

126-0132019-002

Agenda Item **No. 5(h)**
Meeting of July 16, 2019

MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Nadia Sesay, Executive Director

SUBJECT: Approving amendments to the Mission Bay South Signage Master Plan to: increase the limits of residential signage; decrease the clearance for fin signs; and to allow directional signage standards for residential and mixed use retail uses; an implementing action under the Mission Bay Subsequent Environmental Impact Report, a Program EIR; and adopting environmental findings pursuant to the California Environmental Quality Act; Mission Bay South Redevelopment Project Area

EXECUTIVE SUMMARY

Signage in the Mission Bay South Redevelopment Plan Area is regulated by the Mission Bay South Design for Development ("Design for Development") and Mission Bay South Signage Master Plan ("Signage Master Plan"). The Signage Master Plan, adopted by the former Redevelopment Agency Commission on June 27, 2000, and subsequent amendments, provide standards for the type, placement, size, height, and content of signs for the various land uses in Mission Bay South.

After reviewing the proposed signage for the affordable housing nearing completion on Block 3E, OCII staff determined that some of the standards are too limiting on the practical signage needs of some projects. Therefore, OCII is requesting approval of the following amendments to the Signage Master Plan: to increase the limit of residential signage on each parcel to a maximum of fifty square feet of sign area with no single street frontage exceeding thirty square feet and no individual sign to exceed fifteen square feet; to decrease the lower edge of commercial / industrial, hotel and mixed use retail fin signs from twelve feet to ten feet above the sidewalk; and to establish directional standards for residential and mixed use retail uses ("Master Signage Plan Amendments"). The proposed

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Master Signage Plan Amendments provide increased flexibility to implement the signage standards for existing and future projects.

Staff recommends that the Commission approve the proposed amendments to the Mission Bay South Signage Master Plan.

BACKGROUND

Mission Bay Signage Master Plan

The former Redevelopment Agency Commission adopted the Signage Master Plan on June 27, 2000 (Resolution No. 101-2000), pursuant to the Mission Bay South Owner Participation Agreement, and amended it on March 17, 2015 (Resolution No. 13-2015) and June 5, 2018 (Resolution No. 25-2018). The Signage Master Plan limits residential signage on each parcel on 3rd and 4th Street to a maximum of twenty square feet of sign area with no individual sign exceeding ten square feet and each parcel on other streets to a maximum of fifteen square feet of sign area, with no individual sign exceeding five square feet. The Signage Master Plan limits the lower edge of commercial / industrial, hotel and mixed use retail fin signs to twelve feet above the sidewalk and designates directional signage for commercial / industrial and hotel uses.

DISCUSSION

Amendments to the Mission Bay South Signage Master Plan

The Signage Master Plan was adopted nearly 20 years ago and has been amended twice, one related to the Kilroy Development on Block 40 in 2015 to allow signage above the height of the I-280 Freeway and the other establishing a comprehensive sign program for the Event Center on Blocks 29-32 in 2018. The following proposed Signage Master Plan Amendments allow for greater adaptability implementing the signage standards to respond to architectural design, building program, and uses.

Residential Signage

The current residential standards allow for identification signage at a maximum square footage to be placed on each parcel street frontage with a slightly larger amount on 3rd and 4th streets including nameplates, wall signs and awning signs. Many projects have multiple or longer building names associated with a benefactor, a member of the community being honored, or property development firm. The current sign limits are too small and do not allow longer building names to be effectively communicated to visitors and pedestrians or vehicles passing by. Mission Bay South Block 3E, an affordable housing project, is proposed to be named after the late Mayor Lee (see attached); the current standard does not allow the building name, Edwin M. Lee a Veterans and Family Community, to be at implemented at a legible scale. The current and proposed amendment read as follows:

Residential Signage Standards

Current Control:

- On 3rd and 4th Streets, each parcel is limited to a maximum of 20 square feet of sign area with no individual sign exceeding 10 square feet.
- On other streets, each parcel shall be limited to a maximum of 15 square feet of sign area with no individual sign exceeding 5 square feet.

Proposed Control:

- The maximum signage program sign area allowed per parcel shall be 50 square feet with no single street frontage exceeding 30 square feet. Each individual sign shall not exceed 15 square feet.

The proposed amendment creates a more flexible standard for existing and future projects with longer building names to successfully communicate the building identity, while remaining consistent with the intent of the Signage Master Plan to balance the function of signage with the architecture of Mission Bay South.

Directional Signage

The Signage Master Plan permits for directional signage for the purpose of directing vehicle traffic and pedestrian movement for commercial / industrial and hotel uses subject to approval on a case-by-case basis. The standards do not enable for mixed use retail or residential uses to implement directional signage. As Mission Bay South nears completion it has become evident directional signage may be needed to help guide people to their destinations for all uses. OCII is proposing to incorporate the existing directional signage standard for commercial / industrial and hotel uses to mixed use retail and residential uses. The existing and proposed standard is as follows:

Proposed Standard for Mixed Use Retail and Residential Uses:

- Directional signage. Signs for the purpose of directing vehicle traffic and pedestrian movement may be allowed at appropriate project access points. The number, size, height, and content of directional signs shall be subject to approval of the Agency on a case-by-case basis.

Fin Sign

The Signage Master Plan defines a fin sign as a sign that is perpendicular to the wall to which it is attached and the Signage Master Plan allows fin signs in commercial / industrial, mixed use retail, and hotel uses. The fin sign standards dictate number of signs per business frontage, total area, width extending from the wall, upper edge height, and lower edge height. The aforementioned standards vary from use to use; however, the lower edge height standard remains consistent throughout the uses at twelve feet above the sidewalk. This has constrained uses from implementing fin signs due to various

setbacks and canopies used to create variation in the façades, which are design elements consistent with the guidelines presented in the Design for Development.

OCII is proposing amending the lower edge height for fins in commercial / industrial, mixed use retail, and hotel uses from twelve feet above the sidewalk to ten feet, which is the minimum clearance dimension applicable to other redevelopment project areas. The decreased minimum clearance height would provide increased flexibility for projects with pedestrian scale architectural design elements to implement fin signs. The current and proposed standard are as follows:

Fin Sign Lower Edge Height Standard

Current Standard for Commercial / Industrial, Mixed Use Retail, and Hotel Uses:

- The lower edge of fin signs shall be not less than twelve feet above the sidewalk.

Proposed Standard for Commercial / Industrial, Mixed Use Retail, and Hotel Uses:

- The lower edge of fin signs shall be not less than ten feet above the sidewalk.

CITIZENS ADVISORY COMMITTEE

OCII staff presented the proposed Master Signage Plan Amendment to the Mission Bay Citizens Advisory Committee (“CAC”) on May 9, 2019. The CAC took action to move the proposed amendment forward to the Commission for review and approval. The vote was seven in favor and one opposed. The member that was opposed expressed the residential signage square footage limits proposed should be higher.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

Approval of Signage Master Plan Amendments is an Implementing Action within the scope of the Mission Bay Project analyzed in the Final Subsequent Environmental Impact Report (“FSEIR”) that requires no further environmental review beyond the FSEIR pursuant to the California Environmental Quality Act (“CEQA”) Guidelines Section 15180, 15162 and 15163 for the following reasons:

- (1) The Implementing Action is consistent with the project analyzed in the FSEIR and does not require major revisions to the FSEIR due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant impacts; and,
- (2) No substantial changes have occurred with respect to the circumstances under which the “Mission Bay Project” analyzed in the FSEIR will be undertaken that would require major revisions to the FSEIR due to the involvement of new significant environmental effects, or a substantial increase in the severity of effects identified in the FSEIR; and,
- (3) No new information of substantial importance to the Mission Bay Project analyzed in the FSEIR has become available which would indicate that (a) the Implementing Action will have significant

effects not discussed in the FSEIR; (b) significant environmental effects will be substantially more severe; (c) mitigation measures or alternatives found not feasible which would reduce one or more significant effects have become feasible; or (d) mitigation measures or alternatives which are considerably different from those in the FSEIR will substantially reduce one or more significant effects on the environment.

(Originated by Nikki Henry, Assistant Development Specialist)



Nadia Sesay
Executive Director

Attachment: Proposed 3E (Edwin M. Lee a Veterans and Family Community) Signage

Proposed 3E Signage



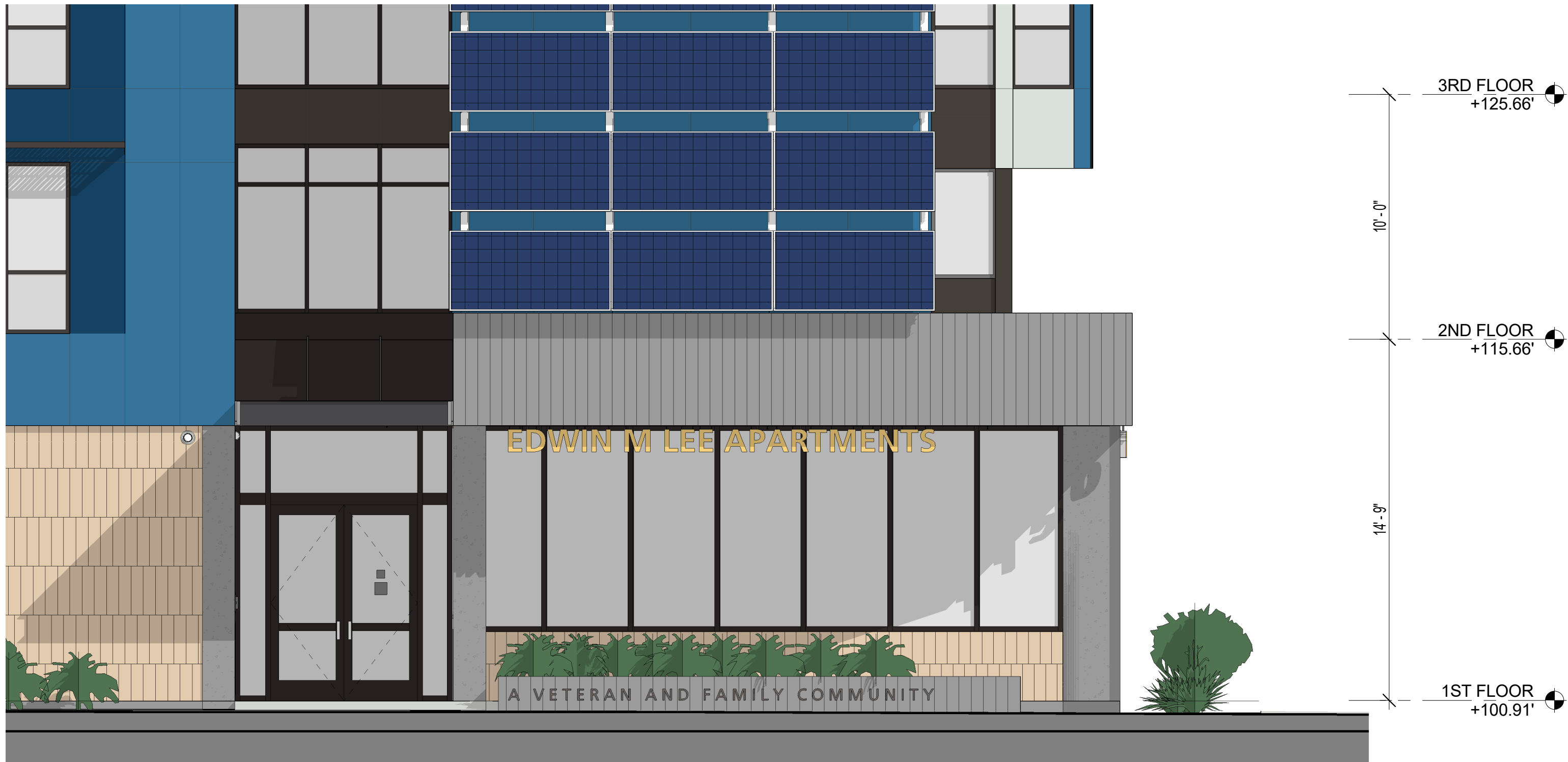


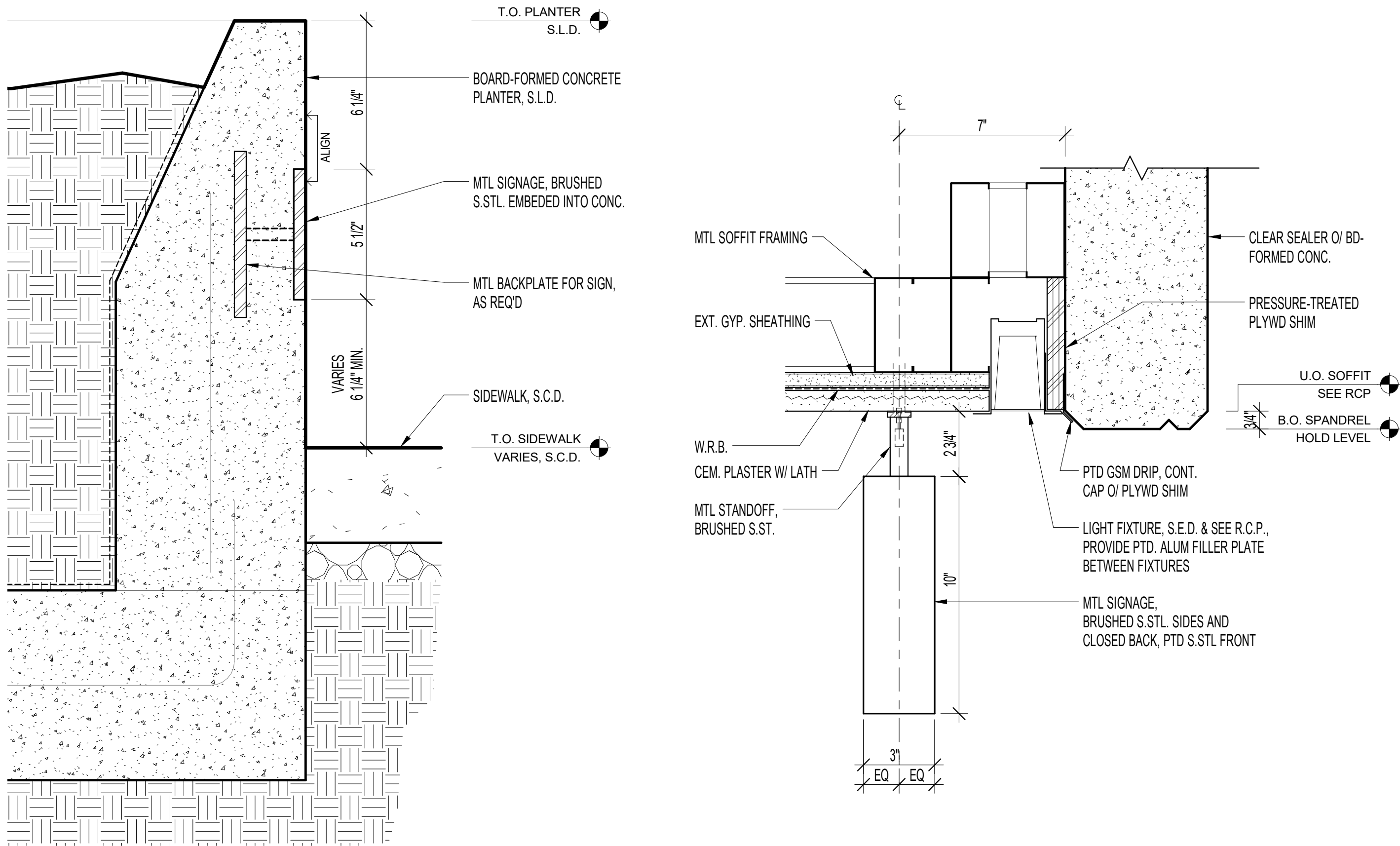
MB3E
1150 THIRD STREET, SAN FRANCISCO, CA
LEDDY MAYTUM STACY ARCHITECTS
677 HARRISON STREET
SAN FRANCISCO CA 94107
T 415 495 1700
F 415 495 1717

MAIN ENTRANCE PERSPECTIVE

4.1A

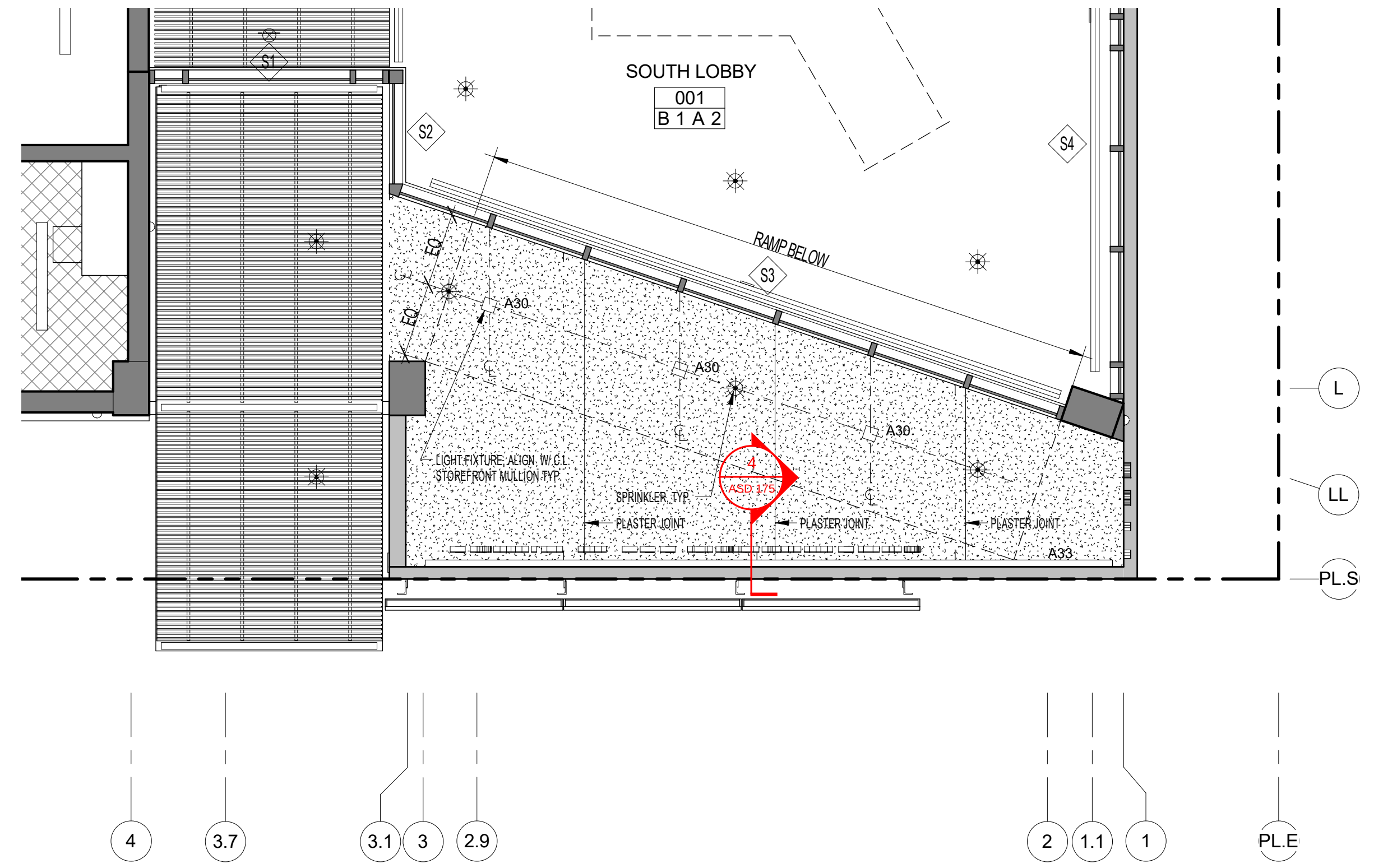
3/6/19



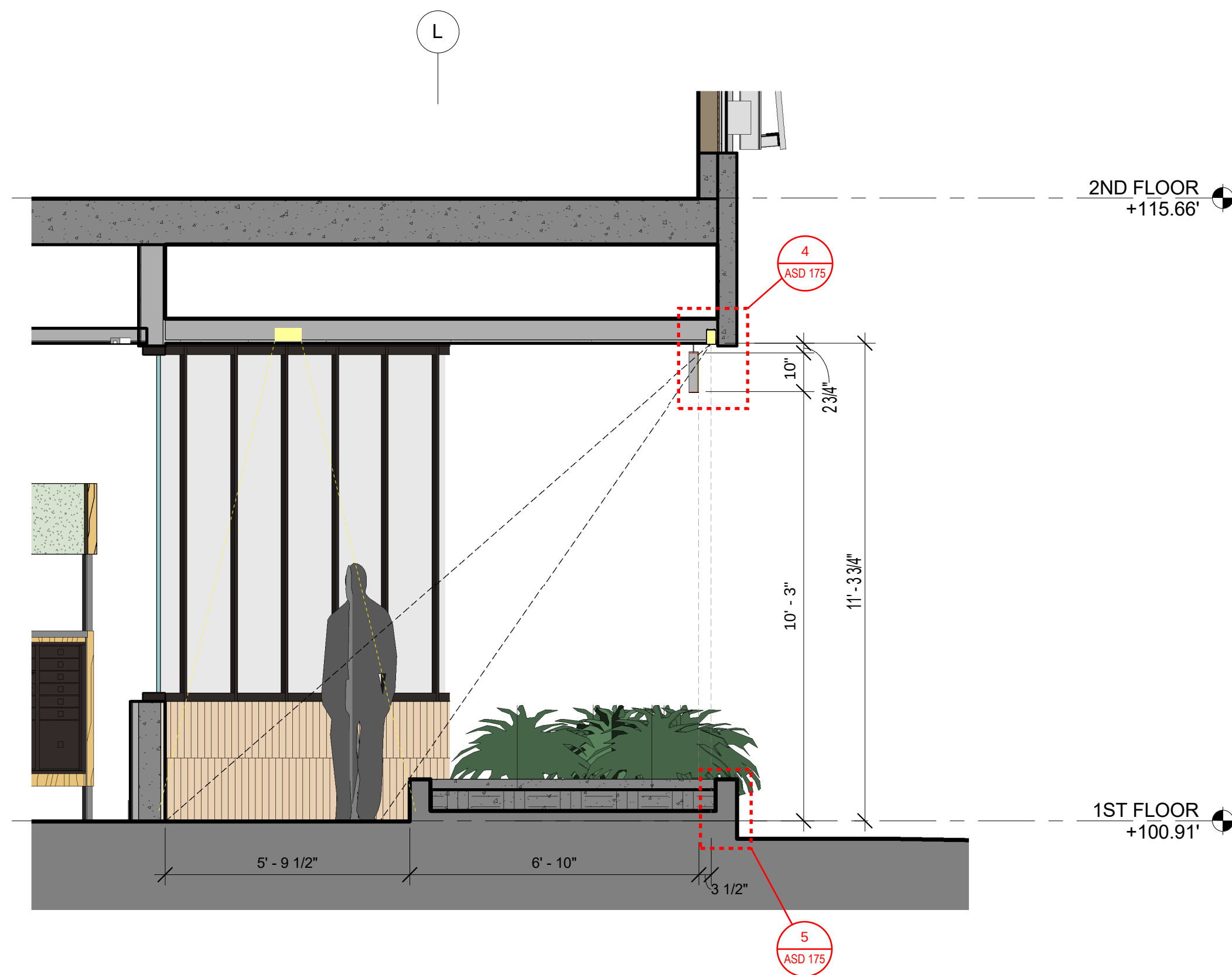


5 VET AND FAMILY SIGN - SECTION DETAIL
SCALE: 1/4" = 1'-0"

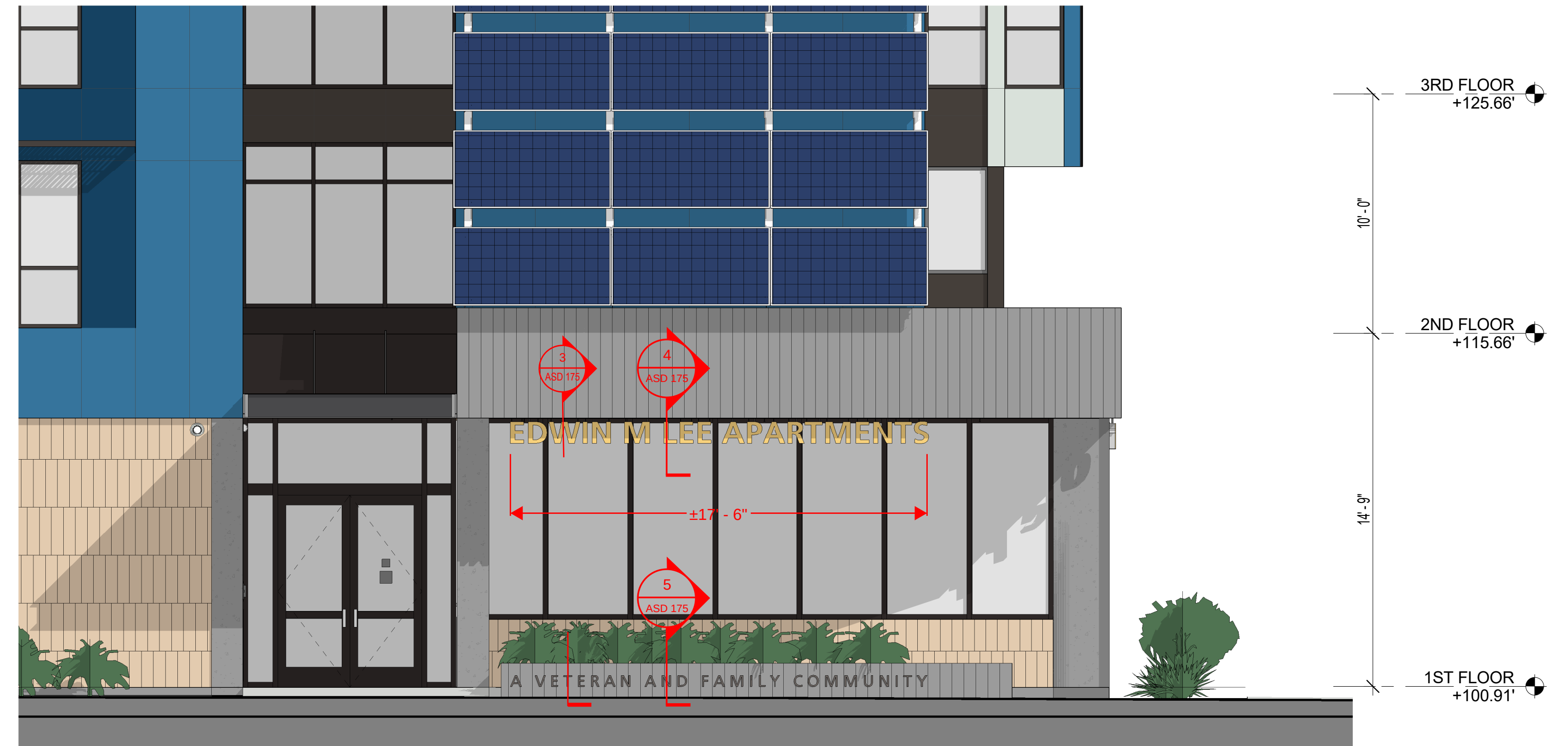
4 BUILDING ENTRANCE SIGN - SECTION DETAIL
SCALE: 1/4" = 1'-0"



2 REFLECTED CEILING PLAN AT MAIN ENTRANCE
SCALE: 1/4" = 1'-0"



3 SECTION AT MAIN ENTRANCE
SCALE: 3/8" = 1'-0"



1 ENLARGED ELEVATION - MAIN ENTRANCE
SCALE: 1/4" = 1'-0"

MB3E
1150 THIRD STREET, SAN FRANCISCO, CA

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ASD-175	SCALE: AS NOTED
	DATE: 3/11/19
	RE: PR 027
MAIN ENTRANCE SIGNAGE & LIGHTING	REFERENCE
	DRAWING: 1/A3.5
	SPEC SECTION: DIV 10 & 26



2ND FLOOR
+115.66'

1ST FLOOR
+100.91'

Proposed Signage Dimensions

	PROPOSED	AREA PROPOSED		TYPE
3RD STREET	BUILDING ADRESS COMMUNITY ROOM USE	3'-6" x 1'-1" = 3.8 SF 9" x 9" = 0.6 SF	4.4 SF	NAMEPLATE WALL SIGN
MISSION ROCK	BUILDING NAME VET+FAMILY COMM. LOGOS	17'-6" x 10" = 14.6 SF 17'-6" x 5 1/2" = 8.0 SF 3'-0" x 2'-0" = 6.0 SF	28.6 SF	AWNING WALL SIGN WALL SIGN
LOT "A"	NONE			

33 SF