

SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: AUGUST 15, 2013

Date:	August 8, 2013
Case No.:	2012.0206C
Project Address:	2299 MARKET STREET
Zoning:	Upper Market Street Neighborhood Commercial District
	50-X Height and Bulk District
Block/Lot:	3564/091
Project Sponsor:	Thomas Tunny
	Reuben & Junius, LLP
	One Bush Street, Suite 600
	San Francisco, CA 94104
Staff Contact:	Michael Smith – (415) 558-6322
	michael.e.smith@sfgov.org

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

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: 415.558.6377

BACKGROUND

On October 4, 2012, by a vote of (+7, -0) the Commission adopted motion No. 18713 which authorized the establishment of a financial use (d.b.a. "Bank of the West") within the vacant ground floor commercial space at 2299 Market Street. At the hearing, both the Commission and members of the public expressed concern regarding the signage that was presented by the Sponsor and as a result added a language to Motion No. 18713 to address signage concerns. The additional language was incorporated into Condition No. 2 which provides as follows:

Signage Program. Any proposed signage shall be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code. The plans for signage that have been presented to the Commission are for informational purposes only and have not been reviewed for Code compliance. Once submitted staff will share the final signage plan with the Commission as an informational item prior to approval.

The revised signage that is being presented to the Commission today is smaller than the original signage that was presented at the October 4, hearing. The lettering for the sign above the door has been reduced from 24 inches tall and almost 24 feet long to 15 inches tall and almost 15 feet long. The lettering on the 16th street façade has been reduced from 24 inches tall and almost 24 feet long to 18 inches tall and almost 18 feet long.

REQUIRED COMMISSION ACTION

None. In compliance with Motion No. 18713, the current signage program is being brought back to the Commission for informational purposes only.

Attachments: Sponsor's submittal including plans

REUBEN, JUNIUS & ROSE, LLP

August 7, 2013

By Hand Delivery

Mr. Rodney Fong, President San Francisco Planning Commission 1650 Mission Street, Suite 400 San Francisco, CA 94103

Re: 2299 Market Street Bank of the West Signage Program Informational Item Our file: 7112.01

Dear President Fong and Commissioners:

We represent Bank of the West, and present this submission in support of the Bank's identification signage program, which the Planning Commission is scheduled to review as an informational item on August 15, 2013.

On October 4, 2012, the Planning Commission adopted Motion No. 18713, which authorized Bank of the West's new branch at 2299 Market Street. Condition No. 2 of Motion No. 18713 provides as follows:

Any proposed signage shall be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code. The plans for signage that have been presented to the Commission are for informational purposes only and have not been reviewed for Code compliance. Once submitted staff will share the final signage plan with the Commission an as information item prior to approval.

THE BANK'S SIGNAGE PROGRAM IS MODEST AND WELL-DESIGNED

The 2299 Market St. property is unique in that it is located at the intersection of Market Street, Noe Street, and 16th Street in the Upper Market/Castro District. Photos of the property are attached hereto as <u>Exhibit A</u>. 2299 Market is on the southeast corner of Noe

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President Fong and Commissioners San Francisco Planning Commission August 7, 2013 Page 2

Street and Market Street. Bank of the West is located on the ground floor in a gore corner space, directly facing Market Street.

Because of the Bank's unique location directly facing Market Street at the intersection of three streets, its signage needs are unique. The Bank of the West's proposed signage program is attached hereto as <u>Exhibit B</u>. The Bank has proposed one identification sign over its entrance, and one identification sign facing 16th Street. As is typical with corner spaces in this district and San Francisco generally, Bank of the West needs two signs for adequate exposure. Eliminating one of these signs eliminates exposure to half of the passing foot and vehicular traffic. Bank of the West is asking for no more than any other similarly-situated corner commercial space. Both of the Bank's signs are cleanly designed and attractive additions to the visual landscape.

In a good faith effort to compromise with neighborhood groups, the Bank has reduced the size of its originally proposed signs significantly. The Bank's original signage program is attached as <u>Exhibit C</u>. The lettering for the sign above the entrance has been reduced from 24 inches tall and almost 24 feet long to 15 inches tall and almost 15 feet long. The lettering on the 16th street façade has been reduced from 24 inches tall and almost 24 feet long to 18 inches tall and almost 18 feet long.

The Bank of the West signage program also is quite modest in comparison to other nearby banks and businesses in the district. As shown in <u>Exhibit D</u>, there are numerous corner commercial spaces in this district with one sign on each streetfront. Bank of America at 18^{th} Street and Castro Street, as just one example, has three signs – one on each street frontage and one at the corner. Moreover, all of the signs shown in <u>Exhibit D</u> are larger than the Bank's signs.

THE BANK HAS COMPROMISED SIGNIFICANTLY

We are aware of criticisms that Bank of the West has not addressed neighborhood concerns about the signs. Such criticisms are unreasonable. The only opposition the Bank has been made aware is from Pat Tura and the Duboce Triangle Neighborhood Association. The Bank began communicating with Ms. Tura about the signs in March of this year. As stated above, in response to Ms. Tura's concerns, the Bank reduced the scale of its signs by approximately 33 percent and 25 percent respectively. This is not only a significant reduction, but it resulted in signs smaller than those for similar businesses in this district.

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President Fong and Commissioners San Francisco Planning Commission August 7, 2013 Page 3

Unsatisfied, Ms. Tura insisted, and continues to insist, that the Bank have only one sign. We respectfully submit that this final demand is excessive. The Bank's unique location necessitates two signs. Corner commercial spaces with signs on each street frontage are commonplace in this district. Bank of the West should not be treated any differently.

Thank you for your consideration.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP

Thomas Tunny

Enclosures

cc: Commission Vice-President, Cindy Wu Commissioner Michael Antonini Commissioner Gwyneth Borden Commissioner Rich Hillis Commissioner Kathrin Moore Commissioner Hisashi Sugaya Planner Michael Smith Bank of the West

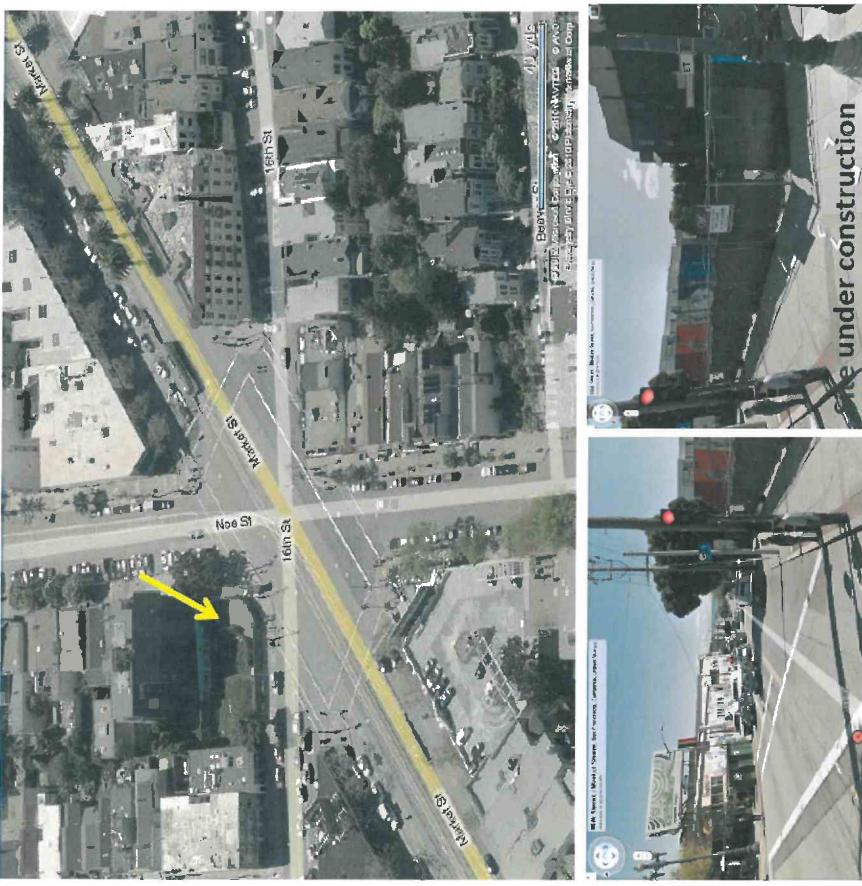
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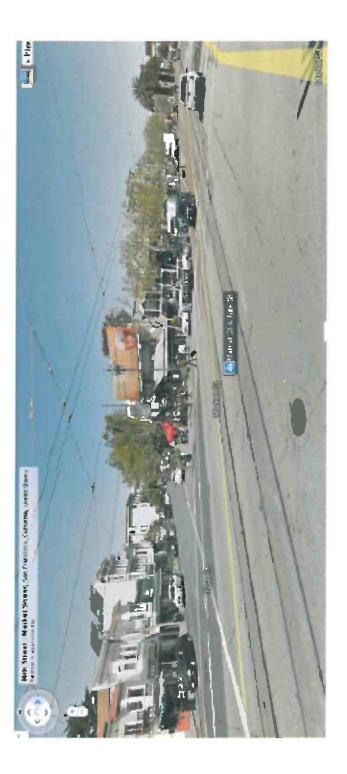
EXHIBIT A

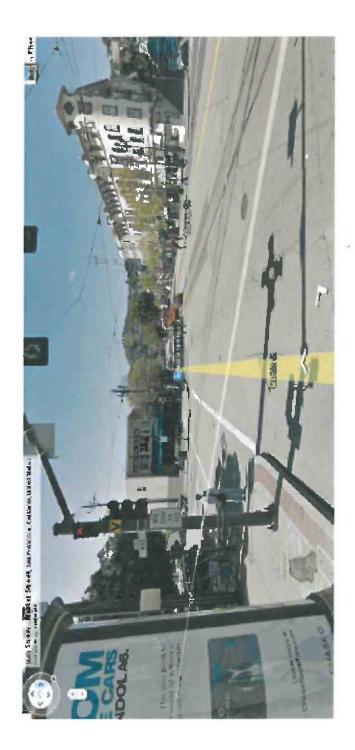
Project Site Photos



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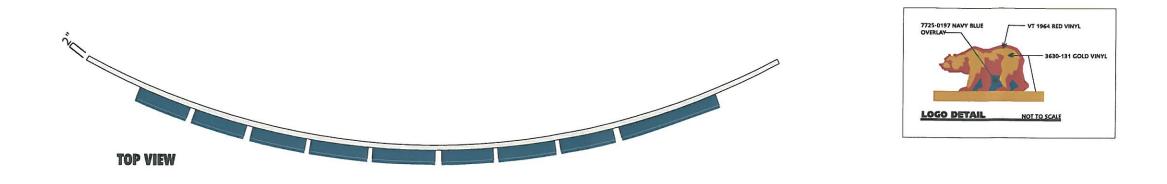


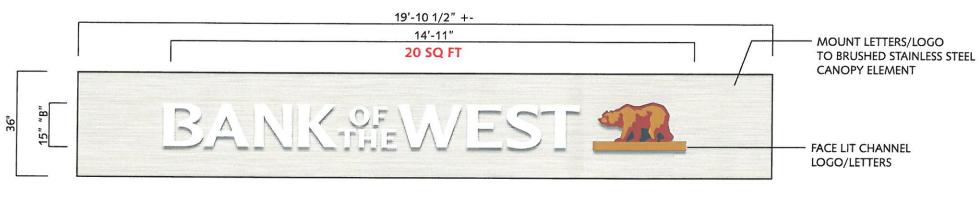




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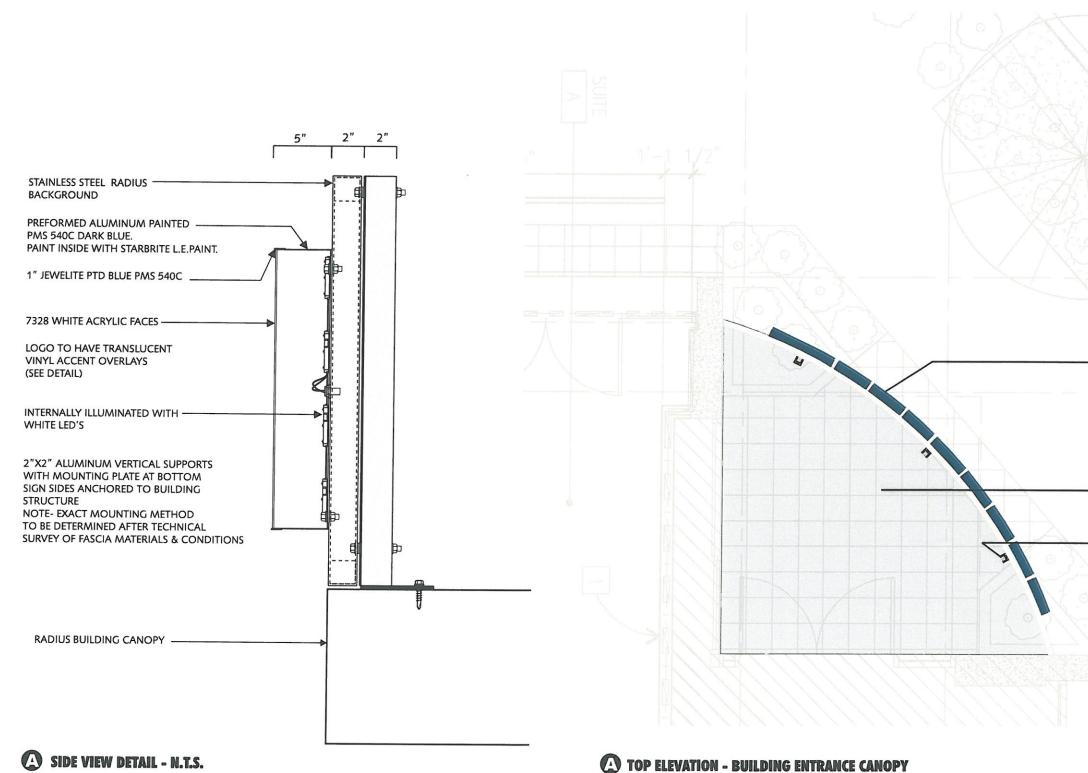
EXHIBIT B







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Designer SDM			
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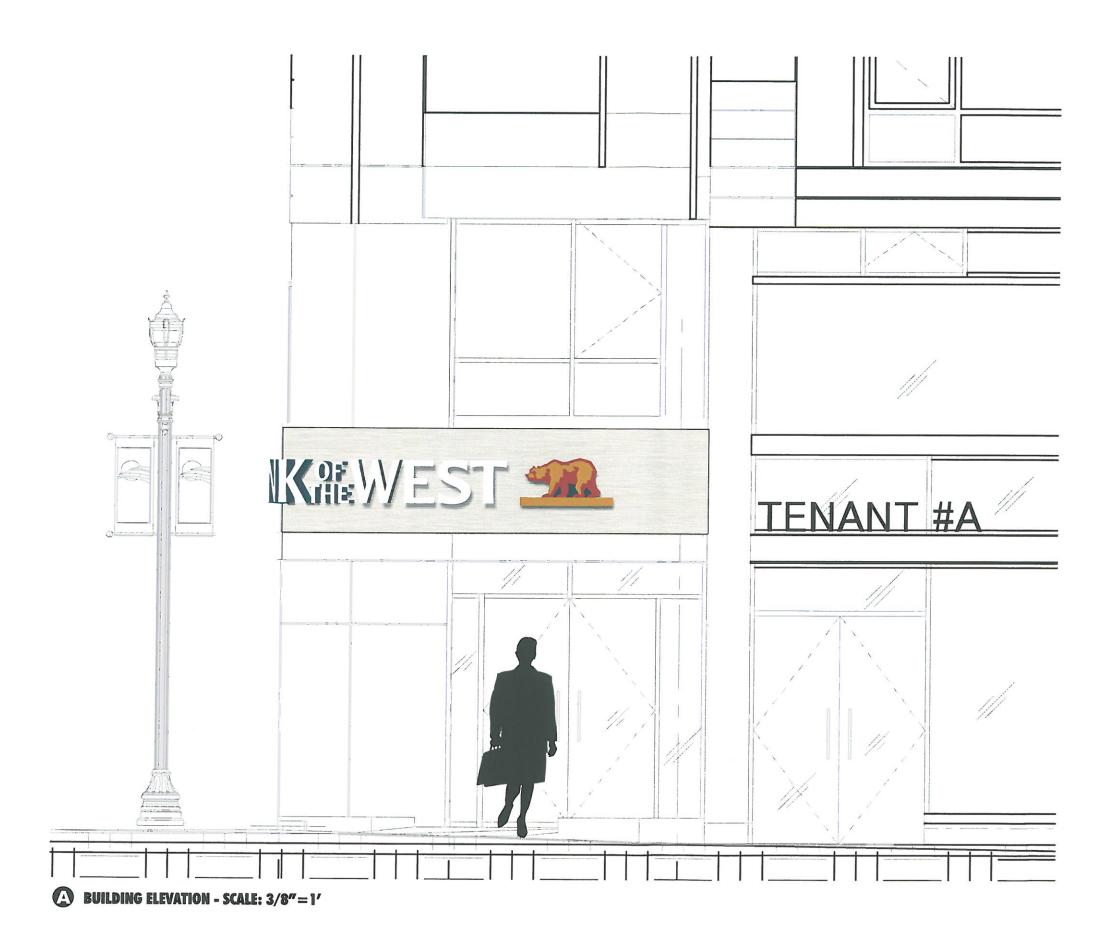


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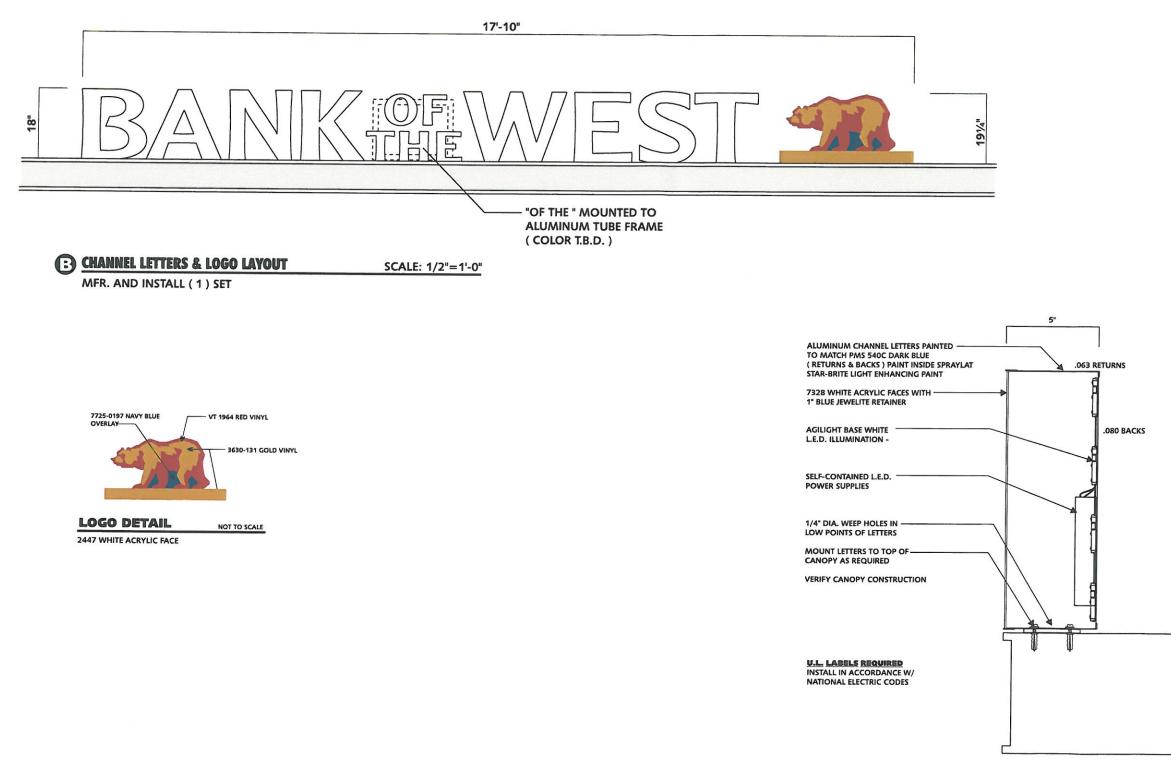
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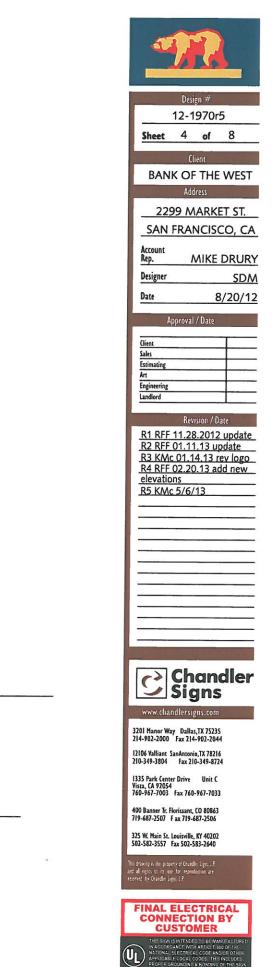
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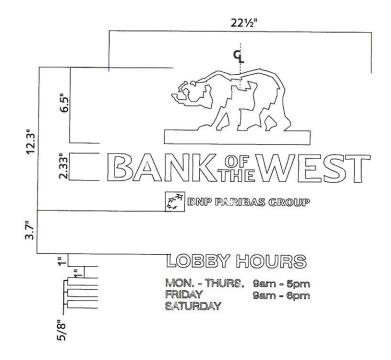
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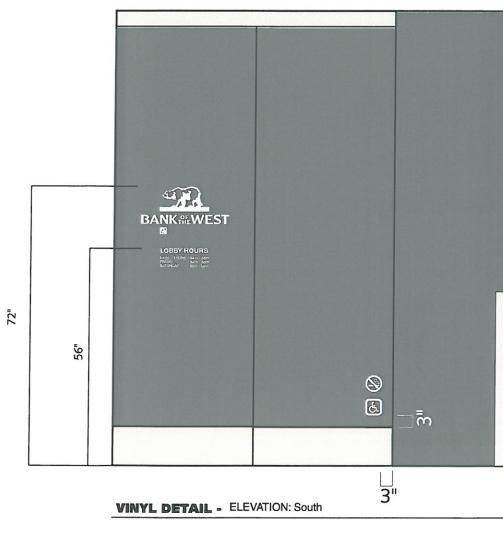




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7725-10 WHITE VINYL GRAPHICS

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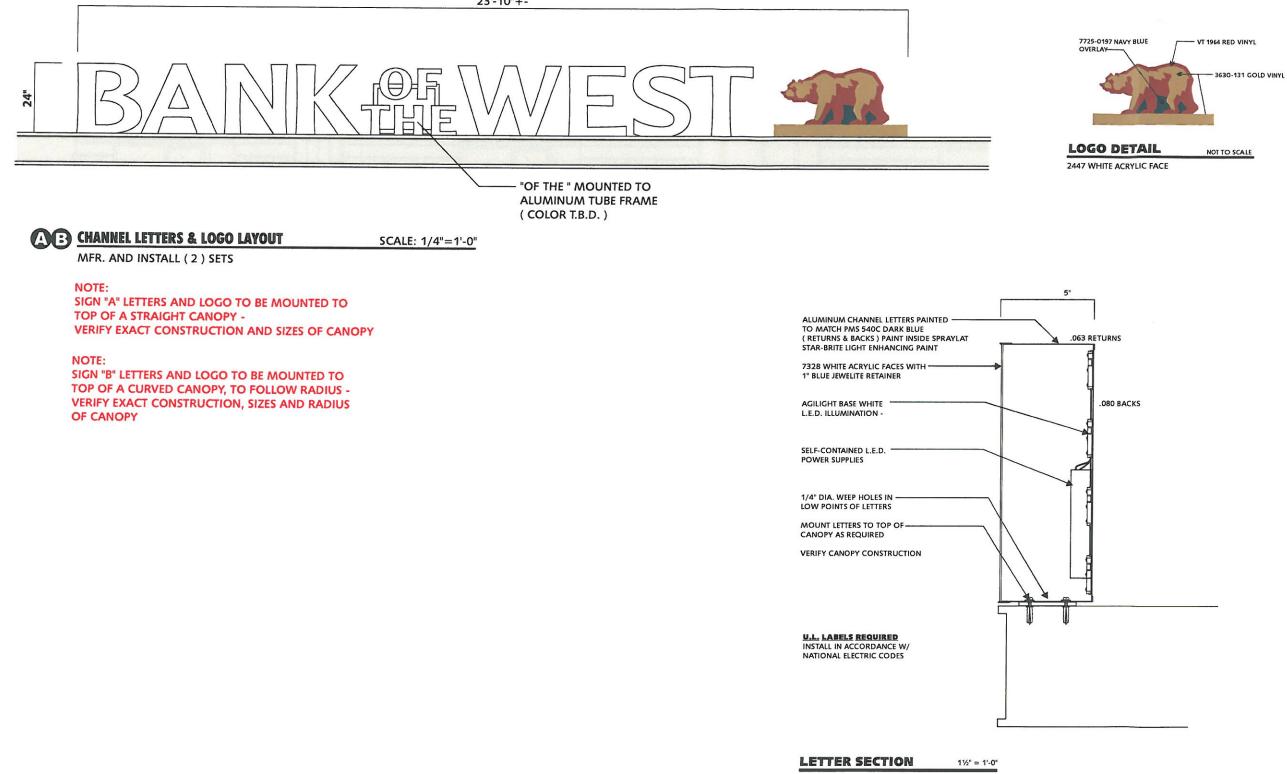
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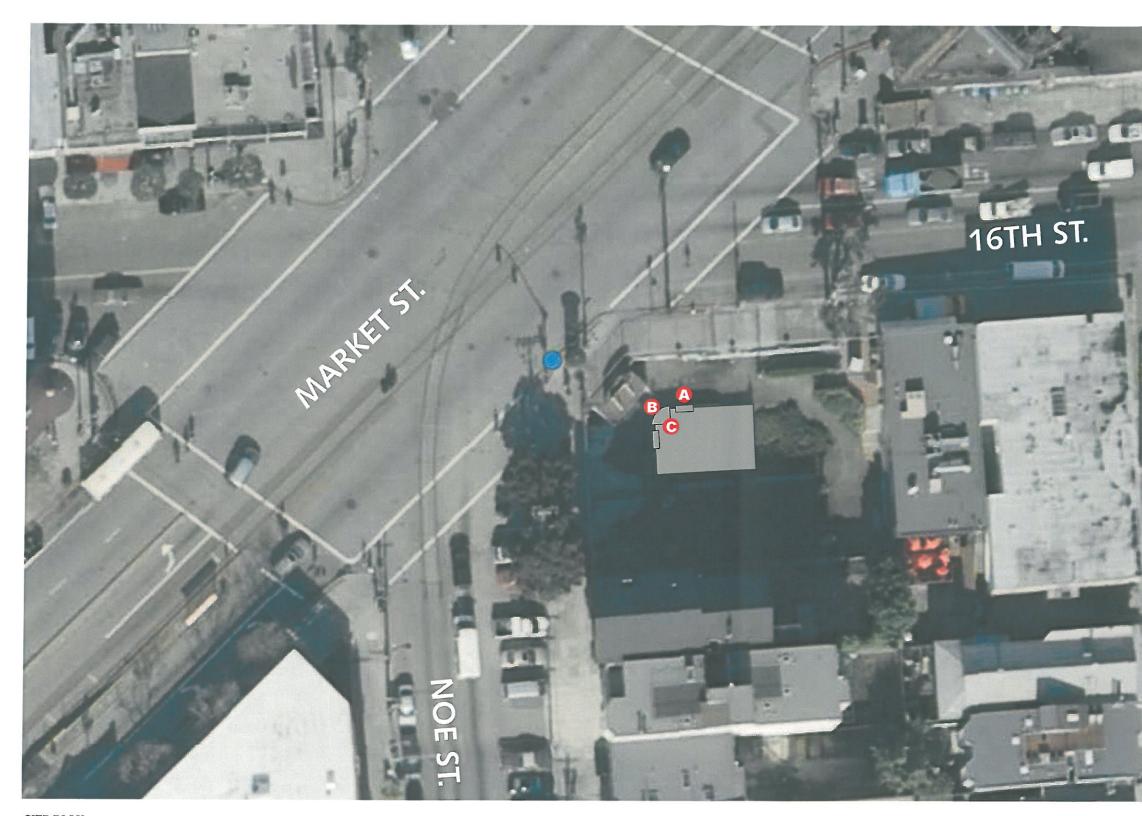
SITE PLAN - SIGN LOCATIONS

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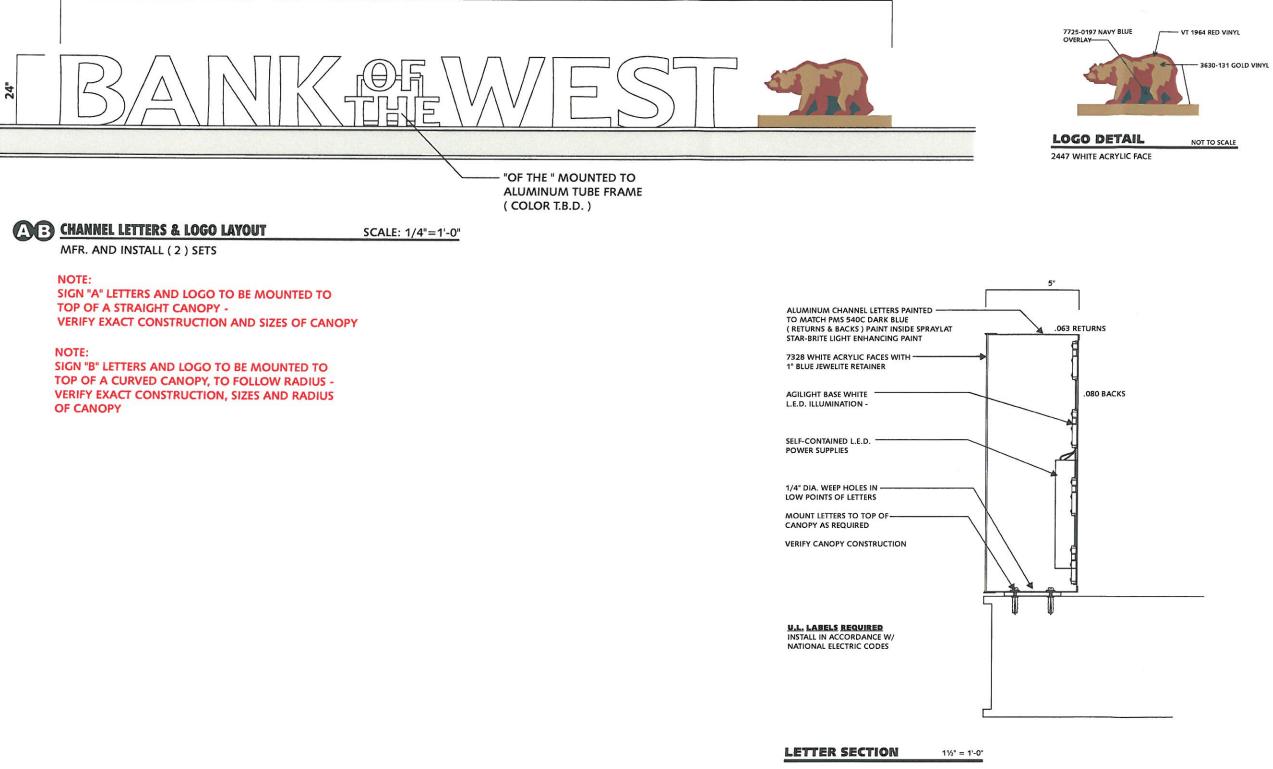


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NORTH ELEVATION

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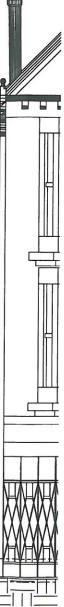
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WEST ELEVATION

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PERSPECTIVE VIEW

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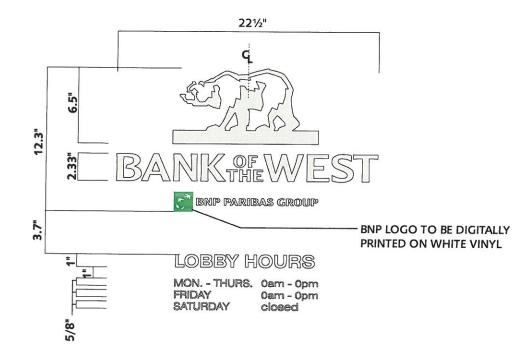
1335 Park Center Drive Unit C Vista, CA 92054 760-967-7003 Fax 760-967-7033

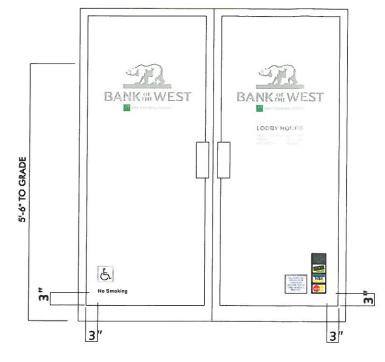
400 Banner Tr. Florissant, CO 80863 719-687-2507 F ax 719-687-2506

325 W. Main St. Louisville, KY 40202 502-582-3557 Fax 502-583-2640

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O <u>VINYL DETAIL - LAYOUT 1</u>

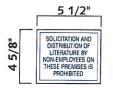
(1) SET REQUIRED

Scale = 11/2"=1'-0"

7725-11 PEARL GRAY VINYL GRAPHICS FOR DOUBLE-DOOR LAYOUT / 1ST SURFACE APPLIED -

LEFT DOOR - LOGO **RIGHT DOOR - LOGO & HOURS**

ALL HOURS ARE DETERMINED PER LOCATION





►□ No Smoking

VINYL DECAL SCALE: 11/2" = 1'-0" VINYL DECAL SCALE: 11/2" = 1'-0"

FIRST SURFACE APPLIED



VINYL DECAL SCALE: 11/2" = 1'-0"

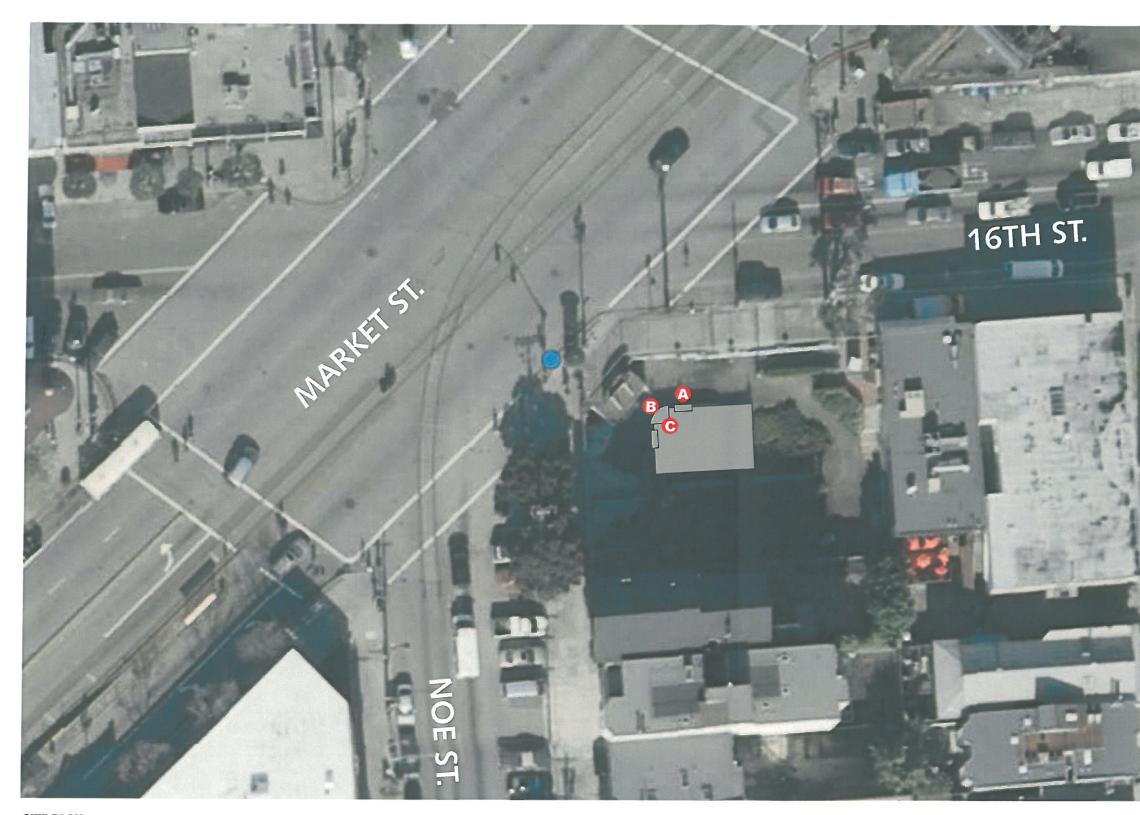
DIGITALLY PRINTED VINYL DECAL - BLUE COPY AND BORDER ON A WHITE BACKGROUND -

7725-11 PEARL GRAY VINYL GRAPHICS

DIGITALLY PRINTED VINYL DECAL MULTI-COLOR -FIRST SURFACE APPLIED VERIFY EXACT DOOR LAYOUT

FIRST SURFACE APPLIED

-
Design #
12-1970
Sheet 5 of 6
Client BANK OF THE WEST
Address
2299 MARKET ST.
SAN FRANCISCO, CA
Account Rep. MIKE DRURY
Designer SDM
Date 8/20/12
Approval / Date
Client
Sales Estimating
Art Engineering
Landlord
Revision / Date
R1-8/16/12-SDM
Chandler Signs
www.chandlersigns.com
3201 Manor Way Dallas, TX 75235 214-902-2000 Fax 214-902-2044
12106 Valliant SanAntonio,TX 78216 210-349-3804 Fax 210-349-8724
1335 Park Center Drive Unit C Vista, CA 92054 760-967-7003 Fax 760-967-7033
400 Banner Tr. Florissant, CO 80863 719-687-2507 F ax 719-687-2506
325 W. Main St. Louisville, KY 40202 502-582-3557 Fax 502-583-2640
This drawing is the property of Chander Signs, LP and all rights to its use for improduction are reserved by Claudier Signs, LP
FINAL ELECTRICAL CONNECTION BY
CUSTOMER The such is with near the investment of the near the investment in Account of the the couple of the investment APPLIER LOCAL COORT IN INVESTMENT OF THE SUCH APPLIER LOCAL COORT IN INVESTMENT SIGNAL BEAR OL LABLES
PROPER GROUNDING & BUNDING OF THE SIGN SIGN MILL BEAR UF LABELIS



SITE PLAN NO

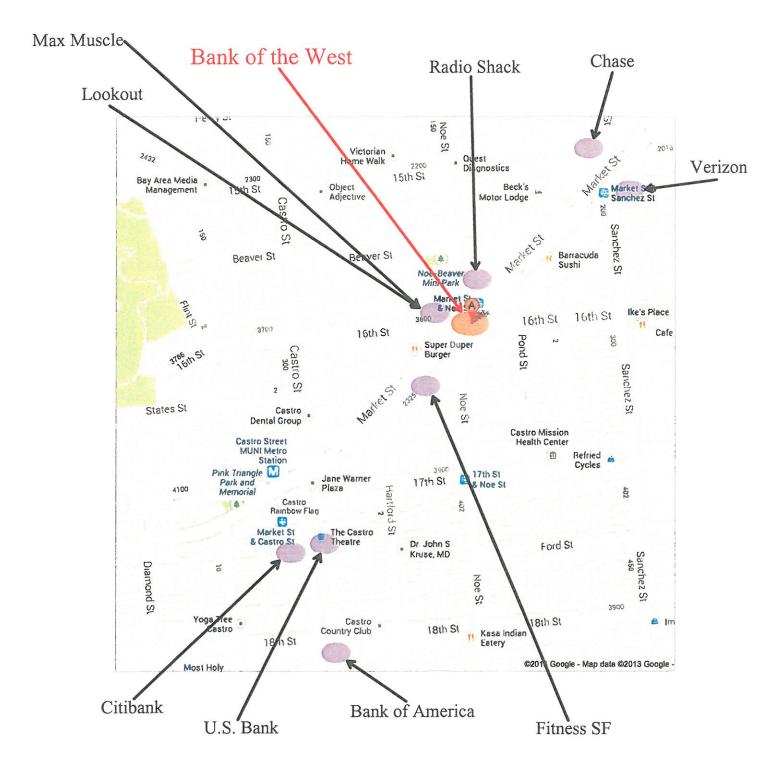
NOT TO SCALE

- M
Design #
12-1970
Sheet 6 of 6
Client BANK OF THE WEST Address
2299 MARKET ST.
SAN FRANCISCO, CA
Account Rep. MIKE DRURY
Designer SDM
Date 8/20/12
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<u>Client</u> Sales
Estimating Art
Engineering Landlord
Revision / Date
R1-8/16/12-SDM
Chandler Signs
www.chandlersigns.com
3201 Manor Way Dallas, TX 75235 214-902-2000 Fax 214-902-2044
12106 Valliant SanAntonio,TX 78216 210-349-3804 Fax 210-349-8724
1335 Park Center Drive Unit C Vista, CA 92054 760-967-7003 Fax 760-967-7033
400 Banner Tr. Florissant, CO 80863 719-687-2507 Fax 719-687-2506
325 W. Main St. Louisville, KY 40202 502-582-3557 Fax 502-583-2640
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FINAL ELECTRICAL CONNECTION BY CUSTOMER
THIS SIGN IS INTERPORT TO BE NAME A TURED IN ACCORDANCE WITH APTICE SKILL OF THE NAME ALECTRICAL CORE AND REPORT APTICAE ELECTRICAL CORE AND REPORT APTICAE ELECTRICAL CORE AND REPORT SIGN WILL BEAPTULE ABLES

EXHIBIT D

EXAMPLES OF BUSINESS SIGNS IN THE UPPER MARKET/CASTRO DISTRICT (PHOTOS ATTACHED)

- Bank of America: (3) channel letter signs on an 81' illuminated cabinet band and (1) 4' x 6' illuminated projecting sign
- Chase Bank: (2) signs 30" channel letters with 42" logos
- Verizon Wireless: (2) signs channel letters on nearly straight elevation
- Lookout: (2) sets 30" channel letters and (1) set 18" letters over entry
- Max Muscle: (2) signs 30" x 16'
- Fitness SF: (3) total signs (2) 4' x 16' and (1) 7' round illuminated cabinet sign
- US Bank: (1) set 36" letters with 48" logo and (1) 4' x 5' illuminated projecting sign
- Citibank: (1) 36" x 21' lighted cabinet with channel letters and (1) 5' x 5' illuminated projecting sign
- Radio Shack: (2) sets of 18" channel letters with 21" logos on single elevation



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