RESOLUTION NO. 181-2001

Adopted October 16, 2001

GRANTING A VARIANCE TO THE HEIGHT REQUIREMENTS OF THE YERBA BUENA CENTER REDEVELOPMENT PLAN FOR A SIGN TO BE MOUNTED ON THE ZEUM BUILDING AT THE SOUTHEAST CORNER OF FOURTH AND HOWARD STREETS ON PARCEL CB-3; YERBA BUENA CENTER REDEVELOPMENT PROJECT AREA

BASIS FOR RESOLUTION

1. The Redevelopment Agency of the City and County of San Francisco (Agency) completed the construction of the Children’s Center in 1998 on Parcel CB-3, Yerba Buena Center (YBC) Redevelopment Project Area.

2. The Children’s Center is a multi-use complex consisting of several facilities among which is the ZEUM Building, located at the southeast corner of Fourth and Howard Streets.

3. The Agency proposes a building sign identifying the ZEUM and the Children’s Center facilities be mounted on the ZEUM Building at a height of 54 feet measured from the Howard Street curb to the top of the proposed sign. At such height, the proposed sign would achieve an enhanced public visibility and identify the ZEUM, the Children’s Center, including the Ice Skating and Bowling Center and Mo’s Café.

4. The YBC Redevelopment Plan states that no sign shall be located more than 50 feet above street grade if on a building elevation facing a street. Therefore, a variance from the requirement is needed to permit the placement of the proposed sign on the ZEUM Building at the 54 foot height.

5. Because of the location of the carousel structure in front of the ZEUM Building stair tower, a sign located at a 50-foot height on this tower would have limited visibility and as a result would create an undue hardship for the tenants at CB-3. The location of the sign at the proposed height also achieves a more compatible integration of the sign with the ZEUM building.

6. The Agency has reviewed the proposed sign location and height at 54 feet and has determined that the variance results in substantial compliance with the intent and purpose of the YBC Redevelopment Plan.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that a variance to the height requirements in the Yerba Buena Center Redevelopment Plan is granted for a height of 54 feet for the proposed sign to be mounted on the ZEUM Building located at the southeast corner of Fourth and Howard Streets on Parcel CB-3 in the Yerba Buena Center Redevelopment Project Area.

APPROVED AS TO FORM:

Bertha A. Ontiveros
Agency General Counsel