



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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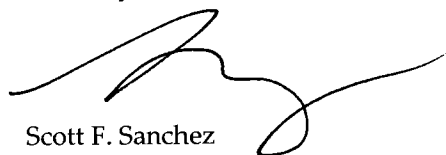
Pursuant to Planning Code Section 305, the signage controls listed under Article 6 of the Planning Code are not variable provisions and must therefore be strictly followed. To respond further to specific points raised in the LOD request, the Planning Code does not allow for additional projecting signs 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)