm that swept the South of Market Area – the interior had to be completely reconstructed, including new flooring, windows and doors, baseboards, picture moldings and door and window frames; plaster wall and ceiling finishes and partitions, electrical and plumbing systems, and stairs and elevators. Other work included re-

placing the sandstone trim and cornice and the replacement of damaged terra cotta ornament. Gladding McBean still had the molds for the project and the company was able to supply replacement pieces. Hemenway & Miller oversaw the repair. Abraham Aronson financed the work which was estimated on the permit, dated December 28, 1906, to cost \$100,000.⁵⁶ Throughout the process, Abraham Aronson remained committed to the Aronson Building and San Francisco, the city where he had earned his substantial fortune in real estate.

The repair and rehabilitation of the Aronson Building largely followed the original 1902-03 design with some changes. According to the 1913-15 Sanborn maps, the number of retail spaces on the ground floor had expanded from four to six, with three stores and a saloon facing 3rd Street (88, 90, 92, and 98 3rd Street) and two small stores facing Mission Street (708 and 710 Mission Street) (**Figure 42**). As they were before the quake, the two entrances at 86 3rd Street and 710 Mission Street had “marble vestibules and staircases.” The 3rd Street lobby contained two high-speed passenger elevators and a stair. This would have been the primary entrance for building occupants and visitors. There was a third service entrance located at the northwest corner of the building, along the narrow, 8'-wide Opera Alley that ran along the west side of the building. The service entrance contained a pair of freight elevators. Opera Alley was closed when the 1978 addition was built. A corridor along the west wall from the lobby at 710 Mission probably accessed the service lobby at the rear of the building.



Figure 41. Aronson Building from corner of 3rd and Mission streets, 1906
Source: Bancroft Library

⁵⁶ City and County of San Francisco, Board of Public Works, “Application of A. Aronson owner to make alterations or repairs at N.W. cor. 3rd and Mission Streets” (Application No. 7101, December 28, 1906).

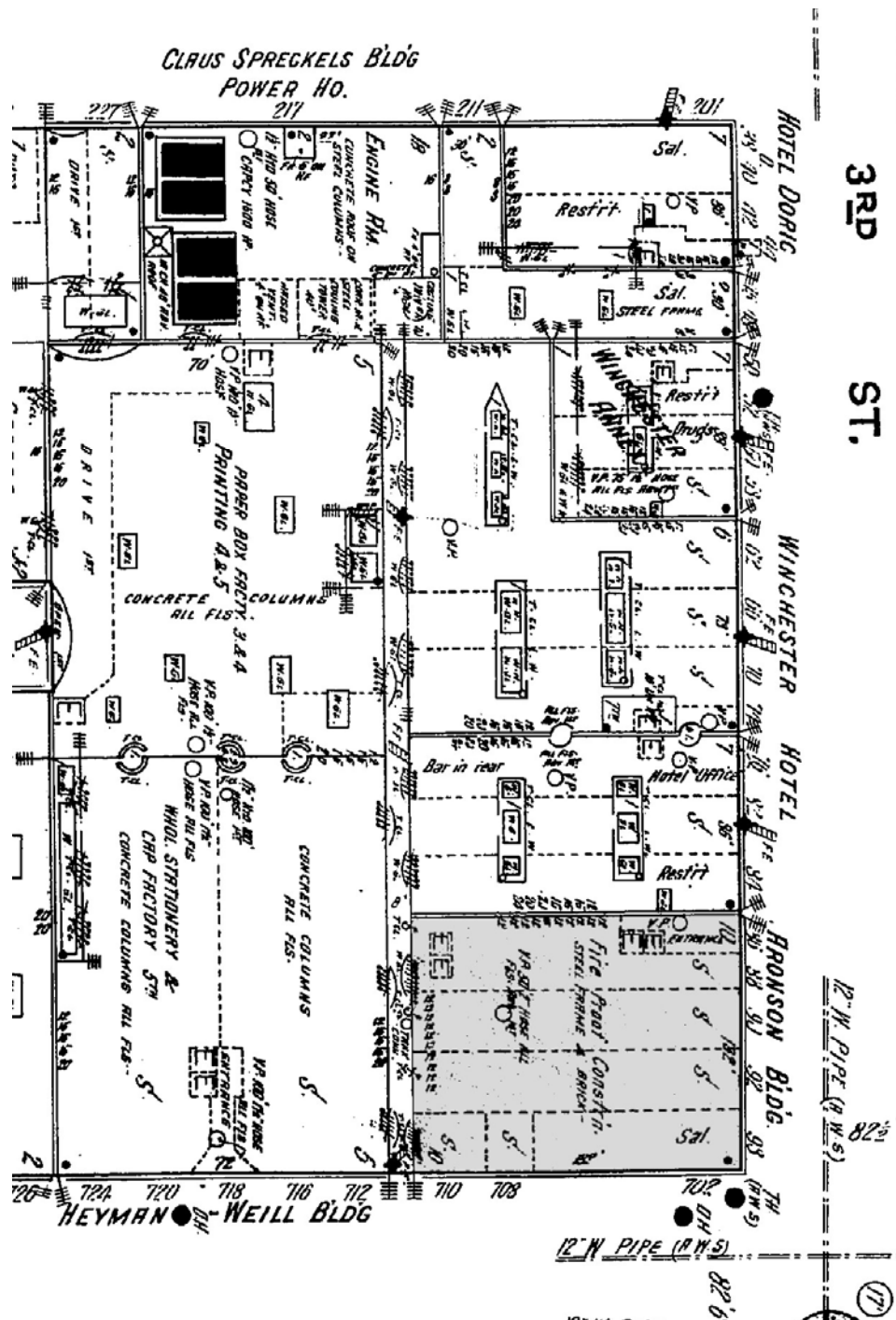


Figure 42. 1913-15 Sanborn Map showing a portion of Block 3706
 Aronson Building shaded in gray
 Source: San Francisco Public Library
 Annotated by KVP Architects

The 1913-15 Sanborn map indicates that the Grand Opera House was not rebuilt after the quake, having been replaced by the Heyman-Weill Building. The Sanborn Map also indicates that the intersection of 3rd and Mission had become one of the most important downtown intersections, with new skyscrapers joining the Aronson Building at this intersection. The 10-story Gunst Building sat across the street at 701-9 Mission Street and the 10-story Williams Building went up at 693 Mission Street in 1907. Together, the three buildings (Aronson, Gunst, and Williams) comprised a cluster of skyscrapers every bit as notable as the intersection of 3rd and Market, aka “Newspaper Angle,” located one block to the north.

J. Subsequent Owners

In June 1938, Abraham and Nettie Aronson sold the Aronson Building to the Northwestern Mutual Insurance Company.⁵⁷ After 35 years of ownership by the same family, the new owners changed the building's name to the Mercantile Building. In 1939, the new owners remodeled the lobby at 86 3rd Street.⁵⁸ The first floor continued to contain several storefronts, although these were gradually consolidated to accommodate the expansion of Rochester Clothiers (now Rochester Big and Tall), a tenant of the building since 1918.⁵⁹ In February 1942, Northwest Mutual Insurance Company sold the Aronson/Mercantile Building to Bernard Weinstein.⁶⁰ Weinstein owned the property for two years, selling it to Panama Realty Company in July 1944.⁶¹ In December 1949, Panama Realty Company sold the building to Hilary J. and Marion M. Bevis.⁶² The Bevis' owned the building for a decade, selling it in June 1958 to Bethlehem Pacific Coast Steel Company. This company immediately turned around and sold it to R.C. Pauli.⁶³ Pauli owned the Aronson Building for two years, selling it to the Larinda Corporation in May 1960.⁶⁴ The Larinda Corporation owned the building for six years, selling it to Harold E. Pauli et al in May 1966. Harold E. Pauli immediately transferred it to Lazzareschi Investment Company, which in turn, sold it to Eighty-six Third Street Association.⁶⁵

In June 1971, the San Francisco Redevelopment Agency acquired the Aronson Building from Eighty-six Third Street Association through legal action as it assembled the Yerba Buena Center Redevelopment Area.⁶⁶ After its acquisition, the property was expanded to the north and west, increasing the dimensions of the parcel to 105' x 147'. The Agency planned to demolish the building. When this failed for reasons that will be discussed below, the Redevelopment Agency sold the building to T/W Associates in October 1978.⁶⁷ T/W Associates owned the building for nearly three decades, selling it to 706 Mission Street LLC in January 2006.⁶⁸

⁵⁷ San Francisco Office of the Assessor-Recorder, Sales Ledger records for 706 Mission Street.

⁵⁸ Note in Gladding McBean collection at California State Library, California History Room.

⁵⁹ San Francisco City Directories.

⁶⁰ San Francisco Office of the Assessor-Recorder, Sales Ledger records for 706 Mission Street.

⁶¹ Ibid.

⁶² Ibid.

⁶³ Ibid.

⁶⁴ Ibid.

⁶⁵ Ibid.

⁶⁶ Ibid.

⁶⁷ Ibid.

⁶⁸ Ibid.

Table 1: Chain of Title for the Aronson Building

Transaction Date	Sold By (Grantor)	Sold To(Grantee)	Notes
1902	Jonathan Van Bergen	A. Aronson	Property purchase
May 8, 1925	A. Aronson and Nettie Aronson	Mercantile Trust Co. of California	Lot 9 Sanborn shows "Lot 10" Lot is 85' x 107' Deed of trust
June 12, 1928	American National Co. successor trustee to Mercantile Securities Co. of California	A. Aronson and wife	Reconveyance
June 21, 1938	A. Aronson and wife	The Northwestern Mutual Life Insurance Co.	Deed of sale
February 25, 1942	The Northwestern Mutual Life Insurance Co.	Bernard Weinstein	Deed of sale
July 17, 1944	Bernard Weinstein	Panama Realty Co.	Deed of sale
December 29, 1949	Panama Realty Co.	Hilary J. Bevis 5/6 and Marion M. Bevis 1/6 (wife)	Quit claim deed
June 18, 1958	Hilary J. Bevis 5/6 and Marion M. Bevis 1/6 (wife)	Bethlehem Pacific Coast Steel Corp.	Deed of sale
June 18, 1958	Bethlehem Pacific Coast Steel Corp.	R. C. Pauli and Sons	Deed of sale
May 23, 1960	R. C. Pauli and Sons	Larinda Corporation	Deed of sale
May 16, 1966	Larinda Corporation	Harold E. Pauli and Georgeanna S. Pauli and Thomas C. Pauli and Florence C. Pauli	Deed of sale
May 16, 1966	Harold E. Pauli and Georgeanna S. Pauli and Thomas C. Pauli and Florence C. Pauli	Lazzareschi Investment Co.	Deed of sale
May 16, 1966	Lazzareschi Investment Co.	Eighty Six Third Street Assoc.	Deed of sale
June 7, 1971	Eighty-Six Third Street Assoc.	Redevelopment Agency of the City and County of San Francisco	Deed of sale
September 20, 1978	Redevelopment Agency of the City and County of San Francisco	Western Title & Insurance Co.	Deed of sale Parcel now known as 3706-R Parcel size changed to 105' x 147' overall

Transaction Date	Sold By (Grantor)	Sold To(Grantee)	Notes
September 29, 1978	Western Title & Insurance Co.	Redevelopment Agency of the City and County of San Francisco	Deed of sale
October 20, 1978	Redevelopment Agency of the City and County of San Francisco	T/W Associates	Deed of sale
January 23, 2006	T/W Associates	706 Mission Street Co. LLC	Two parcels Deed of Sale
2009	Mexican Museum	706 Mission Street Co. LLC	Portion of Lots 276 and 277, parcel of 123' x 79.5' added to west

K. Subsequent Occupants

As mentioned above, one of the earliest and longest tenants of the Aronson Building has been Rochester Clothiers, (now Rochester Big and Tall). Rochester Clothiers was founded in 1906 to provide uniforms and work clothes to workingmen in San Francisco, of which there were once many in the South of Market Area. For much of the building's history Rochester Clothiers shared the first floor retail space with as many as nine other tenants. The very important corner retail storefront was occupied by a saloon for many years, from approximately 1907 until Prohibition in 1919. The storefronts along Mission Street were infilled to reduce visibility into the saloon space as indicated in this 1909 photograph of the building (**Figure 43**).

After Prohibition passed, the saloon space was split up into six small storefronts, as illustrated on the 1948-50 Sanborn Maps. In subsequent years the new stores in this area housed a take out restaurant, a cigar store, G.E. Biddel & Co. photo supplies, U.S. Sewing Machine Co., a barber shop, an Army and Navy clothing surplus store, Bea's Coffee Shop, and Fox's Sandwich Shop. As is evident by the types of businesses, the Aronson Building's retail shops and restaurants catered to a less-affluent population – probably mostly local residents of the residential hotels in the area. In 1964, Rochester Clothiers consolidated most of the first floor into one

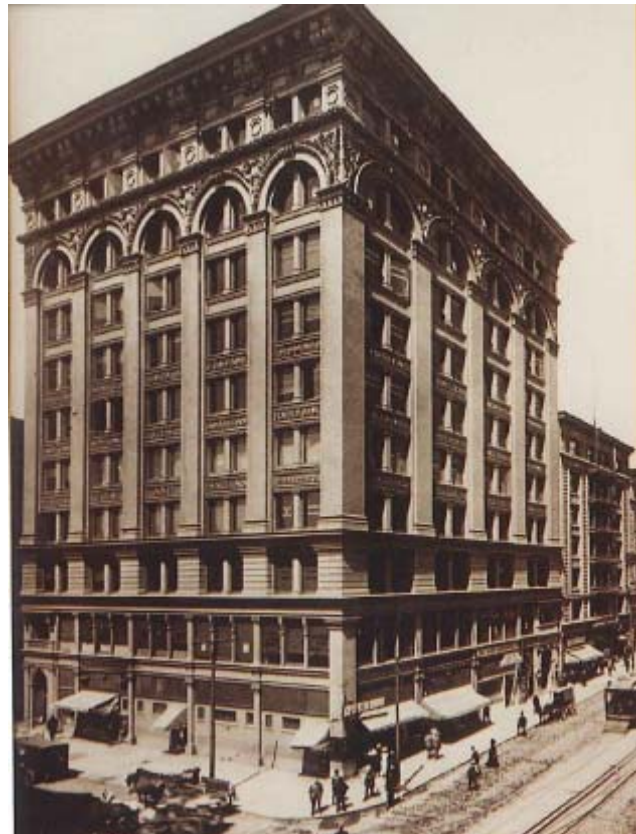


Figure 43. Aronson Building, 1909
View from southeast, showing storefronts along Mission
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

large storefront, except for the camera store on Mission Street. In 1968, Rochester Clothiers added a mezzanine level to the interior of the store and changed out the storefront windows.⁶⁹

Between 1903 and 1975, the upper floors of the Aronson Building were occupied by dozens of wholesale and light manufacturing businesses, newspaper offices, architect and engineer offices, and many other private and government offices. Holm and Nathan occupied the third and fourth floors upon the building's completion. In June 1904 it was reported that the third floor was leased to the *German Demokrat*. The Ditmer Woolen Mills rented the sixth floor and the seventh floor was leased by the California Glove Company. Two other floors were occupied by Bovee Toy Company.⁷⁰ Each company paid \$36,000 per floor for a 10-year term.⁷¹

In 1936, when the first (and last for a while) San Francisco Reverse Directory was published, the upper floors housed the following tenants: the Aronson Insurance Company and Aronson Realty Company (both belonging to the owner's family), the California State Emergency Relief Administration (a state agency developed to provide relief to unemployed Californians), Dun & Bradstreet (a commercial credit company), Eastman Cutting Machine Co., Heastand BF Co. (crocery distributor), E. Leitz Inc. (microscopes and other scientific equipment), Ruby Ring Hosiery Co., and the Universal Button Co.⁷²

When the 1953 San Francisco Reverse Directory (the first in a series of reverse directories) was published, the upper floors of the Aronson Building housed the following businesses and organizations: Girl Scouts of America, Noide & Horst Sales Co. (hosiery), Druehl Sales Co. (manufacturers' agents), Webster Optical Co. (optical supplies), Top Secret Hosiery Sales Co., Inc. (hosiery), Hale Brothers Department Store (wholesale division warehouse), U.S. Public Utilities Commission (Transit Division field office), Pioneer Suspenders (suspenders and other men's garments), Wilson Brothers (men's furnishings wholesaler), Cates & Ganong Association (manufacturers' agents), Manhattan Shirt Company (men's clothing wholesaler), and Philips-Jones Corporation (men's furnishings wholesaler). Reverse directories from subsequent years up until the acquisition of the property by the San Francisco Redevelopment Agency record a long list of wholesalers, manufacturers agents, and government offices.⁷³

As discussed above, the Aronson Building was located in what had long been San Francisco's "Wholesale District," a sector of downtown characterized by its concentration of wholesale operations, in particular businesses dealing with textiles, paper, furnishings – both office and home, optical equipment and electronics, machinery, etcetera. Many of these businesses supplied retail businesses in the nearby Union Square shopping district or provided supplies and equipment to the offices in the nearby Financial District. Because it was not a prime office or retail address, rents in the Wholesale District were generally lower than north of Market Street, but not that much less given its proximity to San Francisco's financial, business, and retail heart.

⁶⁹ San Francisco Department of Public Works, "Application of Rochester Clothing Company for permit to make additions, alterations or repairs to building at N.W. corner of 3rd and Mission Street" (Application No. 301044, June 1, 1964).

⁷⁰ "Builders' Contracts" *The San Francisco Call*, November 16, 1904, p. 14.

⁷¹ "The Summer Real Estate Market Well Maintained," *San Francisco Chronicle* (June 18, 1904), p. 7.

⁷² San Francisco 1936 Reverse Directory.

⁷³ San Francisco 1953 Reverse Directory.

L. San Francisco Redevelopment Agency Plans to Demolish the Aronson Building

Ever since the Yerba Buena Center Redevelopment Area was established in 1966, the Aronson Building had been earmarked for demolition to provide space for a plaza.⁷⁴ Lawsuits over the displacement of existing residents held up the execution of the project for several years, leading to the withdrawal of several private developers. Most of the lawsuits were resolved by 1974 and the project resumed. The clearing of Central Block 1 hit a snag with the Environmental Impact Statement (EIS) process, which was required under the National Environmental Protection Act (NEPA). Environmental review was required because the project used monies from the Housing and Urban Development Department (HUD). The Final EIS had been published in October 1974 but its adequacy was immediately called into question by the National Trust for Historic Preservation (the National Trust), the Foundation for San Francisco's Architectural Heritage (Heritage), and the San Francisco Landmarks Preservation Advisory Board (Landmarks Board). These bodies contested the EIS findings that the site contained no historic resources. On May 2, 1974, Heritage submitted an application to list the nearby Jessie Street Substation in the National Register of Historic Places. This and other issues again slowed the progress of the Yerba Buena Center.

The Redevelopment Agency pushed ahead with its plans; in March 1975, the Agency emptied the Aronson Building except for the first-floor retail tenants – Rochester Clothiers and Fox's Delicatessen and readied the building for demolition. Heritage appealed the decision to demolish the building at the San Francisco Redevelopment Agency hearing on March 12, 1975, arguing that the Aronson Building was a "distinguished example of early 20th century office block style, with a notable band of arched windows across the top."⁷⁵ Longtime tenants, including Bob Sockolov of Rochester Clothiers and Bella Fox, owner of Fox's Delicatessen (the only authentic Jewish deli South of Market), echoed the desire to keep the building. Unfortunately for fans of the Aronson Building, the Redevelopment Agency Commission thought it should go, disregarding staff recommendations that it be rehabilitated as part of the Yerba Buena Center. Agency President Walter Kaplan stated: "It's hard to visualize this as a historical landmark. This is one that should have been demolished a long time ago – not made a part of that sparkling new Yerba Buena project."⁷⁶

In June 1975, the Aronson Building received a reprieve when the Landmarks Board identified three buildings on Central Block 1 as historical resources: the Jessie Street Substation, St. Patrick's Church and Rectory, and the Aronson/Mercantile Building. Furthermore, the Board recommended that the Aronson Building be listed in the National Register of Historic Places on the basis of the findings of a subcommittee consisting of prominent historians and planners such as Charles Hall Page, Richard Longstreth, and John L. Frisbee.⁷⁷ Subsequent survey work by Heritage in 1977 resulted in the Aronson Building getting an A-rating, meaning that it was eligible for listing in the National Register and of "highest importance." Subsequent environmental analysis identified additional historical resources in the vicinity of the Aronson Building, and in August 1978 the Aronson Historic District was determined eligible for listing in the National Register. The district consisted of the Aronson Building at 86 3rd Street, the Williams Building at 693 Mission Street, and the Blumenthal Building at 87 3rd Street. This district, which encompassed three corners of the intersection of 3rd and Mission, was missing only the south

⁷⁴ "Mercantile Building to Fall to Wreckers," *San Francisco Progress* (March 15, 1975), 3.

⁷⁵ Larry Liebert, "Fans Can't Save Old Building," *San Francisco Chronicle* (March 12, 1975), 6.

⁷⁶ Ibid.

⁷⁷ Dan Borsuk, "Doomed Building has Reprieve," *San Francisco Progress* (June 20, 1975).

west corner, where the architecturally significant Gunst Building had already been demolished to make way for the Yerba Buena Convention Center.

In 1982 the Advisory Council on Historic Preservation got involved, preparing a Memorandum of Agreement (MOA) signed by HUD, the San Francisco Redevelopment Agency, and the California Office of Historic Preservation, to “consider alternatives to avoid or mitigate adverse effects” on the Jessie Street Substation, St. Patrick’s Church, the Salvation Army Building (St. Patrick’s Rectory), the Jessie Hotel, and the Aronson Historic District. The MOA requested the redesign of Center Block No. 1 and the rehabilitation of historic resources according to the *Secretary of the Interior’s Standards for Rehabilitation*.⁷⁸

M. Aronson Building Remodeled

When it became apparent that the Redevelopment Agency would not be allowed to demolish the Aronson Building, it sold the property to T/W Associates on October 20, 1978. A little over one month later, T/W Associates applied for an alteration permit to perform \$1.5 million of work on the building, including the construction of a 10-story addition on the west side of the building and a three-story addition on the north side. Most of the original building’s core functions were removed at this time and put into the west addition, except for a freight elevator which was placed in one of the passenger elevator shafts near the northeast corner. The work, which was designed by My Nin (sp?) Wong, was completed in 1978 (**Figure 44**).⁷⁹ The alterations, which were not approved by the Office of Historic Preservation or the Advisory Council on Historic Preservation, were completed prior to the signing of the Memorandum of Agreement in 1982, which would have specified that the alterations comply with the *Secretary of the Interior’s Standards for Rehabilitation*.



Figure 44. Rendering of 1978 remodel
Source: Turnstone Consulting

⁷⁸ Advisory Council on Historic Preservation, “Memorandum of Agreement,” May 7, 1982.

⁷⁹ San Francisco Department of Public Works, “Application of T/W Associates for permit to make additions, alterations or repairs to building at N.W. corner of 3rd and Mission Street” (Application No. 75611, November 24, 1979).

N. Alterations

After the 1906 Earthquake and Fire, the Aronson Building was largely restored to its original state except that the storefronts along Mission Street were partially infilled and the upper floor windows changed from double-hung to center pivot. Also the steel structural columns clad in hollow-clay tile that buckled were replaced and encased in concrete. The permit to repair the Aronson Building is vague about the exact scope of work and the drawings are missing, although it is known that the sandstone on the exterior had to be completely replaced, some of the terra cotta repaired, the cornice replaced, and the interior completely rebuilt.

Recorded alterations completed from 1907 through the next several decades involved various tenant improvement work by retail and commercial tenants. The scope of exterior alterations was mostly confined to storefronts and signage.

The two additions and other related alterations completed in 1978 changed the building's circulation and massing. The construction of the full-height addition to the west included removing most utilities and vertical circulation from the original building. The smaller addition constructed on the north wall was built to house a truck loading dock function not part of the original structure. Within the historic building, most of the interior finishes were removed and some floors were sandblasted.

As part of the 1978 work, the main entrance of the Aronson Building was relocated to the new addition within a gated courtyard to the west of the building. It was also next to the parking lot that occupied the parcel next door. Removing the entrance from the street disrupted the traditional pedestrian path of access and perhaps reflected growing concerns over security. This work also entailed the removal of a historic arched entrance near the west end of the Mission Street façade and its conversion into a storefront. The entrance at 86 3rd Street remains but its carved stone details have been removed. An iron gate was added at this entry at an unknown date, a further indication of concerns over security. The function of this entry has changed from the building's front door to a dedicated entry for the freight elevator and loading dock. The rest of the first-floor storefronts were infilled and altered except for the cast iron columns, which remain intact along Mission Street and partially intact along 3rd Street.

All of the exposed common brick on the north was sandblasted and part of it was obscured behind the three-story addition built in 1978. Some windows were also cut into the north wall from the eighth through the tenth floors. The west façade of the historic building was originally faced in common red brick similar to the north façade. Photographs from the 1970s show several utilitarian plain openings on this elevation (**Figure 45**). This façade was obscured entirely when the addition was built in 1978.

Some portions of the decorative terra cotta elements along Mission and 3rd streets are missing, most notably an entire keystone above one of the Mission Street windows at the tenth floor. Most of the exterior sandstone stone is painted and some areas of stone are missing due to spalling. Open metal fire escapes running the full height of the building were added at an unknown date to the center of the south, as well as the north end of the east façade. Where these fire escapes occur, any projecting terra cotta or stone in the way has been removed. In addition, large holes were cut through the cornice to access the roof. On the typical upper floors along the street façades single light, fixed bronze anodized aluminum mullion windows re-

placed the operable wood pivot-sash windows installed in the 1906 rehabilitation. These non-historic window sashes contain bronze-colored tinted glass.



Figure 45. Aronson Building, late 1970s
Source: San Francisco Historical Photograph Collection
San Francisco Public Library

O. Building Chronology

1903-1909

1903: Designed by Hemenway & Miller, Aronson Building is constructed at a total cost of \$700,000, including the land, which cost \$290,000. The building is named after Abraham Aronson, the building's owner.

1906, December 28: Building permit is issued for the rehabilitation and reconstruction of the Aronson Building at an estimated cost of \$10,000. The building is to be as light industrial lofts. The owner is A. Aronson and the architects for are Hemenway & Miller (Permit #7101).

1907: Alteration of storefront for cigar store.

1909: Installation of show window; alteration of stair to seventh floor.

1910-1919

1919: Remodel of former cigar store and saloon at the corner of 3rd and Mission streets to another use.

1920-1929

1920: Combination of two stores at 702 Mission Street; removal of plate glass window on Mission Street.

1921: Alteration of storefront at 708 Mission Street; move front door at 700 Mission Street.

1930-1939

1930: Installation of sidewalk lights; installation of storefront, partitions, and other alterations.
1934: Alteration for barber shop at 708 Mission Street.
1936: Removal of concrete arches.
1939: Common area circulation remodeled on first floor

1940-1949

1943: Installation of pole sign for barber shop at 700 Mission Street.
1946: Installation for sign for Taylor, Army & Navy at 702 Mission Street.

1950-1959

1954: Removal of gates and installation of concrete bulkhead.
1959: Installation of Pepsi-Cola sign for Bea's Coffee Shop at 702 Mission Street.

1960-1969

1961: Installation of sign in unknown location.
1962: Alterations for Dinty's Kitchen at 702 Mission Street.
1964, July 28: Building permit approved for alteration of the ground floor consisting of several small stores. Except for a camera shop still under lease, all the partitions were to be removed and all storefronts consolidated into one larger store with a mezzanine [for Rochester Clothing Co.] and another smaller store on 3rd Street. All existing show windows to be removed and replaced, all new electrical wires and fixtures, new exhaust and ventilating system, new baseboard steam connectors, store fixtures, signs, and awnings. Estimated cost for the project is \$50,000, and the architect for the project is Wayne Osaki (Permit #269932).
1964: Installation of awning for Rochester Clothing Co; Installation of kitchen and toilet for the Fox Sandwich Shop.
1968: Add mezzanine floor for Rochester Clothing; Installation of new sheetrock at 706 Mission Street.

1970-1979

1978, November 24: Construction of two additions: a ten-story addition on the west façade and a three story addition on the north façade. Estimated cost for the project is \$1,500,000 (Permit #332753).
1978-1981: Conversion of 86 3rd Street lobby to a freight elevator lobby; Move core functions to new west addition; Installation of a full-height interior stair at the west corner of the building; remove and replace nearly all interior finishes; remove entrance on Mission Street and replace with storefront window; remove stone details at 86 3rd Street entrance and cover with brick tiles.
1979: Brick failure analysis completed in undetermined locations.

1980-1989

1980: Installation of fixtures for Rochester Clothing Co.
1981: Alterations to walls and ceiling at 700 Mission Street; Installation of sign for Rochester Clothing Co.; Installation of glass doors at the elevator lobby.
1983: Life safety; Installation of rack system in Rochester Clothing Co.

1986: Tenant improvements to fourth through tenth floors; Installation of toilets in the basement, eighth, ninth, and tenth floors.

1987, February 2: Building permit approved to install new partitions on second floor as part of tenant improvements. Estimated cost for the project was \$150,000 and the designer was Clarke Design Group (Permit #563118).

1987: Remodel/tenant improvements to third floor of 706 Mission Street.

1990-1999

1993: Installation of sprinklers for bookstore on ground floor and café on second floor.

1994: Tenant improvements made in unidentified area.

1995: Installation of fire sprinkler system; several tenant improvements.

1996, April 8: Building permit approved to provide a 2-hour fire rated enclosure per plans, revise to #9516998. Estimated cost of project is \$3,000. Project complete on August 19, 1996 (Permit Application #9605925).

1998, March 11: Building permit approved to replace brick on the northwest corner of the building. Estimated cost for the project is \$8,000. Project complete on August 26, 1998 (Permit Application #9804115).

2000-2009

2006, February: Stabilization of terra cotta elements on exterior. Work completed by Rainbow Waterproofing.

2010-

2010, February 11: Building permit approved to remodel the existing ninth floor tenant space by removing private office partitions for new open office area, installation of new finishes, and relocation of 33 existing light fixtures and adding one new fixture. The estimated cost for the project is \$25,000 (Permit Application #201002045899).

2010, February 17: Building permit approved to relocate fire sprinklers on tenth floor. Estimated cost for the project is \$3,000 (Permit Application #201002176638).

2010, February 22: Building Permit approved to relocate and add fire alarm system devices on ninth floor. Estimated cost for the project is \$4,500 (Permit Application #201002176664).

Unknown date

- All of the common brick – both on the exterior and where exposed on the interior – sandblasted, probably in 1978.
- Windows inserted into the eighth through tenth floors of the north façade.
- Doors replaced and metal gate installed at 86 3rd Street.
- Metal fire escapes added to the center bay of the south façade and the north end of the east façade; projecting terracotta and stone removed where the fire escapes are located.
- Fixed bronze-anodized aluminum mullion windows replace operable pivot wood-sash windows installed in the 1906 rehabilitation, probably in 1978.
- Storefronts infilled, probably in 1978.

P. Abraham Aronson

Abraham Aronson

Figure 46. Abraham Aronson
Source: *Western Jewry* (1917)

Abraham Aronson was born in Kalwaria, Poland on September 1, 1856 (**Figure 46**). Preceded by his father David, he and his mother Elka (nee Silberman) immigrated to the United States in 1869. Initially they lived in New York, but they moved on to San Francisco in 1870. The young Aronson attended Lincoln Night School and City Business College. In 1871, he opened a furniture store in the North Beach district. In 1882 he married California-born Amelia Rosenthal of Grass Valley and by 1900 they had two sons and two daughters. Around 1886, Aronson built a large structure on Stockton Street to house his expanding furnishings enterprise. He continued with this business until 1894 when he established Aronson Realty Company. In his new business he bought old buildings and replacing them with larger and more expensive structures. After the death of his wife in 1903, he married his sister-in-law Nettie Rosenthal in 1907. Abraham Aronson was heavily involved in San Francisco's Jewish community and sat on the boards of several

Jewish associations, including as chairman of the Building Committee for the original Temple Sherith Israel. In 1911, he made an unsuccessful bid for election to the San Francisco Board of Supervisors. That same year, his son Daniel joined him in the real estate development business. Aronson's office was located at 340 Post Street and he and his family resided at 1720 Sacramento Street. The 1906 Earthquake and Fire devastated many of his holdings and his office, but he relocated his business to 511 Eddy Street and rebuilt his properties.⁸⁰ Abraham Aronson died on November 17, 1940 in San Francisco.⁸¹

Q. First Chicago School

Also labeled as Commercial Style or Sullivanesque, the First Chicago School laid the groundwork for the skyscraper boom in the United States during the last quarter of the nineteenth century. These principles were based primarily on the technological breakthrough of the all-steel structural frame, the curtain wall, the consequent large window openings that could be expressed on the exterior elevations, and the development of the high-speed passenger elevator. Escalating land prices in Chicago's Loop spurred developers and architects to seek ways to build upward. Many of the designs were expressed as the three parts of a Classical column with a base, shaft, and capital. How an architect clad the structure presented itself in a wide variety of styles and techniques but massing was paramount. The character-defining features of the Chicago School often included vertical window bays consisting of tripartite "Chicago windows" alternating with recessed spandrel panels. The window bays were typically divided by pilasters capped by massive semi-circular arches. The combination created powerful verticality in a building's composition. Some Chicago School buildings were extremely utilitarian but

⁸⁰ Martin M. Mayer and A. W. Voorsanger. *Western Jewry: An Account of the Achievements of the Jews and Judaism in California, Including Eulogies and Biographies* (San Francisco: Henry Hollander, Bookseller, c. 1917), 163.

⁸¹ California Death Index, 1940-1997.

others incorporated extensive amounts of terra cotta ornament (often expressed in organic, foliated motifs) especially at the frieze and capital level. A good example of the style is the Marquette Building, by Holabird & Roche, of 1895 (Figure 47).

The First Chicago School took off after Chicago's Great Fire of 1871 destroyed the city's downtown, spurring a rebuilding campaign that turned the Loop district into a forest of modern skyscrapers by Dankar Adler, Solon S. Beman, Daniel Burnham, William Holabird, William LeBaron Jenney, Henry Hobson Richardson, Martin Roche, John Root, and Louis Sullivan. Some of these architects worked in other cities, especially in the West, where such innovative ideals were welcome. The school went into eclipse after the 1893 World's Colombian Exposition in Chicago reintroduced the nation to Beaux Arts Classicism.⁸²



Figure 47. Marquette Building

R. Hemenway & Miller

The Aronson Building was designed by the San Francisco-based architectural firm of Hemenway & Miller, a partnership consisting of Sylvester W. Hemenway and Washington J. Miller. Today the firm is relatively obscure, although they designed several prominent buildings in San Francisco during their brief seven-year partnership. Their architectural training is little-known, especially in comparison with many of their better-known contemporaries who were known to have trained at the École des Beaux-Arts. Both men seem to have received their education in the traditional way, serving apprenticeships at various San Francisco architectural firms.

Sylvester W. Hemenway, who resided at 1026 Greenwich Street, started his career as an apprentice in the office of Wright & Sanders in 1885. By 1890-1891 he was listed in the San Francisco City Directory as a solo practitioner with an office at 604 Commercial Street. From 1890 until 1899, he was also employed by the San Francisco Department of Public Works, presumably as a draftsman.⁸³ Meanwhile, in 1892, he joined the office of Pissis & Moore, where he likely worked on the Hibernia Bank Building, San Francisco's best-known Beaux Arts-style building of the period. Working in this office he probably absorbed much of the pedagogy of the École des Beaux Arts from principal Albert Pissis. In 1897, Hemenway went on to work in the office of A. C. Schweinfurth, a well-known leader in the Arts and Crafts-inspired First Bay Region Tradition. While in Schweinfurth's office Hemenway probably worked on the well-known Unitarian Church at 2401 Bancroft Way in Berkeley. In 1899, Hemenway again opened his own office in the Hearst Building at 3rd and Market streets, a block away from the Aronson Building. A year later, he formed a partnership with Washington J. Miller. The firm was located in Suite 608 of the Hearst Building.

Much less is known about Washington J. Miller. Miller was born in 1869 in California and resided at 412 17th Street in Oakland with his wife Mary. He was trained as a structural engineer.

⁸² "The First Chicago School," Encyclopedia of Chicago: www.encyclopedia.chicagohistory.org/pages/62.html

⁸³ "Mother Seeks to Restrain Son," *San Francisco Call* (December 30, 1909), 10.

When Hemenway and Miller combined forces in 1900 the City Directory of that year listed them as architects and structural engineers, suggesting that Hemenway was responsible for the designs and Miller for the engineering.



Figure 48. Italian Swiss Colony Warehouse

Source: www.noehill.com

Hemenway & Miller designed a variety of different building types but seem to have specialized in brick masonry industrial and commercial buildings. Some highlights of their career include the Italian Swiss Colony (ISC) Warehouse at 1265 Battery Street (1903) (**Figure 48**), a California Landmark, and the nearby Cargo West Building at Battery and Union streets (1907), a contributor to the Jackson Square Historic District. With their previous wine warehouse experience with ISC, the firm won the commission to design the California

Wine Association/Schilling Winery at 900 Minnesota Street (1907) in the Potrero District, a contributor to the Dogpatch Historic District. Some other notable projects by the firm include the old Bullock & Jones Building at 108-10 Sutter Street (1902 and 1907) and the Hotel Rex at 562-70 Sutter Street (1907).

In 1906, the firm was burned out of its offices in the Hearst Building. After reuniting they earned several commissions rebuilding several of their commissions damaged in the earthquake and fire, including the Aronson Building and the Bullock & Jones Building. Around 1909 the firm dissolved, presumably a casualty of Hemenway's alcoholism and family troubles.⁸⁴ Washington Miller continued to practice on his own from 1907 until 1925. Despite the short duration of their partnership, Hemenway & Miller executed a handful of very fine buildings, several of which are survivors of the 1906 Earthquake and Fire.

KVP conducted extensive research to inventory the firm's commissions in San Francisco. Of those listed in **Table 2** most were destroyed in the 1906 Earthquake and several others have been altered. What remain represents a range of property types, including apartment buildings, commercial buildings, and industrial buildings and warehouses. Their selection of styles veers toward Beaux Arts Classicism with a heavy dose of the First Chicago School. All of the remaining examples are brick masonry, often incorporating rustication to resemble stone masonry construction. They also favored terra cotta friezes and belt courses and slightly overscaled sheet metal and terra cotta cornices. Aronson hired the firm to design several of his real estate ventures, including a five-story warehouse on the northeast corner of Mission and New Anthony Street (1901), and a building on Prosper Street, near 16th Street.

⁸⁴ "Mother Seeks to Restrain Son," *San Francisco Call* (December 30, 1909), p. 10.

Table 2: San Francisco Buildings Designed by Hemenway & Miller (1900-1907)

Address/Name	Year Constructed	Type	No. of Stories	Owner	Notes
X Geary Street ⁸⁵	1900	Unknown	5	A. Aronson	
675 Post street ⁸⁶	1900	Garage	4	A. Aronson	D - 1906
Prosper Street near 16 th Street ⁸⁷	1900	Unknown	3	A. Aronson	
601 Fourth Street. ⁸⁸	1900	Warehouse	1	Estate of Samuel Lachman	D - 1906
X Geary Street	1901	Unknown	4	Unknown	
Mission Street at New Anthony Street, NE corner ⁸⁹	1901	Warehouse	5	A. Aronson	D
611 Jones Street ⁹⁰	1901	Residence	1	Andrew Deussenbery	D-1906
1334-1338 Stockton Street ⁹¹	1902	Apartment building over retail	3	H. M. Rogers	D-1906
108-110 Sutter Street, Bullock & Jones/French Bank Building ⁹²	1902	Retail/office	10	Bullock & Jones, Co.	E, A
159-165 3 rd Street, Hotel Alta ⁹³	1903	Hotel	7	United Realty Company	D-1906
1265 Battery Street, Italian Swiss Colony Warehouse ⁹⁴	1903	Wine warehouse	3	Italian Swiss Colony	E, A, SFL, CRHR
786-788 Mission Street	1903	Office	5	Baird Estate	D-1906
700 Mission Street	1903	Retail/office (Renovation)	10	A. Aronson	E, A

⁸⁵ "Builders' Contracts," *The San Francisco Call* (March 20, 1900), 8. "Builders' Contracts," *The San Francisco Call* (July 13, 1900), 11.

⁸⁶ "Builders' Contracts," *The San Francisco Call* (April 27, 1900), 11.

⁸⁷ *California Architecture and Building News*, Vol. XXI, No. 4 (April 20, 1900).

⁸⁸ "Transactions," *The San Francisco Call* (June 30, 1900), 11. "Builders' Contracts," *The San Francisco Call* (June 27, 1900), 11.

⁸⁹ "The Aronson Warehouse on A Mission-Street Corner," *San Francisco Chronicle* (May 19, 1901), 22.

⁹⁰ "Builders' Contracts," *The San Francisco Call* (March 13, 1901), 11.

⁹¹ "Builders' Contracts," *The San Francisco Call* (June 13, 1902), p. 11.

⁹² "Down-Town Owner Hold to Old Price," *San Francisco Chronicle* (May 17, 1906), 9.

⁹³ "Builders' Contracts," *The San Francisco Call* (November 25, 1903), 15. "Builders' Contracts," *The San Francisco Call* (January 20, 1904), 14.

⁹⁴ "Builders' Contracts," *The San Francisco Call* (July 12, 1903), 45. "Builders' Contracts," *The San Francisco Call* (August 8, 1903), 13. "Builders' Contracts," *The San Francisco Call* (August 25, 1903), 13.

Address/Name	Year Constructed	Type	No. of Stories	Owner	Notes
900 Minnesota Street, C. Shilling & Co.	1906	Winery	2	C. Shilling & Co.	E, A
53-61 3 rd Street	1906	Commercial			D
39 3 rd Street ⁹⁵	1906	Commercial	3	R. R. Thompson	D
507 Bush Street/359 Grant Street ⁹⁶	1907	Retail/residential	4	Misses Trobridge, Parkins and Masten	E
Alexander Hotel 415 O'Farrell Street ⁹⁷	1907	Hotel (renovation)	11		E
146 Geary Street, (Britex Fabrics)	1907	Retail	4		E
251-253 Grant Avenue (Vacant)	1907	Retail	4		E
562-570 Sutter Street, Hotel Regent, (Hotel Rex)	1907	Hotel	7		E
1105 Battery Street, Cargo West Building/Independent Wood Co. (Levis Plaza)	1907	Offices and lodgings	2		E
4 th Street and Mission Street	Unknown	Hotel			

Key to Notes - E: Extant, D: Demolished, A: Altered, SFL: San Francisco Landmark, and CRHR: CA Registered Landmark

⁹⁵ San Francisco Board of Public Works, Construction permit, (October 30, 1906),

⁹⁶ San Francisco Board of Public Works, construction permit (October 30, 1906).

⁹⁷ "Down-Town Owner Hold to Old Price," *San Francisco Chronicle* (May 17, 1906), 9.

VI. Evaluation

A. National Register of Historic Places

In January 1979, the Keeper of the National Register formally determined the Aronson Building eligible for listing in the National Register of Historic Places (National Register) as a contributor to the proposed Aronson Historic District.⁹⁸ Preliminary determinations of eligibility had been made even earlier, in 1977, as part of the environmental compliance work undertaken for the Yerba Buena Center. The determination of eligibility prepared as part of the Yerba Buena Center Environmental Impact Statement in 1978 listed the Aronson Historic District's eligibility under National Register Criterion C (Design/Construction). The three buildings were thought to represent a good example of "City Beautiful commercial block architecture popular in the early 20th century."⁹⁹ Individually, the Aronson Building was assessed as being the best example of the Chicago School style in San Francisco. According to the Determination of Eligibility Notification, the building "...is individually eligible for its design which is reminiscent of Louis Sullivan's skyscrapers in Chicago."¹⁰⁰

B. California Register of Historical Resources

As a property that has been formally determined eligible for listing in the National Register, the Aronson Building is automatically listed in the California Register of Historical Resources. The Aronson Historic District was formally listed in the California Register on January 1, 1998. No period of significance or areas of significance are noted on the print-out from the Historic Resources Inventory.

C. Evaluation

Eligibility Criteria

KVP concurs with these previous findings regarding the eligibility of the Aronson Building for listing in the National Register and the California Register. In order to better understand the significance of the resource, we will expand upon the building's areas of significance, establish a period of significance, and create an inventory of character-defining features. Because the building has already been determined eligible for listing in the National Register, and because California Register eligibility is the threshold for determining significance under the California Environmental Quality Act (CEQA), we will use California Register criteria. Although very closely based on National Register criteria, California Register criteria are specially developed for California's unique resources and conditions. In order for a property to be eligible for listing in the California Register, it must be found significant under one or more of the following criteria:

- **Criterion 1 (Events):** Resources that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
- **Criterion 2 (Persons):** Resources that are associated with the lives of persons important to local, California, or national history.

⁹⁸ California Historic Resources Inventory.

⁹⁹ Tad Masaoka, HUD, *E.O. 11593: Determination of Eligibility Notification for the National Register of Historic Places*, Office of Archeology and Historic Preservation (March 27, 1978).

¹⁰⁰ Ibid.

- **Criterion 3 (Architecture):** Resources that embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possess high artistic values.
- **Criterion 4 (Information Potential):** Resources or sites that have yielded or have the potential to yield information important to the prehistory or history of the local area, California, or the nation.

KVP concurs with the original 1978 *Determination of Eligibility Notification* that the Aronson Building is eligible for listing under National Register Criterion C (California Register Criterion 3). We also concur that it is (along with the Mills Building) the best example of the Chicago School in San Francisco. Long considered by architects, businessmen, and realtors to be the finest commercial building south of Market Street and west of New Montgomery Street, the Aronson Building is one of the last of its kind, particularly within the boundaries of the Yerba Buena Center.

In addition to its overall architectural significance as an embodiment of the First Chicago School, the Aronson Building embodies high artistic values. Its carved sandstone and terra cotta ornament exceeds the general level of comparable commercial buildings, not only in the South of Market Area, but also throughout downtown San Francisco. Its architectural terra cotta embodies a sophisticated handling of the materials to depict naturalistic motifs, including olive branches, bundled leaves, and classical moldings such as egg-and-dart moldings, cartouches, and other imagery. The terra cotta was manufactured by the Gladding McBean Company of Lincoln, one of America's oldest and most-respected maker of architectural terra cotta. Founded in 1875, Gladding McBean is still in business and retains many of the molds for its projects from a century ago. The process of making the architectural terra cotta molds involved significant artistry and craftsmanship and with its abundant terra cotta ornament, the Aronson Building's exterior serves as a showcase for the company's wares, as well as the design abilities of its architect.

The Aronson Building is also significant for its methods of construction and engineering. Although located within the neighborhood most heavily affected by the 1906 Earthquake, the Aronson Building escaped largely intact. Even though the interior burned (it was located within the hottest part of the firestorm) and temperatures got very high, the building's structural system emerged without significant damage. Unlike many other steel-frame, masonry clad buildings, the Aronson Building did not collapse and furthermore, it was possible to salvage most of the remaining structural system when the building was rehabilitated and put back into service in 1907-08. Widely published in architectural journals, government reports, and in building trades publications, the Aronson Building taught engineers and architects that concrete-encased steel was vastly superior to hollow clay tile when used to insulate steel framing elements. The disaster also taught engineers that hollow clay tile was not very good for interior partitions, given that 60% of the terra cotta partitions collapsed in the Aronson Building, causing considerable damage. Luckily there was no loss of life because the earthquake struck early in the morning when no one was in the building. These reports also credited the performance of the concrete vaulting and rebar reinforced concrete floor slabs with enhancing the building's structural stability.

Period of Significance

Based on the criteria selected (National Register Criterion C/California Register Criterion 3), KVP believes that the period of significance should be restricted to the Aronson Building's original date of construction in 1903 and its reconstruction in 1907-08.

Integrity

Until it was remodeled in 1978 by T/W Associates, the Aronson Building had not undergone any major exterior alterations since 1908. The 1978 alterations, although they do not disqualify the building for listing in the California Register, do negatively impact the integrity of the building. The most disruptive alterations include the 10-story west addition, the three-story north addition, the infilling of the first-floor storefronts with buff-colored face brick, the replacement of the 1908 windows with anodized aluminum units, and alterations to the entrances at 86 3rd Street and 710 Mission Street. Nevertheless, the building retains a moderate degree of integrity. In addition to retaining nearly all of its historic exterior masonry and window and door openings, the additions that were constructed in 1978 are accretive and can be removed without harming the building. Other alterations, such as the infilled storefronts, windows, and fire escapes are also largely reversible.

Character-defining Features

Character-defining features are the essential physical features of a building, structure, or object that, in combination with other features, enable a property to convey its architectural or historical significance. The character-defining features of the Aronson Building include the following:

Structural System:

- Steel framing encased in either concrete or terra cotta
- Concrete floor plates

Exterior:

- Overall size, scale, massing, and proportion
- Flat roof with raised flat parapets
- Tripartite façade composition; i.e., First Chicago School
- Wall cladding in buff-colored glazed brick (Mission and 3rd Street façades)
- Wall cladding in red-colored common brick (north and west façades)
- Terra cotta and sandstone ornament (Mission and 3rd Street façades), including sandstone entablatures and piers, terra cotta brick pilasters, capitals, friezes, spandrel panels, and window sills
- Grid-like fenestration pattern (Mission and 3rd Street façades)
- Historic entrance locations on 3rd and Mission streets
- Cast iron pilasters between ground-floor storefronts (Mission and 3rd Street façades)
- Galvanized sheet metal cornice with paired scrolled brackets and block modillions
- Wood flagpole

Interior

- Wood window trim and sills

VII. Description of Proposed Project

The following section is excerpted from Chapter II – Project Description of the *Administrative Draft Environmental Impact Report (ADEIR)*, issued by the San Francisco Planning Department, and dated May 20, 2011.

A. Project Description

The project site is on the northwest corner of 3rd and Mission Streets,¹⁰¹ near the southern edge of San Francisco's Financial District. The proposed project consists of the construction of a new 47-story, 550-foot-tall tower (a 520-foot-tall building with a 30-foot-tall elevator/mechanical penthouse) with three floors below grade. The new tower would be adjacent to and physically connected to the existing 10-story, 154-foot-tall Aronson Building (a 144-foot-tall building with a 10-foot tall mechanical penthouse). The Aronson Building currently contains approximately 10,660 gross square feet (gsf)¹⁰² of retail space on the ground floor and approximately 95,980 gsf of office space on the second through tenth floors. As part of the proposed project, the Aronson Building would be restored and rehabilitated. The overall project would contain between 175 and 215 residential units, space for The Mexican Museum, a ground-floor retail/restaurant use, and associated building services. In the new tower, there would be 44 floors of residential space, including mechanical areas, and three floors of museum space. In the adjoining Aronson Building, there would be residential lobby space and a retail/restaurant space on the ground floor. No museum space would be located on the ground floor. Floors two and three of the Aronson Building would be museum space. Floors four through nine of the Aronson Building have been designated as flex space for which two options are proposed. The flex space options will be referred to as the residential flex option and the office flex option and are described in greater detail below. There would be residential use on the tenth floor. The six floors of flex space are currently occupied by approximately 52,560 gsf of office space, which would either be converted from office use to residential use or remain as office use. Under the residential flex option, these six floors would be converted from office space to 24 residential units, which would result in up to 215 residential units and no office space in the proposed project. Under the office flex option, these six floors would continue to be used as office space, which would result in up to 191 residential units and approximately 52,560 gsf of office space in the proposed project. Building services would occupy a small portion of each floor, both above and below grade.

Under the residential flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gsf, with approximately 584,015 gsf of residential uses, approximately 16,920 gsf of residential amenity space, approximately 46,555 gsf of museum space, approximately 4,800 gsf of retail/restaurant space, approximately 14,955 gsf of storage space, approximately 51,420 gsf of building core, mechanical, and service space, and approximately 765 gsf of space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street.

¹⁰¹ 3rd Street is oriented in a northwest-southeast direction, but it will be referred to as a north-south street in this document. Mission Street is oriented in a northeast-southwest direction, but it will be referred to as an east-west street in this notice. This convention will be used to describe the locations of other buildings and uses in relation to the project site.

¹⁰² The term "gross square feet" refers to the total floor area of a building or a particular use within a building.

Under the office flex option for the Aronson Building, the proposed project would contain a total of approximately 719,430 gross square feet, with approximately 531,455 gsf of residential uses and approximately 52,560 gsf of office space. The square footages of residential amenity space, museum space, retail/restaurant space, storage space, building core, mechanical, and service space, and space for the existing ramp that leads out of the existing Jessie Square Garage on Mission Street would be the same as they are for the residential flex option described above.

The project sponsor, 706 Mission Street Co., LLC, and the San Francisco Redevelopment Agency (Redevelopment Agency) have entered into an Exclusive Negotiation Agreement (ENA), which provides information regarding the terms of the transactions between the project sponsor and the Redevelopment Agency related to this project proposal.¹⁰³ Lot 093 at the corner of 3rd and Mission Streets is owned by the project sponsor and is occupied by the Aronson Building. Lot 275 and the adjacent Lot 277 are currently owned by the Redevelopment Agency. As part of the proposed project, the Redevelopment Agency would convey Lot 275, which is the ramp from Stevenson Street into the Jessie Square Garage, as well as portions of Lot 277, to the project sponsor.

In addition to the above transactions, the ENA provides for the project sponsor to include the construction of the shell and core for a Cultural Component of no less than 35,000 net square feet within the proposed development. It is anticipated that the Cultural Component would be the new space for The Mexican Museum. In addition, the project sponsor would provide an endowment to be used for the operation of The Mexican Museum.

The adjacent subsurface Jessie Square Garage was completed in 2005 and currently contains four subsurface levels of parking with a total of 442 parking spaces. The project sponsor would purchase the Jessie Square Garage from the Redevelopment Agency and convert it from a publicly owned garage to a privately owned garage. However, the parking spaces on the upper levels of the garage would remain available to the public. On the mezzanine level of the garage, there is an existing space underneath the Contemporary Jewish Museum that is currently blocked off from the rest of the garage. As part of the proposed project, this existing space would be connected to the rest of the garage and would be striped to accommodate about 33 parking spaces. A total of approximately five existing parking spaces on various levels of the garage would need to be removed for vehicular access and circulation. There would be a net increase of 28 parking spaces. As a result, the total number of parking spaces in the garage would increase from 442 to 470.

Under the residential flex option, the 470 parking spaces would be allocated in the following manner: 210 spaces, including 5 public car share spaces, would remain available to the general public, 215 spaces would be reserved for the proposed project's residential uses, 2 spaces would be residential car share spaces, and the remaining 43 parking spaces would be reserved for other uses such as leased parking for nearby businesses. The proposed project would provide two full-size loading spaces and two tandem service vehicle spaces within the garage.

¹⁰³ Exclusive Negotiation Agreement. May 2010, between the San Francisco Redevelopment Agency and 706 Mission Street Co., LLC. A copy of this document is available for review at the San Francisco Redevelopment Agency, 1 South Van Ness Avenue, 5th Floor, as well as at the Planning Department, 1650 Mission Street, Suite 400, San Francisco, as part of Case File No. 2008.1084E.

Under the office flex option, the 470 parking spaces would be allocated in the following manner: 210 spaces, including 5 public car share spaces, would remain available to the general public, 191 spaces would be reserved for the proposed project's residential uses, 1 space would be a residential car share space, and the remaining 68 parking spaces would be reserved for other uses such as leased parking for nearby businesses. The proposed project would provide two full-size loading spaces and two tandem service vehicle spaces within the garage.

There are approximately 10 existing bicycle parking spaces on the mezzanine level of the garage. The proposed project would provide a total of approximately 83 bicycle parking spaces in the garage.

Under the proposed project, all vehicles would enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Third Street using the existing curb cut, driveway, and two new car elevators. There would be a residential drop-off area adjacent to and south of the driveway. The residential drop-off area would require the demolition of an approximately 16-foot-tall-by-10-foot-wide-by-80-foot-long portion of the ground floor that runs along the north wall of the Aronson. The second through tenth floors of the Aronson Building would cantilever over the residential drop-off area. Project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided at the residential drop-off area. Project residents who use the valet service would leave their vehicles in the driveway, and the valet service would take the vehicles into the parking garage via the car elevators. Vehicles would not drive underneath the building overhang; project residents who use the valet service would walk from the driveway and underneath the building overhang to enter the building.

As under current conditions, all delivery and service vehicles would exit the Jessie Square Garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east. The existing loading zone (yellow zone) on Third Street in front of the Aronson Building would be converted to a passenger loading zone (white zone).

The proposed project includes five variants related to vehicular access in addition to the proposed project. These vehicular access variants would include the same number of dwelling units and the same mix of uses with essentially the same square footages as the proposed project, but the vehicular access variants would differ from the proposed project in how vehicles enter and exit the project site and the Jessie Square Garage. The five variants are described in depth below. Note, the proposed project and Access Variants 1 through 5 would all have a storefront and a cantilevered canopy, although with Access Variant 5 the storefront will be inside, at the rear of the drop-off area.

Vehicular Access Variant 1

Under Variant 1, existing ingress/egress patterns to the site would remain unchanged from existing conditions. All vehicles would enter the Jessie Square Garage from Stevenson Street. All delivery and service vehicles would exit the garage onto Stevenson Street, but all other vehicles would have the option of exiting the garage onto Stevenson or Mission Streets. The existing curb cut on Mission Street, which is currently for egress only, would not be widened, and the existing curb cut on 3rd Street would be removed. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east (see Figure 14: Vehicular Access Variant 1). Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 1, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 2

Under Variant 2, all vehicles would still be able to enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from 3rd Street using a new ramp into the garage. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and 3rd Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on 3rd Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east. Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 2, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 3

Under Variant 3, all vehicles would still be able to enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Mission Street. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing ramp and curb cut on Mission Street would be widened to accommodate both ingress and egress, and the existing curb cut on 3rd Street would be removed. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east. Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 3, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 4

Under Variant 4, project-related loading vehicles would enter the Jessie Square Garage from 3rd Street using the existing curb cut and driveway and a new ramp into the garage. All other vehicles would enter the garage from Stevenson Street. As under current conditions, all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. The existing curb cuts on Mission and 3rd Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on 3rd Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east. Changes to the north wall of the Aronson Building would include a new storefront system on the ground floor and new windows on the upper floors.

Under Variant 4, project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided on Basement Level B2.

Vehicular Access Variant 5

Similar to the proposed project, under Variant 5, all vehicles would enter the Jessie Square Garage from Stevenson Street, but project residents would also have the option of entering the garage from Third Street using the existing curb cut, driveway, and two new car elevators. There would be a residential drop-off area adjacent to and south of the driveway. The residential drop-off area would require the demolition of an approximately 16-foot-tall-by-20-foot-wide-by-80-foot-long portion of the ground floor that runs along the north wall of the Aronson Building. The second through tenth floors of the Aronson Building would cantilever over the residential drop-off area. Project residents would have the option of parking and retrieving their own vehicles or using a valet service, which would be provided at the residential drop-off area. Project residents who use the valet service would enter the driveway, turn left into the residential drop-off area underneath the building overhang, and leave their vehicles with the valet service. The valet service would take the vehicles into the parking garage via the car elevators.

Other changes to the north wall of the Aronson Building would include new windows on the second through tenth floors.

Under Variant 5, all delivery and service vehicles would exit the Jessie Square Garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission Streets. As with the proposed project, the existing curb cuts on Mission and Third Streets would not be widened. The existing curb cut on Mission Street would continue to be for egress only, and the existing curb cut on Third Street would be for ingress only. The existing passenger drop-off zone on Mission Street in front of Jessie Square would be extended approximately 100 feet to the east. The existing loading zone (yellow zone) on Third Street in front of the Aronson Building would be converted to a passenger loading zone (white zone).

Loading

The proposed project would provide two full-size loading spaces and three tandem service vehicle spaces on Basement Level B1 within the existing Jessie Square Garage.

B. Design Intent Statement

The following sections were prepared by Handel Architects on May 31, 2011. The purpose of the Design Intent Statement is to establish the parameters for the treatment of the historic Aronson Building, based on the recommendations included in the December 2, 2010 Historic Structure Report by Page & Turnbull. This section also addresses the relationship between the historic Aronson Building and the new construction on the adjoining site.

New Tower & Base:

- Tower massing is a series of undulating planes reflecting the character of San Francisco's urban form as well as the fabric and texture of the neighboring Jessie Square. The tower is detailed with glass, masonry, and metal to integrate with and reflect the turn of the century architecture of the adjacent Aronson Building.
- The Mexican Museum's location at the base of the building is intended to integrate and complete the surrounding Yerba Buena arts district and gardens, with unique massing distinguished from the tower. The base of the building will cantilever slightly over Jessie Square at the 2nd and 3rd floors to visually draw pedestrians in as an extension of the plaza, and to complete the eastern edge of Jessie Square. Museum interior space will span across both new and existing buildings at the 2nd and 3rd floors, with ground floor entry within the new tower base.
- The new tower and base design will use a modern, sculptural vocabulary of materials, detailing, and proportions to provide a form with texture and surface variation that is distinct, yet compatible with the historic Aronson building's façade bays and horizontal and vertical divisions.
- The new tower and base's palette of materials will include an articulated glazed aluminum curtain wall system comprised of a combination of vision and masonry panel facades with metal, masonry and glass spandrel panels; masonry cladding will be used to delineate the glazed from more solid building volumes.
- Colors and tones of new tower materials will be carefully selected to be distinct but complementary to existing Aronson building.
- The new tower, including the base façade, will be set back approximately 6' from the existing south façade of Aronson building. This will emphasize that the new tower relates to but is separate from the Aronson Building. It will allow the return of the cornice line at the southwest corner of the Aronson building.
- The new tower base floor levels 1 through 6 will align with the existing Aronson Building floor levels but will be offset above. A separate elevator core within the new tower base will serve the Aronson Building residential or office flex levels.
- New exterior and interior connections between the tower base and existing building will be established for programmatic and structural requirements, while still maintaining design separation between the buildings.
- The tower base ground level façade design will continue and extend the existing Aronson building's ground level storefront openings, utilizing glass, metal and masonry window and wall systems, and facade setbacks to activate and connect to the adjacent sidewalk and plaza areas.
- The east facade of tower volume will cantilever approximately 7' over the existing Aronson Building and be set back approximately 15' from the south façade of Aronson building.

- The tower and base will be adjacent to the Aronson building west party wall with a structural seismic joint, which will be obscured and visually screened as much as possible.

Existing Aronson Building:

South and East Facades:

- Rehabilitate historically significant existing façade features, in a manner that is consistent with the HSR, including:
 - The Colusa entablatures will be retained. Existing paint and any unsound material will be removed. The existing substrate, anchorage, and reinforcing will be assessed and repaired as required. Units will be reinforced and patched. Material will be replaced in kind or with a compatible substitute material where damage is severe and beyond repair. Flashing systems will be repaired or replaced as required
 - Buff colored glazed terra cotta brick and Giant order, buff-colored glazed terra cotta brick pilasters with terra cotta capitals at the 4th through 8th stories will be retained. The terra cotta will be cleaned and identified spalls will be reinforced and patched. Where damage is severe and beyond repair it will be replaced in kind or with a substitute material as appropriate. Cracked units and substrates will be stabilized and re-pointed as needed.
 - Terra cotta brick spandrel panels, headers at the 4th through 8th stories, and terra cotta ornament at the ninth and 10th stories, including archivolt moldings, remaining keystones, egg-and-dart molding, spandrel bas relief ornament, banded bay leaf garland, pilasters, wall panels, and olive leaf swags will be retained and cleaned. Identified spalls will be reinforced and patched. Where damage is severe and beyond repair it will be replaced in kind or with a substitute material as appropriate. Cracked units and substrates will be stabilized and re-pointed as needed.
 - Architectural cast iron elements will be retained. Failing and deteriorated paint will be removed and missing cast iron elements, such as scroll capitals along Third Street, will be replaced with an acceptable substitute material. All elements will be repainted.
 - The original existing entrance opening and ornament, including bronze door frame and arched transom frame at 3rd Street entrance, will be retained, cleaned, and protected.
 - At the original Mission Street entrance, any extant historic entryway exposed during demolition will be retained, cleaned and protected; if no historic entryway exists, a new compatible contemporary arched opening will be constructed in this location.
 - Rusticated sandstone piers and cast iron divisions at the 3rd story will be retained. Failing and deteriorated paint, rust and corrosion will be removed, and elements repainted. Where damage is severe and beyond repair it will be replaced in kind or with a substitute material as appropriate.
 - Massive sheet metal entablature with paired scrolled brackets, block modillions and architectural sheet metal cornice will be retained. Failing paint, rust and corrosion will be removed, and all elements repainted. Cornice openings where fire

escape is removed will be repaired; the cornice at southwest corner of building that was removed for the west annex addition will be repaired and/or replaced as required to complete the original return at the roofline.

- Interior wood window trim and sills will be retained. The existing paint will be stripped and a new clear, stained, or painted finish will be applied.
- New exterior paint and coating colors will be carefully selected to either closely match the existing historic materials, e.g. south and east facades above the 2nd floor, or to be complementary to existing building facades. The proposed storefront color will be a deep earthtone, with surrounding base elements slightly lighter to anchor the base of the building.

Ground Level

- The existing non-historic wall infill will be removed.
- The southeast corner bay exterior walls that were previously removed will be replaced with new storefront glazing at Mission and Third Streets.
- The existing non-historic cornice at southeast corner column will be removed.
- New transparent storefront glazing will be installed to activate the commercial and pedestrian experience along Mission and Third Streets, and as a means of introducing natural light into ground floor spaces.
- The new storefront framing will extend to the perimeters of the opening between the existing pilasters and cornice. The new storefront will be metal with a dark painted finish. It will have a prominent horizontal transom division corresponding with the original storefront configuration. The storefront will have minor vertical divisions to align with existing window openings above. The storefront will also have a base that aligns with existing pilaster bases. The storefront frame profile and depth will be compatible with historic façade and proportions using contemporary detailing.
- The existing original main entry at Third Street will be utilized for the primary lobby or commercial space entrance. The original main entry location at Mission Street will be utilized for a secondary commercial or residential entry/exit.
- The existing coating on the 1st and 2nd floor base elements, e.g. pilasters and cornices, will be removed. These elements will be repaired and repainted in a color compatible with existing facades and new storefront system.
- Signage and lighting will be designed to be compatible with the historic facades and in accordance with applicable guidelines.
- The new interior layout and features, including partition walls, stairs, and other major building elements, will be designed to not obscure the fenestration of the rehabilitated entrances and storefronts on Third and Mission Street façades.

Above Ground Levels

- New metal framed high performing windows for Title 24 Energy Code compliance and overall building energy efficiency will be installed.
- New metal window frame profiles, subdivisions, color, and operation will be compatible with the historic façade proportions and character, while addressing functional requirements of the residential and museum program within, and will either:
 - 1) have similar proportions to the stiles and rails in the historic photographs and have a profile compatible to what might have been used at that time
 - or

- 2) have similar proportions to the stiles and rails in the historic photographs and have no profile
- The existing fire escape stairs and landings will be removed to return the building to its original composition, with impacted materials and cornice line openings repaired to their original appearance.
- Signage and lighting will be designed to be compatible with the historic facades and in accordance with applicable guidelines.
- The new interior layout and features, including partition walls, stairs, and other major building elements, will be designed to not obscure the fenestration of the rehabilitated Third and Mission Street façades.

West Façade:

- Common red brick west wall will be inspected, repaired, cleaned, re-pointed, and seismically upgraded as required. Salvaged bricks will be used in areas where brick needs to be replaced.
- After demolition of the non-historic addition, existing windows, doors and grilles will be removed and unused openings within the party wall patched, utilizing salvaged brick that is removed for new openings.
- New selective openings for interior circulation will be made within the existing brick party wall for museum, residential, MEP and ground floor uses as required. The existing wall area to remain will be assessed and evaluated after demolition of the existing annex addition.
- The new tower volume will be set back from southern edge with a return of approximately 6' from southwest corner to expose the existing west brick wall and allow the two buildings to be expressed independently. This will also allow the existing cornice to complete itself at the southwest building corner.
- A seismic joint between the tower and the seismically upgraded historic building will be installed.

North Façade:

- The common red brick at the north wall will be inspected, repaired, cleaned, re-pointed, and seismically upgraded as required. Bricks will be replaced with salvaged brick as needed.
- After demolition of the non-historic addition, existing windows, doors and grilles will be removed and openings within the party wall will be patched utilizing salvaged brick removed for new openings.
- New selective openings will be made within the existing brick party wall for exterior windows to bring natural light and ventilation into new residential units and museum spaces, for mechanical openings as may be required, and for ground floor entry and circulation functions. Approximately 70% of the existing wall area will be retained.
- New openings above the ground level will be organized in a regular pattern that corresponds with the existing structural bays and will be set back approximately 15' from the northeast corner at floors 4-10, and approximately 27' at floors 1-3. The new metal framed windows will be expressed as simple punched openings.
- New metal framed transparent storefront openings and a metal canopy will be added at the ground level to encourage pedestrian activity and connections to the ground floor

program. The new storefront framing will be similar to that on east and south facades in material, divisions, frame profile and depth.

- The new metal framed canopy above the new storefronts will provide a pedestrian scale.
- A recessed horizontal metal channel at the ground floor canopy level will be added. The new channel will extend to and align with the east façade cornice datum line and serve to integrate the new canopy.
- A new recessed vertical metal reveal will be added at the ground floor northeast corner.

Roof:

- The Aronson building roof will be rehabilitated to function as a residential amenity outdoor terrace/roof garden.
- The existing roofing material will be removed, with selective demolition. The roof structure will be reinforced and seismically upgraded as required.
- New transparent glass perimeter railings/windcreens will be set back from the existing parapet edge and cornice line.
- Roof elements, including architectural, landscape, and mechanical components, will be designed to ensure that they are not visually dominant from the sidewalk or street below.
- A solarium structure will be substantially set back from existing cornice lines. The solarium will be comprised of glazing similar to that on the east and south facades in terms of material, divisions, frame profile and depth. The solarium will have exterior masonry and metal materials and colors complementary to the existing Aronson building
- The existing wood flagpole will be retained and rehabilitated.

Existing Structure:

- The existing Roebling structural system interior and exterior wall steel column structure encased in terra cotta and concrete will be retained and incorporated into the upgraded structural system. New interior finishes will cover the existing structural systems.
- The project will maintain approximately 95% of the existing concrete floor slabs, with upgrades and modifications to meet structural, MEP and building Code requirements.
- The existing structure will be upgraded to meet current seismic code requirements.
- Recommendations for the seismic and structural upgrades will be completed by a structural engineer in consultation with the preservation architect, and may include:
 - separation above grade from new adjacent tower. While functional elements may connect the programming of the two buildings, the two buildings will be structurally separate.
 - interior bracing at perimeter windows that consists of a concrete frame backing to the perimeter brick exterior columns and beam spandrels, or a centralized core of bracing and/or concrete walls within the interior of the building.
 - retention of the existing perimeter brick façade of beams and columns.
 - retention of the existing interior slab, beam, and column framing. These elements will be preserved and/or seismically upgraded, to the extent functionally possible and in keeping with the new program of uses within the building.
- Where elements are removed to accommodate new construction and seismic upgrade requirements, sensitivity to maintaining the existing character of the original building will be exercised.

- All interior infill/non-structural basement walls will be demolished to allow for the configuration of utility rooms to accommodate the new building program.
- The existing Aronson building roof will be rehabilitated to accommodate a new structural roof diaphragm for the exterior cornice and parapet anchorage. This improvement may include partial to full demolition and roof replacement, or selective modifications. Extent of modifications will be determined by a structural engineer upon demolition and investigation of the integrity and vertical and seismic load carrying capacity of the existing roof construction.

VIII. Analysis of Proposed Project Impacts

According to CEQA, a “project with an effect that may cause a substantial adverse change in the significance of an historic resource is a project that may have a significant effect on the environment.”¹⁰⁴ Substantial adverse change is defined as: “physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historic resource would be materially impaired.”¹⁰⁵ The significance of a historical resource is materially impaired when a project “demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register...as determined by a lead agency for purposes of CEQA.”¹⁰⁶ Thus, a project may alter a structure that is considered a historic resource but still not have a significant adverse effect on the environment as defined by CEQA as long as the alterations would not materially impair or undermine those physical characteristics the lead agency determines make the structure a historic resource to begin with. As a project that may impact an individually significant building, as well as two proposed historic districts and other nearby individual historic resources, the project will be evaluated first in regard to the Aronson Building and second as it may affect the Aronson Historic District, the proposed expansion of the New Montgomery-Second Conservation District, and individual historical resources in the nearby vicinity, including the Jessie Street Substation, the Williams Building, and St. Patrick’s Church and Rectory.

A. Evaluation of the Project Pursuant to the Secretary of the Interior’s Standards

The Secretary of the Interior’s Standards for Rehabilitation & Illustrated Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Historic Buildings (the *Standards* and the *Guidelines*, respectively) provide guidance for reviewing proposed work to historic properties.¹⁰⁷ The *Standards* are used by Federal agencies in evaluating work on historic properties and they have also been adopted by local government bodies across the country (including the San Francisco Historic Preservation Commission) for reviewing work to historic properties under local preservation ordinances. The *Standards* are a useful analytic tool for understanding and describing the potential impacts of substantial changes to historic resources. However, under California environmental law, compliance with the *Standards* does *not* determine whether a project would cause a substantial adverse change in the significance of an historic resource. Rather, projects that comply with the *Standards* benefit from a regulatory presumption that they would have a less-than-significant adverse impact on a historic resource.¹⁰⁸ Projects that do not comply with the *Standards* may or may not cause a substantial adverse change in the significance of an historic resource and require further analysis to determine

¹⁰⁴ CEQA Guidelines subsection 15064.5(b).

¹⁰⁵ CEQA Guidelines subsection 15064.5(b)(1).

¹⁰⁶ CEQA Guidelines subsection 15064.5(b)(2).

¹⁰⁷ U.S. Department of Interior National Park Service Cultural Resources, Preservation Assistance Division, *Secretary of the Interior’s Standards for Rehabilitation & Illustrated Guidelines for Rehabilitating Historic Buildings*, 1992. The *Standards*, revised in 1992, were codified as 36 CFR Part 68.3 in the July 12, 1995 Federal Register (Vol. 60, No. 133). The revision replaces the 1978 and 1983 versions of 36 CFR 68 entitled *The Secretary of the Interior’s Standards for Historic Preservation Projects*. The 36 CFR 68.3 *Standards* are applied to all grant-in-aid development projects assisted through the National Historic Preservation Fund. Another set of *Standards*, 36 CFR 67.7, focuses on “certified historic structures” as defined by the IRS Code of 1986. The *Standards* in 36 CFR 67.7 are used primarily when property owners are seeking certification for Federal tax benefits. The two sets of *Standards* vary slightly, but the differences are primarily technical and non-substantive in nature. The *Guidelines*, however, are *not* codified in the Federal Register.

¹⁰⁸ CEQA Guidelines subsection 15064.5(b)(3).

whether the historical resource would be “materially impaired” by the project under *CEQA Guidelines* 15064.5(b).

Rehabilitation (*Rehabilitation Standards*) is the *only* one of the four treatments (the others being Preservation, Restoration, and Reconstruction) in the *Standards* that allow for the construction of an addition or other alteration to accommodate a change in use or additional program space.¹⁰⁹ However, the *Rehabilitation Standards* recommend that new work to historic buildings be designed “in a manner that makes clear what is historic and what is new.”¹¹⁰ Furthermore, the *Rehabilitation Standards* recommend *not* “duplicating the exact form, material, style, and detailing of the historic building in a new addition so that the work appears to be part of the historic building.”¹¹¹ The *Rehabilitation Standards* also differ from the other three treatments in that an “assumption is made prior to work that existing historic fabric has become damaged or deteriorated over time and, as a result, more repair and replacement will be required.”¹¹²

The first step in analyzing a project for compliance with the *Rehabilitation Standards* is to identify the property’s character-defining features, including characteristics such as massing, materials, detailing, and spatial relationships. Chapter VI, Section C, provides an inventory of the Aronson Building’s character-defining features. To summarize here, the building’s principal character-defining features are its height, massing, and proportions; and nearly all of the existing materials on the two primary façades facing both 3rd and Mission streets, including the cast iron pilasters, remnants of the historic entrances, buff-colored finish brick (not including the brick veneer on the storefronts), sandstone entablatures and pilasters, terra cotta pilasters and capitals, terra cotta and brick spandrel panels, archivolt, and foliate ornament; galvanized metal cornice, and overall pattern of window and door openings. Of secondary (contributory) importance are the visible portions of the north and west façades, including the red common brick walls. Aside from the structural system (which is largely embedded within non-historic finish materials and is therefore no longer visible) and heavily sandblasted window frames in the perimeter walls of the offices, the interior of the Aronson Building contains no historic finishes or materials. Non-character-defining exterior features include the two 1978 additions, the applied brick storefront infill, fire escapes, and the non-historic anodized aluminum windows and storefronts.

Once the property’s character-defining features have been identified, it is essential to devise a project approach that protects and maintains these important materials and features – meaning that the work involves the “least degree of intervention” and that important features and materials are safeguarded throughout the duration of the project.¹¹³ It is also important to ensure that the work does not result in the permanent removal, destruction, or radical alteration of any character-defining features. Likewise, it is important to note that the *Rehabilitation Standards* do not proscribe modifications or limited alteration of historic structures. Developed in response to the Federal Rehabilitation Tax Credit program, the *Rehabilitation Standards* do allow

¹⁰⁹ Kay D. Weeks and Anne E. Grimmer, U.S. Department of Interior National Park Service Cultural Resources, Preservation Assistance Division, *Secretary of the Interior’s Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings* (Washington, D.C.: National Park Service, 1995), 63

¹¹⁰ *Ibid.*, 112

¹¹¹ *Ibid.*

¹¹² *Ibid.*, 63.

¹¹³ *Ibid.*

for the modification of historic structures where necessary, so long as the material integrity of the property is not impaired.

The following section analyzes the proposed conceptual drawings developed by the project architect, Handel Architects, and dated June 2, 2011, for compliance with the *Rehabilitation Standards*.¹¹⁴

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

The proposed project complies with *Rehabilitation Standard 1* because intended uses would not result in harmful changes to the Aronson Building. Similar to the original proposed project, the revised project would retain retail and/or restaurant uses on the first floor. Similarly, the Mexican Museum would continue to occupy floors two and three of the Aronson Building. In contrast to earlier versions of the project, floors four through nine would be designated “flex space,” with either residential or office use proposed. If office use is chosen, there will be no change in use aside from the Mexican Museum, which will introduce a new cultural use to a portion of the building. If it is residential, the change in use on the upper floors would not require extensive changes that would remove or otherwise negatively impact the building’s historic character-defining features. The ground floor interior retains no historic materials. Aside from the structural system and the sandblasted window frames, there are no character-defining features present on the upper floors. Regardless of whether the use for the upper floors is office or residential, the only visible effect of the proposed project on the exterior of the Aronson Building would be the introduction of new windows, storefront, and canopy on the secondary north façade and the construction of a solarium on its roof, although this feature will not be visible from surrounding streets.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

The proposed project complies with *Rehabilitation Standard 2* because the proposed project would retain all of the primary character-defining features of the Aronson Building, including the majority of its structural system, massing, scale, and proportions; and all historic materials on both of the primary street façades. The proposed project would also reverse several incompatible alterations made in 1978 that have impaired the building’s integrity for a generation, including the removal of two incompatible additions, the non-historic storefront infill, and the anodized aluminum windows and storefronts. The storefronts and windows would be replaced

¹¹⁴ Morton, W. Brown III, Gary L. Hume, Kay D. Weeks, and H. Ward Jandl, *Secretary of the Interior’s Standards for Rehabilitation & Illustrated Guidelines for Rehabilitating Historic Buildings* (Washington, D.C.: U.S. Department of the Interior, National Park Service, Cultural Resources, Preservation Assistance Division, 1992). The *Standards*, revised in 1992, were codified as 36 CFR Part 68.3 in the July 12, 1995 Federal Register (Vol. 60, No. 133). The revision replaces the 1978 and 1983 versions of 36 CFR 68 entitled *The Secretary of the Interior’s Standards for Historic Preservation Projects*. The 36 CFR 68.3 *Standards* are applied to all grant-in-aid development projects assisted through the National Historic Preservation Fund. Another set of *Standards*, 36 CFR 67.7, focuses on “certified historic structures” as defined by the IRS Code of 1986. The *Standards* in 36 CFR 67.7 are used primarily when property owners are seeking certification for Federal tax benefits. The two sets of *Standards* vary slightly, but the differences are primarily technical and are not substantive in nature. The *Guidelines*, however, are not codified in the Federal Register.

with materials and features that are compatible with the adjoining historic fabric and the original design of the building.

Due to the complexity of the proposed project, we have broken it down into the following sections for individual examination under *Rehabilitation Standard 2*.

North Façade: New Windows

The most notable alteration to the Aronson Building would be the addition of windows to the north façade. This elevation is presently a common brick wall that was originally intended to be concealed by adjoining construction. Although the lower portion of this wall was eventually concealed, the upper portion was not and it became the location of several painted signs and a random pattern of non-historic punched windows. The project would result in the removal of less than 30% of the red common brick from this secondary elevation to create new window openings. These windows are necessary to provide light and air to the museum and office or residential uses on the upper floors. The proposed new windows would be punched and placed in a largely symmetrical arrangement that consists of new paired windows in each structural bay of each floor level. Floors two and three would only have paired windows in the four westernmost bays, leaving the easternmost bay entirely intact. Meanwhile, the easternmost bay of floors four through ten would have only one window instead of two, reducing the amount of brick loss and reinforcing the perception of a solid brick wall from 3rd Street. This design would result in a grid-like arrangement of punched windows in keeping with the arrangement of windows on the building's primary façades. However, in keeping with the *Standards*, the new windows on the north façade would not replicate the detailing of the historic windows on the south or east façades; instead the new windows would be punched and would have simple frames to indicate that they are not historic features.

In summary, we believe that this aspect of the project complies with *Rehabilitation Standard 2*. In contrast to the previous version of the project – which called for a “random” pattern of new windows with projecting frames, the new design is subdued and deferential to the typical condition of a commercial building with property-line windows.

Drop-off Zone: Proposed Project

The only other notable exterior alteration to the Aronson Building would be the construction of a new vehicle drop-off zone along the north façade where the north addition is now located. All vehicles would enter the Jessie Square Garage from Stevenson Street, but residents would have the option of entering the garage from 3rd Street, using the existing curb cut, driveway, and new car elevators. The proposed project would result in the demolition of an approximately 16'-tall, by 10'-wide, by 80'-long portion of the ground floor along the north wall of the Aronson Building and the insertion of storefronts sheltered beneath a new cantilevered canopy. Floors two through ten would cantilever over the residential drop-off area.

The proposed project includes five other vehicular access variants in addition to the proposed project described above. These variants would not change the number of dwelling units and would retain the same mix of uses with essentially the same square footages as the proposed project. Nevertheless, the vehicular access variants would differ from the proposed project in how vehicles enter and exit the project site and the Jessie Square Garage. They would also

have different impacts on the first floor level of the north façade. The five variants are summarized below:

Access Variant 1

Access Variant 1 would retain existing ingress/egress conditions unchanged from what they are now. All vehicles would enter the Jessie Street garage from Stevenson Street. While service vehicles would exit along Stevenson, other vehicles would have the option of exiting the garage on Stevenson or Mission streets. Changes to the north wall of the Aronson Building under this variant would include removing a portion of the brick wall at the first floor and installing a new metal storefront system and canopy, similar to the proposed project.

Access Variant 2

Access Variant 2 would be similar to Access Variant 1 in that all vehicles would enter the Jessie Street garage through Stevenson Street. However, project residents would have the option of entering the garage via a new ramp on 3rd Street. In addition to building a new ramp parallel to the north façade of the Aronson Building, changes to the north wall of the building under this variant would include removing a portion of the brick wall at the first floor and installing a new metal storefront system and canopy, similar to the proposed project.

Access Variant 3

Access Variant 3 is very similar to Access Variant 1, except that project residents would also be able to enter the Jessie Street garage from Mission Street as well as Stevenson Street. Changes to the north wall of the Aronson Building under this variant would include removing a portion of the brick wall at the first floor and installing a new metal storefront system and canopy, similar to the proposed project.

Access Variant 4

Access Variant 4 is very similar to Access Variant 2, except that all project-related vehicles will enter the garage via a new ramp on 3rd Street. All other vehicles would enter the garage from Stevenson Street. Similar to current conditions all loading vehicles would exit the garage onto Stevenson Street only, but all other vehicles would have the option of exiting the garage onto either Stevenson or Mission streets. Changes to the north wall of the Aronson Building under this variant would include removing a portion of the brick wall at the first floor and installing a new metal storefront system and canopy, similar to the proposed project.

Access Variant 5

Similar to the proposed project, under Access Variant 5, all vehicles would enter the Jessie Square Garage from Stevenson Street, but project residents would have the option of entering the garage from 3rd Street, using the existing curb cut, driveway, and two new car elevators. There would be a residential drop-off/valet area adjacent to and south of the driveway. The drop-off area would require the demolition of an approximately 16'-tall, 20'-wide, by 80'-long portion of the ground floor wall along the north side of the building. Cars would pull into the first floor of the Aronson Building for passenger pick up or drop-off. A new storefront would be built within the building, at the rear of the drop-off area. Similar to the other variants, a cantilevered canopy would be built over the driveway on the north side of the building.

Of the six options, including the proposed project and the five access variants, the versions that would have the least impact are Access Variants 1 and 3 because there would be no ramps built and they would require the least removal of historic fabric. However, like all of the versions they would require the demolition of a portion of the first floor level of the north façade to construct a new storefront and canopy.

Access Variants 2 and 4, as well as the proposed project, are similar to Access Variants 1 and 3 in that they would result in the demolition of a section of the north façade to build a new storefront and canopy, but they would have a slightly greater visual impact by virtue of having new auto ramps (Access Variants 2 and 4) or car elevators (proposed project).

Access Variant 5 would have the highest amount of physical and visual impacts because a 1,794 square-foot section of the floor slab would be removed, in addition to the brick that would be removed to build the contemporary storefront system at the first floor level of the north façade. Furthermore, the drop-off area would be recessed within the volume of the building, leaving the area cut out of the north façade partially open. This alteration would not only remove a larger amount of historic fabric than the proposed project and the four other access variants, it would undermine the apparent solidity of the building by creating a recessed volume within the first floor of the building, exposing a portion of its interior.

Neither the proposed project nor the access variants would have any impact on the historic entrances on 3rd Street or Mission Street.

The proposed project and all five of the access variants would involve making changes to the first floor level of the north façade – namely the removal of some brick and the construction of a new storefront system and a canopy – but this is an area of the building's exterior that has already been physically impacted by the construction of the north addition in 1978. The north façade is also a secondary elevation, an area identified in the *Rehabilitation Standards* as being ideal for additions and related new construction. Nevertheless, Access Variant 5 does not comply with *Rehabilitation Standard 2*. In addition to removing a larger amount of physical fabric, the integral drop-off area carves out a section of the rear wall without replacing it with a storefront at the same plane as the rest of the façade; this undermines the apparent integrity of the rear wall. As mentioned above, the other four access variants would also result in the removal of historic building fabric but none would have the same visual impact as Access Variant 5 because they would all have new storefronts that would be flush with the rest of the historic façade. In conclusion, although the proposed project and Access Variants 1-4 comply with *Rehabilitation Standard 2*, Access Variant 5 does not.

In summary, we believe that all aspects of the proposed project comply with *Rehabilitation Standard 2* with the exception of Access Variant 5.

3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

The proposed exterior rehabilitation complies with *Rehabilitation Standard 3* because no conjectural features or elements from other historic properties would be added. Where historic materials are missing, they would be replicated based on physical and documentary evidence. Where historic elements are completely missing (such as the storefronts), their replacements would be contemporary in design but they would resemble their historic counterparts in regard to size, proportions, ratio of solid-to-void, fenestration pattern, and the profile and proportion of rails, stiles, mullions, and bulkheads. In addition, any surviving materials that may exist where the historic Mission Street entrance was originally located would be retained if they are found to be extant beneath the 1978 cladding. If the historic entrance does not survive, a new arched entrance would be built that is compatible with historical conditions.

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.

The proposed project complies with *Rehabilitation Standard 4* because the project would not affect alterations to the property that have acquired historic significance. Aside from the restoration work that was completed in 1907-08, no later alterations to the Aronson Building have acquired significance in their own right. In contrast, most later alterations have diminished the building's historical and architectural integrity. The project would remove these incompatible alterations, including the 1978 additions, storefront infill, fire escapes, and non-historic aluminum windows and storefronts.

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

The proposed project complies with *Rehabilitation Standard 5* because the proposed project would retain and restore all distinctive materials, features, and finishes, as well as construction techniques and examples of craftsmanship. The following paragraphs summarize the proposed treatments for significant materials, features, and finishes on the exterior of the Aronson Building.

Deteriorated Colusa sandstone trim on the base of the building would be retained, existing paint and unsound material removed, repaired, or patched where necessary; and replaced in kind if required.

The cast iron pilasters along 3rd and Mission streets would be retained, paint removed and repainted, and missing capitals replicated with an acceptable material.

The buff-colored brick, terra cotta pilasters, and capitals on the upper floors would be retained, cleaned, spalls patched, and missing elements replaced in kind or with a substitute material if necessary. The mortar joints would be re-pointed where necessary.

The terra cotta spandrel panels, window sills and headers, foliate ornament at the ninth and tenth floors, archivolt moldings, keystones, egg-and-dart moldings, and all other decorative terra cotta work would be retained, cleaned, patched where feasible, and replaced where necessary.

The sheet metal cornice and entablature at the tenth story would be retained, cleaned, paint stripped, corrosion removed, and patched where the fire escape penetrated it.

The historic entrance on 3rd Street would be retained, cleaned, and restored. If the Mission Street entrance survives behind the 1978 storefront, it would be retained, preserved, and re-used. If it does not exist, a compatible new arched opening would be created in this bay that recalls the former entrance.

In summary, the exterior of the Aronson Building would be rehabilitated in a manner that closely resembles its historic appearance. Existing historic features and materials would all be retained and preserved while missing elements would be recreated in some circumstances or replaced using contemporary but compatible replacements.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

The proposed complies with *Rehabilitation Standard 6* because deteriorated historic features and materials would be repaired rather than replaced wherever feasible. If replacement of a deteriorated element is required, or if the element is missing, it would be replaced in kind, or if that material is no longer available, it would be replaced using an acceptable substitute material that matches the profile and configuration of the original. Elements that may need selective replacement include some of the missing capitals on the cast iron pilasters along 3rd Street, missing terra cotta keystones on the arches at the ninth floor, and other parts of the terra cotta, sandstone, and galvanized sheet metal that are heavily deteriorated.

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

The proposed project provisionally complies with *Rehabilitation Standard 7*. The exact details of the scope of work for the rehabilitation of the exterior of the Aronson Building are still being worked out. If chemical or physical treatments are necessary, the gentlest methods would be used. The correct approach would be determined by a qualified preservation architect. Sandblasting or abrasive paint removal methods would not be used.

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

The proposed project provisionally complies with *Rehabilitation Standard 8*. The Aronson Building and the adjoining lot where the new tower would be built are located within an area known for previous prehistoric and historic archaeological finds. It is possible that excavation may reveal such deposits. Standard archaeological monitoring would occur during construction in case any prehistoric or historic materials are encountered to ensure that proper mitigation occurs.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed project complies with *Rehabilitation Standard 9*. The proposed project would demolish the two incompatible additions constructed in 1978, including the 10-story addition on the west façade and the three-story addition on the north façade. The only additions or new construction that would occur on the Aronson Building property include a small one-story solarium on the roof and a narrow canopy over the proposed storefronts along the first floor level of the north façade.

Solarium

The solarium would not be visible from street level. It would also be set back from the parapets toward the western edge of the roof further minimizing its visibility. It would be built of steel and glass to match the storefronts and would be largely transparent when viewed from higher locations such as the terrace at Yerba Buena Gardens. The proposed canopy on the north elevation would also be steel and glass and would have a thin and delicate profile, extending out 17'-2" over the driveway on the north side of the building. Both aspects of the project comply with the *Rehabilitation Standards* due to their comparative small size and location on non-character-defining elevations.

Vehicular Access

The vehicular access component of the proposed project, including the five Access Variants, is discussed in depth under Standard 2. As an intervention that would impact existing spatial relationships and historic fabric, it is essential to discuss this component of the project under *Rehabilitation Standard 9*. In summary, the proposed project and all five access variants would result in the removal of a section of the first floor of the north façade measuring 16'-tall by 80'-long. The proposed project and Access Variants 1-4 would remove about 10' of fabric into the building, although this intervention would be masked by a new storefront system built out to the plane of the historic brick wall. Access Variant 5 would go quite a bit deeper into the building, removing a 20'-deep section of the concrete structural slab, and the intervention would not be concealed behind a new storefront system.

The proposed project and Access Variants 1-4 comply with the *Rehabilitation Standard 9* for the same reason that they comply under *Rehabilitation Standard 2*. Although they would remove historic fabric, the location of the work at the lower portion of a secondary façade – an area that has already undergone many alterations – complies with the *Secretary of the Interior's Guidelines* for the design and construction of new additions and other related new work.

Access Variant 5 does not comply with *Rehabilitation Standard 9*. In addition to removing a larger section of historic fabric, this alteration would have a significant visual effect by visually undermining the apparent solidity of the north wall.

Tower

The proposed project would result in the construction of a 550'-high tower on the parcel to the west of the Aronson Building. The new tower would be physically linked to the Aronson Building at five above-grade floor levels. However, the tower would be fully structurally independent of the Aronson Building and thereby removable, which is a primary recommendation of the *Rehabilitation Standards*. In addition it is designed to read as an entirely separate building, a key requirement for additions to historic resources in dense urban locations in *Preservation Brief 14: "New Exterior Additions to Historic Buildings: Preservation Concerns."*¹¹⁵ The proposed tower is a bit of a hybrid. On one hand it functions as an addition to the Aronson Building – especially floors 1-3 where the connection between the buildings is very open and seamless. On the other hand, the tower would be structurally independent of the Aronson Building and would be designed to appear as an entirely separate building. These characteristics more closely fall into the category of "related new construction." As such, the proposed tower complies with the *Rehabilitation Standard 10* and *Preservation Brief 14* guidelines regarding urban infill, which suggest that "Treating the addition as a separate or infill building may be the best approach when designing an addition that will have the least impact on the historic building and the district."¹¹⁶

Preservation Brief 14 recommends that new infill construction should be compatible with the surrounding context in terms of scale, setback, and façade rhythm. The proposed tower is admittedly much taller than the Aronson Building (550' versus 144'). Because the Aronson Building is surrounded by taller contemporary buildings, the proposed tower is in keeping with its context, if not the historic Aronson Building. *Preservation Bulletin 14* does not expressly forbid additions that are larger than the historic building to which they are attached but the *Rehabilitation Standards* do generally frown upon this. However, due to the urban conditions present, and because the tower is designed to read as a separate building, the proposed tower would not *appear* to be an addition but instead as related new construction. By virtue of its slender profile and fine-grained façade articulation, which reduce its apparent mass, the proposed tower avoids a monolithic appearance that would overwhelm the finely rendered exterior of the Aronson Building.

Preservation Brief 14 takes a more "lenient" approach than the *Rehabilitation Standards* toward additions in dense urban settings, typically because there is rarely enough room in which to build a rear addition in these areas. Despite its prominence, building the proposed tower on the west side of the Aronson Building is actually the best approach. As a non-character-defining mid-block elevation that has no ornamental detail or historic fenestration, the west elevation could be properly classified as the rear façade of the Aronson Building. The proposed tower would conceal the west elevation of the Aronson Building, a section of the historic building that was greatly impacted by the construction of the 1978 addition. Concealing this wall from view would not impact the integrity of the Aronson Building; the removal of the 1978 addition would enhance it.

The Aronson Building is now an outlier of the historic Wholesale District and there are many other high-rise towers within the vicinity. Historically and aesthetically its closest counterpart is

¹¹⁵ Anne E. Grimmer and Kay D. Weeks, *Preservation Brief 14: "New Exterior Additions to Historic Buildings: Preservation Concerns"* (Washington D.C.: National Park Service), 7.

¹¹⁶ Ibid.

the Williams Building located diagonally across the intersection at 693 Mission Street. By placing the tower on the west side of the Aronson Building, historic visual connections between the Aronson Building and the Williams Building (as well as the rest of the remaining buildings of the Wholesale District along the 600 block of Mission Street) would be preserved. Furthermore, the proposed tower would not obstruct views of the Aronson Building's primary façades from the intersection of 3rd and Mission, or further east along Mission Street where there are comparable masonry loft buildings from the same period.

In regard to spatial relationships, the tower would be set back 6' to reveal a portion of the undamaged red brick wall of the Aronson Building, allowing the historic building to continue to "read" as an independent three-dimensional volume. The setback also facilitates the return of the Aronson Building's cornice along the west wall.

In terms of its massing and articulation, the proposed tower is designed as a series of thin, parallel slabs clad in an alternating arrangement of transparent metal window frames and glazing and stone veneer. This device breaks up the building's massing and reduces its apparent size. The first five floors of the tower would align with their counterparts in the Aronson Building, creating a relationship between the two structures that would be expressed on the exterior of the proposed tower.

In summary, the proposed tower complies with the *Rehabilitation Standards*. First, it would result in the demolition of the 1978 addition, an unsympathetic alteration that has impaired the integrity of the Aronson Building for a generation. Second, the proposed tower would not result in the loss of any historic materials or features. Third, it would be built on a tertiary elevation that has already been greatly impacted by the 1978 addition. Fourth, the proposed tower would be clearly differentiated from the Aronson Building in terms of its modern, contemporary vocabulary. Finally, it would not obstruct historic visual relationships between the Aronson Building and the rest of the Wholesale District east of 3rd Street.

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The proposed project complies with *Rehabilitation Standard 10* because it is possible to remove the proposed solarium, canopy, and even the adjoining tower and leave the essential form of the Aronson Building intact.

In summary, the proposed project complies with all ten of the *Secretary of the Interior's Standards for Rehabilitation*, with the exception of Access Variant 5 which does not comply with Standards 2 or 9.

B. Effect of the Proposed Project on Adjoining Historic Districts

The Aronson Building is located in two historic districts. The older of the two is the Aronson Historic District, which was determined eligible for listing in the National Register in 1979. As a National Register-eligible district it is also listed in the California Register. The Aronson Building is also a contributor to the proposed expansion of the New Montgomery-Second Conservation District proposed as part of the Transit Center District Plan.

Aronson Historic District

The Aronson Historic District is a very small district, encompassing only three properties – the Aronson Building at 706 Mission Street, the Williams Building at 693 Mission Street, and the Blumenthal Building at 87 3rd Street (**Figure 49**). The Williams Building, built in 1907, was incorporated into the St. Regis Hotel Project in 2005. The Blumenthal Building was demolished to make way for the Paramount apartment project in 2000. This leaves the Aronson Building the last freestanding contributor to this district. Although the Williams Building is now structurally part of the adjoining St. Regis Hotel, it still reads as an independent structure, so it could still be considered a contributor to the district. While the viability of a historic district consisting of only two contributors is up to debate, the relationship of the Aronson Building to the Williams Building across the street is a powerful one and these two buildings still dominate this intersection despite the encroachment of modern high-rises.

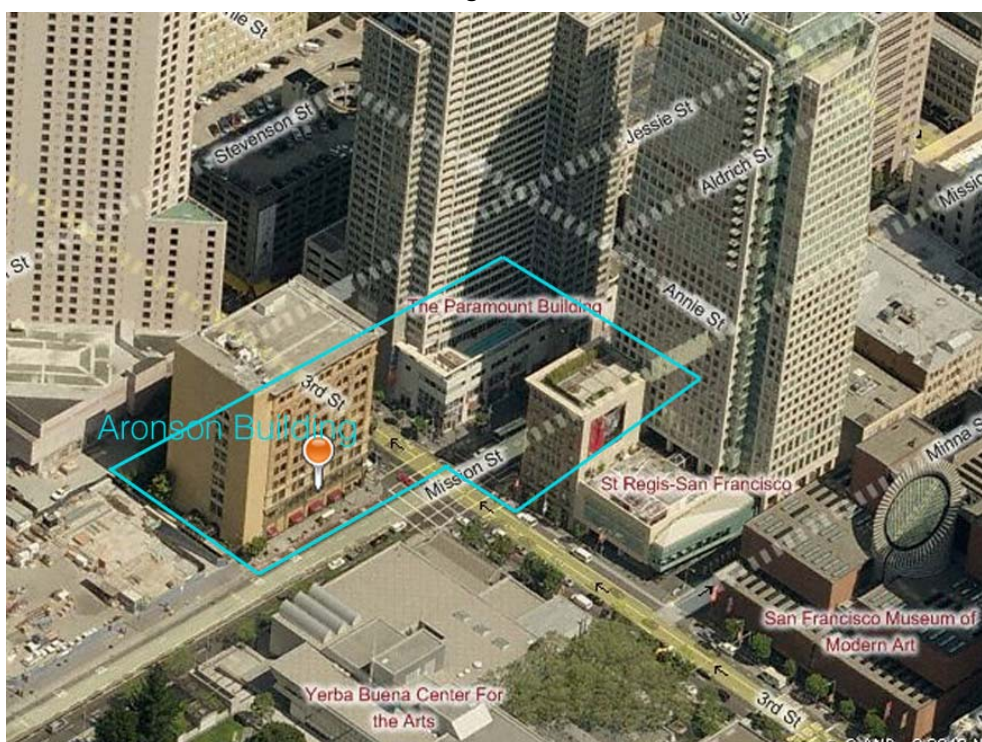


Figure 49. Aerial showing approximate boundaries of Aronson Historic District
Source: Bing.com; Annotated by KVP Architects

Proposed Expansion of the New Montgomery-Second Conservation District

The Aronson Building is located at the heart of a densely developed urban neighborhood that was historically known as San Francisco's Wholesale District. The designation of the New Montgomery-Second Conservation District in the 1980s has undoubtedly spared many older buildings within its boundaries, preserving most of the best early twentieth-century buildings along New Montgomery Street, 2nd Street, and the 600 block of Mission Street. When it was constructed in 1902, the Aronson Building was classified as a skyscraper and it remained the tallest building south of Market Street until the construction of the Pacific Telephone & Telegraph building in 1925. Within the intervening 85 years, dozens of much taller buildings have been constructed within a two-block radius of the Aronson Building, including several within the New Montgomery-Second Conservation District. The Aronson Building remains as a pal-

impsest of the early Wholesale District as well as an especially fine example of early skyscraper development in San Francisco. While many of its contemporaries are long gone, the Aronson Building remains as a living monument to the earliest stage of the extension of downtown San Francisco into the South of Market Area.

The proposed expansion of the New Montgomery-Second Conservation District is based on the findings of the Transit Center District Survey conducted by Kelley & VerPlanck Historical Resources Consulting in 2008. In the *Transit Center District Historic Context Statement*, Kelley & VerPlanck defined the potential “New Montgomery-Mission-Second Historic District” as “encompass(ing) both the locally designated New Montgomery-Second Conservation District and the Second and Howard National Register District as well as a surrounding belt of undesignated post-1906 commercial loft buildings and smaller-scale machine shops that are contemporaneous to and compatible with the existing designated historic districts.”¹¹⁷ This proposed historic district was subsequently revised by San Francisco Planning Department staff, its boundaries shrunk, and treated not as a potential historic district but instead as an expansion of the existing New Montgomery- Second Street Conservation District.

The Aronson Building is included as a contributor to the proposed expansion of the New Montgomery-Second Conservation District (**Figure 50**). An outlier located at the extreme southwest corner of the proposed district, the Aronson Building shares a similar context with the other district contributors, most of which are concentrated along New Montgomery Street, 2nd Street, and the 600 block of Mission Street. Although the context surrounding the Aronson Building is now dominated by contemporary high-rises, the Aronson Building exerts a powerful presence at the intersection of 3rd and Mission Streets incommensurate with its relatively small size. Because of this, the Aronson Building visually relates to the rest of the New Montgomery-Second Conservation District to the east. It is also an important transitional element from the high-rise-dominated Yerba Buena Center to the lower-scale buildings lining Mission Street between 2nd and 3rd streets.

¹¹⁷ Kelley & VerPlanck Historical Resources Consulting, Transit Center District Survey Historic Context Statement (San Francisco: September 11, 2008), 62.



Figure 50. Proposed New Montgomery and Second Conservation District (expanded)

Source: Transit Center District Plan

Regarding the potential impacts of the proposed project on either of the historic districts to which the Aronson Building contributes, the rehabilitation of the Aronson Building would only strengthen their aesthetic qualities. The 1978 alterations to the Aronson Building significantly impaired its integrity; the proposed project would reverse these alterations, including removing the 1978 additions, replacing the existing anodized aluminum windows with more appropriate fenestration, removing the applied brick infill from the storefronts, removing the fire escapes, and the restoration and replacement of the damaged or missing cast iron, sandstone, terra cotta, and sheet metal ornament. The rehabilitated building would much more closely hew to its original design during its period of significance, as well as that of the greater New Montgomery-Second Conservation District.

The proposed tower would be located outside both of the two districts, although it would adjoin them on its eastern boundary. Because of its location west of both districts, it would not obstruct existing visual connections between the Aronson Building and its fellow district contributors to the east. It would obscure visual connections between Jessie Square and the Aronson Building, but those views are presently dominated by the ten-story west addition.

In conclusion, the proposed project would not impair the significance of the Aronson Historic District or the proposed expansion of the New Montgomery-Second Conservation District. The proposed tower would not create an adverse aesthetic effect. It would also not have an obstructive effect – meaning that it would not obstruct any important character-defining features of the historic structure. Nor would it block any scenic views from the viewpoint of the historic property or views of the historic property from contributors of either historic district.

C. Effect of Proposed Project on Nearby Individual Historic Resources

Despite a half-century of redevelopment activity in the area, there remain several individual buildings of historical or architectural significance within a half-block of the Aronson Building. To the west of the Aronson Building –about half a block away – are St. Patrick's Church and Rectory, at 756 and 760 Mission Street, respectively. The church was constructed in 1872 and rebuilt in 1907. The adjoining rectory was constructed ca. 1926. St. Patrick's is a historically significant Gothic Revival church built of brick and concrete that is of importance to the City's Irish and Filipino-American communities. The reinforced-concrete rectory is located next door at 760 Mission Street. Similar to the church, it is also designed in the Gothic Revival style.

To the northwest of the Aronson Building is the Jessie Street Substation, a historic utility building originally built in 1881 and then expanded and remodeled by architect Willis Polk in 1905. It burned in the 1906 Earthquake, was repaired in 1907, and enlarged again in 1909. The Jessie Street Substation was originally to have been demolished as part of the Yerba Buena Center but was successfully saved by preservationists who argued that it should be incorporated into the project. After remaining vacant for years the Jessie Street Substation was rehabilitated and expanded as part of its conversion by Daniel Libeskind into the Jewish Contemporary Museum in 2007-08.

The only other individually significant building located near the Aronson Building is the Williams Building at 693 Mission Street, a 1907 commercial loft building incorporated into the St. Regis Hotel Project in 2005. The effects on this building are discussed above under the Aronson Historic District.

In regard to the proposed tower, its construction would not have a significant aesthetic or obstructive effect on either the Jessie Street Substation or the St. Patrick's complex. The tower would replace the existing 1978 west addition of the Aronson Building, which presently presents a largely blank and unattractive facade toward both buildings. It would also replace the vacant construction site that has stood next to Jessie Square for over a decade. Neither the 1978 addition nor the vacant lot contribute to the significance of the historic buildings or their surroundings.

The proposed tower would partially obscure views of the Aronson Building from both the Jessie Street Substation and St. Patrick's Church and Rectory, although the north façade will still be visible from the Jessie Street Substation and the Mission Street façade will still be visible from St. Patrick's. The proposed tower would not obstruct views between the Jessie Street Substation and St. Patrick's Church, although it will obstruct some views of the Jessie Street Substation from Mission Street. However, views of the Jessie Street Substation from the mid-portion of the 700 block of Mission Street and Yerba Buena Garden would be preserved permanently due to the presence of Jessie Square.

The construction of the proposed tower is unlikely to have any significant impacts on the historical setting of the Jessie Street Substation or St. Patrick's Church and Rectory. Today these buildings are surrounded by contemporary high-rises and plazas that have nothing to do with the historical context that once surrounded these buildings. Along with the Aronson Building, these buildings were saved by preservationists in the early 1970s. Their contexts were either

deemed unimportant at the time, or they were already gone; what survives now are the buildings devoid of their original context. The construction of the new tower next to the Aronson Building is not going to further harm this context in any meaningful way.

The new tower would have no physical impacts on either the Jessie Street Substation or St. Patrick's Church and Rectory.

The proposed tower will likely have shadow impacts on Jessie Square, the Jessie Street Substation, and St. Patrick's Church and Rectory, although analysis of shadow impacts is beyond the scope of this report.

IX. Conclusion

Designed by Hemenway & Miller and built in 1903 for real estate developer Abraham Aronson, the Aronson Building was the first steel-frame skyscraper constructed south of Market Street. Damaged in the 1906 Earthquake, the building was restored in 1907-08. Over the next six decades the building remained a centerpiece of San Francisco's Wholesale District. Nearly demolished in the mid-1970s, the Aronson Building was unsympathetically remodeled in 1978. The project sponsor intends to reverse the alterations and rehabilitate the Aronson Building to something more closely resembling its historic appearance. The project also includes the construction of a new tower to the west of the Aronson Building. The exterior of the Aronson Building would be rehabilitated in compliance with the *Secretary of the Interior's Standards for Rehabilitation*. Based on the analysis above the proposed project would largely comply with the *Rehabilitation Standards* and would therefore not have a significant adverse impact on the environment. Likewise, the project would not negatively impact the two historic districts to which the Aronson Building contributes because the tower lay just outside the districts. Furthermore, it would not have an aesthetic or obstructive impact on viewsheds within the area. Finally, the proposed project would not create adverse effects on the scattered individual historic resources that lie west of the project site around Jessie Square. Already surrounded by high-rise towers, these three buildings (along with the Aronson Building) are fascinating remnants of the old South of Market Area, but remnants that are divorced from their original historic context. As designed, the proposed project would significantly enhance the appearance and historical integrity of the Aronson Building, one of San Francisco's most important early skyscrapers.

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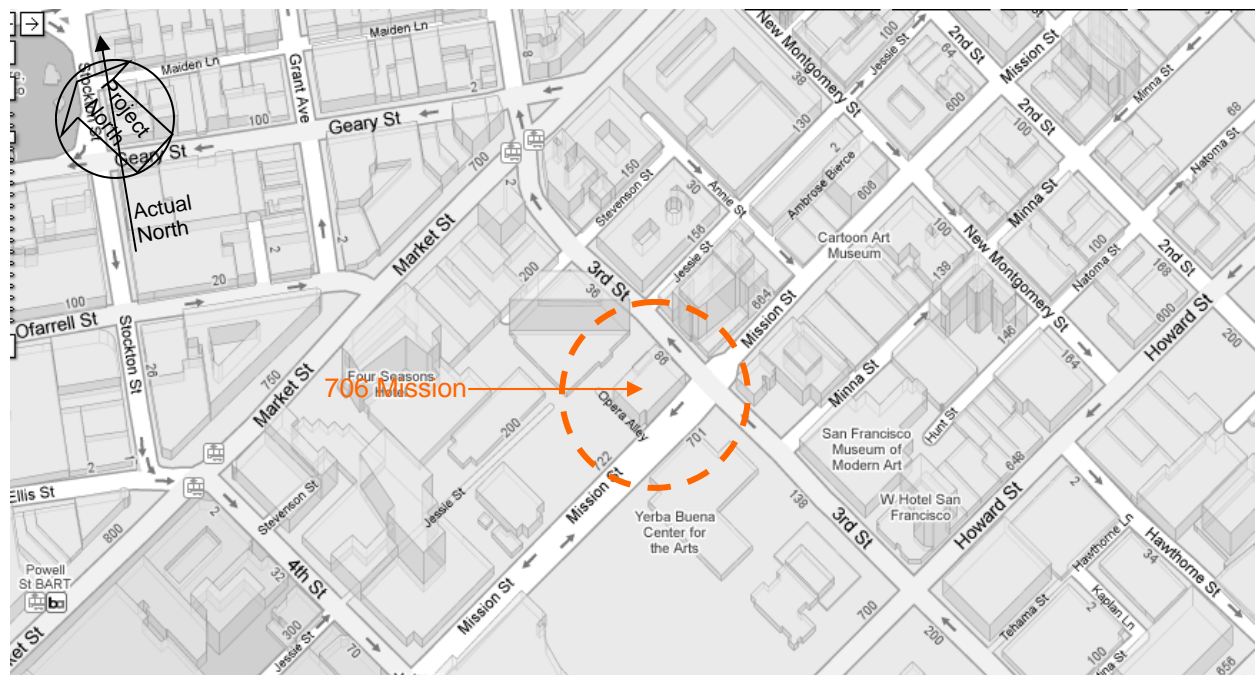
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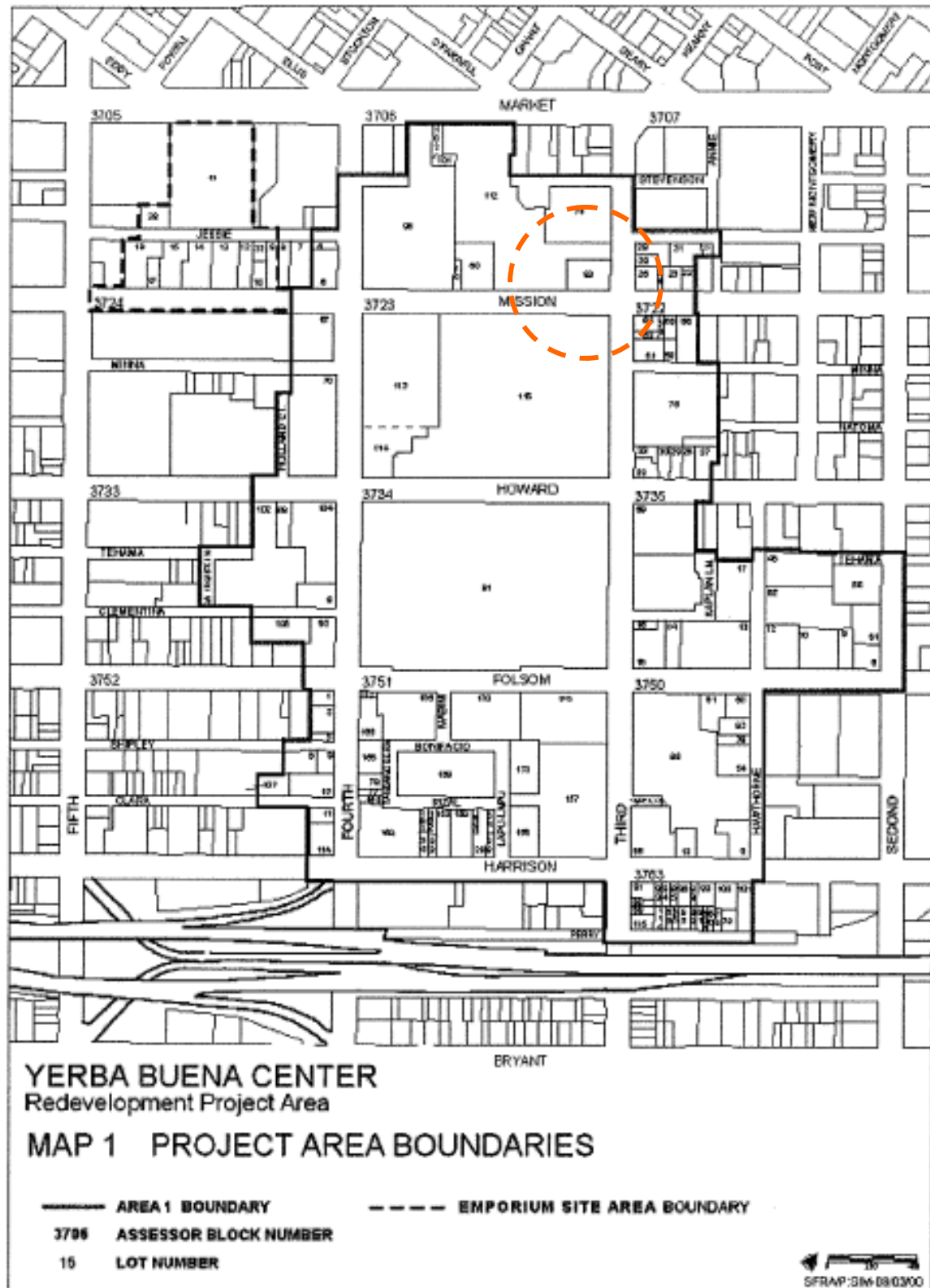
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XI. Appendix

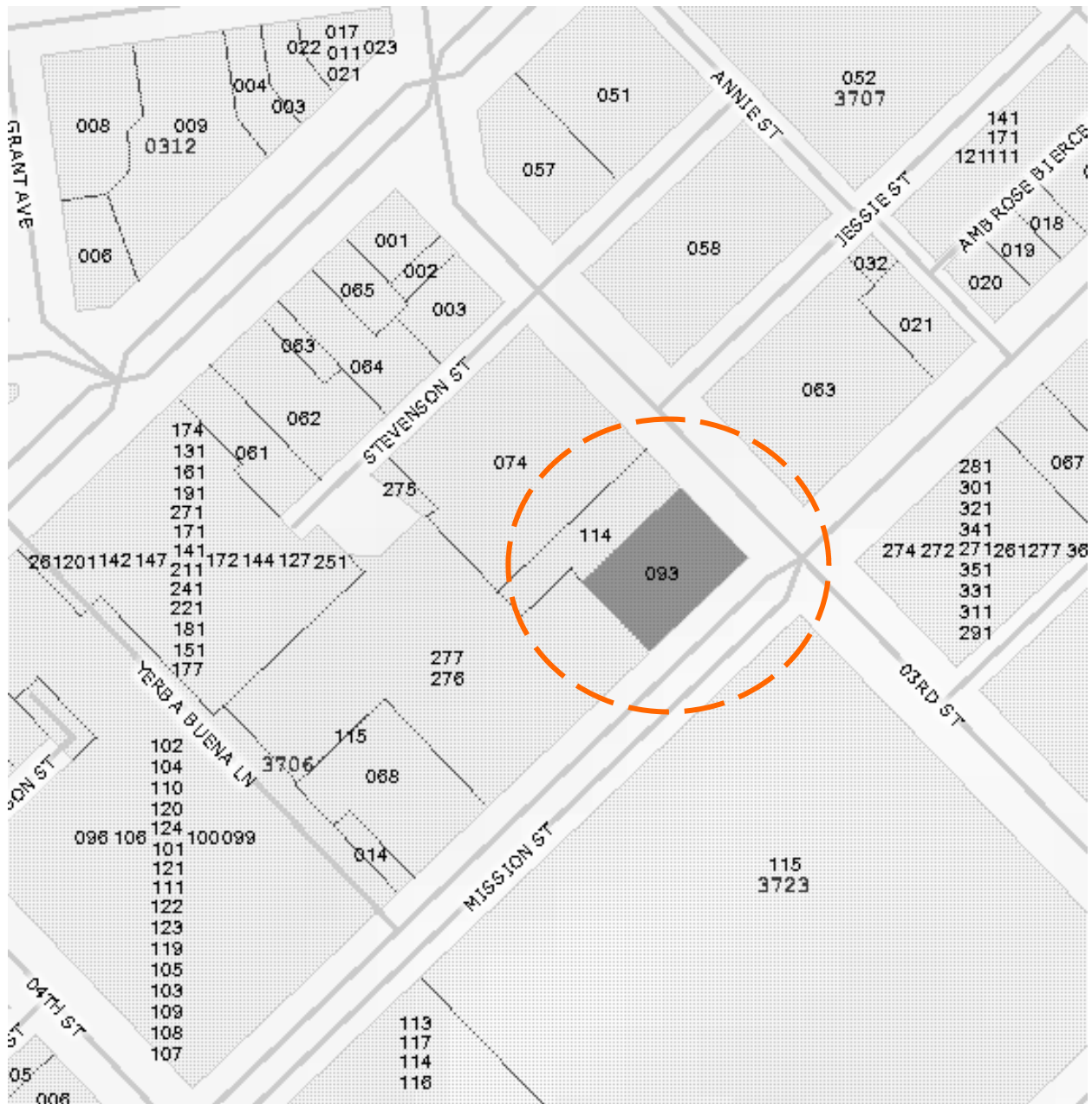
- A. Location Maps*
- B. Assessor-Recorder Data*
- C. Sanborn Maps*
- D. Selected Building Permit Applications*
- E. Historic Photographs*
- F. Context Photographs*



Location and site map—706 Mission Street




Map of Yerba Buena Center Redevelopment Project Area
 Source: San Francisco Redevelopment Agency

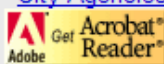


Parcel map for 706 Mission Street

Source: City and County of San Francisco: <http://gispubweb.sfgov.org/website/sfparcel/index.htm>



Office of the Assessor-Recorder

[view Block Map](#)
[Unofficial Document -](#)
[Not for Submittal to](#)
[City Agencies](#)


Record for Block 3706 Lot 093 --- Assessor Volume #25

Property Location							
0700 - 0706 MISSION ST						Suite/Room: 0000	
Mailing Address for Property							
735 MARKET ST 3RD FL SAN FRANCISCO CA 94103							
For Fiscal year beginning July 1, 2007 and ending June 30, 2008							
Land:	1,276,113	Improvement:	4,592,489	Fixtures:	0	Personal Prop:	0
Homeowner Exemption:	0	Miscellaneous Exemption:	0	Exemption Type Code:			
Property Characteristics							
Sales Base Year:		2007		Property Class:		O	
Neighborhood:		09F		Kitchen:			
Kitchen Built-ins:		0000		Construction Type:		C (Masonry or concrete)	
Base Lot:		000		Zoning Code:		C3R	
Year Built:		1906		Lot Frontage:		0	
Lot Depth:		4,700		Lot Area:		15,459	
Basement Area:		0		Stories:		10	
Units:		4		Rooms:		44	
Bedrooms:		0		Bathrooms:		12	
Copyright 2006 - Office of the Assessor-Recorder, City and County of San Francisco, all rights reserved.							

Parcel information for 706 Mission Street
 Source: City and County of San Francisco: <http://gispubweb.sfgov.org/website/sfparcel/index.htm>

lots 94&95 into lots 96/112 for 1992 roll
lot 112 into lots 113/115 for 1999 roll

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CITY & COUNTY ASSESSOR 1995

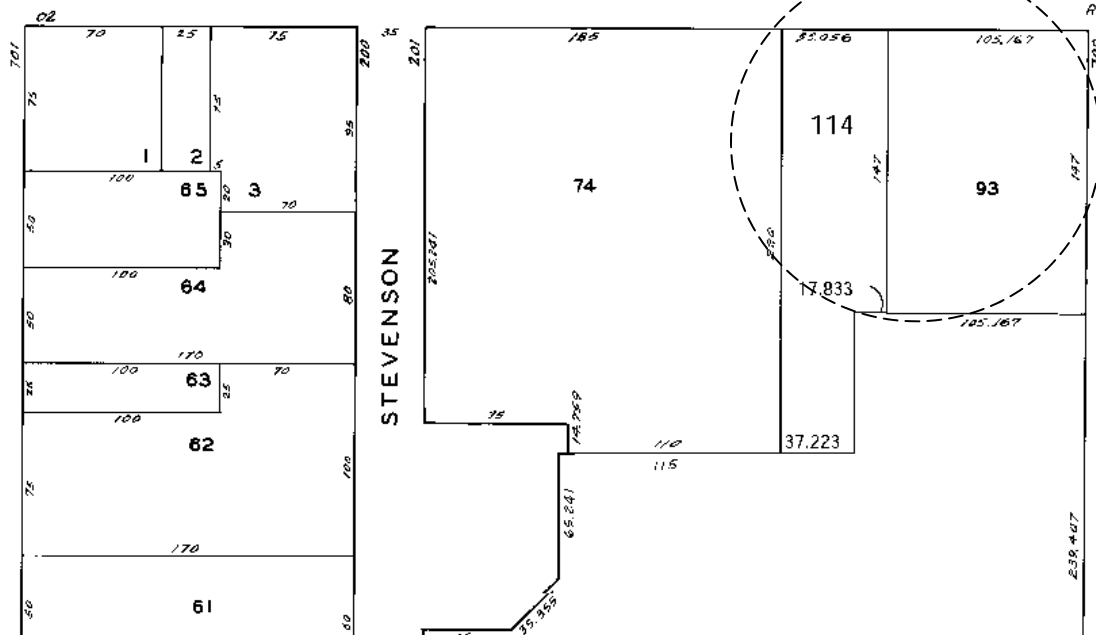
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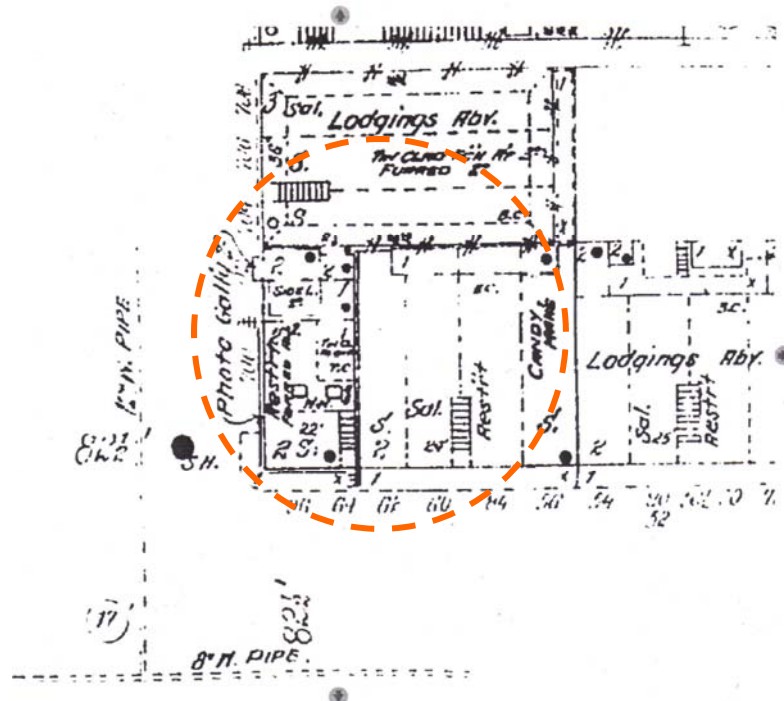
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" '92
Revised 1999



June 23, 2011



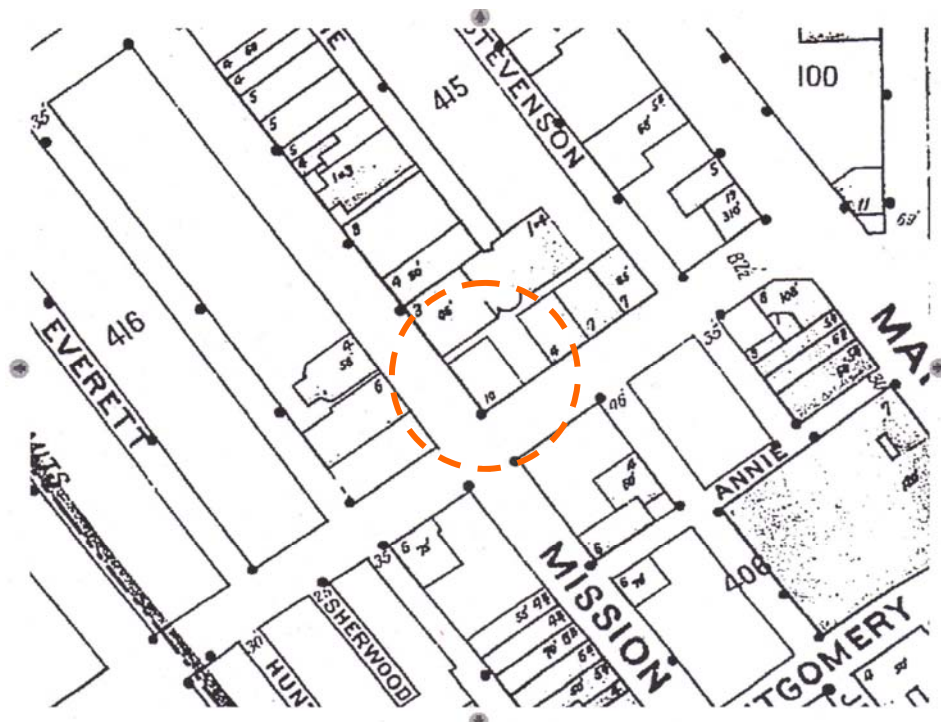
Sanborn Fire Insurance Map, San Francisco, 1889-1900, vol. 2, 1899, sheet 134
Map shows site prior to construction of Aronson Building
Source: San Francisco Public Library; annotated by KVP Architects



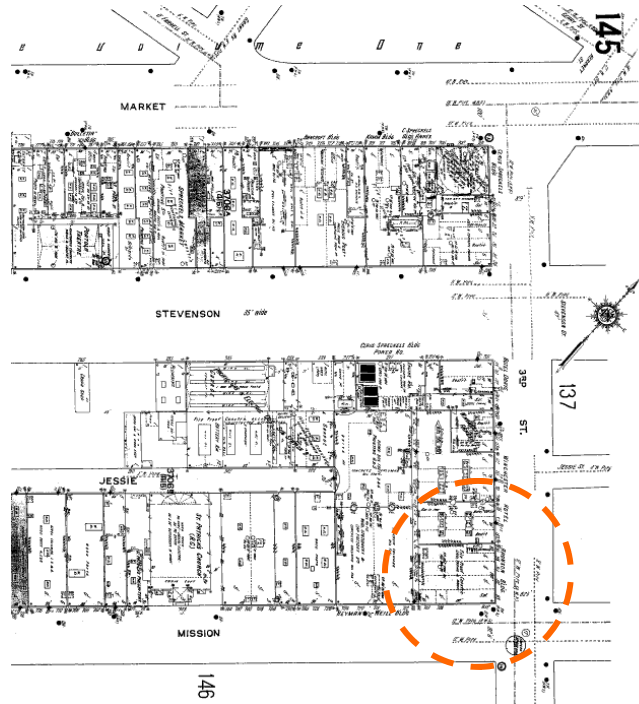
Detail of Sanborn Fire Insurance Map, San Francisco, 1889-1900, vol. 2, 1899, sheet 134
Map shows site prior to construction of Aronson Building
Source: San Francisco Public Library; annotated by KVP Architects



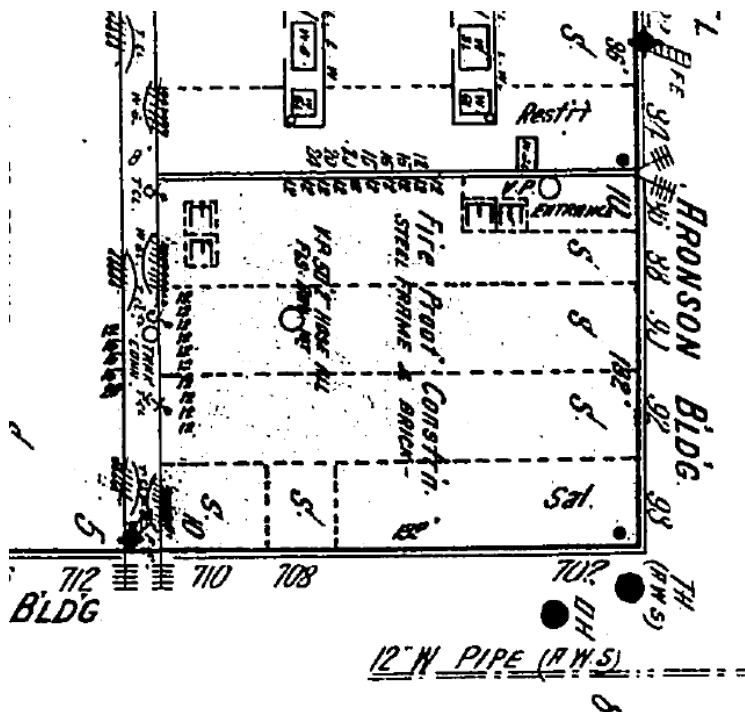
Sanborn Fire Insurance Map, San Francisco, September 1904, sheet 1
Source: San Francisco Public Library; annotated by KVP Architects



Detail of Sanborn Fire Insurance Map, San Francisco, September 1904, sheet 1
Source: San Francisco Public Library; annotated by KVP Architects



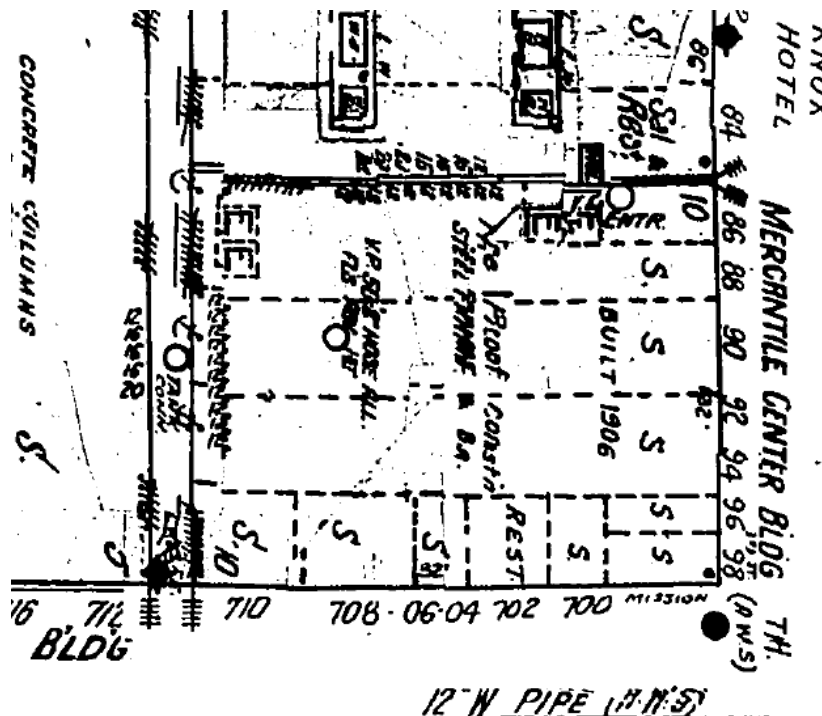
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Source: San Francisco Public Library; annotated by KVP Architects



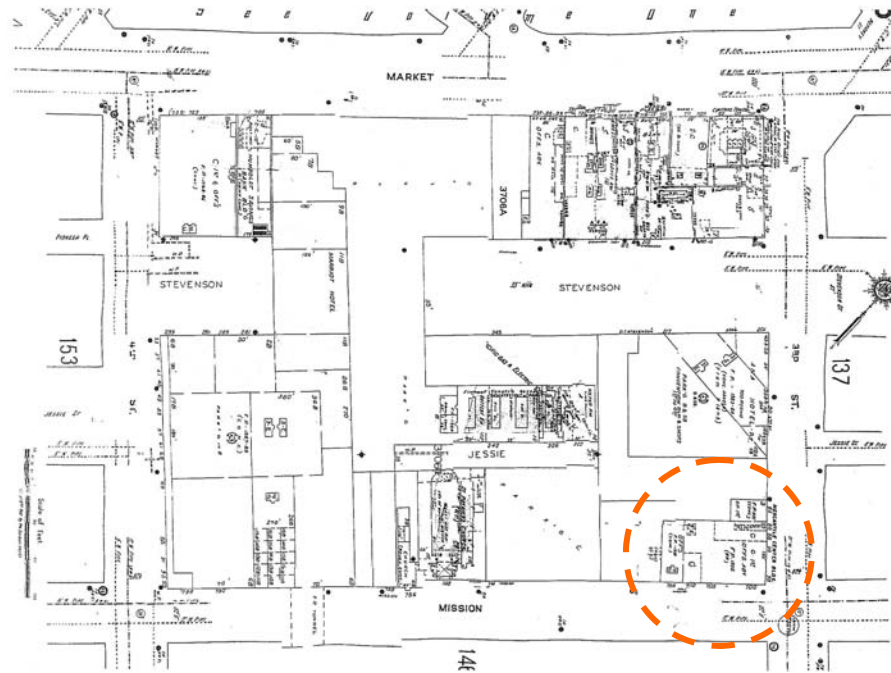
Detail of Sanborn Fire Insurance Map, San Francisco, 1913-1915, vol. 2, 1913, Sheet 145
Source: San Francisco Public Library; annotated by KVP Architects



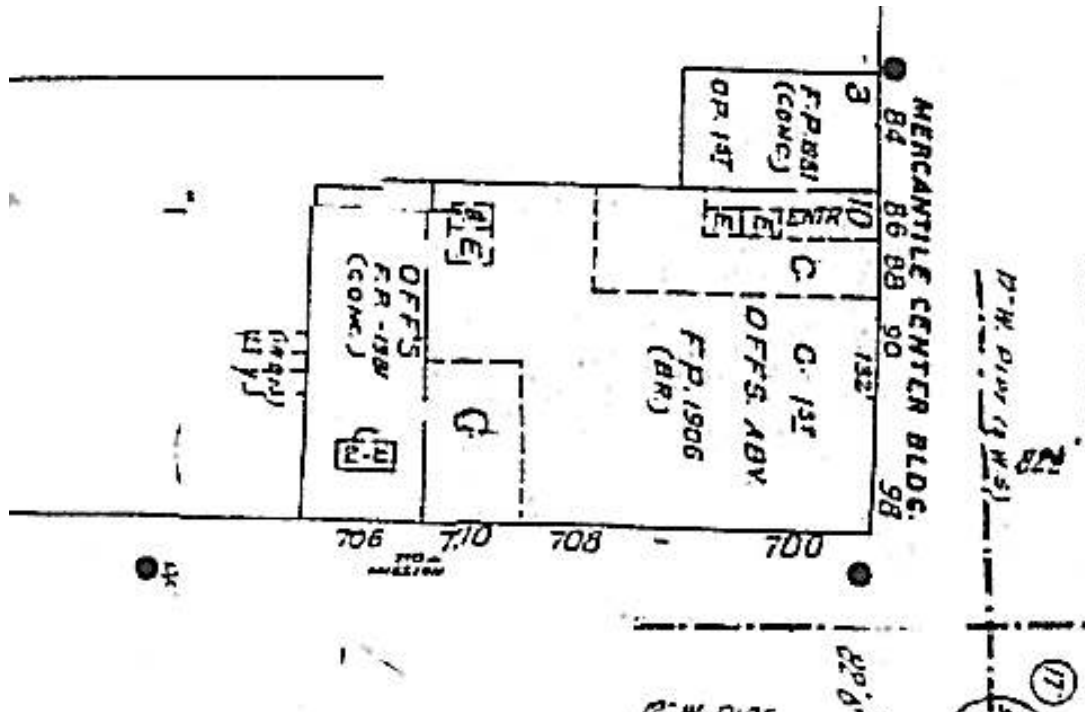
Sanborn Fire Insurance Map, San Francisco, 1913-Dec.1950, vol.2, 1913-Sept.1950, Sheet 145
 Source: San Francisco Public Library; annotated by KVP Architects



Detail of Sanborn Fire Insurance Map, San Francisco, 1913-Dec.1950, vol.2, 1913-Sept.1950, Sheet 145
 Source: San Francisco Public Library; annotated by KVP Architects



Sanborn Fire Insurance Map, San Francisco, 1950 (revised, 1989)
Source: San Francisco Public Library; annotated by KVP Architects



Detail of Sanborn Fire Insurance Map, San Francisco, 1950 (revised 1989)
Source: San Francisco Public Library; annotated by KVP Architects

3707 *a*

No. 7101

APPLICATION

OF

J. Anson Owner
700 Mission
To make alterations or repairs at

Location 700 Mission

Street

Estimated Cost \$ 100,000.00

Fee \$

Filed **DEC 23 1906**

Referred to Inspector

DEC 28 1906

Date

Approved:

Building Inspector.

Approved: J. P. Horgan
Inspector.
Dec 28/06

Permit application dated December 28, 1906. This permit is for restoration of the building after the 1906 Earthquake and Fire.

Source: San Francisco Department of Building Inspection

Co. Clerk

WRITE IN INK—FILE 2 COPIES.

TO THE HONORABLE

THE BOARD OF PUBLIC WORKS

OF THE CITY AND COUNTY OF SAN FRANCISCO

Gentlemen:

The undersigned respectfully petition your Honorable Board for permission to do the following work at

N.W. corner of Third street, _____ feet

side of _____ and Mission Street

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

To rehabilitate and reconstruct building on N.W. corner of 3rd and Mission sts occupying a lot 40'-0" on Third st and 107'-0" on Mission st

Estimated cost of work, \$100,000.00

Building to be used as... *lofts*

In consideration of the granting of the foregoing Application, I hereby agree to save the City and County of San Francisco harmless from all costs and damages which may accrue from the use or occupancy of the sidewalk, street or sub-sidewalk space in the said work.

A. Aronson (owner)
511 Eddy (address)
Per *JH O'Connell*

Name of Builder _____ }
Address _____ }

Name of Architect *Hemenway & Miller*
Address *511 Eddy St.* }

Permit application dated December 28, 1906. This permit is for restoration of the building after the 1906 Earthquake and Fire.

Source: San Francisco Department of Building Inspection

CENTRAL PERMIT BUREAU F435

Write in Ink—File Two Copies

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF PUBLIC WORKS
BLDG. FORM

CENTRAL PERMIT BUREAU

3

APPLICATION FOR BUILDING PERMIT
ADDITIONS, ALTERATIONS OR REPAIRS

JUNE 8 1964

Application is hereby made to the Department of Public Works of San Francisco for permission to build in accordance with the plans and specifications submitted herewith and according to the description and for the purpose hereinafter set forth:

(1) Location N.W. CORNER OF 3RD & MISSION STS.

(2) Total Cost (\$) \$9,000. (3) No. of Stories 1 (4) Basement or Cellar YES
yes or no

(5) Present Use of building COMMERCIAL (6) No. of families —
yes or no

(7) Proposed Use of building STORE (8) No. of families —
yes or no

(9) Type of construction TYPE 3 (10) 16
1, 2, 3, 4, or 5 Proposed Building Code Classification

(11) Any other building on lot No (must be shown on plot plan if answer is yes.)
yes or no

(12) Does this alteration create an additional story to the building? No
yes or no

(13) Does this alteration create a horizontal extension to the building? No
yes or no

(14) Does this alteration constitute a change of occupancy No
yes or no

(15) Electrical work to be performed YES (16) Plumbing work to be performed YES
yes or no yes or no

(17) Automobile runway to be altered or installed No
yes or no

(18) Sidewalk over sub-sidewalk space to be repaired or altered YES
yes or no

(19) Will street space be used during construction? YES
yes or no

(20) Write in description of all work to be performed under this application:
(Reference to plans is not sufficient)

ALTERATION OF GROUND FLOOR NOW CONSISTING OF SEVERAL SMALL STORES. EXCEPT FOR CAMERA SHOP STILL UNDER LEASE, ALL PARTITIONS WILL BE REMOVED & MADE INTO ONE LARGER STORE WITH MEZZANINE & ANOTHER SMALLER STORE ON 3RD ST. ALL EXISTING SHOW WINDOWS WILL BE REMOVED & REPLACED. ALL NEW ELECTRICAL WIRES & FIXTURES. NEW EXHAUST & VENTILATING SYSTEM, NEW BASEBOARD STEAM CONVERTERS, STORE FIXTURES, SIGNS, AWNINGS ARE NOT PART OF THIS CONTRACT.

(21) Supervision of construction by WAYNE OSAKI, ARCHT Address 709 MISSION ST. SF. 3

(22) General Contractor TO BE SELECTED California License No. —
Address —

(23) Architect or Engineer WAYNE OSAKI, ARCHT California Certificate No. C-2296
(for design) Address 709 MISSION ST. SAN FRANCISCO 3, CALIF.

(24) Architect or Engineer — SAME AS ABOVE — California Certificate No. —
(for construction) Address —

(25) I hereby certify and agree that if a permit is issued for the construction described in this application, all the provisions of the permit and all laws and ordinances applicable thereto will be complied with. I further agree to save San Francisco and its officials and employees harmless from all costs and damages which may accrue from use or occupancy of the sidewalk, street or sub-sidewalk space or from anything else in connection with the work included in the permit. The foregoing covenant shall be binding upon the owner of said property, the applicant, their heirs, successors and assignees.

(26) Owner ROCHESTER CLOTHING CO. (Phone EX-7-0888)
Address 3RD & MISSION ST. SAN FRANCISCO 3
For contract by Bureau

By Wayne Osaki, Architect Address 709 Mission St. SF. 3
Owner's Authorized Agent to be Owner's Authorized Architect, Engineer or General Contractor.

CERTIFICATE OF FINAL COMPLETION AND/OR PERMIT OF OCCUPANCY MUST BE OBTAINED ON COMPLETION OF WORK OR ALTERATION INVOLVING AN ENLARGEMENT OF THE BUILDING OR A CHANGE OF OCCUPANCY PURSUANT TO SEC. 808 AND 809, SAN FRANCISCO BUILDING CODE, BEFORE BUILDING IS OCCUPIED.

Pursuant to Sec. 304, San Francisco Building Code, the building permit shall be posted on job. Owner is responsible for approved plans and application being kept at building site.

APPROVAL OF THIS APPLICATION DOES NOT CONSTITUTE AN APPROVAL FOR THE ELECTRICAL WIRING OR PLUMBING INSTALLATIONS. A SEPARATE PERMIT FOR THE WIRING AND PLUMBING MUST BE OBTAINED.

THIS IS NOT A BUILDING PERMIT. NO WORK SHALL BE STARTED UNTIL A BUILDING PERMIT IS ISSUED.

Permit application dated June 8, 1964. This permit covers alterations to the first floor retail spaces .
Source: San Francisco Department of Building Inspection

Not reviewed by the Department of City Planning
 Approved: _____
 Zone _____
 CPC Setbacks _____
 City Planning Code _____

Approved: _____

Department of Public Health

Approved: _____

Department of Electricity

Approved: _____

Art Commission

Approved: _____

Boiler Inspector

Approved: _____

Redevelopment Agency

Approved: _____

Parking Authority

No portion of building or structure or scaffolding used during construction to be closer than 6'0" to any wire containing more than 750 volts. See Sec. 365 California Penal Code.

Department of City Planning

Approved: _____
 As per submitted plans,
 as amended.

aw Clark 7/14/64
 Bureau of Fire Prevention & Public Safety

Approved: _____
 As noted on plans.

H. H. Long 7/13/64
 Civil Engineer, Bureau of Building Inspection

Approved: _____

Bureau of Engineering

Permit application dated June 8, 1964. This permit covers alterations to the first floor retail spaces.
 Source: San Francisco Department of Building Inspection

REFER TO:

Bureau of Engineering ☐

BBI Struct. Engineer ☒

Boiler Inspector ☐

Art Commission ☐

Dept. of Public Health ☐

Dept. of Electricity ☐

Redevelopment Agency ☐

Parking Authority ☐

Approved 7/9 1964

Provided the following conditions are complied with:

BLDG. FORM **3** No. **391044**

APPLICATION OF

ROCHESTER CLOTHING CO. Lessee
Owner

FOR PERMIT TO MAKE
ADDITIONS, ALTERATION or REPAIRS
TO BUILDING

N.W.
Location CORNER OF 3rd & 700
MISSION ST.

Total Cost \$ 50,000.00

Filed JUNE 8 1964

APPROVED:

APPROVED
Dept. Public Works
JUL 23 1964
Robert C. Long
SUPERINTENDENT
BUREAU OF BUILDING INSPECTION

1-4-66
OCC Reg. 20900

James D. McLean
Building Inspector, Bureau of Building Inspection

I agree to comply with all conditions or stipulations of the various Bureaus or Departments noted hereon.

Wayne R. Rishi
Owner or Owner's Authorized Agent

Permit No. 269932

Issued JUL 23 1964 1964

Permit application dated June 8, 1964. This permit covers alterations to the first floor retail spaces.
Image courtesy of San Francisco Department of Building Inspection.

DEPARTMENTAL USE ONLY

NOV 22 1978

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS
SITE PERMIT
APPLICATION FOR BUILDING PERMIT
ADDITIONS, ALTERATIONS OR REPAIRS
FOR SITE PERMIT ONLY.
NO WORK MAY BE STARTED
UNTIL CONSTRUCTION PLANS
HAVE BEEN APPROVED.

700 MISSION STREET
SAN FRANCISCO

ESTIMATED COST OF JOB
\$1500,000.00

NOV 24 1978

DESCRIPTION OF EXISTING BUILDING

(1A) TYPE OF CONSTR. 1-4 <input checked="" type="checkbox"/> 5-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> 21-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> 61-70 <input type="checkbox"/> 71-80 <input type="checkbox"/> 81-90 <input type="checkbox"/> 91-100 <input type="checkbox"/>	(1B) NUMBER OF STORIES OF OCCUPANCY 10	(1C) NUMBER OF BASEMENTS AND CELLARS 1	(1D) PRESENT USE OFFICE F-2	(1E) BLDG CODE OCCUP CLASS F-2	(1F) NO OF DWELLING UNITS
--	--	--	-----------------------------	--------------------------------	---------------------------

DESCRIPTION OF BUILDING AFTER PROPOSED ALTERATION

(2A) TYPE OF CONSTR. 1-4 <input checked="" type="checkbox"/> 5-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> 21-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> 61-70 <input type="checkbox"/> 71-80 <input type="checkbox"/> 81-90 <input type="checkbox"/> 91-100 <input type="checkbox"/>	(2B) NUMBER OF STORIES OF OCCUPANCY 10	(2C) NUMBER OF BASEMENTS AND CELLARS 1	(2D) PROPOSED USE OFFICE & RETAIL	(2E) BLDG CODE OCCUP CLASS F-2	(2F) NO OF DWELLING UNITS
--	--	--	-----------------------------------	--------------------------------	---------------------------

TO BE SELECTED

CONSTRUCTION DESIGNER 390 - 4TH STREET SAN FRANCISCO

OWNER - LESSEE (CROSS OUT ONE) UNKNOWN

T/W ASSOCIATES

ADDITION OF 10 STORIES ON WEST SIDE OF BLDG
ADDITION OF 3 STORIES ON NORTH SIDE OF BLDG

IMPORTANT NOTICES

APPLICANT'S CERTIFICATION

NOTICE TO APPLICANT

APPLICANT'S SIGNATURE

DATE 5/31/78

Permit application dated November 24, 1978. This permit is for the two additions which are extant.
Source: San Francisco Department of Building Inspection

CONDITIONS AND STIPULATIONS		DATE:	REASON:	NOTIFIED MR.
APPROVED:	<p>Provide Supervised Auto Sprinkler System throughout both original Bldg + both the 3 story 10 story Hotel additions 10-13-78 <i>William Plck</i></p> <p>7-7-78 <i>Bill Hone</i> 10-13-78</p> <p>BUILDING INSPECTOR, BUR. OF BLDG. INSP.</p>			
APPROVED:	<p><input checked="" type="checkbox"/> CATEGORICALLY EXEMPT FROM ENVIRONMENTAL REVIEW</p> <p>JUL 28 1978</p> <p><i>Jack Beveling</i></p> <p>DEPARTMENT OF CITY PLANNING</p>			
APPROVED:	<p>AS NOTED ON APPROVED PLANS.</p> <p><input checked="" type="checkbox"/> Buildings 10 stories and 3 stories To be sprinkled with a Supervised system in line w/ smoke tower</p> <p><i>Samuel</i> 7-11-78</p> <p>BUREAU OF FIRE PREVENTION & PUBLIC SAFETY</p>			
APPROVED:	<p><input checked="" type="checkbox"/></p> <p><i>R. J. J. 8/17/78</i></p> <p>CIVIL ENGINEER, BUR. OF BLDG. INSPECTION</p>			
APPROVED:	<p><input checked="" type="checkbox"/> Subject to all conditions of D.P.W. Order No. 123,531</p> <p>ALL ENCROACHMENTS IN THE OFFICIAL STREET OR SIDEWALK AREAS MUST BE GRANTED IN WRITING BY THE DIRECTOR OF PUBLIC WORKS OR BY RESOLUTION OF THE BOARD OF SUPERVISORS. ALL ENTRANCES, BOTH PEDESTRIAN AND VEHICULAR, SHALL MEET THE SIDEWALK GRADING. ALL RAMPING SHALL BE INSIDE OF PAVEMENT OF ENGINEERING</p> <p><i>Harbo</i></p> <p>DEPARTMENT OF PUBLIC WORKS</p>			
APPROVED:	<p><input type="checkbox"/></p> <p>DEPARTMENT OF PUBLIC HEALTH</p>			
APPROVED:	<p><input checked="" type="checkbox"/> for compliance with Redevelopment requirements</p> <p><i>Amundson</i></p> <p>REDEVELOPMENT AGENCY</p>			
APPROVED:	<p><input type="checkbox"/></p> <p>RESIDENTIAL ENV. INSPECTOR, DIV. OF APT. & HOTEL INSP., S.F.</p>			
APPROVED:	<p><input type="checkbox"/></p>			
<p>I AGREE TO COMPLY WITH ALL CONDITIONS OR STIPULATIONS OF THE VARIOUS BUREAUS OR DEPARTMENTS NOTED ON THIS APPLICATION AND ATTACHED STATEMENTS OF CONDITIONS OR STIPULATIONS, WHICH ARE HEREBY MADE A PART OF THIS APPLICATION.</p> <p>NUMBER OF ATTACHMENTS <input type="checkbox"/></p> <p><i>Amundson</i></p> <p>SIGNATURE OF OWNER, FISCAL OR AUTHORIZED AGENT FOR OWNER OR LESSEE</p>				

Permit application dated November 24, 1978. This permit is for the two additions which are extant.
Source: San Francisco Department of Building Inspection

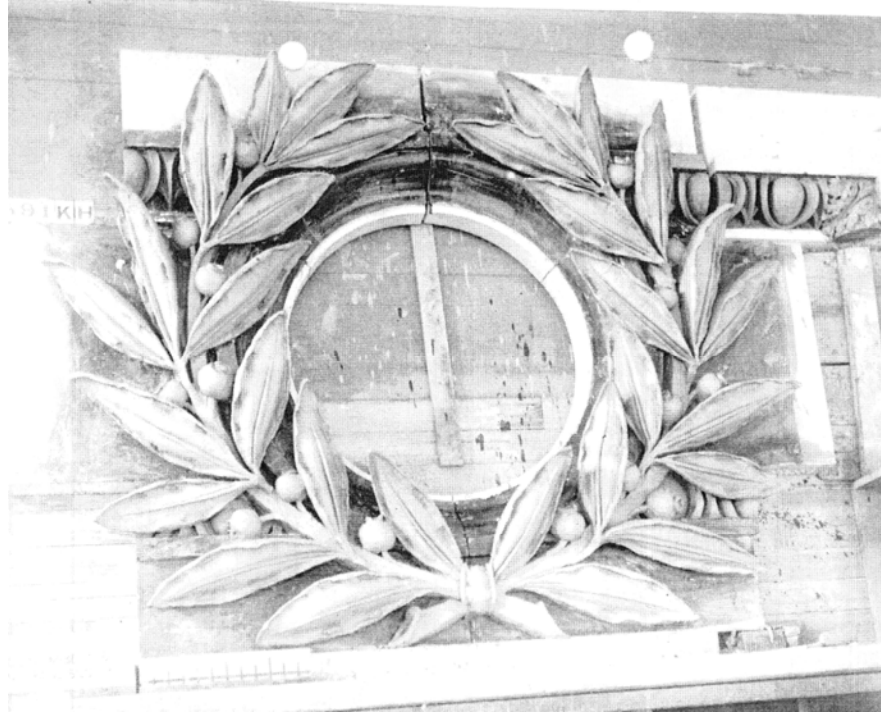


Figure 1 - Photograph of clay model of terra cotta upper 10th floor window frame, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.

Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591

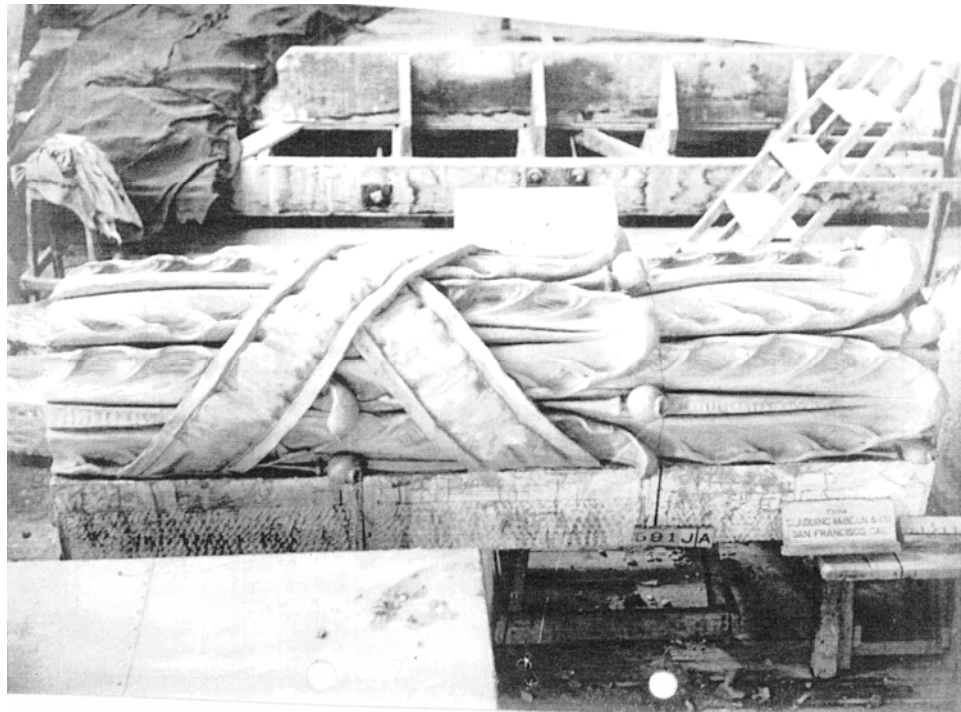


Figure 2 - Photograph of clay model of terra cotta running band at 9th floor level, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.

Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591



Figure 3 - Photograph of clay and wood model of terra cotta 9th floor level pilaster capital, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.
Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591

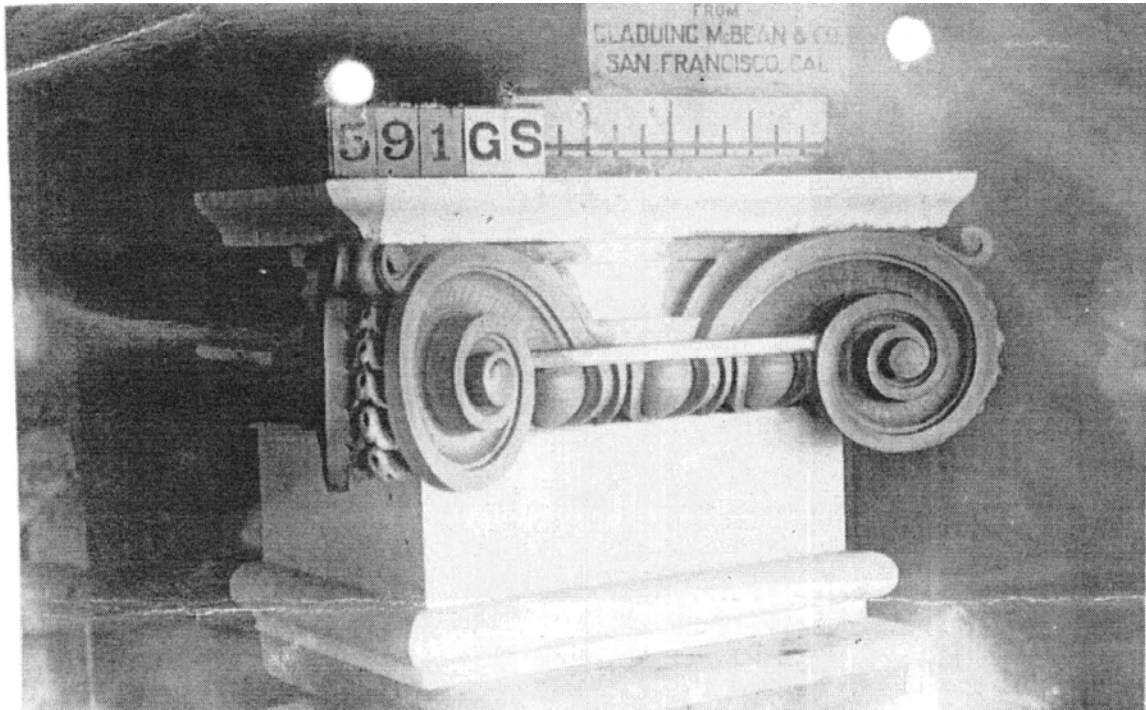


Figure 4 - Photograph of clay and wood model of typical terra cotta pilaster capital on floors 3 through 9, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.
Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591



Figure 5 - Photograph of clay model of terra cotta 9th floor outside corner condition panel flanking window frame arch, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.
Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591

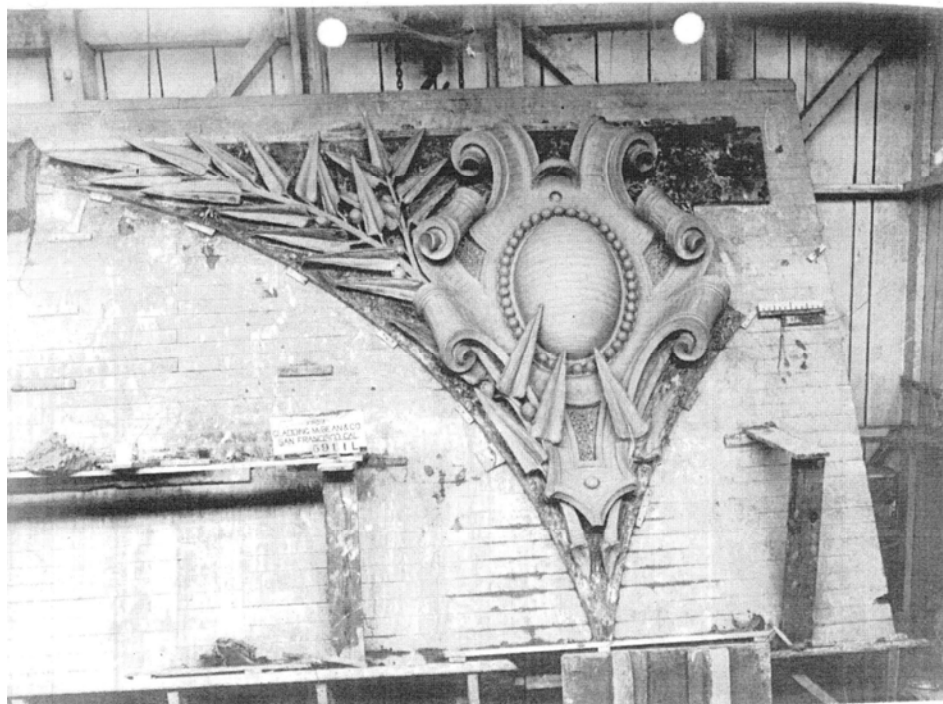


Figure 6 - Photograph of clay model of terra cotta 9th floor intermediate panel flanking window frame arch, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903. Figure courtesy of California History Section, California State Library, Gladding McBean Archives, 1888-1966, Job #591

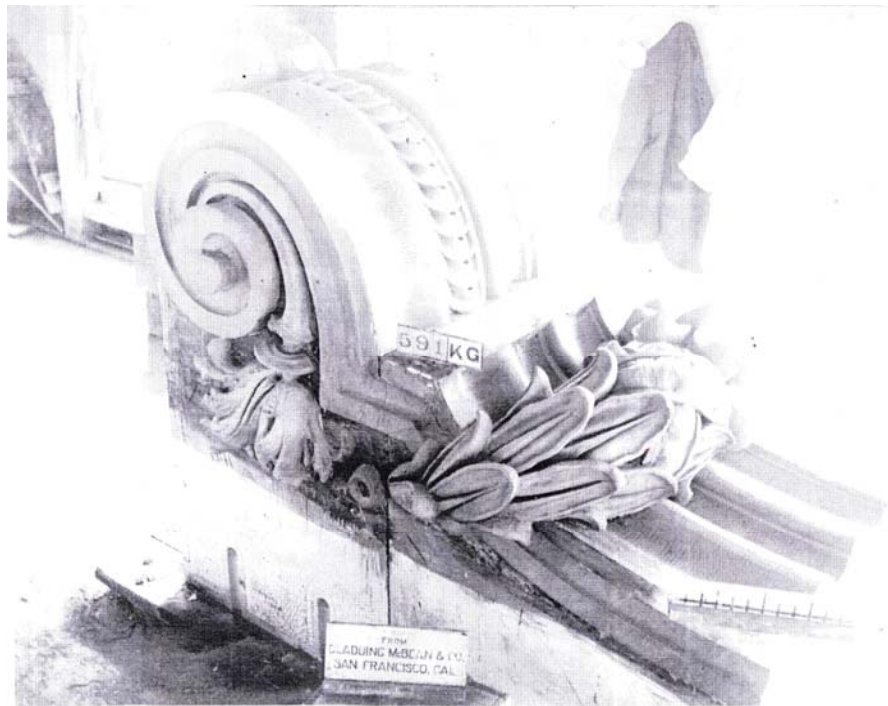


Figure 7 - Photograph of clay model of typical terra cotta cornice bracket, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.

Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591

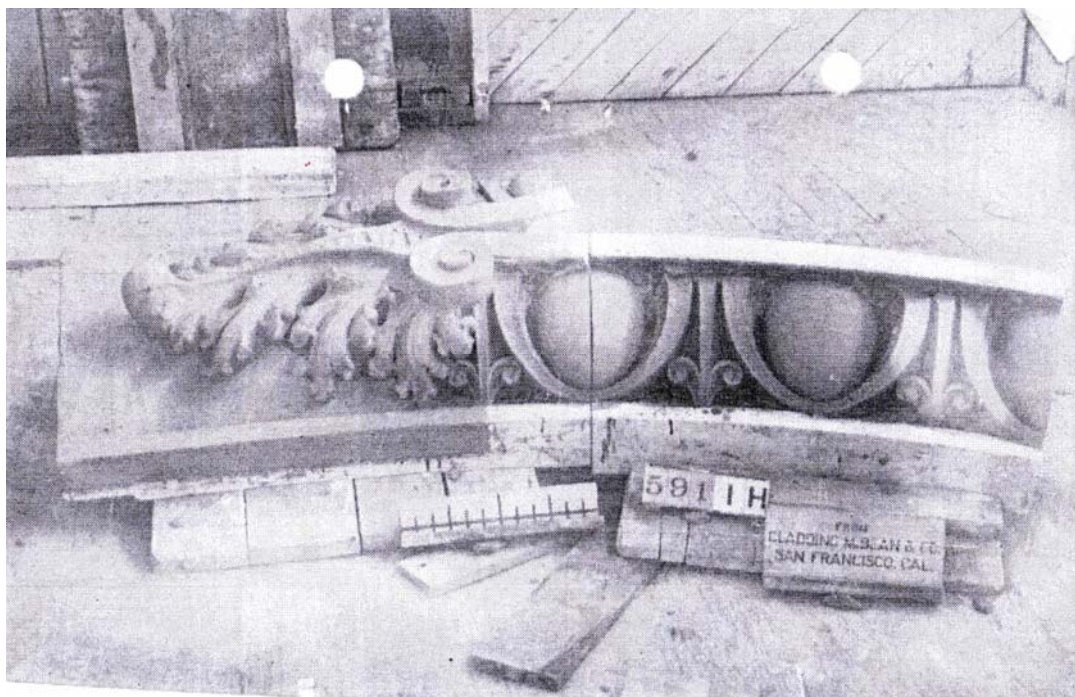


Figure 8 - Photograph of clay model of terra cotta egg and dart molding surrounding 9th floor window arch frame, taken at the Gladding McBean factory in Lincoln, CA, December 15, 1903.

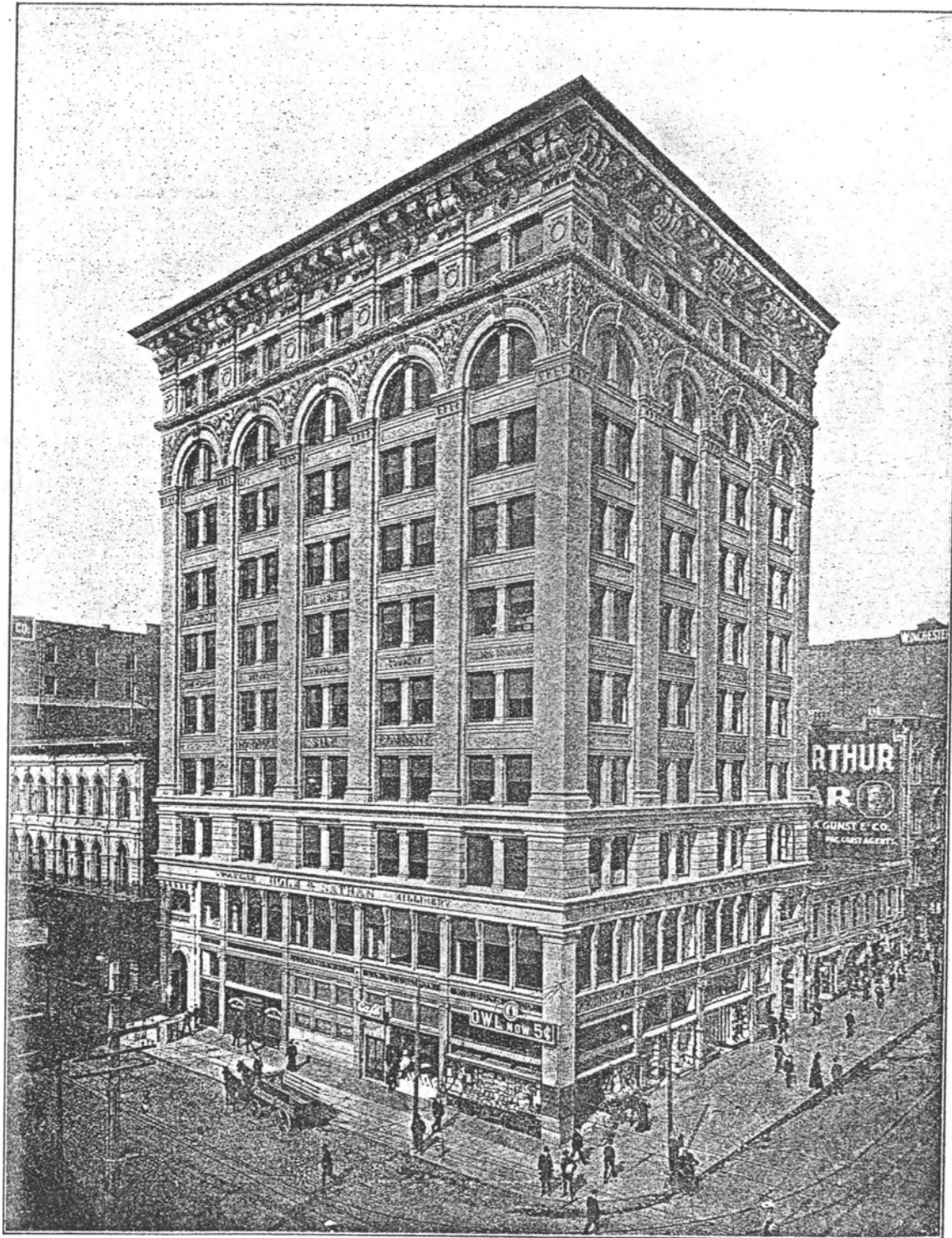
Source: California State Library, Gladding McBean Archives, 1888-1966, Job #591



ARONSON BUILDING
HEMENWAY & MILLER, *Architects*

Figure 9 - 706 Mission Street, looking northwest. Image from "Catalog of the third annual Exhibition of the San Francisco Architectural Club, 1903-1904."

Source: Koshland History Center, San Francisco Public Library



Terra cotta, pressed brick, etc., by
1903 Gladding, McBean & Co.

Figure 10 - 706 Mission Street, looking northwest. Image from *Modern San Francisco and the Men of Today, 1905-1906*. San Francisco: Western Press Association, 1906.
Source: Koshland History Center, San Francisco Public Library



Figure 11 - 706 Mission Street, looking north from 3rd and Mission streets, 1905. Subject building on left.
Source: San Historical Photograph Collection, San Francisco Public Library, AAB-5760



Figure 12 - 706 Mission Street, looking west along Mission Street during the 1906 Earthquake and Fire; subject building on right.
Source: California Historical Society, FN-35596

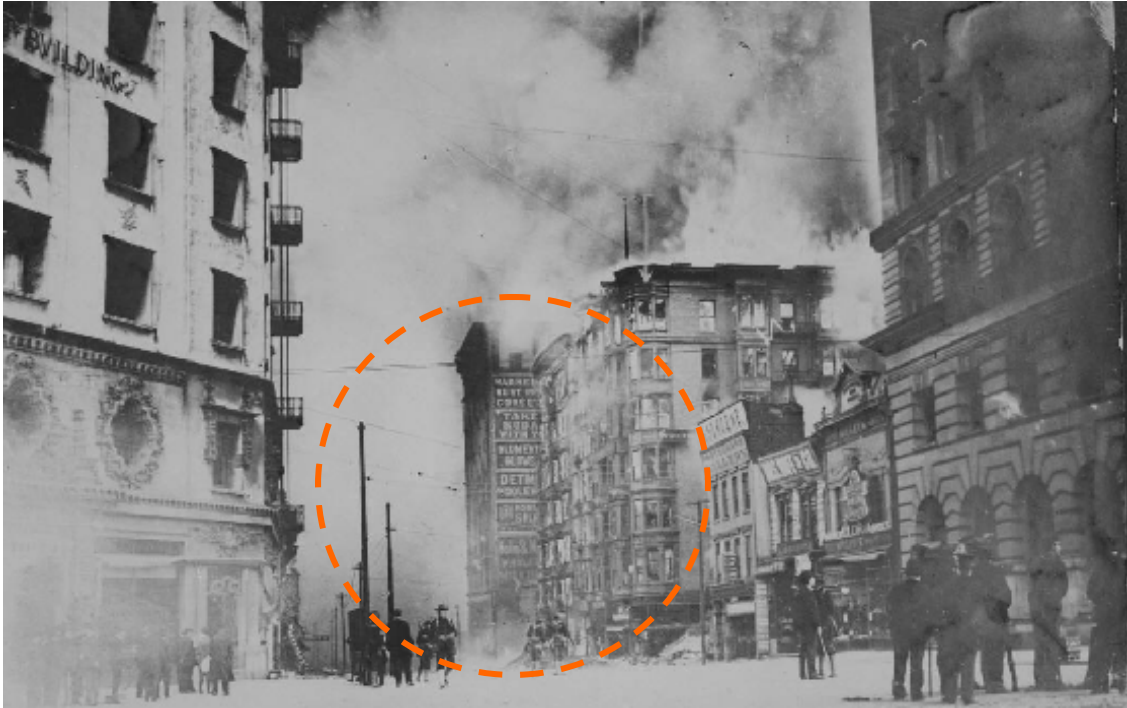


Figure 13 - 706 Mission Street, looking south on 3rd Street during the 1906 Earthquake and Fire; subject building at center.

Source: California Historical Society



Figure 14 - 706 Mission Street, looking west, July 7, 1906. Photo by Theodore Kytka.

Source: California Historical Society



Figure 15 - 706 Mission, looking northwest, 1906

Source: San Francisco Historical Photograph Collection, San Francisco Public Library, AAC-3599



Figure 16 - 706 Mission Street, looking north, after the 1906 Earthquake and Fire. Note window openings on west façade which were covered over with 1981 addition.

Source: Wells Fargo History Room



Figure 17 - 706 Mission Street, looking north toward Market street from 3rd Street, October 1906.
Source: California State Library



Figure 18 - 706 Mission Street, looking north toward Market Street from intersection of 3rd and Mission streets, 1906; subject building on left.
Source: California Historical Society (Aydelotte Photo)



Figure 19 - 706 Mission Street, looking west on Mission Street, circa 1909; subject building on right.
Source: San Francisco Historical Photograph Collection, San Francisco Public Library, AAB-4731



Figure 20 - 706 Mission Street, looking northwest on Mission Street, 1975.
Source: "Fans Can't Save An Old Building," *San Francisco Chronicle* (March 12, 1975), p. 6



Figure 21 - View looking northeast at building circa 1970s.
Source: Turnstone Consulting



Figure 22 - Rendering of proposed remodel of 706 Mission Street, looking northeast, 1978.
Source: Turnstone Consulting



Figure 1 - Mission Street, between 4th and 3rd streets, looking north.
Source: KVP Architects, 2008



Figure 2. Mission Street, between 4th and 3rd streets, looking north.
Source: KVP Architects, 2008



Figure 3 - Mission Street, between 4th and 3rd streets, looking north.
Source: KVP Architects, 2008



Figure 4 - Mission Street, between 4th and 3rd streets, looking north at subject building.
Source: KVP Architects, 2008



Figure 5 - Mission Street, between 4th and 3rd streets, looking north at subject building.
Source: KVP Architects, 2008



Figure 6 - Mission Street, between 3rd and 4th streets, looking south.
Source: KVP Architects, 2008



Figure 7 - Mission Street, between 3rd and 4th streets, looking south.
Source: KVP Architects, 2008



Figure 8 - Third Street, between Mission and Howard streets, looking east.
Source: KVP Architects, 2008



Figure 9 - Third Street, between Mission and Howard streets, looking east.
Source: KVP Architects, 2008



Figure 10 - Third Street, between Mission and Howard streets, looking east.
Source: KVP Architects, 2008



Figure 11 - Third Street, between Howard and Mission streets, looking west.
Source: KVP Architects, 2008



Figure 12 - Third Street, between Howard and Mission streets, looking west.
Source: KVP Architects, 2008



Figure 13 - Third Street, between Howard and Mission streets, looking west.
Source: KVP Architects, 2008



Figure 14 - Mission Street, between 3rd and 2nd streets, looking north.
Source: KVP Architects, 2008



Figure 15 - Mission Street, between 3rd Street and 2nd streets, looking north.
Source: KVP Architects, 2008



Figure 16 - Mission Street, between 3rd and 2nd streets, looking north.
Source: KVP Architects, 2008



Figure 17 - Mission Street, between 2nd and 3rd streets, looking south.
Source: KVP Architects, 2008



Figure 18 - Mission Street, between 2nd and 3rd streets, looking south.
Source: KVP Architects, 2008



Figure 19 - Mission Street, between 2nd and 3rd streets, looking south.
Source: KVP Architects, 2008



Figure 20 - Third Street, between Market and Mission streets, looking east.
Source: KVP Architects, 2008



Figure 21 - Third Street, between Market and Mission streets, looking east.
Source: KVP Architects, 2008



Figure 22 - Third Street, between Mission and Market streets, looking west at subject building.
Source: KVP Architects, 2008



Figure 23 - Third Street, between Mission and Market streets, looking west.
Source: KVP Architects, 2008



Figure 24 - Third Street, between Mission and Market streets, looking west.
Source: KVP Architects, 2008

**APPENDIX C: HISTORIC RESOURCE EVALUATION
RESPONSE, 706 MISSION STREET**



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

Historic Resource Evaluation Response

Environmental Planner: Debra Dwyer
(415) 575-9031
debra.dwyer@sfgov.org

Preservation Planner: Pilar LaValley
(415) 575-9084
pilar.lavalley@sfgov.org

Project Address: 706 Mission Street – The Mexican Museum and Residential Tower Project

Block/Lot: 3706/093, 275, and portions of 277

Case No.: 2008.1084E

Date of Review: November 3, 2011 (originally reviewed July 22, 2011)
(Part I and II)

PART I: HISTORIC RESOURCE EVALUATION

BUILDING(S) AND PROPERTY DESCRIPTION

The project site is situated on the north side of Mission Street, at the northwest corner of Third and Mission Streets, in the Financial District in downtown San Francisco. The project site is located in the Downtown Retail (C-3-R) District and a 400-I Height and Bulk District in the former Yerba Buena Center Redevelopment Project Area. There are three parcels that make up the project site; Assessor's Block 3706, Lots 093, 275, and 277 (portion). Lot 275 is the existing vehicular ramp from Stevenson Street into the subterranean Jessie Street Garage. The Jessie Street Garage also extends under Lot 277, which is occupied above-grade by a surface parking lot. The existing Aronson Building occupies Lot 093.

The Aronson Building was constructed in 1903 based on design by the architectural firm of Hemenway & Miller. It is a 10-story, steel-frame, commercial building that is a rectangle in plan and has a flat roof. An addition, constructed in 1978, extends along the west side of the building and is slightly taller than the original structure. A second, smaller addition, also constructed in 1978, is attached to the north façade. The additions are constructed of cast-in-place reinforced concrete and are clad in yellow face brick.

The primary façades facing Mission and 3rd streets are five and four bays wide, respectively, have a base, shaft, capital composition, and matching decorative details. The base consists of storefront bays delineated by painted cast iron pilasters that have been infilled by non-historic buff-colored brick and contemporary storefronts. Historic entrances were located at the north end of 3rd Street façade and west end of Mission Street façade. At Mission Street, the infilled former entrance is framed by a pair of Colusa sandstone Ionic pilasters (on 3rd Street, the pilasters are missing their capitals) that support a projecting architrave; this architrave extends along entirety of both primary façades. The second floor is clad with Colusa sandstone with bays delineated by cast iron pilasters. Each bay contains three windows separated by cast iron mullions capped by a scrolled bracket. The third floor is clad in buff-colored terra cotta

rusticated to resemble stone masonry. Each bay contains a pair of recessed windows divided by a masonry pilaster capped by a Composite capital.

The shaft (floors 4 through 8) is divided into vertical bays by large pilasters capped by ornate Corinthian capitals; each bay contains a pair of recessed windows separated horizontally by brick spandrel panels. The shaft is clad in buff-colored brick with decorative details, including spandrel panels, window sills and headers, and frieze made of molded terra cotta units. Arched windows openings, flanked by heavily decorated terra cotta spandrels, cap the shaft bays at the ninth floor. At the attic (tenth) story are paired recessed windows divided by brick pilasters with round bas-relief ornament, and additional terra cotta ornamental details. A massive, painted sheet metal cornice, supported by paired volute consoles, terminates the composition. Windows generally consist of contemporary bronze anodized sash with a cross mullion located three-quarters of the way up from the sill. The north elevation is clad in red brick and has no fenestration. The 1978 additions at west and north ends of building are clad in buff-colored brick and have a corbelled cornice.

Additional descriptive details are available in *The Aronson Building Historic Resource Evaluation*, prepared by Knapp & VerPlanck Preservation Architects, dated June 23, 2011.

PRE-EXISTING HISTORIC RATING / SURVEY

The subject property has been formally determined eligible for listing in the National Register of Historic Places individually and as a contributor to the "Aronson Historic District"¹ and is listed in the California Register of Historical Resources. The property is also listed on the Here Today survey (p. 298), the Planning Department's 1976 Architectural Survey with a rating of "4" on a scale which ranged from "-2" to "5" (individually significant), the San Francisco Architectural Heritage Downtown Survey (1977-78, published 1979 as *Splendid Survivors*) with an "A" rating. The Aronson Building was also identified in the 2008 Transit Center District Survey as a potential contributor to the proposed New Montgomery, Mission, and Second Historic District, a district encompassing the existing New Montgomery-Second Conservation District (designated under Article 11 of the Planning Code) and the National Register-listed Second and Howard Historic District. The building is considered a "Category A" (Historic Resource) property for the purposes of the Planning Department's California Environmental Quality Act (CEQA) review procedures.

NEIGHBORHOOD CONTEXT AND DESCRIPTION

The project site is located near the southern edge of the Financial District. The scale of development in the vicinity is diverse, with three- and four-story buildings located between buildings of 10 to 20 stories. Land uses surrounding the project site include convention, cultural, hotel, office, open space, recreation, residential, and retail uses. Major structures near the project include St. Patrick's Church (748 Mission Street), the Contemporary Jewish Museum (736 Mission Street), the Westin San Francisco (50 3rd Street), the Moscone Convention Center (747 Howard Street), and the Paramount residences (680 Mission Street).

¹ This determination was made in the Environmental Impact Statement (EIS) for the Yerba Buena Center Redevelopment Area project prepared by the Department of Housing and Urban Development (HUD) in 1978. The Aronson Historic District consisted of three properties on three corners of the intersection of 3rd and Mission streets: the Aronson Building at 706 Mission Street, the Williams Building at 693 Mission Street, and the Blumenthal Building at 87 3rd Street.

There are also several open space and recreation facilities in the vicinity including Jessie Square and the Yerba Buena Gardens Esplanade and Martin Luther King, Jr. Memorial.

The vicinity of the Aronson Building contains seven designated historical resources:²

- St. Patrick's Church and Rectory, 760 Mission Street: Individual property determined eligible for the National Register by the Keeper and listed in the California Register. San Francisco City Landmark #4, listed on September 3, 1968. Shea & Lofquist, architects, 1909 reconstruction.
- Pacific Gas & Electric Station C (Jessie Street Substation), 222-26 Jessie Street (now the Contemporary Jewish Museum): Individual property listed in the National Register by the Keeper and listed in the California Register. City Landmark #87, listed on July 9, 1977. Willis Polk, architect, 1907.
- Williams Building, 693 Mission Street (now part of the St. Regis Hotel): Appears eligible for National Register as an individual property through survey evaluation. Clinton Day architect, 1907.
- Aronson Historic District, 3rd and Mission Streets: District determined eligible for National Register by consensus through Section 106 process. Listed in California Register. The Aronson Historic District consisted of three individual properties on three corners of the intersection of 3rd and Mission streets: the Aronson Building at 706 Mission/86 3rd Street, the Williams Building at 693 Mission Street, and the Blumenthal Building at 87 3rd Street. The Williams Building, built in 1907, was incorporated into the St. Regis Hotel Project in 2005. The Blumenthal Building was demolished in 2000.
- Carroll & Tilton Building, 735 Market Street: Individual property listed in the National Register and California Register. Willis Polk, architect, 1907.
- Kearny-Market-Mason-Sutter Conservation District, roughly bounded by Market, Taylor, Pine, and Kearny Streets: San Francisco Article 11 Conservation District (Appendix E), designated September 17, 1985.
- New Montgomery-Second Conservation District, roughly bounded by Market, 2nd, Howard, and New Montgomery Streets: San Francisco Article 11 Conservation District (Appendix F), designated September 17, 1985.

The immediate vicinity of the Aronson Building contains one identified historic district:³

- New Montgomery, Mission, and Second Historic District, roughly bounded by Market, 2nd, Howard, and 3rd Streets: identified in the Transit Center District Survey (2008) as eligible for listing in the California Register.

² Knapp & VerPlanck Preservation Architects, *The Aronson Building (706 Mission Street)*, *Historic Resource Evaluation* (June 23, 2011), pg. 9.

³ Within the several blocks surrounding project site are numerous buildings that have been identified as eligible for listing in National, California, and/or local registers. Many of these properties are located within the designated and/or identified historic districts noted above. For sake of clarity within this document, only those historical resources located in the immediate vicinity of the project site are noted.

CEQA HISTORICAL RESOURCE(S) EVALUATION

Step A: Significance

Under CEQA section 21084.1, a property qualifies as a historic resource if it is "listed in, or determined to be eligible for listing in, the California Register of Historical Resources." Properties that are included in a local register are also presumed to be historical resource for the purpose of CEQA. The fact that a resource is not listed in, or determined to be eligible for listing in, the California Register of Historical Resources or not included in a local register of historical resources, shall not preclude a lead agency from determining whether the resource may qualify as a historical resource under CEQA. (Please note: The Department's determination is made based on the Department's historical files on the property and neighborhood and additional research provided by the project sponsor.)

The subject property located at 706 Mission Street has been formally determined eligible for listing in the National Register individually and as a contributor to the Aronson Historic District under Criterion C (design/construction) as the "best example of the Chicago School style in San Francisco" and good example of "City Beautiful commercial block architecture popular in the early 20th century."⁴ As a property that has been formally determined eligible for listing in the National Register, the Aronson Building is automatically listed in the California Register.

The Aronson Building has also been identified as a potential contributing resource to the proposed New Montgomery, Mission, and Second (NMMS) Historic District, an expanded historic district encompassing the New Montgomery-Second Conservation District (designated under Article 11 of San Francisco Planning Code) and the Second and Howard National Register Historic District, outlined in the 2008 Transit Center District Survey. This district, consisting primarily of masonry commercial loft buildings and light industrial buildings constructed or reconstructed between 1906 and 1929, appears eligible for listing in the California Register under Criterion 1 (Events) and Criterion 3 (Design/Construction).⁵

To assist in the evaluation of the subject property, the Project Sponsor has submitted a consultant report:

- Knapp & VerPlanck Preservation Architects, *The Aronson Building (706 Mission Street), Historic Resource Evaluation* (June 23, 2011)

Below is a brief description of the subject property's historical significance per the criteria for inclusion on the National and California Registers. This summary is based upon the Knapp & VerPlanck consultant report. Staff concurs fully with the findings of the consultant report and refers the reader to this report for a more thorough evaluation of the property's significance.

Criterion 1 - Event:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Unable to determine
Criterion 2 - Persons:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Unable to determine
Criterion 3 - Architecture:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Unable to determine
Criterion 4 - Information Potential:	<input type="checkbox"/> Further investigation recommended.		

⁴ Knapp & VerPlanck Preservation Architects, quoting Tad Masaoka, HUD, E.O. 11593: *Determination of Eligibility Notification of the National Register of Historic Places, Office of Archeology and Historic Preservation* (March 27, 1978).

⁵ Kelley & VerPlanck Historical Resources Consulting, *Transit Center District Survey* (September 11, 2008), pg. 63.

District or Context:

☒ Yes, contributes to a district (Aronson Historic District and New Montgomery, Mission, and Second Historic District)

Period of significance:

1903, 1907-8 (individual); 1903-1908 (Aronson Historic District); 1906-1929 (NMMS Historic District)

Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

Based on the information provided in the consultant report, the subject property is not eligible individually for inclusion in the National or California Registers under Criterion A/1 (Events). Staff concurs with this assessment.

As noted in the 2008 Transit Center District Survey, the New Montgomery, Mission and Second Historic District appears eligible for listing in the California Register under Criterion 1 (Events) with a period of significance of 1906 to 1929. Staff concurs with this assessment and inclusion of the subject property as a contributing resource.

The district appears eligible under Criterion 1 in part due to its association with the reconstruction of San Francisco's South of Market Area after the 1906 Earthquake and Fire.

Although there are four buildings constructed before 1906 within the proposed historic district, only one survived completely intact—the Burdette Building—built in 1905 at 90 2nd Street. Otherwise, the area was entirely rebuilt after the earthquake with the district essentially built out by 1930. The 1906 Earthquake and Fire is arguably the single-most important event to have occurred in San Francisco's history. Although much of the rest of the South of Market took many years to recover, the area comprising the New Montgomery, Mission & Second Historic District, an important southerly extension of San Francisco's central business district since the 1870s, was rebuilt quite rapidly, with more than two-thirds of the district contributors constructed or repaired between 1906 and 1910. The Aronson Building, one of the partial earthquake and fire survivors in the area, received a new interior and was back in operation by 1908. Many of the buildings within this historic district were newly constructed between 1906 and 1910. The vast majority were designed in the American Commercial style with spare Renaissance-Baroque ornamentation. Substantial concentrations of these buildings, most ranging between three and seven stories and of steel or heavy timber frame construction, went up in rapid succession along 2nd, Howard, and Mission Streets.⁶

Although the Aronson Building was constructed prior to 1906, which marks the beginning of period of significance for NMMS district, it shares many architectural and historic similarities with other structures in this district and relates to the historic context. As one of few structures that survived the earthquake (fire destroyed interior), the Aronson Building also served as an important anchor for the quick redevelopment of the surrounding area. Based on this shared context, it appears that the Aronson Building is a contributing resource to the proposed NMMS district.

Criterion 2: It is associated with the lives of persons important in our local, regional or national past.

Based on the information provided in consultant report, the subject property is not eligible for inclusion

⁶ Kelley & VerPlanck Historical Resources Consulting, *Transit Center District Survey, DPR Form D: New Montgomery, Mission, Second Historic District Evaluation* (September 11, 2008).

in the National or California Registers under Criterion B/2 (Persons). Staff concurs with this assessment.

The subject building was constructed by owner Abraham Aronson (1856-1940), a real estate speculator and developer, who purchased the property in 1902. Aronson was born in Poland and immigrated with his family to the United States in 1869. The family moved to San Francisco in 1870 and Aronson soon thereafter opened a furniture business in North Beach. According to the Knapp & VerPlanck report,

around 1886, Aronson built a large structure on Stockton Street to house his expanding furnishings enterprise. He continued with this business until 1894 when he established Aronson Realty Company. In his new business he bought old buildings and replacing them with larger and more expensive structures ... Before 1900, most of his holdings and interests were north of Market Street. In May 1901, one year before he bought the Aronson Building property, he built a five-story warehouse at 576-84 Mission Street (designed by Hemenway & Miller) one-and-a-half blocks east of the future site of the Aronson Building.⁷

Abraham Aronson was heavily involved in San Francisco's Jewish community and sat on the boards of several Jewish associations, including as chairman of the Building Committee for the original Temple Sherith Israel. In 1911, he made an unsuccessful bid for election to the San Francisco Board of Supervisors. Most of Aronson's properties were destroyed in the 1906 earthquake and fire but he rebuilt and continued his business. The Aronson family retained ownership of the subject property until 1938.

Aronson appears to have been an active and successful businessman and philanthropist in San Francisco, however, it is not clear that these activities were historically important in the broad context of national, regional, or local history. As such, it does not appear that the subject property would be eligible under Criterion 2.

Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.

Based on previous assessments, the subject property is eligible for listing in the National and California Registers individually and as a contributor to the Aronson Historic District under Criterion C/3, as "the best example of Chicago School style in San Francisco" and as a "good example of City Beautiful commercial block architecture popular in the early 20th century."⁸ The Knapp & VerPlanck report concurs with this assessment and finds further that the building "embodies high artistic values" due to the sophisticated use of architectural terra cotta manufactured by the Gladding McBean Company and is also "significant for its methods of construction and engineering."⁹ Knapp & VerPlanck recommend a period of significance for the building be the original date of construction in 1903 and its reconstruction in 1907-1908. Staff concurs with the eligibility and period of significance assessment.

As noted in the 2008 Transit Center District Survey, the New Montgomery, Mission and Second Historic District appears eligible for listing in the California Register under Criterion 3 (Design/Construction) with a period of significance from 1906 to 1929. Staff concurs with this assessment and inclusion of the subject property as a contributing resource.

⁷ Knapp & VerPlanck Preservation Architects, pgs. 40 and 60.

⁸ Knapp & VerPlanck Preservation Architects, pg. 65.

⁹ Knapp & VerPlanck Preservation Architects, pg. 66.

This district is significant as San Francisco's largest and most intact collection of significant masonry commercial loft buildings and as a district that "embodies the distinctive characteristics of a type, period, and method of construction."¹⁰

Mostly constructed within a very brief period of time, the district presents several unusually cohesive streetscapes comprised of three-to seven-story steel or heavy timber frame American Commercial style loft buildings constructed between 1906 and 1910. Although some were built for a particular industry or use, most were speculative ventures and accordingly designed to accommodate a full range of different uses. Buildings from this immediate post-quake era continue to line Mission Street between 2nd and 3rd Streets, 2nd Street between Market and Howard Streets, and Howard Street between 1st and 3rd Streets. Smaller industrial and warehouse buildings from this era also exist in pockets along the narrow mid-block Streets including Natoma and Tehama Streets. Fourteen buildings, mostly larger and more expensive commercial buildings, were constructed along New Montgomery and Market Streets between 1911 and 1915. Examples include the Sharon and Call buildings which today remain as some of the most architecturally significant commercial buildings ever constructed in downtown San Francisco. The 1920s-era building boom added another six contributing buildings to the district, including such notable landmarks as the Pacific Telephone & Telegraph Building at 130 New Montgomery Street (1924) and the Volker Building at 625 Howard Street (1929).¹¹

Although the Aronson Building was constructed prior to 1906, which marks the beginning of period of significance for NMMS district, it shares many architectural and historic similarities with other structures in this district and relates to the historic context. As one of few structures that survived the earthquake (fire destroyed interior), the Aronson Building also served as an important anchor for the quick redevelopment of the surrounding area. Based on this shared context, it appears that the Aronson Building is a contributing resource to the proposed NMMS district.

Criterion 4: It yields, or may be likely to yield, information important in prehistory or history.

The Aronson Building on the subject property does not appear to be significant under Criterion 4 (Information Potential), which is typically associated with archaeological resources. Furthermore, the Aronson Building is not significant under this criterion, since this significance criterion typically applies to rare construction types when involving the built environment. The Aronson Building is not an example of a rare construction type.

Step B: Integrity

To be a resource for the purposes of CEQA, a property must not only be shown to be significant under the California Register of Historical Resources criteria, but it also must have integrity. Integrity is defined as "the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's period of significance." Historic integrity enables a property to illustrate significant aspects of its past. All seven qualities do not need to be present as long the overall sense of past time and place is evident.

¹⁰ Kelley & VerPlanck Historical Resources Consulting, *Transit Center District Survey*, DPR Form D: *New Montgomery, Mission, Second Historic District Evaluation* (September 11, 2008).

¹¹ Ibid.

Location: ☒ Retains ☐ Lacks
Association: ☒ Retains ☐ Lacks
Design: ☒ Retains ☐ Lacks
Workmanship: ☒ Retains ☐ Lacks

Setting: ☐ Retains ☒ Lacks
Feeling: ☒ Retains ☐ Lacks
Materials: ☒ Retains ☐ Lacks

Staff concurs with the Knapp & VerPlanck assessment finding that the Aronson Building retains good integrity. It has undergone alterations during its history with the most notable occurring in 1978 with the 10-story west addition, the 3-story north addition, the infilling of the first-floor storefronts, the replacement of the 1908 windows with anodized aluminum units, and alterations to the entrances at 86 3rd Street and 710 Mission Street. Staff concurs that the majority of alterations can be removed without harming the building. Staff finds that demolition and new construction surrounding the subject property has impacted integrity of setting, although the building maintains a strong contextual relationship with the former Williams Building at the southeast corner of 3rd and Mission streets. Overall, the subject building retains sufficient features from the periods of significance to convey its historic significance individually and as a contributor to both the Aronson Historic District as well as the proposed New Montgomery-Mission-Second Historic District.

Step C: Character-defining Features

If the subject property has been determined to have significance and retains integrity, please list the character-defining features of the building(s) and/or property. A property must retain the essential physical features that enable it to convey its historic identity in order to avoid significant adverse impacts to the resource. These essential features are those that define both why a property is significant and when it was significant, and without which a property can no longer be identified as being associated with its significance.

As defined by the consultant report, the character-defining features of the subject property include:¹²

Structural System:

- Steel framing encased in either concrete or terra cotta
- Concrete floor plates

Exterior:

- Overall size, scale, massing, and proportion
- Flat roof with raised flat parapets
- Tripartite façade composition; i.e., First Chicago School
- Wall cladding in buff-colored glazed brick (Mission and 3rd Street façades)
- Wall cladding in red-colored common brick (north and west façades)
- Terra cotta and sandstone ornament (Mission and 3rd Street façades), including sandstone entablatures and piers, terra cotta brick pilasters, capitals, friezes, spandrel panels, and window sills
- Grid-like fenestration pattern (Mission and 3rd Street façades)
- Historic entrance locations on 3rd and Mission streets
- Cast iron pilasters between ground-floor storefronts (Mission and 3rd Street façades)
- Galvanized sheet metal cornice with paired scrolled brackets and block modillions
- Wood flagpole

¹² Knapp & VerPlanck Preservation Architects, pg. 67.

Interior

- Wood window trim and sills

CEQA HISTORIC RESOURCE DETERMINATION

☐ No Historic Resource Present

If there is no historic resource present, please have the Senior Preservation Planner review, sign, and process for the Environmental Planning Division.


☐ No Historic Resource Present, but is located within a California Register-eligible historic district

If there is a California Register-eligible historic district present, please fill out the *Notice of Additional Environmental Evaluation Review* and have the project sponsor file the **Part II: Project Evaluation** application fee directly to the Environmental Planning Division.

☒ Historic Resource Present

If a historic resource is present, please fill out the *Notice of Additional Environmental Evaluation Review* and have the project sponsor file the **Part II: Project Evaluation** application fee directly to the Environmental Planning Division.

PART I: SENIOR PRESERVATION PLANNER REVIEW

Signature: 
Tina Tam, Senior Preservation Planner

Date: Nov. 3, 2011

PART II: PROJECT EVALUATION

PROPOSED PROJECT

☐ Demolition

☒ Alteration

☒ New Construction

PER DRAWINGS DATED:

Concept Plan (June 2, 2011 – Handel Architects LLP), Architectural
Design Intent Statement (June 21, 2011 – Handel Architects LLP)

PROJECT DESCRIPTION

The proposed project was originally reviewed on July 22, 2011 in a Historic Resource Evaluation Response prepared by Pilar LaValley and signed by Tina Tam. Since the previous evaluation, the potential for indirect impacts to the Aronson Building through new and subsurface construction of the adjacent new tower has been discussed and this revised Historic Resource Evaluation Response addresses this issue.

The proposed project consists of the construction of a new 47-story, 550-foot-tall tower (a 520-foot-tall building with a 30-foot-tall elevator/mechanical penthouse) with three floors below grade. The new tower would be adjacent to and physically connected to the existing 10-story, 154-foot-tall Aronson Building (a 144-foot-tall building with a 10-foot tall mechanical penthouse). As part of the proposed project, the Aronson Building would be restored and rehabilitated for possible residential or commercial, as well as retail and cultural, use with a small rooftop addition (solarium) and roof garden/outdoor terrace. Conceptual plans for rehabilitation of the Aronson Building and design of the new tower are by Handel Architects of New York, in collaboration with TEN Arquitectos of Mexico City. An *Architectural Design Intent Statement* was also prepared by Handel Architects to establish the design intent and parameters for the new development and for the treatment of the historic Aronson building based on recommendations included in the Historic Structure Report¹³ (HSR) by Page & Turnbull. As part of the project description, the entirety of the *Architectural Design Intent Statement*, which is included in the Knapp & VerPlanck HRE (see pages 73-78 of HRE), is incorporated by reference herein.

The overall project would contain up to 215 residential units, space for The Mexican Museum, six floors of residential or office use in the Aronson Building, a ground-floor retail/restaurant use, and associated building services. In the new tower, there would be 44 floors of residential space, including mechanical areas, and three floors of museum space. In the adjoining Aronson Building, there would be residential lobby space and a retail/restaurant space on the ground floor. No museum space would be located on the ground floor. Floors two and three of the Aronson Building would be museum space. Floors four through nine of the Aronson Building have been designated as flex space for either residential or commercial uses. There would be residential use on the tenth floor. The project would also convert the subterranean Jessie Square Garage to a privately-owned garage with upper levels remaining available to the public and would make several alterations that would result in an increase in parking spaces from 442 to 470.

In the proposed project, vehicular access would be provided through the existing ramp to the Jessie Square Garage from Stevenson Street (with option to exit via Mission Street), but project residents would also have the option of entering the garage from 3rd Street using the existing curb cut, driveway, and two new car elevators. A residential drop-off would be located at the north elevation of the Aronson Building by removing sections of the brick wall at ground floor to create an exterior lobby-type space (a series of

¹³ Page & Turnbull, Inc., *The Aronson Building Historic Structure Report* (December 2, 2010).

approximately 16-foot tall by 10-foot wide openings over 80-feet of the length of the elevation) and installing a metal canopy. A new interior demising wall with glazed storefronts would provide access into the building from the drop-off area.

There are five variants related to vehicular access in addition to the proposed project. These vehicular access variants would differ from the proposed project in how vehicles enter and exit the project site and the Jessie Square Garage. Note: Access Variants 1 through 5 would all have a storefront and a cantilevered canopy at ground floor of the north elevation, although with the proposed project and Access Variant 5, the storefront will be inside, at the rear of the drop-off area. Access Variant 5 would also require removal of a portion of existing structural system, including floor and columns, to allow for a drive-aisle accessing a drop-off area within the first floor of Aronson Building.

PROJECT EVALUATION

If the property has been determined to be a historic resource in Part I, please check whether the proposed project would materially impair the resource and identify any modifications to the proposed project that may reduce or avoid impacts.

Subject Property/Historic Resource:

- ☒ The project will not cause a significant adverse impact to historical resources as proposed.
- ☐ The project will cause a significant adverse impact to the historic resource as proposed.

California Register-Eligible Historic District or Context:

- ☒ The project will not cause a significant adverse impact to California Register-eligible historic districts as proposed.
- ☐ The project will cause a significant adverse impact to a California Register-eligible historic district as proposed.

Staff has reviewed the project proposal including the *Architectural Design Intent Statement* and largely concurs with Knapp & Verplanck's *Secretary of the Interior's Standards for Rehabilitation (Standards)* analysis (see pages 79-89 of the HRE) and assessment of potential for impacts to surrounding historical resources (see pages 89-94 of the HRE). Based upon this analysis, staff finds that the project would not cause a substantial adverse change in the Aronson Building such that the significance of the building would be materially impaired. Staff finds further that the proposed project would not cause a substantial adverse impact to the Aronson Historic District or New Montgomery-Mission-Second Historic District or to any of the nearby individual historical resources. The following is a condensed analysis of proposed project impacts to historical resources (for additional details see the Knapp & VerPlanck report, Page & Turnbull HSR, and Handel Architects *Architectural Design Intent Statement*).

Aronson Building

Staff concurs with the Knapp & VerPlanck analysis that with the exception of several Access Variants the proposed rehabilitation and adaptive use of the Aronson Building complies with the *Standards* and would not cause a substantial adverse impact.

- The proposed project would retain commercial uses, or introduce new uses that would be compatible with the building. With the exception of building structural system and window frames at upper floors, there are no character-defining features on interior. These window frames and the structural system will be retained. Therefore, alteration of the interior will not impact historic fabric or features that characterize the building. The new interior layout and features, including partition walls, stairs, and other major building elements, will be designed to not obscure the fenestration of the rehabilitated Third and Mission Street façades.
- The existing building will be maintained and protected prior to, and during, construction to prevent deterioration and/or damage, and ensure preservation of historic fabric.
- Exterior alterations to the building such as new window and storefront openings and canopy on north elevation, and addition of rooftop solarium, will occur on secondary elevations or will be minimally visible when viewed from the street.
- The proposed project would rehabilitate all of the primary character-defining features of the Aronson Building, including majority of the structural system; building massing, scale, and proportions; and all historic materials on both of the primary (3rd and Mission) façades. Work will be undertaken in a manner that is consistent with the Page & Turnbull HSR. The proposed project would retain and restore all distinctive materials, features, and finishes, as well as construction techniques and examples of craftsmanship (additional treatment details provided in Page & Turnbull HSR and Handel Architects *Architectural Design Intent Statement*) that characterize the building in conformance with the *Standards*.
- Deteriorated historic features and materials will be repaired rather than replaced wherever feasible. If replacement of a deteriorated element is required, or if the element is missing, it would be replaced in kind, or if that material is no longer available, it would be replaced using an acceptable substitute material that matches the profile and configuration of the original. Elements that may need selective replacement include some of the missing capitals on the cast iron pilasters along 3rd Street, missing terra cotta keystones on the arches at the ninth floor, and other parts of the terra cotta, sandstone, and galvanized sheet metal that are heavily deteriorated.
- Incompatible, non-historic alterations such as the 1978 additions on north and west elevations, storefront infill, and aluminum windows will be removed.
- New storefronts and windows on primary elevations will be compatible with the adjoining historic fabric and the original design of the building in terms of materials, proportions, profiles, and configuration. The new storefront framing will extend to the perimeters of the opening between the existing pilasters and cornice. The new storefront will be metal with a dark painted finish. It will have a prominent horizontal transom division corresponding with the original storefront configuration and minor vertical divisions to align with existing window openings above. The storefront will also have a base that aligns with existing pilaster bases. The storefront frame profile and depth will be compatible with historic façade and proportions using contemporary detailing. New windows on upper floors will consist of metal window frames with profiles, subdivisions, color, and operation that will be compatible with character building.

- Extant fabric located at the original building entrances, including bronze door frame and arched transom frame at 3rd Street entrance, will be retained, cleaned, and protected. At the original Mission Street entrance, any extant historic entryway exposed during demolition will be retained, cleaned and protected; if no historic entryway exists, a new compatible contemporary arched opening will be constructed in this location. The original entrances will be reused.
- New windows on north elevation would be punched, arranged in a largely symmetrical arrangement consisting of a pair of windows within each structural bay, and have simple metal frames. As proposed, the new windows would be clearly differentiated but compatible with the character of the building. There would be no new openings in the easternmost bay of the 1st, 2nd, and 3rd floors, and upper floors would have only one window in this bay, in order to maintain the perception of a solid brick wall from 3rd Street. These window openings, along with the ground floor alterations, would result in removal of less than 30 percent of the existing red common brick.
- The roof of the Aronson Building will be reinforced and structurally upgraded and one-story solarium structure will be constructed along with outdoor terrace/roof garden. The solarium structure would be constructed of steel and glass and would be largely transparent when viewed from higher locations. Given the overall height of the existing building, proposed setbacks, and size of proposed solarium, this new feature is not anticipated to be visible from the street. Railings and wind screens will be installed with a setback from existing parapet edges and cornice lines. The existing flagpole will be retained and repaired. Proposed rooftop features will be clearly differentiated but compatible with the character of the historic building and would be reversible.
- The proposed project and Access Variants 1-5 differ in how vehicles enter and exit the project site and the Jessie Square Garage. They also differ in the manner in which they affect historic fabric and character of the north elevation of Aronson Building. In all options, a metal canopy, recessed horizontal metal channel, and large sections of the existing red common brick would be removed at the ground floor of north elevation. In Access Variants 1-4, new storefront would be installed in these new openings. In the proposed project and Access Variant 5, the openings would be maintained for a certain depth with a secondary storefront installed on interior of building. Variants 2 and 4 would include a ramp descending to the garage while other variants and proposed project would have a drive-aisle at grade. Access Variant 5 would place a drive-aisle accessing a drop-off area within the building and would not be in conformance with the *Standards*.
 - New storefront openings, cantilevered metal canopy, and recessed horizontal metal channel at the ground floor canopy level proposed in Access Variants 1-4 would require removal of historic fabric (red common brick) but new openings and proposed treatments would be compatible with the *Standards*. Although the storefronts would introduce a level of transparency that is not historic, they would maintain the sense of building volume at the ground floor. The storefronts and canopy have been designed in a manner that is appropriate for new features on a secondary elevation.

- The proposed project would require removal of a similar amount of historic fabric but would place the new storefront on interior of Aronson Building to create an open air drop-off area within the building. This open air vestibule would undermine the solidity of the building wall and expose a portion of the interior but would only be used for pedestrian access. The openings would be partially screened by the proposed canopy and would be located on a secondary elevation.
- Access Variant 5 would not be compatible with the *Standards* as it would require removal of red common brick as well as portion of the building structural system, including section of floor slab and structural columns. It would also provide a drive-aisle through the first floor of the building, in an area that has historically been finished space. This large, automobile opening would undermine the apparent solidity of the building and transfer a large portion of the historically finished interior to an exterior condition. The openings would be partially screened by the proposed canopy and would be located on a secondary elevation.

Tower

Staff concurs with the Knapp & VerPlanck analysis that the proposed new tower to be constructed at the west side of the Aronson Building complies with the *Standards* and would not cause a substantial adverse impact to the Aronson Building with application of a mitigation measure for vibration monitoring and management noted below.

- The proposed project would result in the construction of a 550-foot-high tower on the parcel to the west of the Aronson Building. The new tower would be physically linked to the Aronson Building at five above-grade floor levels. However, the tower would be fully structurally independent of the Aronson Building and thereby removable, which is a primary recommendation of the *Standards*. In addition it is designed to read as an entirely separate building, a key requirement for additions to historic resources in dense urban locations in *Preservation Brief 14: "New Exterior Additions to Historic Buildings: Preservation Concerns."*¹⁴ The proposed tower is a bit of a hybrid. On one hand it functions as an addition to the Aronson Building – especially floors 1-3 where the connection between the buildings is very open and seamless. On the other hand, the tower would be structurally independent of the Aronson Building and would be designed to appear as an entirely separate building. With these characteristics, the tower appears to fall into the category of "related new construction" to the existing Aronson Building.
- The tower will be constructed on the west side of the Aronson Building, an elevation that has been previously altered with the 1978 addition, which will be removed. The proposed location, on a non-character-defining, mid-block elevation that has no ornamental detail or historic fenestration, is appropriate.
- In plan, the tower façade will be setback from Mission Street, revealing a portion of the red brick western wall of the Aronson Building and allowing the return of the cornice along west wall. The Aronson Building will continue to "read" as an independent three-dimensional volume. With setback of the tower, views of the Aronson Building's primary façades from 3rd and Mission

¹⁴ Anne E. Grimmer and Kay D. Weeks, *Preservation Brief 14: "New Exterior Additions to Historic Buildings: Preservation Concerns"* (Washington D.C.: National Park Service), 7. As referenced in Knapp & VerPlanck Preservation Architects, 88.

streets will be maintained as will the contextual relationship with the former Williams Building to the southeast.

- Although the heights of the two buildings (Aronson and new tower) are vastly different, the proposed location and articulation of the tower as a related but visually separate building from the Aronson Building maintains a context that is similar to many building of varying heights in the surrounding area. Proposed massing and articulation of the proposed tower further differentiate the two buildings, allowing each to maintain a related but distinct character and physical presence. The proposed tower is designed as a series of thin, parallel slabs clad in an alternating arrangement of transparent metal window frames and glazing and stone veneer. This device breaks up the building's massing and reduces its apparent size. The first five floors of the tower would align with their counterparts in the Aronson Building, creating a relationship between the two structures that would be expressed on the exterior of the proposed tower.¹⁵
- The proposed tower will be located on a tertiary, previously altered, elevation in a manner that will not result in the loss of any historic materials or features. It features internal connections to the Aronson Building but will be structurally separate. The tower will be clearly differentiated in its modern, contemporary design vocabulary but would relate to the Aronson Building through setbacks, change of building plane and materials, and related floor plates at lower levels.
- Due to the adjacency of new and subsurface construction to the historic Aronson Building, there is the potential for damage to historic fabric and features of said building that could result in a significant impact. To avoid this potential impact, a mitigation measure for vibration monitoring and management. With application of this mitigation measure, it appears that potential indirect impacts to historical resources will be mitigated to a less than significant level.

Mitigation Measure – Vibration Monitoring and Management Plan

A Pre-Construction Assessment of the Aronson Building will be conducted by a qualified structural engineer and preservation architect that meet the Secretary of the Interior's Historic Preservation Professional Qualification Standards. The Pre-Construction Assessment prepared will establish a baseline, and shall contain written descriptions of the existing condition, along with photographs, measured drawings, sketches, and/or CAD drawings of all cracks, spalling, or similar. Particular attention will be paid to loose terra cotta, cracks, bulges and planes in and out of plumb, floors in and out of level, openings and roof planes, as needed.

A vibration management and continuous monitoring plan shall be developed and adopted to protect the Aronson Building against damage caused by vibration or differential settlement caused by vibration during project construction activities. The vibration management and monitoring plan related to the Aronson Building will be submitted to the Planning Department Preservation Staff prior to issuance of any building permits. The vibration management and monitoring plan shall include pre-construction surveys, continuous vibration monitoring throughout the duration of the major structural project activities, and for one year following project completion if determined necessary by the preservation architect. The vibration management and monitoring plan shall constitute a blended approach, setting up survey targets on building crack monitors across existing cracks at the direction of the qualified structural

¹⁵ Knapp & VerPlanck Preservation Architects, 89.

engineer, in order to observe displacements. The use of survey targets and crack monitors shall include surveying during construction, to measure whether ground displacement during construction is approaching levels at which damage to the historic resource may be possible.

Construction methods shall be reevaluated if measurements and levels of vibration are found to exceed the levels established in the vibration management and monitoring plan and/or if damage to the historical resource may be possible.

Adjoining and nearby Historic Districts

Staff concurs with the Knapp & VerPlanck analysis that the proposed project, including new tower, complies with the *Standards* and would not cause a substantial adverse impact to the Aronson Historic District or proposed New Montgomery-Mission-Second Historic District. Staff also finds that the proposed project would not cause a substantial adverse impact to the nearby Kearny-Market-Mason-Sutter Conservation District or New Montgomery-Second Conservation District.

- The proposed tower will be constructed on parcel that is outside but adjacent to the Aronson Historic District and proposed New Montgomery-Mission-Second Historic District.
- Rehabilitation of the Aronson Building will strengthen those qualities that make it a contributor to the Aronson and proposed New Montgomery-Mission-Second Historic Districts.
- The new tower will not alter existing physical relationships between the Aronson Building and former Williams Building (the only extant contributors of the Aronson Historic District). Both buildings would retain their status as district contributors. While the visual setting of the Aronson Building will be altered, it will not materially impair the ability of the building or surrounding district to convey its historic significance. As such, no impact to the Aronson Historic District is anticipated.
- The new tower will not alter existing physical relationships between the Aronson Building and New Montgomery-Mission-Second Historic District which extends east on Mission Street from the subject property. While the visual setting of the Aronson Building will be altered, low-scale buildings next to contemporary high-rise towers are already a feature of this district, so no impact to this district from the proposed project is anticipated.
- The new tower will alter existing visual and physical setting for the Kearny-Market-Mason-Sutter and New Montgomery-Second Conservation Districts as it will introduce a new tower structure into the urban fabric. The settings for these districts, which both extend away from the project site, have been previously altered by contemporary construction, and the proposed project is not anticipated to worsen this condition. While the visual setting of these districts will be altered, it will not materially impair the ability of the district to convey their historic significance. No impact to either of these districts from the proposed project is anticipated.

Nearby Individual Historic Resources

Staff concurs with the Knapp & VerPlanck analysis that the proposed project, including new tower, complies with the *Standards* and would not cause a substantial adverse impact to nearby individual historical resources.

To the west of the project site – about half a block away – are St. Patrick's Church and Rectory, at 756 and 760 Mission Street, respectively. The church was constructed in 1872 and rebuilt in 1907. The adjoining rectory was constructed ca. 1926. St. Patrick's is a historically significant Gothic Revival church built of brick and concrete that is of importance to the City's Irish and Filipino-American communities. The reinforced-concrete rectory is located next door at 760 Mission Street. Similar to the church, it is also designed in the Gothic Revival style.

To the northwest of the project site is the Jessie Street Substation, a historic utility building originally built in 1881 and then expanded and remodeled by architect Willis Polk in 1905. It burned in the 1906 Earthquake, was repaired in 1907, and enlarged again in 1909. The Jessie Street Substation was originally to have been demolished as part of the Yerba Buena Center but was successfully saved by preservationists who argued that it should be incorporated into the project. After remaining vacant for years the Jessie Street Substation was rehabilitated and expanded as part of its conversion by Daniel Libeskind into the Jewish Contemporary Museum in 2007-08.

To the northwest of the project site is the rear of the Carroll & Tilton Building, a six-story commercial building, fronting on Market Street, designed by architect Willis Polk in 1907. Polk designed the building while associated with architect Daniel Burnham of Chicago.

The only other individually significant building located near the Aronson Building is the Williams Building at 693 Mission Street, a 1907 commercial loft building incorporated into the St. Regis Hotel Project in 2005.

- The proposed project would be physically separate from each of these individual historical resources such that no direct, physical impacts are anticipated.¹⁶
- The construction of the proposed tower is unlikely to have any significant impacts on the historical setting of the Jessie Street Substation, Carroll & Tilton Building, St. Patrick's Church and Rectory, or Williams Building. Today these buildings are surrounded by contemporary high-rises and plazas that have nothing to do with the historical context that once surrounded these buildings. All of these buildings, along with the Aronson Building, were identified as historical resources in the early 1970s. Their contexts were either deemed unimportant at the time, or they were already gone; what survive now are the buildings devoid of their original context. The construction of the new tower next to the Aronson Building is not going to further harm this altered context in a manner that would be significant.¹⁷

PART II: SENIOR PRESERVATION PLANNER REVIEW

Signature: _____

Tina Tam

Tina Tam, Senior Preservation Planner

Date: Nov. 3, 2011

¹⁶ Should vibration from subterranean construction have the potential to impact surrounding buildings, the proposed mitigation measure for vibration monitoring should be applied to reduce such potential impacts to a less-than-significant level.

¹⁷ Knapp & VerPlanck Preservation Architects, 93.

cc: Linda Avery, *Recording Secretary*, Historic Preservation Commission
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