



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Sign Approval

CONSENT CALENDAR
HEARING DATE: MARCH 24, 2011

Date: March 17, 2011
Case No.: **2011.0103 U**
Project Address: **201 VAN NESS AVENUE (aka 270-290 HAYES STREET)
LOUISE M. DAVIES SYMPHONY HALL**
Zoning: P (Public)
96-S/130-G Height and Bulk District
Civic Center Historic District
Block/Lot: 0810/001
Applicant: John Kieser
San Francisco Symphony
201 Van Ness Avenue
San Francisco, CA 94102
Staff Contact Pilar LaValley - (415) 575-9084
pilar.lavalley@sfgov.org
Recommendation: **Approval**

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

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The proposed project involves installation of new signs on the Louise M. Davies Symphony Hall. The proposed new signs would consist of the following:

1. Sign made up of individual gold leaf metal fabricated letters at the base of the roof, facing the intersection of Van Ness Avenue and Grove Street, with external illumination from dimmable concealed fixtures; and,
2. Eight (8) permanent banner supports with external illumination on the Van Ness Avenue and Grove Street facades (six (6) installed at the First Tier (3rd floor) windows and one (1) under each of the projecting balconies at Van Ness Avenue and Grove Street) for seasonal banners; and,
3. Grouping of three wall-mounted, internally illuminated display cases in two locations: at the corner of Van Ness Avenue and Hayes Street and at the musician's entrance on Hayes Street.

SITE DESCRIPTION AND PRESENT USE

The subject property is the Louise M. Davies Symphony Hall located on the block bounded by Hayes, Grove, and Franklin Streets and Van Ness Avenue in Assessor's Block 0810, Lot 001. The existing building was constructed in 1980 based on a design by Pietro Belluschi with Skidmore, Owings &

Merrill. The building is a non-contributing resource to the Civic Center Historic District and is located in a P (Public) Zoning District and a 96-X/130-G Height and Bulk District.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The subject property is located within the Civic Center Historic District, an exemplary City Beautiful complex of monumental buildings around a central open space, with additional buildings extending the principal axis at either end. City Hall, the primary building within the district, the Opera House, and the former High School of Commerce are located on the blocks to the north, northeast, and south of subject property. On the block to the east, are low-scale commercial buildings, and to the west, there are low-scale residential and commercial buildings.

ENVIRONMENTAL REVIEW

The Planning Department has determined that the proposed project is exempt/excluded from environmental review, pursuant to CEQA Guideline Section 15301 (Class One-Minor Alteration of Existing facility) because the project is a minor alteration of an existing structure and meets the *Secretary of the Interior's Standards*.

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	N/A	N/A	N/A	N/A
Posted Notice	N/A	N/A	N/A	N/A
Mailed Notice	N/A	N/A	N/A	N/A

PUBLIC COMMENT

- The Department is not aware of any opposition to this project.

ISSUES AND OTHER CONSIDERATIONS

- The Project is located within the Civic Center Historic District, which is designated as a local historic district pursuant to Article 10 of the Planning Code. The subject property, constructed in 1980, has been identified as a non-contributing resource to the historic district, however, any exterior alterations are subject to review and approval of a Certificate of Appropriateness by the Historic Preservation Commission (HPC). Accordingly, at their regularly scheduled March 16, 2011 hearing, the HPC approved a Certificate of Appropriateness for the proposed Project.

REQUIRED COMMISSION ACTION

Planning Code Section 605 requires that the Planning Commission approve or disapprove all applications to erect business signs in P (Public) Zoning Districts.

BASIS FOR RECOMMENDATION

The Department believes that the proposed signage is consistent with the criteria set forth in Planning Code Section 605.

- The Historic Preservation Commission approved a Certificate of Appropriateness for the proposed project at its regularly scheduled March 16, 2011 hearing. The Planning Department concurs with their finding that the Project meets the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.
- The Project will not impact contributing resources within the district and is designed to be compatible with the character-defining features and character of the Civic Center Historic District.
- The sizes of the signs are in proportion to the monumental building and are located in a manner that is consistent with surrounding buildings.
- External illumination of these signs will be in a manner compatible with the architectural and sign illumination for other buildings in the historic district, including City Hall and the Asian Art Museum (former Main Public Library).
- The size, location, design and content of proposed signs are consistent with the prevailing monumental and public uses of the district and are in harmony with the public purposes of the property and with the surrounding area.
- The proposed Project meets all applicable requirements of the Planning Code.

RECOMMENDATION: Approval
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Attachments:

Block Book Map
Sanborn Map
Aerial Photographs
Reduced Plans
Context Photographs

Attachment Checklist

- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> RF Report |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Community Meeting Notice |
| <input checked="" type="checkbox"/> Context Photos | |
| <input checked="" type="checkbox"/> Site Photos | |

Exhibits above marked with an "X" are included in this packet

MPL
Planner's Initials

PL: G:\DOCUMENTS\Symphony\ExecutiveSummary.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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Planning Commission Draft Motion

HEARING DATE: MARCH 24, 2011

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Case No.: **2011.0103 U**
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ADOPTING FINDINGS RELATING TO THE APPROVAL OF APPLICATION TO ERECT BUSINESS SIGNS IN A "P" ZONING DISTRICT UNDER PLANNING CODE SECTION 605, FOR THE PROPERTY KNOWN AS 201 VAN NESS AVENUE (aka 270-290 HAYES STREET) – LOUISE M. DAVIES SYMPHONY HALL, WITHIN A P (PUBLIC) DISTRICT AND A 96-S/130-G HEIGHT AND BULK DISTRICT.

PREAMBLE

On February 3, 2011, Debra Nichols of Debra Nichols Design on behalf of the San Francisco Symphony (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for authorization under Planning Code Section 605 to allow for the erection of signs within a P (Public) Zoning District and a 96-S/130-G Height and Bulk District.

On March 16, 2011, the San Francisco Historic Preservation Commission (hereinafter "Preservation Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Certificate of Appropriateness Application No. 2011.0103A. With a vote of 5-1, the Preservation Commission approved a Certificate of Appropriateness for the proposed project.

On March 24, 2011, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Case No. 2011.0103U.

The Project was determined by the Department to be categorically exempt from environmental review. The Commission has reviewed and concurs with said determination.

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the erection of signs requested in Application No. 2011.0103U, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The subject property is the Louise M. Davies Symphony Hall located on the block bounded by Hayes, Grove, and Franklin Streets and Van Ness Avenue in Assessor's Block 0810, Lot 001. The existing building was constructed in 1980 based on a design by Pietro Belluschi with Skidmore, Owings & Merrill. The building is a non-contributing resource to the Civic Center Historic District and is located in a P (Public) Zoning District and a 96-X/130-G Height and Bulk District.
3. **Surrounding Properties and Neighborhood.** The subject property is located within the Civic Center Historic District, an exemplary City Beautiful complex of monumental buildings around a central open space, with additional buildings extending the principal axis at either end. City Hall, the primary building within the district, the Opera House, and the former High School of Commerce are located on the blocks to the north, northeast, and south of subject property. On the block to the east, are low-scale commercial buildings, and to the west there are low-scale residential and commercial buildings.
4. **Project Description.** The proposed project involves installation of signs on the Louise M. Davies Symphony Hall. The proposed new signs would consist of the following:
 - o Sign made up of individual gold leaf metal fabricated letters at the base of the roof, facing the intersection of Van Ness Avenue and Grove Street, with external illumination from dimmable concealed fixtures; and,
 - o Eight (8) permanent banner supports with external illumination on the Van Ness Avenue and Grove Street facades (six (6) installed at the First Tier (3rd floor) windows and one (1) under each of the projecting balconies at Van Ness Avenue and Grove Street) for seasonal banners; and,

- o Grouping of three wall-mounted, internally illuminated display cases in two locations: at the corner of Van Ness Avenue and Hayes Street and at the musician's entrance on Hayes Street.
5. **Public Comment.** The Department has received no public comment regarding this project.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Civic Center Special Sign District Number 1.** Planning Code Section 608.3 states that no sign that is located on publicly owned property, or that is located on a street frontage facing publicly owned property, shall have any moving, rotating or otherwise animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project beyond any street property line or building setback line; or be attached to a building in any manner other than with its entire area flat against a wall of such building that directly faces a street; or exceed 200 square feet in area.

The proposed project meets the requirements of the special sign district as proposed signs will be attached flat against the building wall, will not move or rotate, will not have any flashing, blinking or fluctuating lights, and none of the signs will exceed 200 feet in area.

- B. **Signs in P Districts.** Planning Code Section 605 requires that the Planning Commission approve or disapprove all applications to erect business signs in P (Public) Districts. Section 605 states that the Commission, in its review, shall take into account the following items:

- a) **Nature of the property and its use.**

The subject property is the home and concert venue for the San Francisco Symphony.

- b) **The functional necessity for the sign(s).**

Like many civic institutions, the Symphony needs to communicate to a shifting audience base in a manner that was not necessarily anticipated during the original construction of the subject property. The proposed signage is intended to provide enhanced venue identity and deliver information about Symphony events and programs to the public.

- c) **The proposed size, location, design, and content of the sign(s).**

The proposed signage is appropriate in its location, size, design, and content. Proposed signs will not obscure significant features of the building and will be of a size, appearance, and content that is consistent with similar signs on other civic buildings within the historic district. It appears that proposed signs will be clearly differentiated and will not damage or destroy character-defining features of the historic district.

- d) **The degree of its harmony with the public purposes of the property and with the surrounding area.**

The proposed signage is appropriate for the use of the property, which is a cultural institution (San Francisco Symphony Hall). The proposed signs provide building identification, visibility, and communicate information to the public and Symphony patrons. The proposed signs are in proportion to the monumental building and are located in a manner that is consistent with contributing buildings in the surrounding historic district. External illumination for the identification sign and banners will be done in a manner compatible to the architectural and sign illumination for other buildings in the historic district, including City Hall and the Asian Art Museum (former Main Public Library).

e) **The restrictions of the Code for signs in other districts.**

The subject "P" zoned property is bounded by C-3-G zoning districts to the east, NCT and NCT-3 zoning districts to the west, and P zoning districts to north and south, all of which permit a wide range of signage. The proposed signage for the subject property is appropriate for its location and well within the limits of the adjacent districts.

7. **General Plan Compliance.** The Project is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5

Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.7

Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The goal of a Certificate of Appropriateness is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the Civic Center Historic District for the future enjoyment and education of San Francisco residents and visitors.

8. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project is a tenant improvement that it not anticipated to have any impact on neighborhood serving retail uses.

- B. The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The proposed project will strengthen neighborhood character by respecting the character-defining features of the historic district in conformance with the Secretary of the Interior's Standards.

- C. The City's supply of affordable housing will be preserved and enhanced:

The project will have no impact to housing supply.

- D. The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking. It will provide sufficient off-street parking for the proposed units.

- E. A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The proposed will not have any impact on industrial and service sector jobs.

- F. The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

Preparedness against injury and loss of life in an earthquake is improved by the proposed work. The work will eliminate unsafe conditions at the site and all construction will be executed in compliance with all applicable construction and safety measures.

- G. That landmark and historic buildings will be preserved:

The proposed project is in conformance with Article 10 of the Planning Code and the Secretary of the Interior's Standards.

- H. Parks and open space and their access to sunlight and vistas will be protected from development:

The proposed project will not impact the access to sunlight or vistas for the parks and open space.

9. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
10. The Commission hereby finds that approval of the proposed signs in a P District would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Application No. 2011.0103U** in general conformance with plans on file, dated March 3, 2011, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL: The Commission's decision shall be final unless appealed. Any appeal shall be made to the Board of Appeals within 15 days of issuance of the applicable sign and/or building permit.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on March 24, 2011.

Linda D. Avery
Commission Secretary

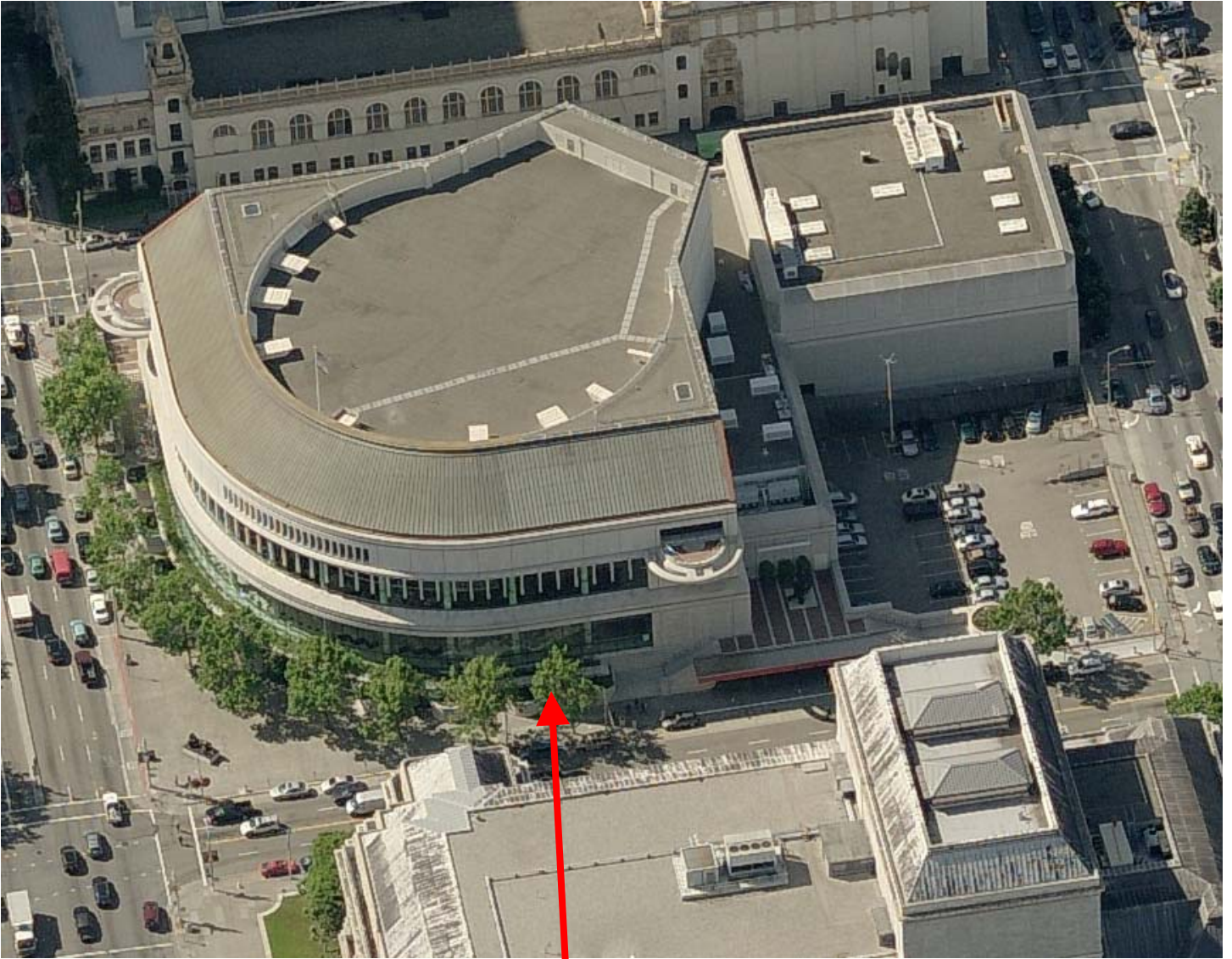
AYES:

NAYS:

ABSENT:

ADOPTED: March 24, 2011

Aerial Photo



SUBJECT PROPERTY



Planning Commission Hearing
Case Number 2011.0103U
201 Van Ness Avenue (SF Symphony Hall)

Louise M. Davies Symphony Hall
Centennial Exterior Signage Masterplan
Application for Certificate of Appropriateness
March 3, 2011

Project Description:

The San Francisco Symphony is submitting this application for a Certificate of Appropriateness for identity and communication signage as enhancements for Louise M. Davies Symphony Hall. It is the Symphony's hope to install the signage in time for the Centennial Season celebrations which begin in August, 2011.

Since 1980, when Louise M. Davies Hall was completed, cultural institutions have witnessed the evolution of a highly visual media based consumer environment. In addition, the San Francisco Symphony has experienced a dramatic shift from the primary audience base of legacy patronage to one which is potentially broader and more variable. This is to say that the need for outreach far exceeds what was incorporated in the original building plan. Similar to other civic institutions we believe ours can meet this opportunity to communicate through enhanced venue identity, identity of the Symphony as resident, and the delivery of information about our events and programs.

As part of our Second Century Plan, the San Francisco Symphony endeavors to extend its reach to the community, and expand its role as a lively nexus for artists and audiences in the Bay Area. This exterior graphics program would significantly enhance our local presence, and help communicate the range and breadth of activity in the hall.

The San Francisco Symphony and their design team have worked diligently with the San Francisco War Memorial and Performing Arts Center Staff and their Board of Trustees to obtain their approval to move forward with the proposed design. They have endorsed this package on its aesthetic content and more significantly because of the contribution it will make to the cultural vitality of the Performing Arts Center, larger Civic Center area and the City of San Francisco.

The signage proposal carefully considers and respects the original architecture of Davies Symphony Hall. This was the Symphony's intent when commissioning the design firm, Debra Nichols Design, to develop the plan and design. Ms. Nichols was the graphics and signage design associate on the original Davies Hall design team during her career with SOM, and has continued to work with the Symphony since then with her own firm for ongoing milestones such as the 25th building anniversary.

The signage proposal respects and draws from the surrounding civic buildings in their similarity of materials, scale, identity, communication elements and architectural features. Similar building identity, banners, poster holders, material finishes and lighting techniques are in use on the War Memorial Opera House, War Memorial Veterans Building, Asian Art Museum, San Francisco Main Library and San Francisco City Hall. We understand that event signage for the Bill Graham Auditorium is under consideration.

The San Francisco Symphony is considering the use of sustainable materials in all aspects of this package, including banner materials which may be recycled for SFS use, eco-friendly inks, high efficiency LED lighting, and VOC-compliant acrylic polyurethane

Louise M. Davies Symphony Hall
Centennial Exterior Signage Masterplan
Application for Certificate of Appropriateness
March 3, 2011

The design team has researched and proposes that the lighting be on dimmers in order to achieve light levels which complement the architecture and coincide with light levels in the area.

Thank you for your consideration. The proposed plan is vitally important to the Symphony as we enter our Centennial Season in 2011-12.

The exterior signage can be grouped into four areas:

- 1.) Building Identity Sign for Davies Symphony Hall
- 2.) Seasonal Banners mounted on Fixed Brackets
- 3.) Display Cases for Events and Artistic Identity at Street Level, mounted to the building.

Narrative: (in addition to notations on drawings):

1) Building Identity Sign

Gold leaf metal fabricated letters at the base of the mansard roof, facing the intersection of Van Ness Avenue and Grove Street. External illumination from dimmable concealed fixtures focusing light on each letter with no spill over.

2) Seasonal Banners

Six permanent banner supports at the First Tier Level, set back between building façade elements, forward of glass line and centered on building columns. Supports for concealed lighting fixtures at top and bottom.

Two permanent banner supports at the First Tier Level, parallel to the building façade, one each under balcony at Van Ness Avenue and balcony at Grove Street.

Banners will be digitally printed and changed seasonally.

Louise M. Davies Symphony Hall
Centennial Exterior Signage Masterplan
Application for Certificate of Appropriateness
March 3, 2011

3) Display Cases

Grouping of three wall-mounted single face illuminated display cases in two locations: at the corner of Van Ness and Hayes St. and next to musician's entrance on Hayes St.

NOTE: existing plaque on Van Ness elevation to be moved to right of cases.

LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND Debra Nichols Design
468 Jackson Street
San Francisco, CA 94111

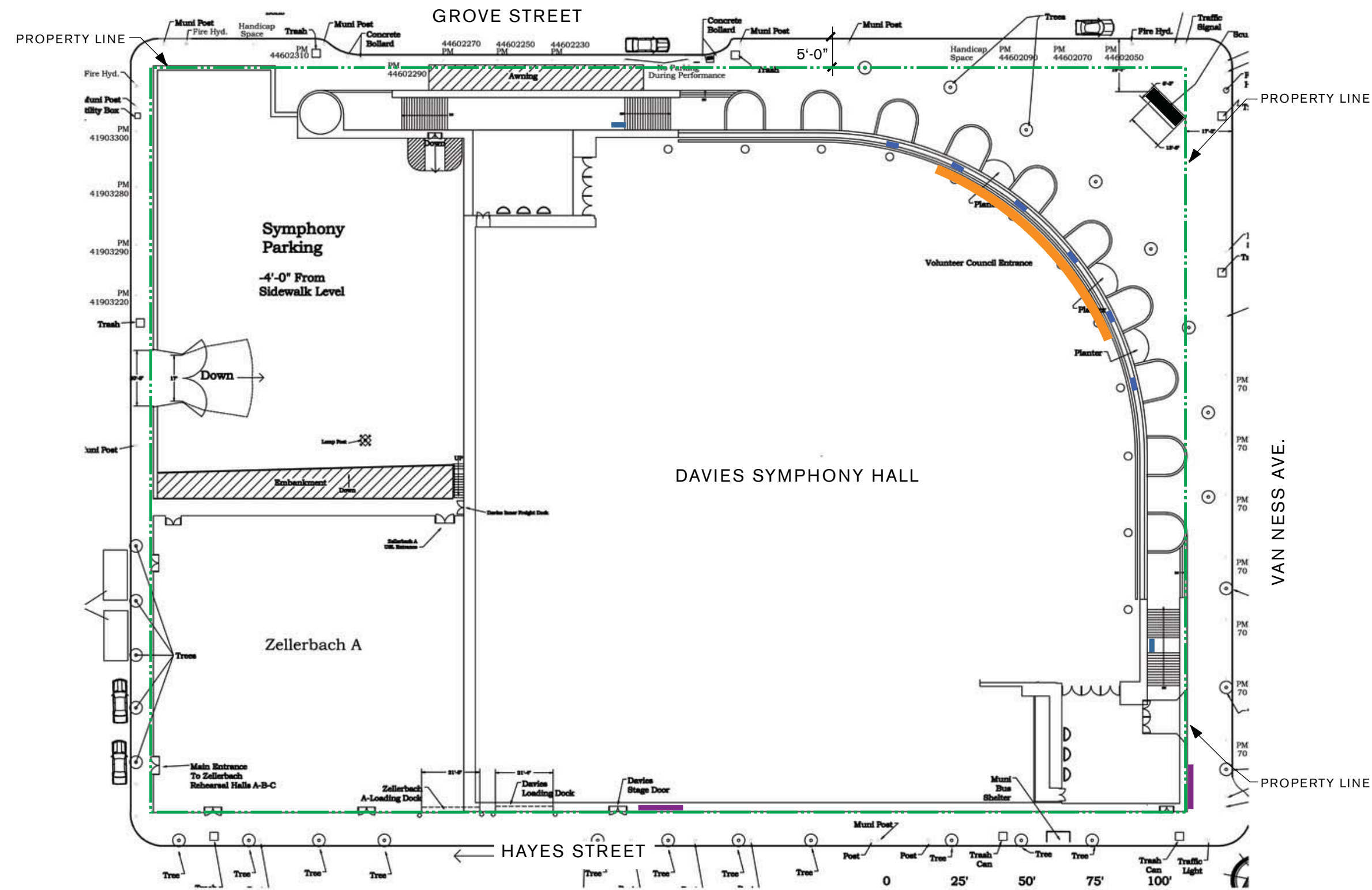
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

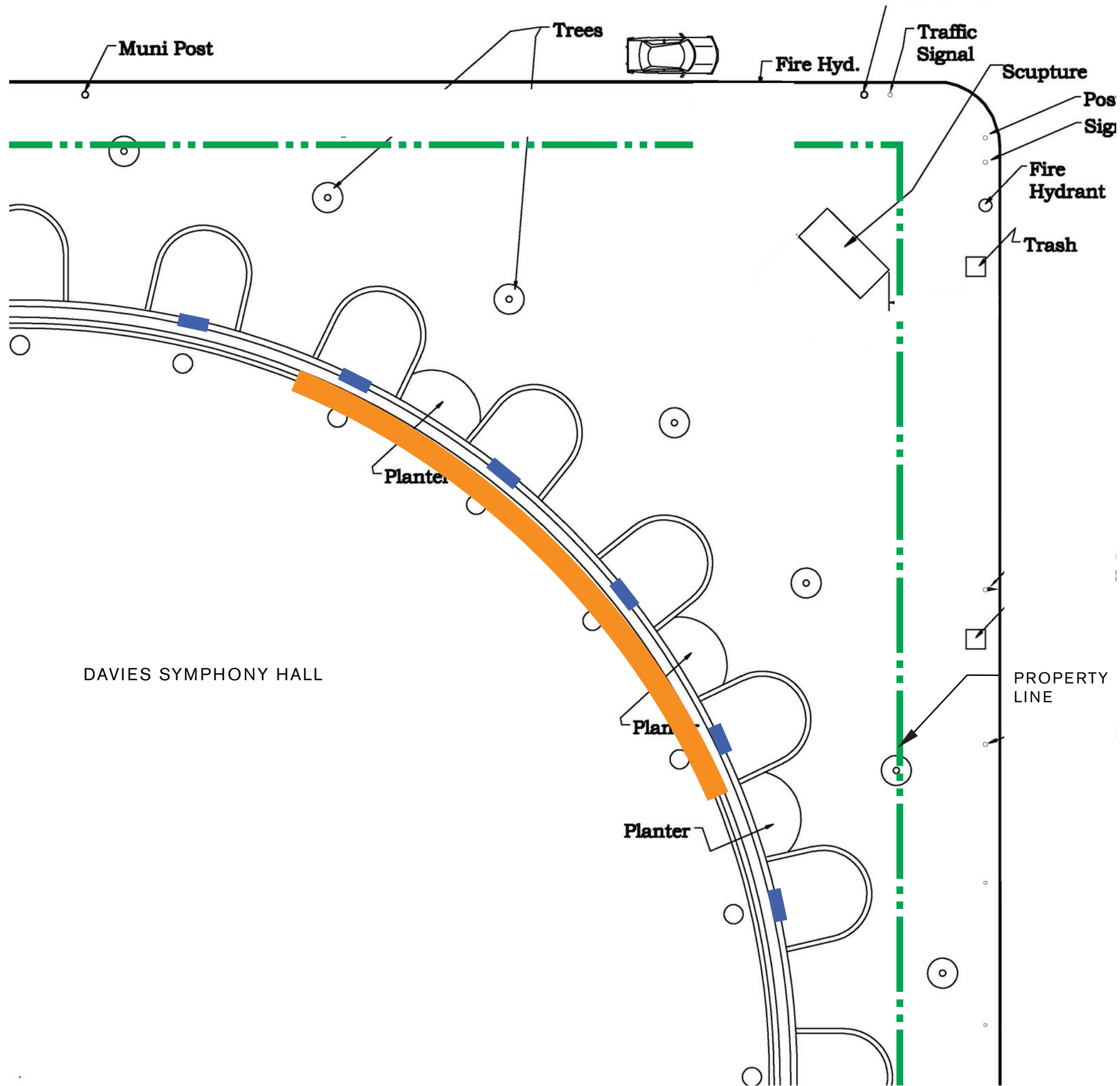
SCALE:
NTS

SIGNAGE SITE PLAN

G1



- IDENTITY SIGN
- SEASONAL BANNERS
- WALL MOUNTED DISPLAY CASES



- IDENTITY SIGN
- SEASONAL BANNERS
- WALL MOUNTED DISPLAY CASES

LOUISE M. DAVIES SYMPHONY HALL

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS 2011

DND Debra Nichols Design
 468 Jackson Street
 San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

SCALE: 1/16"=1'-0"

SITE LOCATION PLAN DETAIL

LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND

Debra Nichols Design

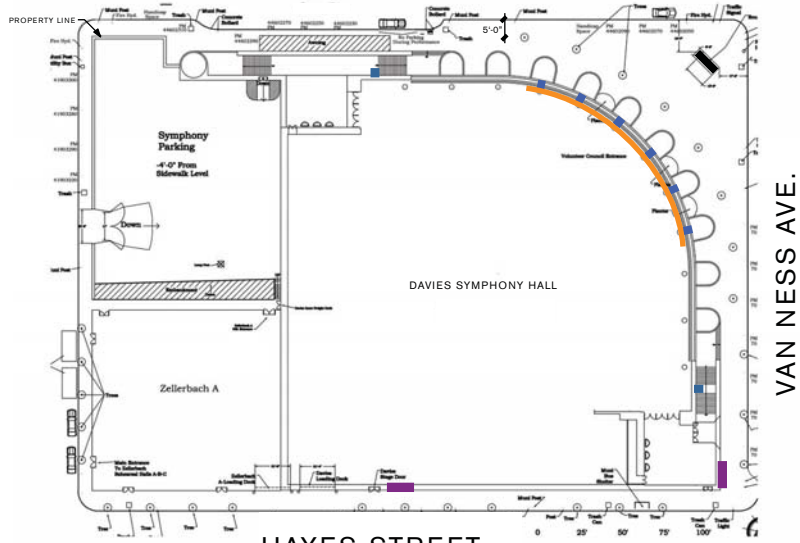
468 Jackson Street
San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

SIGNAGE OVERVIEW
looking at corner of Van Ness and Grove

GROVE STREET



- identity
- existing sculpture
- banners

SEASONAL BANNER NOTES
15'-8" high x 5'-0" wide; digital print on banner fabric.

QUANTITY:
8 total



LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND Debra Nichols Design
468 Jackson Street
San Francisco, CA 94111

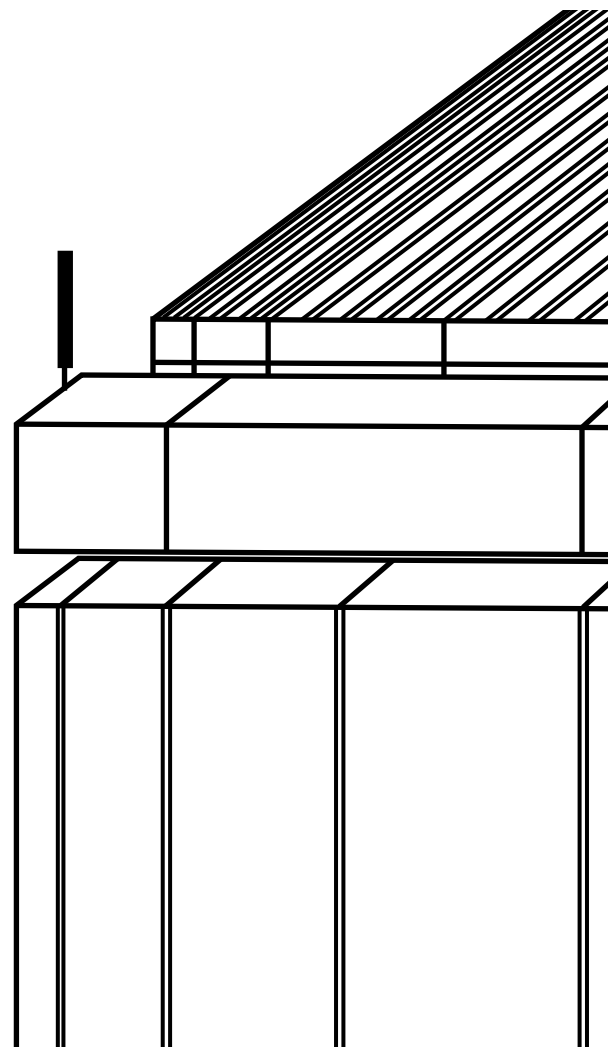
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

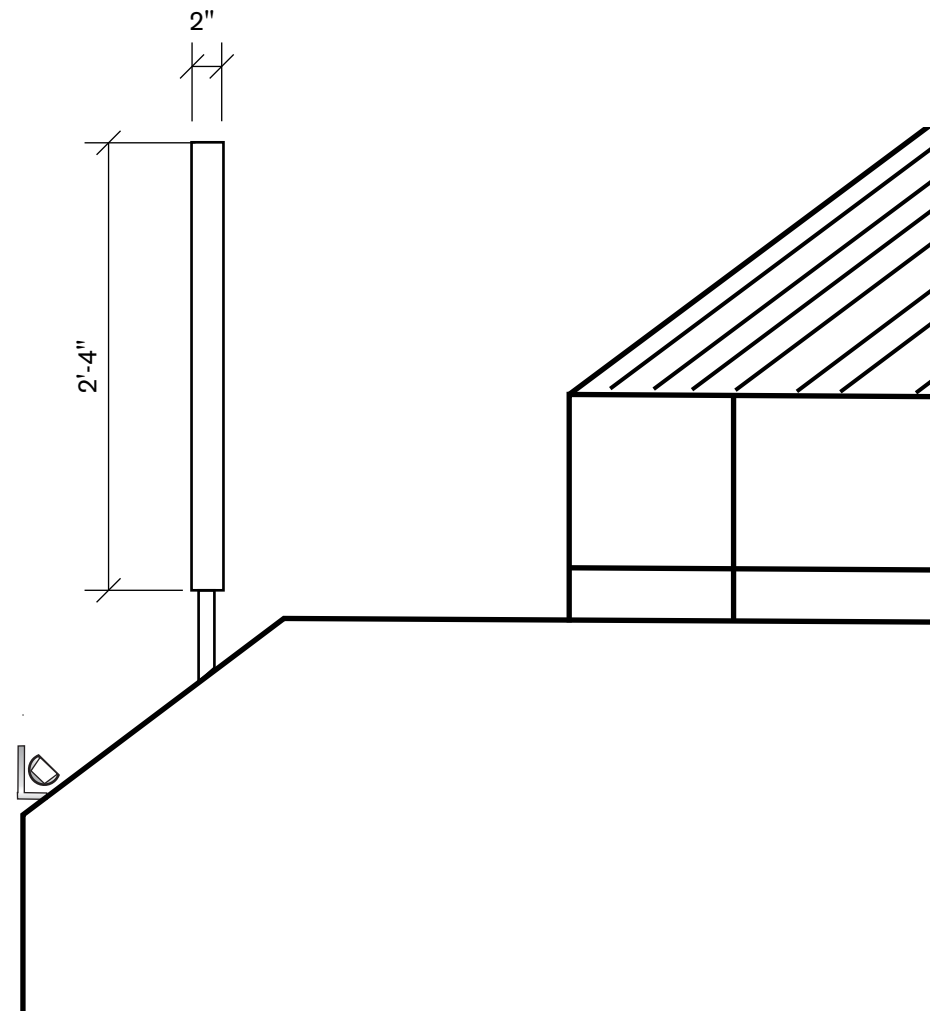
SCALE: AS NOTED

IDENTITY SIGN

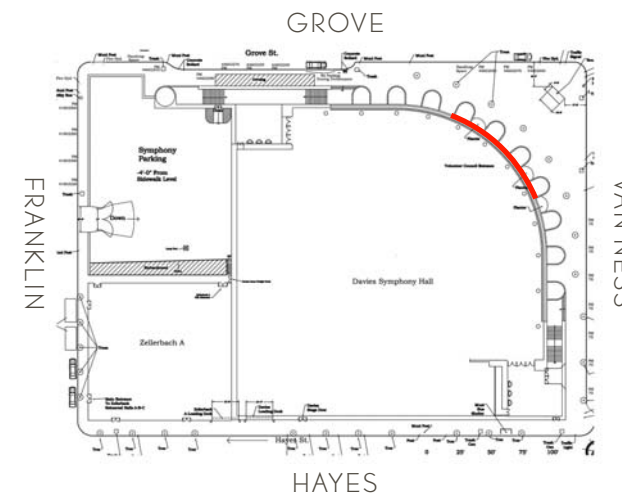
G4



SCALE: 1/4"=1'-0"



SCALE: 1"=1'-0"



NOTES

MATERIALS:

Metal can letters; 2'-4" high by 2" deep
mounted on rail at top of facade;
finish is gold leaf; uplit letters

QUANTITY:

1 total



SCALE: 3/32"=1'-0"



SYMPHONY LOGO BANNER ELEVATION



SEASONAL BANNER ELEVATION



SAN FRANCISCO
SYMPHONY

MICHAEL TILSON THOMAS · MUSIC DIRECTOR

LOUISE M. DAVIES
SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE
MASTERPLAN 2009-2011



Debra Nichols Design

468 Jackson Street
San Francisco, CA 94111

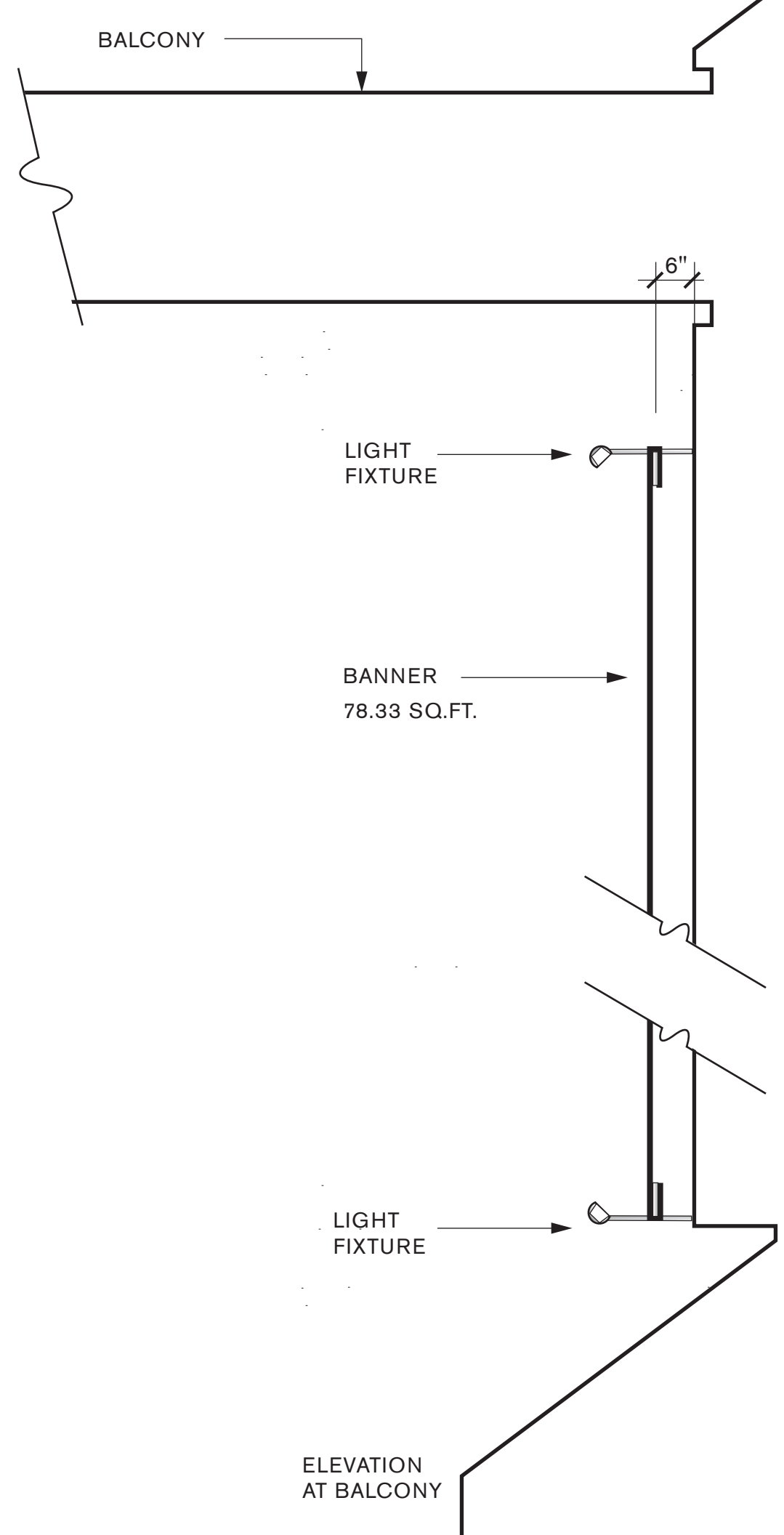
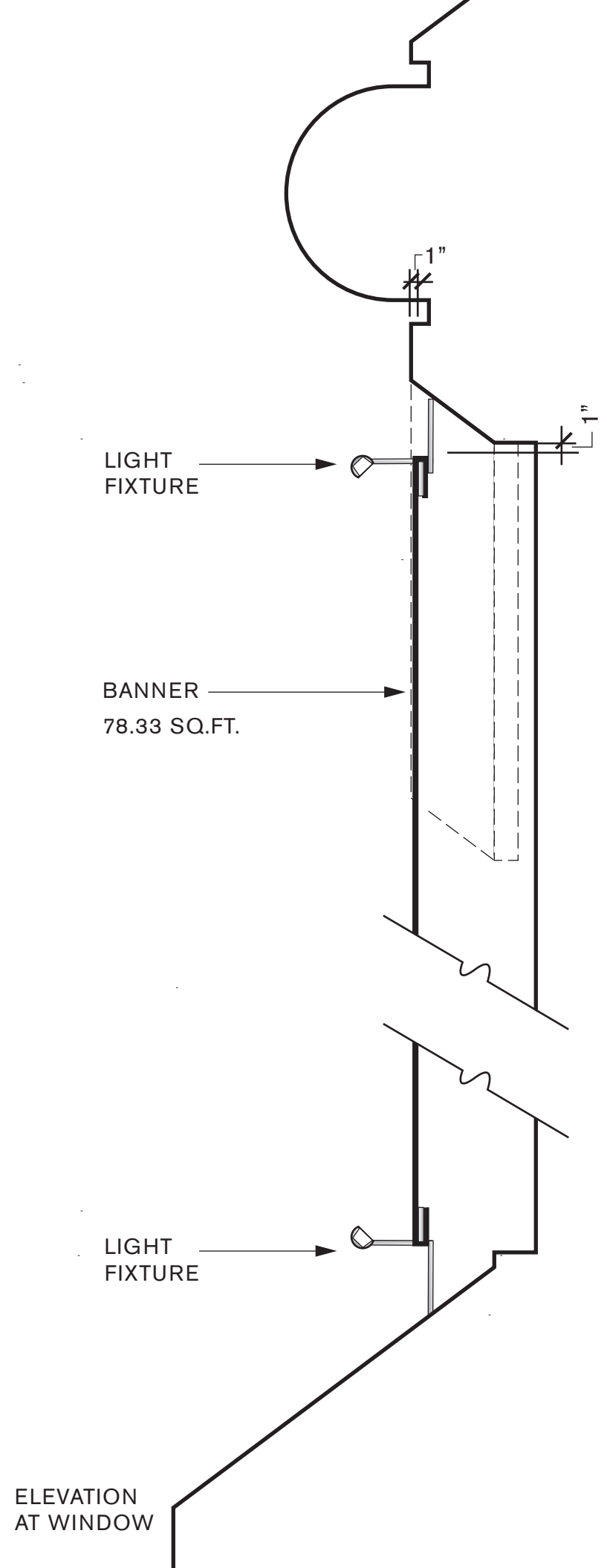
APPLICATION FOR CERTIFICATE OF
APPROPRIATENESS

MARCH 3, 2011

SCALE: 1/8" = 1'-0"

BANNERS

G5



LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND **Debra Nichols Design**
468 Jackson Street
San Francisco, CA 94111

DATE
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS
MARCH 3, 2011

SCALE: 1/2"=1'-0"

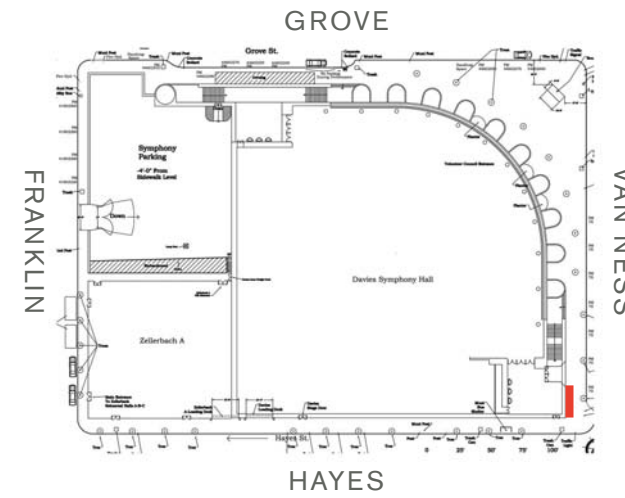
BANNERS AT 1ST TIER SECTION/ELEVATION



LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND Debra Nichols Design
 468 Jackson Street
 San Francisco, CA 94111



NOTES

MATERIALS:
 Interior illuminated display cases to contain translucent digital printed graphics 70" high by 40" wide

QUANTITY:
 6 total (3 on Hayes, 3 on Van Ness)

DATE

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

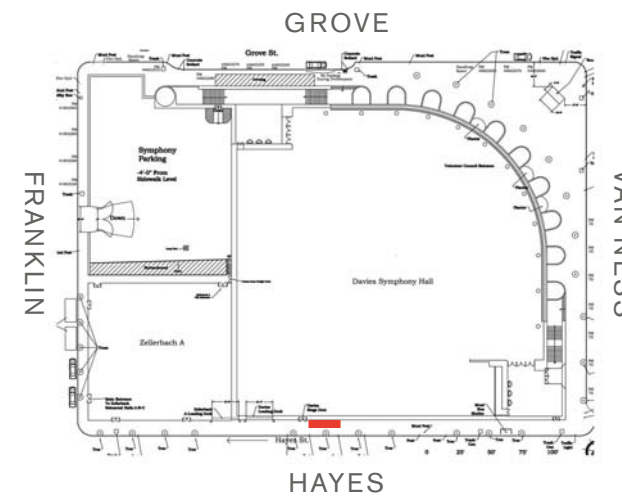
DISPLAY CASES ON VAN NESS AT HAYES



LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

DND Debra Nichols Design
 468 Jackson Street
 San Francisco, CA 94111



NOTES

MATERIALS:

Interior illuminated display cases to contain translucent digital printed graphics 70" high by 40" wide

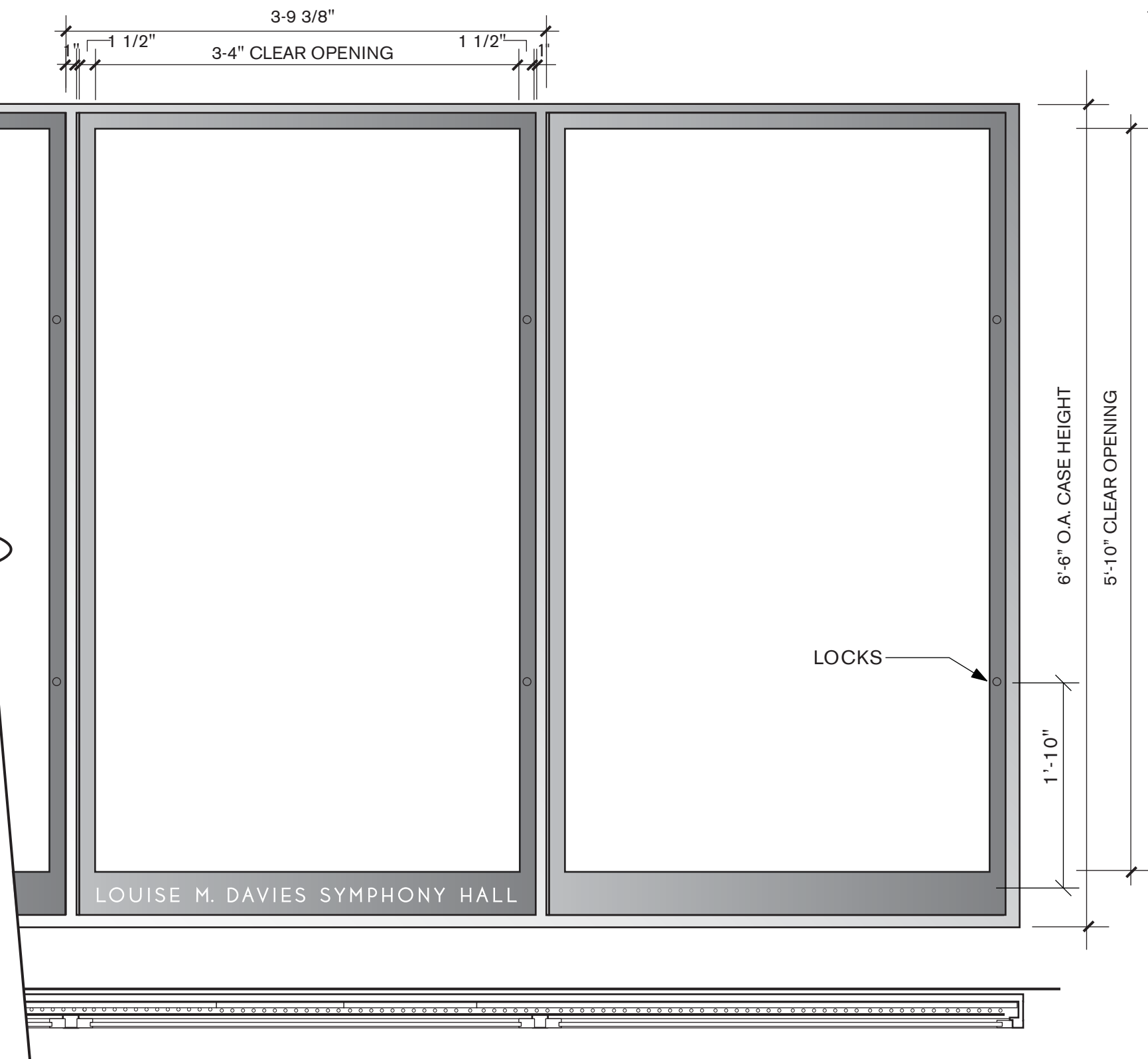
QUANTITY:

6 total (3 on Hayes, 3 on Van Ness)

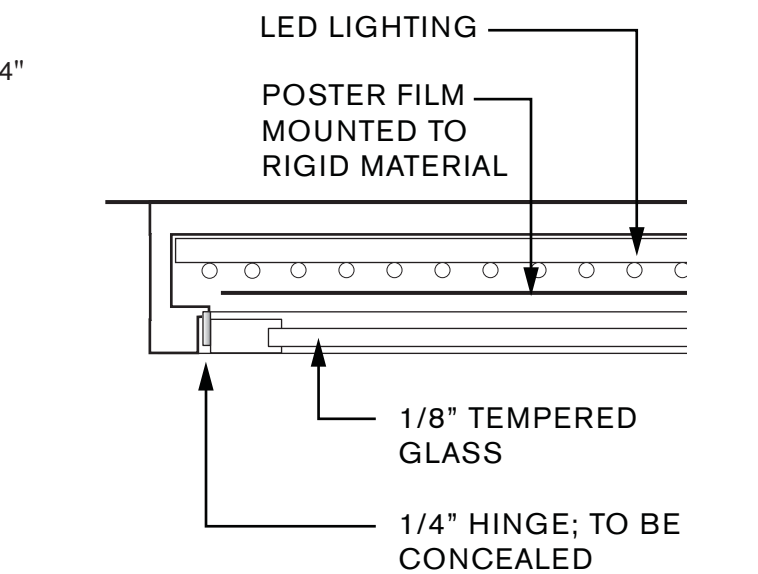
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

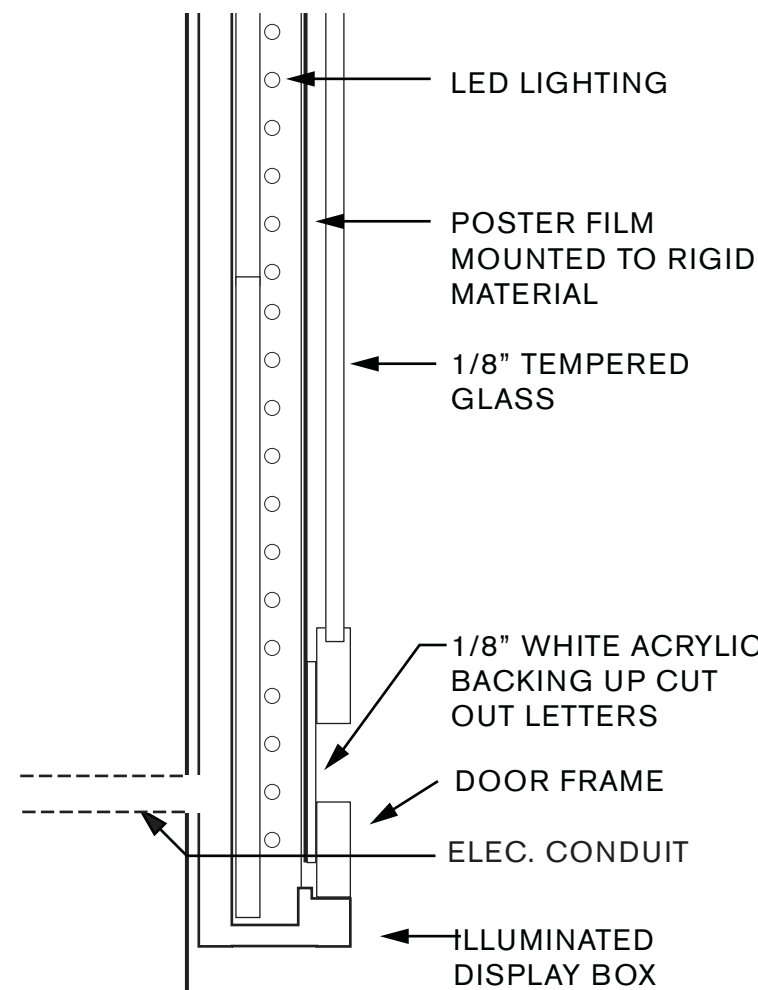
DISPLAY CASES AT MUSICIANS ENTRANCE ON HAYES



1 : DISPLAY CASE ELEVATION & PLAN SECTION
SCALE: 1" = 1'-0"



2 : HORIZONTAL SECTION
SCALE: 3" = 1'-0"



3 : HORIZONTAL SECTION
SCALE: 3" = 1'-0"

LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

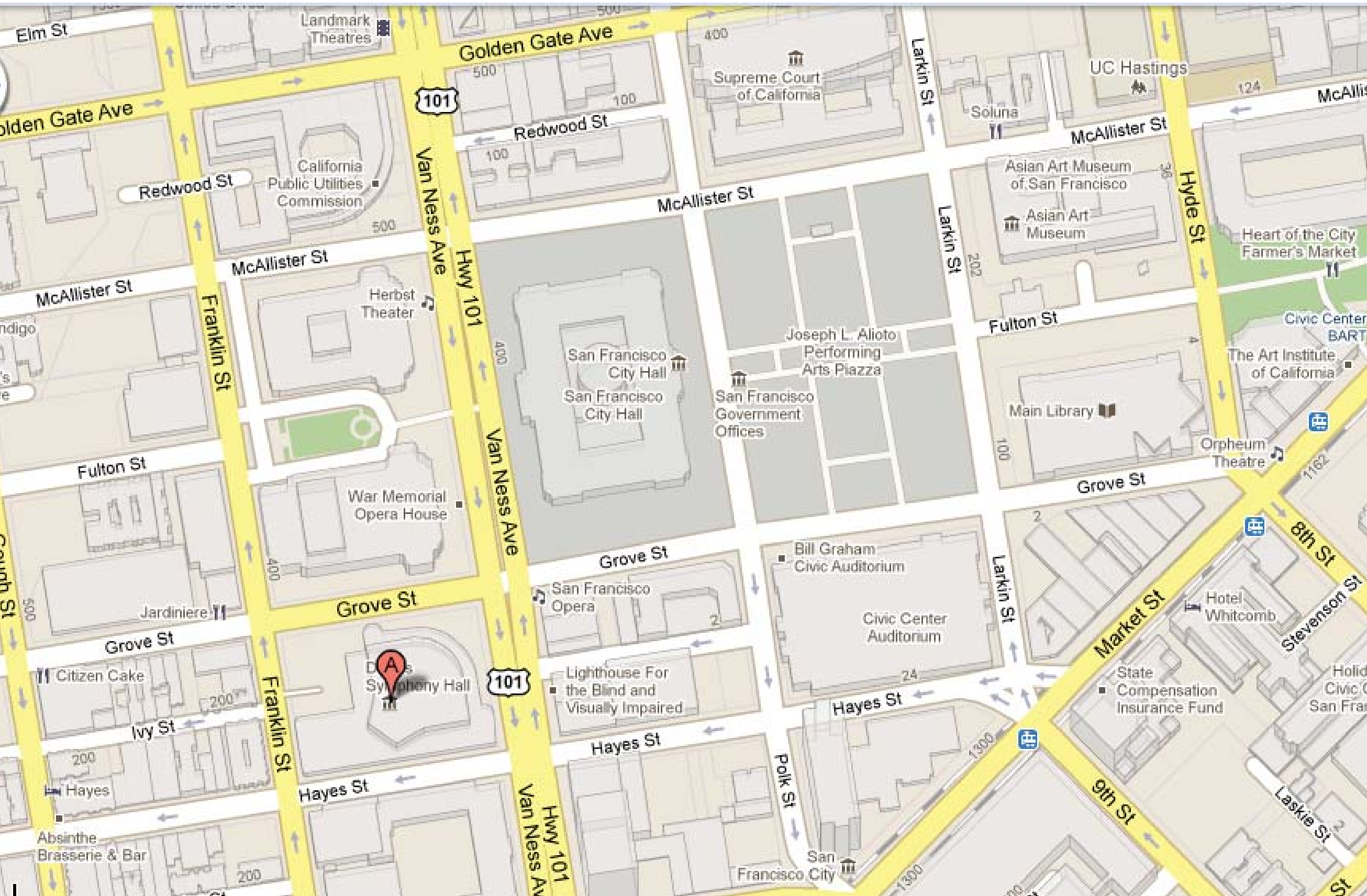
DND Debra Nichols Design
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San Francisco, CA 94111

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FEBRUARY 3, 2011

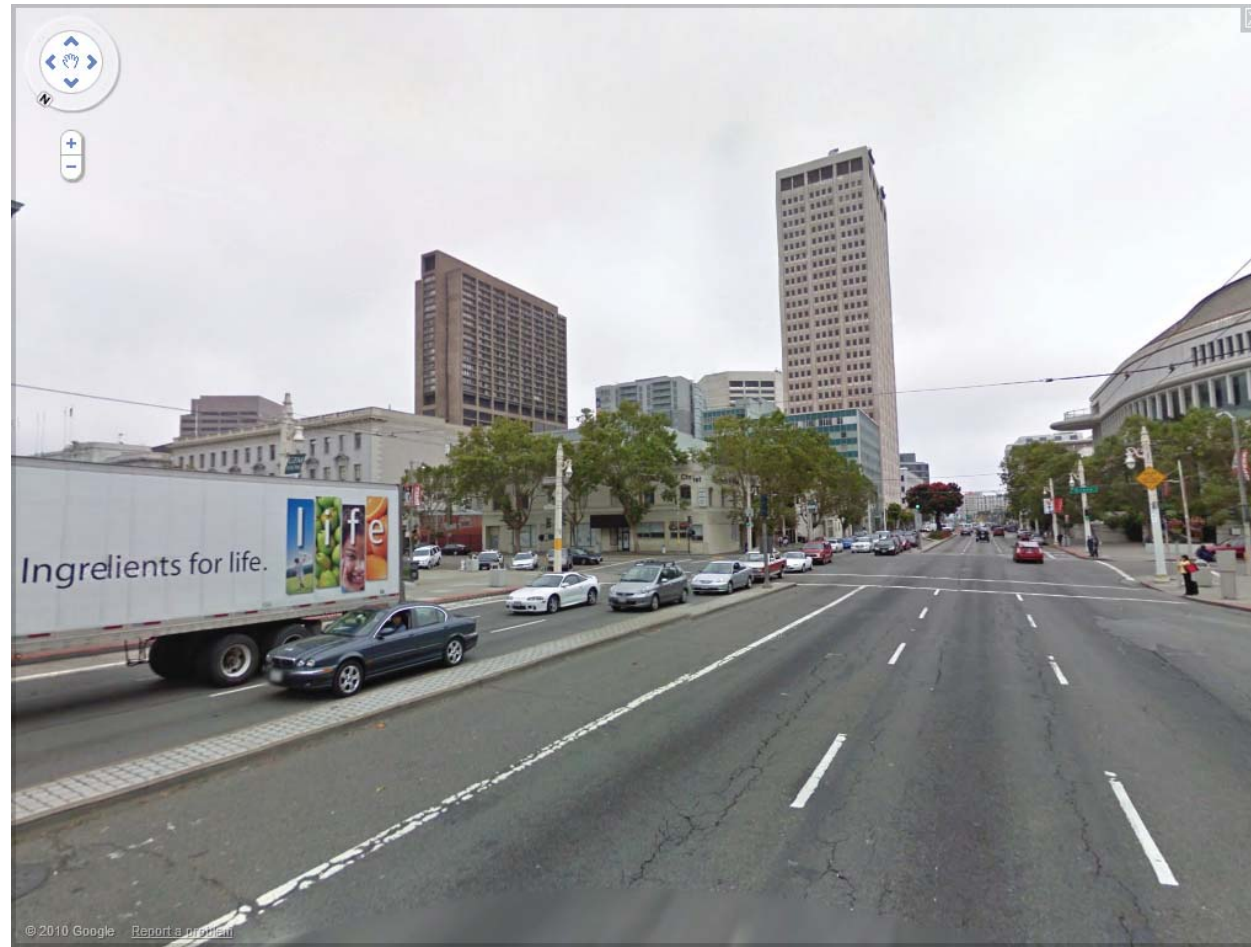
SCALE:
NTS

CONTEXT PHOTOS AND PLANS





1) VIEW LOOKING WEST ON GROVE @ VAN NESS



2) VIEW LOOKING SOUTH ON GROVE @ VAN NESS

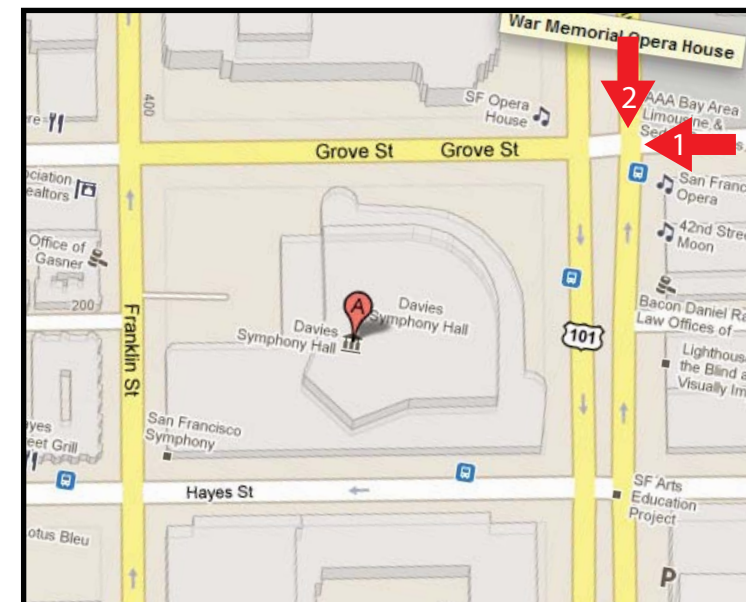
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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011



SCALE:
 NTS

CONTEXT PHOTOS AND PLANS



1) VIEW LOOKING NORTH ON VAN NESS @ HAYES



2) VIEW LOOKING WEST ON HAYES @ VAN NESS

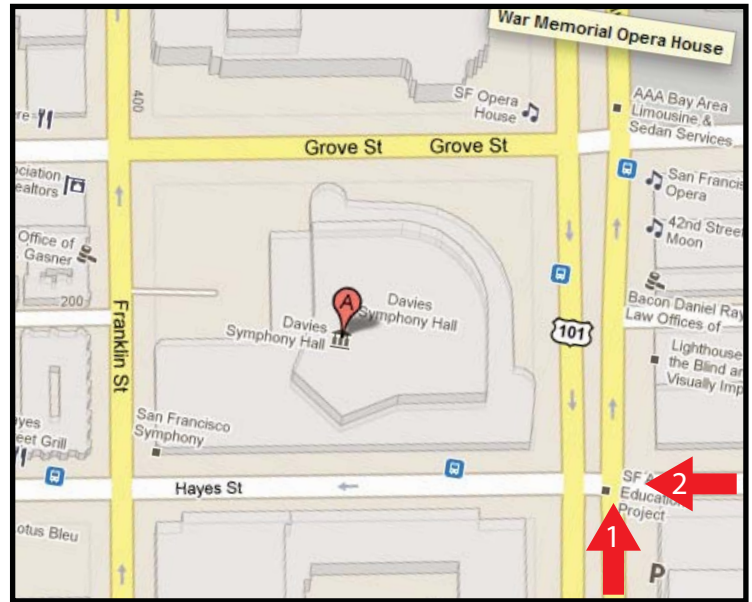
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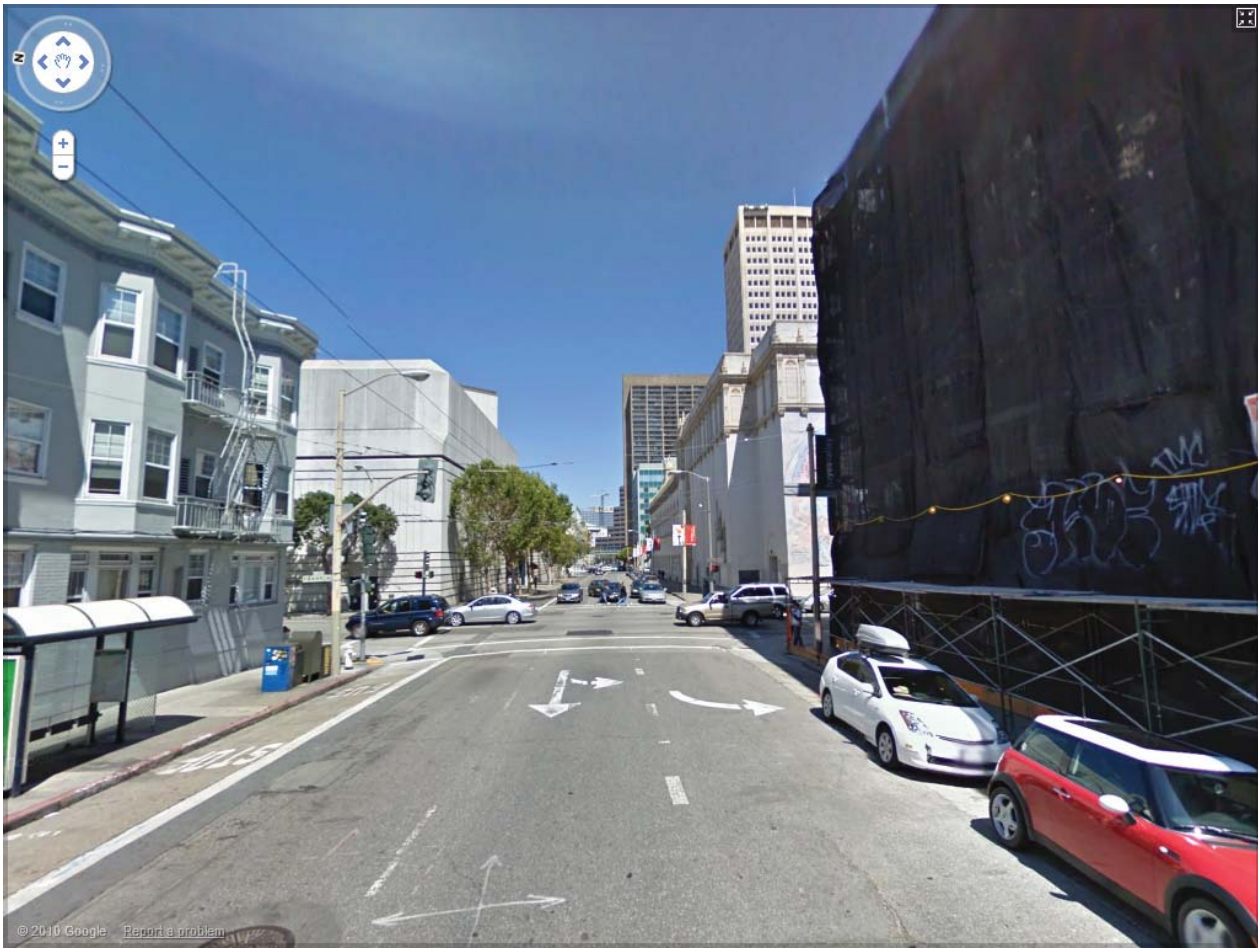
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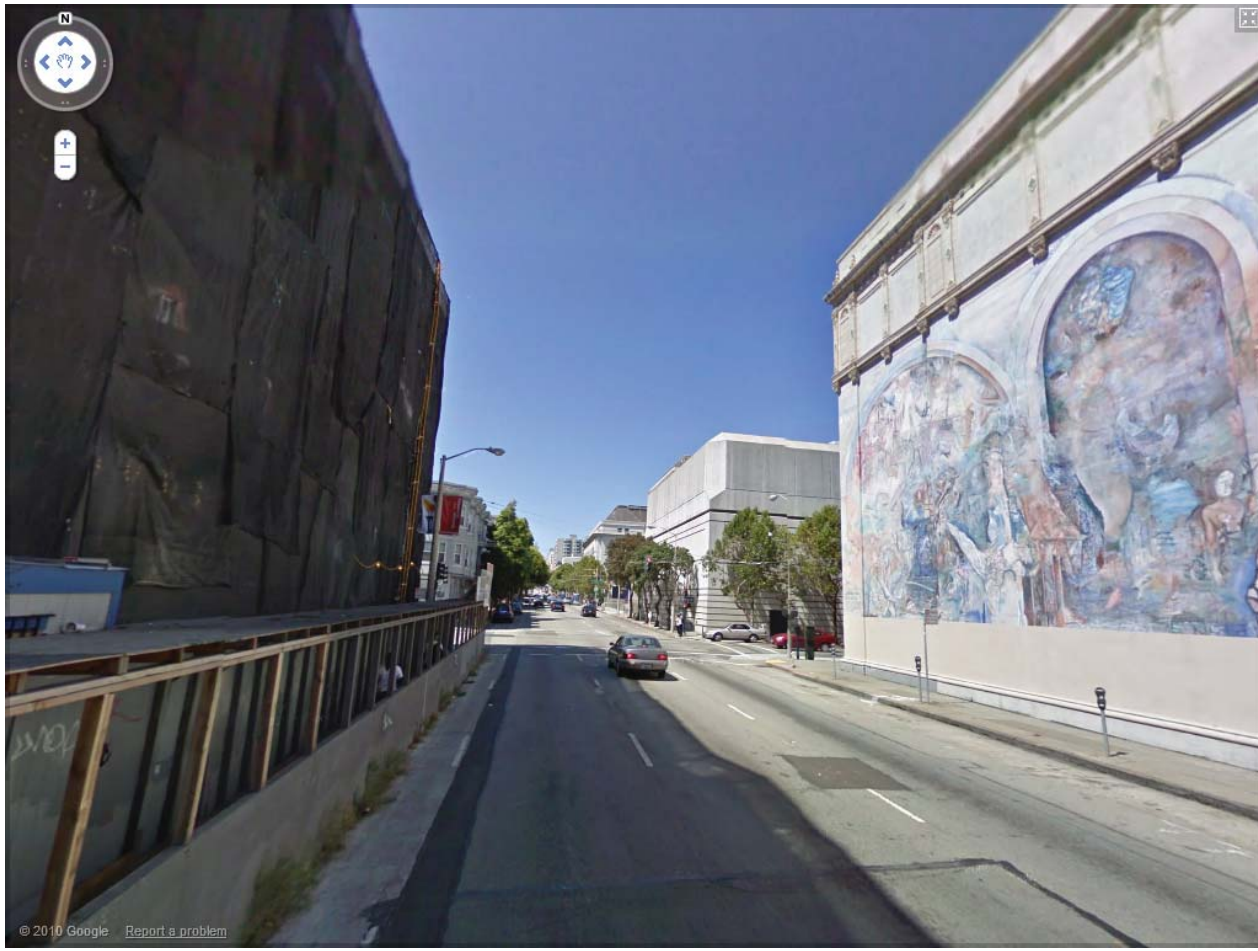


SCALE:
 NTS

CONTEXT PHOTOS AND PLANS



1) VIEW LOOKING EAST ON HAYES @ FRANKLIN



2) VIEW LOOKING NORTH ON FRANKLIN @ HAYES

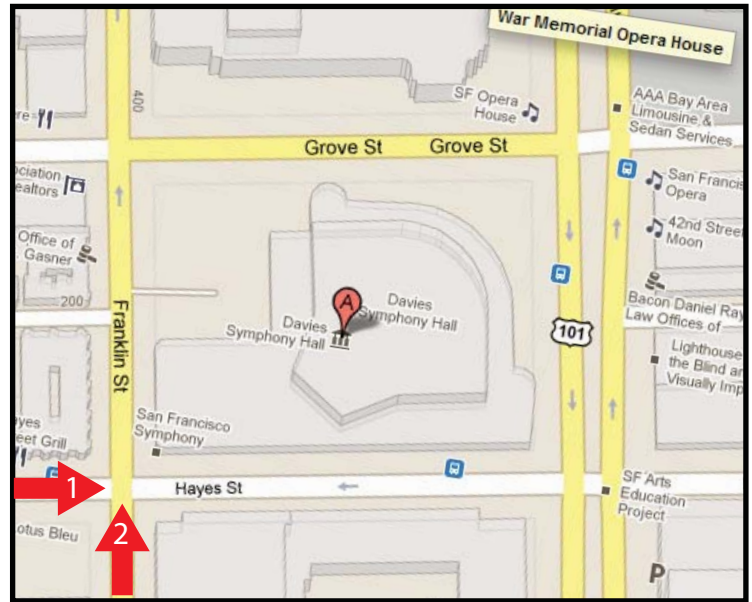
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FEBRUARY 3, 2011



SCALE:
 NTS

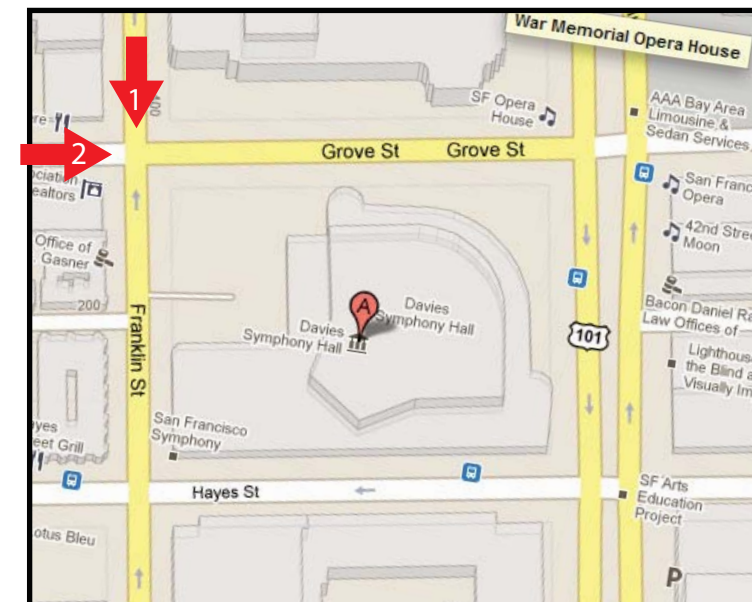
CONTEXT PHOTOS AND PLANS



1) VIEW LOOKING SOUTH ON FRANKLIN @ GROVE



2) VIEW LOOKING EAST ON GROVE @ FRANKLIN



LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011

SCALE:
NTS

CONTEXT PHOTOS AND PLANS



ASIAN ART MUSEUM



WAR MEMORIAL OPERA HOUSE



MAIN LIBRARY



WAR MEMORIAL HERBST THEATRE

LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

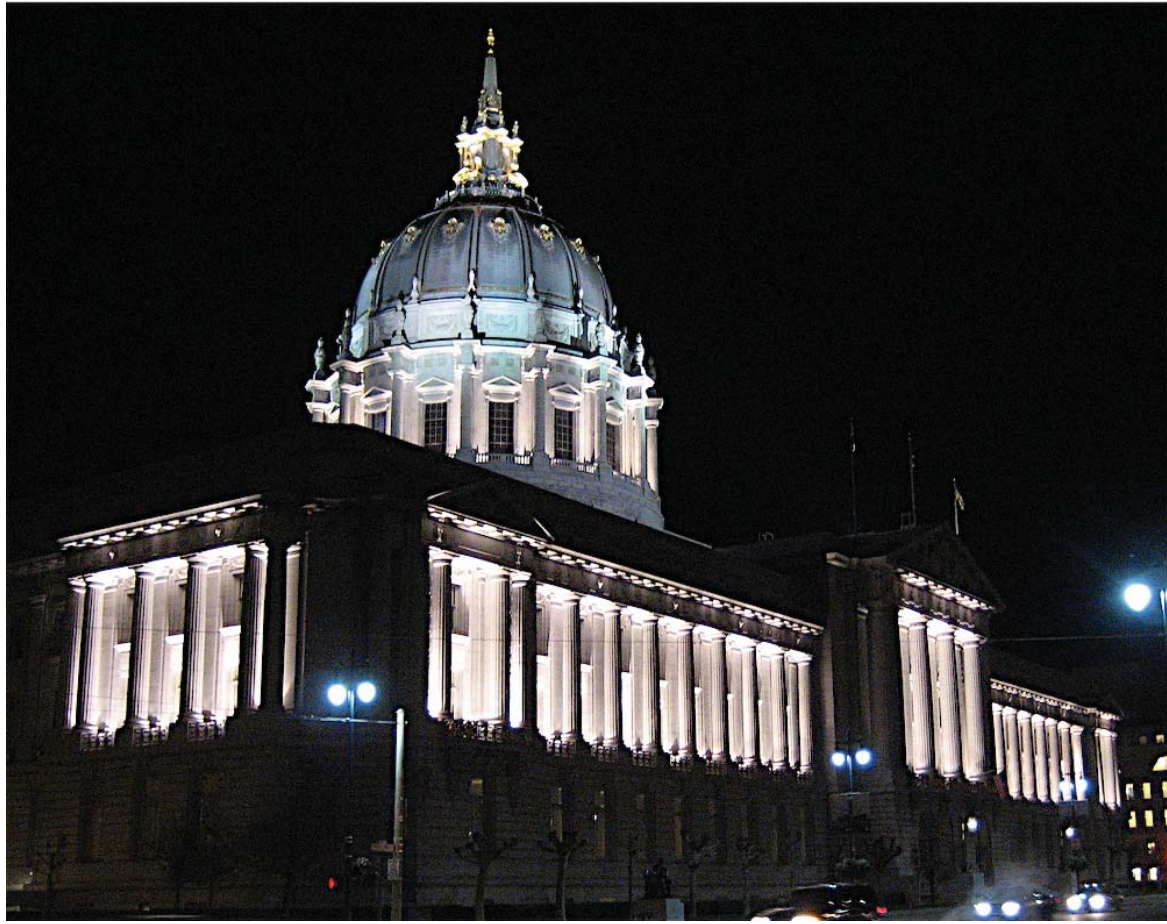
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468 Jackson Street
San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011

SCALE:
NTS

CONTEXT PHOTOS AND BANNERS



CITY HALL



WAR MEMORIAL HERBST THEATRE



WAR MEMORIAL OPERA HOUSE



ASIAN ART MUSEUM

LOUISE M. DAVIES SYMPHONY HALL

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011

SCALE:
NTS

CONTEXT PHOTOS
AND LIGHTING



MUNI BUS SHELTER



ASIAN ART MUSEUM



JC DECAUX



WAR MEMORIAL OPERA HOUSE

LOUISE M. DAVIES SYMPHONY HALL

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FEBRUARY 3, 2011

SCALE:
NTS

CONTEXT PHOTOS
POSTER HOLDERS