



# SAN FRANCISCO PLANNING DEPARTMENT

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## Certificate of Appropriateness Case Report

HEARING DATE: MARCH 16, 2011

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

Reception:  
**415.558.6378**

Fax:  
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Planning  
Information:  
**415.558.6377**

*Filing Date:* February 2, 2011  
*Case No.:* **2011.0103A**  
*Project Address:* **201 Van Ness Avenue (aka 270-290 Hayes Street)**  
*Historic Landmark:* Civic Center Historic District  
*Zoning:* P (Public)  
96-S/130-G Height and Bulk 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  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

### PROPERTY DESCRIPTION

**201 VAN NESS AVENUE (AKA 270-290 HAYES STREET)**, the block bounded by Hayes, Grove, and Franklin Streets and Van Ness Avenue, Assessor's Block 0810, Lot 001. The existing building, constructed in 1980 based on a design by Pietro Belluschi with Skidmore, Owings & Merrill, houses the Louise M. Davies Symphony Hall. 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.

### PROJECT DESCRIPTION

The proposed project involves installation of new signs for identity and communication signage for 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 (3<sup>rd</sup> 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 next to the musician's entrance at Hayes Street.

## OTHER ACTIONS REQUIRED

Pursuant to Planning Code Section 605, all applications for permits to erect business signs in P (Public) Zoning Districts shall be submitted to the Planning Commission for approval or disapproval. The Commission, in its review, shall take into account the nature of the property and its use, the functional necessity for the sign, the proposed size, location, design and content of the sign, the degree of its harmony with the public purposes of the property and with the surrounding area, and the restrictions of this Code for signs in other districts. The project will be heard by the Planning Commission at a future hearing subsequent to Historic Preservation Commission action on the Certificate of Appropriateness.

The project will require Sign and/or Building Permit(s).

## COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed project is in compliance with all other provisions of the Planning Code.

## APPLICABLE PRESERVATION STANDARDS

### ARTICLE 10

A Certificate of Appropriateness is required for any construction, alteration, removal, or demolition of a designated Landmark for which a City permit is required. In appraising a proposal for a Certificate of Appropriateness, the Historic Preservation Commission should consider the factors of architectural style, design, arrangement, texture, materials, color, and other pertinent factors. Section 1006.7 of the Planning Code provides in relevant part as follows:

The proposed work shall be appropriate for and consistent with the effectuation of the purposes of Article 10.

The proposed work shall be compatible with the historic structure in terms of design, materials, form, scale, and location. The proposed project will not detract from the site's architectural character as described in the designating ordinance. For all of the exterior and interior work proposed, reasonable efforts have been made to preserve, enhance or restore, and not to damage or destroy, the exterior architectural features of the subject property which contribute to its significance.

### ARTICLE 10 – Appendix J – Civic Center Historic District

In reviewing an application for a Certificate of Appropriateness, the Historic Preservation Commission must consider whether the proposed work shall (1) be compatible with respect to height, massing, fenestration, materials, color, texture, detail, style, scale and proportion, signage, landscaping and street furniture which may define the character of the historic district as described in Section 5 of this designating ordinance and in the Civic Center Urban Design Guidelines adopted by the City Planning Commission; and (2) preserve, enhance or restore, and not damage or destroy, the exterior architectural appearance of the subject site, building, structure, and object which is compatible with the character of the Historic District. Notwithstanding the foregoing, any exterior change to a site, building, structure, and object which is not already compatible with the character of the Historic District shall bring the site, building, structure and object closer to compatibility.

### THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

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

*The new signs (externally illuminated letters at cornice, externally illuminated banners, and internally illuminated display cases) will not destroy historic materials and features of the historic district, will be differentiated from the old, and are of a design, scale, and materials that are compatible with the historic district.*

**Standard 10:** New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*Should any of the proposed work be removed and replaced in the future, the essential form and integrity of the historic district would be unimpaired.*

### PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

### ISSUES & OTHER CONSIDERATIONS

None.

### STAFF ANALYSIS

Based on the requirements of Article 10 and the *Secretary of Interior's Standards*, staff has determined that the proposed work will not adversely affect the surrounding Civic Center Historic District.

Staff finds that the proposed installation of new signs to identify and communicate information about upcoming events at the Louise M. Davies Symphony Hall, will not expand the overall massing of the building as viewed from the historic district and will not impact character-defining features of the district. Individual gold leaf metal letters, spelling out LOUISE M. DAVIES SYMPHONY HALL, will be mounted along the top of exterior wall at the rounded corner of the building façade facing the corner of Van Ness Avenue and Grove Street. The size of this sign is in proportion to the monumental building and is located in a manner that is consistent with contributing buildings in the surrounding historic district. This sign, and the seasonal banners, will be externally illuminated 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). The banners will be attached parallel to the building wall in a manner that will not obscure significant features of the building and will be of a size and

appearance that is consistent with similar signs on other monumental buildings within the historic district. Internally illuminated, metallic silver painted aluminum or brushed stainless steel, display cases will be attached to the Hayes Street façade adjacent to the musician's entrance and at the Van Ness Avenue façade at the corner of Hayes Street. These display cases will be constructed of high quality materials and will provide identity as well as information about Symphony events and schedules. Overall, the proposal appears to be compatible with the height, massing, fenestration, materials, color, texture, detail, style, scale and proportion, and signage character of 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 in conformance with the *Secretary's Standards* and as required by Appendix J of Article 10. Moreover, the proposed project will be compatible with the character of the district and will be reversible.

## ENVIRONMENTAL REVIEW STATUS

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*.

## PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL of the proposed project as it appears to meet the Secretary of the Interior Standards for Rehabilitation.

## ATTACHMENTS

Draft Motion  
Photographs  
Plans  
Specifications

PL: G:\DOCUMENTS\Symphony\Certificate of Appropriateness Case Report.doc



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Motion

HEARING DATE: FEBRUARY 17, 2010

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

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pilar.lavalley@sfgov.org  
*Reviewed By* Tim Frye – (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

**ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY LOCATED ON LOT 031-001 IN ASSESSOR'S BLOCK 0810, WITHIN A P (PUBLIC) ZONING DISTRICT, A 96-X/130-G HEIGHT AND BULK DISTRICT, AND THE CIVIC CENTER HISTORIC DISTRICT.**

### PREAMBLE

WHEREAS, on February 3, 2011, Debra Nichols of Debra Nichols Design on behalf of the San Francisco Symphony ("Project Sponsor") filed an application with the San Francisco Planning Department ("Department") for a Certificate of Appropriateness to install a variety of new signs on the subject property located on Lot 001 in Assessor's Block 00810.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on March 16, 2011, the Commission conducted a duly noticed public hearing on the current project, Case No. 2011.0103A ("Project") for its appropriateness.

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the

Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

**MOVED**, that the Commission hereby grants the Certificate of Appropriateness, in conformance with the architectural plans dated received March 3, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0103A based on the following findings:

## FINDINGS

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

1. The above recitals are accurate and also constitute findings of the Commission.
2. Findings pursuant to Article 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the Civic Center Historic District.

- That the proposed work is compatible with the district with respect to materials, color, texture, detail, style, and scale and proportion.
- That proposed work will not damage or destroy the character-defining features of the surrounding historic district.
- That the proposed work will be compatible with the character of the building and district.
- That the essential form and integrity of the historic district would be unimpaired if the proposed improvements were removed at a future date.
- That the proposal is in conformance the *Secretary of the Interior's Standards for Rehabilitation* and requirements of Article 10.
- The proposed project meets the following *Secretary of the Interior's Standards for Rehabilitation*:

***Standard 9.***

*New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*

***Standard 10.***

*New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

3. **General Plan Compliance.** The proposed Certificate of Appropriateness 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.*

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 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.*

5. For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, General Plan and Prop M findings of the Planning Code.

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 **GRANTS a Certificate of Appropriateness** for the property located at Lot 001 in Assessor's Block 0810 for proposed work in conformance with the architectural plans dated March 3, 2011 and labeled Exhibit A on file in the docket for Case No. 2011.0103A.

**APPEAL AND EFFECTIVE DATE OF MOTION:** The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135).

**Duration of this Certificate of Appropriateness:** This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

**THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.**

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on March 16, 2011.

Linda D. Avery  
Commission Secretary

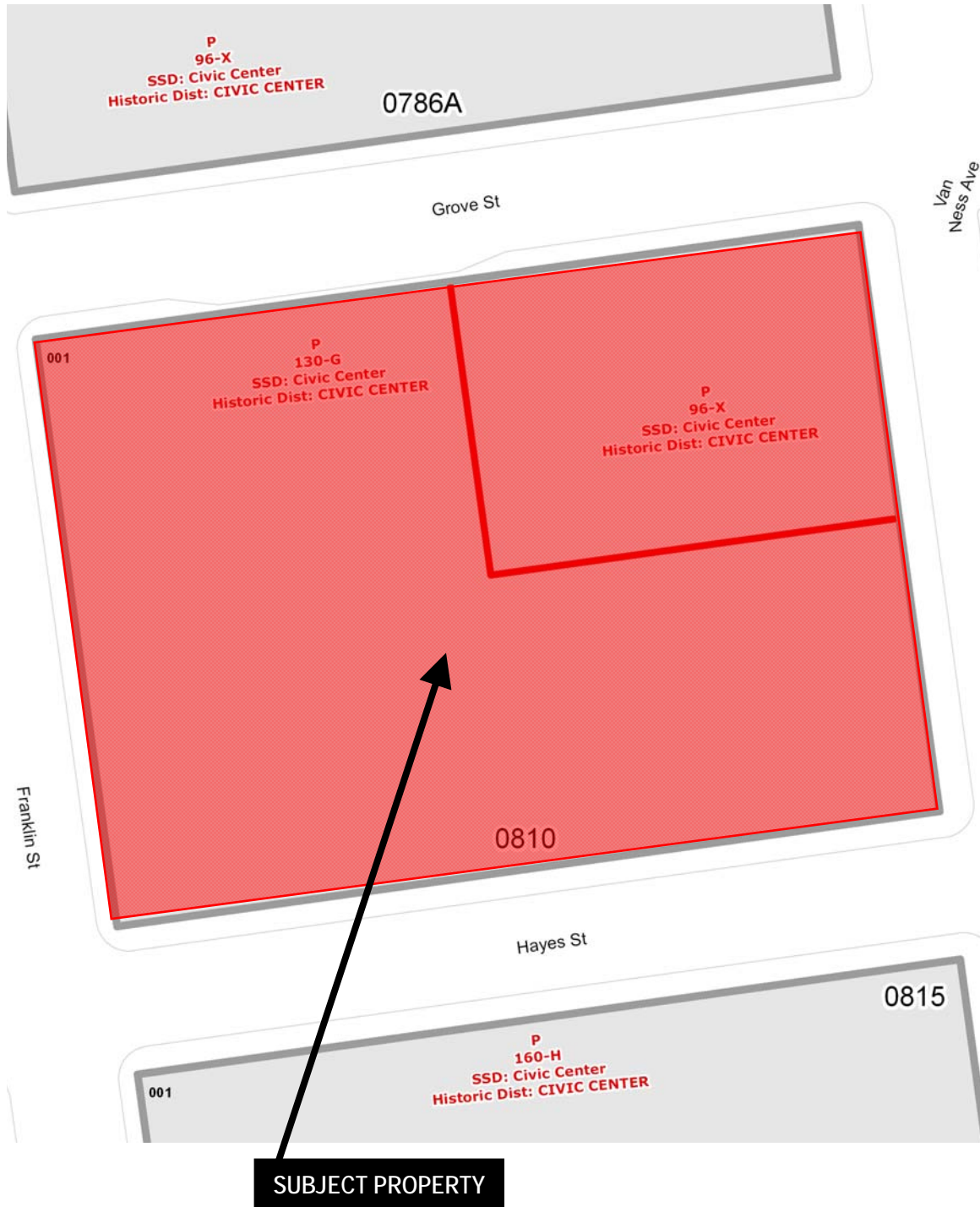
AYES:

NAYS:

ABSENT:

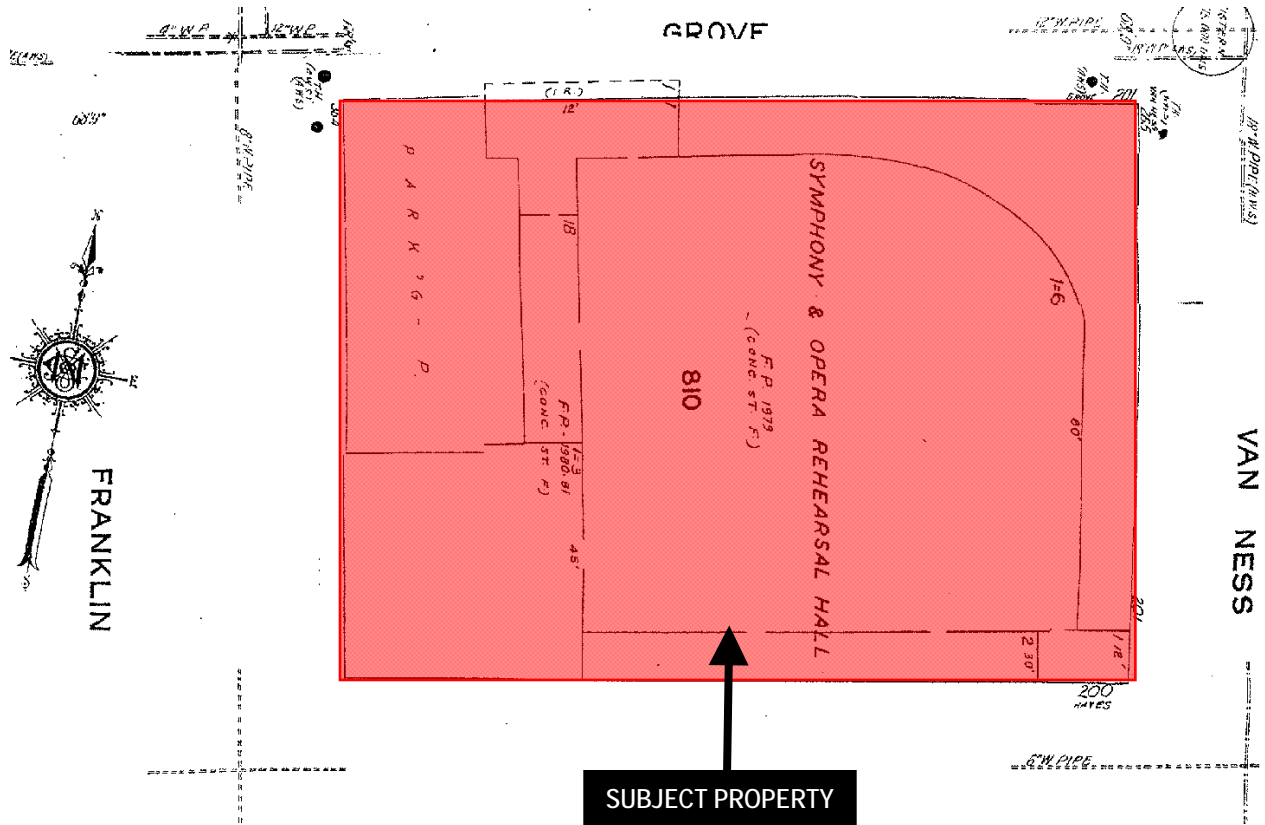
ADOPTED: March 16, 2011

# Parcel Map



Certificate of Appropriateness Hearing  
Case Number 2011.0103A  
201 Van Ness Avenue (SF Symphony Hall)

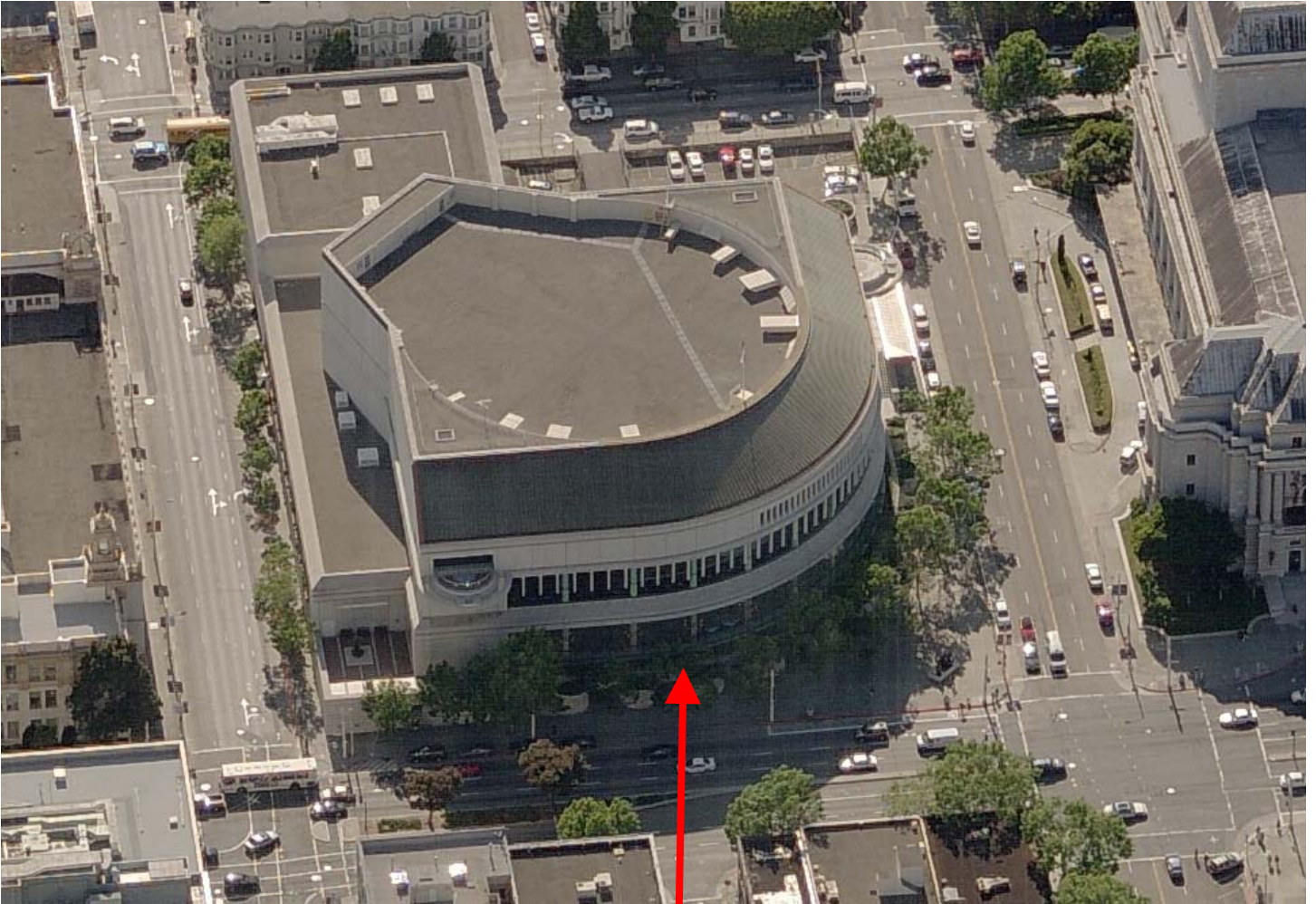
# Sanborn Map\*



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



# Aerial Photo

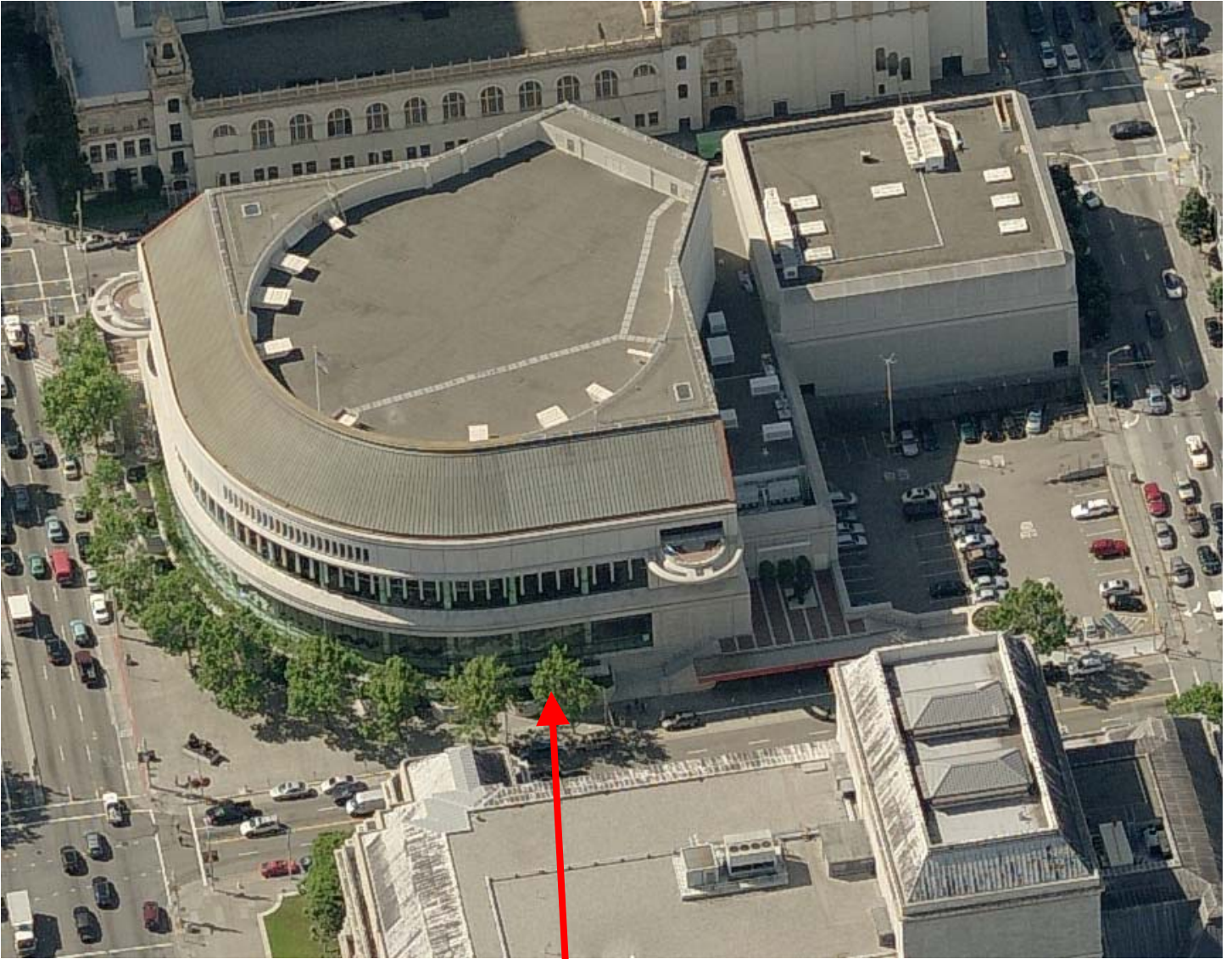


**SUBJECT PROPERTY**



Certificate of Appropriateness Hearing  
Case Number 2011.0103A  
201 Van Ness Avenue (SF Symphony Hall)

# Aerial Photo



**SUBJECT PROPERTY  
VAN NESS FACADE**



Certificate of Appropriateness Hearing  
Case Number 2011.0103A  
201 Van Ness Avenue (SF Symphony Hall)



# SAN FRANCISCO PLANNING DEPARTMENT

## Historical Resource Review Form

Address of Project: 201 VANNESS (270-290 HAYES) - SYMPHONY  
 Cross Streets: GROVE, FRANKLIN, HAYES Block/Lot: 0810/061  
 Case No. 201.0103A Permit No. \_\_\_\_\_

1650 Mission St.  
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### STEP 1: EXEMPTION CLASS

If neither class applies, an *Environmental Exemption Application* is required.

- Class 1 – Existing Facilities:** Operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of this determination.
- Class 3 – New Construction or Conversion of Small Structures:** Construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure.

### STEP 2: HISTORICAL RESOURCE STATUS (Refer to *Preservation Bulletin 16*.)

- Category A: Known Historical Resource** Proceed to Step 3.  
Preservation Technical Specialist Review
- Category B: Potential Historical Resource** Proceed to Step 3.
- Category C: Not a Historical Resource** Proceed to Step 4.  
No Further Historical Resource Review Required.

### STEP 3: APPROVED WORK CHECKLIST

Per plans dated: 3/3/11

- Project falls within the scope of work described below. **Proceed to Step 4.** No Further Historical Resource Review Required.
- Project does not fall within the scope of work described below. **Proceed to Step 4.** Further Historical Resource Review Required.
- If 4 or more boxes are initialed, Preservation Technical Specialist review is required.

Planner's Initials	Work Description
	1. Interior alterations. Publicly-accessible spaces (i.e. lobby, auditorium, or sanctuary) require Preservation Technical Specialist review.
	2. Regular maintenance or restorative work that is based upon documentation of the building's historic appearance (i.e., photographs, physical evidence, historic drawings or documents, or matching buildings).
	3. In-kind window replacement at visible facades. (The size, configuration, operation, material, and exterior profiles of the <i>historic</i> windows must be matched.)

	4. Window replacement or installation of new openings at non-visible facades.
	5. Construction of deck or terrace that is not visible from any immediately adjacent public right-of-way.
	6. Installation of mechanical equipment at the roof which is not visible from any immediately adjacent public right-of-way.
	7. Installation of dormers that meet the requirements for exemption from public notification under <i>Zoning Administrator Bulletin: Dormer Windows, No. 96.2</i> .
	8. Installation of garage opening that meets the requirements of the <i>Guidelines for Adding Garages and Curb Cuts</i> .
	9. Horizontal addition that is not visible from the adjacent public right-of-way for 150' in each direction; does not extend vertically beyond the floor level of the top story of the structure; and does not have a footprint that is more than 50% larger than that of the original building.
	10. Vertical addition that is not visible from the adjacent public right-of-way for 150' in each direction; is only a single story in height; and does not cause the removal of architectural significant roofing features such as ornate dormers, towers, or slate shingles.

**Preservation Technical Specialist Review Required for work listed below:**

	11. Window replacement at visible facades that is not in-kind but meets the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> .
MPL	12. Sign installation at Category A properties.
	13. Façade alterations that do not cause the removal or alteration of any significant architectural features (i.e. storefront replacement, new openings, or new elements).
	14. Raising the building.
	15. Horizontal or vertical additions, including mechanical equipment, that are minimally visible from a public right-of-way and that meet the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> .
	16. Misc.

**STEP 4: RECOMMENDATION**

No Further Historical Resource Review Required.

Further Historical Resource Review Required: File *Environmental Exemption Application*.

Notes: Bldg is a non-contributing resource to Civic Center Historic District; proposed signs are compatible w/ historic district

Planner Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Preservation Technical Specialist Name: M. Pilar Lavallée

Signature: [Signature] Date: 3/10/11

Save to [I:\Building Permit Applications or I\Cases].

If "Category A," save to [I:\MEA\Historical Resources\Category A Admin Catex].



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 25<sup>th</sup> 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

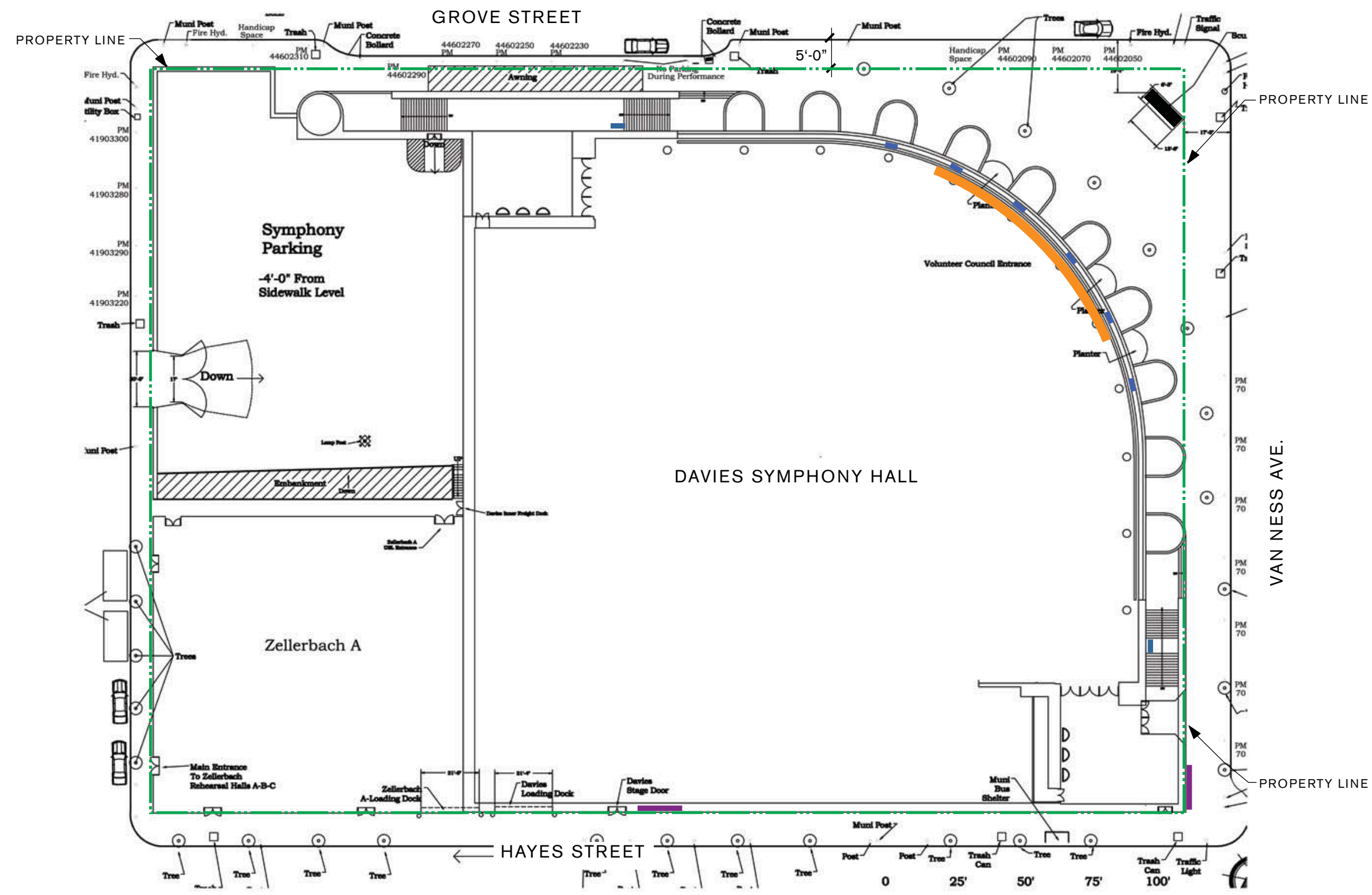
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

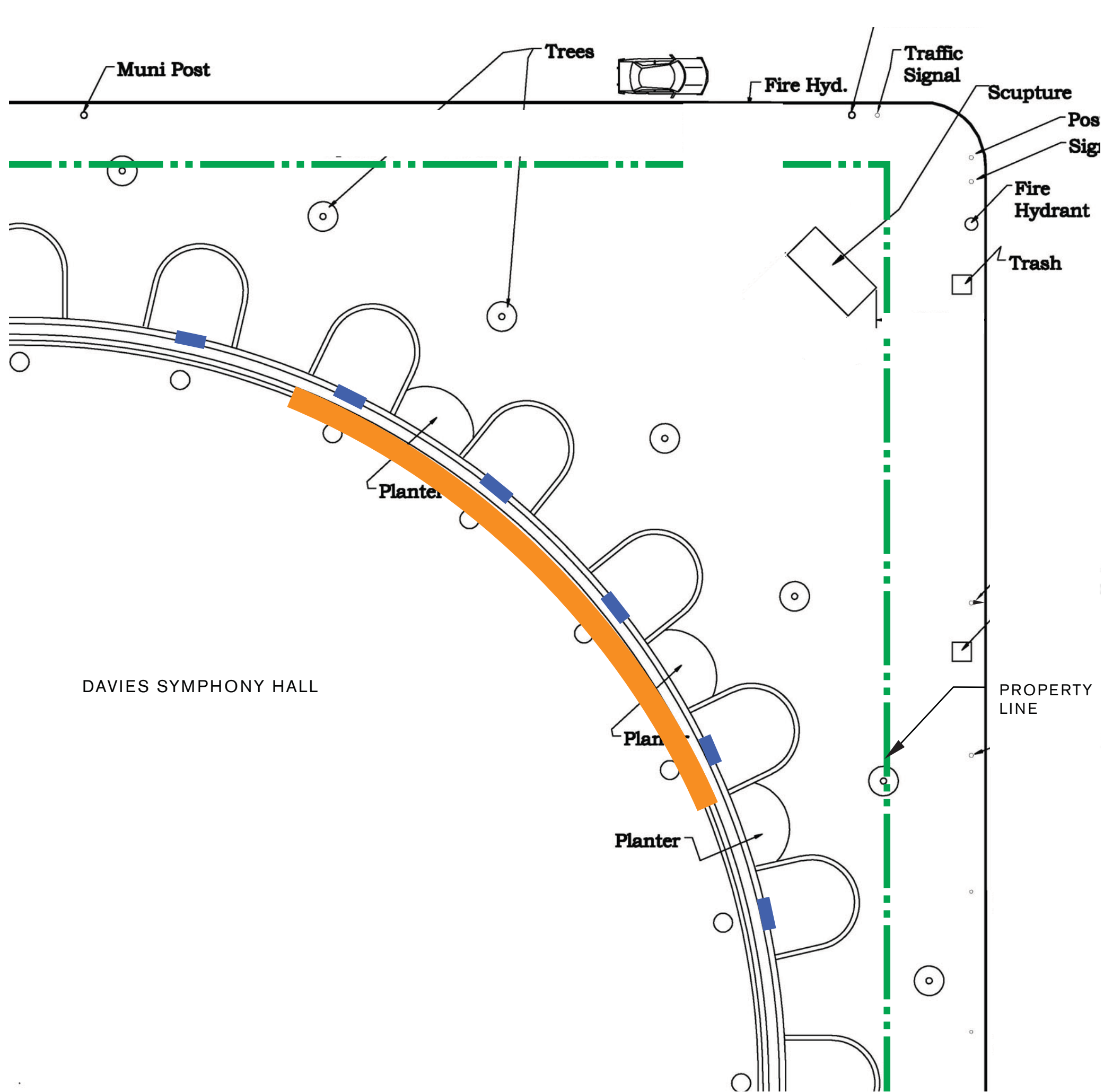
SCALE:  
 NTS

SIGNAGE SITE PLAN

**G1**



- IDENTITY SIGN
- SEASONAL BANNERS
- WALL MOUNTED DISPLAY CASES



**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

- IDENTITY SIGN
- SEASONAL BANNERS
- WALL MOUNTED DISPLAY CASES

**LOUISE M. DAVIES SYMPHONY HALL**

CENTENNIAL EXTERIOR SIGNAGE MASTERPLAN 2009-2011

**DND**

**Debra Nichols Design**

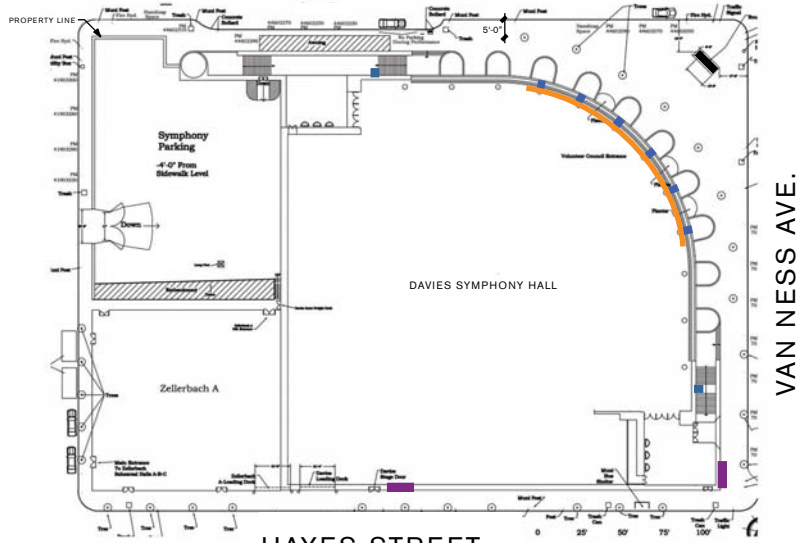
468 Jackson Street  
San Francisco, CA 94111

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

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

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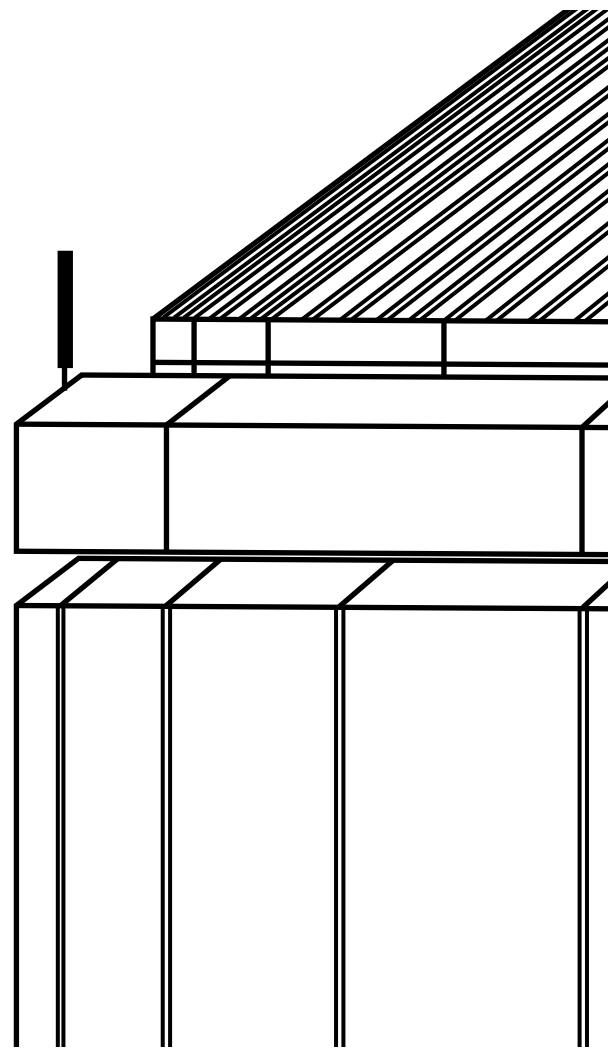
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

MARCH 3, 2011

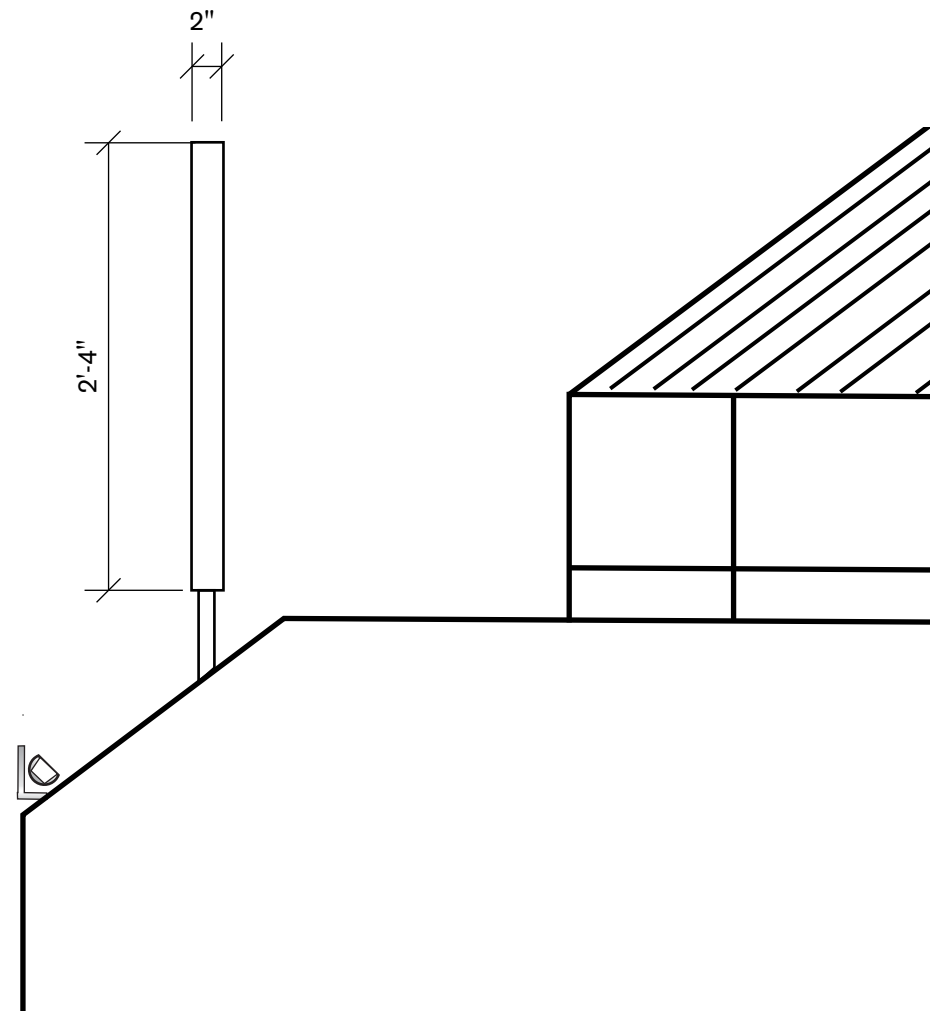
SCALE: AS NOTED

IDENTITY SIGN

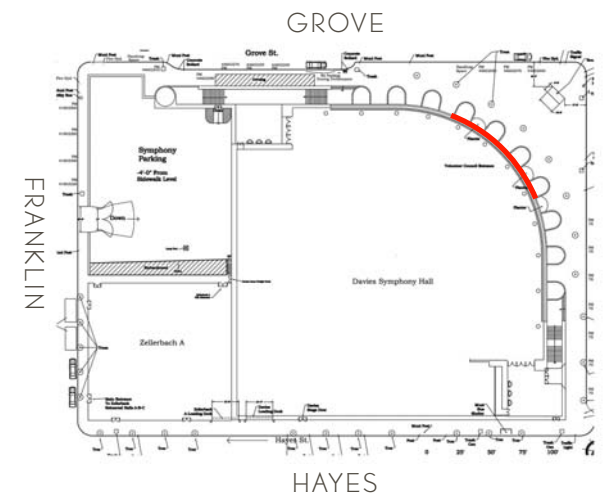
**G4**



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



SCALE: 1"=1'-0"



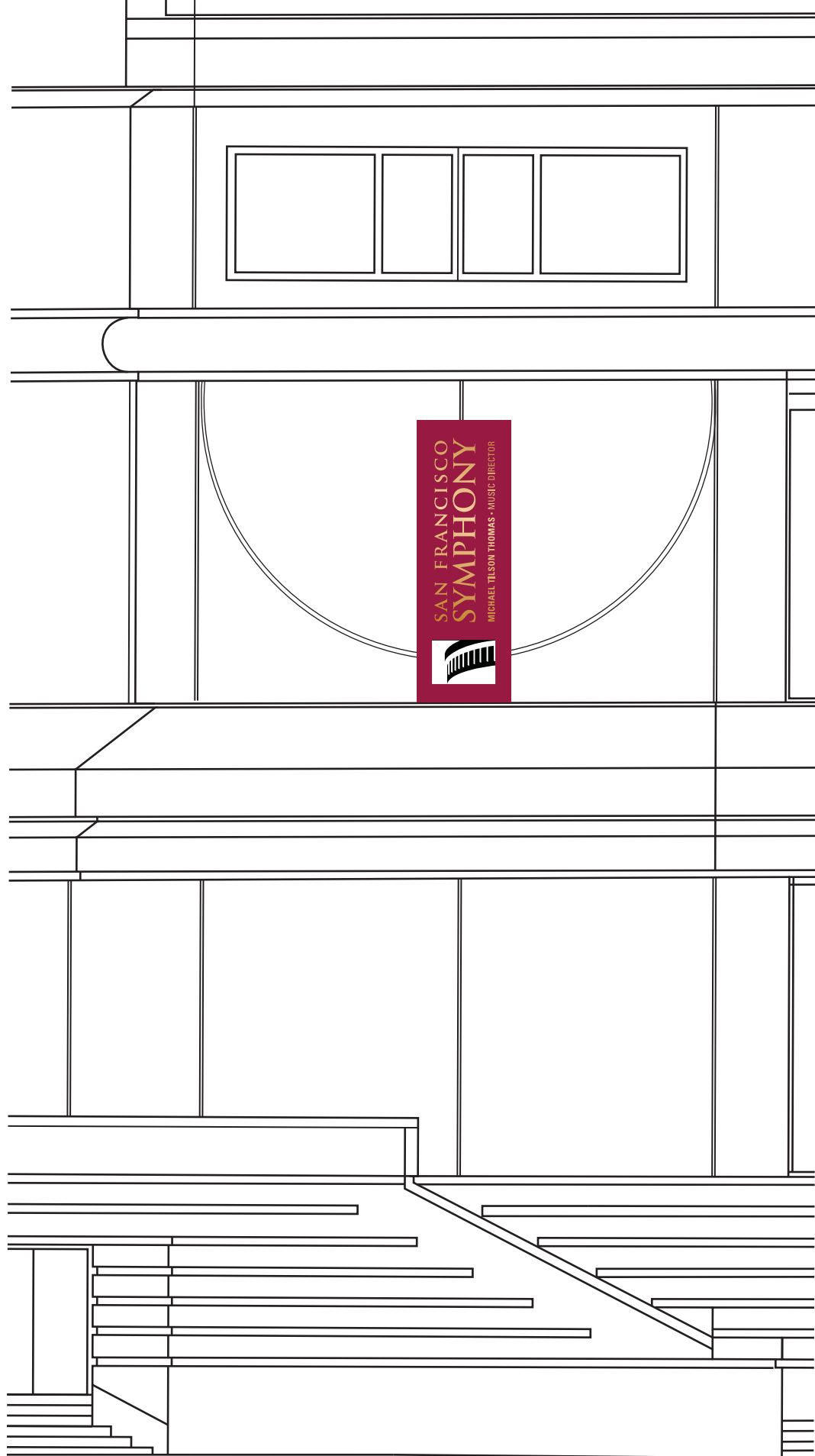
**NOTES**

**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



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APPROPRIATENESS

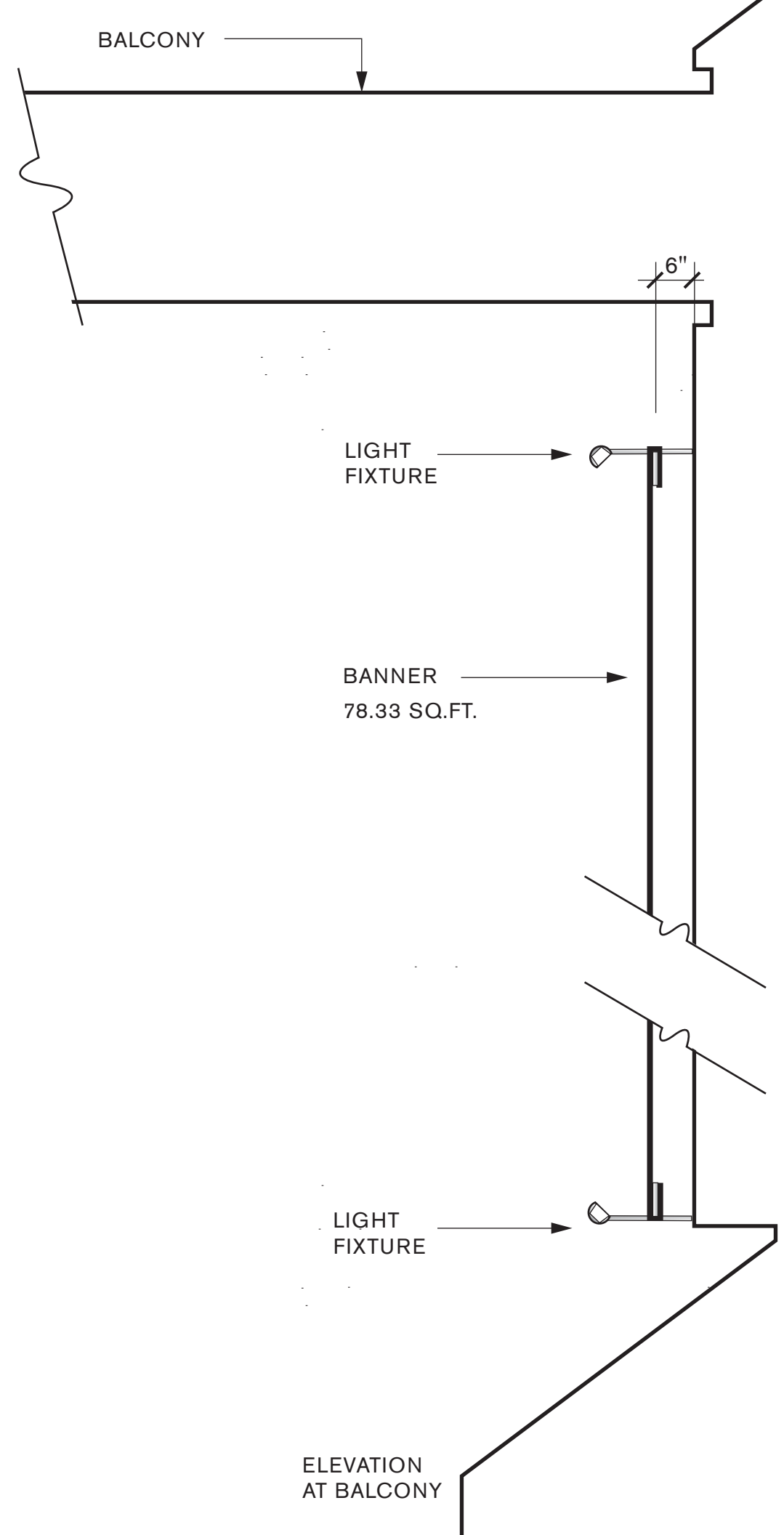
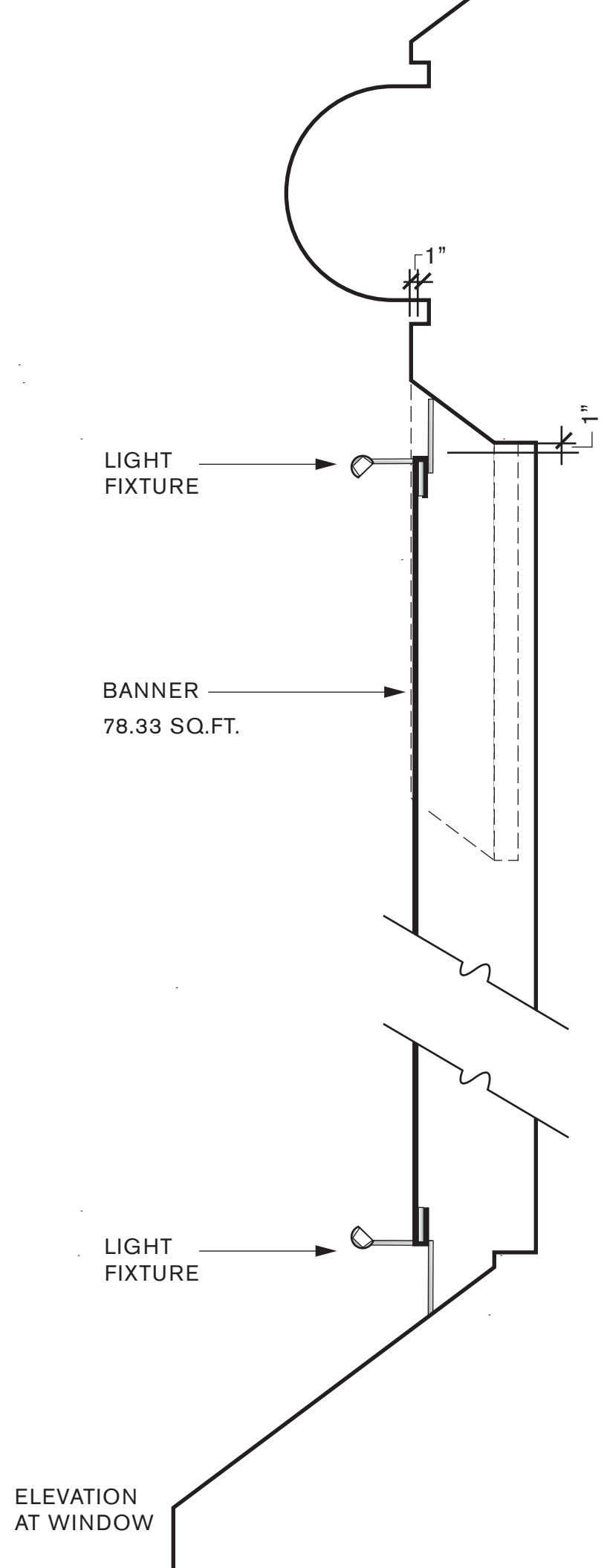
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SCALE: 1/8" = 1'-0"

BANNERS

G5





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DATE  
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MARCH 3, 2011

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

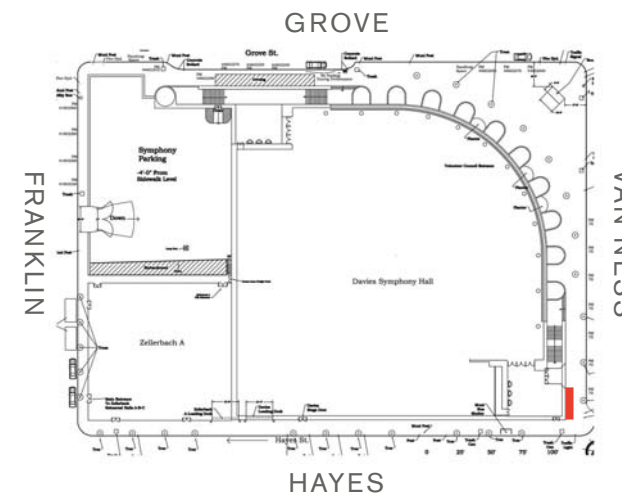
BANNERS AT 1ST TIER SECTION/ELEVATION



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**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

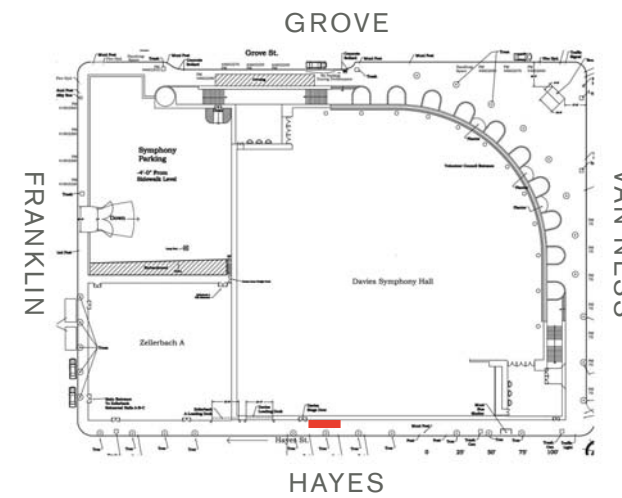
DISPLAY CASES ON VAN NESS AT HAYES



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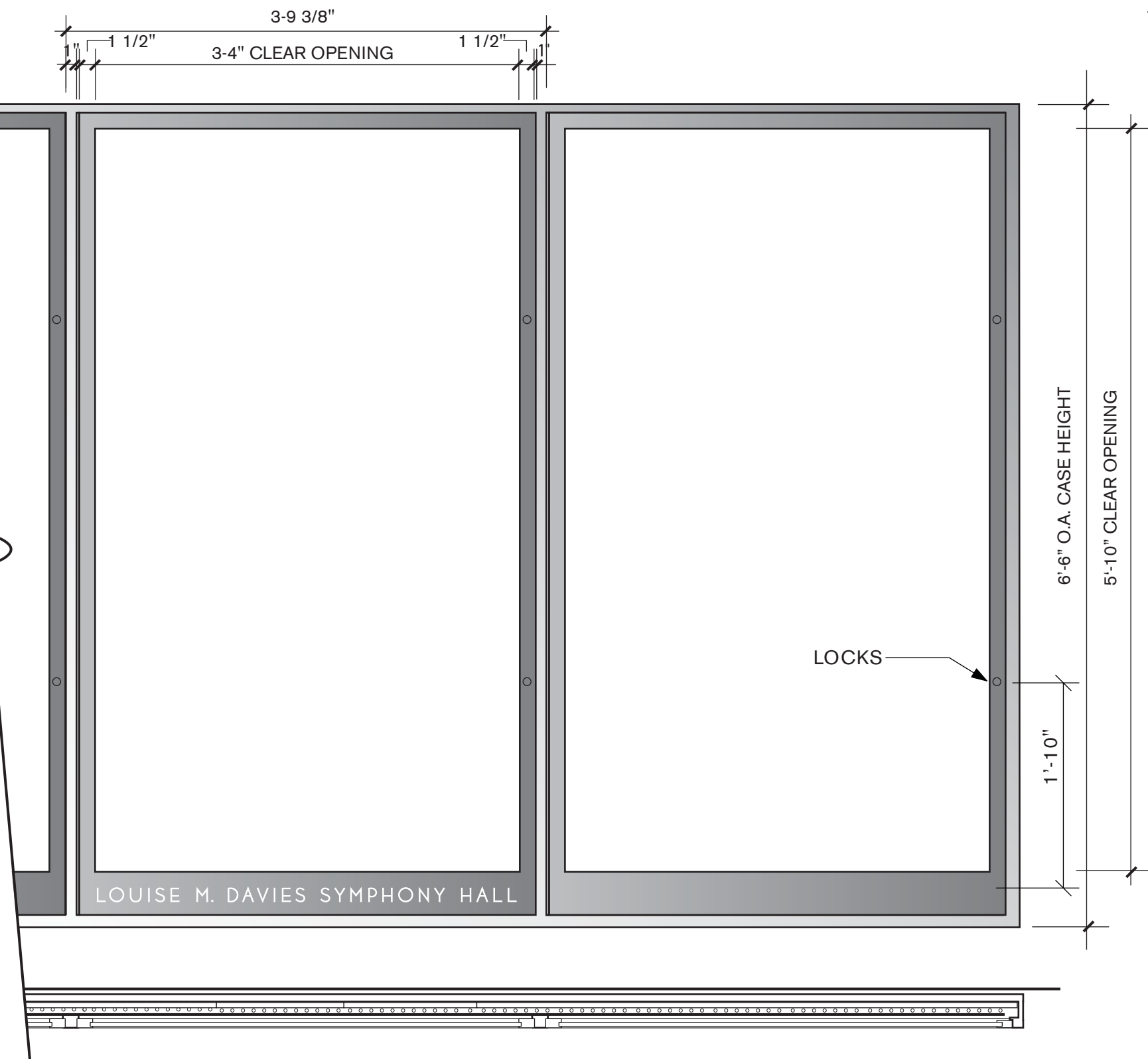
**MATERIALS:**  
 Interior illuminated display cases to contain translucent digital printed graphics 70" high by 40" wide

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

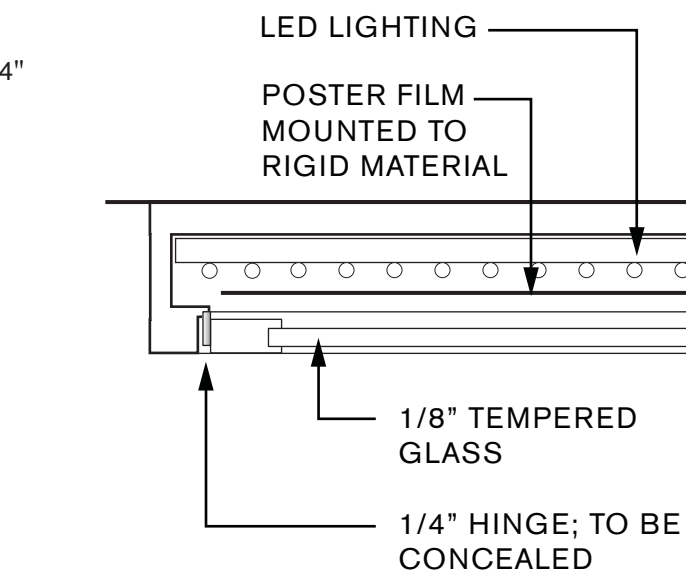
**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

MARCH 3, 2011

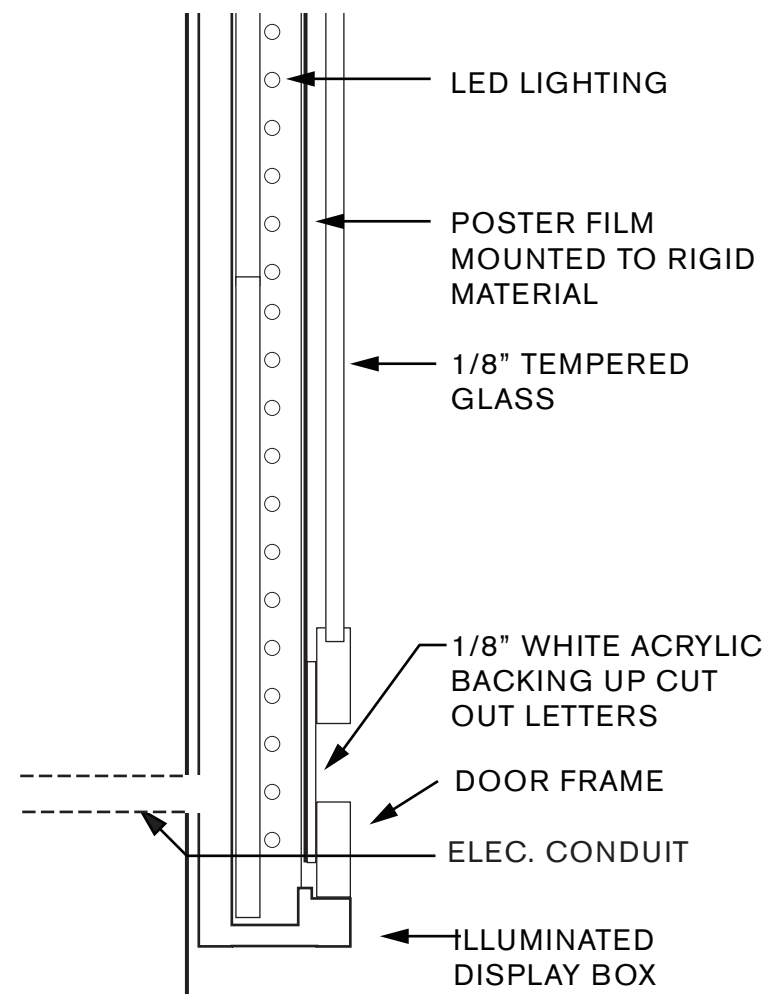
DISPLAY CASES AT MUSICIANS ENTRANCE ON HAYES



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



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



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

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SCALE: AS NOTED

WALL MOUNTED DISPLAY CASE DETAILS: GROUPED

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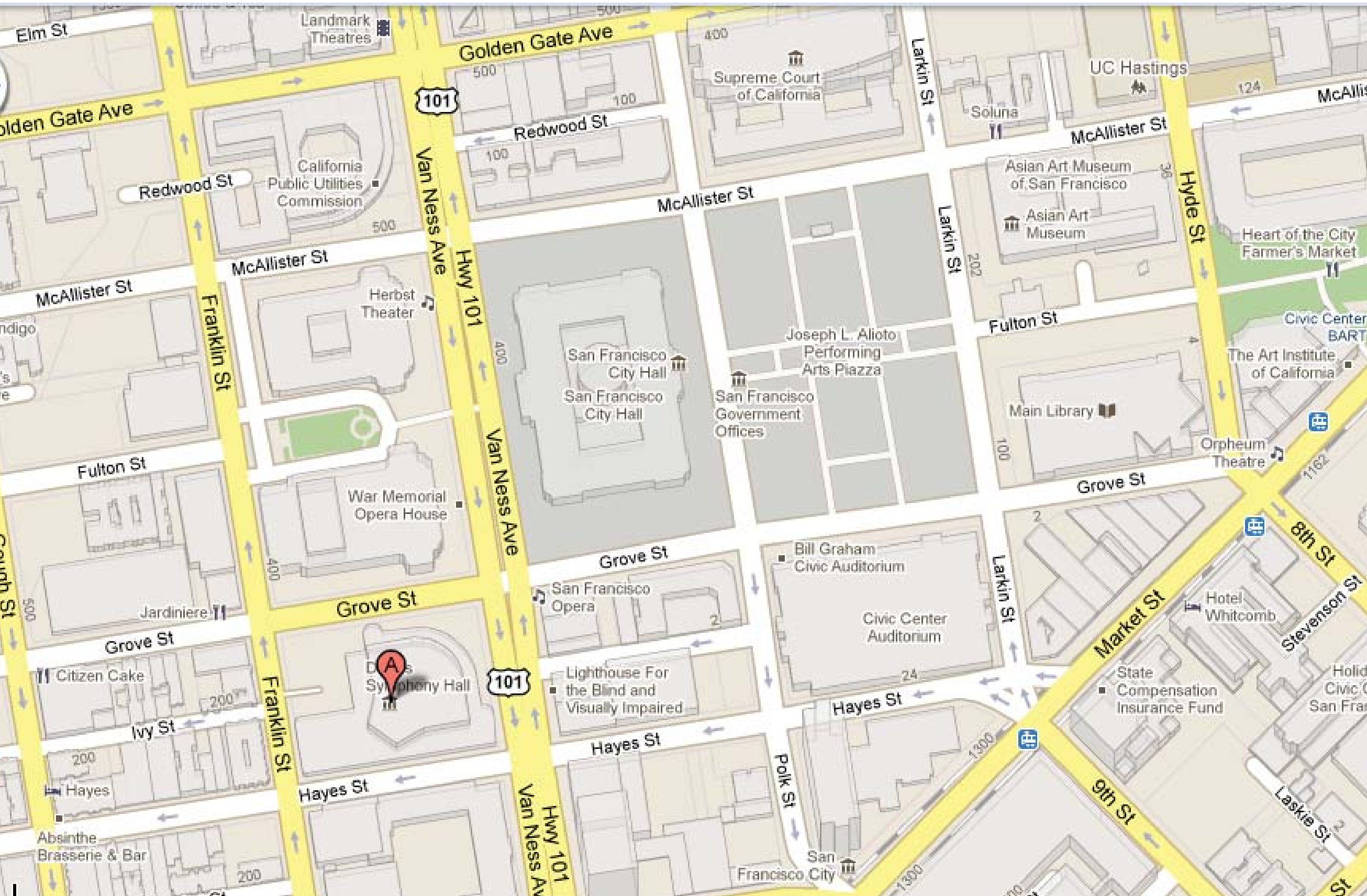
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FEBRUARY 3, 2011

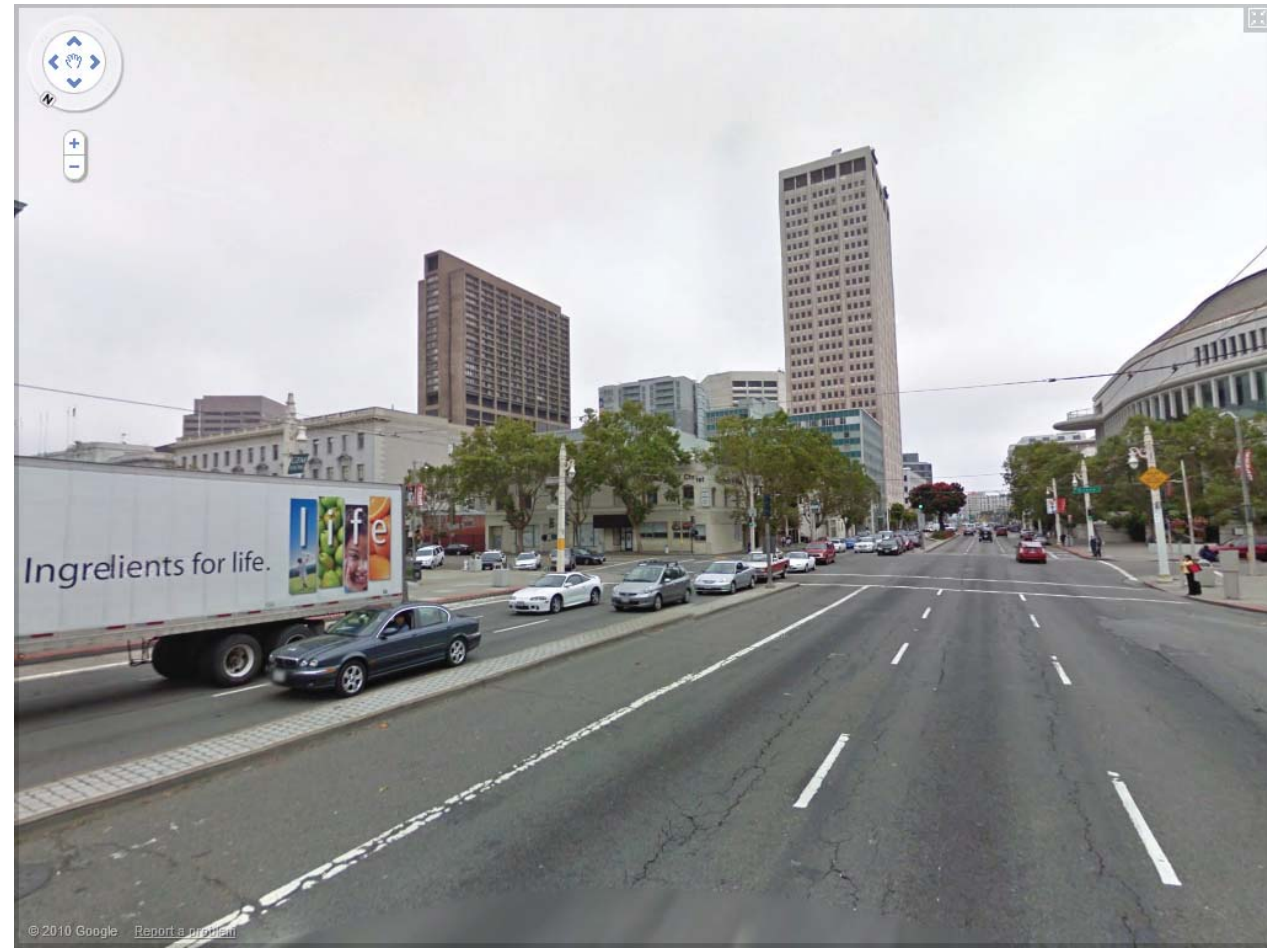
SCALE:  
NTS

CONTEXT PHOTOS AND PLANS





1) VIEW LOOKING WEST ON GROVE @ VAN NESS



2) VIEW LOOKING SOUTH ON GROVE @ VAN NESS

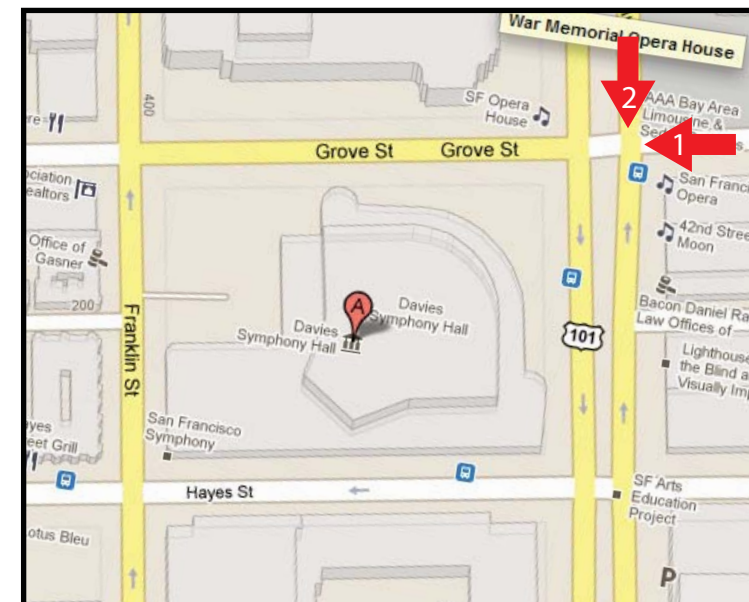
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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

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

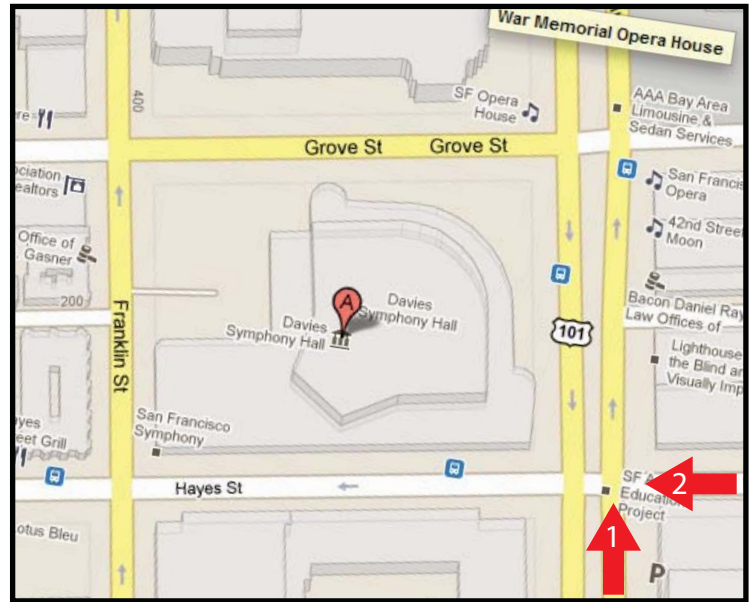
**LOUISE M. DAVIES SYMPHONY HALL**

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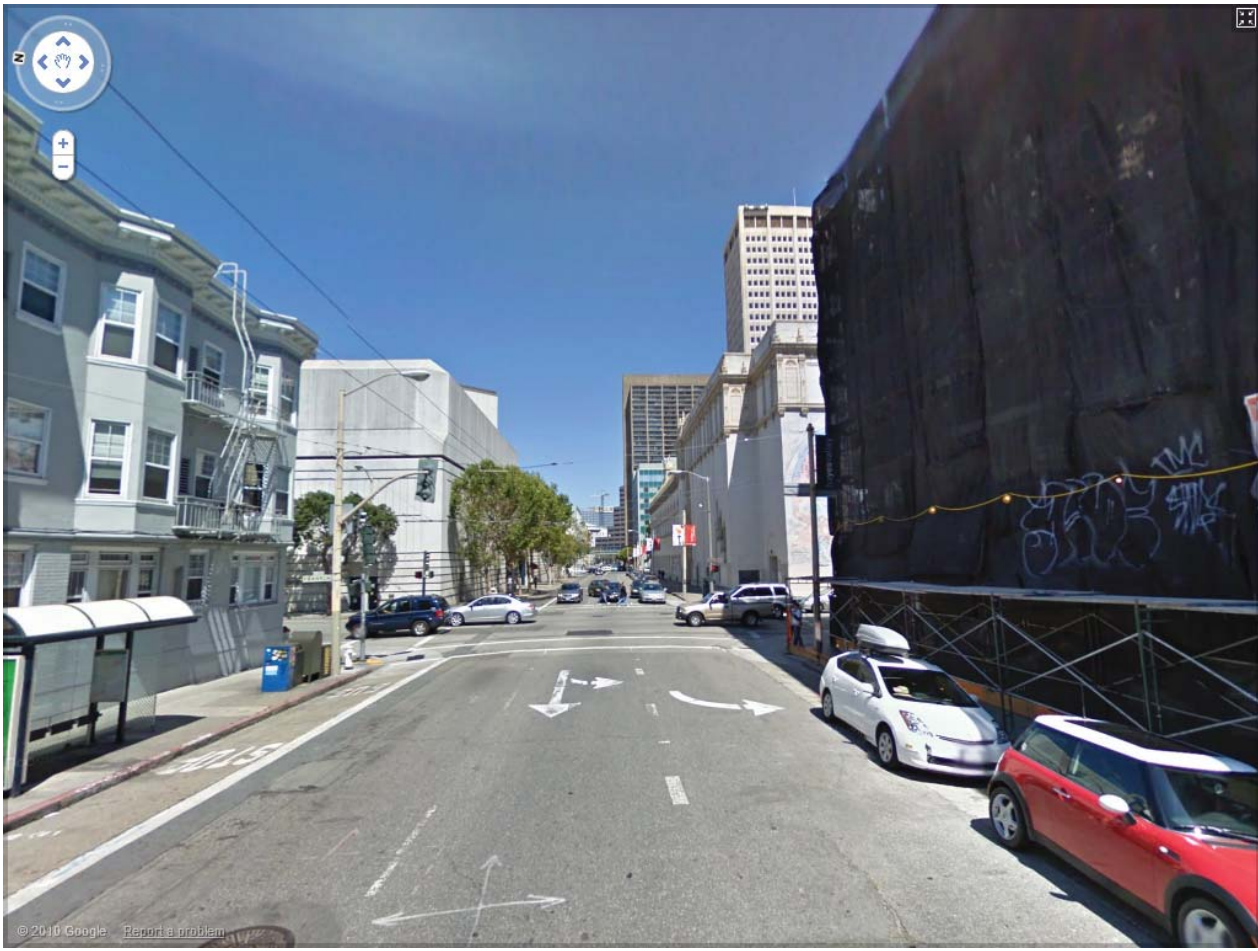
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011



SCALE:  
 NTS

CONTEXT PHOTOS AND PLANS



1) VIEW LOOKING EAST ON HAYES @ FRANKLIN



2) VIEW LOOKING NORTH ON FRANKLIN @ HAYES

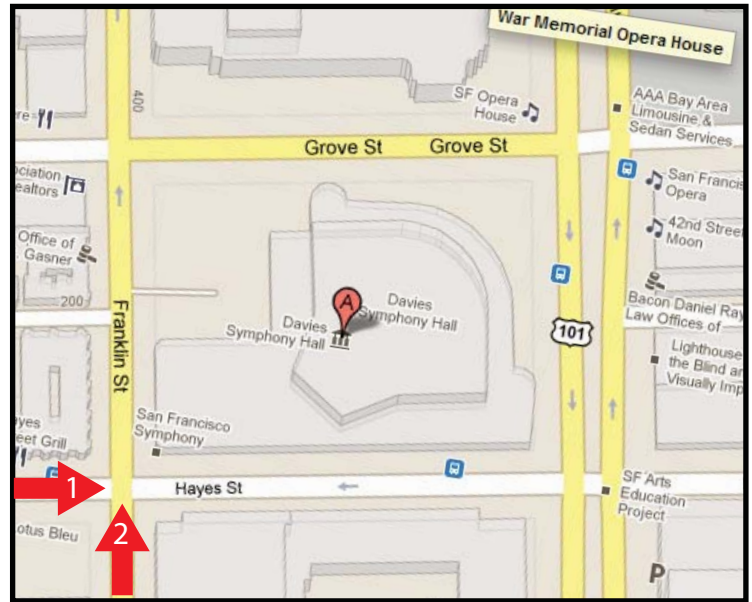
**LOUISE M. DAVIES SYMPHONY HALL**

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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011



SCALE:  
 NTS

CONTEXT PHOTOS AND PLANS

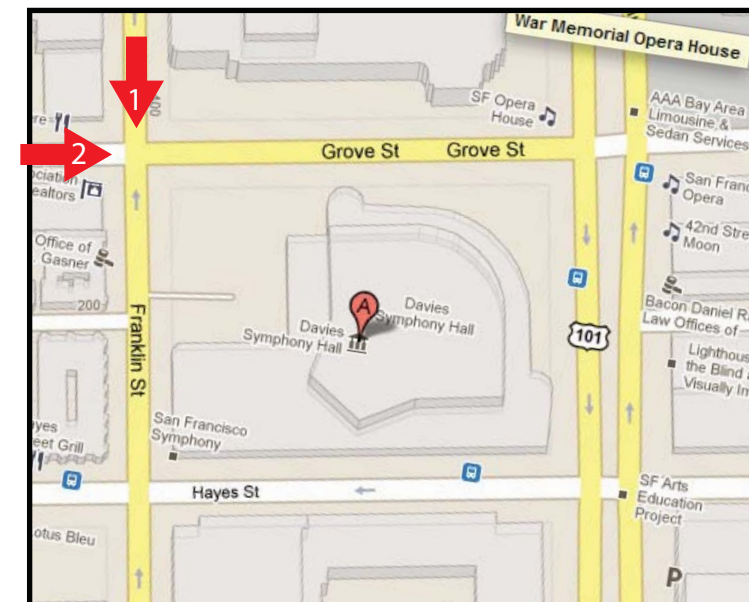




1) VIEW LOOKING SOUTH ON FRANKLIN @ GROVE



2) VIEW LOOKING EAST ON GROVE @ FRANKLIN



**LOUISE M. DAVIES SYMPHONY HALL**

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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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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

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APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

FEBRUARY 3, 2011

SCALE:  
NTS

CONTEXT PHOTOS  
POSTER HOLDERS