



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Conditional Use Authorization

HEARING DATE: FEBRUARY 9, 2017

CONTINUED FROM: OCTOBER 27, 2016, SEPTEMBER 29, 2016 & SEPTEMBER 8, 2016  
REGULAR CALENDAR

1650 Mission St.  
Suite 400  
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**415.558.6378**

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Planning  
Information:  
**415.558.6377**

*Date:* January 30, 2017  
*Case No.:* **2016-006465CUA**  
*Project Address:* **1101 Van Ness Avenue**  
*Zoning:* RC-4 (Residential-Commercial, High Density District)  
230-V Height and Bulk District  
*Block/Lot:* 0695/005&006  
*Project Sponsor:* Nikki San Miguel  
Kate Keating Associates, Inc.  
1045 Sansome Street, Suite 202  
San Francisco, CA 94111  
*Staff Contact:* Christy Alexander – (415) 575-8724  
[christy.alexander@sfgov.org](mailto:christy.alexander@sfgov.org)  
*Recommendation:* **Approval with Conditions**

### PROJECT DESCRIPTION

The Project Sponsor requests to allow the use of the adjacent NC-3 District sign controls for the installation of three identifying wall signs on the new Sutter CPMC hospital building within the RC-4 (Residential-Commercial, High Density) District, as regulated by Planning Code Section 608.11.

### SITE DESCRIPTION AND PRESENT USE

The Project Site is located on the southwest side of Van Ness Avenue, between Geary Boulevard, Post Street and Franklin Street, Block 0695, Lots 005 & 006. The property is located within the RC-4 (Residential-Commercial, High Density) District, Van Ness Special Use District, Van Ness and Geary Medical Use Subdistrict and the 230-V Height and Bulk District. The property is currently being developed with the new Sutter CPMC hospital building which was originally approved in 2013.

### SURROUNDING PROPERTIES AND NEIGHBORHOOD

The Project Site is located within the Van Ness Corridor Plan area. This area consists of a wide variety of office, retail, restaurant, entertainment, religious institutions and high density residential uses. This area is right at the transit nexus of Van Ness Avenue and Geary Boulevard. Many former auto showrooms have been converted to restaurants and offices, and some have been demolished for new mixed-use residential developments including movie theaters in close proximity.

**HEARING NOTIFICATION**

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	August 19, 2016	August 19, 2016	20 days
Posted Notice	20 days	August 19, 2016	August 19, 2016	20 days
Mailed Notice	10 days	August 29, 2016	August 29, 2016	10 days

**PUBLIC COMMENT/COMMUNITY OUTREACH**

As of the publication date of this packet, the Department has received one email from the public that was sent to the Commission from Marlayne Morgan on behalf of the Cathedral Hill Neighbors Association on September 7, 2016 regarding the Project. The Project Sponsor has since met with the members of that neighborhood and residents of Daniel Burnham Court several times. The neighborhood’s major concern was the brightness of these signs. The Project Sponsor has agreed to make the signs dimmable and will involve the neighborhood when they finalize the light levels for each sign location. The Project Sponsor also reduced the size of a couple of the signs as per the neighborhood association’s request to alleviate further concerns pertaining to the requested Conditional Use Authorization.

**REQUIRED COMMISSION ACTION**

In order for the Project to proceed, the Commission must grant Conditional Use Authorization pursuant to Code Sections 303 and 608.11 to allow the use of the adjacent NC-3 District sign controls for the installation of three identifying wall signs on the new Sutter CPMC hospital building within the RC-4 (Residential-Commercial, High Density) District.

**BASIS FOR RECOMMENDATION**

The Department believes this Project is necessary and desirable for, and compatible with, the neighborhood or the community under Section 303 of the Planning Code for the following reasons:

- The Project will provide additional identification to a building previously approved for construction and will not affect the intended use or overall design of the building.
- The Project will improve wayfinding to and traffic around the new hospital by more clearly identifying the hospital building and its Emergency Department entrance from a distance and from multiple vehicular and pedestrian approaches.
- The Project meets all applicable requirements of the Planning Code and is consistent with relevant Objectives and Policies of the General Plan.

**RECOMMENDATION:                      Approval with Conditions**

**Attachments:**

- Draft Motion
- Zoning Map
- Block Book Map

**Executive Summary**  
**Hearing Date: February 9, 2017**

**CASE NO. 2016-006465CUA**  
**1101 Van Ness Avenue**

Sanborn Map

Aerial Photograph

Site Photographs

Project Sponsor Submittal:

- Elevations and Renderings (amended January 16, 2017)

Attachment Checklist

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary   | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion        | Drawings: <u>Existing Conditions</u>                          |
| <input type="checkbox"/> Environmental Determination    | <input type="checkbox"/> Check for legibility                 |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u>                             |
| <input type="checkbox"/> Height & Bulk Map              | <input checked="" type="checkbox"/> Check for legibility      |
| <input checked="" type="checkbox"/> Block Book Map      | 3-D Renderings (new construction or significant addition)     |
| <input checked="" type="checkbox"/> Sanborn Map         | <input checked="" type="checkbox"/> Check for legibility      |
| <input checked="" type="checkbox"/> Aerial Photo        |   |
| <input type="checkbox"/> Context Photos                 |   |
| <input checked="" type="checkbox"/> Site Photos         |   |

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

\_\_\_\_\_ CA \_\_\_\_\_  
Planner's Initials



# SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Affordable Housing (Sec. 415)
- Jobs Housing Linkage Program (Sec. 413)
- Downtown Park Fee (Sec. 412)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 414)
- Other

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## Planning Commission Draft Motion

HEARING DATE: FEBRUARY 9, 2017

CONTINUED FROM: OCTOBER 27, 2016, SEPTEMBER 29, 2016 & SEPTEMBER 8, 2016

*Date:* January 30, 2017  
*Case No.:* **2016-006465CUA**  
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*Staff Contact:* Christy Alexander – (415) 575-8724  
[christy.alexander@sfgov.org](mailto:christy.alexander@sfgov.org)  
*Recommendation:* **Approval with Conditions**

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 AND 608.11 OF THE PLANNING CODE TO ALLOW THE USE OF THE ADJACENT NC-3 DISTRICT SIGN CONTROLS FOR THE INSTALLATION OF THREE IDENTIFYING WALL SIGNS ON THE NEW SUTTER CPMC HOSPITAL BUILDING WITHIN THE RC-4 (RESIDENTIAL-COMMERCIAL, HIGH DENSITY) DISTRICT, THE VAN NESS MEDICAL USE SUBDISTRICT AND THE 230-V HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On May 17, 2016, Nikki San Miguel, acting on behalf of Sutter Bay Hospitals dba California Pacific Medical Center (“Project Sponsor”) filed an application with the Planning Department (“Department”) for a Conditional Use Authorization under Planning Code Sections (“Section”) 303 and 608.11 to allow the use of the adjacent NC-3 District sign controls for the installation of three identifying wall signs on the new Sutter CPMC hospital building within the RC-4 (Residential-Commercial, High Density) District, the Van Ness Medical Use Subdistrict, and the 230-V Height and Bulk District (collectively, “Project”, Case Number 2016-006465CUA).

On September 8, 2016, the San Francisco Planning Commission (“Commission”) continued the item to the September 29, 2016 Commission agenda.

On September 29, 2016, the Commission continued the item to the October 27, 2016 Commission agenda.

On October 27, 2016, the Commission continued the item to the February 9, 2017 Commission agenda.

On February 9, 2017, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on the Project.

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 Conditional Use requested in Application No. 2016-006465CUA, subject to the conditions contained in “EXHIBIT A” of this motion, 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 located on the southwest side of Van Ness Avenue, between Geary Boulevard, Post Street and Franklin Street, Block 0695, Lots 005 & 006. The property is located within the RC-4 (Residential-Commercial, High Density) District, Van Ness Special Use District, Van Ness and Geary Medical Use Subdistrict and the 230-V Height and Bulk District. The property is currently being developed with the new Sutter CPMC hospital building which was originally approved in 2013.
3. **Surrounding Properties and Neighborhood.** The Project Site is located within the Van Ness Corridor Plan area. This area consists of a wide variety of office, retail, restaurant, entertainment, religious institutions and high density residential uses. This area is right at the transit nexus of Van Ness Avenue and Geary Boulevard. Many former auto showrooms have been converted to restaurants and offices, and some have been demolished for new mixed-use residential developments including movie theaters in close proximity.
4. **Project Description.** The Project Sponsor proposes to install three identifying wall signs which currently exceed the 24’0” maximum height and 150 sf per street frontage allowed in Planning Code Section 607.1 for signs in the RC-4 Zoning District. However, Planning Code Section 608.11 acknowledges that community needs are different for hospitals and medical centers in R Districts and allow the use of the adjacent NC District sign controls where the hospitals and medical centers are adjacent to or across the street from NC Districts. The Project Site is located across the

street from an NC-3 District. The Commission, in considering signs under this Section, may permit signs that exceed the standards of Section 607 to the extent necessary to meet community needs for adequately identified medical institutions with the exception of moving parts, flashing lights and wind signs which are prohibited. Sign #8, as proposed (corner of Geary Boulevard and Franklin Street), and Sign #22, as proposed (corner of Post Street and Franklin Street), identify the hospital and Emergency Department entrance, respectively, and are on critical corners for identifying the hospital from multiple vehicular and pedestrian approaches to the building in an emergency situation. Both of these signs exceed the RC-4 District's maximum installation height above curb and maximum square footage for each street front per Section 607.1. Sign #18, as proposed, is critical for identifying the public pedestrian entrance on Post Street. This sign exceeds the RC-4 District's maximum square footage for each street front when reviewed in combination with Sign #22, located along Post Street. The overall design of the signs will be architecturally integrated with the building stone and metal panel system and will be consistent in color and material.

5. **Public Comment.** To date, the Department has received one email from the public that was sent to the Commission from Marlayne Morgan on behalf of the Cathedral Hill Neighbors Association on September 7, 2016 regarding the Project. The Project Sponsor has since met with the members of that neighborhood and residents of Daniel Burnham Court several times. The neighborhood's major concern was the brightness of these signs. The Project Sponsor has agreed to make the signs dimmable and will involve the neighborhood when they finalize the light levels for each sign location. The Project Sponsor also reduced the size of a couple of the signs as per the neighborhood association's request to alleviate further concerns.
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. **Signage Area.** Pursuant to Section 607.1(f)(3)(B), the area of all wall signs shall not exceed 150 square feet for each street frontage. However, the Commission, in considering signs under this Section, may permit signs that exceed the standards of Section 607 to the extent necessary to meet community needs for adequately identified medical institutions.

*The Project Sponsor is requesting Conditional Use Authorization to allow the installation of signs #8, #18, and #22 which all exceed the maximum area of 150 square feet per street frontage. Along the Geary Boulevard frontage, Sign #8 has an area of 180 sf. Along the Franklin Street frontage, Sign #8 has an area of 11 sf and Sign #22 has an area of 239 sf, for a total signage area of 250 sf. Along the Post Street frontage, Sign #22 has an area of 25 sf and Sign #18 has an area of 82 sf, for a total signage area of 107 sf. Due to the full-block development of the hospital, as well as the one-way vehicular traffic along Franklin Street, Post Street, and Geary Boulevard, the size and location of the proposed signs are appropriate to ensure adequate wayfinding for the hospital.*

- B. **Height.** Pursuant to Section 607.1(f)(3)(B), the height of any wall sign shall not exceed 24 feet. However, the Commission, in considering signs under this Section, may permit signs that exceed the standards of Section 607 to the extent necessary to meet community needs for adequately identified medical institutions.

*The Project Sponsor is requesting Conditional Use Authorization to allow the installation of Signs #8 and #22 which exceed the maximum height of 24 feet above grade. Sign #8 is proposed at 44'0" above grade and sign #22 is proposed at 52'6" above grade. Due to the full-block development of the hospital, as well as the one-way vehicular traffic along Franklin Street, Post Street, and Geary Boulevard, the height of the proposed signs are appropriate to ensure adequate wayfinding for the hospital.*

- C. **Lighting.** Pursuant to Section 607.1(f)(3)(B), such signs may be non-illuminated, indirectly illuminated, or directly illuminated.

*The proposed signs will be directly illuminated to enable adequate wayfinding to the hospital, its emergency room, and pedestrian entrance. The Project Sponsor has agreed to make these signs dimmable per the neighborhood association's request.*

7. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the Project complies with said criteria in that:

- A. The proposed use, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

*The Project would allow people arriving to the new hospital building, particularly in emergency situations, to easily identify the hospital and the Emergency Department entrance. Clear wayfinding to the hospital and Emergency Department is necessary and desirable for patients of the hospital, many of whom will be from outside of San Francisco.*

- 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:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

*The Project is consistent with signage on other hospital and medical centers located in the City, and the signage will be proportional and compatible with the building's size. The design of the signage has focused on identifying the hospital from multiple vehicular and pedestrians approaches in order to help navigate patients to the appropriate entrances.*

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

*The Project Site is accessible from all surrounding streets and the Project will improve traffic by more clearly identifying the building from a distance, particularly given the one-way nature of three-of-the-four surrounding streets.*

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

*The Project will not have any noxious or offensive emissions as the signs will be architecturally integrated with the building stone and metal panel system and will be consistent in color and material.*

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

*The Project is consistent with signage standards for hospital and medical centers. All signs will be directly illuminated to facilitate wayfinding to emergency medical services, but will be dimmable in order to minimize any adverse effects on surrounding residences.*

- 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 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.*

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

## **URBAN DESIGN ELEMENT**

### **Objectives and Policies**

#### **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 1.8:**

Increase the visibility of major destination areas and other points for orientation.

#### **Policy 1.9:**

Increase the clarity of routes for travelers.

*The Project supports the evolving needs and functions of the Sutter CPMC Hospital by providing additional signage necessary for wayfinding as they are on critical corners for identifying the hospital from multiple vehicular and pedestrian approaches to the building in an emergency situation.*

#### **OBJECTIVE 3:**

MODERATION OF MAJOR NEW DEVELOPMENT TO COMPLEMENT THE CITY PATTERN, THE RESOURCES TO BE CONSERVED, AND THE NEIGHBORHOOD ENVIRONMENT.

**Policy 3.2:**

Avoid extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance.

**Policy 3.7:**

Recognize the special urban design problems posed in development of large properties.

*The Project integrates well with the architecture of the Sutter CPMC Hospital. The overall design of the signs will be architecturally integrated with the building stone and metal panel system and will be consistent in color and material.*

9. **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. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

*The Project will not displace any existing retail uses. The signs will provide additional identification to a hospital building previously approved for construction and will not affect the intended use or overall design of the building.*

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

*The Project is limited in scope to new architecturally compatible signage on a previously approved new hospital building. This Project will not adversely affect existing housing or neighborhood character.*

- C. That the City's supply of affordable housing be preserved and enhanced,

*No housing would be removed as part of this Project.*

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

*The signs will improve traffic by more clearly identifying the building from a distance. The presence of the three signs identifying the hospital building should alleviate pressure on the use of on-street parking spaces in the neighborhood as there is a parking garage located within the new hospital building.*

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

*The Project will not displace any service or industrial establishment. The Project will not affect industrial or service sector uses or related employment opportunities.*

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

*The Project will allow the building to be more prominently identified, allowing the public to find the building more easily during times of emergency. The Project will not have an adverse effect on seismic safety; in fact, as a newly constructed and seismically safe hospital, good signage should help protect against injury and loss of life in an earthquake by enabling a more direct and timely access of emergency services during an earthquake.*

- G. That landmarks and historic buildings be preserved.

*The Project Site does not include any landmark or historic building.*

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

*The Project will have no adverse effect on existing parks and open spaces.*

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. 2016-006465CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, amended January 16, 2017, and stamped "EXHIBIT B", 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. XXXXX. 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 94102.

**Protest of Fee or Exaction:** You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the Project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission **ADOPTED** the foregoing Motion on February 9, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: February 9, 2017

## EXHIBIT A

### AUTHORIZATION

This authorization is for a Conditional Use to allow the use of the adjacent NC-3 District sign controls for the installation of three identifying wall signs on the new Sutter CPMC hospital building located at 1101 Van Ness Avenue, Block 0695, and Lots 005 & 006 pursuant to Planning Code Sections 303 and 608.11 within the RC-4 (Residential-Commercial, High Density) District and a 230-V Height and Bulk District; in general conformance with plans, amended January 16, 2017, and stamped "EXHIBIT B" included in the docket for Case No. 2016-006465CUA and subject to conditions of approval reviewed and approved by the Commission on February 9, 2017 under Motion No. XXXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

### RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the sign permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the Project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on February 9, 2017 under Motion No. XXXXXX.

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXXX shall be reproduced on the Index Sheet of construction plans submitted with the sign permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

### SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a sign permit. "Project Sponsor" shall include any subsequent responsible party.

### CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use Authorization.

## Conditions of Approval, Compliance, Monitoring, and Reporting

### PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Sign Permit to construct the Project and/or commence the approved use within this three-year period.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

2. **Expiration and Renewal.** Should a Sign Permit be sought after the three (3) year period has lapsed, the Project Sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the Project Sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

3. **Diligent pursuit.** Once a Sign Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the Project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

5. **Conformity with Current Law.** No application for Sign Permit, or other related entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

### MONITORING - AFTER ENTITLEMENT

6. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject

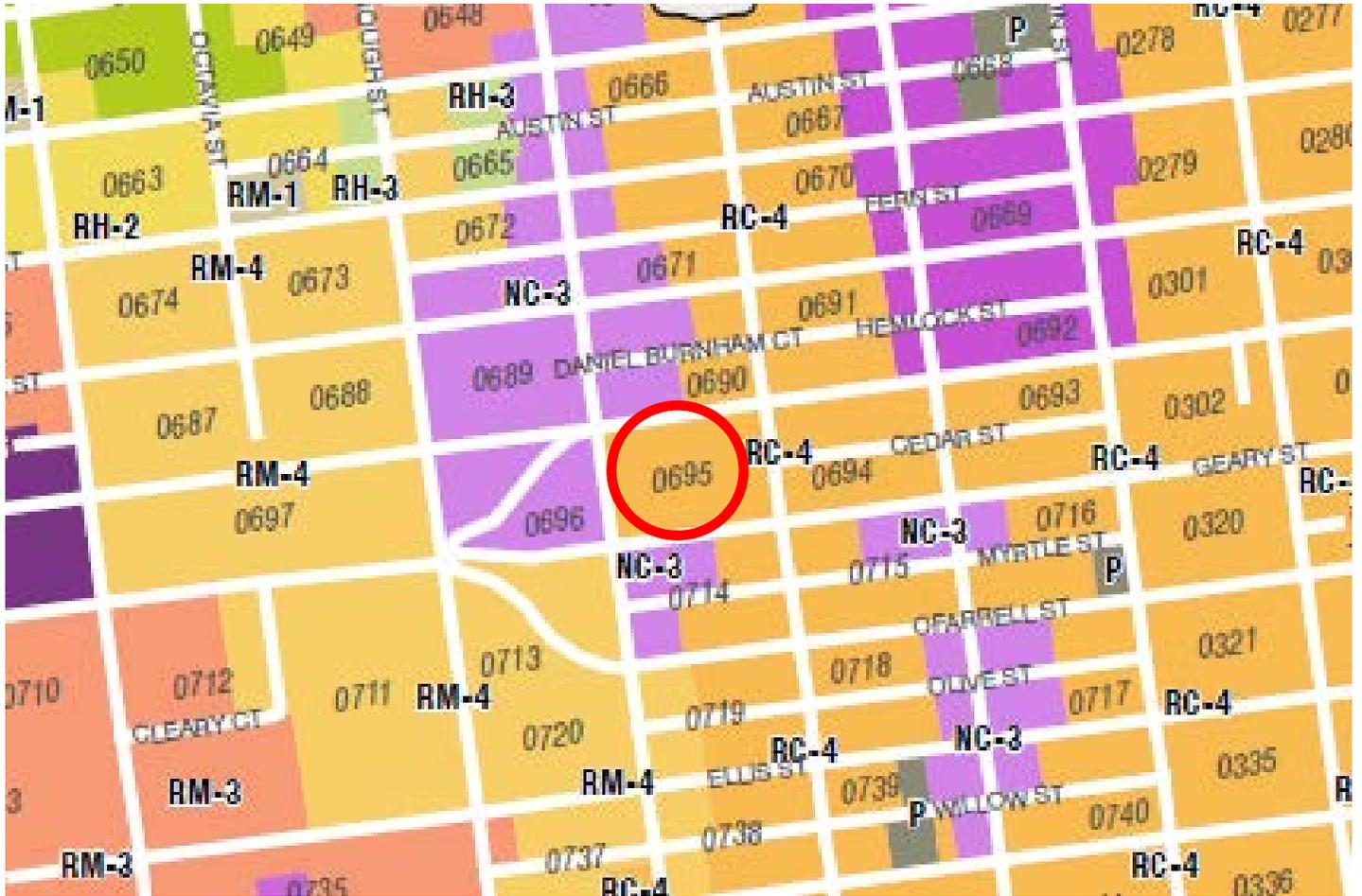
to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction. *For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

7. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization. *For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

8. **Community Liaison.** Prior to issuance of a sign permit to construct the Project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor. *For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

# Zoning Map



Conditional Use Authorization Hearing  
Case Number 2016-006465CUA  
Sutter CPMC Hospital Building Signage  
1101 Van Ness Avenue

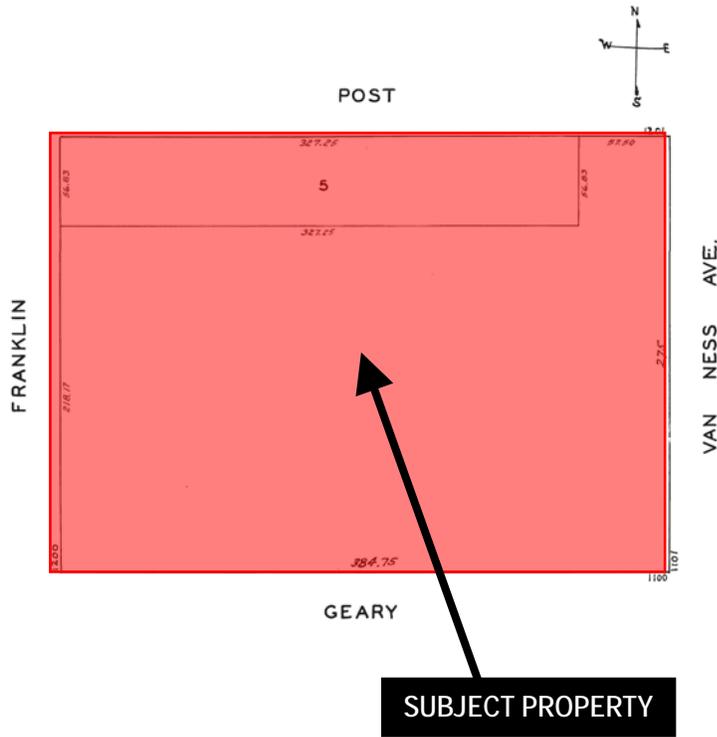
# Parcel Map

© COPYRIGHT SAN FRANCISCO  
CITY & COUNTY ASSESSOR 1995

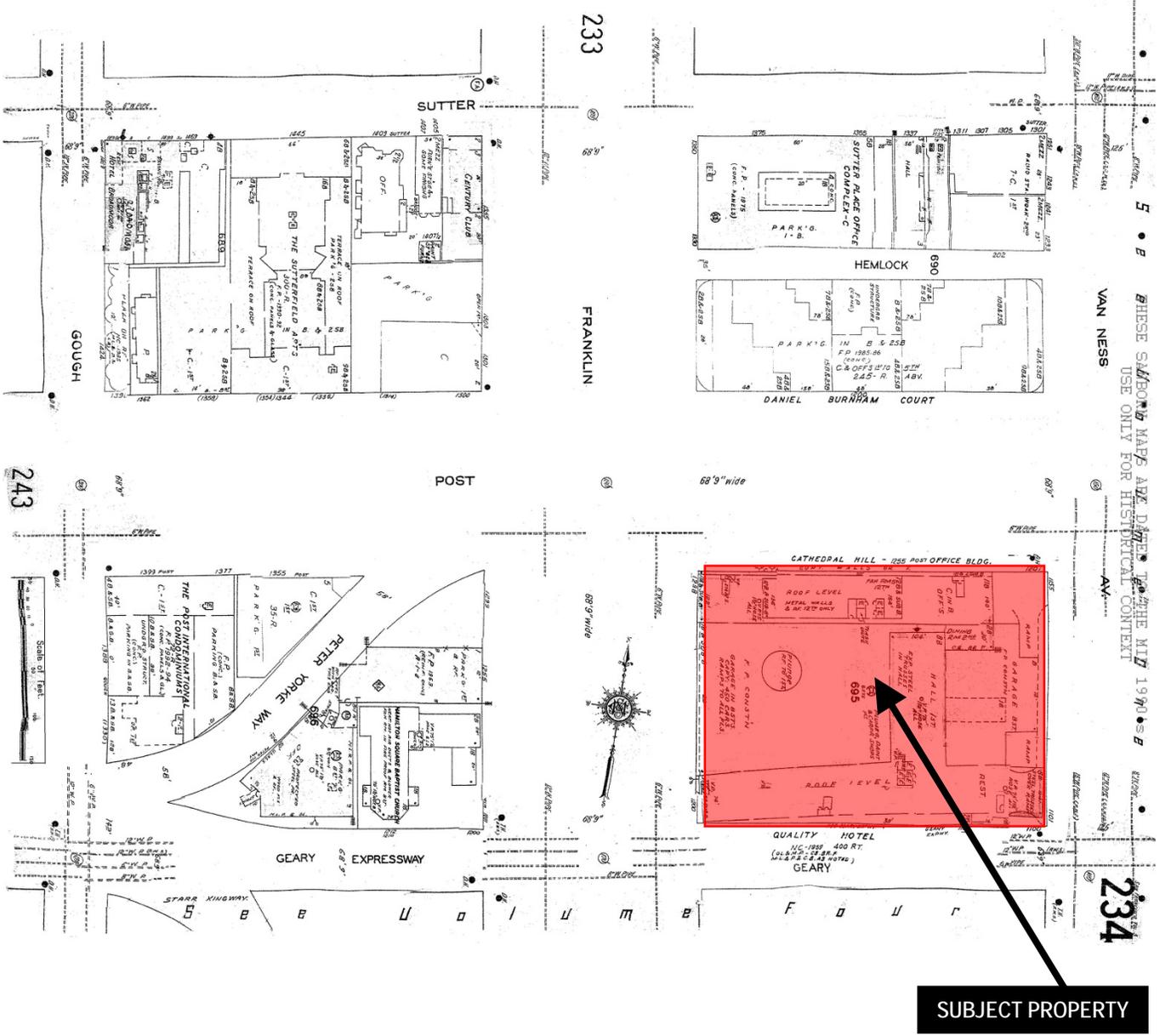
695

W A BLK. 83

REVISED 1958  
" 1967



# Sanborn Map\*

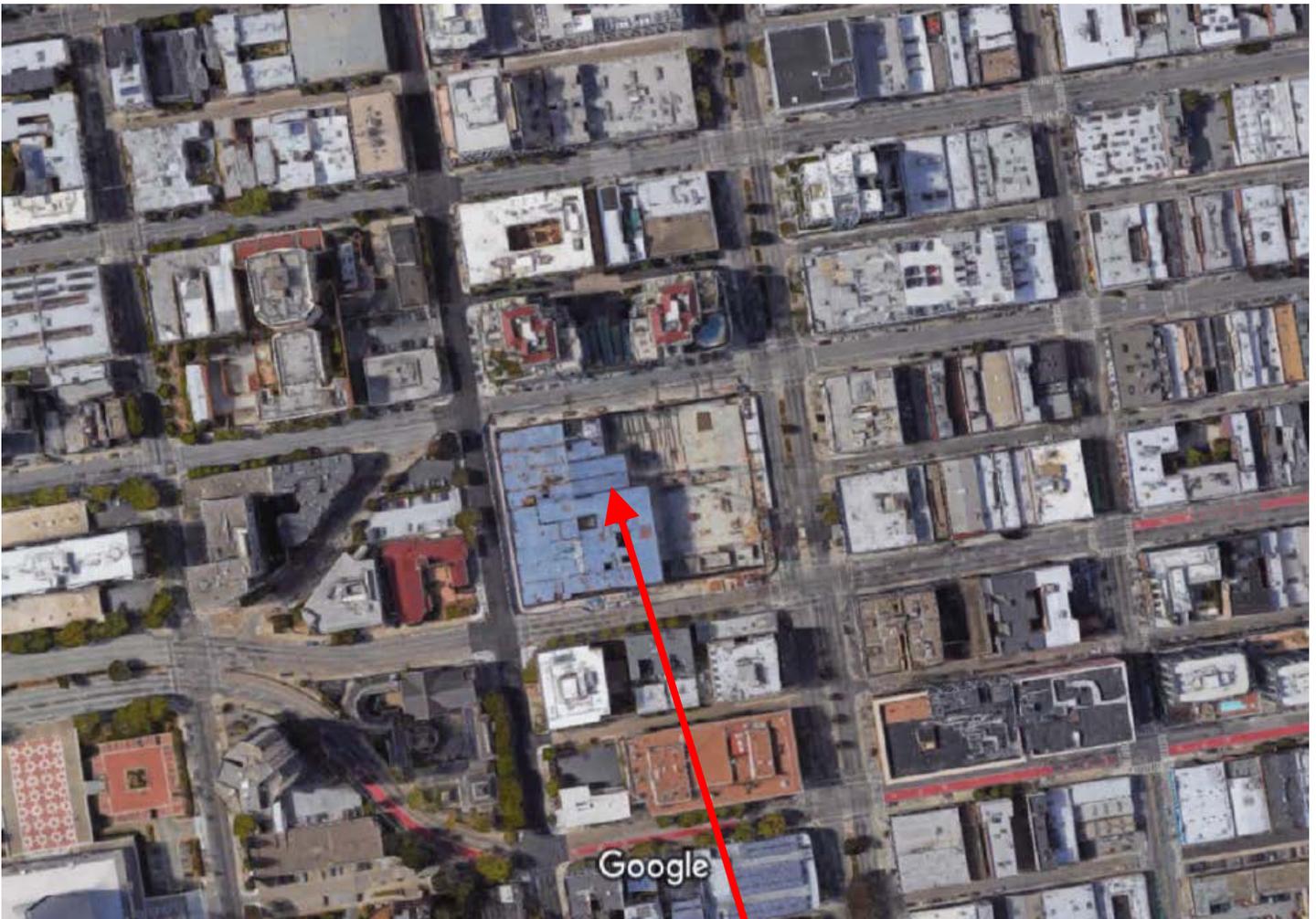


\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Conditional Use Authorization Hearing  
 Case Number 2016-006465CUA  
 Sutter CPMC Hospital Building Signage  
 1101 Van Ness Avenue

# Aerial Photo

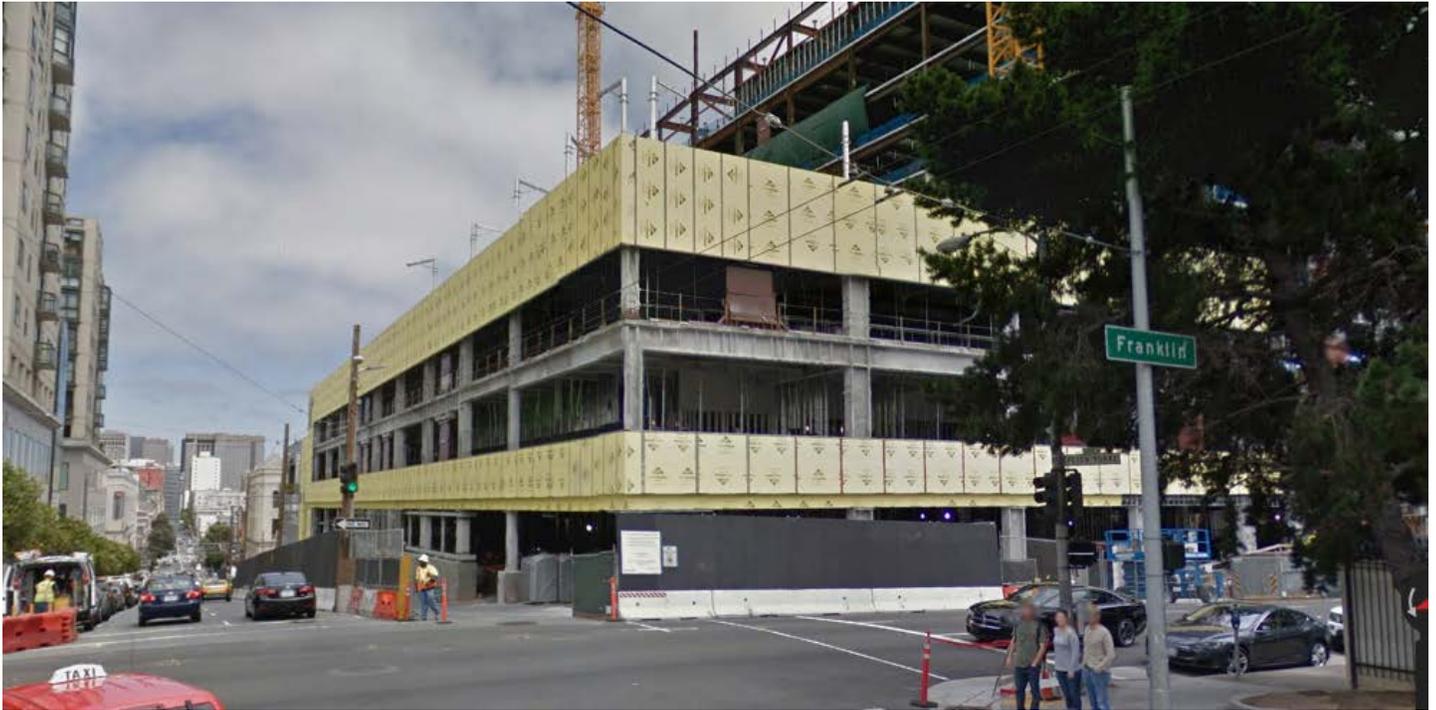


SUBJECT PROPERTY

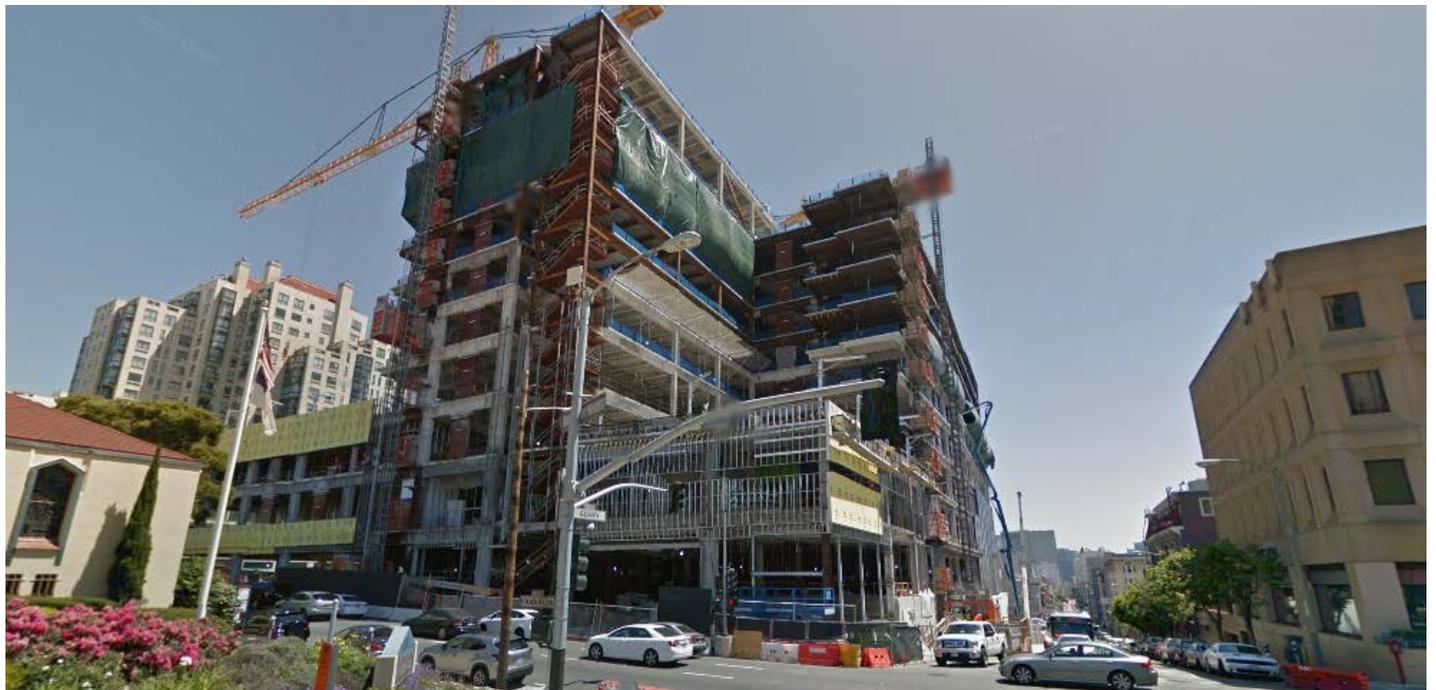


Conditional Use Authorization Hearing  
Case Number 2016-006465CUA  
Sutter CPMC Hospital Building Signage  
1101 Van Ness Avenue

# Site Photos



Corner of Franklin and Post Streets



Corner of Franklin St and Geary Blvd

Conditional Use Authorization Hearing  
Case Number 2016-006465CUA  
Sutter CPMC Hospital Building Signage  
1101 Van Ness Avenue

# EXHIBIT B



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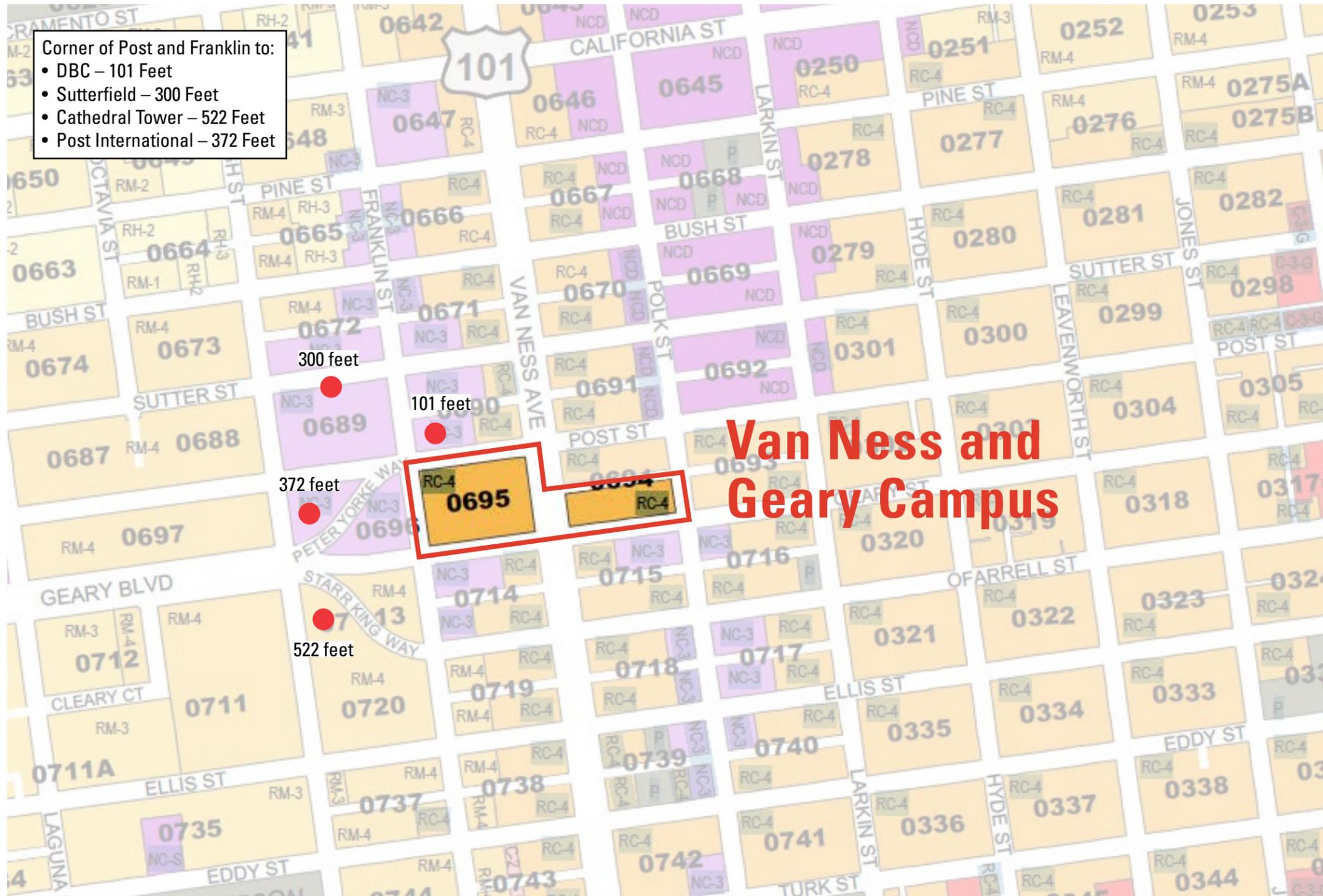
**Van Ness and Geary Hospital  
1101 Van Ness Ave**

Conditional Use Authorization  
Exterior Signage Locations #8, 18, 22  
Amended January 16, 2017



**Kate Keating Associates Inc.**  
Environmental Graphic  
Design Consultants

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Tel: 415.773.1000  
Fax: 415.773.1008



**GENERAL NOTES:**

- 1) Sign locations 8, 18, and 22 are included in this Conditional Use Authorization Application. All other building attached signs shown comply with San Francisco Planning Code Section 607.1. Please reference the complete exterior signage package included with this application for additional details.
- 2) All freestanding signs in public right of way are currently under review with DPW and Caltrans as part of the Site Improvement Plan submitted in January 2015.

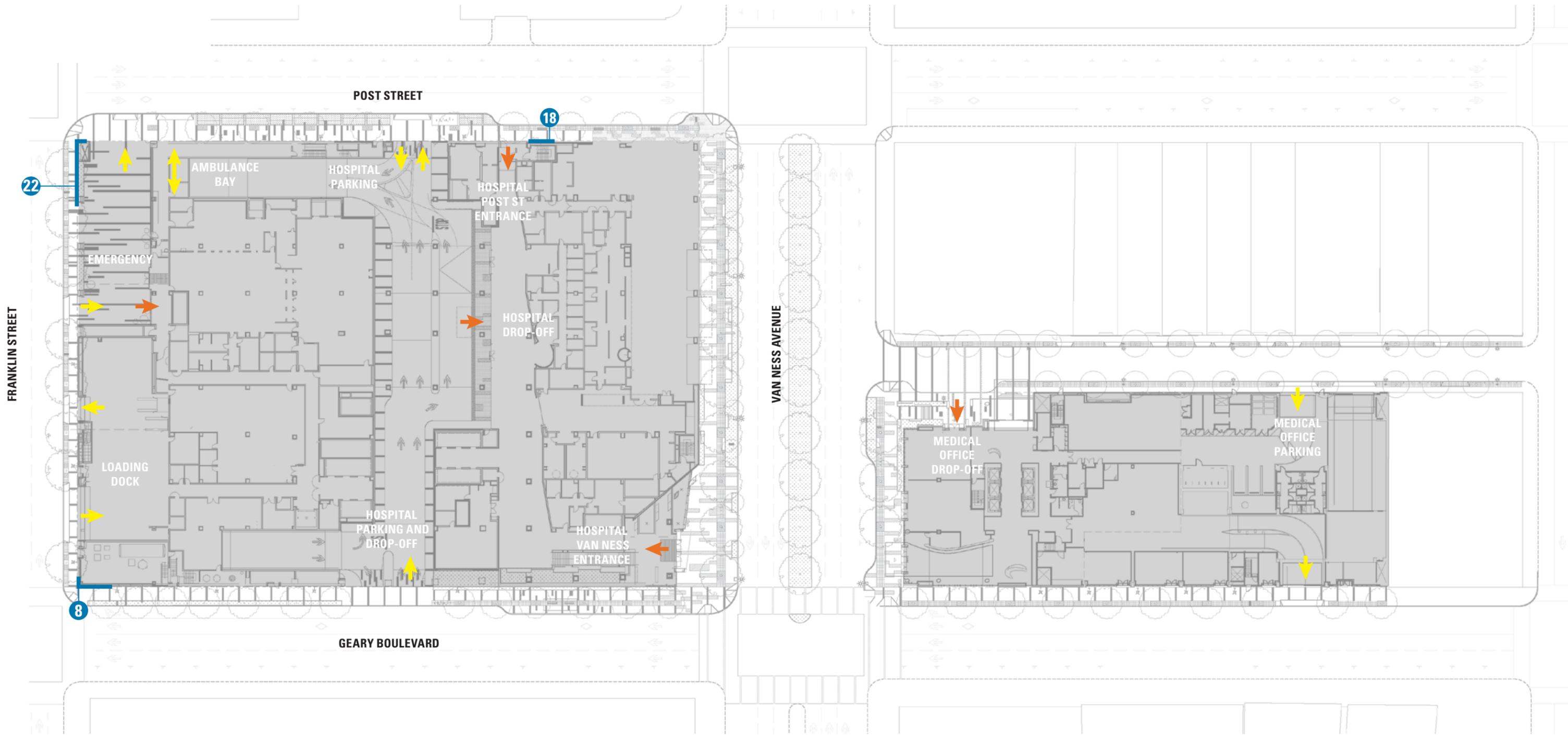
**Section 608.11:**

"A hospital or medical center in an R District and adjacent to or across the street from an NC, C or M District for a distance of at least 400 feet of total street frontage shall be subject to the provisions of Section 607 of this Code that apply to the NC, C or M District adjacent to or across the street upon approval by the City Planning Commission as a conditional use under the procedures and criteria set forth in Section 303 of this Code."



➔ Pedestrian Entrance

➔ Vehicular Entrance



**Site Sign Location Plan**



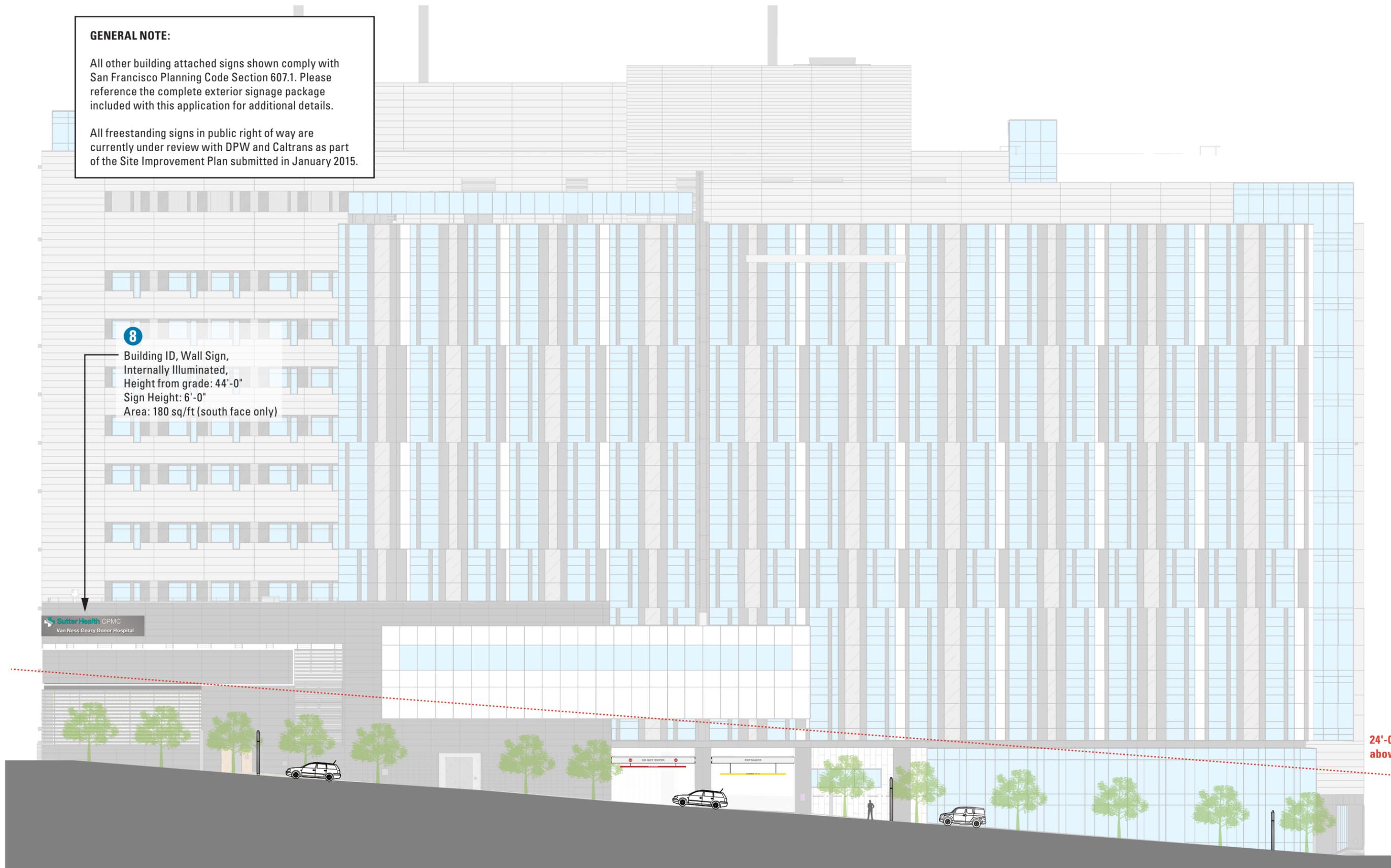
**GENERAL NOTE:**

All other building attached signs shown comply with San Francisco Planning Code Section 607.1. Please reference the complete exterior signage package included with this application for additional details.

All freestanding signs in public right of way are currently under review with DPW and Caltrans as part of the Site Improvement Plan submitted in January 2015.

8

Building ID, Wall Sign,  
Internally Illuminated,  
Height from grade: 44'-0"  
Sign Height: 6'-0"  
Area: 180 sq/ft (south face only)



24'-0" max installation height  
above curb per Sec. 607.1

**South Frontage — Geary Boulevard**



**GENERAL NOTE:**

All other building attached signs shown comply with San Francisco Planning Code Section 607.1. Please reference the complete exterior signage package included with this application for additional details.

All freestanding signs in public right of way are currently under review with DPW and Caltrans as part of the Site Improvement Plan submitted in January 2015.

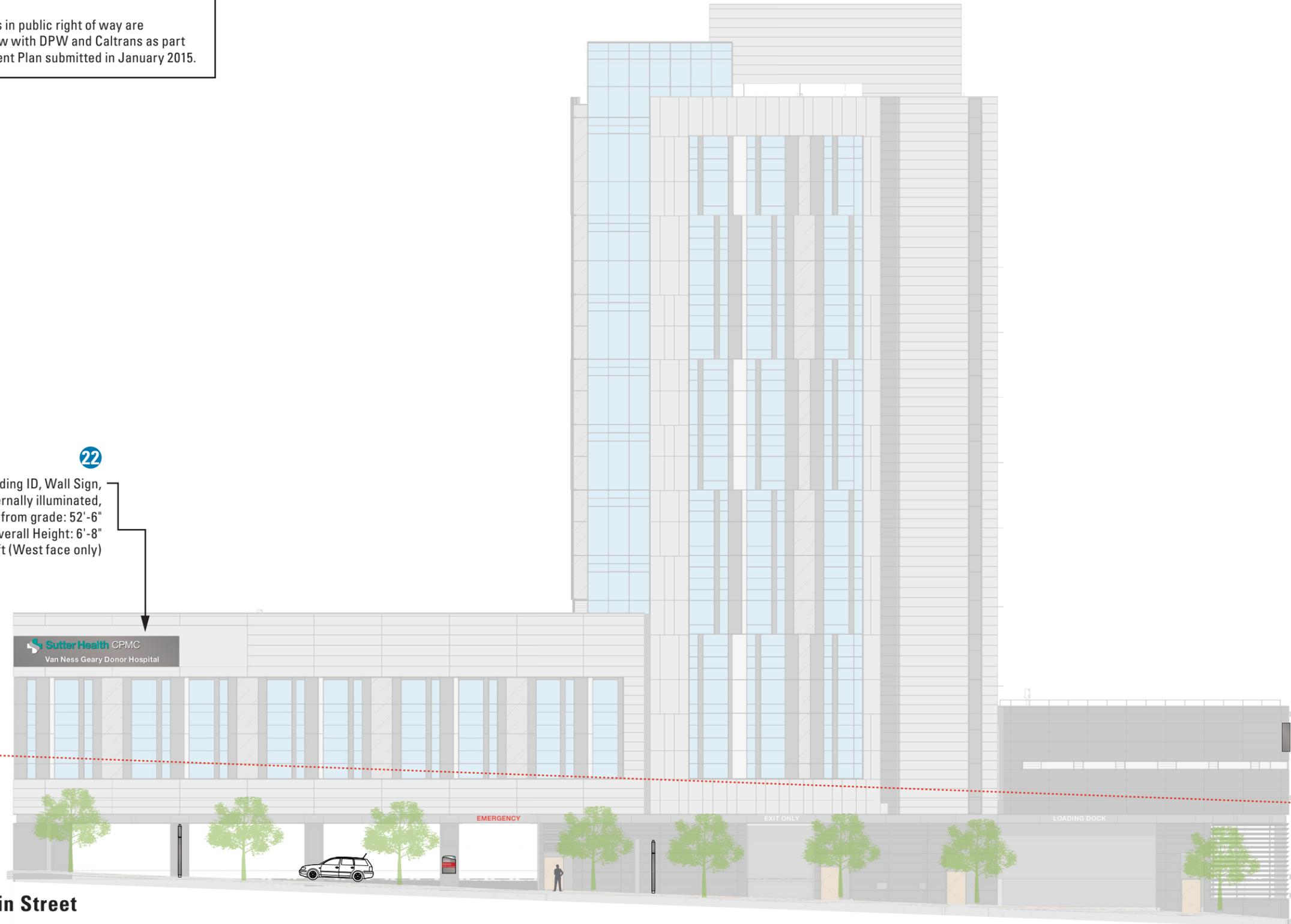
22

Building ID, Wall Sign,  
Internally illuminated,  
Height from grade: 52'-6"  
Overall Height: 6'-8"  
Area: 239 sq/ft (West face only)

8

Building ID, Wall Sign,  
Internally illuminated,  
Height from grade: 44'-0"  
Sign Height: 6'-0"  
Area: 11 sq/ft (west face only)a

24'-0" max installation height  
above curb per Sec. 607.1



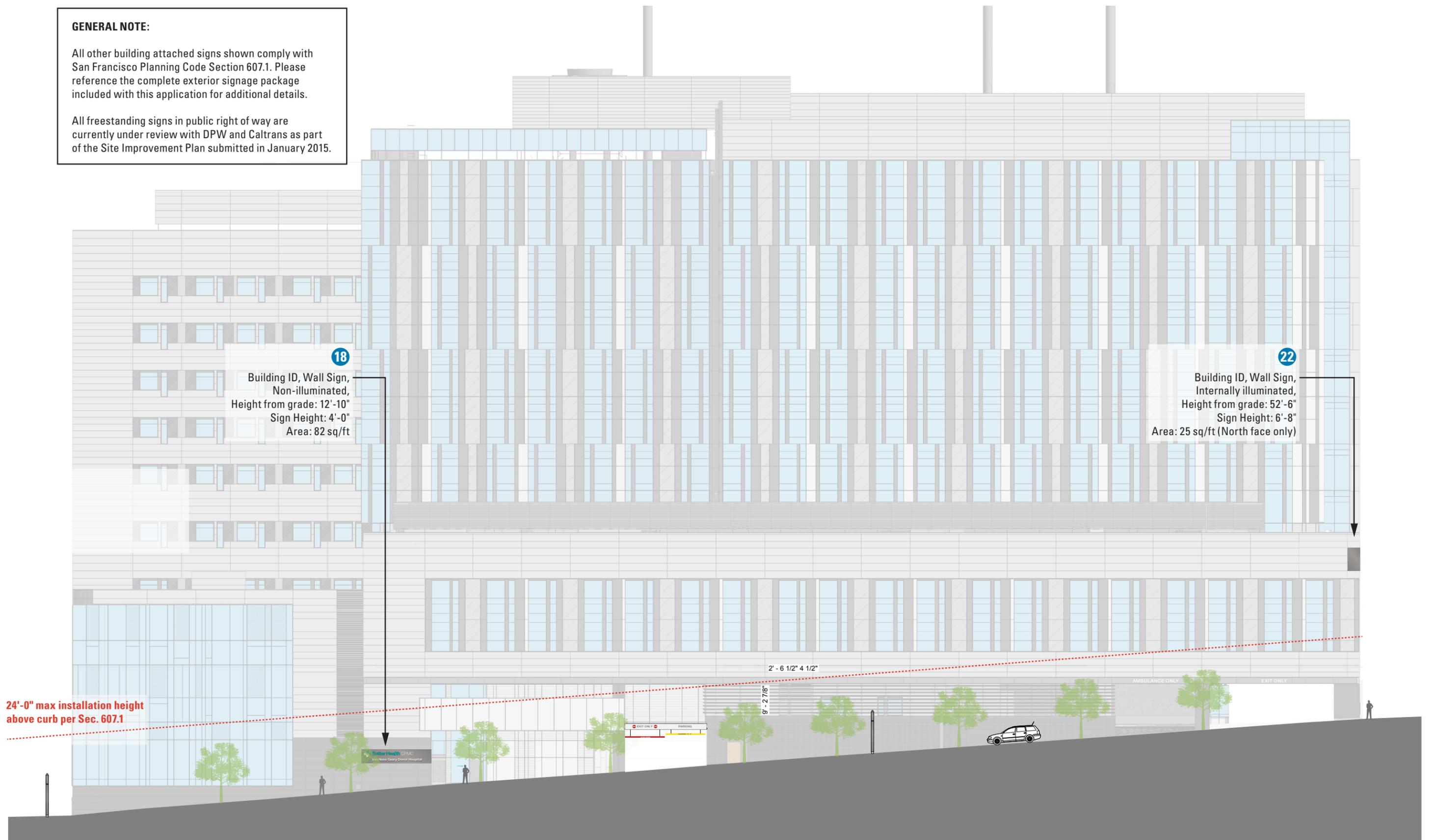
**West Frontage — Franklin Street**



**GENERAL NOTE:**

All other building attached signs shown comply with San Francisco Planning Code Section 607.1. Please reference the complete exterior signage package included with this application for additional details.

All freestanding signs in public right of way are currently under review with DPW and Caltrans as part of the Site Improvement Plan submitted in January 2015.



**18**  
Building ID, Wall Sign,  
Non-illuminated,  
Height from grade: 12'-10"  
Sign Height: 4'-0"  
Area: 82 sq/ft

**22**  
Building ID, Wall Sign,  
Internally illuminated,  
Height from grade: 52'-6"  
Sign Height: 6'-8"  
Area: 25 sq/ft (North face only)

24'-0" max installation height  
above curb per Sec. 607.1

2' - 6 1/2" 4 1/2"

9' - 2 7/8"

**North Frontage — Post Street**





**View from Geary and Franklin — South/West Corner**





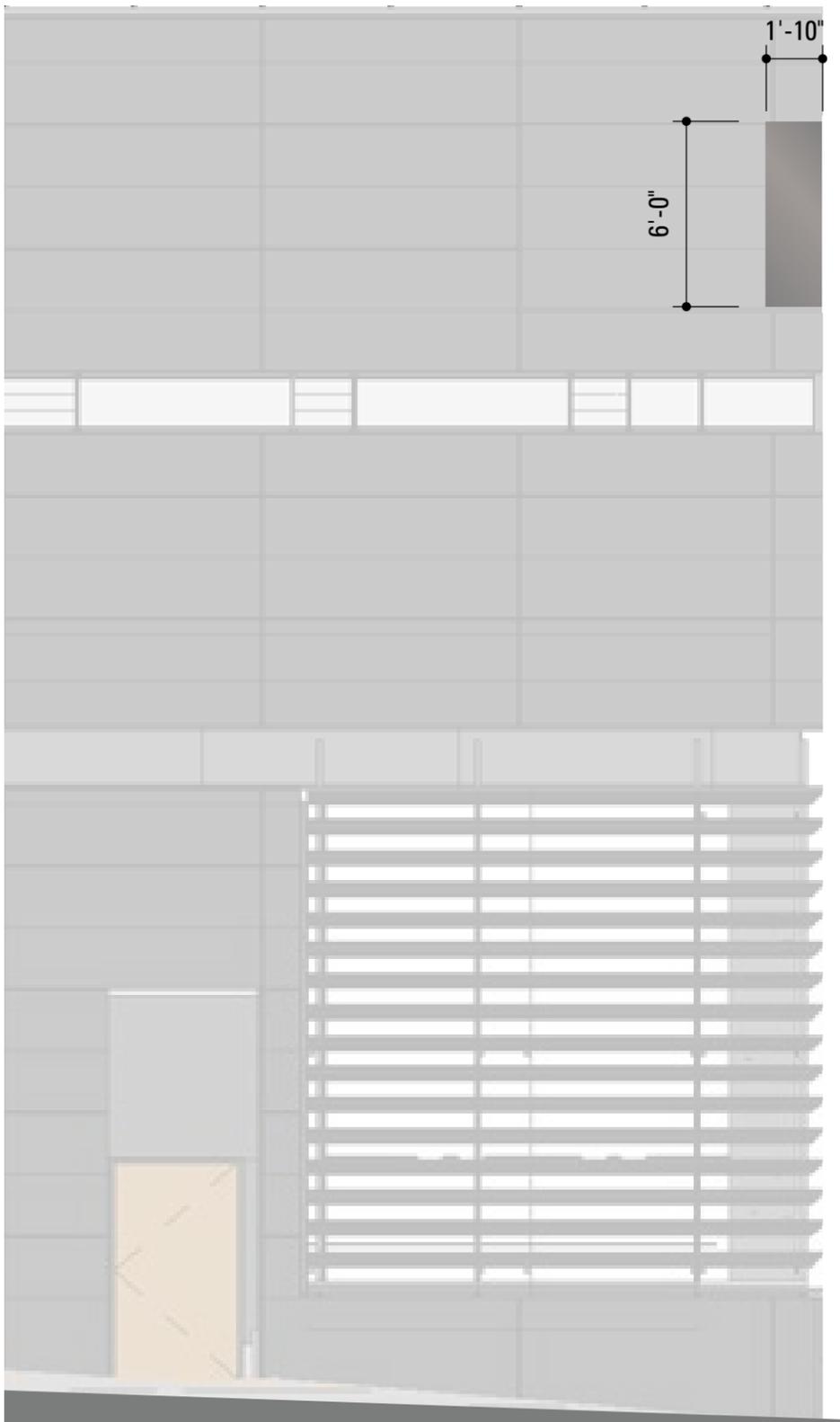
**View from Post and Franklin — North/West Corner**



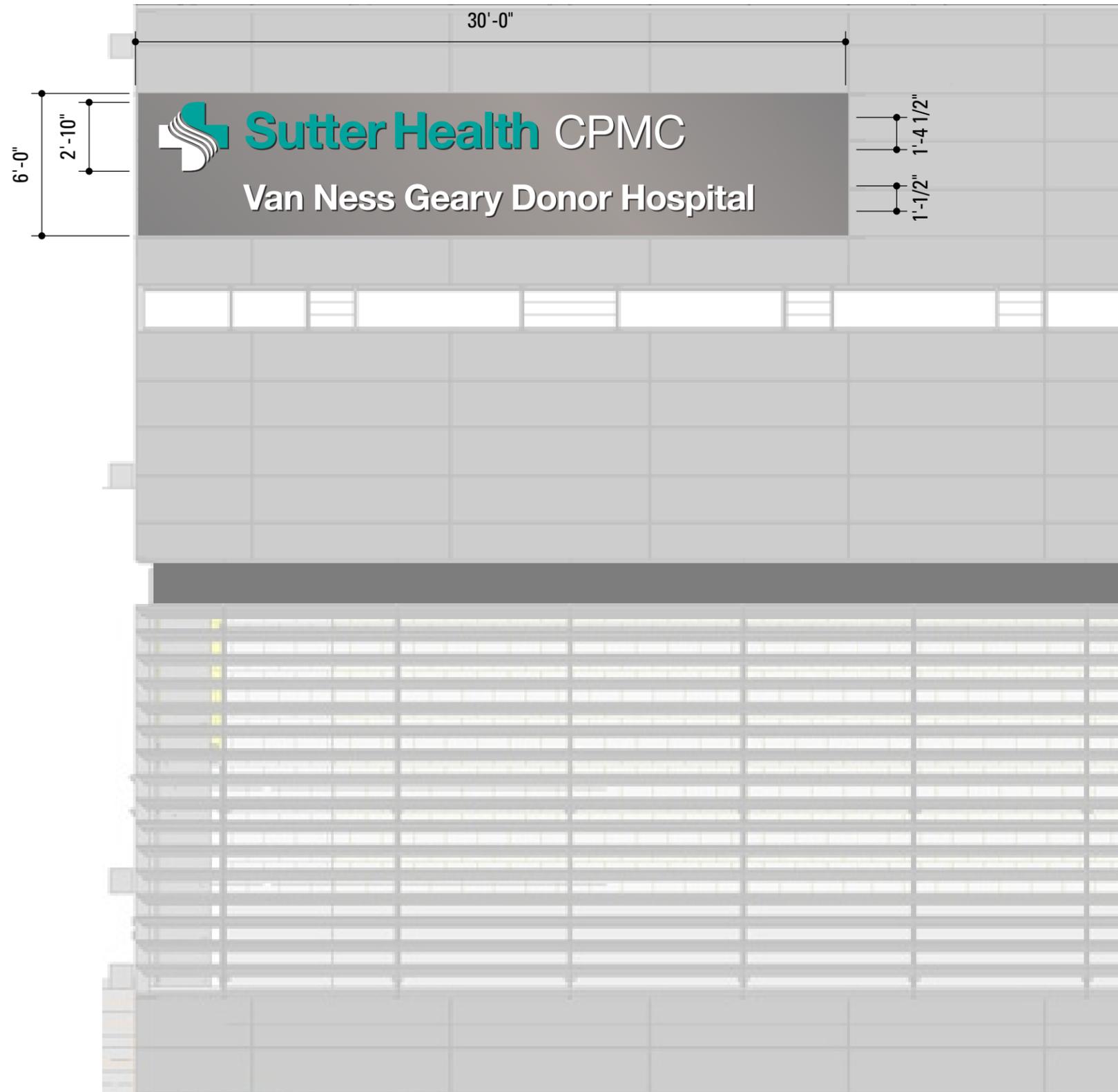


**View from Van Ness and Post — North/East Corner**

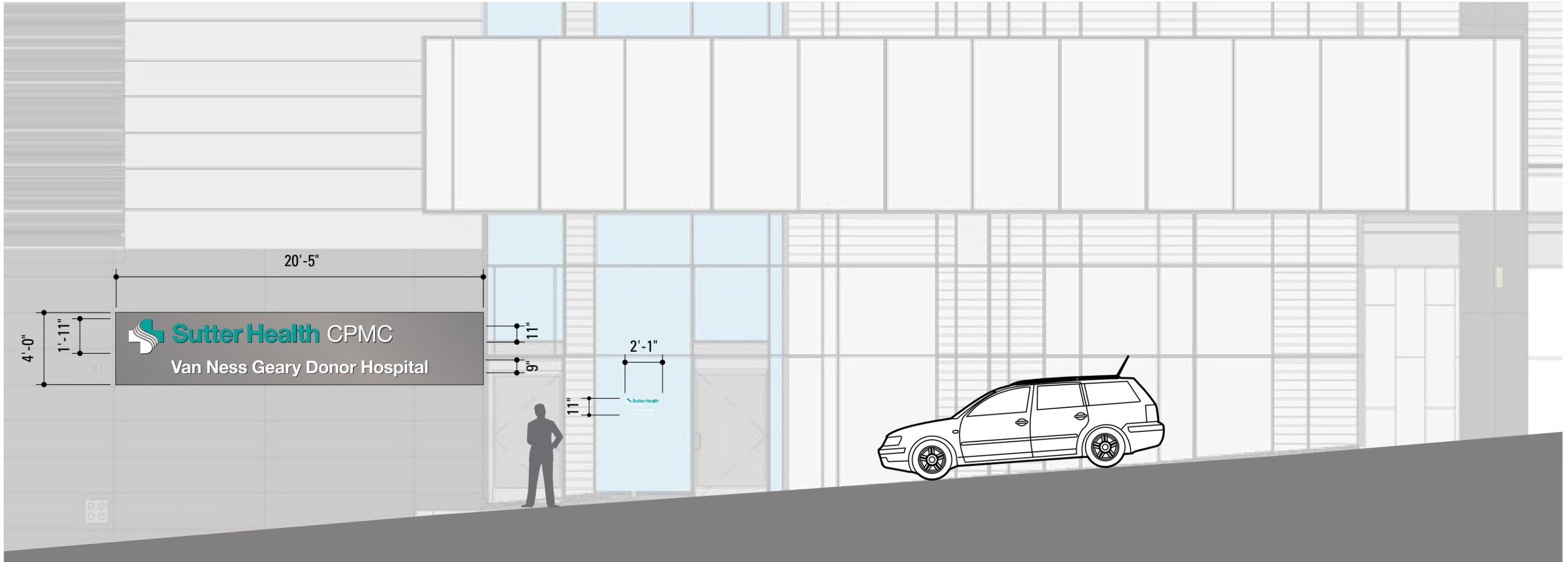




**8 West View of Wrap-Around Signage**



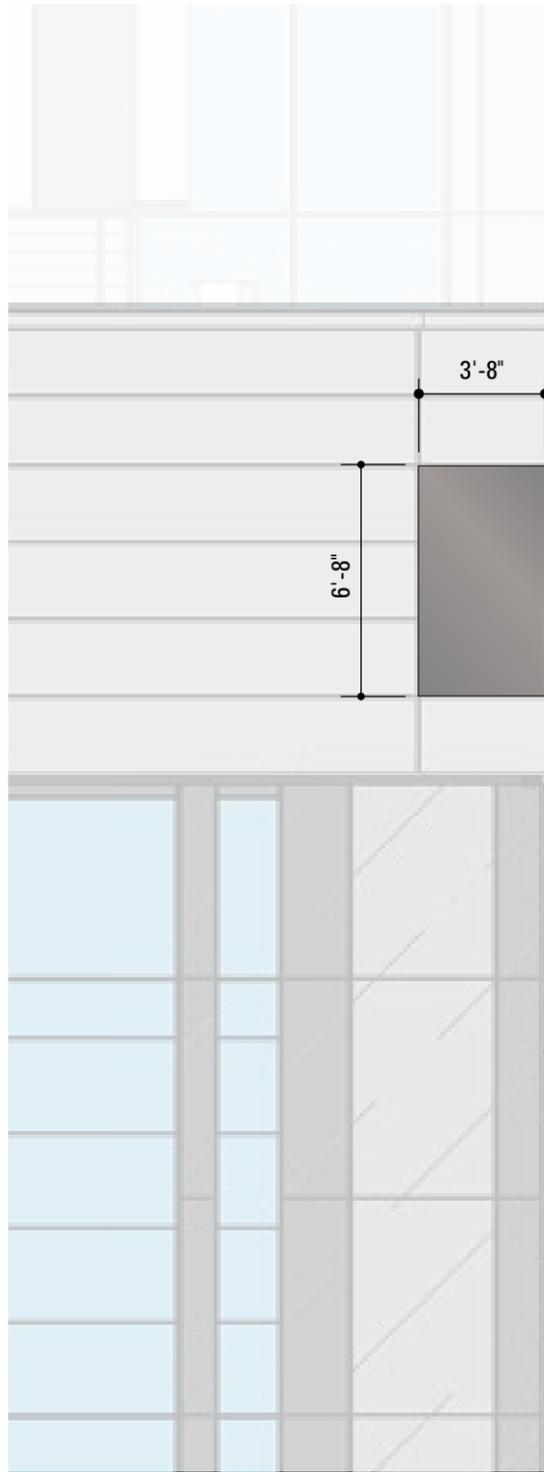
**8 South View of Wrap-Around Signage**



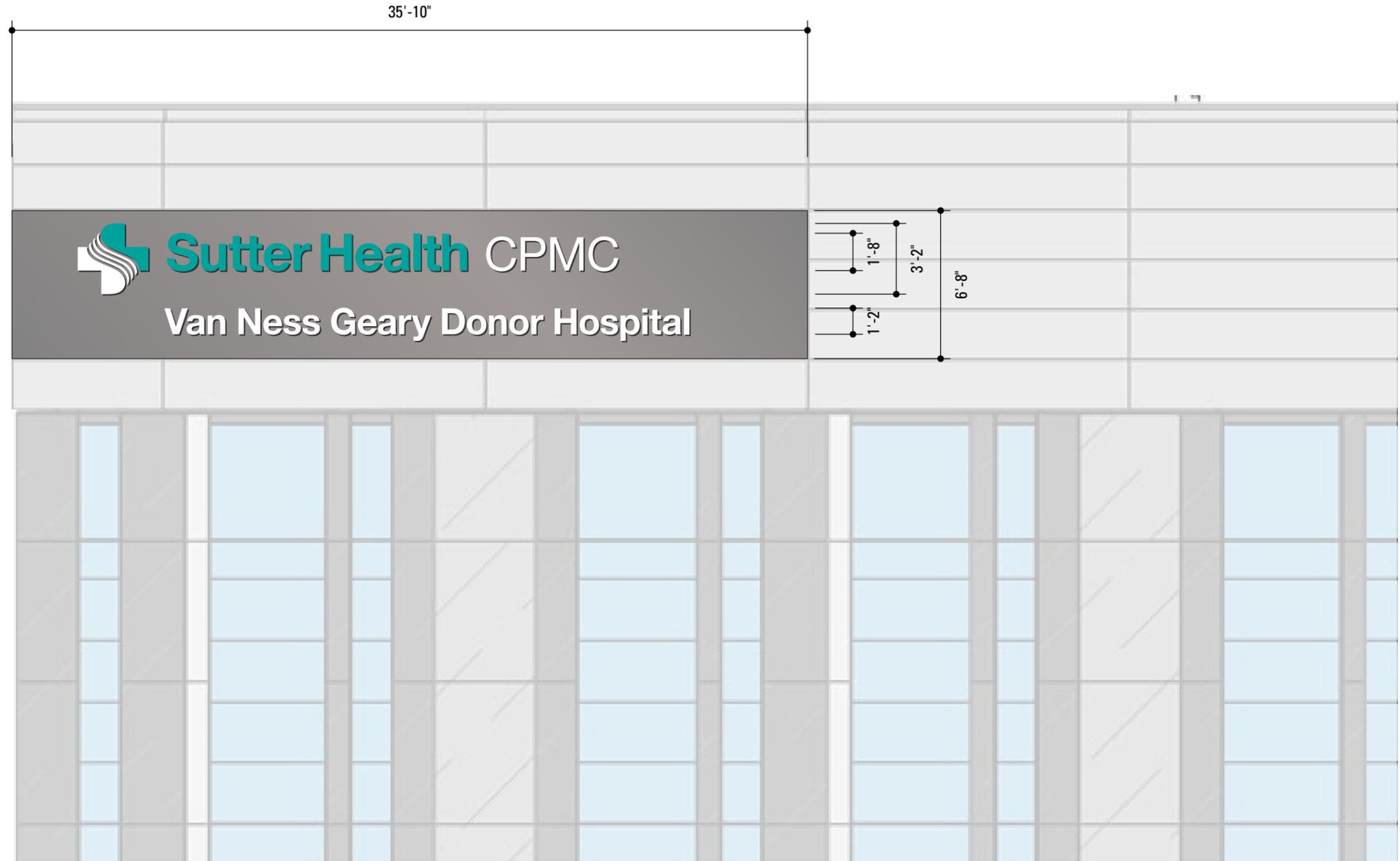
16 17 18

**North Entry**





**22** North View of Wrap-Around Signage



**22** West View of Wrap-Around Signage



		Proposed Sign Program				San Francisco Planning Code SEC. 607.1 NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL DISTRICTS					SEC. 608.11. HOSPITALS AND MEDICAL CENTERS IN R DISTRICTS ADJACENT TO OR CROSS THE STREET FROM NC, C OR M DISTRICTS.					
Sign Types		Height from Grade to top of sign	Height	Width	Area (sq. ft)	Total area of signage on frontage (sq.ft)	"The area of all wall signs shall not exceed two square feet per foot of street frontage occupied by the use measured along the wall to which the signs are attached, or 100 square feet for each street frontage, whichever is less." Max Area			Area Difference (sq.ft.)	24'-0" Max Height	Height Difference				
East Frontage	1 Building ID at Van Ness	12'-7"	4'-0"	17'-0"	68	98	100	complies		24'-0"	complies	(1) Hospitals and medical centers are distinguished from other uses in R Districts in that they provide emergency medical care vital to the health and well-being of the people of the City. Where such facilities are in R Districts and adjacent to or across the street from NC, C or M Districts, their signs are substantially obscured, ineffective, and put to a significant disadvantage by the more intense signage allowed in the NC, C or M Districts nearby, making identification of emergency facilities difficult.				
	19 Retail Signage	10'-3'	11"	10'-2"	10											
	20 Retail Signage	9'-0"	11"	10'-2"	10											
	21 Retail Signage	7'-11"	11"	10'-2"	10											
	2 Building Vinyl (window sign)	5'-8"	11"	2'-1"	2	2	Not to exceed 1/3 of window area	complies	N/A	N/A	(2) Imposing the standards of Section 607 on only those hospitals and medical centers in R Districts adjacent to or across the street from NC, C or M Districts will allow for necessary and desirable signs to the benefit of the people in need of emergency care when such identification is most critical.					
	3 Building Vinyl (window sign)	5'-8"	11"	2'-1"	2	2	Not to exceed 1/3 of window area	complies	N/A	N/A	(3) The City Planning Commission in reviewing applications for signs under this Section 608.11 shall consider the needs of pedestrians and drivers approaching the applicant institution and the character and pattern of the immediate neighborhood and those neighborhoods affected by the proposed signs so that only such signs that are required for the identification of the institution, and that are not detrimental to the surrounding neighborhoods and any panoramas or vistas in such areas, are approved.					
	4 Building Address	17'-1"	1'-8"	4'-8"	8	N/A	N/A	N/A	N/A	N/A						
South Frontage	5 Parking Garage Entrance Sign	16'-2"	1'-9"	24'-0"	42	264	100	164		24'-0"	complies	(b) Control. Notwithstanding the provisions of Section 606 of this Code, a hospital or medical center in an R District and adjacent to or across the street from an NC, C or M District for a distance of at least 400 feet of total street frontage shall be subject to the provisions of Section 607 of this Code that apply to the NC, C or M District adjacent to or across the street upon approval by the City Planning Commission as a conditional use under the procedures and criteria set forth in Section 303 of this Code. <b>The Commission, inconsidering an application under this Section, may permit signs, including signs located on the sides of a penthouse, that exceed the standards of Section 607 to the extent necessary to meet community needs for adequately identified medical institutions with the exception of moving parts, flashing lights and wind signs which are prohibited.</b>				
	6 Exit Only Sign	14'-3"	1'-9"	24'-0"	42											
	8 Building ID at Geary (south face of corner wrap)	44'-0"	6'-0"	30'-0"	180											24'-0"
West Frontage	8 Building ID at Geary (west face of corner wrap)	44'-0"	6'-0"	1'-10"	11	286	100	186		24'-0"	complies					
	9 Loading Dock Letters	19'-8"	1'-0"	11'-0"	10											
	10 Exit Only Letters	17'-2"	1'-0"	7'-3"	7											
	11 Emergency Letters	15'-4"	1'-0"	8'-10"	9											
	12 Emergency Entry Sign	6'-6"	3'-9"	2'-10"	10											
	22 Building ID at Franklin (west face of corner wrap)	52'-6"	6'-8"	35'-10"	239										24'-0"	28'-6"
North Frontage	22 Building ID at Franklin (north face of corner wrap)	52'-6"	6'-8"	3'-8"	25	169.5	100	69.5		24'-0"	complies					
	14.1 Exit Only Letters	12'-4"	1'-0"	7'-3"	7.5											
	14 Ambulance Only Letters	16'-5"	1'-0"	13'-3"	13											
	15 Parking Garage Entrance/Exit Sign	14'-5"	1'-9"	24'-0"	42											
	18 Building ID at Post	12'-10"	4'-0"	20'-5"	82										24'-0"	complies
	17 Building Vinyl (window sign)	5'-8"	11"	2'-1"	2							2	Not to exceed 1/3 of window area	complies	N/A	N/A
Freestanding Signs	A B G H Vehicular Directional	10'-6"	10'-6"	4'-0"	42	N/A	Currently in review with DPW and Caltrans per the SIP package									
	C D E F J I Vehicular Directional	10'-6"	10'-6"	2'-0"	21	N/A	Currently in review with DPW and Caltrans per the SIP package									