



SAN FRANCISCO PLANNING DEPARTMENT

Letter of Determination

January 3, 2017

Michael J. Burch
Scott AG, LLC
1275 North Dutton Avenue
Santa Rosa, CA 95401

Site Address:	644 & 660 Broadway
Assessor's Block/Lot:	0146/006 & 007
Zoning District:	Chinatown Community Business District
Staff Contact:	Andrew Perry, (415) 575-9017 or andrew.perry@sfgov.org
Record No.:	2016-015766ZAD

Dear Mr. Burch:

This letter is in response to your request for a Letter of Determination ("LOD") regarding the properties at 644 and 660 Broadway. These properties are in the CCB (Chinatown Community Business) Zoning District and 65-N Height and Bulk District. The request is for clarification on the maximum permitted signage for businesses within the CCB Zoning District, and whether there is a provision in the Planning Code to allow for additional and/or more intense signage than what is strictly allowed under the Code.

Signage controls for businesses located within the CCB Zoning District can be found in Planning Code Section 607.2(f)(3). In general, the Planning Code allows for window signs, wall signs, and projecting signs – or signs on awnings and marquees in lieu of a projecting sign – in the subject District. As your request specifically inquired about controls for projecting signs, the Planning Code lists the following requirements:

"The number of projecting Signs shall not exceed one per business (emphasis added). The Area of such sign or Signs combined when there are multiple Signs shall not exceed 32 square feet. The Height of the Sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the Sign is attached, whichever is lower. No Part of the Sign shall project more than 75% of the horizontal distance from the Street Property Line to the curblin, or six feet six inches, whichever is less. Such signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated."

As described in your LOD request, and as viewed on the plans accompanying your request, the proposed signage would not be in compliance with the Planning Code for several reasons. First, the proposed business (dba China Live) operates as a single entity and would therefore be limited to a single projecting sign, instead of two signs as described in the LOD request. Second, the preferred "Sign A" height is shown to exceed the 24' height limit. Third, the preferred amount of projection for "Sign B" at 9'-9" would exceed the maximum projection of 6'-6" allowed by Planning Code.

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Michael J. Burch
Scott AG, LLC
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January 3, 2017
Letter of Determination
644/660 Broadway

Pursuant to Planning Code Section 305, the signage controls listed under Article 6 of the Planning Code are not variable provisions and must therefore be strictly followed. To respond further to specific points raised in the LOD request, the Planning Code does not allow for additional projecting signs or further exemptions from the Code based on the occupied floor area of the business, or based on the amount of street frontage that the business occupies. Additionally, pursuant to Planning Code Section 604, any new signage, which includes a change in copy to an existing sign as the result of a new business, must comply with all provisions of Article 6 of Planning Code. Assertions that previous businesses in the subject location, as well as other businesses continuing to operate in the vicinity, did/do not have signage that would meet today's requirements are not pertinent, and the subject business must comply with all requirements of the Planning Code.

As an additional comment, it is important to note that the plans accompanying the LOD request also appear to show two different proposed wall signs: one on the belt course element immediately above the ground story of 644 Broadway and one above the entrance of 660 Broadway. It is important to note that these signs would also be subject to the provisions outlined in Planning Code Section 607.2(f)(3)(B). Specifically, based on the total frontage for the proposed business, the Area of all wall signs shall not exceed 150 square feet, provided however that the combination of wall signs shall not cover more than 75% of the surface of any wall, excluding openings. At this time, it is unclear whether the wall signs shown on the attached plans would comply with the Planning Code, as they have not been specifically dimensioned.

Please note that a Letter of Determination is a determination regarding the classification of uses and interpretation and applicability of the provisions of the Planning Code. This Letter of Determination is not a permit to commence any work or change occupancy. Permits from appropriate Departments must be secured before work is started or occupancy is changed.

APPEAL: If you believe this determination represents an error in interpretation of the Planning Code or abuse in discretion by the Zoning Administrator, an appeal may be filed with the Board of Appeals within 15 days of the date of this letter. For information regarding the appeals process, please contact the Board of Appeals located at 1650 Mission Street, Room 304, San Francisco, or call (415) 575-6880.

Sincerely,



Scott F. Sanchez
Zoning Administrator

cc: Andrew Perry, Planner
Property Owner – 644 Broadway LLC, 985 Moraga Rd., Ste. 214, Lafayette, CA 94549
Neighborhood Groups – Russian Hill, North Beach, Chinatown
BBN Requestor (if any)

SCOTT

R#2016-015766 ZAD

CK #3282 \$664. -

M. LUELLEN (NE)

To: City of San Francisco Planning Department
1650 Mission St., Suite 400
San Francisco, CA 94103
Attn: Zoning Administrator

Re: Request for Letter of Determination regarding signage at 644 & 660 Broadway Street

ScottAG, LLC (Applicant) and China Live Ventures (Owner) are requesting a Letter of Determination to allow for additional sign height and projection for 2 signs at the new China Live restaurant and retail project located at 644 and 660 Broadway in Chinatown.

Sign A

644 Broadway Street – APN0146/006

Request to allow a projecting sign at a height of 45'-8" above grade. Zoning for the CCB (Chinatown Community Business) district allows for height of 24' above grade.

Sign B

660 Broadway Street – APN0146/007

Request to allow a projecting sign to project 9'-9" from face of building over the public sidewalk. Zoning for the CCB (Chinatown Community Business) district allows for projection of 6'-6".

Broadway between the tunnel and Columbus Avenue is an area of bustling commercial activity. Beyond Columbus – Broadway becomes the center of the old Downtown entertainment district featuring neon and exposed bulb spectaculars for some of the City's best known old nightclubs. The confluence of Chinatown and North Beach is an area of heightened sensations and larger signage than most other areas in the City.

Broadway in this area is undergoing a rebirth. The sidewalk and median improvement project underway will improve the walkability and appeal of the area. The redevelopment of this project, 644 and 660 Broadway, is indicative of the types of new tenants and attractions moving into Chinatown and North Beach. China Live is a retail and restaurant venture offering 3 unique dining venues, banquet space and a unique store offering Chinese ingredients, goods and homewares. China Live will set a new standard for food and quality in Chinatown. The Speakeasy Theatre has renovated the basement space which was previously the World Theatre and was dark for many years. The additional space in 644 Broadway has been developed into creative office space now housing a variety of film production businesses.

The 644 Broadway building was built as the Gold Mountain Restaurant and served Chinatown as the most modern and largest banquet facility in San Francisco for several decades. There was extensive signage at or above the height, projection and area of the signage proposed by China Live. The same is true of the 660 Broadway space which was most recently Pet Central.

SCOTT TAGG

The zoning for the site is CCB (Chinatown Community Business). The Applicant has worked hard to keep as much of the sign package within the CCB zoning regulations as possible while being able to provide adequate signage for a business with the scale and impact of China Live. We are within guidelines for all wall signs and for the overall area of signage on the 2 buildings. The CCB zoning does not seem to address the intensity of storefronts, traffic and existing conditions on Broadway Street approaching Columbus Avenue. There are a number of considerations for allowing the requested height (sign type A) and requested projection (sign type B).

1. The scale of the China Live project. China Live will have restaurant and retail space operating in 4 stories of 2 buildings occupying 30,000sf and covering 103' of contiguous sidewalk. The 644 Building itself is a modern façade of 4 stories at 49' to the parapet at the west.
2. The previous Gold Mountain and World Theater tenants had blade signs mounted at 49' in height. Those brackets are in place and photo evidence is provided in the attached design package. Those signs were 4' higher than the proposed Sign A in our package.
3. The previous tenant in 660 had a projecting sign which projected 10' over the sidewalk and was 3 times larger in terms of area than the proposed Sign B in our package.
4. With regard to items 2. And 3. Above. Sign A sits between a 3 story window bumpout on our building and the adjacent building. The leading edge of the adjacent building is several feet forward of the wall to which the sign is mounted. The sign will not be visible below 24' above sidewalk grade. With regard to Sign B - there are multiple signs projecting beyond the zoning allowed 6'-6" adjacent to and near the proposed sign location. In order for the Owner to continue to enjoy the same exposure as was allowed with the previous sign this projection must be maintained at 9'-9". Please refer to photos and diagrams provided in the attached package.
5. The projecting Sign A will be directly adjacent to the neighboring building windows if not moved above 24'.
6. Adjacent building on this block and nearby have signage well above the 24' height limit. The most similar structure in the area is the Royal Motor Lodge directly across the street (661 Broadway). The building is of similar height and construction and requires similar signage to attract locals and tourists. The building has a pole sign at a height well over 24' and 2 wall signs at the top of the 4 story building. There is a precedent and good reason for these signs to be allowed and maintained on this block for businesses of this scale and importance to the area.

It is our belief that the proposed signs and the overall redevelopment of 644 and 660 Broadway will be a centerpiece of the Chinatown and North Beach neighborhoods for years to come. We appreciate your consideration in this matter. Please find attached a detailed design presentation which supports the comments made in this letter. Do not hesitate to contact me directly at (707)953 7157 or email to mburch@scotttag.com.

Sincerely,


Michael J. Burch
Managing Partner




CHINA LIVE
SAN FRANCISCO

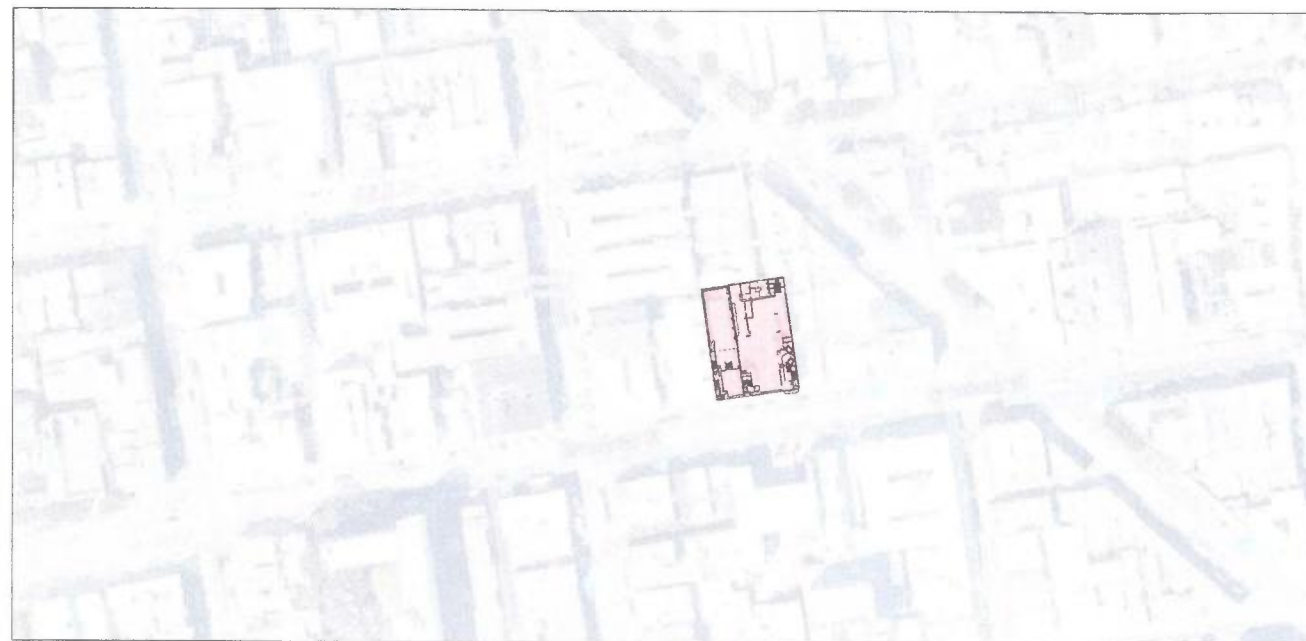
644 & 660 Broadway, San Francisco, California
DECEMBER 2, 2016

644 BROADWAY

SHEET	SIGN NAME	INTERNALLY ILLUMINATED	DIMENSIONS	QTY	SQUARE FOOTAGE	HEIGHT ABOVE SIDEWALK	SINGLE SIDED DOUBLE SIDED	PROJECTION OVER SIDEWALK	
1.0	 China Live Fin Sign	Yes	18 1/4" x 19' 2"	1	29 sf	29'	DOUBLE	0"	
					29 sf	TOTAL			

660 BROADWAY

SHEET	SIGN NAME	INTERNALLY ILLUMINATED	DIMENSIONS	QTY	SQUARE FOOTAGE	HEIGHT ABOVE SIDEWALK	SINGLE SIDED DOUBLE SIDED	PROJECTION OVER SIDEWALK	
2.0	 China Live Blade Sign	Yes	5'-7 7/8" x 5'-7 7/8"	1	32 sf	12'-6"	DOUBLE	9'-9"	
					32 sf	TOTAL			



VICINITY MAP

PROJECT SITE

PROJECT INFORMATION

APN: 0146/006

EXISTING ZONING DESIGNATION: CHINATOWN-COMMUNITY BUSINESS (CCB)
OVERLAY DISTRICT - BROADWAY SSD SEC 607,607.2

GENERAL PLAN DESIGNATION: CHINATOWN

LOT SIZE: 9,453.13 sf

LOT FRONTAGE: 68' 9"

SIGN AREA ALLOWED BY CODE:

WALL SIGNS: 168 sq ft

PROJECTING SIGNS: 1 PER BUSINESS @ 32 sq ft

WINDOW SIGNS: NOT TO EXCEED 1/3 OF GLAZING AREA

OWNER

CYPRESS PROPERTIES GROUP, LLC
985 MORAGA ROAD
SUITE 214
LAFAYETTE, CA 94549
TEL (925) 283-7300

DESIGN/BUILD SIGN CONTRACTOR

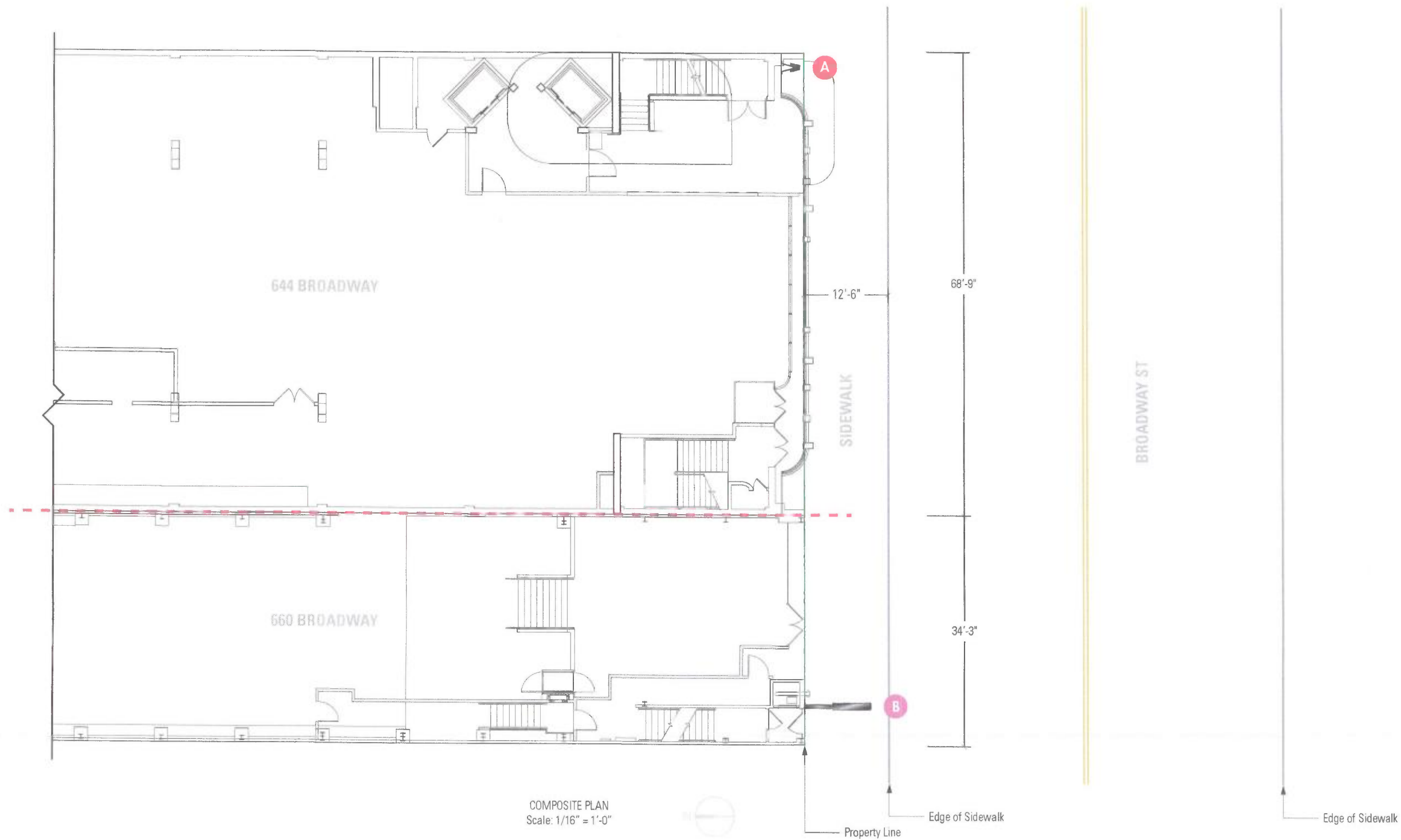
SCOTT | AG

SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
1275 NORTH DUTTON AVE
SANTA ROSA, CA 95401
TEL 707.545.4519
FAX 707.571.7802
Contractors License #972537

X _____

ENGINEER

Yungman Engineering
2172 1/2 FELSPAR ST
SAN DIEGO, CA 92109
TEL (858) 705-0557



PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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ENGINEER

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TITLE

Locations

Site Plan

- A CHINA LIVE FIN SIGN
- B CHINA LIVE BLADE SIGN

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

1.0

PROPOSED / PREFERRED OPTION

660 BROADWAY
SIGN APPLICATION

132 sq ft area
total including sign B

644 BROADWAY
SIGN APPLICATION

129 sq ft area
total including sign A



SOUTH ELEVATION
Scale: 1/8"=1'-0"

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC
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DESIGN/BUILD SIGN CONTRACTOR

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X

ENGINEER

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TITLE

Locations
Site Plan
A CHINA LIVE FIN SIGN
B CHINA LIVE BLADE SIGN

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

2.0

ALLOWED BY ZONING / NOT PREFERRED OPTION

660 BROADWAY
SIGN APPLICATION
132 sq ft area
total including sign B

644 BROADWAY
SIGN APPLICATION
129 sq ft area
total including sign A



SOUTH ELEVATION
Scale: 1/8"=1'-0"

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC
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DESIGN/BUILD SIGN CONTRACTOR

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TITLE

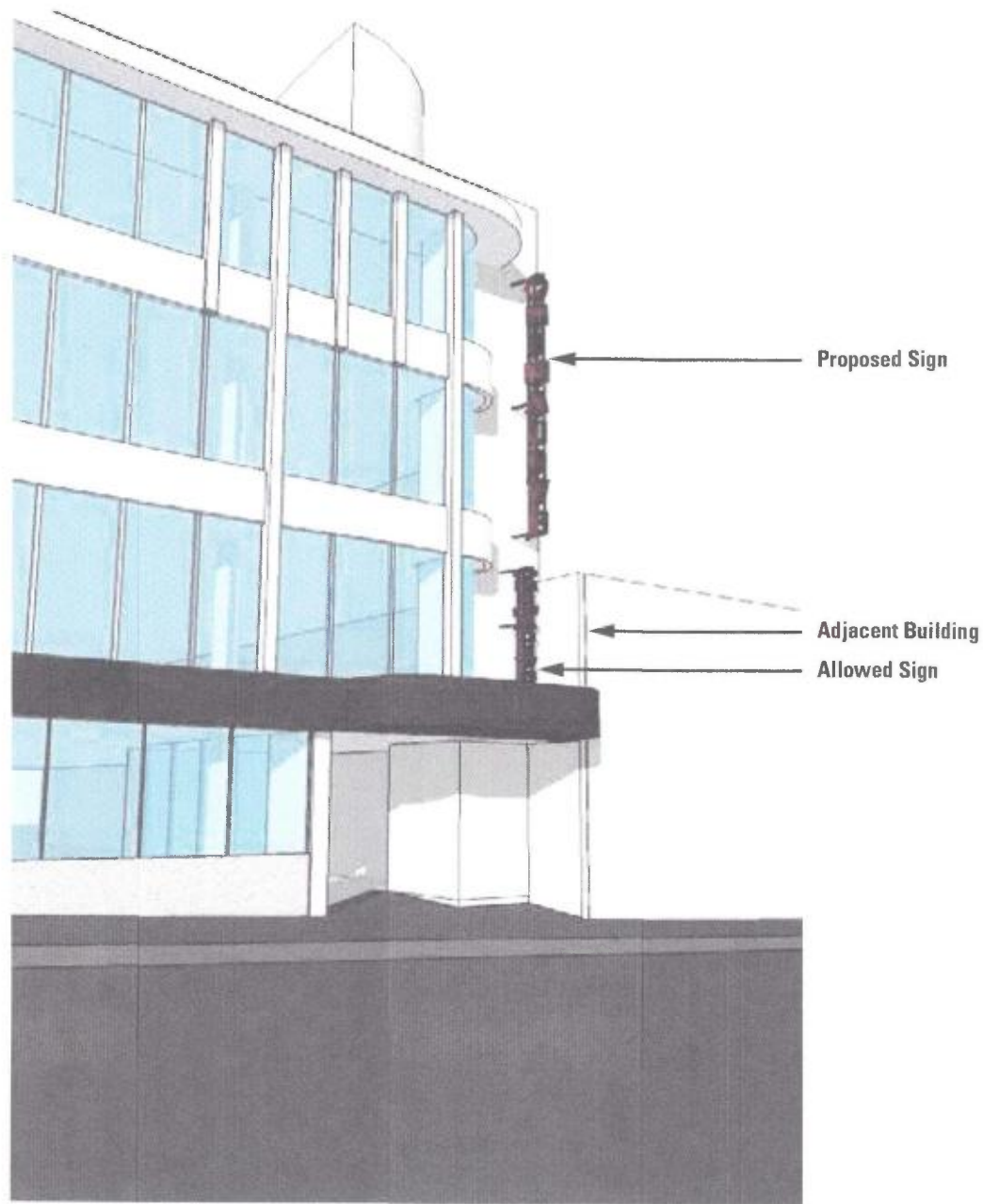
Locations
Site Plan
A CHINA LIVE FIN SIGN
B CHINA LIVE BLADE SIGN

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

2.1



PERSPECTIVE VIEW
NTS



PERSPECTIVE VIEW
NTS

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

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X

ENGINEER

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TITLE

Specifications

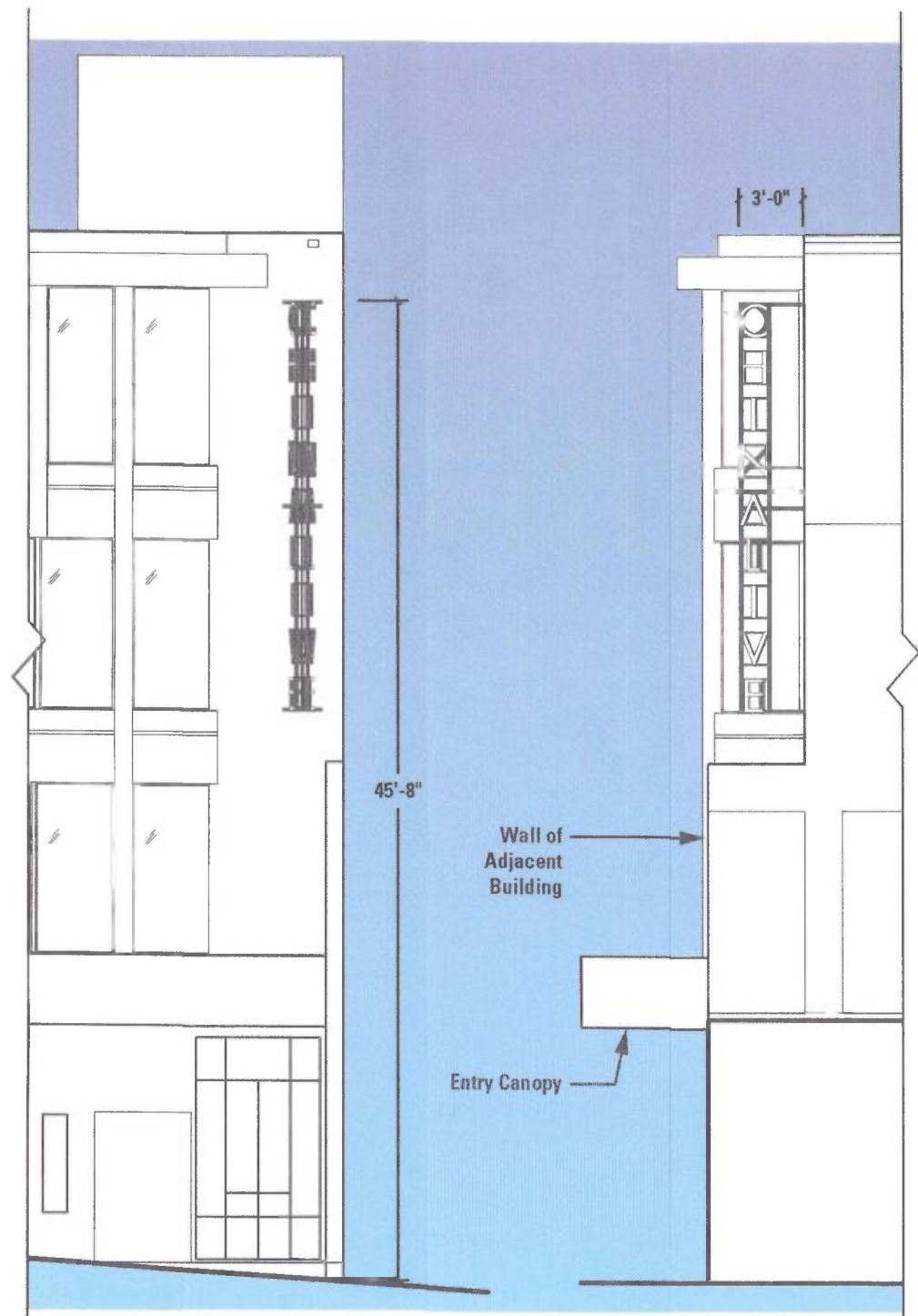
A CHINA LIVE FIN SIGN

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

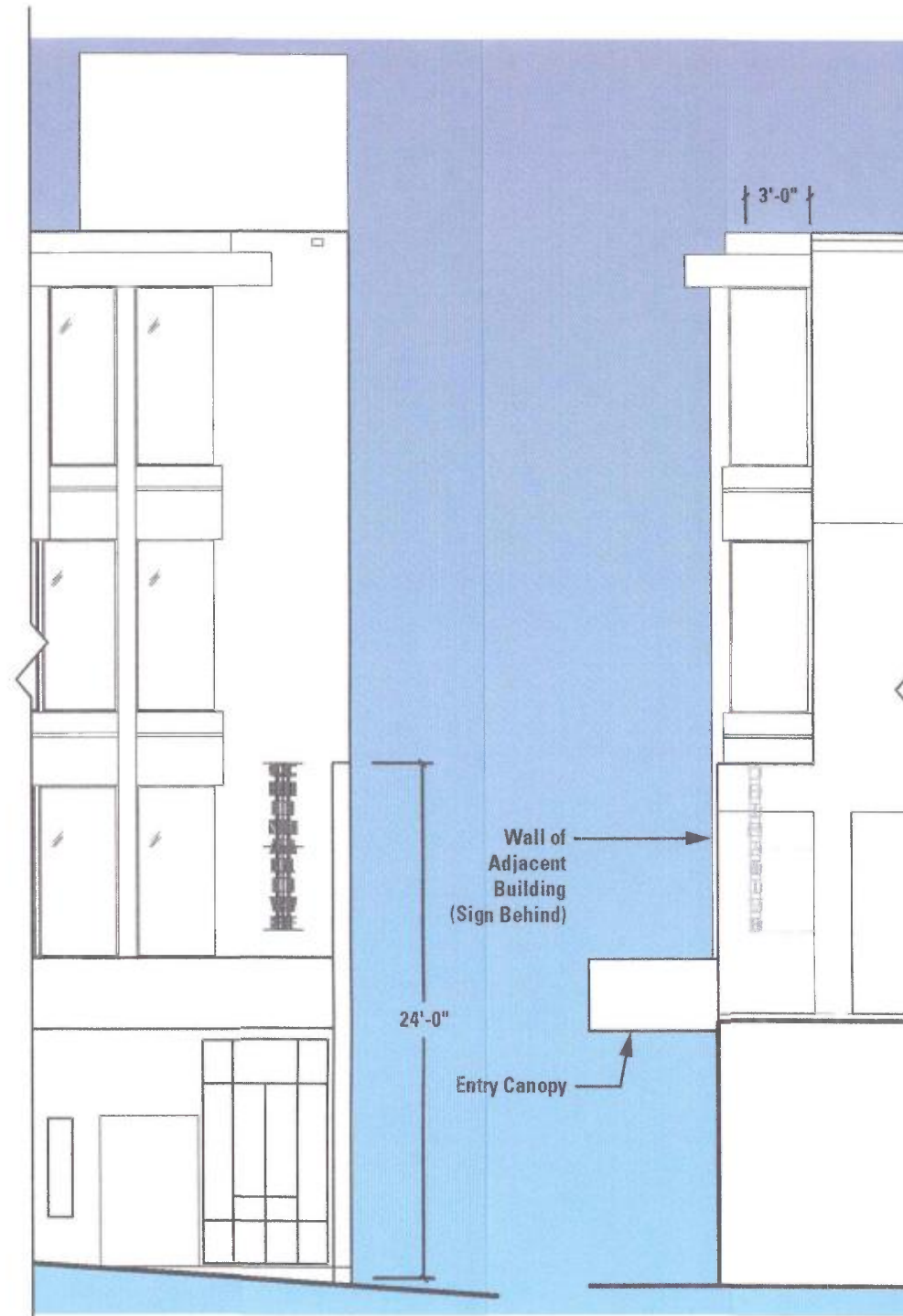
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SOUTH ELEVATION
Scale: 1/8"=1'-0"

EAST ELEVATION
Scale: 1/8"=1'-0"

PROPOSED



SOUTH ELEVATION
Scale: 1/8"=1'-0"

EAST ELEVATION
Scale: 1/8"=1'-0"

ALLOWED BY ZONING

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

985 MORAGA ROAD
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DESIGN/BUILD SIGN CONTRACTOR

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SCOTT AG, LLC ENVIRONMENTAL GRAPHICS

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TITLE

Specifications

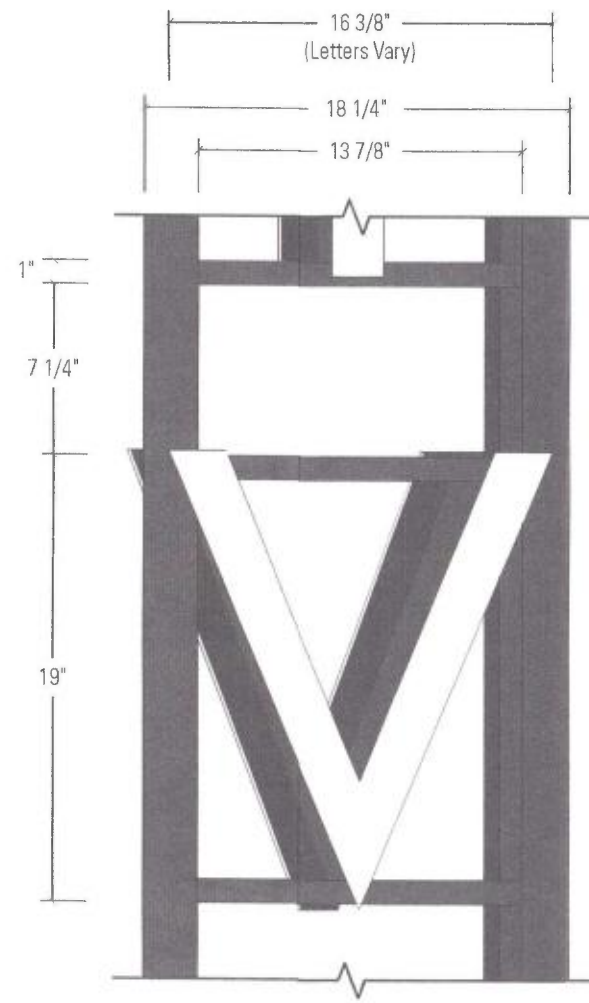
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ISSUE/REVISION

12/2/2016 CN Issued

SHEET

3.1



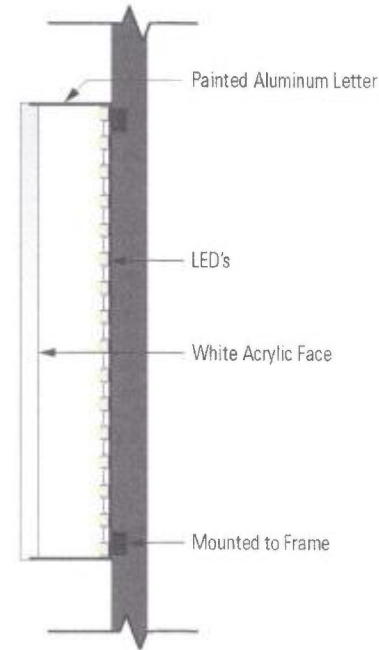
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PROPOSED



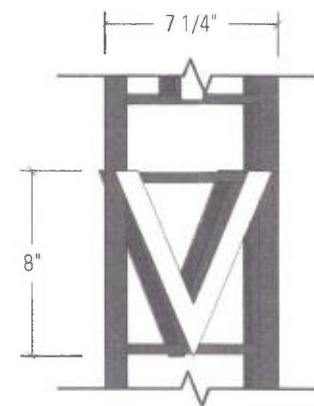
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Scale: 1 1/2"=1'-0"

PROPOSED



TYPICAL SECTION VIEW
Scale: 1 1/2"=1'-0"

PROPOSED



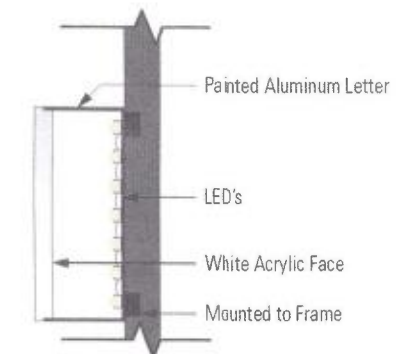
SIDE VIEW (PERPENDICULAR TO RIGHT SIDE)
Scale: 1 1/2"=1'-0"

PROPOSED



END VIEW
Scale: 1 1/2"=1'-0"

PROPOSED



TYPICAL SECTION VIEW
Scale: 1 1/2"=1'-0"

PROPOSED

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

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TITLE

Specifications

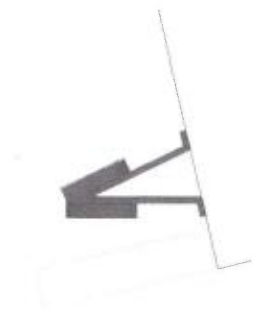
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ISSUE/REVISION

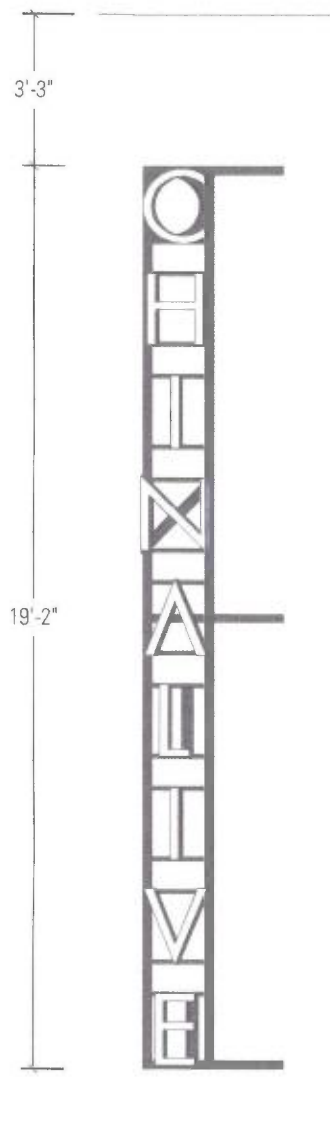
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SHEET

3.2

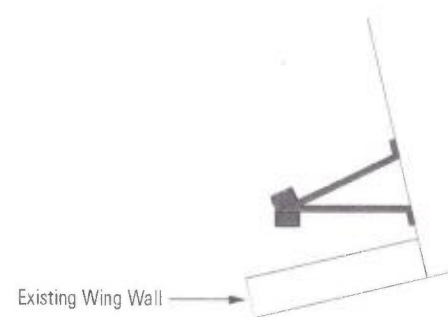


PLAN VIEW
Scale: 1/4"=1'-0"

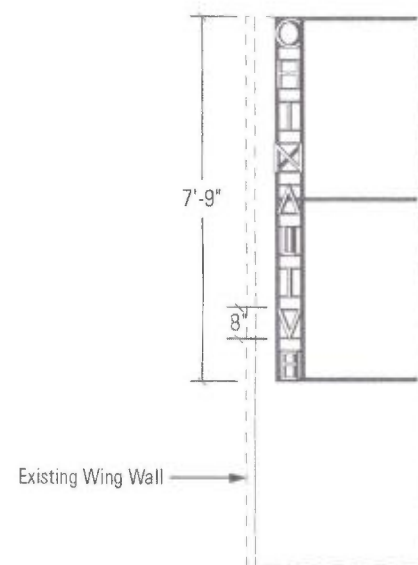


SIDE VIEW (PERPENDICULAR TO RIGHT SIDE)
Scale: 1/4"=1'-0"

PROPOSED



PLAN VIEW
Scale: 1/4"=1'-0"



SIDE VIEW (PERPENDICULAR TO RIGHT SIDE)
Scale: 1/4"=1'-0"

ALLOWED BY ZONING

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

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TITLE

Specifications

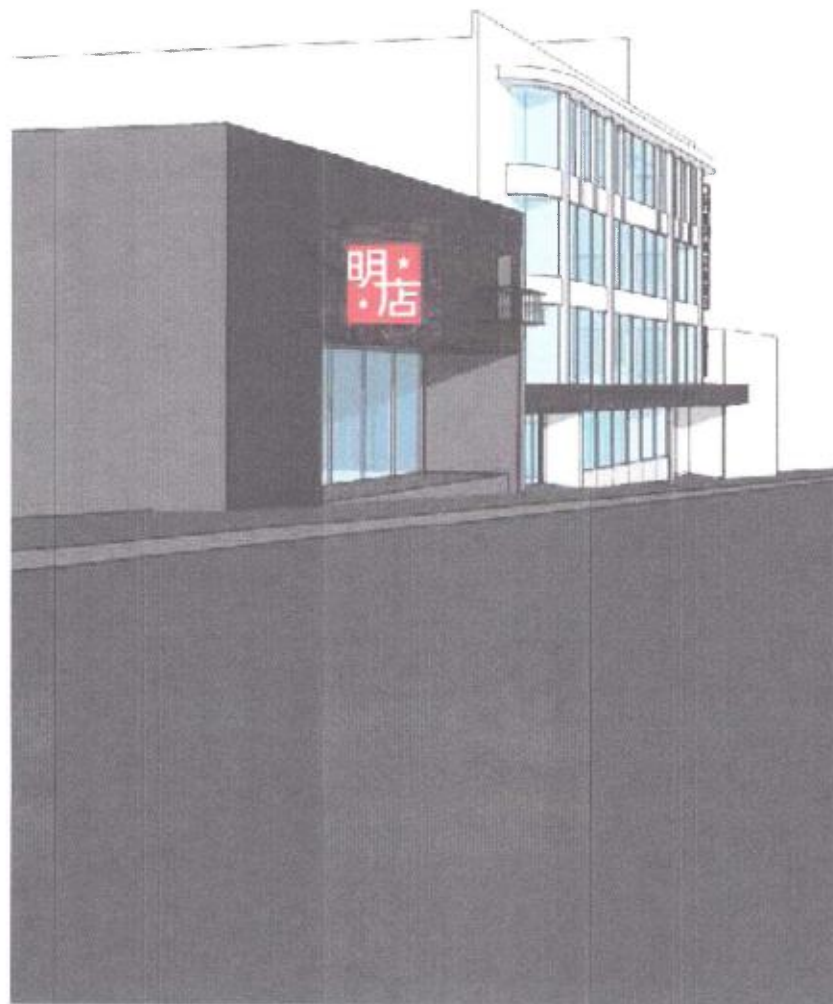
A CHINA LIVE FIN SIGN

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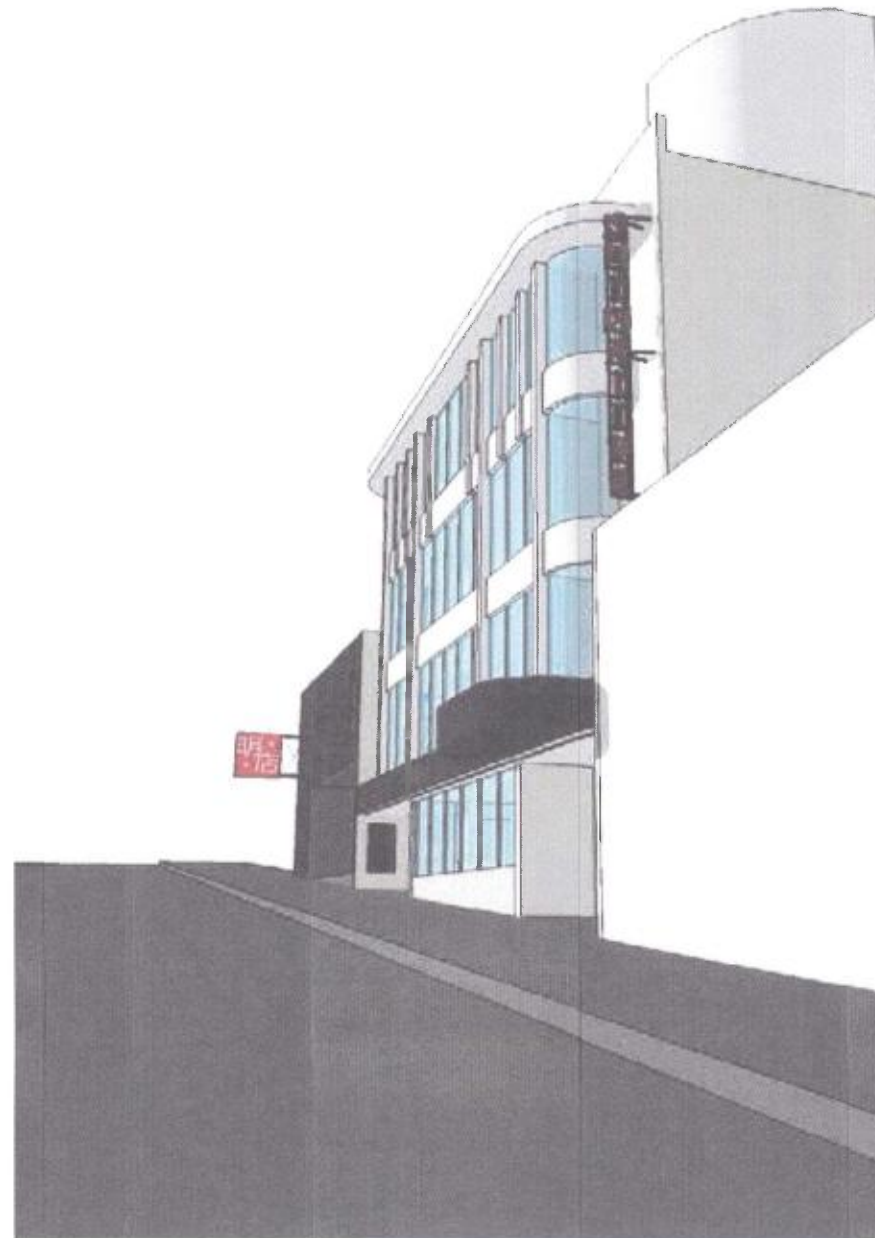
SHEET

3.3



PERSPECTIVE VIEW
NTS

PROPOSED



PERSPECTIVE VIEW
NTS

PROPOSED

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

**CYPRESS PROPERTIES
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TITLE

Specifications

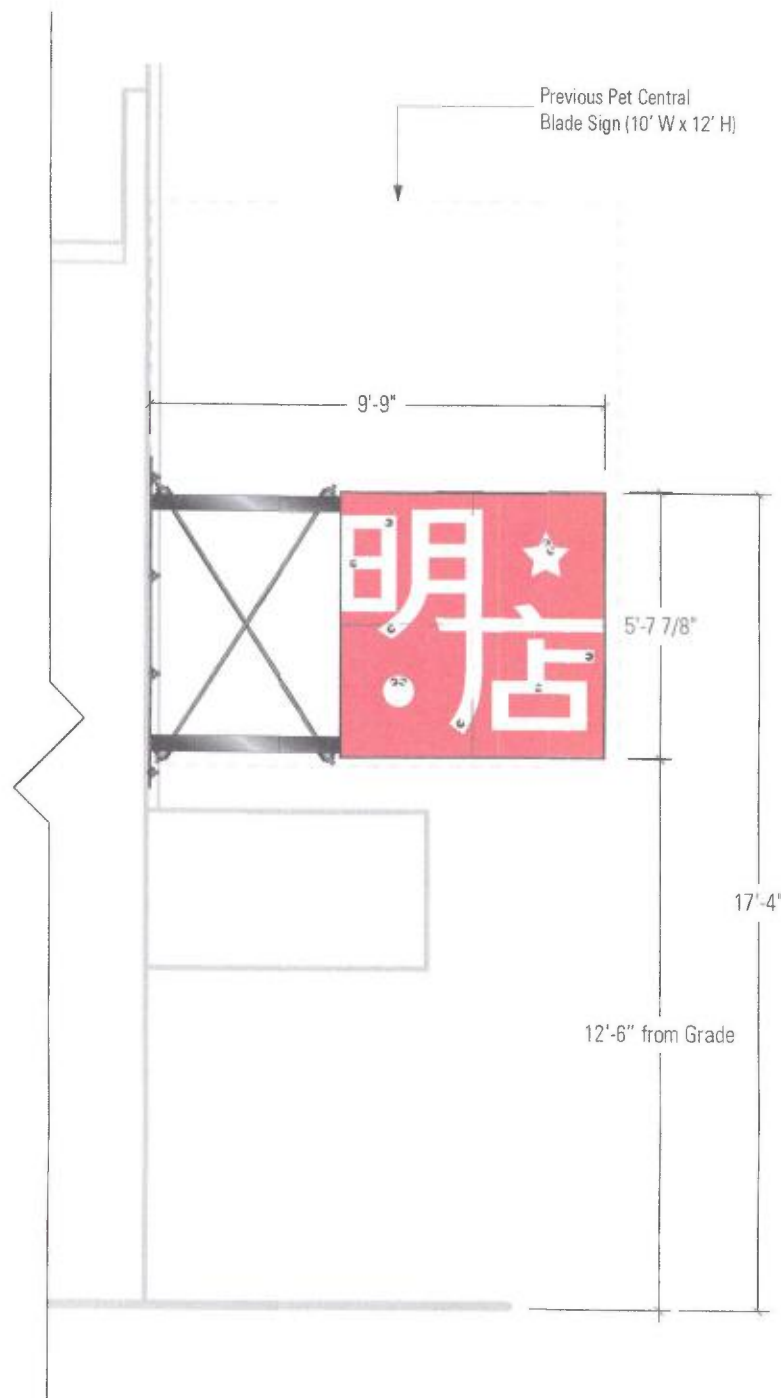
B CHINA LIVE BLADE SIGN

ISSUE/REVISION

12/2/2016 CN Issued

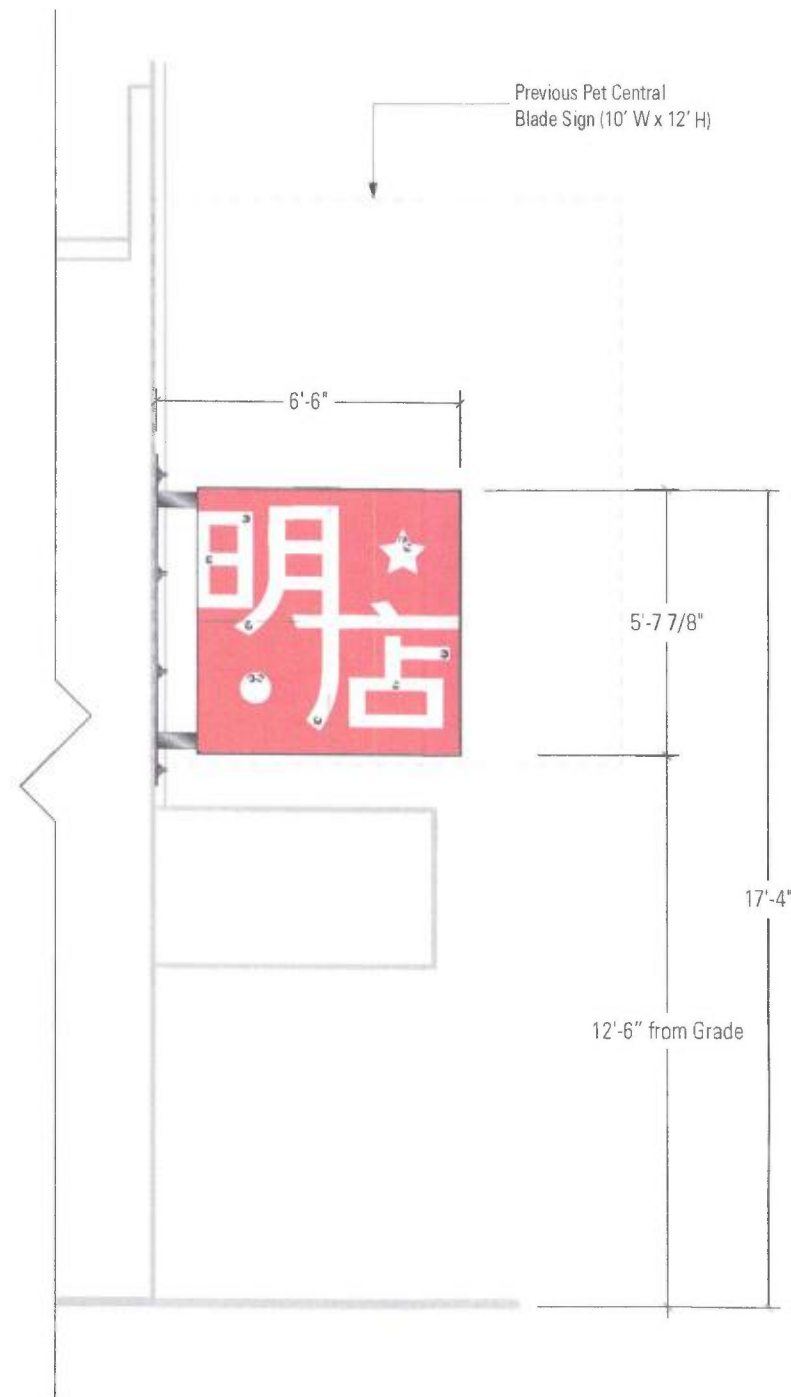
SHEET

4.0



WEST ELEVATION
Scale: 1/4"=1'-0"

PROPOSED



WEST ELEVATION
Scale: 1/4"=1'-0"

ALLOWED BY ZONING



SOUTH ELEVATION
Scale: 1/4"=1'-0"

PROJECT

CHINA LIVE
660 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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TITLE

Specifications

B CHINA LIVE BLADE SIGN

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

4.1



ORIGINAL BLADE SIGN @ VERDI THEATRE
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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TEL (858) 705-0557

TITLE

Previous Signs

ISSUE/REVISION

12/2/2016 CN Issued

SHEET

5.0



ORIGINAL BLADE SIGN © WORLD THEATRE
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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SCOTT | AG

SCOTT AG, LLC ENVIRONMENTAL GRAPHICS

1275 NORTH DUTTON AVE
SANTA ROSA, CA 95401
TEL 707.545.4519
FAX 707.571.7802

Contractors License #972537

X

ENGINEER

Yungman Engineering

2172 1/2 FELSPAR ST
SAN DIEGO, CA 92109
TEL (858) 705-0557

TITLE

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5.1



FORMER GOLD MOUNTAIN CHINESE RESTAURANT
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

**CYPRESS PROPERTIES
GROUP, LLC**
985 MORAGA ROAD
SUITE 214
LAFAYETTE, CA 94549
TEL (925) 283-7300

DESIGN/BUILD SIGN CONTRACTOR

SCOTT | AG
SCOTT AG, LLC
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5.2



EASTBOUND VIEW FROM TUNNEL
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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VIEW FROM COLUMBUS
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

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SUITE 214
LAFAYETTE, CA 94549
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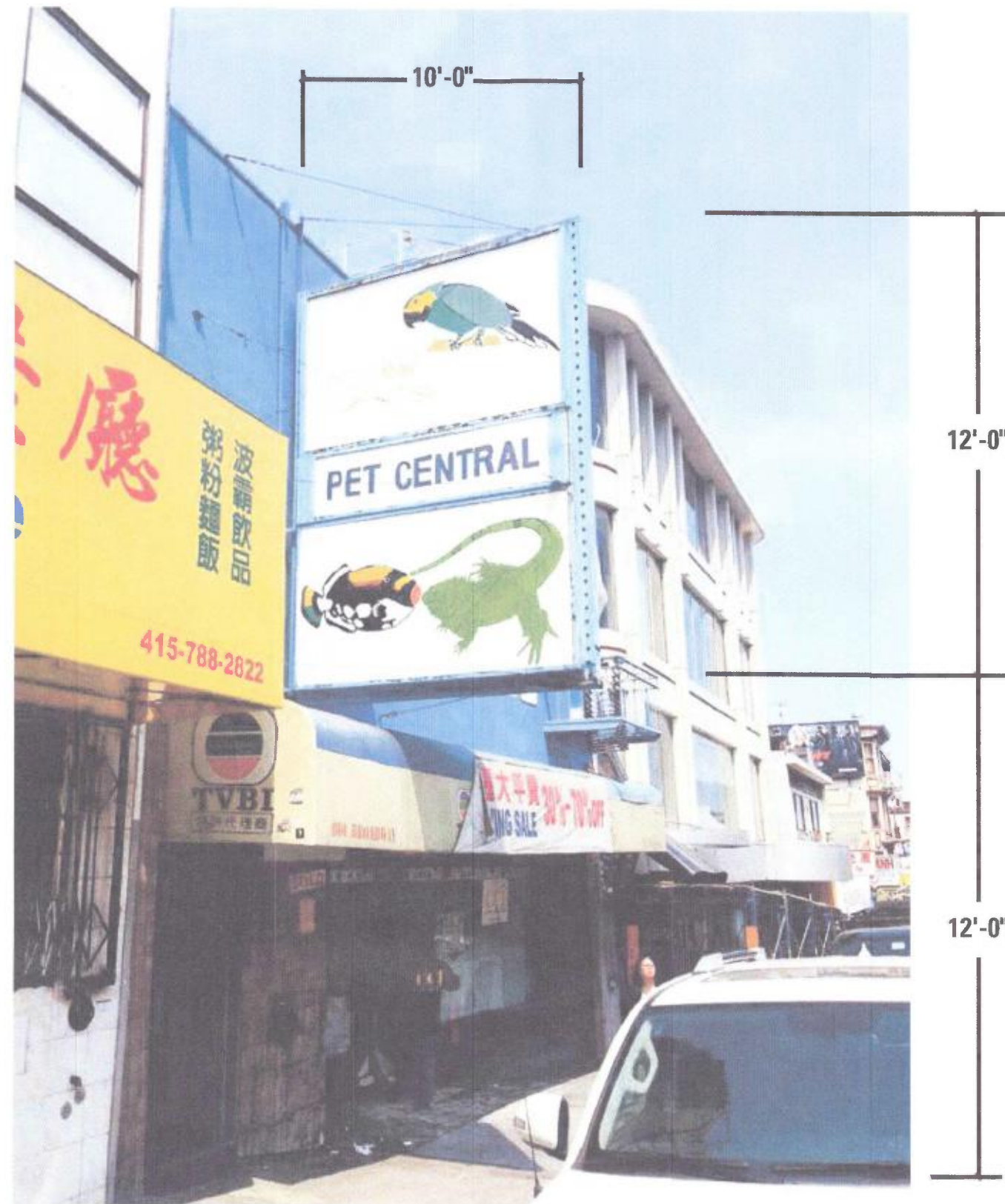
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5.4



PET CENTRAL SIGNAGE
NTS

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

CYPRESS PROPERTIES GROUP, LLC

985 MORAGA ROAD
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PET CENTRAL SIGNAGE
NTS

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CHINA LIVE
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SAN FRANCISCO, CA

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CYPRESS PROPERTIES GROUP, LLC

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EXISTING CONDITION
NTS

Proposed Sign

Allowed by Zoning

PROJECT

CHINA LIVE
644 BROADWAY
SAN FRANCISCO, CA

PROJECT #5150-100

OWNER

**CYPRESS PROPERTIES
GROUP, LLC**

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