

SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Sign Approval

CONSENT CALENDAR
HEARING DATE: SEPTEMBER 26, 2013

San Francisco, CA 94103-2479

1650 Mission St.

Suite 400

Reception: **415.558.6378**

Fax:

415.558.6409

Planning Information: **415.558.6377**

Date: September 5, 2013

Case No.: **2013.0967U**

Project Address: 201 VAN NESS AVENUE (aka 270-290 HAYES STREET)

Zoning: P (Public) District

96-S/130-G Height and Bulk District

Civic Center District

Block/Lot: 0810/001

Project Sponsor: Andrew Dubowski

San Francisco Symphony 201 Van Ness Avenue San Francisco, CA 94102

Staff Contact: Lily Yegazu – (415) 575-9076

lily.yegazu@sfgov.org

Recommendation: Approval

PROJECT DESCRIPTION

The proposed project involves installation of three wall-mounted, internally illuminated display cases at the corner of Hayes and Franklin Street on the Louise M. Davies Symphony Hall. The proposed new display cases will be approximately 81'' high by 45'' wide each and will be comprised of an aluminum tube frame ($1'' \times 2'' \times 1/8''$) and clear glazing, matching those previously approved and currently existing on the subject building. The display cases will be mounted to the building with stainless steel expansion anchors attached to $3/8'' \times 3''$ aluminum mounting bars at the back of the display cases.

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 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 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.

Executive Summary Hearing Date: September 26, 2013

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

To date, the Department has not received communication in support or in opposition of the proposal.

ISSUES AND OTHER CONSIDERATIONS

The Project is located within the Civic Center District, which is designated as a local 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.

Pursuant to the process and procedures adopted by the Historic Preservation Commission ("HPC") in Motion No. 0181 and authorized by Section 1006.2 of the Planning Code, the scope of work qualifies for an Administrative Certificate of Appropriateness. Accordingly, an Administrative Certificate of Appropriateness for the proposed Project as approved on September 3, 2013.

On March 24, 2011, the Planning Commission approved signs for the subject building including 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;
- 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,

2

3

3. Grouping of three wall-mounted, internally illuminated display cases, similar to the current proposal, in two locations (at the corner of Van Ness Avenue and Hayes Street and at the musician's entrance on Hayes Street).

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 Planning Department finds the Project meets the Secretary of the Interior's Standards for Rehabilitation and requirements of Article 10 and approved an Administrative Certificate of Appropriateness.
- 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 District.
- The new display cases will match previously approved existing display cases on the subject building in overall size, material and finish.
- The sizes of the signs are in proportion to the monumental building and are located in a manner that is consistent with surrounding buildings.
- Internal-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

Attachments:

Block Book Map Sanborn Map Aerial Photographs Reduced Plans Context Photographs

Executive Summary Hearing Date: September 26, 2013

Attachment Checklist

	Executive Summary		Project sponsor submittal
	Draft Motion		Drawings: Existing Conditions
	Environmental Determination		Check for legibility
	Zoning District Map		Drawings: <u>Proposed Project</u>
	Height & Bulk Map		Check for legibility
	Parcel Map		3-D Renderings (new construction or significant addition)
	Sanborn Map		Check for legibility
	Aerial Photo		Wireless Telecommunications Materials
	Context Photos		Health Dept. review of RF levels
	Site Photos		RF Report
			Community Meeting Notice
			Housing Documents
			Inclusionary Affordable Housing Program: Affidavit for Compliance
			Residential Pipeline
]	Exhibits above marked with an "X" are inc	cludeo	l in this packet <u>LY</u>
			Planner's Initials

LY: G:\Documents\Misc\201 Van Ness\2013.0967U.docx



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)	
☐ Affordable Housing (Sec. 415)	☐ First Source Hiring (Admin. Code)
☐ Jobs Housing Linkage Program (Sec. 413)	☐ Child Care Requirement (Sec. 414)
□ Downtown Park Fee (Sec. 412)	☐ Other

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

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Planning Commission Draft Motion

HEARING DATE: SEPTEMBER 26, 2013

Date: September 26, 2013

Case No.: **2013.0967U**

Project Address: 201 VAN NESS AVENUE (aka 270-290 HAYES STREET)

Zoning: P (Public) Zoning District

96-S/130-G Height and Bulk District

Block/Lot: 0810/001

Project Sponsor: Andrew Dubowski

San Francisco Symphony 201 Van Ness Avenue San Francisco, CA 94102

Staff Contact: Lily Yegazu – (415) 575-9076

lily.yegazu@sfgov.org

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 August 13, 2013, Andrew Dubowski 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 September 3, 2013, the San Francisco Planning Department (hereinafter "Department") approved an Administrative Certificate of Appropriateness Application No. 2013.0967A for the proposed project.

On September 26, 2013, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Case No. 2013.0967U.

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. 2013.0967U, 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 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 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 three wall-mounted, internally illuminated display cases at the corner of Hayes and Franklin Street on the Louise M. Davies Symphony Hall. The proposed new display cases will be approximately 81" high by 45" wide each and will be comprised of aluminum tube frame (1" x 2" x 1/8") and clear glazing, matching those previously approved and currently existing on the subject building. The display cases will be mounted to the building with stainless steel expansion anchors attached to 3/8" x 3" aluminum mounting bars at the back of the display cases.
- 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

SAN FRANCISCO
PLANNING DEPARTMENT 2 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 in that as proposed the display cases 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, it 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 previously approved signage is located along the front and side of the building and the additional signage will be located towards the rear of the building, at the intersection of two major streets. As the building takes up the entire block and is bordered by four major streets, the additional signage will provide enhanced venue identity and deliver information about Symphony events and programs to the public approaching the project site from all directions.

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 the subject building and other civic buildings within the district. In addition, the proposed signs will be clearly differentiated and will not damage or destroy character-defining features of the 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 will communicate information to the public and Symphony patrons that approach the venue from the rear of the building. 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 district.

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 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 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.

CASE NO. 2013.0967U 201 Van Ness Avenue (aka 270-290 Hayes Street) Louise M. Davies Symphony Hall

DECISION

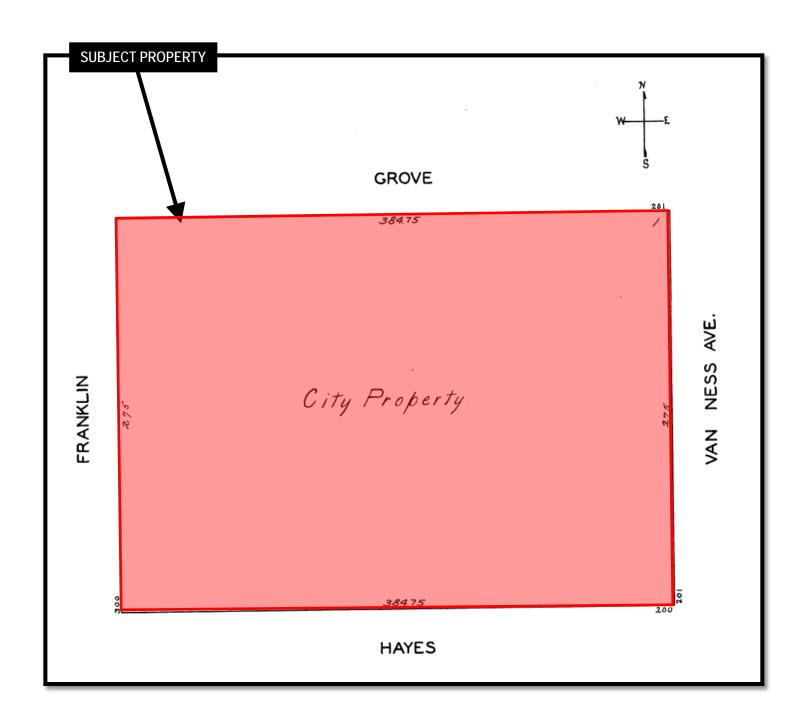
That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Application No. 2013.0967U** in general conformance with plans on file, dated May 17, 2013, 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 September 26, 2013.

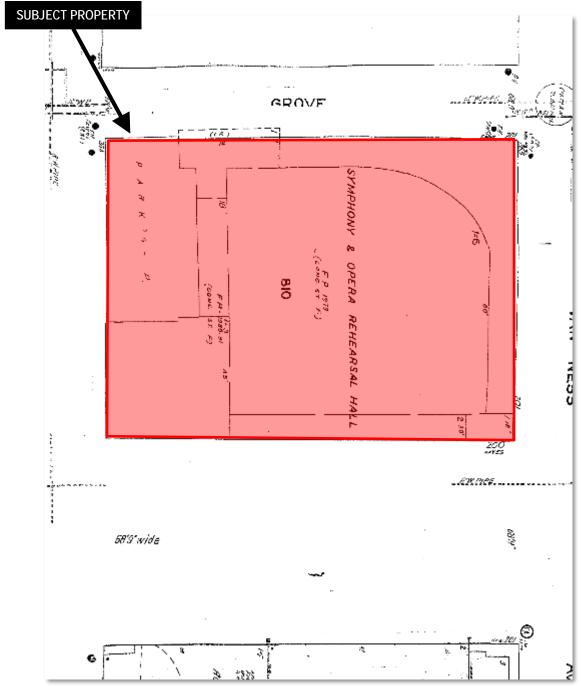
Jonas Ionin Acting Commission Secretary	
AYES:	
NAYS:	
ABSENT:	
ADOPTED: September 26, 2013	

Parcel Map





Sanborn Map*

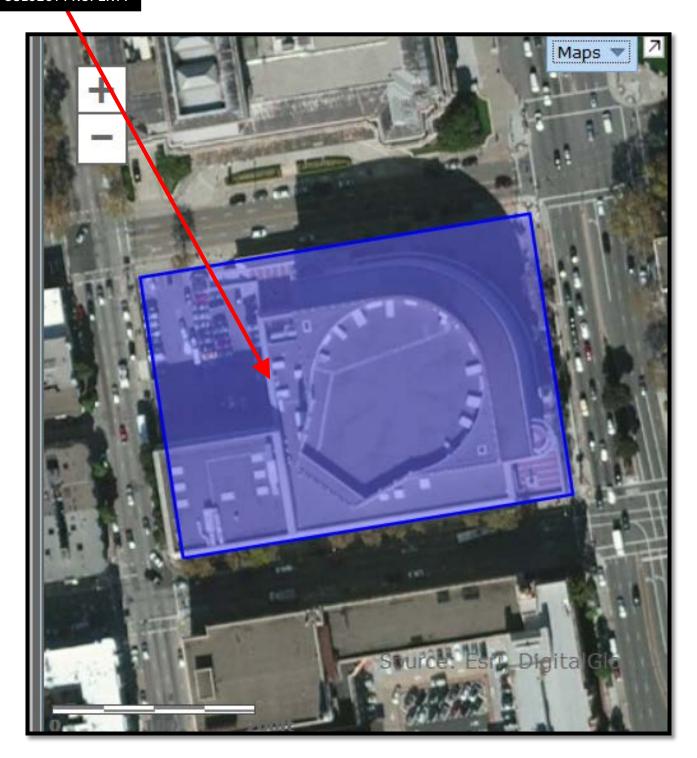


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Aerial Photo

SUBJECT PROPERTY

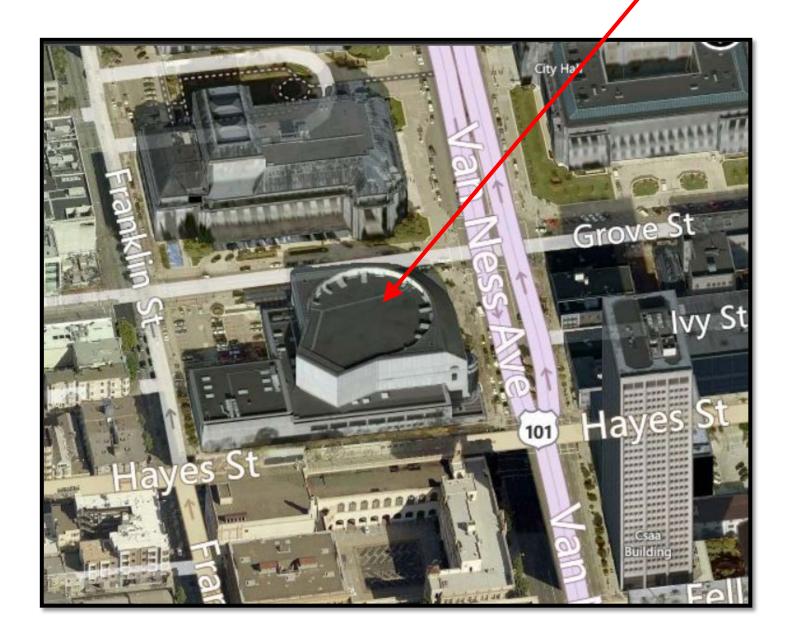




Planning Commission Hearing Case Number 2013.0967U 201 Van Ness Avenue (SF Symphony Hall)

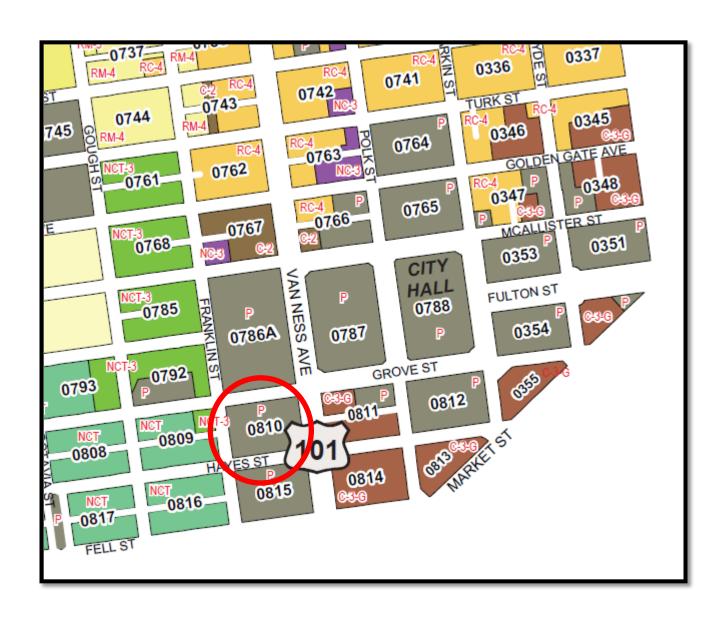
Aerial Photo

SUBJECT PROPERTY





Zoning Map





Site Photo

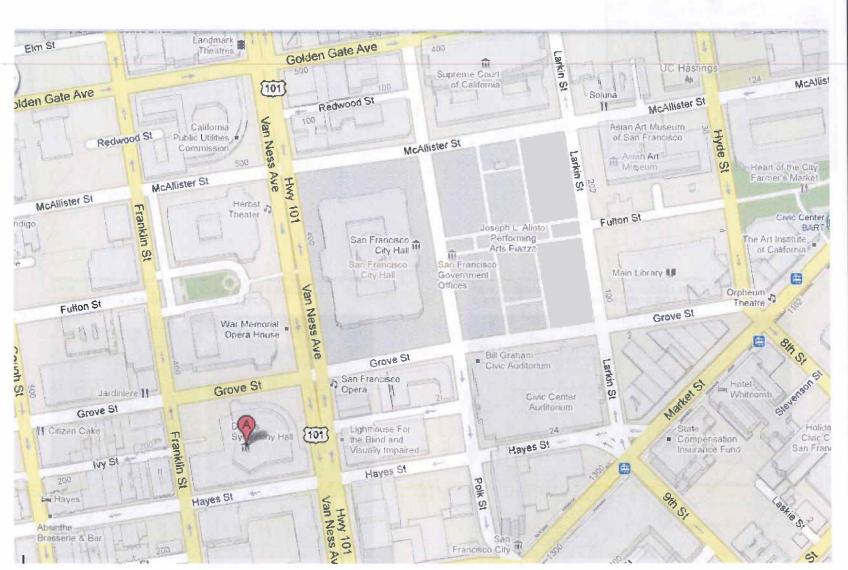


Planning Commission Hearing Case Number 2013.0967U 201 Van Ness Avenue (SF Symphony Hall)

Site Photo



Planning Commission Hearing **Case Number 2013.0967U** 201 Van Ness Avenue (SF Symphony Hall)





EXTERIOR SIGNAGE DISPLAY CASÉS 2013



Debra Nichols Design 468 Jackson Street San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MAY 17, 2013

SCALE NTS

CONTEXT PHOTOS AND PLANS

C₁



1) EXISTING: 3 CASES APPROVED IN 2011 VIEW LOOKING WEST, ON VAN NESS @ HAYES STREET
Display Cases approved in 2011 by Planning Commission, Art Commission, DPW, and War Memorial Board



VIEW LOOKING NORTH, ON HAYES STREET MID-BLOCK
Display Cases approved in 2011 by Planning Commission, Art Commission, DPW, and War Memorial Board







Grove St



LOUISE M. DAVIES SYMPHONY HALL

EXTERIOR SIGNAGE DISPLAY CASES 2013



APPLICATION FOR CERTIFICATE OF **APPROPRIATENESS**

MAY 17, 2013



3) PROPOSED: 2 CASES
VIEW LOOKING EAST, ON FRANKLIN STREET @ HAYES STREET



4) PROPOSED 1 CASE: VIEW LOOKING NORTH, ON HAYES STREET @ FRANKLIN STREET





EXTERIOR SIGNAGE DISPLAY CASES 2013



Debra Nichols Design 468 Jackson Street San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MAY 17, 2013

SCALE:

CONTEXT PHOTOS AND PLANS: PROPOSED DISPLAY CASES HAYES/FRANKLIN

C3





EXTERIOR SIGNAGE DISPLAY CASES 2013



Debra Nichols Design

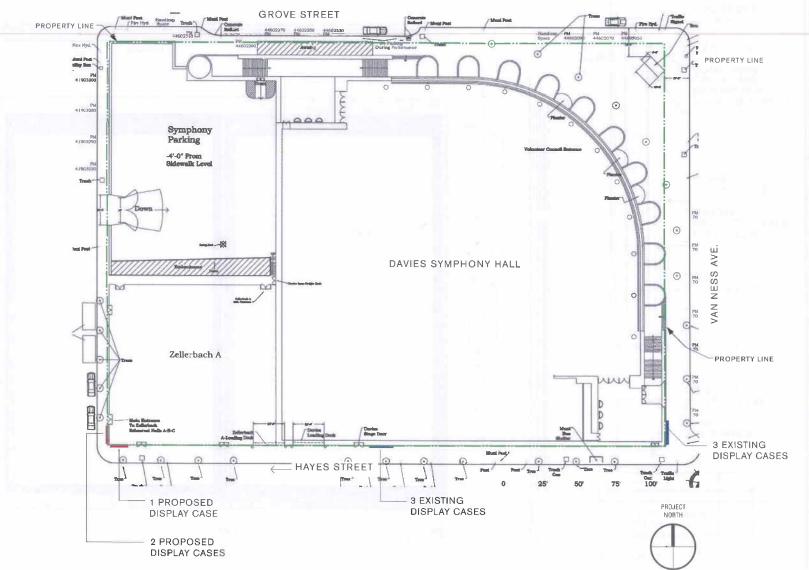
468 Jackson Street San Francisco, CA 94111

MAY 17, 2013

SCALE: NTS

CONTEXT PHOTOS AND PLANS: PROPOSED DISPLAY CASES HAYES/FRANKLIN

C4





EXTERIOR SIGNAGE DISPLAY CASES-2013



Debra Nichols Design 468 Jackson Street San Francisco, CA 94111

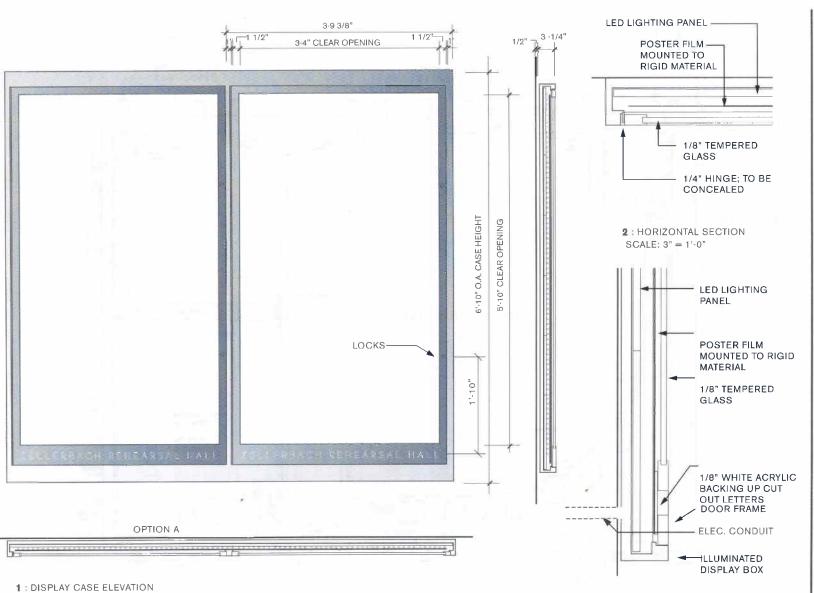
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MAY 17, 2013

SCALE:

SIGNAGE SITE PLAN

G



SCALE: 1" = 1'-0"



MICHAEL TILSON THOMAS - MUSIC DIRECTOR

LOUISE M. DAVIES SYMPHONY HALL



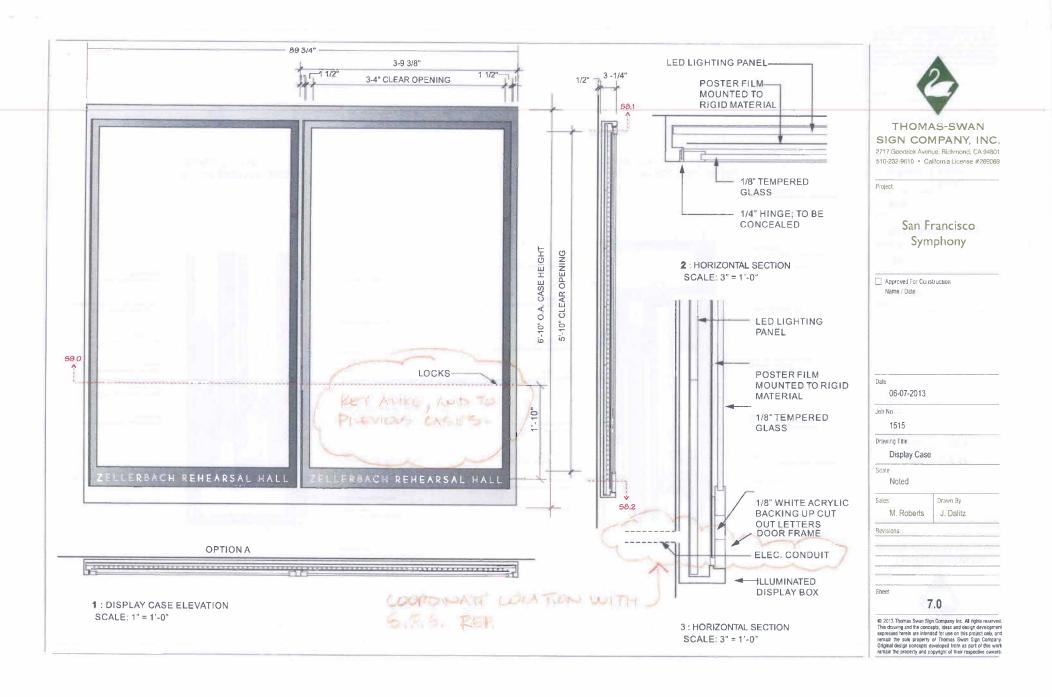
MAY 17, 2013

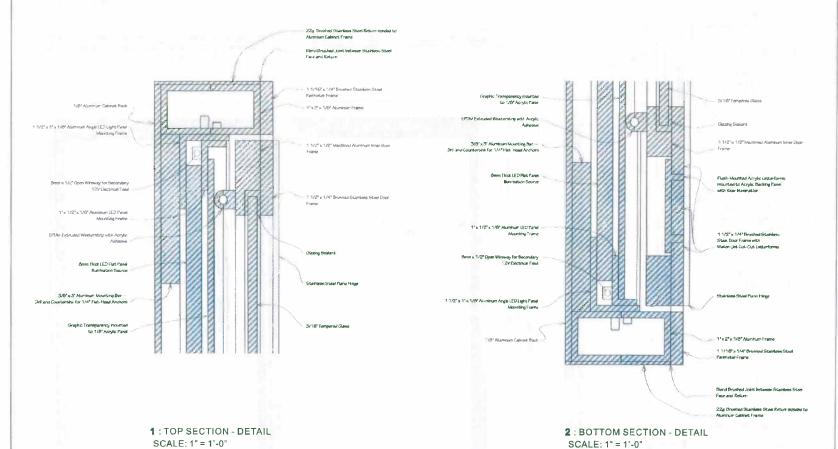
SCALE: AS NOTED

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

WALL MOUNTED DISPLAY CASE DETAILS: ZELLERBACH HALL

G2







THOMAS-SWAN SIGN COMPANY, INC.

2717 Goodrick Avenue, Richmond, CA 94801 510-232-9610 * California License #269069

Project:

San Francisco Symphony

Approved For Construction Name / Date:

Date 06-07-2013

Job No.

1515

Drawing Title:

Top & Bottom Section - Detail

Scale

Noted

Drawn By:

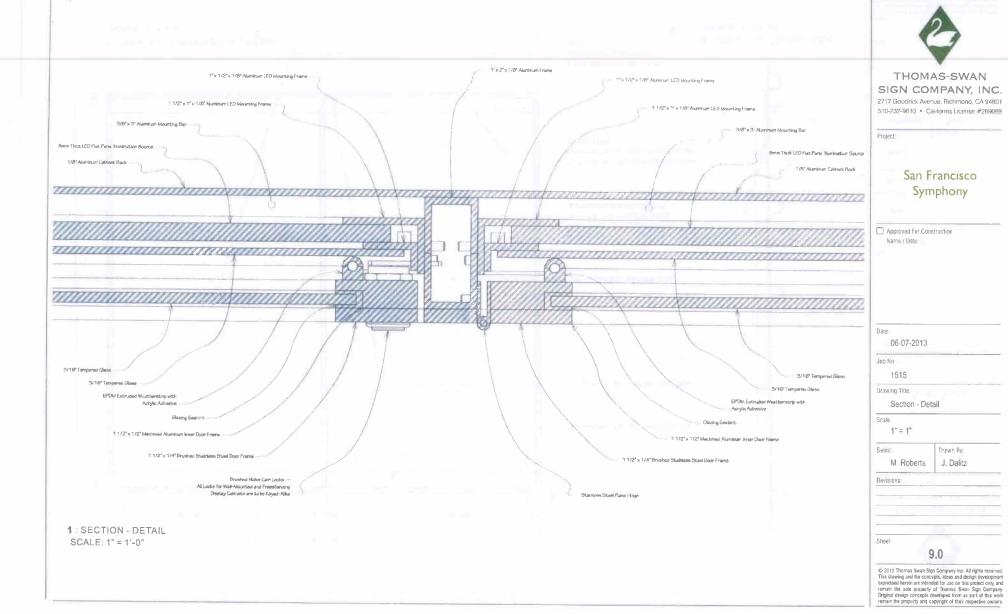
M. Roberts J. Dalitz

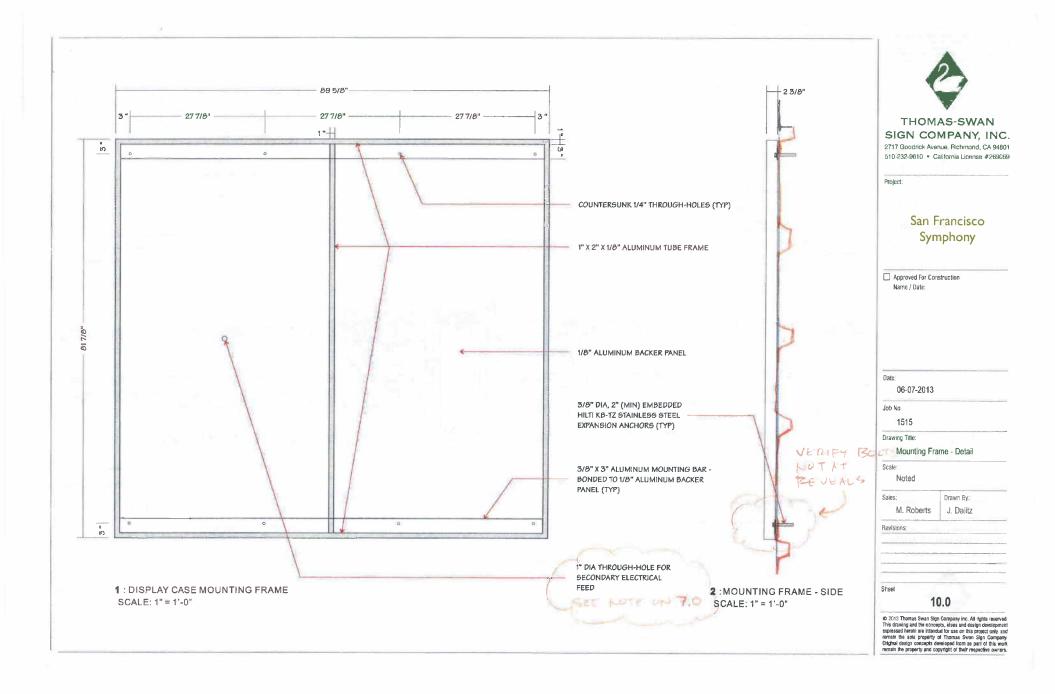
Revisions:

Sales

8.0

© 2013 Thumas Swan Sign Company Inc. All rights reserved. This drawing and the concepts, ideas and design development expressed herear are intended for use on this protect only, and remain the sele property of Thomas Swan Sign Company. Original design concepts developed from as part of this work remain the property and copyright of their respective owners.

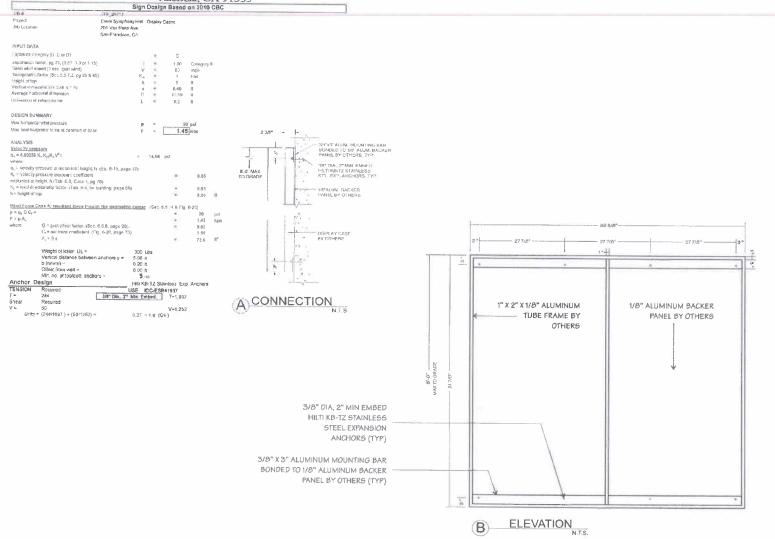




25379 Wayne Mills Pl # 272

Valencia, CA 91355

TBL: (661) 259-0700 PAX: (661) 259-0900





THOMAS-SWAN SIGN COMPANY, INC.

2717 Goodrick Avenue Richmond, CA 94801 510-232-9610 · California License #269069

Project

San Francisco Symphony

Approved For Construction
Name / Date

Date	
06-07-2013	
Job No	
1515	
Drawing Title	
Engineering	
Scale	
Noted	
Sales	Drawn By
M. Roberts	J. Dalitz
Revisions:	1

Sheet

11.0

© 2013 Thomas Swan Sign Company Inc. All rights reserved. This drawing and the concepts, Ideas and design development expressed herein are intended for use on this project only, and remain the sole property of Thomas Swan Sign Company Original design concepts developed from as part of this work remain the property and copyright of their respective owners.