PB98-015/DR98-042  SHERATON-GRAND HOTEL

REQUEST:  Review of the following:
   a. revisions to exterior design of approved 26-story hotel;
   b. refinements to exterior rehabilitation plan for Public Market component; and
   c. conceptual design for the Public Market interior.

LOCATION:  Southwest corner of 13th and J Streets
            (APN: 006-0111-005, 006, & 007)
            Central City Design Review District
            Council District 1

APPLICANT:  Lankford and Taylor
            (David Taylor, ph: 916-638-0242)
            3100 Zinfandel Drive, Rancho Cordova, CA 95670

OWNER:  Public Market LLC

PLANS BY:  -HOK, Inc.,
            71 Stevenson St., San Francisco, CA 94105
            -Sue Firestone & Associates,
            5383 Hollister Av., Ste. 140, Santa Barbara, CA 93111

APPLICATION FILED:  November 23, 1999

STAFF CONTACT:  -Design Review (hotel tower):
            Luis Sanchez, ph: 916-264-5957; fax:916-264-7046;
            e-mail address: lsanchez@gw.sacto.org

            -Historic Preservation (Public Market):
            Randolph Lum, ph: 916-264-5896; fax:916-264-7046;
            e-mail address: rlum@gw.sacto.org

SUMMARY:  On April 21, 1999, the Board approved the design of the hotel tower and the design concept for the Public Market reuse. The applicant is returning to present refinements for the exterior of both the historic structure and the proposed new construction and introduce the interior design concept.

RECOMMENDATION:  Staff recommends approval of the proposed changes to the exterior of the proposed project and the conceptual plans for the interior of the historic Public Market component.
PROJECT INFORMATION:

Existing Land Use of Site: Vacant Public Market building; cleared hotel tower site.

Existing Zoning of Site: C-3(SPD)

Surrounding Land Use and Zoning:

North: Parking structure w/ground floor commercial (across J St.); C-3(SPD)
South: Office building, Imax Theatre (across alley); C-3(SPD)
East: Convention Center (across 13th St.); C-3(SPD)
West: Parking structure, commercial; C-3(SPD)

Property Dimensions: 260' x 160'

Height of Hotel: 295 ft. to 26 stories

Exterior Building Materials:
- Public Market: Brick, terra cotta
- Tower: Proposed to be changed from EIFS to GFRC, and painted metal detailing

Significant Features of the Site: Historic Julia Morgan designed Public Market structure; proximity to Convention Center

Street Improvements: J St.: one-way eastbound; 13th St.: two-way

BACKGROUND INFORMATION: Since the last full Board review of the project, the Board’s sub-committee for this project has met at the site to consider issues related to the interior of the Public Market structure. It also met with the applicant on May 14th to be briefed on exterior refinements being considered for both the historic structure and the proposed new construction and possible interior treatments for the historic space.

STAFF EVALUATION: Staff has the following comments:

Public Market

A. The project architect’s letter of transmittal, dated July 14, 1999, references the changes on the plans for the exterior of the Public Market Building. The following are Preservation staff’s comments/reaction to each of the references.

1. applicant: The new mechanical penthouse structure has been reduced in height and given a pitched roof structure to match the form of the existing roof monitor.

   staff: The reduction in height and change in form of the mechanical structure is a beneficial change that lessens its visual impact on the
Public Market Building as viewed from the pedestrian level and from surrounding buildings.

2. applicant: Retractable awnings are being replaced on the East elevation but not on the North elevation to match the market building’s original design.

staff: The difference in approaches for the two elevation seems reasonable given that the 13th Street side will be used for outside café seating and the J Street side will not.

3. applicant: The infill storefronts and transom window elevation have been revised to match original patterns.

staff: Matching the original storefront and transom window patterns is essential for the proper restoration of this Listed Structure.

4. applicant: Entrance doors will be rebuilt in wood stile with glass panels to match the original design, however the door location has been recess into the building to accommodate 3'-0" wide minimum width exit doors as required by current codes and the building exit width requirements.

staff: Rebuilding the entrance doors to match the original design and compliance with the current codes is appropriate.

5. applicant: Roof urns have been deleted from the parapet of the Public Market Building.

staff: The original terra cotta roof urns were visually prominent features on the street facades of the Public Market. There is no doubt that their return would be appropriate and desirable from the perspective of the historic restoration of this Essential Structure. On the other hand, if one frames success of this project in terms of 1) retaining a historic resource through reuse; 2) facilitating the development of a viable hotel project; and 3) retaining/ restoring some though not all aspects of the historic fabric of the historic structure, the return of the roof urns is not essential to the overall success of the project.

It is staff’s understanding is that the deletion of the roof urns is due to the cost estimates for their replication being unexpected high. Perhaps the reasonable compromise would be substitution with a less costly material.
B. A matter not addressed by the applicant in these plans is the replacement of the original granite base. Cost apparently has become the issue here as well. In this instance, however, although 85% of the original material is missing as a result of past modifications, the staff considers there to be a greater need to avoid the use of a substitute and lesser quality material. The base of the historic structure, in comparison with the roof urns, is in a location where its quality and authenticity is much more subject to scrutiny. Replacement with granite is appropriate given the historic significance of this structure. The use of granite, consistent with guidelines for new construction, is also appropriate as a "quality" material for the pedestrian level of the overall project, the new Sheraton Grand Hotel.

C. Interior design plans were received under a separate cover. The conceptual interior for the Public Market includes interior elevations, furniture and fixture plans, and reflected ceiling plans.

1. The major issue here seems to be the appropriateness of the proposed railing design. The original balustrade was of a rather simple wood construction. Proposed is a much more decorative design in metal. Staff does not see a need to require wood construction. The practicality of a metal balustrade for the new use is understood. However, neither does there seem to staff to be a need for a major departure from the simplicity in appearance of the original wood balustrade. The development of an attractive interior space isn’t necessarily dependent upon a more ornate balustrade design than was present historically.

2. The applicant continues to consider options for the interior wall and floor coverings. The review and approval of these could be handled either by staff and/or a subcommittee, or by the full Board. Staff would suggest that a Board subcommittee be delegated that authority.

Hotel Tower

The Design Review and Preservation Board approved the Sheraton Hotel tower on April 21, 1999. The Board requested that the applicant explore alternative designs to the canopies at the entry, to further articulate the top, to diminish the contrast of the EIFS banding, and to further exaggerate the tower "notch". All final details not reviewed and approved at the April hearing will be reviewed by Design Review staff, and the 2 member Board subcommittee of Steven Goldstein and Bob McCabe.

1. The applicant has now provided staff with final tower revisions, along with two renderings of the project indicating the revisions. The tower exterior cladding was changed from an EIFS system to a GFRC system. The GFRC panels will not be red in color as originally proposed with the EIFS. Natural aggregates and cement colors will be used instead. The tower skin will also be more flush, and the windows will
not be as deeply recessed, as a trade off for a higher quality material. The applicant will provide information at the meeting on the reduced window recess.

2. The GFRC will have two major colors for the tower to highlight the difference between the two rectangles making up the "L" shaped plan. And accent color GFRC with a much reduced contrast will provide a horizontal band at each floor. Staff feels that the new color scheme is not as vibrant as the previous, but is more uniform and conservative. A more striking color scheme might have been more appropriate for a hotel of this size and visibility in the Central City.

3. The skin at the center of the "grey" tower elevations has been revised to a corrugated aluminum panel set in the plane of the windows for a more uniform appearance, and to express the tower’s verticality. Details of the corrugated panels will be reviewed and approved by staff and the Board subcommittee.

4. The tower podium has been upgraded to stone cladding with accents around the windows and cornices also in stone. Veneer brick originally proposed with the EIFS system has also been deleted.

5. The small canopy above the service door at the North elevation was deleted per the Board’s direction. The three remaining canopies have been revised in scale to accent the main entry door per the Board’s direction.

6. The top of the tower has been further refined with additional form, color, material changes, and articulation.

7. The deep recessed EIFS skin panels have been deleted at the south elevation of the tower, and GFRC panels will be recessed 2" deep at the same locations. A greater recess would have provided greater shadow casting, but given the trade off of the better quality finish of the skin, staff accepts the lessening of the recess.

8. The emergency generator has been relocated from the fourth floor roof to the building interior. The visibility of the unit from other portions of the building had been a concern, and this has now been mitigated.

PROJECT APPROVAL PROCESS: The Board may approve, approve with conditions, or deny the submitted plans. Per Title 32 of the City Code, the Board’s action may be appealed to the City Council. The appeal must occur within 10 calendar days of the Design Review/Preservation Board action.

RECOMMENDATION:

Design review staff recommends that the Board approve the modifications to the tower design, based on the drawings, details, and color/material samples provided at the meeting.
Preservation staff recommends that the Board approve the proposed interior and exterior designs, subject to the condition that all unresolved issues be subject to final review and approval by one or more subcommittees and based on the findings of fact that follow:

Report Prepared By,

Report Reviewed By,

Associate Planner

Preservation Director

Attachments
NOTICE OF DECISION AND FINDINGS OF FACT FOR
PROPERTY LOCATED AT THE SOUTHWEST CORNER OF 13TH AND J STREETS
SACRAMENTO, CALIFORNIA (PB98-015/DR98-042)

At the regular meeting of August 4, 1999, the City Design Review and Preservation Board considered evidence in the above matter.

Based on verbal and documentary evidence at said hearing, the Board took the following action for the location listed above.

- Approved designs for the proposed project subject to conditions.

This action was made based on the following Findings of Fact and subject to the following conditions.

FINDINGS OF FACT

1. The project, as conditioned, enhances the surrounding area.
2. The project, as conditioned, conforms with the Board's design criteria.
3. The project, as conditioned, enhances the appearance of the historic structure.
4. The project, as conditioned, conforms with the Secretary of Interior's Standards for Historic Preservation.

ATTEST: ____________________________

ADVISORY NOTES:

APPROVAL BY THE DESIGN REVIEW AND PRESERVATION BOARD DOES NOT RELIEVE THE APPLICANT OF THE RESPONSIBILITY TO MEET REQUIREMENTS OF ALL ZONING ORDINANCES AND BUILDING CODES.

FINAL PLANS SUBMITTED TO THE CITY FOR A BUILDING PERMIT WILL INCLUDE ALL CHANGES REQUIRED AS CONDITIONS OF APPROVAL BY THE BOARD. THE CHANGES WILL BE SHOWN BY DRAWING REVISIONS AND/OR BY NOTATION, WHICHEVER IS MORE APPLICABLE. PLANS WHICH HAVE OMISSIONS WILL BE RETURNED TO THE APPLICANT FOR CORRECTION AND WILL NOT BE PROCESSED.

THE APPLICANT IS RESPONSIBLE FOR ANY TIME LOST DUE TO INCOMPLETE PLANS. NO EXCEPTIONS WILL BE MADE. THE APPLICANT IS RESPONSIBLE FOR ANY DELAYS RESULTING FROM NONCOMPLIANCE WITH CONDITIONS OF APPROVAL.
IDENTIFICATION
1. Common name: Public Market
2. Historic name: Public Market
3. Street or rural address: 1230 J Street
   City Sacramento Zip 95814 County Sacramento
4. Parcel number: 006-111-07
5. Present Owner: Robert Voit
   Address: 5855 DeSoto Avenue
   City Woodland Hills, CA Zip 91367 Ownership is: Public Private X
6. Present Use: offices Original use: commercial

DESCRIPTION
7a. Architectural style: Classical Revival
7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition:

Two stories in height, the large brick Public Market building occupies the end of the block at 12th Street between J and the alley to the south. The elevations are divided into vertical bays by pilasters with terra cotta capitals that support the entablature and its projecting cornice. The bays contain a bank of multi-paned windows on the second floor and show windows with awnings on the ground floor. The main entrance is angled, and faces the intersection of 12th and J Streets. A Classical swag and foliated scroll design in architectural terra cotta enframes a large window above the entry. Terra cotta ornament in the form of capitals above fluted bases, square panels in the frieze, and the molded cornice, contrast with the texture and color of the unglazed red brick. Another large entry, also with terra cotta ornament, stands on the east elevation.

The ground floor show windows have been changed and the sash replaced, and awnings installed. The terra cotta has been painted as have the transom windows.

8. Construction date:
   Estimated Factual 1923
9. Architect Julia Morgan
10. Builder unknown
11. Approx. property size (in feet)
    Frontage 160 Depth 150 or approx. acreage
12. Date(s) of enclosed photograph(s)
    1981
13. Condition: Excellent X Good ____ Fair ___ Deteriorated ____ No longer in existence ____

14. Alterations: ___ changes to ground floor windows

15. Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings ___ Densely built-up ___ Residential ___ Industrial ___ Commercial ___ Other: ___

16. Threats to site: None known X Private development ___ Zoning ___ Vandalism ___ Public Works project ___ Other: ___

17. Is the structure: On its original site? X Moved? ____ Unknown? ____

18. Related features: ___ none

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

The horizontality and mass of the building make it seem shorter and smaller than it is. A landscaped Mall area stands directly east. The structure is the work of the well-known woman architect Julie Morgan, the designer of Hearst Castle at San Simeon. Its formality of design is softened by the texture and warmth of the natural brick, and the contrast of materials. The building is a fine representative of its style, designed to serve the utilitarian purpose of housing a large market place, with numerous establishments, under one roof. Its purpose has been achieved with an understated elegance.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
   Architecture 1 ______ Arts & Leisure ______
   Economic/Industrial 2 ______ Exploration/Settlement ______
   Government ______ Military ______
   Religion ______ Social/Education ______

21. Sources (List books, documents, surveys, personal interviews and their dates).
   Dr. Davis, State Archives, interview, 10-7-1980

22. Date form prepared 1981
   By (name) HEC
   Organization S.C.P.L.D.
   Address: 915 I Street
   City Sacramento Zip 95814
   Phone: 449-5381
July 14, 1999

Mr. Luis Sanchez, AIA
Planning Department
1231 "J" Street, Suite 200
Sacramento, CA  95814

RE:  SHERATON GRAND DESIGN REVIEW SUBMITTAL
       PROJECT NO. DR-98-042 - NO. PB-98-015

Dear Luis:

Enclosed are revised exterior building elevations, sections and two artist renderings of the Sheraton Grand Hotel project. The building materials have been revised and many details refined since our last Design Review Hearing.

The tower exterior cladding was upgraded from an exterior insulated finish system (EIFS) to glass fiber reinforced concrete panels (GFRC). The GFRC panels will not be red in color due to the use of natural aggregates and cement colors, see color renderings and color images of material samples for proposed color changes. The tower skin will also be more flush without deeply recessed windows which relates to the trade of getting a higher quality material. The GFRC will have two major colors for the tower to highlight the difference between the two rectangles making up the "L" shaped plan. There is also an accent GFRC color for the horizontal band at each floor, this color has less contrast than the previous design.

TOWER REVISIONS

The skin at the center of the "Grey" tower elevations has been revised to a corrugated aluminum panel set in plane with the windows to give a more uniform appearance and further express the vertical nature of the tower division.

The podium of the tower has been upgraded to stone cladding with accents around windows and cornices also in stone. The veneer brick was deleted with the EIFS as part of the change in materials and color for the building.

The small canopy above the service door at the North elevation was deleted as recommended by the Design Review Board. The three remaining canopies were revised in scale to accent the main entry door as recommended by the Design Review Board.

The top of the hotel tower has been redesigned with additional form, color, material changes and articulation to make a greater design statement for the top of the project.

We deleted the deep recessed EIFS skin panels at the south elevation of tower, GFRC panels will be recessed 2" deep at the same locations.

The emergency generator has been relocated from the fourth floor roof to the building interior.
PUBLIC MARKET BUILDING REVISIONS

Minor changes have been made to the Public Market Building elevations to clarify the design.

The new mechanical penthouse structure has been reduced in height and given a pitched roof structure to match the form of the existing roof monitor.

Retractable awnings are being replaced on the East elevation but not on the North elevation to match the market building's original design.

The infill storefronts and transom window elevations have been revised to match original patterns.

Entrance doors will be rebuilt in wood stile with glass panels to match the original design, however, the door location has been recessed into the building to accommodate 3'-0" wide minimum width exit doors as required by current codes and the building exit width requirements.

Roof urns have been deleted from the parapet of the Public Market Building.

Please call if you have any questions regarding materials or design revisions to the Sheraton Grand Hotel project.

Sincerely,

Keith Burnham
Vice President

P.S. We will bring actual material samples to the August 4 hearing, the color copies enclosed are close but not exact replications of the proposed stone and GFRC materials.
GENERAL NOTES
1. SEE L-2-11 FOR TYPICAL
   LEPIS, NOTES AND
   DIMENSIONS

TYPICAL LEVEL PLAN
WITH FIRE EQUIP. ROOM

CACHE LEVELS: 6,14,19,24

SHERATON GRAND
SACRAMENTO, CALIFORNIA

PUBLIC MARKET BUILDING, LLC
<table>
<thead>
<tr>
<th>Sheet No.</th>
<th>Sheet Title</th>
</tr>
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<tbody>
<tr>
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<td>Furniture &amp; Fixture Plan-Ballroom Level-Area 1</td>
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<td>Reflected Ceiling Plan-Ballroom Level-Area 1</td>
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