



SAN FRANCISCO PLANNING DEPARTMENT

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Planning Commission Motion No. 17606

HEARING DATE: MAY 29, 2008

Date: May 29, 2008
Case No.: **2007.1326C**
Project Address: **2333 Buchanan Street (2140 Webster Street)**
Zoning: RM-2 (Residential, Mixed, Moderate Density)
160-F Height and Bulk District
Block/Lot: 628-13; -14
613-29
Project Sponsor: Chris Willrich on behalf of California Pacific Medical Center ("CPMC")
3801 Sacramento Street, 1st Floor
San Francisco, CA 94118
Staff Contact: Tina Tam – (415) 558-6325
tina.tam@sfgov.org
Recommendation: **Approval with Conditions**

ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION TO AMEND AN EXISTING PLANNED UNIT DEVELOPMENT UNDER PLANNING CODE SECTIONS 303, 304, AND 606 TO UPDATE AND ENHANCE AN EXISTING SIGN PROGRAM AND INSTALL SEVEN (7) NEW SIGNS AT THE CALIFORNIA PACIFIC MEDICAL CENTER - PACIFIC CAMPUS AT 2333 BUCHANAN STREET, LOTS 13 AND 14 OF ASSESSOR'S BLOCK 628 AND LOT 29 IN ASSESSOR'S BLOCK 613. THE PROPERTY IS WITHIN AN RM-2 (RESIDENTIAL, MIXED, MODERATE DENSITY) DISTRICT AND 160-F HEIGHT AND BULK DISTRICT.

PREAMBLE

On November 12, 2007, Ralph Marchese of The Marchese Company, for Chris Willrich (hereinafter "Project Sponsor,"), on behalf of California Pacific Medical Center, (hereinafter "Property Owner") made an application (hereinafter "Application") for Conditional Use ("CU") authorization for installation of seven (7) new signs at 2333 Buchanan Street. The project as proposed consisted of updating and enhancing the sign program at California Pacific Medical Center (hereinafter "CPMC") – Pacific Campus and installing five (5) new monument (freestanding) signs, one (1) projecting sign, and one (1) wall-mounted directional sign.

On May 29, 2008, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2007.1326C at which the Commission reviewed and discussed the findings prepared for its review.

The proposed conditional use application was determined by the Department to be Categorically Exempt from the environmental review process pursuant to Title 14 of the California Administrative Code. 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. The Conditional Use authorization application and all pertinent documents may be found in the files of the Department, as the custodian of records, at 1650 Mission Street, Suite 400, San Francisco.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2007.1326C, subject to the conditions contained in "EXHIBIT A" attached hereto and incorporated herein by reference thereto, 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 project site is on the northern side of Sacramento Street between Buchanan and Webster Streets, consisting of three lots (Lots 13 and 14 in Block 628 and Lot 29 in Block 613) within an RM-2 District. The site is currently developed with a seven-story hospital / medical center.
3. **Surrounding Properties and Neighborhood.** The general character of the surrounding area is a mixture of residential, commercial, and institutional uses. Directly across Buchanan Street to the east and immediately to the north are three to four-story multi-family apartment units. Directly across Webster Street to the west are two- and three-story, single-family dwellings, CPMC's outpatient clinic and office building, CPMC's 5-level parking structure, and the University of Pacific - School of Dentistry and parking structure. Directly across Sacramento Street to the south are two- and three-story, multi-family apartment units, CPMC's convalescent and nursing home, and CPMC's Health Science Library.
4. **Project Description.** The project is to update and enhance the existing sign program at the Pacific Campus and install seven (7) new signs - five (5) new monument (freestanding) signs, one (1) projecting sign, and one (1) wall-mounted directional sign. The monument (freestanding) signs will generally be between 3'-7" to 10'-0" in height, identify the name and logo of the hospital, and will indicate the location of the main lobby, emergency entrance, and/or public parking garage. The most prominent monument sign (Sign #1) at the intersection of Sacramento and Buchanan Streets will provide the location to the emergency entrance in four languages, including English, Spanish, Chinese, and Russian. The projecting fin sign (Sign #3c),

approximately 3'-9" by 5'-0" will indicate the entrance to the emergency room on Sacramento Street and will contain the Sutter Health logo. The red and white wall-mounted sign (Sign 2d), approximately 3'0" by 4'-0" will provide direction to the emergency entrance near the intersection of Sacramento and Webster Streets and will not contain any hospital name or logo.

5. **Public Comment.** The Project Sponsor has met with members of the Pacific Heights Residents Association (hereinafter "PHRA") and has modified their proposal in response to their concerns regarding the size and design of the signs. Three (3) of the monument (freestanding) signs were reduced in height (Sign #1 was reduced from 10' to 8' and the bulk scaled down from 4 sided to 2 sided, while Sign #2a and #2b were reduced from 6' to 3'-7" in height). To compensate for reducing the size of the three monument (freestanding) signs, as described in the above, the Project Sponsor added two more signs, a projecting fin and wall-mounted signs, to the project.

CPMC, at the suggestion by PHRA is also committed to working with the neighborhood to pursue installing new off-campus directional signs to reduce wandering pedestrian and vehicular traffic behavior at key outlying intersections, including seven (7) potential locations. This commitment from CPMC to continue to investigate and pursue permission from the Department of Public Works is included in the conditions of approval.

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) The project complies with the provisions set forth in Section 316 of the Planning Code with respect to the CU authorization application, filing fees, reviews, public noticing, and hearings process for this project as required by Section 303 of the Planning Code.
 - b) The project complies with the provisions set forth in Section 303 and 304 in that a Conditional Use authorization is required to amend a previously approved Planned Unit Development approved under Case Nos. 1981.524C, 1982.490C, and 1983.264C, (Motion Nos. 9370, 9623, and 9795) in order to permit CPMC to update and enhance the existing sign program at the Pacific Campus. The proposal consists of installing seven (7) new signs primarily located along Sacramento, Webster, and Buchanan Streets.
 - c) Pursuant to Planning Code section 606(b), only one sign for each street frontage, not exceeding 12 feet in height and 12 square feet in size is allowed under the R District. The project complies with the provisions set forth in Section 606 in that the requested CU would permit CPMC to remove, replace and install existing and new signs, which would not otherwise be permitted in a Residential District. The installation of seven (7) new signs would be an incidental physical improvement necessary to the on-going operation of the hospital / medical center. The adoption of the proposed sign program requires that the Commission find the project to be necessary, desirable and compatible with the neighborhood and community in accordance with Section 303 of the Planning Code.
7. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for CU approval. On balance, the project complies with said criteria in that:

- A. The project is necessary and desirable for, and compatible with, the neighborhood and the community.

The project would allow CPMC to install seven (7) new signs intended to guide patients and visitors to the primary entrances to the facility, emergency entrance, and the public parking garage. The project would also allow CPMC to update and enhance their existing sign program at the Pacific Campus to ensure all signs will be pedestrian-oriented as well as visible from an automobile at a short distance. Since the proposed project would allow for CPMC to better service the community, this project has been found to be necessary, desirable for, and compatible with, the neighborhood and community.

- B. The project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

The proposed sign program standards for size, type, materials, color, and illumination would be compatible with the existing hospital / medical center and the surrounding institutional and residential neighborhoods.

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The project general complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Residential District.

The proposed project is consistent with the stated purposed of the RM-2 District in that the proposed sign program will provide a necessary and desirable service to the patients and visitors of the hospital / medical center.

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

**NEIGHBORHOOD COMMERCE
Objectives and Policies**

RESIDENCE ELEMENT

**RESIDENCE ELEMENT, OBEJCTIVE 12:
TO PROVIDE A QUALITY LIVING ENVIRONMENT.**

Policy 3:

Minimize disruption caused by expansion of institutions into residential areas.

The project does not include any new construction or physical expansion or alteration of the existing hospital / medical center.

**COMMERCE AND INDUSTRY ELEMENT, OBJECTIVE 7:
ENHANCE SAN FRANCISCO'S POSITION AS A NATIONAL AND REGIONAL CENTER
FOR GOVERNMENTAL, HEALTH, AND EDUCATIONAL SERVICES.**

Policy 2:

Encourage the extension of needed health and educational services, but manage expansion to avoid or minimize disruption of adjacent residential uses.

The proposal does not include any new construction or physical expansion or alteration to the existing hospital / medical center.

Policy 3:

Promote the provision of adequate health and educational services to all geographical districts and cultural groups in the City.

The sign program would aid patients and visitors to the hospital / medical center.

**TRANSPORTATION ELEMENT, OBJECTIVE 19:
PROVIDE FOR CONVENIENT MOVEMENT AMONG DISTRICTS IN THE CITY DURING
OFF-PEAK TRAVEL PERIODS AND SAFE TRAFFIC MOVEMENTS AT ALL TIMES.**

Policy 19.2:

Promote increased traffic safety, with special attention to hazards that could cause personal injury.

The sign program will direct traffic to designated vehicular entrances and parking areas on Sacramento Street and direct traffic away from Washington Street, primarily a residential street.

**URBAN DESIGN, OBJECTIVE 2:
IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL
SAFETY, COMFORT, PRIDE AND OPPORTUNITY.**

POLICY 1.9:

Increase the clarity of routes for travelers.

The sign program will project greater clarity and increase the ease of travel for patients and visitors to the hospital / medical center. The proposed verbal message, graphic design, and sign placement of the identifying and directional signs included in the sign program will be important and useful visual elements for this existing institutional use.

9. The project is 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 project will not have any effect on existing 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 project will have no impact on existing housing. The project is compatible to the surrounding complex neighborhood character, thus conserving and protecting the existing neighborhood character.

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

The project will have no impact on affordable housing.

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

The project will have no impact to MUNI, street traffic and/or neighborhood parking.

- 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 project is not a commercial office development and will not be displacing any industrial or service sector uses (such uses are prohibited in the designated residential districts).

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

The project will be implemented to meet necessary building code requirements.

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

The project will have no impact on any landmark or historic building. The site does not have any historic status designation.

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

The project will have no impact on any park or open space and their access to sunlight and vistas.

10. 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.
11. The Commission hereby finds that approval of the Conditional Use authorization 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 Conditional Use Application No. 2007.1326C to update and enhance the sign program and install seven (7) signs for the California Pacific Medical Center – Pacifica Campus at 2333 Buchanan Street (Lots 13 and 14 of Block 628, and Lot 29 of Block 613)**, subject to the following conditions attached hereto as “EXHIBIT A” which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. 17606. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94012.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on May 29, 2008.

Linda Avery
Commission Secretary

AYES: Commissioners Olague, Miguel, Antonini and Sugaya

NAYS: Commissioner Moore

ABSENT: Commissioner Lee

ADOPTED: May 29, 2008

Exhibit A

Conditions of Approval

The authorization contained herein is to permit the implementation of an updated sign program for California Pacific Medical Center at 2333 Buchanan Street (a.k.a. 2140 Webster Street) generally as described herein.

1. The project shall be in general conformance with Exhibit B, the documented titled, "California Pacific Medical Center, Exterior Identity Sign System," dated October 23, 2007, and revised on March 19, 2008, reviewed and approved by the Commission on May 29, 2008, and filed in the docket for Case No. 2007.1326C.
2. The Project Sponsor shall continue to work with the neighborhood and the Department of Public Works to investigate and pursue installation of new off-street way finding signs at various key outlying intersections to reduce any potential of wandering pedestrian and vehicular traffic behavior.
3. To prevent glare, indirectly illuminated signs (as defined by Planning Code Section 602.11) shall not be permitted.
4. Demolition and construction work shall be limited to Monday through Saturday between the hours of 7:00 AM and 6:00 PM. Construction shall be prohibited on Sunday. All impact tools will be muffled to minimize noise.
5. A Community Liaison shall be appointed by CPMC to deal with neighborhood issues resulting from the installation of the signs and other matters of concern to nearby residents. The name and telephone number of the Community Liaison shall be reported to the Zoning Administrator for reference. Should the implementation of this Project result in complaints from interested property owners and residents of the neighborhood which are not resolved by the Project Sponsor (and/or the Community Liaison for the Project) and are subsequently reported to the Zoning Administrator and are found to be in violation of the City Planning Code and/or the specific Conditions of Approval for the Project, the Zoning Administrator shall report such complaints to the City Planning Commission after which the Commission may hold a public hearing on the matter in accordance with the hearing notification and conduct procedures as set forth in Section 174, 306.3 and 306.4 of the Code, to consider revocation of this Conditional Use Authorization.
6. This authorization is valid for a period of two years from the date of approval by the Planning Commission. This authorization may be extended at the discretion of the Zoning Administrator for up to two years where the failure to implement the Project is caused by delay by any other public agency or by legal challenge.

7. Failure to comply with any of the Conditions of Approval shall constitute a violation of the Planning Code, enforceable by the Zoning Administrator.
8. The Applicant shall record a copy of these conditions with the Office of the Recorder for the County of San Francisco as part of the property records. This action shall be taken prior to any approval of a building permit application.