

DESIGN REVIEW & PRESERVATION BOARD  
SACRAMENTO, CALIFORNIA  
MEMBERS IN SESSION:

1999  
15-109  
ITEM NO. X3  
~~November 23, 1998~~  
4/21/99

DR98-042  
PB98-015

**Esquire Plaza Hotel –  
26-Plus Story Hotel Tower New Construction, and  
Public Market Building Rehabilitation as Entrance,  
Lobby, Restaurants, Meeting Rooms and Ballroom.**

**Public Market Building: Essential Structure, listed in  
the City's Official Register of Historic Structures and  
Preservation Areas.**

REQUEST:

Review and comment on conceptual designs for the proposed hotel including the interior and exterior rehabilitation and reuse of the historic Public Market Building, the exterior designs for the proposed hotel tower adjoining the Public Market Building, and streetscape/landscape design proposals. NOTE: The skybridge element included in the original application submittal has been withdrawn by the applicant.

LOCATION:

SW corner of 13<sup>th</sup> and J Streets

STAFF CONTACT:

Design Review: Luis R. Sanchez, AIA 264-5957  
Historic Preservation: Randy Lum, 264-5896

**SUMMARY:** It should be first noted that the project proposal for review is in a conceptual design phase at this point. On Wednesday, November 18, 1998, an ad-hoc committee (Committee) of the Design Review & Preservation Board (Board) met on site with the applicant and architects for the project to review conceptual drawings for the interior of the Public Market Building adaptive reuse and rehabilitation. Staff has incorporated the Committee's comments from that meeting herein. Staff has also provided preliminary comments and identified Design and Preservation Guidelines that should be carefully considered prior to finalizing the proposed design. It should also be noted that the environmental review process for this proposed project is in process and has not been finalized and, therefore, the Board will not be taking any action on the proposed project at any meeting held prior to the completion of the environmental review process and the information in that review has been provided to the Board.

**RECOMMENDATION:** Staff recommends that the Board review the proposal and provide the applicant with comments and considerations related to the proposed site and building design of the new structure and its integration with the historic Public Market Building, and with the proposed rehabilitation of the historic Public Market building along with its integration with the new structure.

**AD-HOC COMMITTEE COMMENTS:** The Committee's discussion points focused on four major areas of the proposed adaptive reuse and rehabilitation of the historic Public Market Building:

- That the interior volume recreate as much of the openness of the original two+ story volume

under the clerestory as possible, considering sculpting the restaurant space over the ballroom at the edge of the proposed opening or other reconfiguration of the restaurant space, given the technical and functional issues relative to the proposed ballroom;

- That the three sides of the proposed interior mezzanine area recreate as much as possible the openness, simplicity and detail that characterized the original mezzanine features, especially relative to the treatment of columns and railings, as well as other hardware and fixtures;
- That the exterior of the Public Market Building be restored to its original as much as possible, noting that the non-original dropped ceilings on the first floor level hide the transom windows and limit the light/space that reopening these windows would afford the lobby area, and, that documentation of the design of the original exterior window bays and awning treatment at the first-floor level would be helpful in the exterior restoration effort;
- That consideration be given to adequate walkway and sidewalk café area along 13<sup>th</sup> Street.

#### **STAFF EVALUATION:**

#### ***HISTORIC PRESERVATION:***

The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings are required for use by Certified Local Governments, which Sacramento is, and have been adopted by the Design Review & Preservation Board for use in its review of historic projects. The Standards, "...are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility." Staff notes specifically the following Standards in relation to the proposed project:

Standard # 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

Standard # 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

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

Analyzing the proposed project's consistency with the Secretary of the Interior's Standards for Rehabilitation relative to the interior treatment of the historic Public Market Building is problematic in two major regards. First, the integrity of the historic original first- and second-floor interior structure seems to have been compromised by the alterations made for State offices, though the original clerestory, the trusses forming the clerestory, and remnants of the two-plus story interior volume, still exist. Structural columns probably still exist, though have been covered. Second, the

technical and functional issues related to the proposed hotel's ballroom development seem to severely limit the possibility of completely recreating or restoring the original first- and second-floor interior spaces and structural elements.

The Committee's discussion includes possible efforts that would enlarge upon the sense of the interior volume under the clerestory and recreating as much of the mezzanine features and characteristics as possible. There may also be other options that could be explored for treating the restaurant area, which is proposed to be located over the ballroom, that would celebrate the space under the clerestory as distinct from what would have been the original mezzanine areas.

However, both the Committee and Staff note that the restoration of the building's exterior appears very possible, both technically and as an asset to the project.

### **URBAN DESIGN AND PROPOSED NEW STRUCTURE:**

A. Staff notes several of the City of Sacramento's Design Review Guidelines Plan elements that should be considered in developing design options:

1. Section 3.I.
  - a. **(Composition and Design Concept)** 3. The design concept should be consistently related at the various levels of elements, and/or faces of a project. There should be a continuity, but not necessarily a simple repetition of components.
  - b. **(Form, Rhythm and Massing)** 1. The organization used should break up the overall mass into smaller elements. 2. Hierarchical groupings of elements should be developed within a facade to create textures and rhythm. 5. ...discourages long, uninterrupted horizontal lines of parapet...
  - c. **(Relationships to Adjacent Structures and Surrounding Areas)** 2. Projects that are not in listed preservation areas or do not directly involve listed structures, but may effect sensitive historic resources, should use the adopted Board Preservation Guidelines and Secretary of the Interior's Standards as a general reference.
  - d. **(Pedestrian Edges)** 1. Large areas of wall without glazing should be avoided.
2. **New Tower:** Since this tower could possibly be one of the highest in Sacramento, a more inspired design is strongly encouraged and would be warranted for such a key visual element in Sacramento's skyline. Consider, what would Julia Morgan have designed? What wonderful top would she have created? We suspect a rooftop garden with fanciful pergolas, perhaps? More inspired design options for the new tower structure – recognizing its relative height, its relation to the pedestrian street level, and its relationship to the historic Public Market Building, as well as other neighboring structures – need to be considered in greater detail. Various options involving fenestration, articulation of horizontal and vertical lines, better definition and celebration of the tower's top, massing, colors,

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materials, examples from other cities, and utilization of simplified elements from the Public Market Building, should be explored.

3. **Proposed Skybridge:** Staff appreciates that the skybridge will not be a part of this project.
4. **13<sup>th</sup> Street Sidewalk at Proposed Sidewalk Café:** Consideration of an adequate pedestrian area around the proposed sidewalk café is important. It may be that the proposal would provide enough sidewalk area for the pedestrian volumes to be expected on 13<sup>th</sup> Street with this project, the Esquire Plaza office tower and the IMAX Theater projects completed, but that information needs to be clearly articulated. Also requirements for serving alcoholic beverages at sidewalk cafes should be considered.

B. The proposed project should comply with the Sacramento Urban Design Plan, Architectural Design Guidelines.

1. The project should comply with the Commercial/Office Core (C-3 zone) Massing guidelines for major projects, in Sections 5.2.1 through 5.2.7 of the Architectural Design Guidelines.
  - a. Setbacks are needed to define the base of the building (align with the cornice of the Public Market Building), and a minimum setback of 20'-0" above 150'-0" will also help define the upper portion of the building.
  - b. Setbacks of 5'-0" and 10'-0" respectively are required at the lower and upper tower areas.
  - c. Rear walls also require 4'-0" setbacks off of a designated alley pedestrian way, and 5'-0" and 10'-0" respectively at the lower and upper towers.
  - d. Maximum tower diagonals are required; 220'-0" for the lower tower, and 200'-0" for the upper tower.
2. Section 5.2.8 addresses building tops, and specifies that projects above 150'-0" in height must either provide a flat top to accommodate an emergency helicopter, or a three dimensional top. Either design must provide a decorative and distinctive cap to the building. The proposed building elevations present a top that lacks these qualities, and a more distinctive top is essential for this structure.
3. Section 6.0 addresses Building Design Elements, and specifically color, texture, materials, fenestration, building rhythm, off-sets, insets, and reveals. This section must be carefully studied to provide a design that has rich materials, high quality

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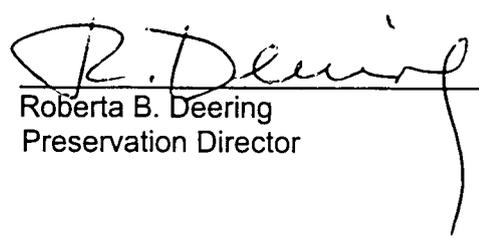
construction, well articulated facades, variety of fenestration, horizontal and vertical articulation, and fine grain treatment of building surfaces.

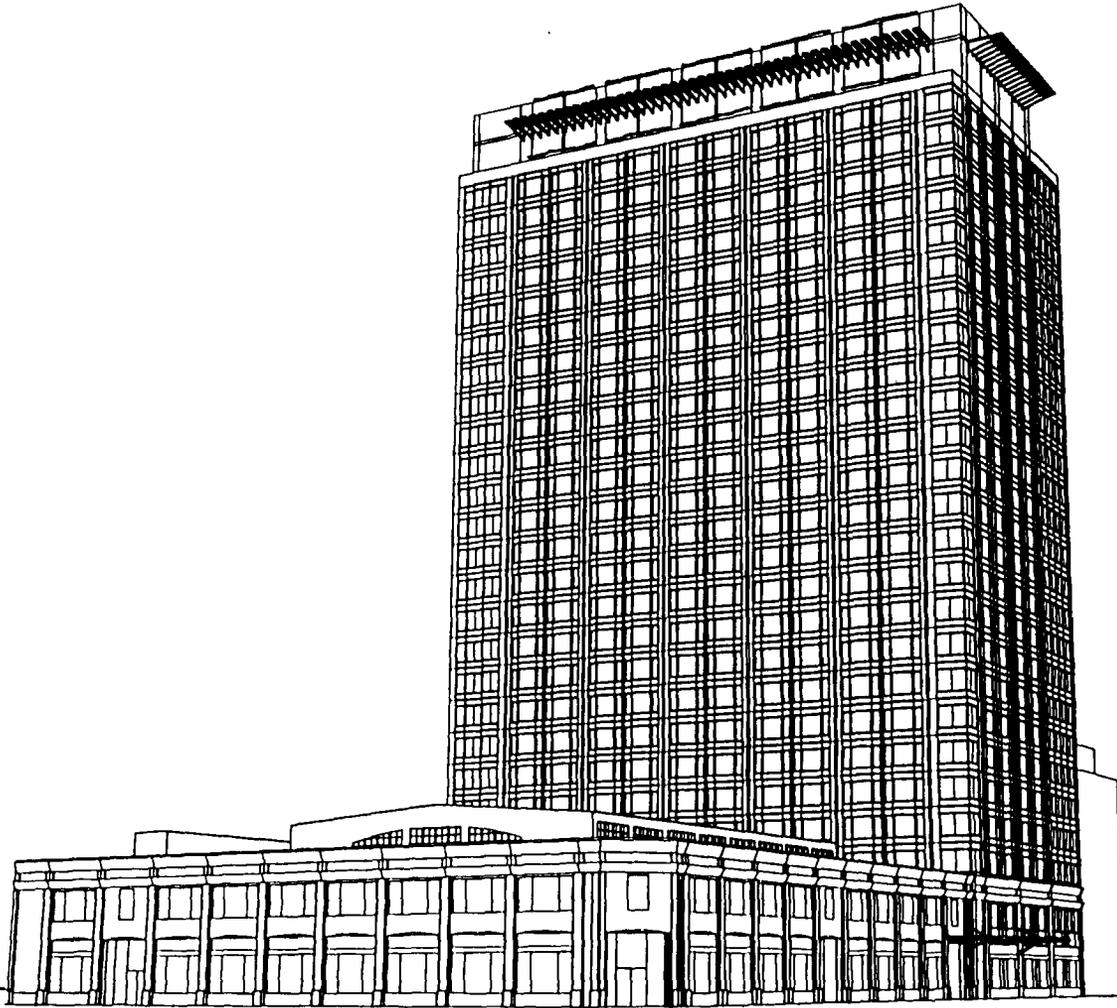
- 4. Other sections of the Architectural Design Guidelines address issues such as pedestrian edge, building entries, storefront and window materials, lighting, signage, service facilities, auto parking/entry/exit, landscaping, public art, and sidewalk cafes. All of these elements must be carefully integrated in the final proposal.

Report Prepared By:

Report Reviewed By:

  
 Luis R. Sanchez, AIA  
 Associate Architect

  
 Roberta B. Deering  
 Preservation Director



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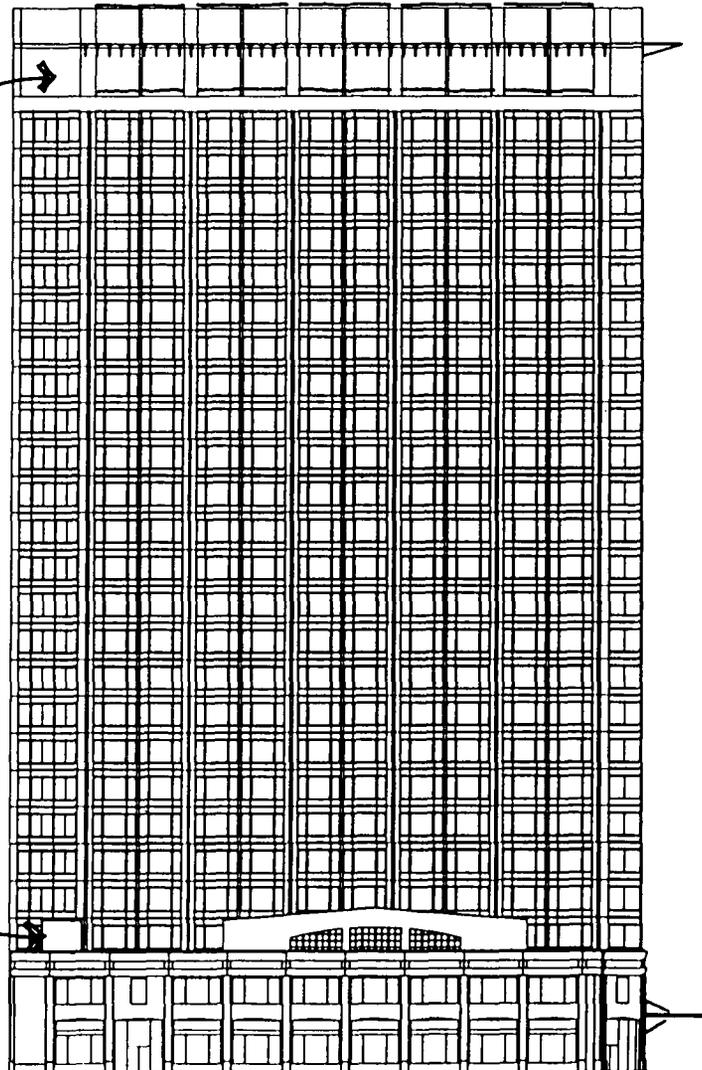
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FEBRUARY 20, 1998  
DRAFT SUBMISSION OF PROJECT  
ELEVATIONS FOR USE IN ADEIR.

EYE LEVEL PERSPECTIVE VIEW FROM NORTHEAST CORNER

ORNAMENTAL METAL TREATMENT  
AT MECHANICAL LOUVERS

NEW LOUVERED METAL  
MECHANICAL ENCLOSURE



⊕ TOP OF PENTHOUSE  
EL. +279'-4"

⊕ PENTHOUSE  
EL. +253'-4"  
⊕ LEVEL 25  
EL. +244'-0"

NEW CONSTRUCTION  
EXTERIOR MATERIALS

EIFS, GFRC OR PRECAST CLADDING,  
PAINTED METAL DETAIL ELEMENTS  
AND CLEAR GLASS WITH LIGHT  
REFLECTIVE COATING IN ALUMINUM  
FRAME.

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PUBLIC MARKET

REFURBISH EXISTING BRICK  
AND TERRACOTTA WALLS, REGLAZE  
AND REFURBISH ORIGINAL STEEL  
WINDOWS. REMOVE MODERN ALUMINUM  
STOREFRONT AND REPLACE WITH STEEL  
STOREFRONT.

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ORNAMENTAL METAL TREATMENT  
AT MECHANICAL LOUVERS

⊕ TOP OF PENTHOUSE  
EL. +279'-4"

⊕ PENTHOUSE  
EL. +253'-4"  
LEVEL 25  
⊕ EL. +244'-0"

NEW CONSTRUCTION  
EXTERIOR MATERIALS

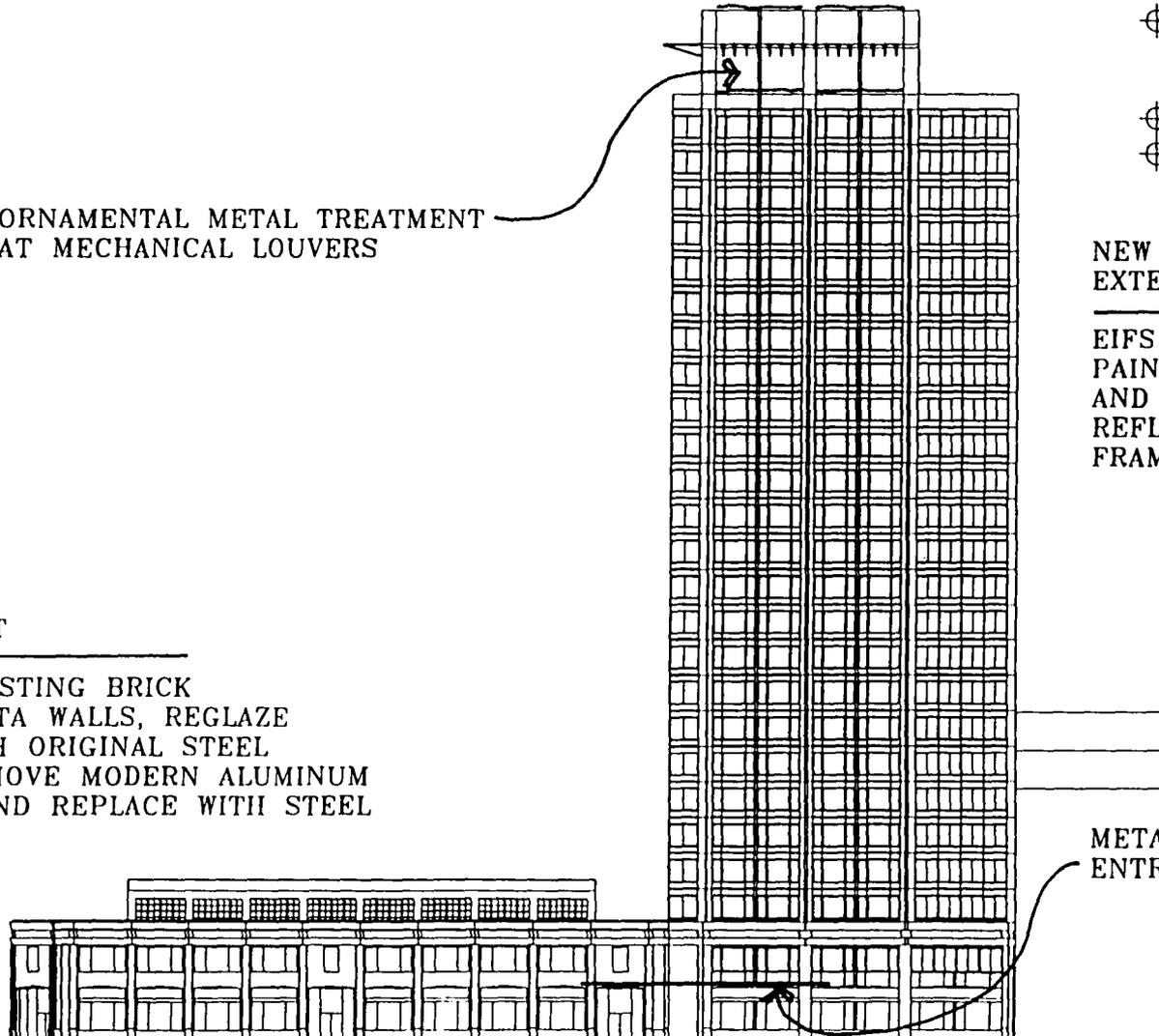
EIFS, GFRC OR PRECAST CLADDING,  
PAINTED METAL DETAIL ELEMENTS  
AND CLEAR GLASS WITH LIGHT  
REFLECTIVE COATING IN ALUMINUM  
FRAME.

4/21/99

PUBLIC MARKET

REFURBISH EXISTING BRICK  
AND TERRACOTTA WALLS, REGLAZE  
AND REFURBISH ORIGINAL STEEL  
WINDOWS. REMOVE MODERN ALUMINUM  
STOREFRONT AND REPLACE WITH STEEL  
STOREFRONT.

METAL AND GLASS  
ENTRY CANOPY

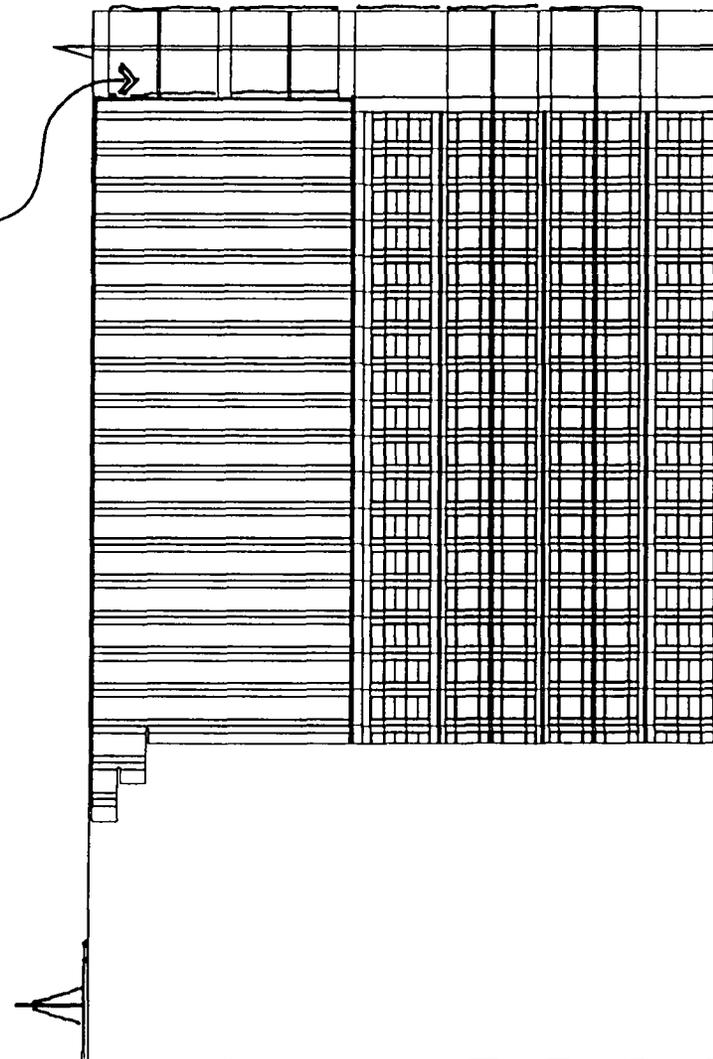


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FEBRUARY 20, 1998  
DRAFT SUBMISSION OF PROJECT  
ELEVATIONS FOR USE IN ADEIR.

NORTH (J STREET) ELEVATION

ORNAMENTAL METAL TREATMENT  
AT MECHANICAL LOUVERS



⊕ TOP OF PENTHOUSE  
EL. +279'-4"

⊕ PENTHOUSE  
EL. +253'-4"  
⊕ LEVEL 25  
EL. +244'-0"

**NEW CONSTRUCTION  
EXTERIOR MATERIALS**

EIFS, GFRC OR PRECAST CLADDING,  
PAINTED METAL DETAIL ELEMENTS  
AND CLEAR GLASS WITH LIGHT  
REFLECTIVE COATING IN ALUMINUM  
FRAME.

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ORNAMENTAL METAL TREATMENT  
AT MECHANICAL LOUVERS

NEW LOUVERED METAL  
MECHANICAL ENCLOSURE

⊕ TOP OF PENTHOUSE  
EL. +279'-4"

⊕ PENTHOUSE  
EL. +253'-4"  
⊕ LEVEL 25  
EL. +244'-0"

NEW CONSTRUCTION  
EXTERIOR MATERIALS

EIFS, GFRC OR PRECAST CLADDING,  
PAINTED METAL DETAIL ELEMENTS  
AND CLEAR GLASS WITH LIGHT  
REFLECTIVE COATING IN ALUMINUM  
FRAME.

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PUBLIC MARKET

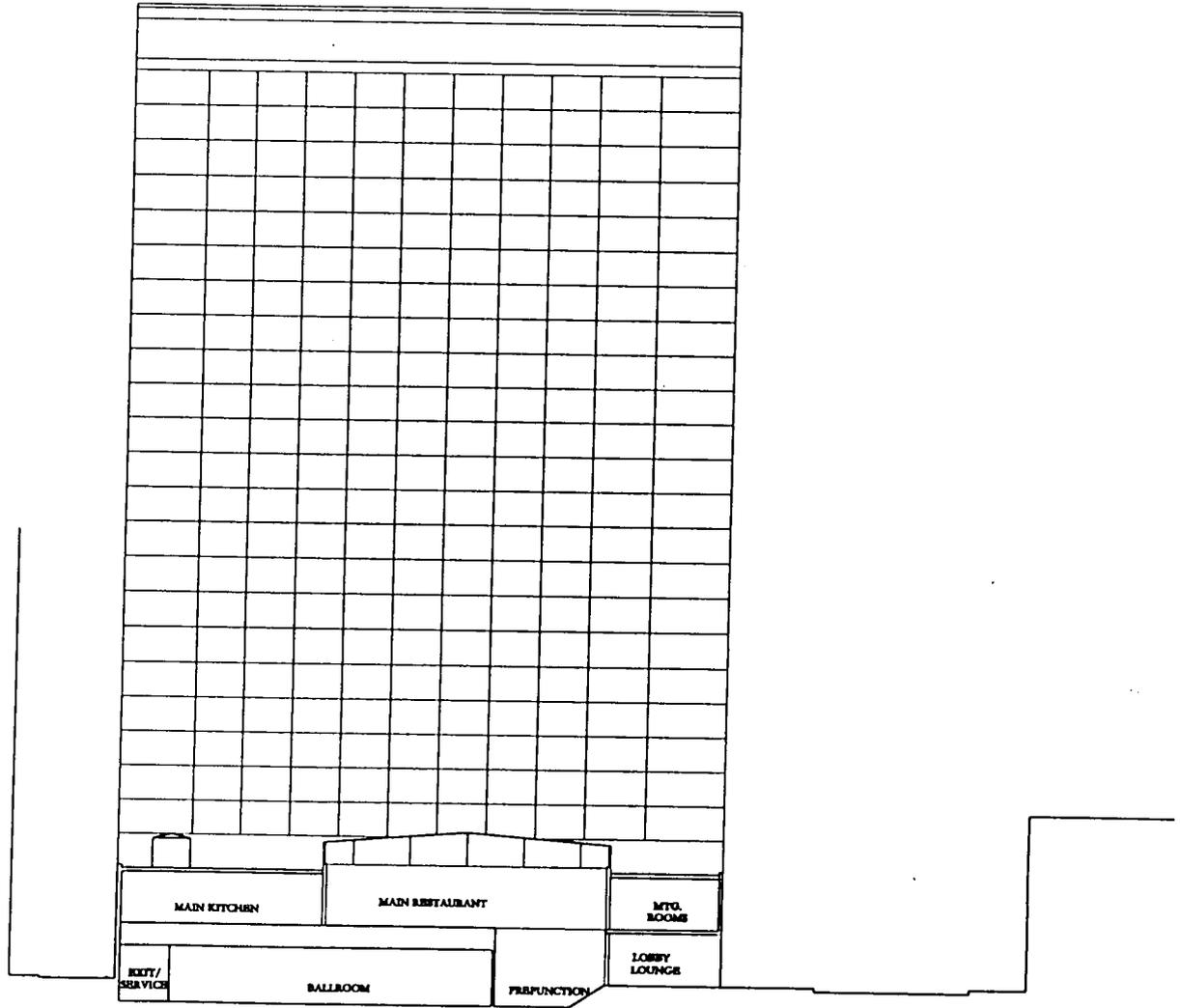
SOUTH ELEVATION TO BE NEW  
CONSTRUCTION WITH SMOOTH  
EXTERIOR FINISH

NOTE:  
DRAWING DOES NOT INDICATE  
PROPOSED OPENINGS

*811. 21. 118  
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NEW No. 8*

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DRAFT SUBMISSION OF PROJECT  
ELEVATIONS FOR USE IN ADEIR.

SOUTH (ALLEY) ELEVATION

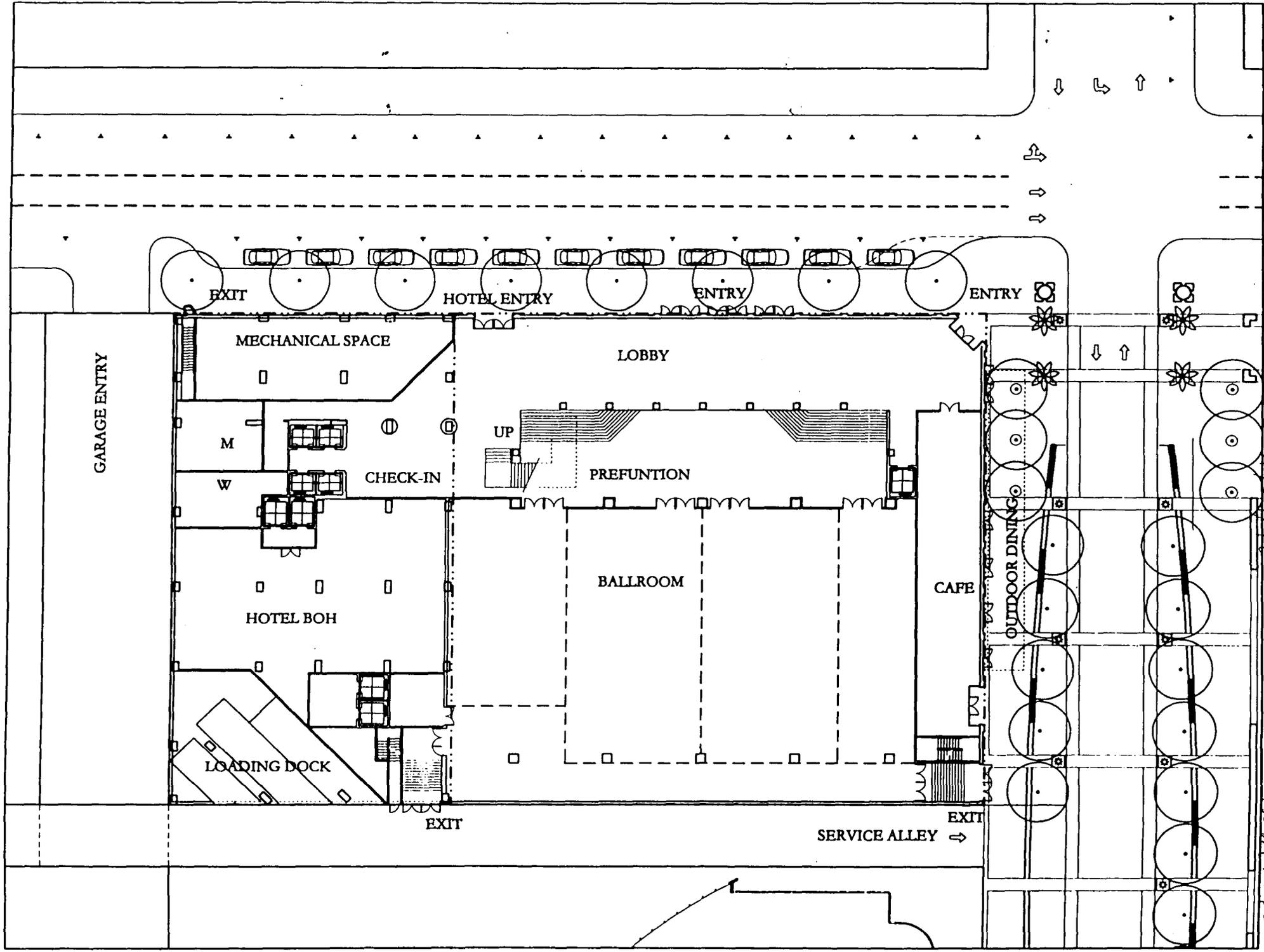


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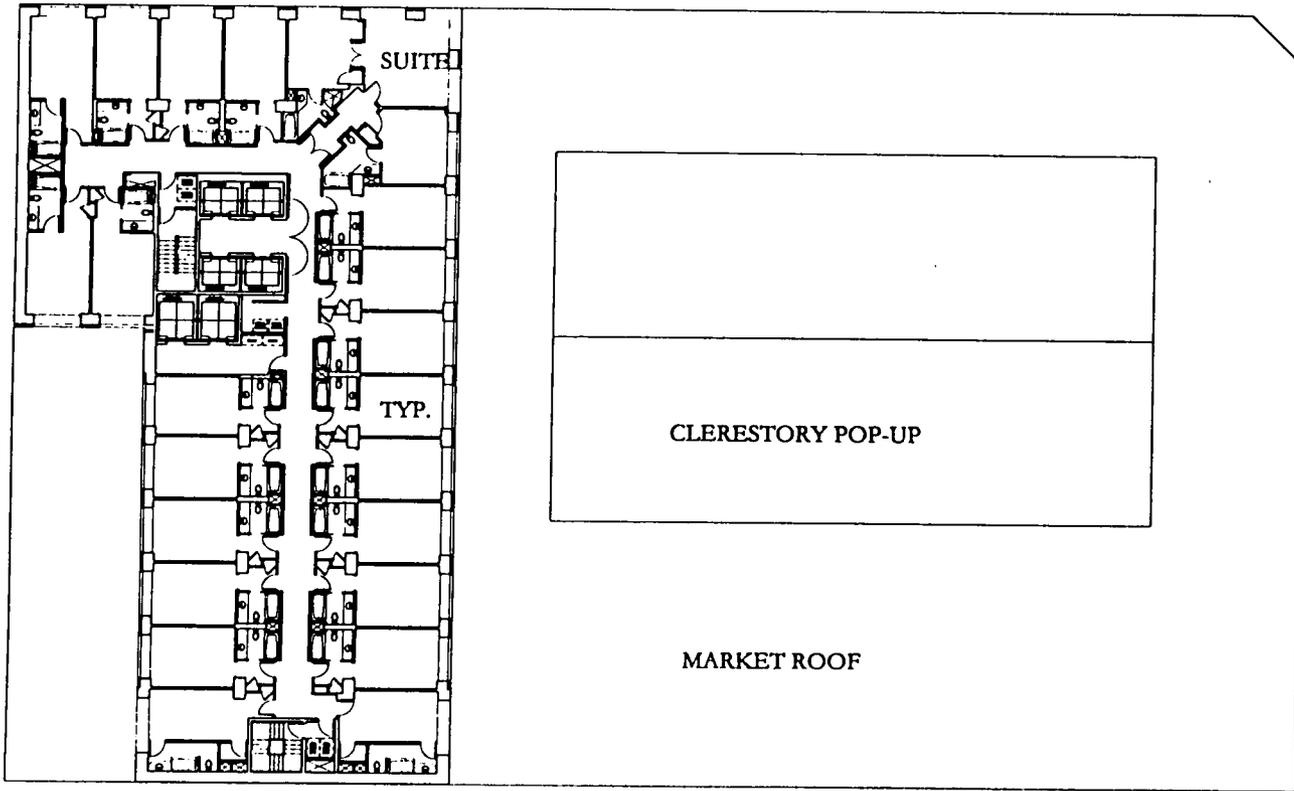
CROSS SECTION





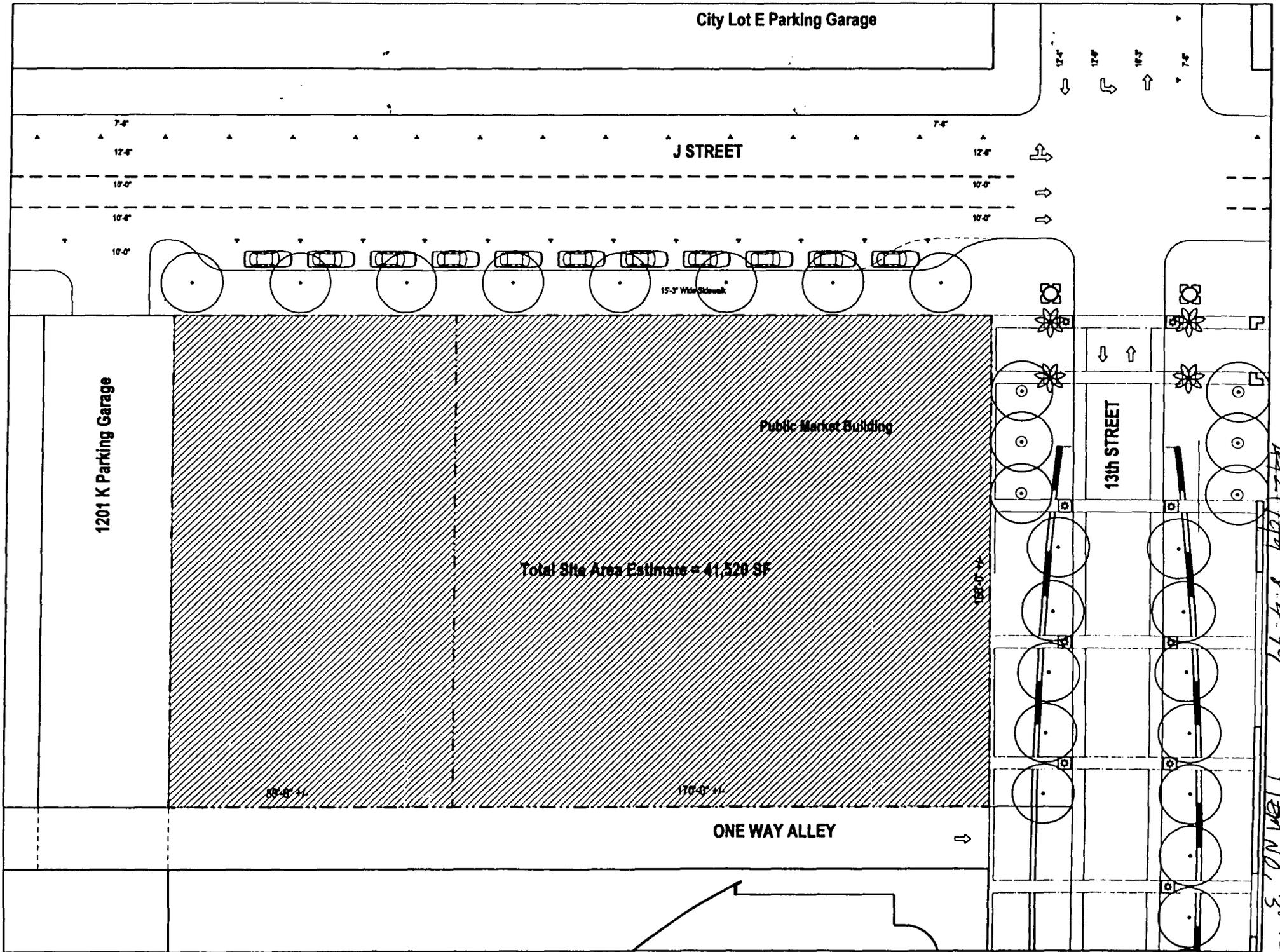
GROUND LEVEL PLAN

12/18/12  
 12/18/12  
 12/18/12



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City Lot E Parking Garage

J STREET

1201 K Parking Garage

Public Market Building

13th STREET

Total Site Area Estimate = 41,520 SF

ONE WAY ALLEY

DROP OFF SCHEMATIC AND SITE PLAN

ATZ-11079 8.4.99  
 ITEM NO. 38.123