



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: AUGUST 15, 2013

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

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BACKGROUND

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

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

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

REQUIRED COMMISSION ACTION

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

Attachments: Sponsor's submittal including plans

REUBEN, JUNIUS & ROSE, LLP

August 7, 2013

By Hand Delivery

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

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

Dear President Fong and Commissioners:

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

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

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

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

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

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin
Sheryl Reuben¹ | David Silverman | Thomas Tunny | Jay F. Drake | John Kevin
Lindsay M. Petrone | Melinda A. Sarjapur | Kenda H. McIntosh | Jared Eigerman^{2,3} | John McInerney III²

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

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

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

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

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

THE BANK HAS COMPROMISED SIGNIFICANTLY

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

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REUBEN & JUNIUS^{LLP}

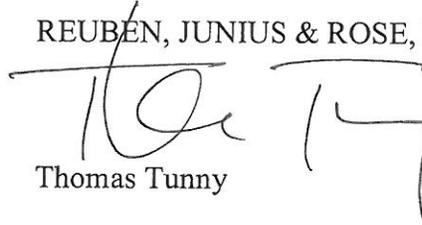
President Fong and Commissioners
San Francisco Planning Commission
August 7, 2013
Page 3

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

Thank you for your consideration.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP

A handwritten signature in black ink, appearing to read 'Thomas Tunny', is written over a horizontal line. The signature is stylized and cursive.

Thomas Tunny

Enclosures

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

One Bush Street, Suite 600
San Francisco, CA 94104

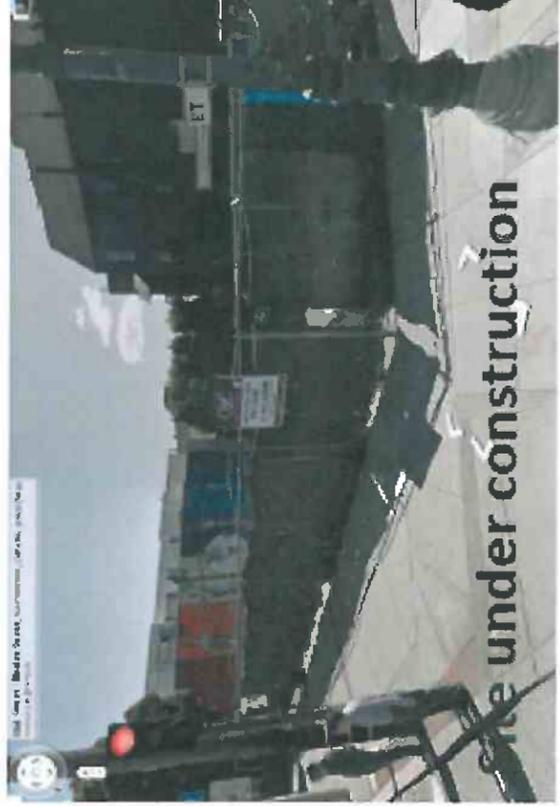
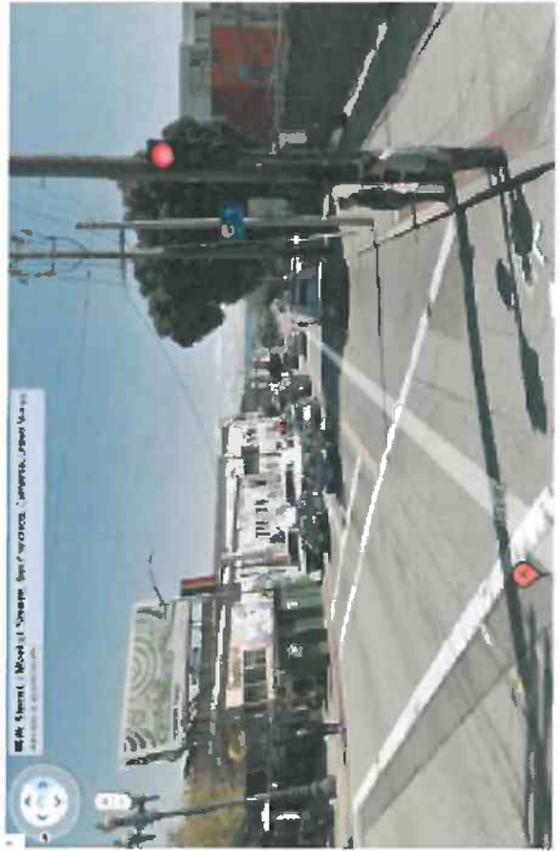
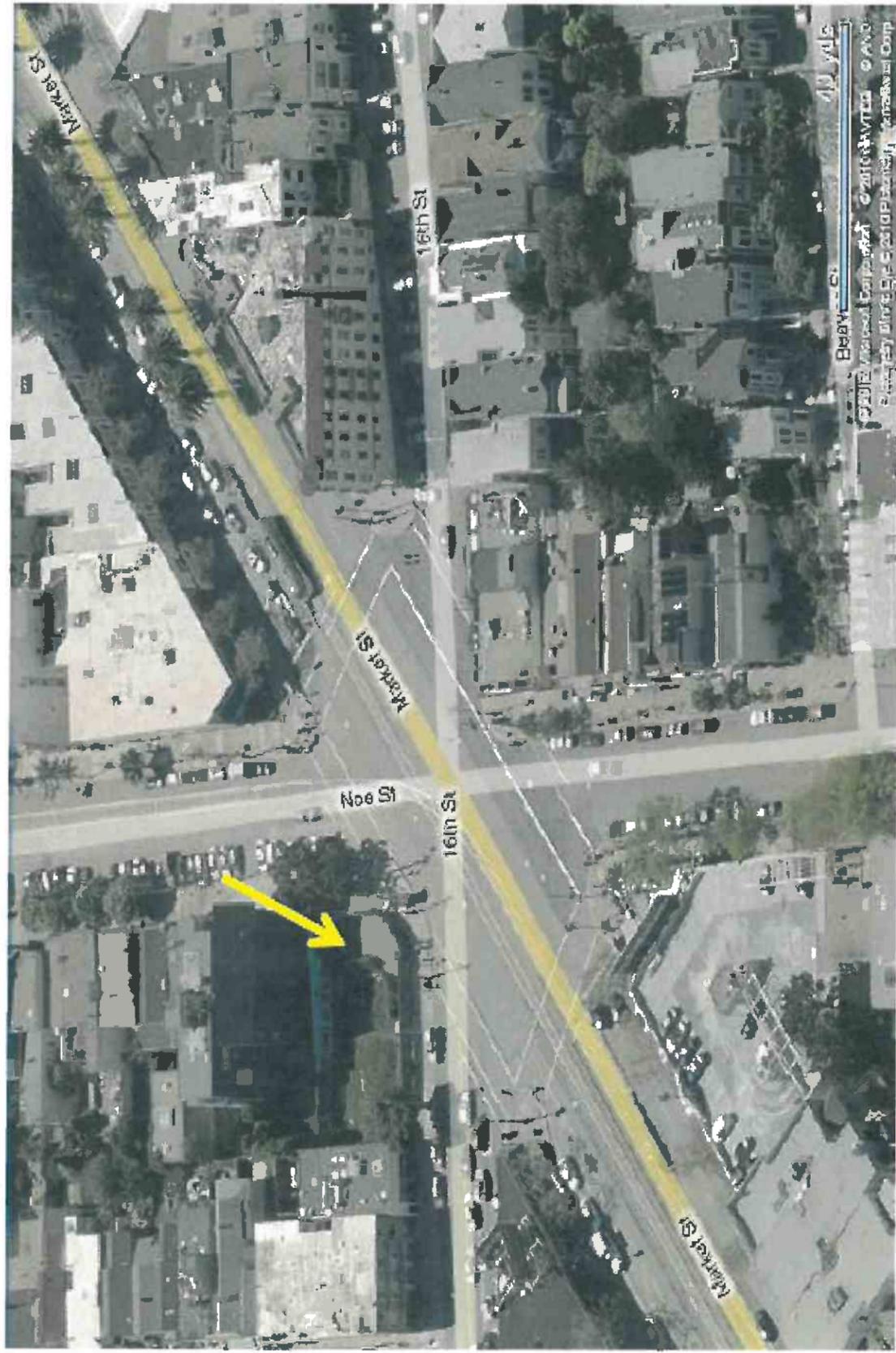
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EXHIBIT A

Project Site Photos



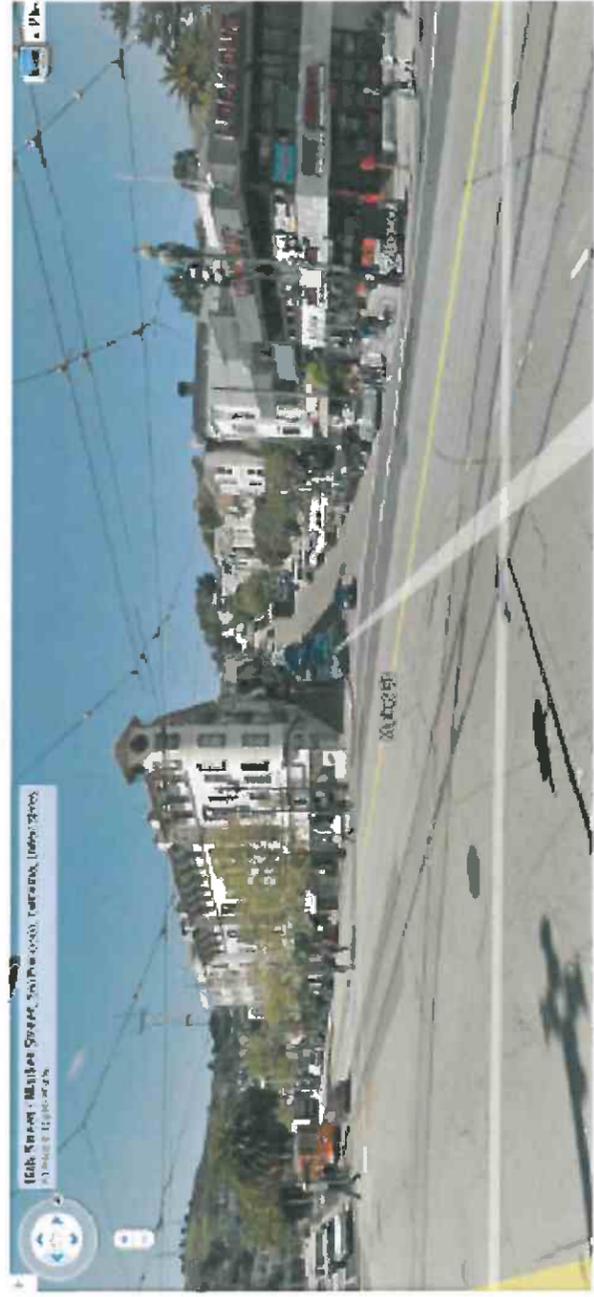
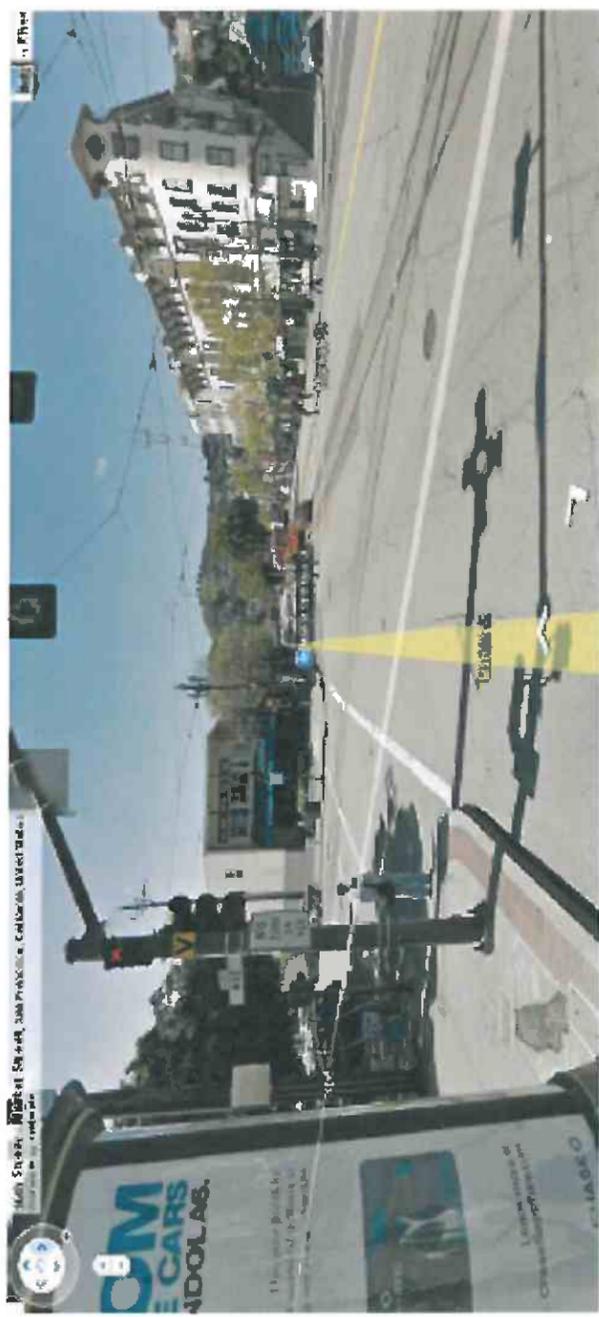
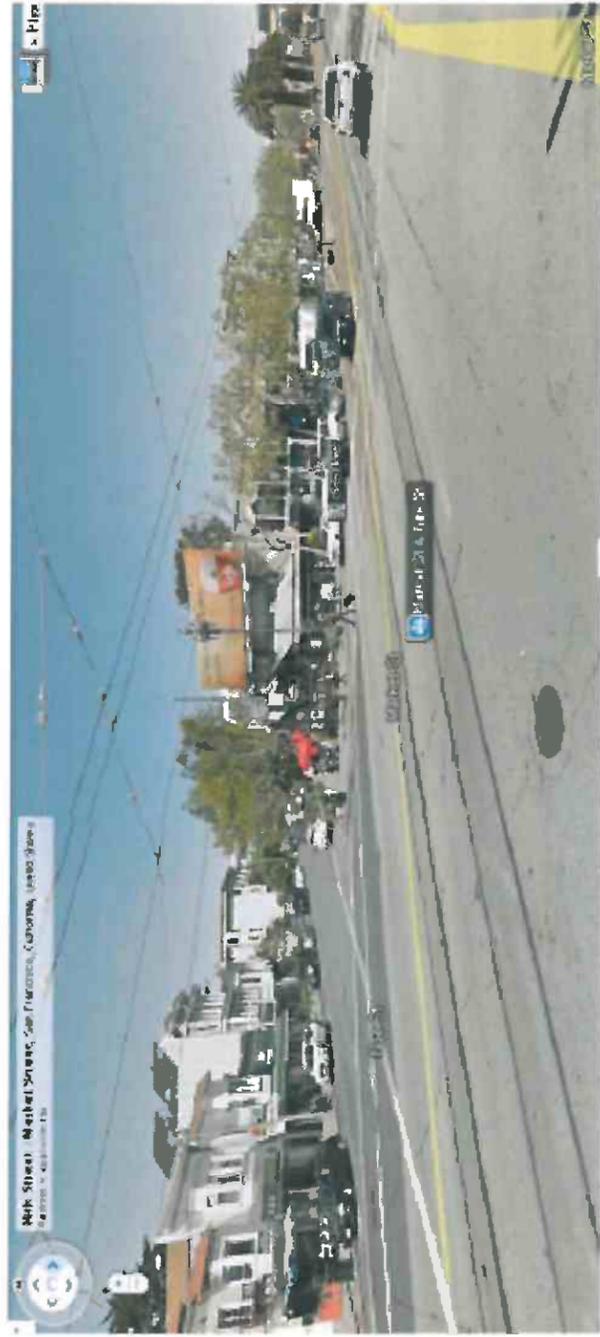


EXHIBIT B



Design #

12-1970r5

Sheet 2 of 8

Client

BANK OF THE WEST

Address

2299 MARKET ST.
SAN FRANCISCO, CA

Account Rep. MIKE DRURY

Designer SDM

Date 8/20/12

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

R1 RFF 11.28.2012 update
R2 RFF 01.11.13 update
R3 KMc 01.14.13 rev logo
R4 RFF 02.20.13 add new elevations
R5 KMc 5/6/13



www.chandleresigns.com

3201 Manor Way Dallas, TX 75235
214-902-2000 Fax 214-902-2044

12106 Valliant San Antonio, TX 78216
210-349-3804 Fax 210-349-8724

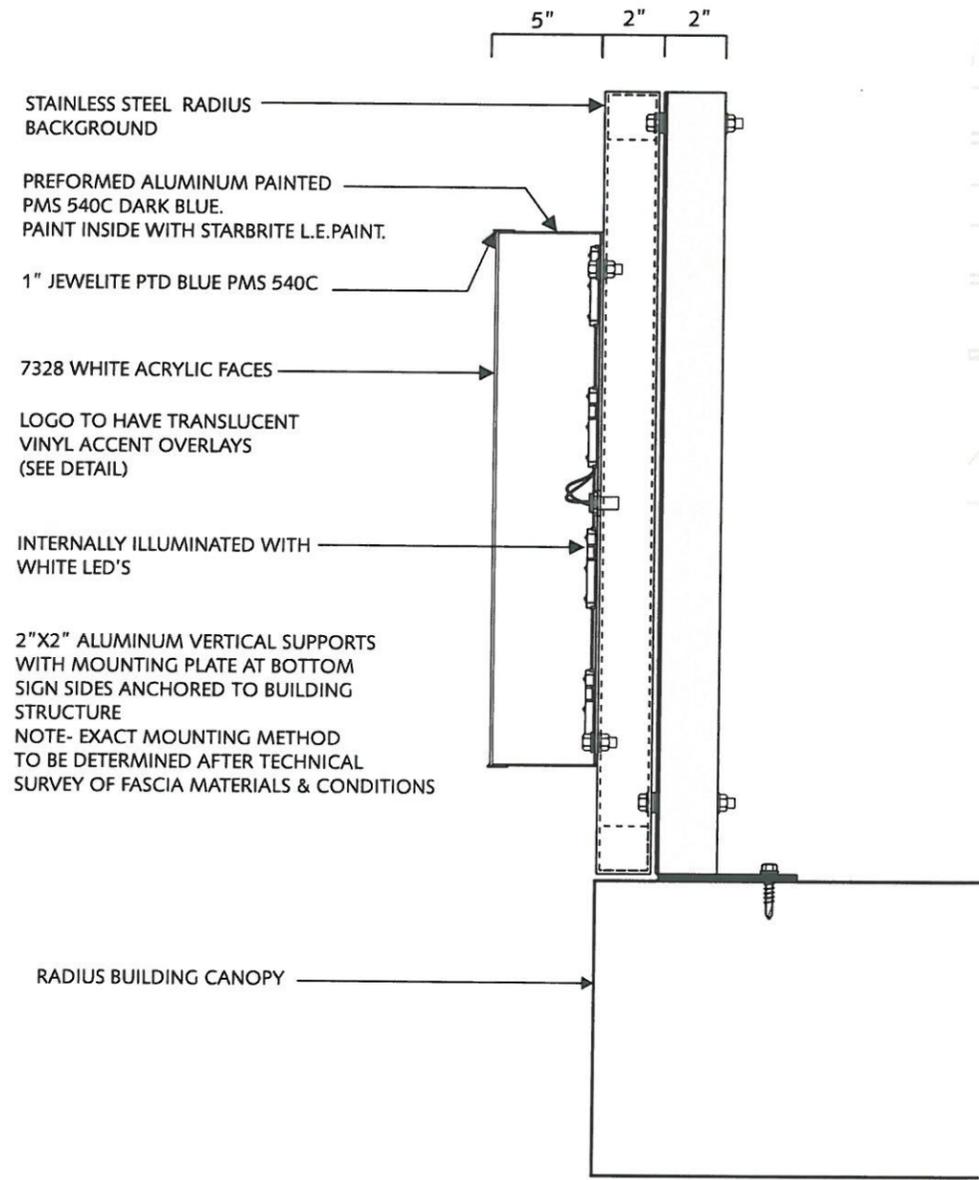
1335 Park Center Drive Unit C
Vista, CA 92084
760-967-7003 Fax 760-967-7033

400 Banner Tr. Florissant, CO 80863
719-487-2507 Fax 719-487-2506

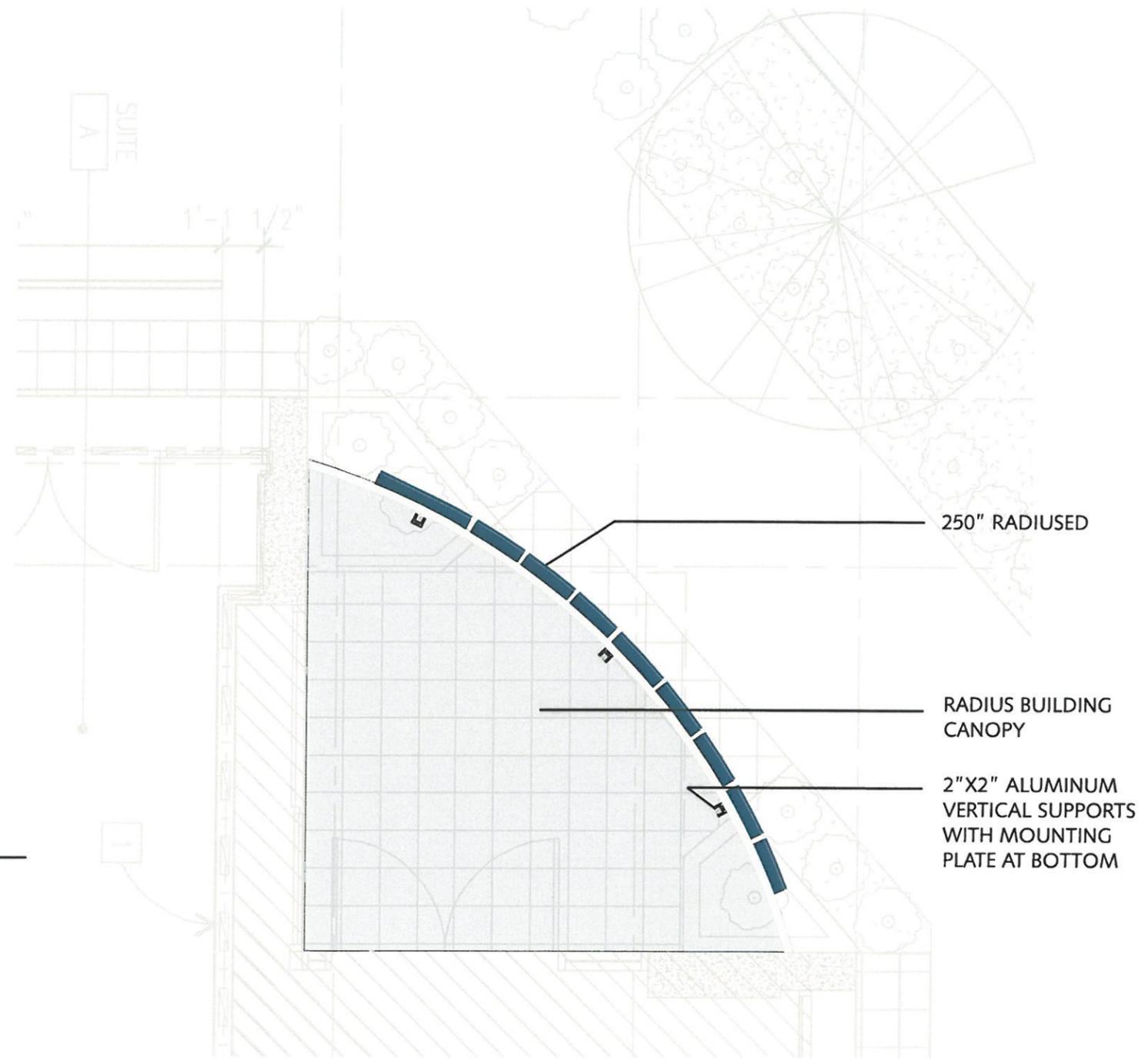
325 W. Main St. Louisville, KY 40202
502-582-3557 Fax 502-583-2640

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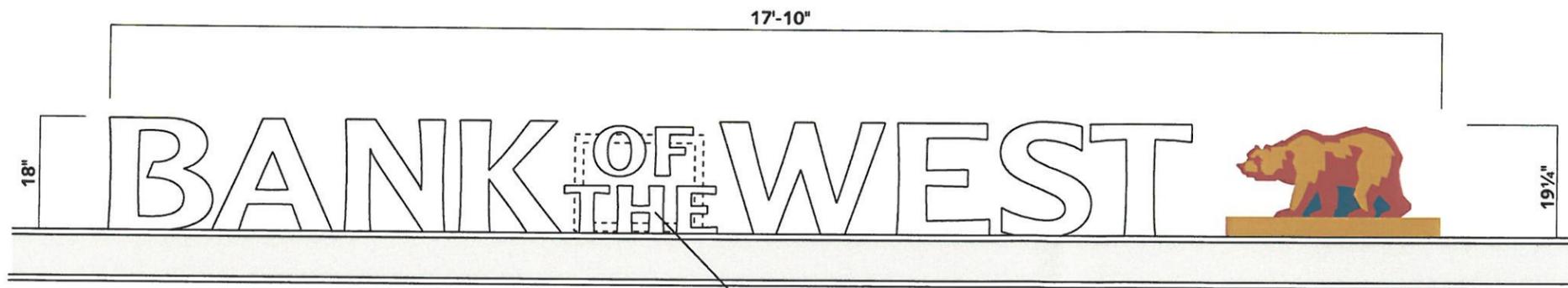
FINAL ELECTRICAL CONNECTION BY CUSTOMER



A SIDE VIEW DETAIL - N.T.S.



A TOP ELEVATION - BUILDING ENTRANCE CANOPY

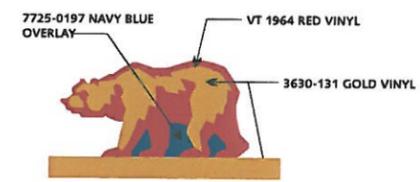


"OF THE " MOUNTED TO ALUMINUM TUBE FRAME (COLOR T.B.D.)

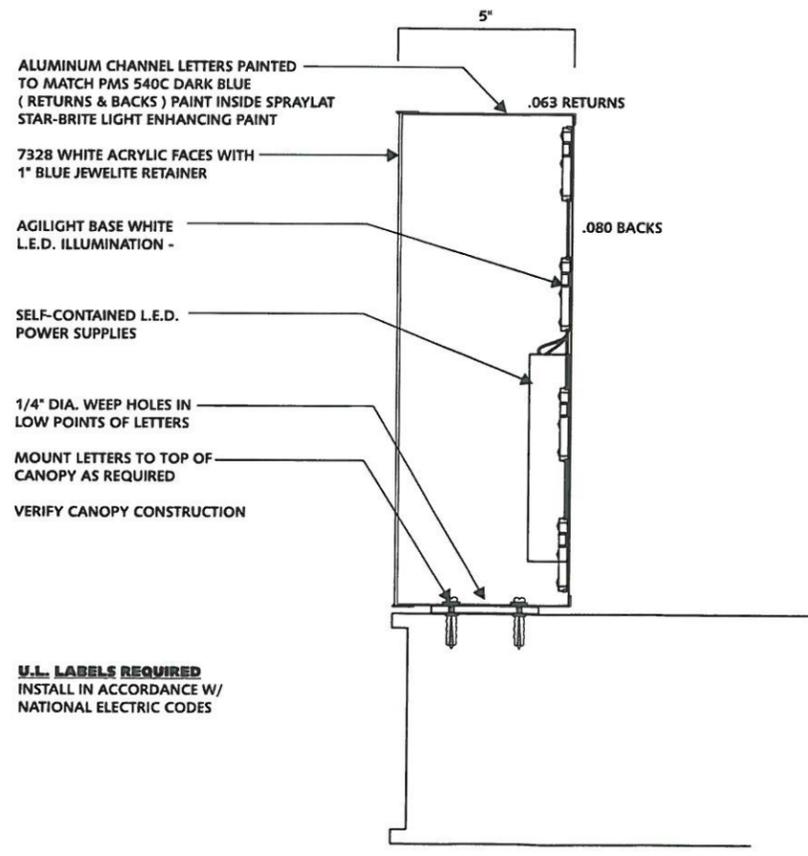
B CHANNEL LETTERS & LOGO LAYOUT

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

MFR. AND INSTALL (1) SET



LOGO DETAIL
NOT TO SCALE
2447 WHITE ACRYLIC FACE



- ALUMINUM CHANNEL LETTERS PAINTED TO MATCH PMS 540C DARK BLUE (RETURNS & BACKS) PAINT INSIDE SPRAYLAT STAR-BRITE LIGHT ENHANCING PAINT
- 7328 WHITE ACRYLIC FACES WITH 1" BLUE JEWELITE RETAINER
- AGILIGHT BASE WHITE L.E.D. ILLUMINATION -
- SELF-CONTAINED L.E.D. POWER SUPPLIES
- 1/4" DIA. WEEP HOLES IN LOW POINTS OF LETTERS
- MOUNT LETTERS TO TOP OF CANOPY AS REQUIRED
- VERIFY CANOPY CONSTRUCTION

U.L. LABELS REQUIRED
INSTALL IN ACCORDANCE W/ NATIONAL ELECTRIC CODES

LETTER SECTION 1 1/2" = 1'-0"



Design #
12-1970r5

Sheet **4** of **8**

Client
BANK OF THE WEST

Address
**2299 MARKET ST.
SAN FRANCISCO, CA**

Account Rep. **MIKE DRURY**

Designer **SDM**

Date **8/20/12**

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

- R1 RFF 11.28.2012 update
- R2 RFF 01.11.13 update
- R3 KMc 01.14.13 rev logo
- R4 RFF 02.20.13 add new elevations
- R5 KMc 5/6/13



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210-349-3804 Fax 210-349-8724

1335 Park Center Drive Unit C Vista, CA 92084
760-967-7003 Fax 760-967-7033

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

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

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 610 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABELS.





Design #

12-1970r5

Sheet 5 of 8

Client

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Account Rep. MIKE DRURY

Designer SDM

Date 8/20/12

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BUILDING LEFT SIDE ELEVATION - SCALE: 3/32" = 1'



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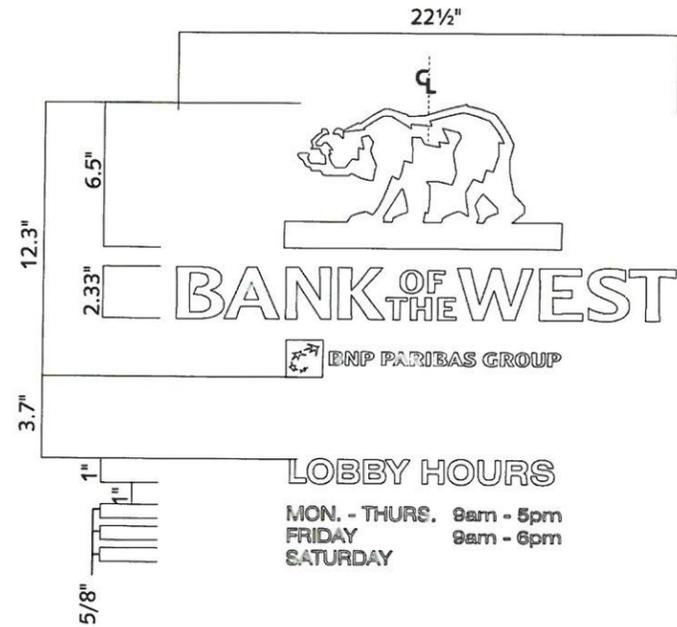
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FINAL ELECTRICAL CONNECTION BY CUSTOMER





VINYL DETAIL - LAYOUT 1

(1) SET REQUIRED Scale = 1 1/2" = 1'-0"

7725-10 WHITE
VINYL GRAPHICS FOR DOUBLE-DOOR LAYOUT /
1ST SURFACE APPLIED -

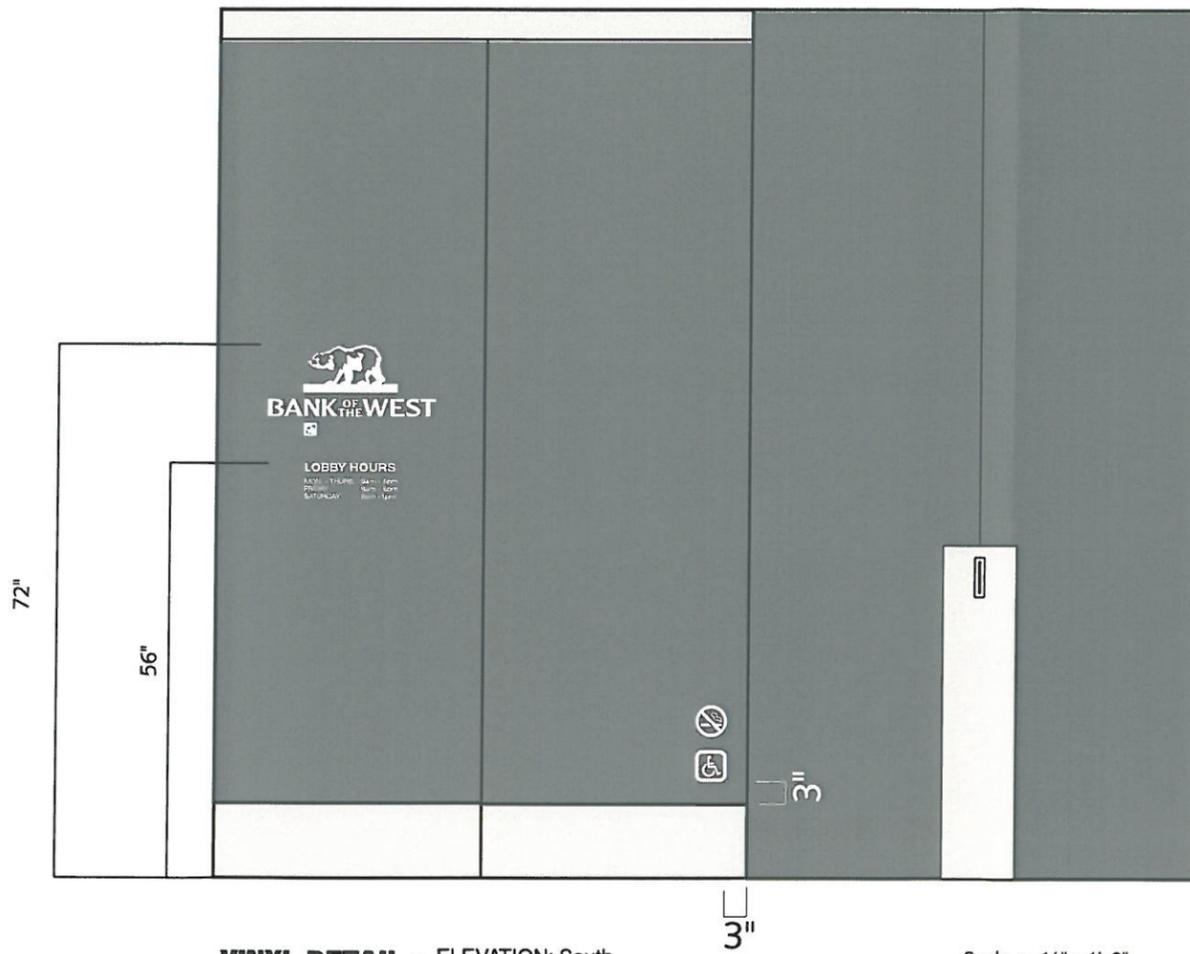


VINYL DECAL

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

7725-10 WHITE VINYL
GRAPHICS

FIRST SURFACE APPLIED



VINYL DETAIL - ELEVATION: South

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



Design #

12-1970r5

Sheet 7 of 8

Client

BANK OF THE WEST

Address

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**FINAL ELECTRICAL
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CUSTOMER**

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IN ACCORDANCE WITH ARTICLE 605 OF THE
NATIONAL ELECTRICAL CODE AND/OR OTHER
APPLICABLE LOCAL CODES. THIS INCLUDES
PROPER GROUNDING & BONDING OF THE SIGN.
SIGN WILL BEAR UL LABELS.



EXHIBIT C

EXHIBIT D

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

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

Max Muscle

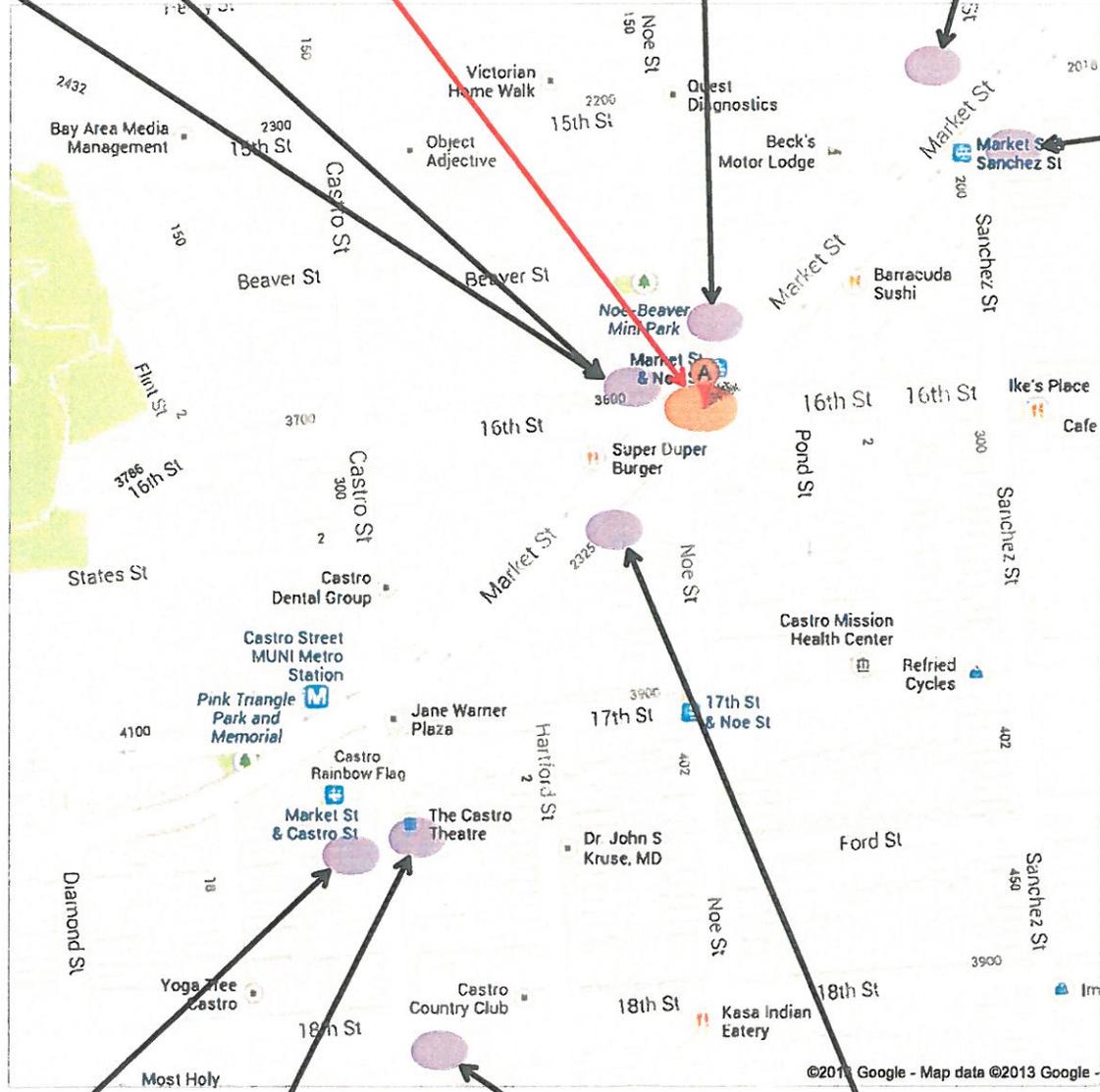
Bank of the West

Radio Shack

Chase

Lookout

Verizon



Citibank

U.S. Bank

Bank of America

Fitness SF



TOUR BUSES
AND VANS
ARE PROHIBITED

CASINO

Bank of America

THE
PASTRY
LUNCH &...

WELCOME TO
MIRAGE CASINO

Bank of America



CHASE

CHASE

SEC



SANCHEZ

2112

Verizon Wireless

WIRELESS STORE | Premium Retailer





LOOKOUT

SPORTS NUTRITION

LOOKOUT

LOOKOUT

NO TURN ON RED

MAX MUSCLE
SPORTS NUTRITION





us bank

U.S. Bank is open
for Business
and ready to lend.
OPEN
US BANK
NOW



**B
O
D
Y**

450

citibank
444

citibank

FREE DELIVER
5 315-853-9400

COOL



RadioShack



RadioShack



AT&T

Sprint

Verizon



22888

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with Trade & Save
on your new phone. See details.

IN STOCK

IN STOCK

