

**BOARD OF APPEALS, CITY & COUNTY OF SAN FRANCISCO**

Appeal of  
DAVID OSGOOD, \_\_\_\_\_ )  
Appellant(s) )  
vs. )  
DEPARTMENT OF BUILDING INSPECTION, \_\_\_\_\_ )  
PLANNING DEPARTMENT APPROVAL Respondent

Appeal No. **23-020**

**NOTICE OF APPEAL**

**NOTICE IS HEREBY GIVEN THAT** on May 26, 2023, the above named appellant(s) filed an appeal with the Board of Appeals of the City and County of San Francisco from the decision or order of the above named department(s), commission, or officer.

The substance or effect of the decision or order appealed from is the ISSUANCE on May 11, 2023 to HUDSON RINCON CENTER LLC, of an Alteration Permit (Sign C: Install two illuminated double-faced projecting blade signs for "Tenant XYZ Rincon Center") at 101 Spear Street.

**APPLICATION NO. 2021/0525/1018**

**FOR HEARING ON July 12, 2023**

Address of Appellant(s):

Address of Other Parties:

<p>David Osgood, Appellant(s) P.O. Box 193015 San Francisco, CA 94119</p>	<p>HUDSON RINCON CENTER LLC, Permit Holder(s) c/o Tara Sullivan, Attorney for Permit Holder(s) Reuben, Junius &amp; Rose, LLP One Bush Street, Suite 600 San Francisco, CA 94104</p>
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**BOARD OF APPEALS, CITY & COUNTY OF SAN FRANCISCO**

Appeal of  
DAVID OSGOOD, \_\_\_\_\_ )  
Appellant(s) )  
vs. )  
DEPARTMENT OF BUILDING INSPECTION, \_\_\_\_\_ )  
PLANNING DEPARTMENT APPROVAL Respondent

Appeal No. **23-021**

**NOTICE OF APPEAL**

**NOTICE IS HEREBY GIVEN THAT** on May 26, 2023, the above named appellant(s) filed an appeal with the Board of Appeals of the City and County of San Francisco from the decision or order of the above named department(s), commission, or officer.

The substance or effect of the decision or order appealed from is the ISSUANCE on May 11, 2023 to HUDSON RINCON CENTER LLC, of an Alteration Permit (Sign D: Install One Non-Illuminated single face canopy sign for "Tenant XYZ") at 101 Spear Street.

**APPLICATION NO. 2021/0525/1021**

**FOR HEARING ON July 12, 2023**

Address of Appellant(s):

Address of Other Parties:

<p>David Osgood, Appellant(s) P.O. Box 193015 San Francisco, CA 94119</p>	<p>HUDSON RINCON CENTER LLC, Permit Holder(s) c/o Tara Sullivan, Attorney for Permit Holder(s) Reuben, Junius &amp; Rose, LLP One Bush Street, Suite 600 San Francisco, CA 94104</p>
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**BOARD OF APPEALS, CITY & COUNTY OF SAN FRANCISCO**

Appeal of  
DAVID OSGOOD, \_\_\_\_\_ )  
Appellant(s) )  
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DEPARTMENT OF BUILDING INSPECTION, \_\_\_\_\_ )  
PLANNING DEPARTMENT APPROVAL Respondent

Appeal No. **23-022**

**NOTICE OF APPEAL**

**NOTICE IS HEREBY GIVEN THAT** on May 26, 2023, the above named appellant(s) filed an appeal with the Board of Appeals of the City and County of San Francisco from the decision or order of the above named department(s), commission, or officer.

The substance or effect of the decision or order appealed from is the ISSUANCE on May 12, 2023 to HUDSON RINCON CENTER LLC, of an Alteration Permit (Erect an electric, single-faced wall sign "Rincon" four total) at 101 Spear Street.

**APPLICATION NO. 2021/0525/1015**

**FOR HEARING ON July 12, 2023**

Address of Appellant(s):

Address of Other Parties:

David Osgood, Appellant(s)  
P.O. Box 193015  
San Francisco, CA 94119

HUDSON RINCON CENTER LLC, Permit Holder(s)  
c/o Tara Sullivan, Attorney for Permit Holder(s)  
Reuben, Junius & Rose, LLP  
One Bush Street, Suite 600  
San Francisco, CA 94104

**BOARD OF APPEALS, CITY & COUNTY OF SAN FRANCISCO**

Appeal of  
DAVID OSGOOD, )  
Appellant(s) )  
vs. )  
DEPARTMENT OF BUILDING INSPECTION, )  
PLANNING DEPARTMENT APPROVAL Respondent )

Appeal No. **23-023**

**NOTICE OF APPEAL**

**NOTICE IS HEREBY GIVEN THAT** on May 26, 2023, the above named appellant(s) filed an appeal with the Board of Appeals of the City and County of San Francisco from the decision or order of the above named department(s), commission, or officer.

The substance or effect of the decision or order appealed from is the ISSUANCE on May 12, 2023 to HUDSON RINCON CENTER LLC, of an Alteration Permit (Erect a non-electric single wall-faced sign permit "Rincon Center") at 101 Spear Street.

**APPLICATION NO. 2021/0525/1011**

**FOR HEARING ON July 12, 2023**

Address of Appellant(s):

Address of Other Parties:

David Osgood, Appellant(s) P.O. Box 193015 San Francisco, CA 94119	HUDSON RINCON CENTER LLC, Permit Holder(s) c/o Tara Sullivan, Attorney for Permit Holder(s) Reuben, Junius & Rose, LLP One Bush Street, Suite 600 San Francisco, CA 94104
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Date Filed: May 26, 2023

**CITY & COUNTY OF SAN FRANCISCO  
BOARD OF APPEALS**

**PRELIMINARY STATEMENT FOR APPEAL NO. 23-020**

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I / We, **David Osgood**, hereby appeal the following departmental action: **ISSUANCE** of **Alteration Permit No. 2021/0525/1018** by the **Department of Building Inspection** which was issued or became effective on: **May 11, 2023**, to: **HUDSON RINCON CENTER LLC**, for the property located at: **101 Spear Street**.

**BRIEFING SCHEDULE:**

Appellant's Brief is due on or before: 4:30 p.m. on **June 22, 2023**, (**no later than three Thursdays prior to the hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be double-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [missy@sfpermitting.com](mailto:missy@sfpermitting.com).

Respondent's and Other Parties' Briefs are due on or before: 4:30 p.m. on **July 6, 2023**, (**no later than one Thursday prior to hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be doubled-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com).

Hard copies of the briefs do NOT need to be submitted to the Board Office or to the other parties.

Hearing Date: **Wednesday, July 12, 2023, 5:00 p.m., Room 416 San Francisco City Hall, 1 Dr. Carlton B. Goodlett Place**. The parties may also attend remotely via Zoom. Information for access to the hearing will be provided before the hearing date.

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**The reasons for this appeal are as follows:**

Not submitted.

**Appellant, David Osgood, filed by email.**

**Permit Details Report**

**Report Date:** 5/18/2023 3:57:09 PM

Application Number: 202105251018  
 Form Number: 4  
 Address(es): 3716 / 023 / 0 101 SPEAR ST  
 Description: SIGN C: INSTALL 2 ILLUMINATED DOUBLE-FACED PROJECTING BLADE SIGN. FOR "TENANT XYZ RINCON CENTER"  
 Cost: \$6,000.00  
 Occupancy Code:  
 Building Use: -

**Disposition / Stage:**

Action Date	Stage	Comments
5/25/2021	TRIAGE	
5/25/2021	FILING	
5/25/2021	FILED	
5/11/2023	APPROVED	
5/11/2023	ISSUED	

**Contact Details:**

**Contractor Details:**

License Number: 765078  
 Name: DANNY MORAN  
 Company Name: CORPORATE SIGN SYSTEMS  
 Address: 1014 TIMOTHY DR \* SAN JOSE CA 95133-0000  
 Phone: 5373401

**Addenda Details:**

**Description:**

Step	Station	Arrive	Start	In Hold	Out Hold	Finish	Checked By	Hold Description
1	INTAKE	5/25/21	5/25/21			5/25/21	LEI ALVINA	
2	CP-ZOC	5/11/23	5/11/23			5/11/23	GRETEL GUNTHER	05/11/23 - Approve two vertical projecting aluminum signs reading "RINCON CENTER" at the bottom per Rincon Center Master Sign Program. One on corner of Steuart and Mission and one on corner of Spear and Mission. Each sign is 30 square feet (60" x 25") and will be 15' above the sidewalk. -G.G.
3	BLDG	5/11/23	5/11/23			5/11/23	HOM CALVIN	approved otc
4	MECH-E	5/11/23	5/11/23			5/11/23	JACOBO MARCO	N/A non illuminated sign
5	SFFD	5/11/23	5/11/23			5/11/23	MATSUBAYASHI SEAN	Approved OTC SM 5/11/23 plans with applicant
6	DPW-BSM	5/11/23	5/11/23			5/11/23	DEVINE THEO	APPROVED 5/11/23; No alteration or reconstruction of City Right-of-Way under this permit. -TD
7	BLDG	5/11/23	5/11/23			5/11/23	CHEUNG JIMMY	90+ DAYS APPROVAL
8	CPB	5/11/23	5/11/23			5/11/23	LEE ERIC	

This permit has been issued. For information pertaining to this permit, please call 628-652-3450.

**Appointments:**

Appointment Date	Appointment AM/PM	Appointment Code	Appointment Type	Description	Time Slots
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**Inspections:**

Activity Date	Inspector	Inspection Description	Inspection Status
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**Special Inspections:**

Addenda No.	Completed Date	Inspected By	Inspection Code	Description	Remarks
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For information, or to schedule an inspection, call 628-652-3400 between 8:30 am and 3:00 pm.

Station Code Descriptions and Phone Numbers



Date Filed: May 26, 2023

**CITY & COUNTY OF SAN FRANCISCO  
BOARD OF APPEALS**

**PRELIMINARY STATEMENT FOR APPEAL NO. 23-021**

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I / We, **David Osgood**, hereby appeal the following departmental action: **ISSUANCE** of **Alteration Permit No. 2021/0525/1021** by the **Department of Building Inspection** which was issued or became effective on: **May 11, 2023**, to: **HUDSON RINCON CENTER LLC**, for the property located at: **101 Spear Street**.

**BRIEFING SCHEDULE:**

Appellant's Brief is due on or before: 4:30 p.m. on **June 22, 2023**, (**no later than three Thursdays prior to the hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be double-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [missy@sfpermitting.com](mailto:missy@sfpermitting.com).

Respondent's and Other Parties' Briefs are due on or before: 4:30 p.m. on **July 6, 2023**, (**no later than one Thursday prior to hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be doubled-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com).

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Hearing Date: **Wednesday, July 12, 2023, 5:00 p.m., Room 416 San Francisco City Hall, 1 Dr. Carlton B. Goodlett Place**. The parties may also attend remotely via Zoom. Information for access to the hearing will be provided before the hearing date.

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**The reasons for this appeal are as follows:**

Not submitted.

**Appellant, David Osgood, filed by email.**

**Permit Details Report**

**Report Date:** 5/18/2023 3:58:34 PM

Application Number: 202105251021  
 Form Number: 4  
 Address(es): 3716 / 023 / 0 101 SPEAR ST  
 Description: SIGN D: INSTALL 1 NON-ILLUMINATED SINGLE FACE CANOPY SIGN. FOR "TENANT XYZ"  
 Cost: \$3,000.00  
 Occupancy Code:  
 Building Use: -

**Disposition / Stage:**

Action Date	Stage	Comments
5/25/2021	TRIAGE	
5/25/2021	FILING	
5/25/2021	FILED	
5/11/2023	APPROVED	
5/11/2023	ISSUED	

**Contact Details:**

**Contractor Details:**

License Number: 765078  
 Name: DANNY MORAN  
 Company Name: CORPORATE SIGN SYSTEMS  
 Address: 1014 TIMOTHY DR \* SAN JOSE CA 95133-0000  
 Phone: 5373401

**Addenda Details:**

**Description:**

Step	Station	Arrive	Start	In Hold	Out Hold	Finish	Checked By	Hold Description
1	INTAKE	5/25/21	5/25/21			5/25/21	LEI ALVINA	
2	CP-ZOC	5/11/23	5/11/23			5/11/23	GRETEL GUNTHER	05/11/23 - Approve one tenant ID with cladding sign on Steuart elevation per Rincon Center Master Sign Program. Cladding portion of sign is 9 square feet (132" x 6") and will mounted above entry at corner of Steuart and Mission. Lettering to be added later. -G.G.
3	BLDG	5/11/23	5/11/23			5/11/23	HOM CALVIN	approved otc
4	SFFD	5/11/23	5/11/23			5/11/23	MATSUBAYASHI SEAN	Approved OTC SM 5/11/23 plans with applicant
5	MECH-E	5/11/23	5/11/23			5/11/23	JACOBO MARCO	N/A non illuminated sign
6	DPW-BSM	5/11/23	5/11/23			5/11/23	DEVINE THEO	APPROVED 5/11/23: No alteration or reconstruction of City Right-of-Way under this permit. -TD
7	BLDG	5/11/23	5/11/23			5/11/23	CHEUNG JIMMY	90+ DAYS APPROVAL
8	CPB	5/11/23	5/11/23			5/11/23	LEE ERIC	

This permit has been issued. For information pertaining to this permit, please call 628-652-3450.

**Appointments:**

Appointment Date	Appointment AM/PM	Appointment Code	Appointment Type	Description	Time Slots
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**Inspections:**

Activity Date	Inspector	Inspection Description	Inspection Status
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**Special Inspections:**

Addenda No.	Completed Date	Inspected By	Inspection Code	Description	Remarks
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For information, or to schedule an inspection, call 628-652-3400 between 8:30 am and 3:00 pm.

Station Code Descriptions and Phone Numbers

Online Permit and Complaint Tracking home page





Date Filed: May 26, 2023

**CITY & COUNTY OF SAN FRANCISCO  
BOARD OF APPEALS**

**PRELIMINARY STATEMENT FOR APPEAL NO. 23-022**

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I / We, **David Osgood**, hereby appeal the following departmental action: **ISSUANCE** of **Alteration Permit No. 2021/0525/1015** by the **Department of Building Inspection** which was issued or became effective on: **May 12, 2023**, to: **HUDSON RINCON CENTER LLC**, for the property located at: **101 Spear Street**.

**BRIEFING SCHEDULE:**

Appellant's Brief is due on or before: 4:30 p.m. on **June 22, 2023**, (**no later than three Thursdays prior to the hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be double-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [missy@sfpermitting.com](mailto:missy@sfpermitting.com).

Respondent's and Other Parties' Briefs are due on or before: 4:30 p.m. on **July 6, 2023**, (**no later than one Thursday prior to hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be doubled-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com).

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**The reasons for this appeal are as follows:**

Not submitted.

**Appellant, David Osgood, filed by email.**

**Permit Details Report****Report Date:** 5/25/2023 2:26:40 PM

Application Number: 202105251015  
 Form Number: 4  
 Address(es): 3716 / 023 / 0 101 SPEAR ST  
 Description: ERECT AN ELECTRIC, SINGLE FACED WALL SIGN. "RINCON" (4) TOTAL  
 Cost: \$3,000.00  
 Occupancy Code:  
 Building Use: -

**Disposition / Stage:**

Action Date	Stage	Comments
5/25/2021	TRIAGE	
5/25/2021	FILING	
5/25/2021	FILED	
5/12/2023	APPROVED	
5/12/2023	ISSUED	

**Contact Details:****Contractor Details:****Addenda Details:****Description:**

Step	Station	Arrive	Start	In Hold	Out Hold	Finish	Checked By	Hold Description
1	INTAKE	5/25/21	5/25/21			5/25/21	GUTIERREZ NANCY	
2	CP-ZOC	1/19/23	1/19/23			1/19/23	GRETEL GUNTHER	1/19/23 - Approve four property building ID aluminum logo and lettering signs reading "RINCON CENTER" measuring 56" x 91" per Rincon Center Master Sign Program. -G.G.
3	BLDG	5/10/23	5/10/23			5/10/23	LO JAMES	OTC PROJECT, APPROVED, PLANS HANDED TO APPLICANT.
4	MECH	5/11/23	5/11/23			5/11/23	SHAIKH MOHSIN	N/A Sign permit only.
5	MECH-E	5/11/23	5/11/23			5/11/23	JACOBO MARCO	N/A non illuminated sign
6	SFFD	4/25/23	4/25/23			4/25/23	TOLENTINO NEIL	4/25/2023 Approved. OTC. No Inspection. -NT
7	SFFD	5/11/23	5/11/23			5/11/23	MARSULLO EDWIN	Approved, no inspection required, plans to client, missing sheet stamped in plan set.
8	DPW-BSM	5/12/23	5/12/23			5/12/23	DEVINE THEO	
9	CPB	5/12/23	5/12/23			5/12/23	BUFKA SUSAN	

This permit has been issued. For information pertaining to this permit, please call 628-652-3450.

**Appointments:**

Appointment Date	Appointment AM/PM	Appointment Code	Appointment Type	Description	Time Slots
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**Inspections:**

Activity Date	Inspector	Inspection Description	Inspection Status
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**Special Inspections:**

Addenda No.	Completed Date	Inspected By	Inspection Code	Description	Remarks
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For information, or to schedule an inspection, call 628-652-3400 between 8:30 am and 3:00 pm.

Station Code Descriptions and Phone Numbers

[Online Permit and Complaint Tracking home page.](#)

**Technical Support for Online Services**

If you need help or have a question about this service, please visit our FAQ area.



Date Filed: May 26, 2023

**CITY & COUNTY OF SAN FRANCISCO  
BOARD OF APPEALS**

**PRELIMINARY STATEMENT FOR APPEAL NO. 23-023**

---

I / We, **David Osgood**, hereby appeal the following departmental action: **ISSUANCE** of **Alteration Permit No. 2021/0525/1011** by the **Department of Building Inspection** which was issued or became effective on: **May 12, 2023**, to: **HUDSON RINCON CENTER LLC**, for the property located at: **101 Spear Street**.

**BRIEFING SCHEDULE:**

Appellant's Brief is due on or before: 4:30 p.m. on **June 22, 2023**, (**no later than three Thursdays prior to the hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be double-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [missy@sfpermitting.com](mailto:missy@sfpermitting.com).

Respondent's and Other Parties' Briefs are due on or before: 4:30 p.m. on **July 6, 2023**, (**no later than one Thursday prior to hearing date**). The brief may be up to 12 pages in length with unlimited exhibits. It shall be doubled-spaced with a minimum 12-point font. An electronic copy shall be emailed to: [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org), [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org), [corey.teague@sfgov.org](mailto:corey.teague@sfgov.org), [tina.tam@sfgov.org](mailto:tina.tam@sfgov.org) and [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com).

Hard copies of the briefs do NOT need to be submitted to the Board Office or to the other parties.

Hearing Date: **Wednesday, July 12, 2023, 5:00 p.m., Room 416 San Francisco City Hall, 1 Dr. Carlton B. Goodlett Place**. The parties may also attend remotely via Zoom. Information for access to the hearing will be provided before the hearing date.

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**The reasons for this appeal are as follows:**

Not submitted.

**Appellant, David Osgood, filed by email.**

**Permit Details Report**

**Report Date:** 5/25/2023 2:23:09 PM

Application Number: 202105251011  
 Form Number: 4  
 Address(es): 3716 / 023 / 0 101 SPEAR ST  
 Description: ERECT A NON-ELECTRIC SINGLE WALL FACED SIGN PERMIT. "RINCON CENTER"  
 Cost: \$3,000.00  
 Occupancy Code:  
 Building Use: -

**Disposition / Stage:**

Action Date	Stage	Comments
5/25/2021	TRIAGE	
5/25/2021	FILING	
5/25/2021	FILED	
5/12/2023	APPROVED	
5/12/2023	ISSUED	

**Contact Details:**

**Contractor Details:**

License Number: 765078  
 Name: DANNY MORAN  
 Company Name: CORPORATE SIGN SYSTEMS  
 Address: 1014 TIMOTHY DR \* SAN JOSE CA 95133-0000  
 Phone: 5373401

**Addenda Details:**

**Description:**

Step	Station	Arrive	Start	In Hold	Out Hold	Finish	Checked By	Hold Description
1	INTAKE	5/25/21	5/25/21			5/25/21	GUTIERREZ NANCY	
2	CP-ZOC	1/19/23	1/19/23			1/19/23	GRETEL GUNTHER	1/19/23 - Approve one property building ID aluminum sign with lettering reading "RINCON CENTER" per Rincon Center Master Sign Program. "RINCON" is 119" x 20" and "CENTER" is 118" x 20". -G.G.
3	BLDG	5/10/23	5/10/23			5/10/23	LO JAMES	OTC PROJECT, APPROVED, PLANS HANDED TO APPLICANT.
4	SFFD	4/25/23	4/25/23			4/25/23	TOLENTINO NEIL	4/25/2023 Approved. OTC. No Inspection -NT
5	SFFD	5/11/23	5/11/23			5/11/23	MARSULLO EDWIN	Approved, plans to client, initial plans were missing a page, new page added to set and stamped.
6	DPW-BSM	5/11/23	5/11/23			5/11/23	DEVINE THEO	
7	CPB	5/12/23	5/12/23			5/12/23	BUFKA SUSAN	

This permit has been issued. For information pertaining to this permit, please call 628-652-3450.

**Appointments:**

Appointment Date	Appointment AM/PM	Appointment Code	Appointment Type	Description	Time Slots
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**Inspections:**

Activity Date	Inspector	Inspection Description	Inspection Status
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**Special Inspections:**

Addenda No.	Completed Date	Inspected By	Inspection Code	Description	Remarks
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For information, or to schedule an inspection, call 628-652-3400 between 8:30 am and 3:00 pm.

Station Code Descriptions and Phone Numbers

Online Permit and Complaint Tracking home page.

# BRIEF SUBMITTED BY THE APPELLANT(S)

# Rincon Center Tenants Association

88 Howard Street  
Post Office Box 193015  
San Francisco, CA 94119

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June 21, 2023

Mr. Rick Swig, President  
San Francisco Board of Appeals  
49 South Van Ness Avenue  
Suite 1475  
San Francisco, CA 94103

Re: Appeals No. 23-020, 23-021, 23-022, 23-023

Dear Mr. President and Members of the Board of Appeals:

Our organization was founded in 1995 and represents people living and working at Rincon Center. We are appealing four building permits issued by the San Francisco Planning Department allowing approximately EIGHT SETS of unnecessary extra signs<sup>1</sup> (see Exhibit 1) on the 83-year-old landmark Rincon Annex on Mission Street near the Embarcadero. Additional building permits for signs on the historic building were also issued which we are not appealing. We are submitting one brief to cover the four appeals.



These permanent new signs would violate sound planning practices for historic buildings. They are excessive, ineffective, inconsistent with each other, too large,

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<sup>1</sup> In this case, the word “sign“ often refers to a cluster of words and symbols. At least four “signs” would include a tenant name, the words “Rincon Center” and a graphic symbol. Each element, including letters, would be bolted into the building individually. One permit can allow as many as four “signs” – each one with these multiple elements.

unnecessary, and completely clash with the original architect's wonderful signage and dolphin designs. The building largely retains its original [Streamline Moderne](#) design (a type of Art Deco). These new



permanent signs would represent a significant deterioration in the city's (eroding) commitment to preserving historic buildings. Where else has a landmark building been plastered with this many signs? Approving these permits misinterprets politicians' calls for streamlining government. The new sign plan is not historic preservation—it's historic disfigurement.

#### **PRECEDENT:**

Communities all around the globe strive to preserve their landmark buildings. It is embarrassing that San Francisco is so out of sync with the rest of the world by permitting 14 unnecessary signs (eight under appeal) on the historic Rincon Annex. The comparable former Federal Reserve building



(right), also downtown, has **no** such signage. What will be next: signs on the beautiful Audiffred Building across the street? The original mint? The

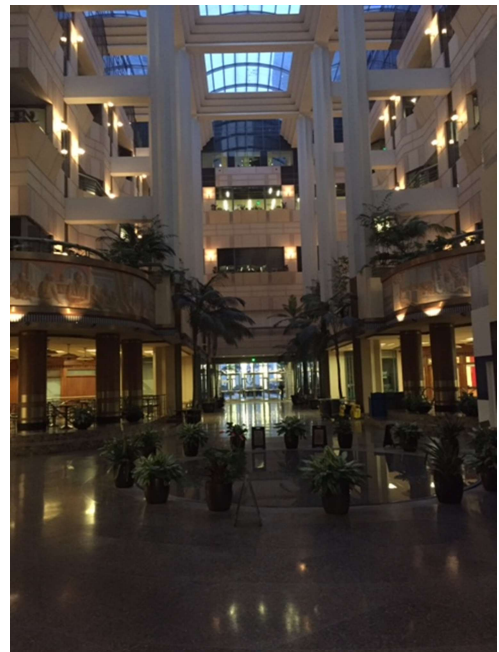
newer mint (designed by the same architect)? The Southern Pacific building? Accept no excuses as city officials attempt to explain their erratically inconsistent approaches to similar buildings.

## **UNINTENDED CONSEQUENCES OF STREAMLINED PLANNING:**

Politicians at the state and local level are calling for unnecessary planning processes to be streamlined, but none have ever said it is okay for the city to lower his standards and disfigure monuments. Historic preservation is somewhat subjective, and planners must use good judgment in evaluating changes to landmarks. This signage plan does not show good judgment. We were told that the owners wished to replace two enormous (25' high) blade signs currently on the southern corners of the Annex. Planners told them replacement would be fine but asked them to reduce their size. The owners refused. This does indicate that planners have discretion to use good judgment and not just follow inadequate bureaucratic rules. Therefore, you do too. Historic preservation is always going to be somewhat subjective, and it's clear this proposed sign plan is excessive and unnecessary.

## **BASIS FOR APPEAL:**

Rincon Annex was redeveloped into Rincon Center in the late 1980s. The S.F. Redevelopment Agency created an Owner Participation Agreement that the city and various owners abided by. The new building was constructed on the south end of the block. The mail sorting area was transformed into a beautiful and successful food court with a five-story rain column and new murals by Richard Haas (right). It thrived for 30 years. The original lobby and exterior





of the Annex were to be preserved. Numerous signs were allowed but strictly controlled (Exhibit 2).

Unfortunately, things began to deteriorate after the Redevelopment Agency went away. Control went to the Office of Community Investment and Infrastructure and then to the Planning Department. The owners wanted a new look and remodeled the beautiful food court. The rain column, which attracted tourists, was destroyed. The Haas murals were painted over. The fine marble floors were jackhammered and replaced with



bare concrete. That's the look they wanted (above). Successful food vendors, such as Sorabol Korean and Pepe's Taqueria, were removed. (This was before Covid.) Planning records (Exhibit 4) appear to indicate the owners applied to remove part of the historic lobby as well. Incredibly, the Planning Department approved two huge 25-foot-tall blade signs that were installed on the southern corners of the building (below). Now they have been issued permits for 14 new signs on the historic building.

Needless to say, Planning's decision-making has been arbitrary, capricious and without reasonable or rational basis. No reasonable person would have permitted these actions on such a historic landmark. After the giant blade signs were installed, a senior planner wrote on 9-1-21 that "...the proposals for blade



signs on the Annex are not something that the department would support” (See Exhibit 3). Now they have issued permits for two additional blade signs (along with 12 other signs). Planning Department officials keep contradicting themselves. No other landmark building has this kind of signage. This is clear abuse of discretion and error in interpretation by the Zoning Administrator and Planning staff.

**AUTHORITY:**

The people of San Francisco want the city’s historic buildings preserved, and the Planning Department has failed to use their authority to protect the Rincon Annex. The Board of Appeals has the authority, acting in its de novo capacity, to rescind the Department’s misguided permits. Planning staff has told us they attempted to negotiate the size of two large blade signs previously installed, and the building



owners refused to cooperate. However, this does confirm that the Department has the authority to do more than just rubberstamp applications. Furthermore, the owners clearly recognize (in bold print) in the introduction of their sign plan that the city decides whether these signs are authorized or not. This recognizes that the Board of Appeals also has the power to unauthorize them. If the site was zoned improperly, then the city needs to correct that mistake.

Please keep in mind that:

- The Annex has numerous signs all around it now (Exhibit 2) – and has had them for 30 years – and they contributed to the center’s success as a busy commercial

center (pre-Covid). Additional PERMANENT signs are not necessary (post-Covid).

- The current conversion from food service to offices actually reduces the need for signage.

- The building was designed by [Gilbert Stanley Underwood](#), a renowned architect working for the Roosevelt Administration who also designed numerous grand railroad stations, post offices and national park lodges (including the Ahwahnee Hotel).



- The LA-based owner's 55-page sign plan says nothing specific about the building's great Streamline Moderne architecture and nothing at all about its history. This is indicative of their lack of appreciation for the historic San Francisco building that they own.

- The site was re-developed in the 1980s into the multi-use [Rincon Center](#) and the historic building's lobby (right) and exterior were to be preserved. The passage of time only increases the importance of maintaining historic preservation. It never decreases.



- A carefully crafted sign plan was implemented in the 1980s, and it contributed to the many successful businesses at the center for 30 years.
- The planning process could be streamlined without lowering standards or jeopardizing historic preservation.

- The current LA-based corporate owners are development professionals and certainly made the decision to purchase this historic landmark knowing (and expecting) that changes to the exterior would be restricted or prohibited altogether.



- The building permits were issued in secret, behind closed doors, and over-the-counter by the San Francisco Planning Department.
- There was no neighborhood notice, hearing, or opportunity for comment.

- We do not call the building “historic” simply because it is 83-years-old. The WPA murals (right) in the lobby were considered controversial by some, and congressional hearings were held seeking their removal.



San Franciscans came to the defense of this building then, and true San Franciscans will do the same now.

- This building is truly one of the “hearts“ of San Francisco.

A question the Board of Appeals may be answering in this matter – whether you intend to or not – is whether historic preservation is dead in San Francisco.

**Sincerely,**  
**David Osgood**

## Appeal 23-020

(Permit 202105251018)

Commercial two-sided blade signs are eyesores and have been restricted for decades. New ones should be prohibited everywhere (whatever their size). Permitting two of these on the Mission Street corners shows a lack of appreciation for the landmark building which still largely retains its original 80-year-old design. They would exclusively promote a single tenant and could potentially read “Boba Bubble Tea.” There is nothing to prevent a future owner from changing it to read “Coca-Cola.” They would be permanent. They are to generate a little income. They would be of little use in providing directions. Sadly, two oversized blade signs have already been installed on the southern corners of the historic building. A Planning Department official told us the owners wanted to replace them. Planning asked the owners to reduce their size, but they refused. They are planning atrocities. No more are needed. Enough is enough.



## Appeal 23-021

(Permit 202105251021)

This proposed sign for just one tenant (which could read “Nick’s Gyros” for example) would be totally out of place on this landmark. There is nothing to keep it from being changed to read “Bud Lite” in the future. It is completely different from all the other proposed signs and looks like the entrance to a bar in Hayward. Compare it with the detailed original grill work immediately above it. The ordinary door itself has already been installed by the current owner and demonstrates the lack of respect for the historic design. Because the sign names a single tenant, its directional benefits are nominal. We believe its sole purpose is to generate income for the owners. It is of no importance. There are signs now just a few feet away right around the corner. It is not worth disfiguring the Streamline Moderne building.



## Appeal 23-022

(Permit 202105251015)

This permit would double the number of words on the Mission Street façade (around the two entrances) and add four poorly-defined symbols in duplicate. The name “Rincon Center” currently appears twice

in large letters (shown) and this has been more than sufficient to call out the name of the successful center for over 30 years. This permit would double the name “Rincon Center” so it appears four times in a row. This is excessive clutter and unnecessary. And capricious.

Above each word set would be four wavy lines (right). This is a poor use of symbolism because one will not know what the wavy lines represent unless they are told. Are they a flag? No. Do they represent waves? No. They **do** represent something specific, but it is not clear. We believe the wavy line design would



clash with the original architect's thoughtful dolphin motif (see page 2), and a future owner will probably remove the wavy lines.

All of these individual letters and wavy lines would be affixed with two or three bolts each drilled into to the clean surface of the building (common with Streamline Moderne). Removal of the current signage would also mar the light-colored façade. There is nothing to guarantee that these holes would be patched and painted correctly.

In total, there would be **six** sign sets on the Mission Street façade (including the two blade signs on the corners: Appeal 23-020). The Planning Department could have acted responsibly and asked the owners to keep the number of signs within reason, but they failed to do so. The Board of Appeals should uphold this appeal and keep the current signage which has proven—over 30 years—to be effective and more than sufficient to support the businesses at Rincon Center.



## Appeal 23-023

(Permit 202105251011)

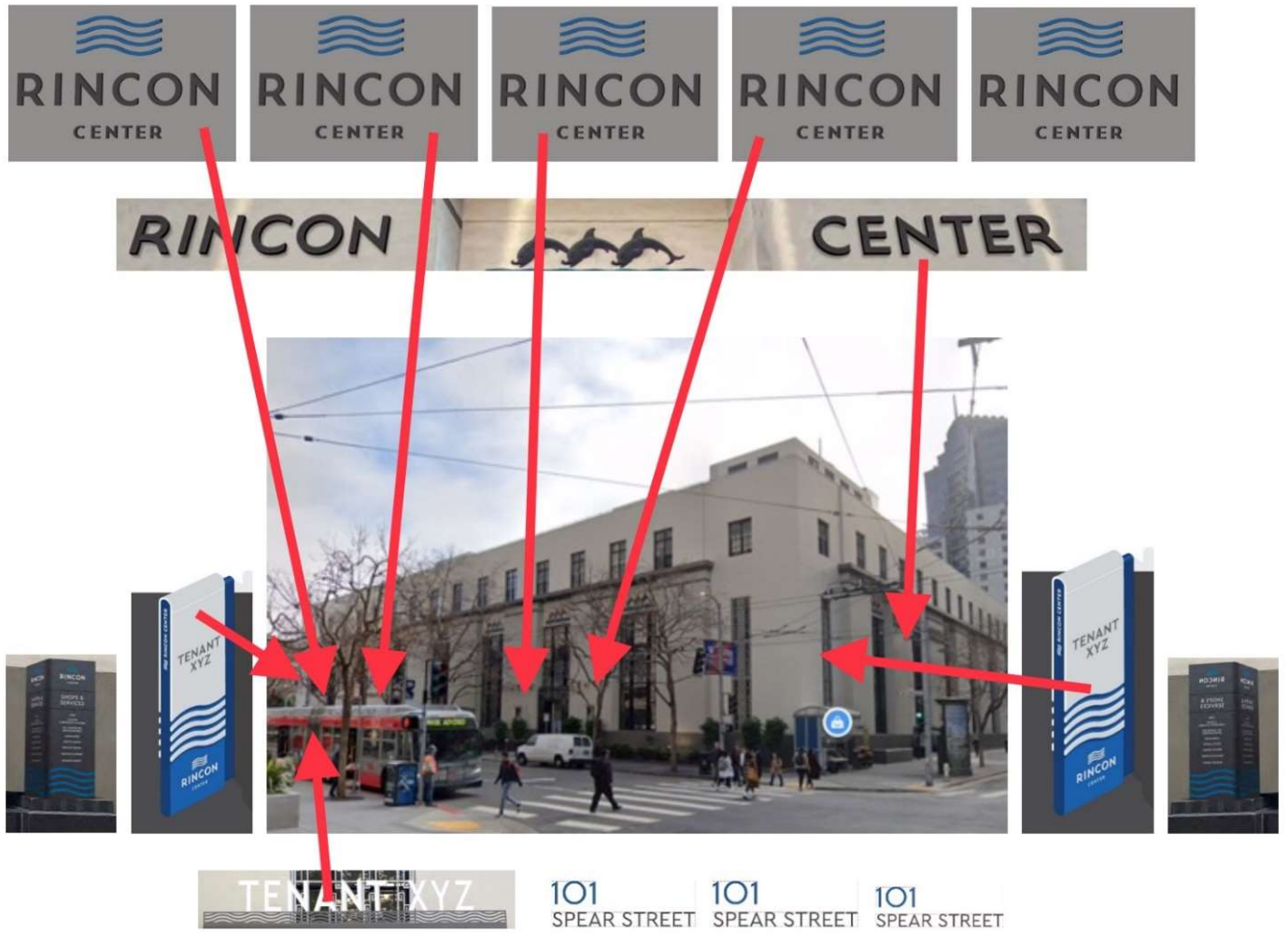
As you can see, these signs on the Spear Street side would change very little. Therefore it is important that they not be changed. They have successfully served to name the building and provide direction for 30 years. The new letters would mean additional new bolt holes driven into the façade. The existing signs' bolt holes would have to be patched and



Painted. There is nothing to guarantee the quality of the work. This further demonstrates the capricious nature of the proposed sign plan.

**Exhibit 1**

14 Newly Permitted Signs – 8 Under Appeal (with red arrows)

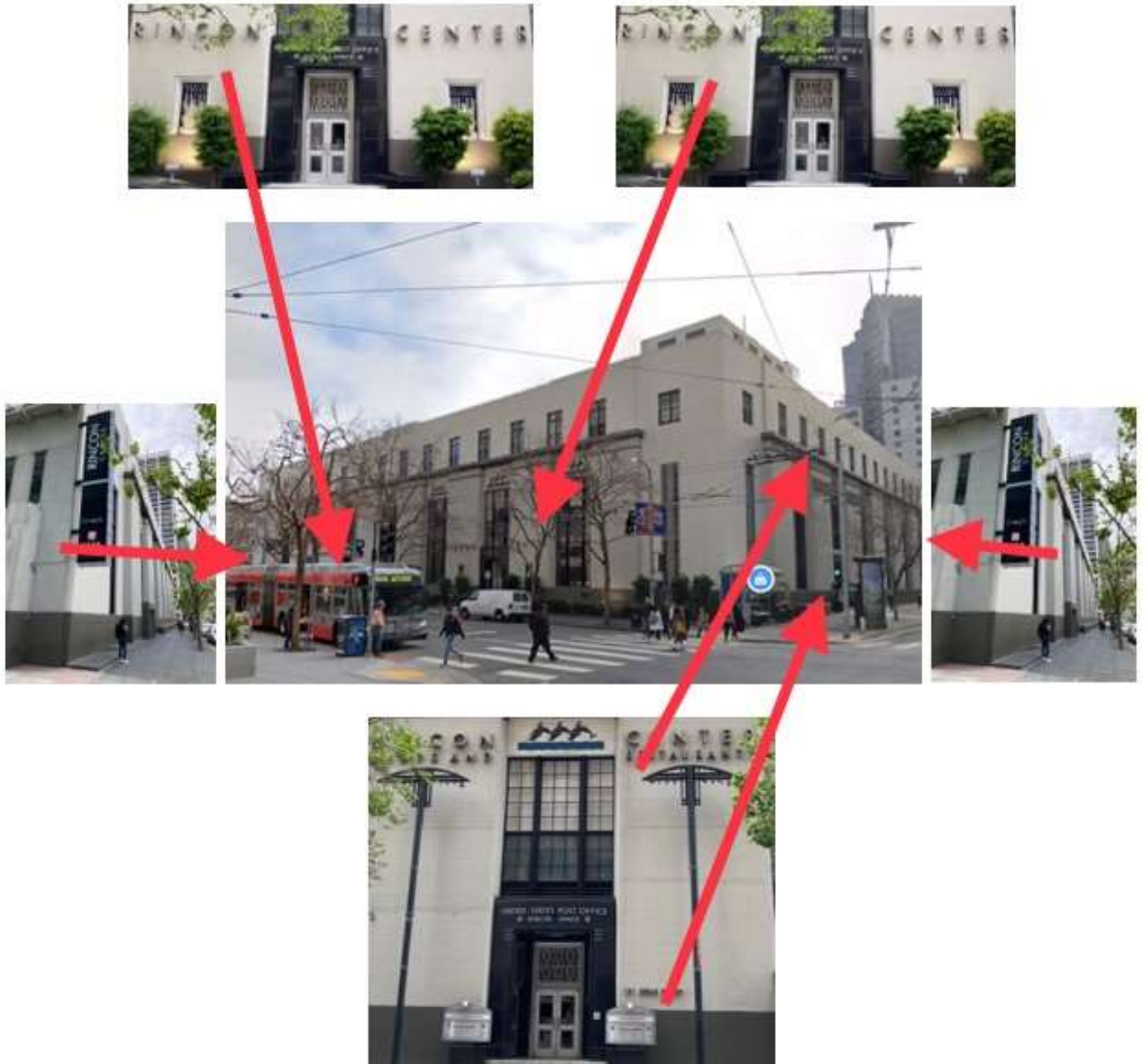


14 Signs Approved

8 Signs Being Appealed

## Exhibit 2

### Current Adequate Signage



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Exhibit 3

Dave Osgood

From: Asbagh, Claudine (CPC) <claudine.asbagh@sfgov.org>  
Sent: Wednesday, September 1, 2021 12:17 PM  
To: Dave Osgood; Langlie, Michelle (CPC)  
cc: Sue Hestor; info@sfheritage.org; Woody LaBounty; Vimr, Jonathan (CPC); GordonJonckheer, Elizabeth (CPC)  
Subject: RE: 101 Spear, Rincon Annex  
Hi David,

Thank you for reaching out to us. I spent some time looking into the permit history and have contacted the owner's rep. There seems to be confusion about the city's process. There are multiple permit applications, even beyond those you included in your email. We've discussed this internally and believe it would be beneficial for them to work with staff to create a sign program. This could assist them with their internal operations and management of future tenants—each sign will need a new permit, however, it would provide clarity as to what their tenants can do (for both historic, and non-historic portions of the site).

Just so you are aware, the proposals for blade signs on the Annex are not something that the department would support.

I thought it would also be helpful to clarify the process for permit review at the site since this was formerly under OCII's jurisdiction. In January of this year, the redevelopment plan expired and jurisdiction transferred to the Planning

Department. As such, the site is subject to the planning code. Prior to the transfer, OCII approved the new office tenant within the former food court (this would have needed a conditional use authorization once jurisdiction transferred).

As you've noted, Rincon Annex remains subject to Article 10. Through the HPC, certain approvals have been delegated to preservation staff (either through an administrative entitlement, or through over the counter review). A couple of years ago, the Delegation was updated to allow signs to be reviewed over the counter by preservation staff.

I appreciate your concerns over the new ownership and hope to get this sorted out. Please feel free to reach out to me or Elizabeth Gordon if you have additional questions or concerns.

Sincerely,

Claudine Asbagh, Principal Planner  
Northeast Quadrant/ Current Planning  
San Francisco Planning  
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103  
Direct: 628,652.7329

Exhibit 4

City and County of San Francisco

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Home | Permit Services | Plan Review | Inspection Services | Most Requested | Key Programs | About Us

Home > Most Requested

### Welcome to our Permit / Complaint Tracking System!

#### Permit Details Report

Report Date: 6/22/2023 12:08:53 PM

Application Number: 201806071251

Form Number: 3

Address(es): 3716 /023 /0 101 SPEAR ST

Description: REMOVE PORTION OF EXISTING INTERIOR FL SLAB 2 EXISTING SERVICE ENTRY, PORTION OF EXISTING RATED TRANSFER CORRIDOR & EGRESS STAIR, EXISTING WALLS, DOORS CEILINGS, LIGHTING, ENTRY,ELEVATOR LOBBY, INSTALL NEW SLABS, STAIRS, CEILINGS, LIGHTING, RATED CONSTRUCTION @ NEW PUBLIC LOBBY AND ELEVATOR LOBBY

Cost: \$645,620.00

Occupancy Code: M.B

Building Use: 15 - RETAIL SALES

Disposition / Stage:

Action Date	Stage	Comments
6/7/2018	TRIAGE	
6/7/2018	FILING	

SAN FRANCISCO DEPARTMENT OF PLANNING & INSPECTION

**BRIEF SUBMITTED BY THE PERMIT HOLDER(S)**

# REUBEN, JUNIUS & ROSE, LLP

July 6, 2023

**Delivered Via E-Mail:** [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org) / [julie.rosenberg@sfgov.org](mailto:julie.rosenberg@sfgov.org)

Mr. Rick Swig, President  
San Francisco Board of Appeals  
49 South Van Ness Avenue, Suite 1475  
San Francisco, CA 94103

**Re: Permit Holder Brief in Opposition of Appeals**  
**Appeal Nos.: 23-20, 23-21, 23-22, and 23-23**  
**101 Spear Street / Rincon Center**  
**Permit Nos.: 2021.0525.1011, 2021.0525.1015, 2021.0525.1018, 2021.0525.1021**  
**Hearing Date: July 12, 2023**

Dear President Swig and Commissioners:

Our office represents Hudson Rincon Center LLC, the owner of the property (the “**Owner**”) located at 101 Spear Street, commonly known as Rincon Center (the “**Property**”), and holders of Building Permit Applications: 2021.0525.1011, 2021.0525.1015, 2021.0525.1018, and 2021.0525.1021 (the “**Permits**”). This is a consolidated response to the Appeals of the above-mentioned Permits filed on May 26, 2023, by David Osgood (the “**Appellant**”). We request that the Board of Appeals **deny** the Appeal and uphold the issuance of the Permits. The Permits, which are for the alteration of signs at the Property, conform with the Property’s approved Master Sign Plan and the applicable provisions of the City’s Planning Code. The Appellant’s arguments are speculative at best and based on his subjective opinion about what “looks better” at the Property. He has not provided any legitimate grounds on which to base the Appeal or to overturn the Permits.

## **A. PROPERTY DESCRIPTION**

101 Spear Street, also known as Rincon Center, is a large mixed-use development that encompasses the full block bounded by Mission Street to the north, Steuart Street to the east,

Howard Street to the south, and Spear Street to the west. Centered around the historic Rincon Annex Post Office, the complex consists of two components: the historic post office structure constructed in 1939 that fronts on Mission Street and wraps halfway down Spear and Stuart Streets, and a mixed-use development that was constructed in 1989, consisting of office space, residential apartment towers, and extensive retail focused on a central atrium, as well as an on-site parking garage.

In 1980, the historic Rincon Annex Post Office was designated as City Landmark No. 107 under Article 10 of the Planning Code (see designating ordinance attached as **Exhibit A**). The designating ordinance identifies the exterior post-office structure designed by Gilbert S. Underwood, and the interior lobby of the post office, including the murals that were painted by Anton Refregier as the aspects of historic significance. In the late 1980's the remainder of the block was developed into the current mixed-use complex present today. Two new stories were added to the top of the Rincon Annex Post Office building, which opened up to the central atrium, and two 23-story tall towers that front Howard Street were constructed. The current signage was installed by previous owners in the late 1980's-early 1990's.

## **B. PERMIT HISTORY**

In the summer of 2022, the Owner desired to upgrade the signage throughout the Property and initiated the review of a Master Sign Program (“**MSP**”) with the Planning Department. Due to the Property containing a designated landmark, any proposed exterior changes, including signs, required preservation review. There was an initial Project Review meeting with Planning Department staff on June 13, 2022, where the Owner and their architects went through their proposal(s). Over the next several months, the Owner worked with Planning staff to refine the proposal, including modifications to materials, finish, and other details. On September 20, 2022,



the 101 Spear Street MSP (see MSP attached as **Exhibit B**) was found to be compliant with the preservation standards of Article 10 and approved (see approval e-mail attached as **Exhibit C**). Per Planning Department procedures, the MSP was uploaded into the city's databases for reference when the building permits to install the signs were reviewed by Planning staff.

The four Permits at issue were applied for under the MSP. The Permits were reviewed by Planning staff and found to conform with the MSP on May 11, 2023, with the final permits being issued on the same day (see final permits attached as **Exhibit D**).

On May 23, 2023, the Appellant filed this Appeal with the Board, requesting that the subject Permits be revoked.

### **C. PLANNING CODE REQUIREMENTS FOR SIGN PERMITS**

#### ***1. Article 6 City-Wide Sign Regulations***

Signs are regulated by Article 6 of the Planning Code, which grants the Planning Department very limited discretion in reviewing permit applications for signs. The sign regulations provide that a permit for sign work that conforms with the provisions of Article 6 “shall be approved by the Planning Department without modification or disapproval by the Planning Department or the Planning Commission...” (San Francisco Planning Code § 604(a)).

The provisions of Article 6 apply to all sign work, including the erection, alteration, reconstruction, replacement, or change of copy (San Francisco Planning Code §§ 604(a), (b), and (f)). The only exceptions to this limited authority are signs that are regulated by the historic preservation provisions of Article 10 (Landmarks and Historic Districts) and Article 11 (Significant Buildings and Conservation Districts in the C-3 Districts) (San Francisco Planning Code §§ 604(a), 1005, 1110).

## ***2. Article 10 Landmark & Historic District Sign Controls***

Because the Property contains a designated Landmark, the provisions of Article 10 apply. Section 1005 states that all exterior work on sites containing a designated landmark (and work to designated interiors) shall be in conformity with Article 10 and obtain approval for a Certificate of Appropriateness (San Francisco Planning Code § 1005(a)). Article 10 provides exceptions from these requirements for specific types of work that do not impact the integrity of the landmark site. One example is signage. Section 1005(e)(6) provides in pertinent part:

*“...in the following cases the Department shall process the permit application without further reference to this Article 10 ... (6) when the application is for a permit to install business signs or awnings as defined in Section 602 of this Code to a landmark or district, provided that signage, awnings, and transparency conform to the requirements outlined in Section 1006.6”* (emphasis added).

The requirements outlined in Section 1006.6 generally require that any such work aims to preserve the integrity of the landmark site, such as by following the Secretary of the Interior’s *Standards for the Treatment of Historic Properties* (“SOI Standards”) or any other specified requirements under Article 10.

Taken together, these provisions exempt the installation of business signs from obtaining a Certificate of Appropriateness if they conform to the SOI Standards. This does not eliminate signage from preservation review; rather, it removes the entitlement process. A permit is still required for signs on landmark sites. Such sign work is simply reviewed by Planning Department’s preservation staff to conform with the standards of Section 1006.6. Unless a proposal is found to comply with these standards, no permits can be issued.

**D. THE MASTER SIGN PLAN**

A Master Sign Plan (“MSP”) is a preliminary plan that details proposed signage for an entire site. Used on both landmarked and non-landmarked sites, the purpose of an MSP is to allow the Planning Department to review the totality of proposed signage for larger sites that may install signs in phases or require the installation of signage at varying times across the life of the project. An MSP is particularly effective for large developments like the Property, which have multiple street frontages, numerous tenants, and considerations related to the landmarked Rincon Annex Post Office structure. Because sign permits are subject to very limited discretion, an MSP acts in like a site permit, giving a general outline of all planned signage under which individual permits are later sought as the work is ready to be performed. The MSP allows Planning to review the entire signage plan for consistency and conformity to Article 6, and to give comments and suggestions on the entire context of the proposal that may otherwise be overlooked if each individual sign is reviewed separately. For a project sponsor, an MSP gives certainty and allows them to finalize a consistent and uniform signage plan. Further, it allows for quicker review of sign permits because conformance with the MSP means those permits already conform with Article 6 and other regulations under which the MSP was reviewed and approved.

Here, the Owner initiated an MSP with the Planning Department in June 2022. After review, comments, and revisions by Planning’s preservation staff, the MSP was adopted on September 20, 2022 (see **Exhibit C**). The MSP was uploaded to, and is publicly accessible from, the Property’s page on the City’s Property Information Map,<sup>1</sup> and is known as the “101 Spear St Sign Program”.

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<sup>1</sup> <https://sfplanninggis.org/pim/>

**E. APPELLANT PROVIDES NO BASIS FOR DENYING THE PERMITS**

The Appellant provides no sound reasoning behind this Appeal. His arguments are purely subjective – a difference of opinion about what is “appropriate” at the Property. He assumes to have more knowledge than qualified preservation professionals, even more than the Board of Supervisors. He distains the current requirements of Article 6 and Article 10, which allow for administrative review and approval of signage on landmark sites. Further, the Appellant has not shown how the issued permits adversely affect his personal interests or the public interests, as required under the SF Charter Section 4.106(b).

Appellant alleges that the “building permits were issued in secret, behind closed doors, and over-the-counter by the San Francisco Planning Department.” This is simply untrue. The Owner initiated review of the MSP in June 2022 at a meeting with Planning staff. The meeting details are publicly available on the city’s websites. Over the next several months, there was regular correspondence with Planning staff about the MSP. Throughout this time the Owner was fully aware of the public nature of their conversations with Planning. Further, the MSP for the Property was accepted in September 2022, and the Permits were not issued until May 2023 – eight months later. The MSP has been publicly accessible on the City’s Property Information Map since September 2022, where anyone can view it. It is not a “secret” document.

Most permits in the city, including sign permits, are issued “over-the-counter;” meaning if they meet the applicable Code regulations, then they are approved by Planning staff. This is not “secret” or “behind closed doors.” As previously described, sign permits must be approved if they comply with Article 6 of the Planning Code, and they are subject to very limited review other than compliance with the established standards in that Article.

The MSP was referenced on each Permit's application. The Permits were reviewed against the adopted MSP and applicable Planning Code regulations and approved in line with standard practice. There is nothing irregular or nefarious about this process as Appellant seems to imply.

Appellant further complains that there was "no neighborhood notice, hearing, or opportunity for comment." Said processes are not required for sign permits, which are subject to very limited discretion and approved more or less ministerially. The Appellant bemoans the current review process, arguing that it has allowed Planning staff to 'degrade' preservation standards. This is not the case. The Board of Supervisors in 2018 purposely passed legislation to allow signage that would be subject to Article 10 and 11 requirements to be approved ministerially (see excerpts of Ord. 179-18, attached as **Exhibit E**). It did not remove preservation review of signage; it just removed the cumbersome and time-consuming entitlement process. The Board made findings that administrative review was in the best interests of the city, met the city's General Plan's goals and policies, and that it would not adversely harm the public. If the Appellant has an issue with the current review process, they should seek change at the legislative level, not with the Permits that were reviewed and approved correctly. Disagreement with city procedures is not an adequate basis for revoking the Issuance of the Permits.

The Appellant admits that historic preservation is "somewhat subjective" and says that the MSP does not "show good judgement" (*see* Appellant's Brief, pg. 3). Both Article 6 and Article 10 require that historic preservation professionals review signage against the SOI Standards. Those are the base requirements that landmarked properties must meet. They are not rule-based; rather, they provide a framework for professionals to use when evaluating alterations to landmarks. The Planning Department has qualified staff that meets the Secretary of the Interior's *Professional*

*Qualifications Standards for Preservation.*<sup>2</sup> The Owner worked with preservation staff throughout the MSP process, and it was preservation staff that approved the final MSP. Surely professionals that meet the national requirements for preservation review are knowledgeable about what would or would not be appropriate at the Property. That he disagrees with what Planning staff approved is just a difference of opinion. It is not a reason for overturning the Issuance of the Permits.

The Owner and Planning Department followed all legal requirements for sign permits on landmark structures, and there were no errors with the issuance of the permits. Importantly, the MSP was found to meet all applicable preservation standards and not to have an adverse impact to the Landmark.

#### **1. APPEAL 23-020**

Appellant appeals Permit 2021.0525.1018 on the basis that “two-sided blade signs are eyesores and have been restricted for decades.” This basis is misstated and insufficient. The only regulations on blade signs within the applicable C-3-O(SD) zoning district are that they do not project out from the building more than 75% of the distance between the property line and the curb line, but in no case more than 6 feet from the property line. (San Francisco Planning Code § 607(g) (see Planning’s Chart of C-3 Sign Regulations attached as **Exhibit F**). Their height is restricted to be no higher than 100 feet above the ground. (San Francisco Planning Code § 607(h)(1)). The signs under this permit conform with these standards and provide no reason to overturn the permit. Whether Appellant considers the design an “eyesore” is irrelevant to the approval of the permit.

The rest of Appellant’s arguments against this permit are strictly his personal opinion. He states “new [blade signs] should be prohibited everywhere (whatever their size).” This is ultimately

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<sup>2</sup> See <https://www.nps.gov/articles/sec-standards-prof-quals.htm>

a legislative question and beyond the scope of the appeal. The Code allows the new signage at the size and placement proposed. The Permit was reviewed and approved in conformance with the City's current sign regulations. Appellant cannot fairly insist this permit and the other Permits be revoked based on what he thinks the law "should be". If he wants to see blade signs prohibited or other changes in the law relevant here, he should pursue changes through the legislative process.

## **2. APPEAL 23-021**

Appellant appeals Permit 2021.0525.1021 for a tenant business sign on the basis that it would be "totally out of place on this landmark." He mentions that it could read "Nick's Gyros" but that there is nothing keeping it from being changed to "Bud Lite." These are First Amendment issues that the city cannot opine on. The worthiness of a sign does not, and cannot, depend on the name of the subject tenant. The City has extremely limited authority in regulating the contents of a sign—especially one that simply names an on-site business. Appellant's argument provides absolutely no basis to deny this permit.

Appellant further argues that the sign's directional benefits are nominal because it only names the tenant occupying the space and would only serve to increase the income of the Owner. This argument makes little sense considering the point of a sign is to attract and direct business to the holder of the sign. A sign that increases commercial activity and foot traffic to a tenant business is arguably the primary purpose of a sign and is more of a direct benefit to the tenant business and its prospective customers.

The remainder of Appellant's arguments against this permit are highly subjective and his personal opinions, such as it being "totally out of place", "demonstrates a lack of respect for the historic design", and "is of no importance." We again reiterate that the sign is consistent with all applicable regulations and was approved by Planning under the MSP, which considered the context

of the entire site. Further, the proposed sign is merely lettering, and so long as it comports with the size, placement, and other regulations of the Code (it does), the City cannot regulate the content of the sign or approve/disapprove a sign based on a potential tenant. One could argue that the sign's thin, angular font does in fact complement the Art Deco style of the building, but doing so goes well beyond the consideration of all relevant and currently enacted regulations.

### **3. APPEAL 23-022**

Appellant appeals Permit 2021.0525.1015 to change four existing "Rincon Center" identifying signs (currently arranged as two separate "Rincon" and two separate "Center" signs placed to read "Rincon Center") on various subjective design bases. His arguments center on the addition of words, the use of a logo, "poor symbolism," and "excessive clutter." None of these reasons are sufficient grounds to revoke the Issuance of the Permits.

We would highlight the fact that this permit replaces four signs with four signs, that the font on the new signs is smaller overall, and that, although the new signs are taller in the vertical dimension, they are narrower in the horizontal dimension. On balance, the replacement signs occupy roughly the same physical area as the existing signs (although sign area is not explicitly regulated in the applicable C-3-O(SD) zoning district). Appellant's arguments as to the utility and use of symbolism of these signs is irrelevant to the Issuance of the Permits. As has been stated throughout this brief, the Permits conform with the applicable regulations and the MSP, and the City properly approved them. The MSP itself underwent review by the city and the Owner implemented several revisions at the City's suggestion.

The Appellant's second argument is that changing the signs will require new bolt holes in the historic façade and the patching of the old bolt holes. He states, "[t]here is nothing to guarantee that these holes would be patched and painted correctly." This argument is an insufficient basis for



revoking the permit. All work on the historic façade would strictly follow required standards for work on landmarked buildings, including any adopted or recommended methods and treatments for such work. A permit cannot be overturned simply on the unsupported allegation that the work may be performed incorrectly. If there are any issues with the work once completed, there are available channels to report and correct any incorrectly done work.

#### **4. APPEAL 23-023**

Appellant appeals Permit 2021.0525.1011 on the basis that the signs would change very little, and thus should not be changed. The two current signs are read together as “Rincon Center Shops And Restaurants” with the left sign reading “Rincon” over “Shops And” and the right sign reading “Center” over “Restaurants”. The Permit would remove the “Shops And Restaurants” portions, and the new sign would read “Rincon Center” split across the two signs. The lettering and materials would be updated to conform with the rest of the signage plan.

Although this permit would remove three words and reduce the overall size of the two signs in both the vertical and horizontal dimensions—seemingly implementing changes the Appellant has pushed in his other appeals—the Appellant now takes issue with making such changes to these signs. He provides no reasoning for this position except it is “important that they not be changed”.

The Appellant also repeats his arguments from Appeal 23-022 regarding new bolt holes and the patching of old bolt holes, arguing that “[t]here is nothing to guarantee the quality of the work.” As we stated above, the potential risk of work being performed incorrectly is not a valid basis to deny a permit. There are adopted and required standards and methods for doing work on landmarked buildings, and such standards will be followed. If any work is not completed correctly, there are appropriate channels to report and correct such work.

**F. CONCLUSION**

The Appellant has provided no substantial basis for overturning the Permits. Under the provisions of the Planning Code, the City has very limited discretion in denying a permit that conforms with Article 6. Further, permits for signs on designated landmarks are generally exempt from the provisions of Article 10, so long as the signs preserve the integrity of an underlying landmark. There is no separate entitlement required for the installation of signage; the Department simply checks that the work complies with the preservation standards of Section 1006.6. All such review for the Permits was conducted under the Property's adopted MSP.

Given that the Permits conform to the MSP and also conform with the applicable regulations of Article 6 and Article 10, the Permits were properly approved. The Planning Department, which is charged with implementing the City's historic preservation policies, reviewed the Permits and found them to comply.

For these reasons, we respectfully request that the Board **deny** the appeal and uphold the Issuance of the Permits.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**



Tara N. Sullivan

cc: Jose Lopez, Vice-President  
Alex Lemberg, Commissioner  
John Trasviña, Commissioner  
J.R. Epper, Commissioner  
Julie Rosenberg, Executive Director

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Exhibits

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Exhibit A: LM107

Exhibit B: Approved 32855 Rincon Center MSP 9-15-22.

Exhibit C: Planning MSP Approval 09-06-22

Exhibit D: Permits and Plans

Exhibit E: BOS 0179-18 – admin for signs

Exhibit F: C-3 Sign Regulations

**Exhibit A**

**LM107**

017D

FILE NO. 90-79-9

ORDINANCE NO. 10-80

1 DESIGNATING THE RINCON ANNEX POST OFFICE AS A LANDMARK PURSUANT TO  
2 ARTICLE 10 OF THE CITY PLANNING CODE.

3 Be it Ordained by the People of the City and County of San  
4 Francisco:

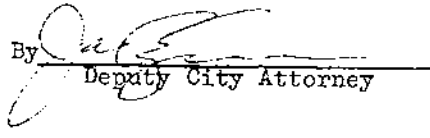
5 Section 1. The Board of Supervisors hereby finds that  
6 portion of the Rincon Annex Post Office designed by Gilbert S.  
7 Underwood and its interior public lobby containing murals painted  
8 by Anton Refregier located on the south line of Mission  
9 Street between Steuart and Spear Streets, being Lot 1 in Assessor's  
10 Block 3716, have a special character and special historical,  
11 architectural and aesthetic interest and value, and that its  
12 designation of this structure, including the interior lobby, as a  
13 Landmark will be in furtherance of and in conformance with the  
14 purposes of Article 10 of the City Planning Code and the standards  
15 set forth therein.

16 (a) Designation. Pursuant to Section 1004 of the City Planning  
17 Code, Chapter II, Part II of the San Francisco Municipal Code,  
18 that portion of the Rincon Annex Post Office designed by Gilbert  
19 S. Underwood and its interior public lobby containing murals painted  
20 by Anton Refregier is hereby designated as a Landmark, this  
21 designation having been duly approved by Resolution No. 8375 of  
22 the City Planning Commission, which Resolution is on file with the  
23 Clerk of the Board of Supervisors under File No. 90-79-9.

24 (b) Required Data. The descriptions of the location and  
25 boundaries of the Landmark site; of the characteristics of the  
26 Landmark which justify its designation; and of the particular  
27 features that should be preserved; as included in the said Resolution,  
28 are hereby incorporated herein and made a part hereof as though  
29 fully set forth.  
30

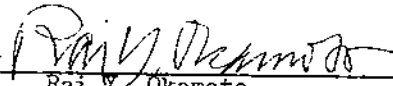
1 APPROVED AS TO FORM:

2 GEORGE AGNOST  
3 CITY ATTORNEY

4 By   
5 Deputy City Attorney

RECOMMENDED:

CITY PLANNING COMMISSION

By   
6 Rai Y. Okamoto  
7 Director of Planning

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Passed for Second Reading  
Board of Supervisors, San Francisco

DEC 26 1979

Ayes: Supervisors Britt, Dolson, ~~Gonzales~~, Horanzy, ~~Hutch~~, Kopp, Lau, Molinari, Pelosi, Renne, ~~Silver~~

~~Noes: Supervisors~~

Absent: Supervisors GONZALES HUTCH

SILVER

Clerk

90-77-9  
File No.

JAN 11 1980  
Approved

Read Second Time and Finally Passed  
Board of Supervisors, San Francisco

JAN 2 1980

Ayes: Supervisors Britt, Dolson, ~~Gonzales~~, Horanzy, Hutch, ~~Kopp~~, ~~Lau~~, Molinari, Pelosi, Renne, Silver.

~~Noes: Supervisors~~

Absent: Supervisors GONZALES KOPP LAU

I hereby certify that the foregoing ordinance was finally passed by the Board of Supervisors of the City and County of San Francisco.

Clerk

*Dennis Kopp*  
Mayor

This is a copy of the City Planning Commission's Resolution which is on file at the Department of City Planning.

SAN FRANCISCO  
CITY PLANNING COMMISSION  
RESOLUTION NO. 8375

WHEREAS, A proposal to designate the 1939 structure designed by Gilbert S. Underwood for the Rincon Annex Post Office on the south side of Mission Street between Steuart and Spear Streets as a Landmark pursuant to the provisions of Article 10 of the City Planning Code was initiated by the Landmarks Preservation Advisory Board on November 1, 1978, and said Advisory Board, after due consideration, has recommended approval of this proposal; and

WHEREAS, The City Planning Commission, after due notice given, held a public hearing on September 20, 1979 to consider the proposed designation and the report of said Advisory Board; and

WHEREAS, The Commission believes that the 1939 building designed by Gilbert S. Underwood has a special character and special historical, architectural and aesthetic interest and value; and that the proposed designation would be in furtherance of and in conformance with the purposes and standards of the said Article 10, but believes further that other structures on the entire block site initiated by the Advisory Board do not have such interest or value; and

WHEREAS, The Commission recognizes the social and artistic importance of the lobby murals painted by Anton Refregier, and would desire that those murals be preserved in place:

THEREFORE BE IT RESOLVED, First, the proposal to designate the interior lobby and exterior of the aforementioned structure of the Rincon Annex Post Office on the south side of Mission Street between Steuart and Spear Streets as a Landmark pursuant to Article 10 of the City Planning Code is hereby APPROVED, the precise location and boundaries of the Landmark site being those of the 1939 structure designed by Gilbert S. Underwood, said structure being situated on a portion of Lot 1 in Assessor's Block 3716;

Second, That the special character and special historical, architectural and aesthetic interest and value of the said Landmark justifying its designation are set forth in the Landmarks Preservation Advisory Board Resolution No. 183 as adopted on November 1, 1978, which Resolution is incorporated herein and made a part thereof as though fully set forth;

Third, That the said Landmark should be preserved generally in both of its exterior and interior lobby features as existing on the date hereof and as described and depicted in the photographs, case report and other material on file in the Department of City Planning Docket LM78.14;

AND BE IT FURTHER RESOLVED, That the Commission hereby directs its Secretary to transmit the proposal for designation, with a copy of this Resolution, to the Board of Supervisors for appropriate action.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission at its regular meeting of September 20, 1979.

Lee Woods, Jr.  
Secretary

AYES: Commissioners Bierman, Christensen, Dearman, Mignola, Nakashima, Rosenblatt, Starbuck

NOES: None

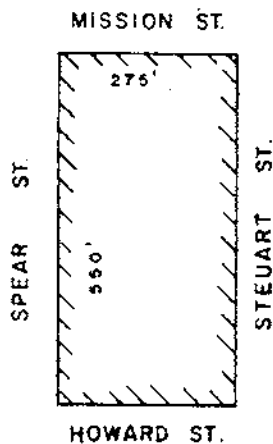
ABSENT: None

PASSED: September 20, 1979



Final Case Report  
September 5, 1979

Rincon Annex Post  
Office Spear and  
Mission Streets



OWNER: The United States  
Postal Service

LOCATION: Lot 1, Assessor's  
Block 3716, bet-  
ween Mission &  
Howard, Steuart  
& Spear

**HISTORY:**

The land on which Rincon Annex is located was previously owned by the Southern Pacific Railroad, and was a proposed site for the location of a train station. With the construction of the Bay Bridge, and the increased automobile and public transit commuting on the bridge, the need for a new depot was obviated. The Federal Government obtained the site for its new mail handling facility.

Ground-breaking for Rincon Annex began June 1, 1939. Construction was finished on October 15, 1940, and the facility officially opened on October 26, 1940. Rincon Annex was primarily built to handle mail and parcel post, but when the United States entered World War II, the Postal Department had to move its bulk mail facility to Oakland because of the abundance of military mail. Between 1959-60, the Postal Department expanded its facility at the rear portion of Rincon Annex, which primarily consists of loading areas and a conveyor belt system to handle incoming and outgoing mail. In 1966, automated letter sorting equipment was installed to speed up service, and during the period 1968-78, electronic equipment was installed.

Because of the inefficiency of multi-story vertical movement, new mail handling techniques and high land values, Rincon Annex in the near future will move its facility to a more efficient one story facility which is more centrally located for San Francisco and the Peninsula.

**STATEMENT OF  
SIGNIFICANCE:**

The Rincon Annex to the United States Post Office was designed by Gilbert S. Underwood and built in 1939 by the George A. Fuller Construction Company. It is one of the finest examples of a large public building designed in the Streamline Moderne style of architecture in San Francisco. One of the similarly sponsored W.P.A. buildings built throughout the nation in the 1930's, Rincon Annex shares an approach to building design in which classically derived architectural principles

STATEMENT OF  
SIGNIFICANCE:

- a large compact mass, regularly treated, symmetrical at least in the main facade, with expression of pilasters or piers, and an emphasis on mass rather than volume in the overall building envelope - are merged with the then-modernist design principles that required smooth, clean machine-like surfaces and detailing and the use of "modern" materials - aluminum, glass block, special concealed or reflective lighting. The building is a superb specimen of its type, a period piece in mint condition. The murals inside serve to complete the total package, and are inseparable from it. The closest representative public building in San Francisco of that style is the Maritime Museum, also built in 1939. These Streamline Modern buildings in the 1930's spirit are important to San Francisco today primarily because so few of them were built during those years, and few of them still stand.

ARCHITECTURE:

Rincon Annex is monumental in its scale and massing, as is appropriate to a public building, but it is accessible in its approaches. Rather than being raised on an imposing podium, it is only three shallow steps from street level to the entry. The building envelope is essentially flat. A base is suggested by painting a horizontal strip of dark grey at the ground level. Along the top of the building, the attic windows are untrimmed punched-out holes. The roof line is without cornice or string course to mark its termination. In the end bays, the recessed windows are fitted with a pierced Art Deco aluminum grille, almost flush with the surface of the building. One bay from each end, a projecting seven bay unit, defined by a darker grey-beige color and by the colossal piers which bracket and subdivide it, breaks out from this smooth recessed frame. The piers, which are abstracted pilasters, have no true capitals, but their vertical thrust is restrained by a simple shallow cornice just below the attic windows, which emphasizes the modernity of smooth flowing continuous horizontal lines.

The windows between the piers are recessed, and rise two stories in height to spandrels decorated with leaping dolphins. Nautical devices (portholes, railings, flagpoles) are frequent and decorative features of Streamline Moderne buildings, and this reference seems appropriate as well as delightful. The doors are framed in black marble, which bows forward in a shallow curve. They are of an unpretentious aluminum and glass design. The aluminum Art Deco grillework of the end windows is repeated in the door transoms. The piers on either side of the doors have niches lined with stars and stripes in which a stubbed-winged eagle sits.

Rincon Annex is constructed of reinforced concrete and trimmed with marble. The main building measures 310 feet by 269 feet, and has three floors with a half basement which contains heating and air circulation equipment. The first floor comprises

ARCHITECTURE:

mail sorting and customer service areas in the shape of an L. The main lobby is 208 feet long, with a ceiling height of 25 feet. The architecture of the interior includes tables, doors and transition hall spaces decorated with aluminum in modernistic panels; even clocks, signs and lettering are designed in typical Streamline Moderne fashion.

The third floor is mainly employee lounge areas, dressing rooms, maintenance departments and administrative office space situated in "U" shape. Rincon Annex was originally designed for future vertical expansion of the 4th and 5th floors, but that was never implemented.

DESCRIPTION OF  
ART:

The murals covering the 400 foot wall space of the L-shaped lobby were painted over an eight year period between 1940-48 by Anton Refregier, a graduate of the Rhode Island School of Design and a member of the National Society of Mural Painters. They are painted in casein tempera on white gesso over plaster walls. The commission for the murals was awarded on the basis of a national competition, and was the largest single program awarded by the Section of Painting and Sculpture of the Treasury Department. The commission prize of twenty six thousand dollars was also the largest awarded by the government.

The murals are important in the history of American mural painting, not only for their size, but for the sweep of their narrative power and for the controversy caused by their treatment of the subject matter. Although they were not completed until 1948, they represent the finest of W.P.A. art, and are an integral part of the building and of their era.

Brain N. Wallis, in an essay for the catalog on Anton Refregier published by the University of Virginia Art Museum in 1977, says:

"Although the history of California was specified as the subject matter of the murals, Refregier created a series which encompasses not only California, but stands, in a larger sense, for the evolution of civilization. The founding of the United Nations, depicted in the final panel, becomes in this context not just an historical event, but the hope for a new level of civilization which might transcend the struggles illustrated in the previous panels. It is for this broader vision as well as the technical excellence of his murals that Refregier's Rincon Post Office murals deserve to be ranked among the handful of WPA mural commissions which qualify as major artistic achievements.... Refregier's murals embody implications beyond the level of California history and thus constitute a significant cultural and intellectual statement.

"In selecting his program for the twenty seven panels, Refregier had recourse to two interpretations of California history, these being the

DESCRIPTION OF  
ART:  
(cond't)

glorious, romantic vision of folk tales, or the realistic depiction of the hardships and struggles of the early settlers. Refregier selected the realistic representation as being more accurate, more interesting and more dramatic. This deviation from the accepted, or preferred, view of history was the source of much of the dispute over the murals, but one California historian noted that in addition to his adherence to documentary records, Refregier was remarkably sensitive to early American types. The series consists of the following twenty seven panels.

"1. A California Indian Creates. 2. Indians by the Golden Gate. 3. Sir Francis Drake. 4. Conquistadores Discover the Pacific. 5. Monks Building the Missions. 6. Preaching and Farming at Mission Dolores. 7. Fort Ross-Russian Trading Post. 8. Hardships of the Emigrant Trail. 9. An Early Newspaper Office. 10. Raising the Bear Flag. 11. Finding Gold at Sutter's Mill. 12. Miners Panning Gold. 13. Arrival by Ship. 14. Torchlight Parade. 15. Pioneers Receiving Mail. 16. Building the Railroad. 17. Vigilante Days. 18. Civil War Issues. 19. The Sand Lot Riots of 1870. 20. San Francisco as a Cultural Center. 21. Earthquake and Fire of 1906. 22. Reconstruction After the Fire. 23. The Mooney Case. 24. The Waterfront - 1934. 25. Building the Golden Gate Bridge. 26. Shipyards During the War. 27. War and Peace.

"Clearly the selection of scenes in this program can be interpreted on several levels. While ostensibly relating to the history of California, these paintings also reflect a microcosmic view of the history of California, and in the largest sense, the development of human civilization. Thematically, Refregier traces the progress of mankind from the natural paradise of the primitive Indian to the technological paradise of modern man. Civilization becomes in this content man's increasing ability to adapt to a hostile world and to create order and function from chaos and disaster. This, then, makes history a human, social drama in which progress is only achieved through social unity and individual perseverance.

"...But the greatest national recognition was afforded these murals after their completion, when the threat of destruction aroused the interest and the defense of the art world."

By 1943, the section of Painting and Sculpture of the Treasury Department, which had lent its support to the project, had been phased out, and the Public Buildings Administration became responsible for overseeing the job. Refregier was inundated with inspections and requests for changes designed to satisfy the government and local interests groups (mostly politically conservative). Ninety one such revisions were necessary, some small and scarcely affecting the overall meaning; others, such as the removal of a monumental head of President Franklin D. Roosevelt in the last panel subtly altering the tone of the program.

DESCRIPTION OF  
ART:  
(cond't)

Mural painting in America has tended to reflect the specific social mood of its time. It is also a very public kind of art, and gives the artist and patron an opportunity to convey their own attitudes on a monumental scale. When the social mood changes, or the artist's view does not conform to a preconcieved style or ideals, pressure of various kinds is brought to bear.

The idealism of the New Deal which the artist had conveyed in the series, and which had been acceptable to the public at the time these murals were first planned, was now suspect, and the national mood of suspicion of things "Communist" focused on the political significance of the murals. In 1948, a coalition of warehousemen and artists successfully organized to prevent the removal of a panel depicting the waterfront strike of 1934. However, as the Cold War heated up, protests about the general tone of the murals by newspapers and citizens gathered momentum. In 1953, at the height of "McCarthyism", a conservative California congressman named Hubert B. Scudder made the removal of the murals his crusade. He introduced House Bill 211 into Congress on March 5, 1953, claiming that the murals were "artistically and historically inaccurate" and that they illustrated "cadaverous, soulless pioneers" and involved "sadistic scenes of riots, earthquakes and strikes." In addition, he charged, inaccurately, that Refregier was not a citizen of the U.S.A., and that he was affiliated with "Red" organizations.

In defense of the murals, artists, the labor movement, museum directors and collectors from all over the country rallied. Support came from as far away as the London Times. At a hearing on May 1, 1953, to determine the historic and artistic validity of the murals, a fellow Republican California congressman, William S. Mailliard likened the proposed destruction of the murals to the Communist suppression of all art which was not politically conforming. He recognized that Congress, in responding to the pressures of special interest groups, was not qualified to judge the artistic merits of such works. Congressman Scudder's resolution was shelved. Although the murals were saved for the time being, the experience reminds one of the precarious position of public art in America.

SURROUNDING LAND  
USE AND  
ZONING:

The property is zoned C-3G-P (Downtown General Commercial-Public Use) and is in a 240-G height bulk district. The area to the northwest of Rincon Annex, Mission Street, is zoned C3-0, which is mainly comprised of high rise, downtown offices; to the southeast and along the Embarcadero lies light and heavy industry and downtown support areas zoned M1, M2 and C3-S respectively.

RECOGNITION IN  
OTHER SURVEYS:

A building profile kept by the San Francisco Department of City Planning done in July of 1976 gives the Rincon Annex an average to above average rating on such architectural features as facade proportions, detailing and decoration, rare or unusual style and overall architectural quality. The study emphasizes that the building is notable for its interior; in addition, the Planning Department categorizes this building as a "classical (WPA) Streamline Moderne monument adorned with sculpture and murals."

The State Historic Preservation Officer has recommended that Rincon Annex be placed in the National Register of Historic Places at the National Level of significance. The matter is pending in Washington, D.C. (9/12/79).

. . .

This report was prepared by Mrs. Marjorie Gordon from material prepared for and submitted by Emmie Lou Packard.

**Exhibit B**

**Approved 32855  
Rincon Center MSP  
09-15-22**



2019 CALIFORNIA BUILDING CODE WILL APPLY TO THIS PROJECT

**SIGN TYPE A.1 - PROPERTY BUILDING ID**

- Flat cut out and install (x3) non-illuminated property building id, wall mounting.

**SIGN TYPE A2 - PROPERTY ADDRESS ID**

- Flat cut out and install (x3) non-illuminated property address id, wall mounting.

**SIGN TYPE A3 - SECONDARY BUILDING ID**

- Flat cut out and install (x1) non-illuminated secondary building id, wall mounting.

**SIGN TYPE A4 - SECONDARY ADDRESS ID**

- Fabricate and install (x1) internally illuminated secondary address id, wall mounting. Connecting to power source ( BY OTHERS) with dedicated circuit, photocell, and timer.

**SIGN TYPE B - SECONDARY TENANT MONUMENT**

- Fabricate and install (x2) internally illuminated secondary tenant monument sign, ground mounting. Connecting to power source ( BY OTHERS) with dedicated circuit, photocell, and timer.and timer.

**SIGN TYPE C - TENANT ID WITH CLADDING**

- Fabricate and install (x1) non-illuminated tenant id with cladding, canopy mounting

**SIGN TYPE D - VERTICAL PROJECTING SIGNAGE**

- Fabricate and install (x2) internally illuminated vertical projecting signage, wall mounting. Connecting to power source ( BY OTHERS) with dedicated circuit, photocell, and timer.

**SIGN TYPE F - TENANT BLADE SIGNAGE**

- Fabricate and install (x3) internally illuminated tenant blade signage, wall mounting. Connecting to power source ( BY OTHERS) with dedicated circuit, photocell, and timer.

PROJECT:

121 SPEAR STREET | SUITE 220  
SAN FRANCISCO, CA 94105

MASTER SIGN PROGRAM

09/15/22

Design + Build.



# TABLE OF CONTENTS



408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
[www.corporatesigns.com](http://www.corporatesigns.com)  
CONTRACTOR'S LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

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# INTRODUCTION

## A. PROJECT DESCRIPTION

Rincon Center is a high intensity office / R&D project in the City of San Francisco, CA

## B. NAMING CONVENTIONS IN THIS GUIDE

The term Project shall be used to refer to all activities including planning, construction and maintenance in regard to the property.

The term Campus shall be used to refer to all buildings, grounds, roadways or other architectural features not specifically included in the scope of other terms such as Tenant.

The term Tenant shall be used to refer to the occupants and businesses utilizing the portions of the Campus for their business.

The term Owner shall be used to refer to Hudson Rincon Center, L.L.C., its agents and subsidiaries.

The term City shall be used to refer to the city of San Francisco and its respective agencies, laws, policies or representatives.

## C. PURPOSE OF THE MASTER SIGN PLAN CRITERIA

The Master Sign Plan Criteria is provided to guide developers, designers, architects, tenants and the City of San Francisco in the design, development, approval and implementation of signs at the Project. The regulations of this section shall govern the design and maintenance of Campus and Tenant signage within the Project Area.

THE OBJECTIVES OF THIS CRITERIA ARE

- \* To provide a clear criteria for developing a Master Sign Plan. Such a plan should follow the specifications in this document as guidelines for creating specific signage designs addressing all sign types within the Project.
- \* To generate varied and creative signage incorporating a uniformly high level of design, graphics, continuity, consistency and maintenance.
- \* To establish signing as a design element that contributes to the overall aesthetic of the project.
- \* To provide standards of acceptability for signs in order to facilitate the review and approval process by the Owner and the City.
- \* To supply Campus and Tenant identification, information and directional signage, providing for public safety through the ready recognition of wayfinding throughout the campus.
- \* To provide specific criteria regulating various aspects of signage for the campus.
- \* To provide specific criteria regulating various aspects of signage for the Tenant.
- \* To regulate all permanent Campus and Tenant signage within the Projects boundaries.
- \* To provide criteria for approval such that all signage approved from this document needs administrative approval in relation to zoning & guidelines.

**\* All signs will require a permit and must be submitted, reviewed and approved by the city before installed.**

## D. FUTURE REVISIONS

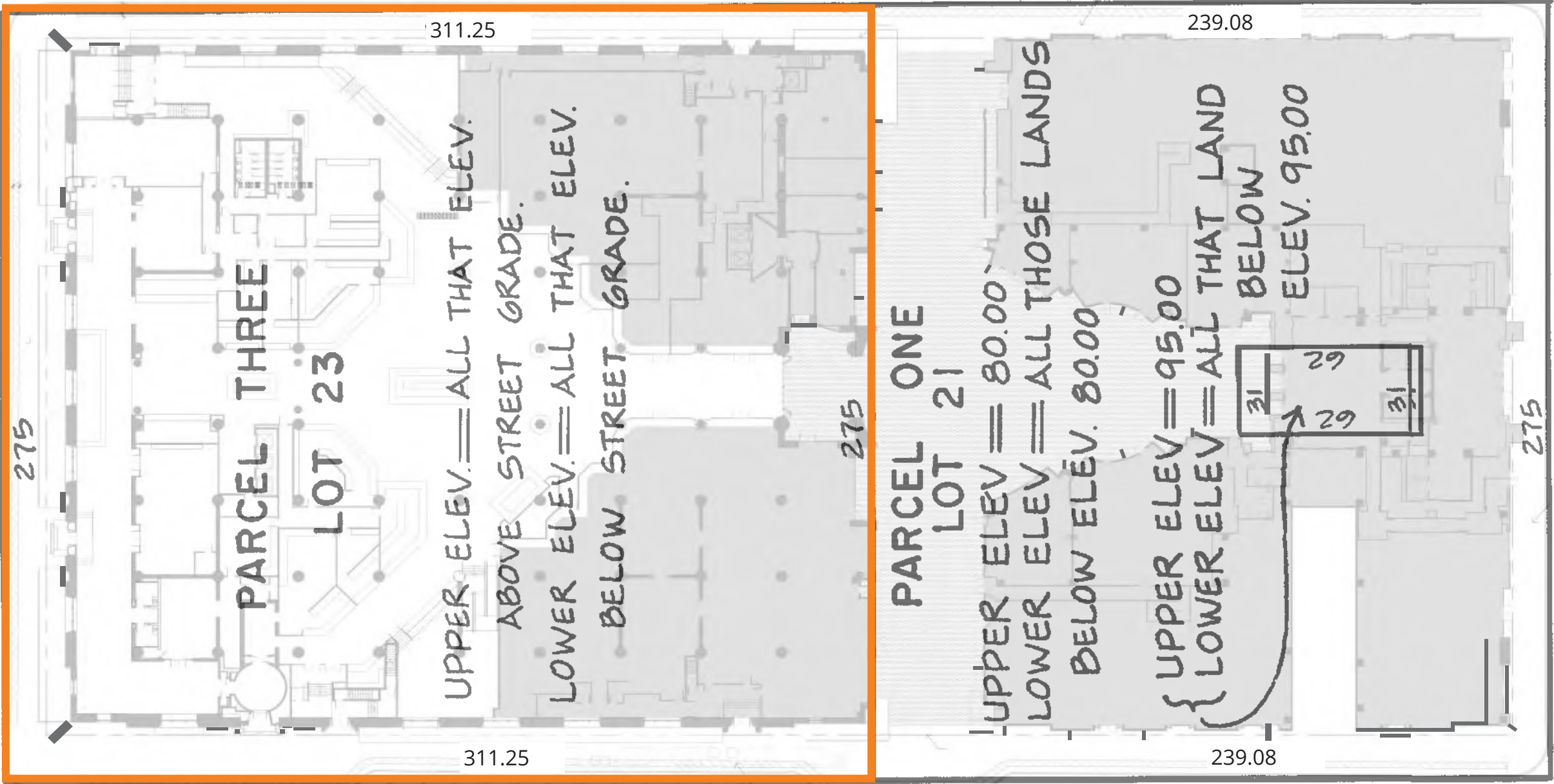
Minor deviations to the master sign program may be reviewed by the city's planning department at staff level. Larger revisions would require an amendment to the Master Sign Program to be submitted. The level of revision requested will be reviewed and determined by the City's planning department.

# SITE PLAN

PARCEL FRONTAGES

STEUART ST

MISSION ST



HOWARD ST

SPEAR ST

# SITE PLAN

PARCEL FRONTAGES

STEUART ST

MISSION ST

275

PARCEL THREE

LOT 23

311.25

UPPER ELEV. == ALL THAT ELEV.  
ABOVE STREET GRADE.  
LOWER ELEV. == ALL THAT ELEV.  
BELOW STREET GRADE.

311.25

SPEAR ST

275

HOWARD ST

**0**  
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CONTRACTOR'S LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

# SITE PLAN BUILDING FRONTAGES



# STYLE SHEET

## BRAND ARTWORK

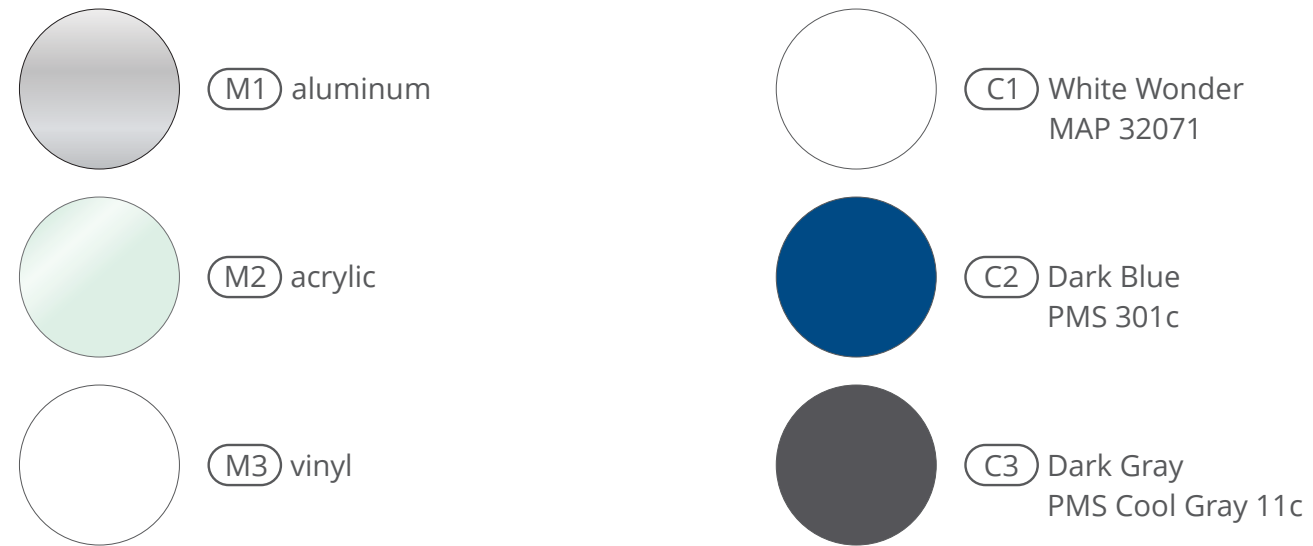


## FONTS

<b>Cera Pro</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
<b>Cera Pro Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>

## ICON/SYMBOLS

## MATERIAL AND COLOR SCHEDULE



The materials and colors shown are intended to be base, standard color pallet for the project. Additional colors and materials may be reviewed and approved on a case-by-case basis. Custom colors for tenant logos may be allowed with planning review.

**NOTES: Apply Matthews paint system with satin finish;  
No conduits will be visible**

# SIGN TYPES



**A1.1**  
**A2.1**

PROPERTY BUILDING ID  
 PROPERTY ADDRESS ID

**A3**  
**A4**

SECONDARY BUILDING ID  
 SECONDARY ADDRESS ID



**C1**  
**B**

TENANT ID WITH CLADDING  
 SECONDARY TENANT MONUMENT

**D**

VERTICAL PROJECTION SIGNAGE

**F**

TENANT BLADE SIGNAGE

# DESCRIPTIONS / USAGE / RESTRICTIONS

## A. CAMPUS SIGNAGE DESIGN GUIDELINES

### 1. Design objective

The primary objective of the Master Sign Program for Rincon Center is to generate quality, creative signage that works to reinforce the quality and character of this Project, while at the same time providing effective project identity, wayfinding and campus safety.

### 2. Design Quality

All signage will achieve the highest level of design quality and be consistent with the quality defined in the Project submittal documents.

All signage will be consistent with the architectural and landscape character of the Project. This consistency shall be maintained through: complimentary materials, design, texture, color and typefaces. The scale and proportion of graphics shall be consistent with the site, landscape and buildings of the project.

All signage must be designed and specified to meet the construction requirements in this document. This includes all quality standards for finishing, color and durability.

Employ illumination techniques in keeping with a high quality development such as:

- Edge lit illuminated letters
- Externally illuminated from light sources hidden in the landscaping for ground / monument signs

### 3. Design Content

Campus signs will convey the name of Project, identify tenants and address as well as provide wayfinding information around the campus. Specifics of this content and its use are detailed in this document.

### 4. Sign Placement

Campus signs shall be located as indicated on the elevations and master sign location plans included in this package.

Locations given indicate a general area where the sign will be located. Exact location will depend on final design and will be given during submittal stage of sign implementation and permitting.

Monument and free-standing signs will be located in such a way as to have a minimum setback from traffic, but shall not block view of traffic entering a lane. Exact location should be coordinated with traffic consultant's line of sight studies.



# DESCRIPTIONS / USAGE / RESTRICTIONS

## 5. Typestyles

Type shall be sized in accordance with established standards for visibility and legibility. Sizing shall take into consideration viewing distance, site lines and vehicle speed for vehicular oriented signs.

The font Cera Pro and Bold has been outlined as the project's default and standard type style. Minor variations may be approved by planning at staff level when keeping consistent with design guidelines and project style.

## 6. Lighting

Design of signage lighting shall contribute to the design of the sign, and shall not detract from the overall design character of the Project. Lighting shall provide for enhanced legibility and effectiveness.

## 7. Colors

Sign colors are to provide sufficient contrast against building background colors. Color of letter returns are to contrast with building colors for good daytime readability.

Refer to this document's style sheet page seven for approved colors and materials.

## 8. Sign Maintenance

All signs shall be maintained in an as-new and fully-functional condition. Signs shall meet all relevant standards of the Project submittal documents at all times. Project management shall make periodic inspections of all signs on site. Any deficiencies shall be immediately corrected by the person(s) or business(es) responsible for the maintenance of said sign or signs.

## 9. Temporary Signs

Temporary signs shall comply with the City's Planning Division requirements.

## 10. Prohibited Sign Types

The following sign types shall be prohibited on this Project :

- Illuminated sign boxes with face lit panels.
- Illuminated back-lit canopies.
- Signs with exposed raceways, conduit, junction boxes, transformer lamps, tubing, or neon crossovers of any type.
- Rotating, animated and flashing signs.
- Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
- Pennants, banners, or flags identifying individual tenants.
- A-frame sandwich boards.
- Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle which is used in the operation of the business. The signage must be painted on or otherwise affixed so as not to project from the usual profile of the vehicle. The vehicle must be in an operable state.
- Signs painted on an exterior building wall, window, fascia, chimney of a building, on a fence or fence-type wall, on benches, fence posts, trash receptacles, utility poles, utility boxes, storage sheds, bus shelters, satellite dish antennas or other accessory structures.
- Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
- Any sign designed to be moved from place to place.
- Signs attached, painted or otherwise affixed to awnings, tents or umbrellas.

- Balloons and inflatable signs.
- Any signs including freestanding signs advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Fluorescent or reflective sign colors.
- Simulated materials, i.e. wood grained plastic laminate, wall covering, paper, cardboard or foam.
- Signs attached directly to raceways unless reasonable access is possible through wall or structure behind sign.
- Fluorescent or reflective materials such as mirror.

**\*NOTE - All signs must be submitted to the City for staff review and approval before being installed. Exemptions to any of the restrictions outlined in this document must be presented to and approved by the Director of Community Development or equivalent authority and will require an amendment to the Master Sign Program for future reference.**

# PROPERTY BUILDING AND ADDRESS ID

## SIGN TYPE A1 AND A2

### Property Building ID

#### A. DESIGN INTENT

Building Ids - A1 are intended to identify the major Tenants in a prominent way from a larger or campus-wide view.

Address Ids - A2 are intended to identify the 'front door' of a building and inform visitors that they have arrived at a destination.

Building Id and Address Id may be either a pedestrian or a vehicular sign and should be designed and located in such a way as to effectively communicate its content under both viewing circumstances.

#### B. DESIGN CRITERIA

Final designs for Building Id and Address Id will be developed to comply with the guidelines outlined within this Master Sign Plan Criteria.

Final designs for Building Id and Address Id should conform to all general design Guidelines.

#### C. SIGN MASSING

Sign shall not be attached to an extend building or be located above the roofline of the building to which it is attached. Sign in C-3 District shall not exceed 100 feet from the ground and Sign in C,M, and PDR District shall not exceed 60 feet from the ground. Such sign may contains letters, numbers, a logo, service mark and/or trademark and may be Nonilluminated or Indirectly Illuminated.

#### D. VARIATION

Final design for Building Id and Address Id should contain no (or very minimal) variation in size or layout to provide for maximum recognition and wayfinding effectiveness.

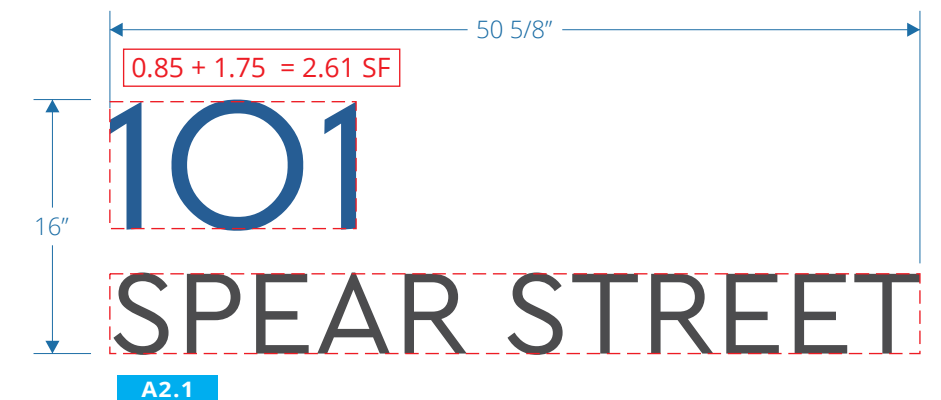
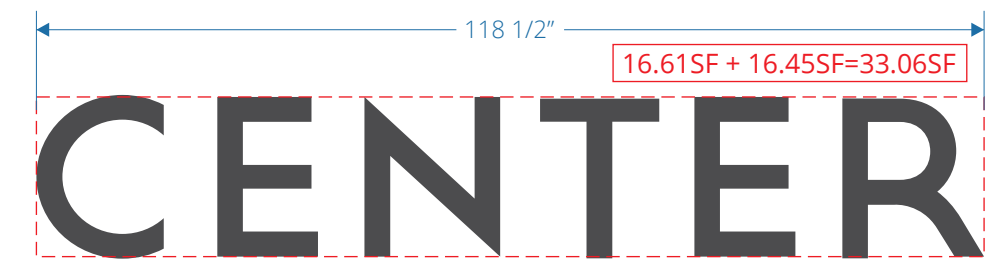
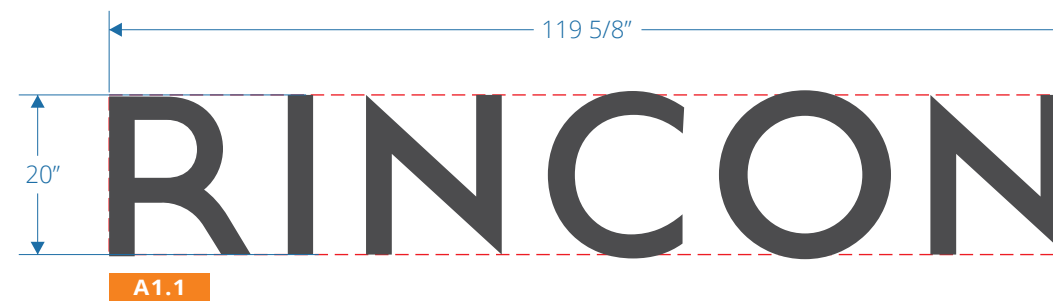
#### E. SIGN LOCATION

Exact sign location to be determined based on final sign design and shape, and to comply with sight distance analyses based on 10' clear sight distance at project driveways and adjacent intersections.

#### SIGN TYPE A1 AND A2 PROPERTY BUILDING AND ADDRESS ID

PROPERTY BUILDING ID - A1.1  
PROPOSED = 16.61 + 16.45 = 33.06 SF  
BUILDING ID - A1.2  
PROPOSED = 35.49 + 35.49 = 70.96 SF

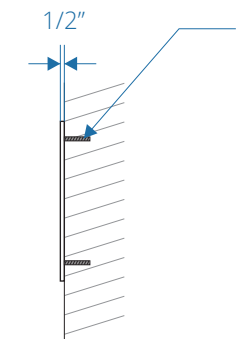
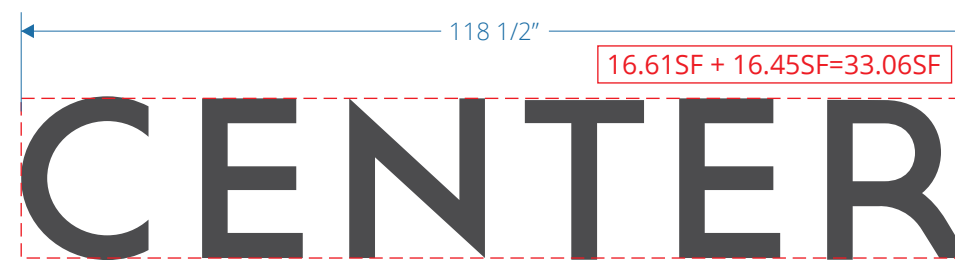
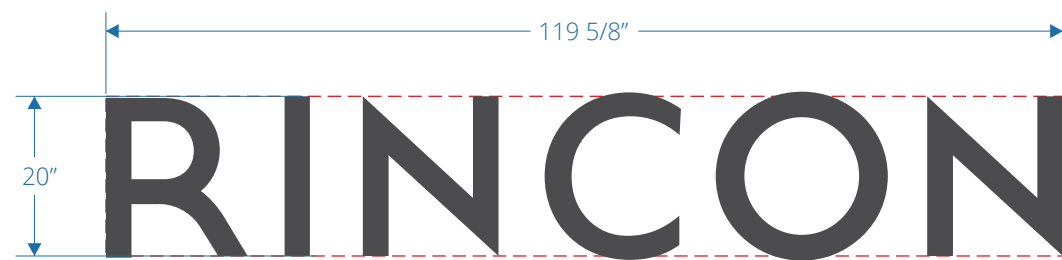
PROPERTY ADDRESS ID - A2  
PROPOSED = 2.61 SF



**1** FRONT VIEW - PROPERTY BUILDING ID  
scale: 1/2" = 1'-0"

**2** FRONT VIEW - PROPERTY ADDRESS ID  
scale: 1" = 1'-0"

# PROPERTY BUILDING ID CONSTRUCTION DETAILS



**1** FRONT VIEW  
scale: 1/2" = 1'-0"

A1.1

**2** SIDE VIEW  
scale: 1/2" = 1'-0"

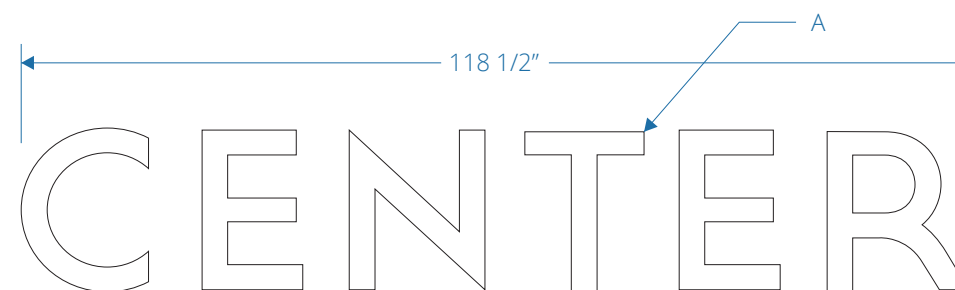
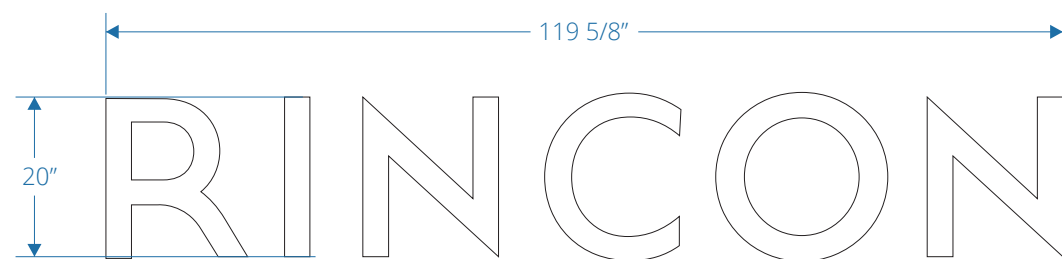
SIGN TYPE

**A1.1**

DESCRIPTION

QTY: 1

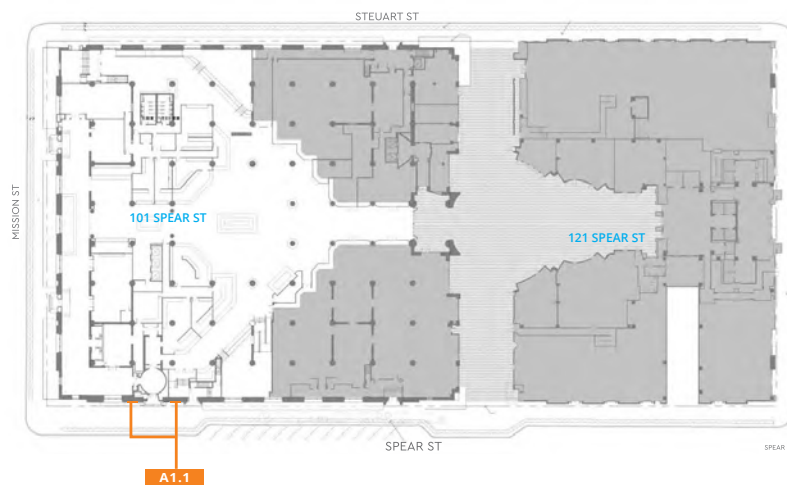
- A. 1/2" fco aluminum lettering, painted C3 gray
- B. attached flush to wall with stud mounting



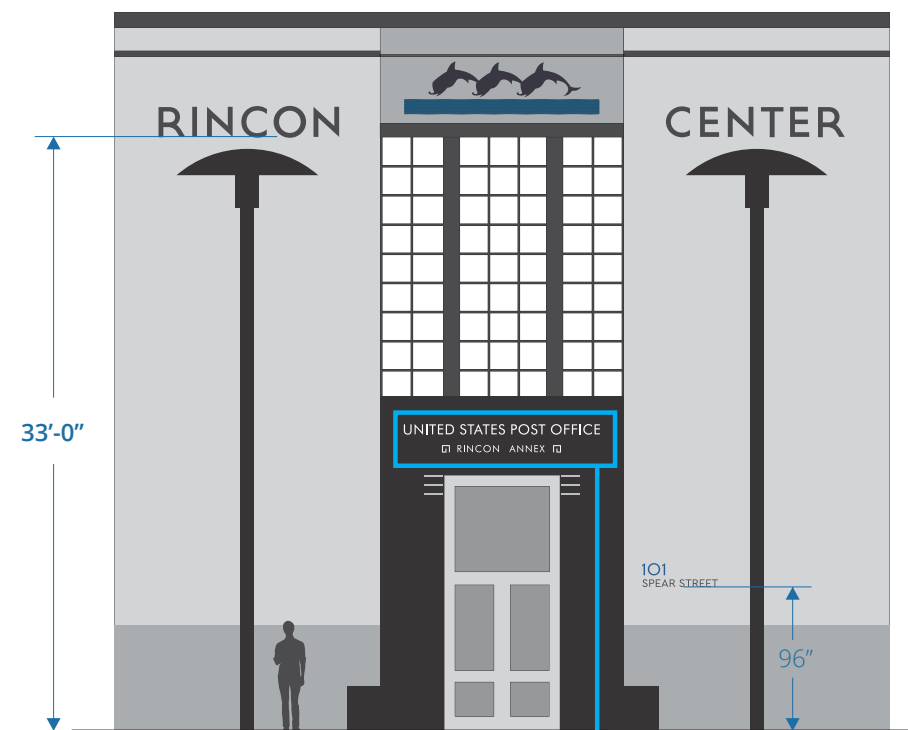
**3** FRONT VIEW - DETAIL  
scale: 1/2" = 1'-0"



**6** ISOMETRIC VIEW  
scale: NTS



**5** KEY MAP  
scale: NTS



**4** ELEVATION  
scale: 3/32" = 1'-0"

SIGN TYPE A1 AND A2  
PROPERTY BUILDING AND ADDRESS ID

PROPERTY BUILDING ID - A1.1  
PROPOSED = 16.61 + 16.45 = 33.06 SF  
BUILDING ID - A1.2  
PROPOSED = 35.49 + 35.49 = 70.96 SF

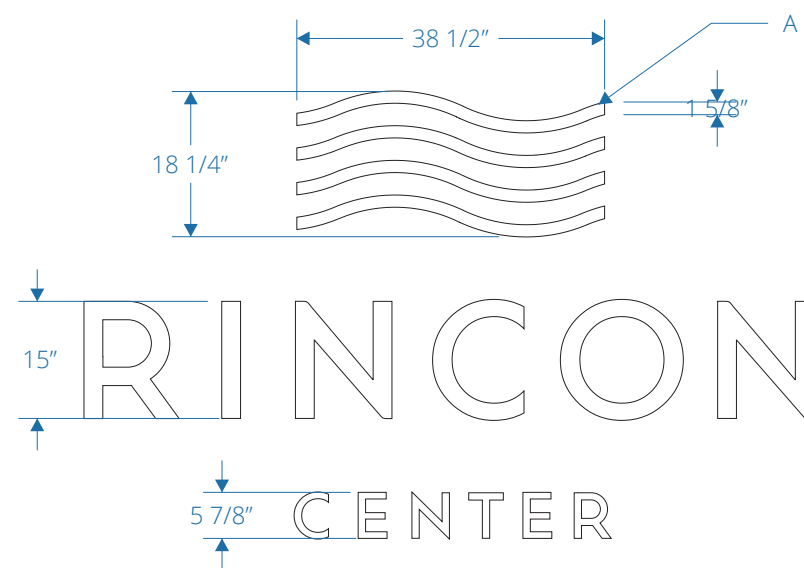
PROPERTY ADDRESS ID - A2  
PROPOSED = 2.61 SF

# PROPERTY BUILDING ID CONSTRUCTION DETAILS

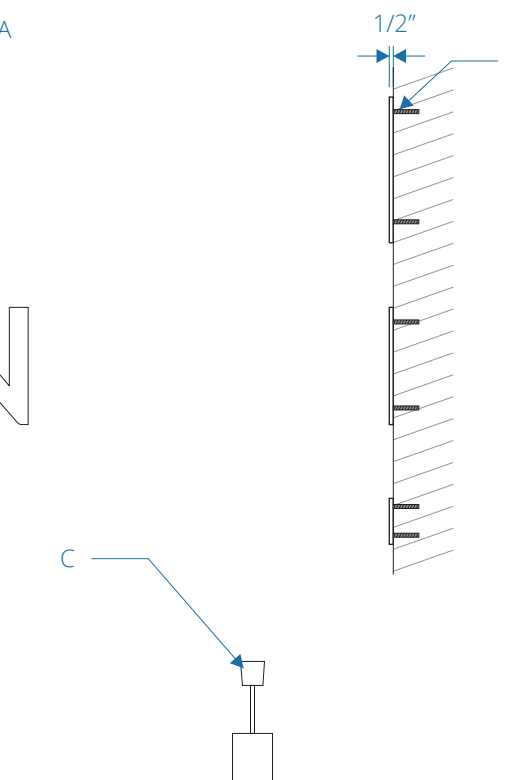


A1.2.3 A1.2.1  
A1.2.4 A1.2.2

**1** FRONT VIEW  
scale: 1/2" = 1'-0"



**2** FRONT VIEW  
scale: 1/2" = 1'-0"



**3** SIDE VIEW  
scale: 1/2" = 1'-0"

**SIGN TYPE**

**A1.2**

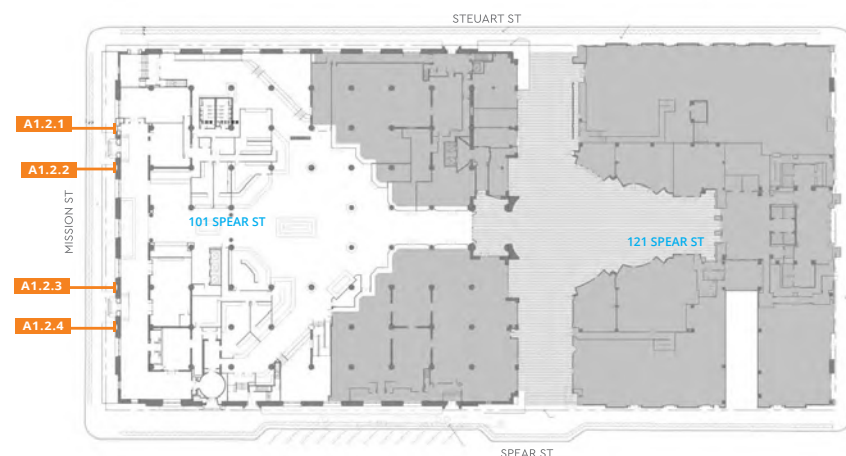
**DESCRIPTION**

**QTY: 4**

- A.** 1/2" fco aluminum lettering, painted C2 blue and C3 gray
- B.** attached flush to wall with stud mounting
- C.** external illumination with existing uplights



**6** ISOMETRIC VIEW  
scale: NTS



**5** KEY MAP  
scale: NTS



**4** ELEVATION  
scale: 3/32" = 1'-0"

**SIGN TYPE A1 AND A2  
PROPERTY BUILDING AND ADDRESS ID**

**PROPERTY BUILDING ID - A1.1  
PROPOSED = 16.61 + 16.45= 33.06 SF**

**BUILDING ID - A1.2  
PROPOSED = 35.49 + 35.49= 70.96 SF**

**PROPERTY ADDRESS ID - A2  
PROPOSED = 2.61 SF**

# PROPERTY ADDRESS ID CONSTRUCTION DETAILS

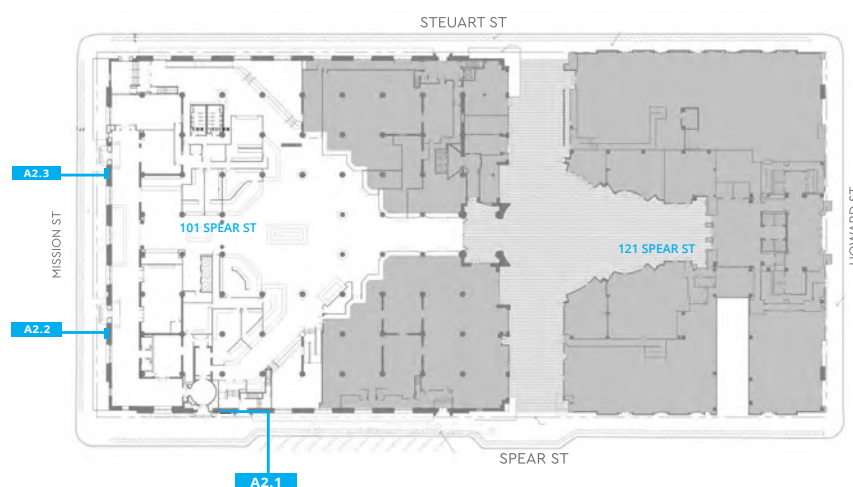


A2.1

**1** FRONT VIEW  
scale: 1" = 1'-0"



**3** FRONT VIEW - DETAIL  
scale: 1" = 1'-0"



**6** KEY MAP  
scale: NTS



A2.2 A2.3



**5** ISOMETRIC VIEW  
scale: NTS



**2** SIDE VIEW  
scale: 1" = 1'-0"

**SIGN TYPE A1 AND A2  
PROPERTY BUILDING AND ADDRESS ID**

PROPERTY BUILDING ID - A1.1  
PROPOSED = 16.61 + 16.45= 33.06 SF  
BUILDING ID - A1.2  
PROPOSED = 35.49 + 35.49= 70.96 SF

PROPERTY ADDRESS ID - A2  
PROPOSED = 2.61 SF

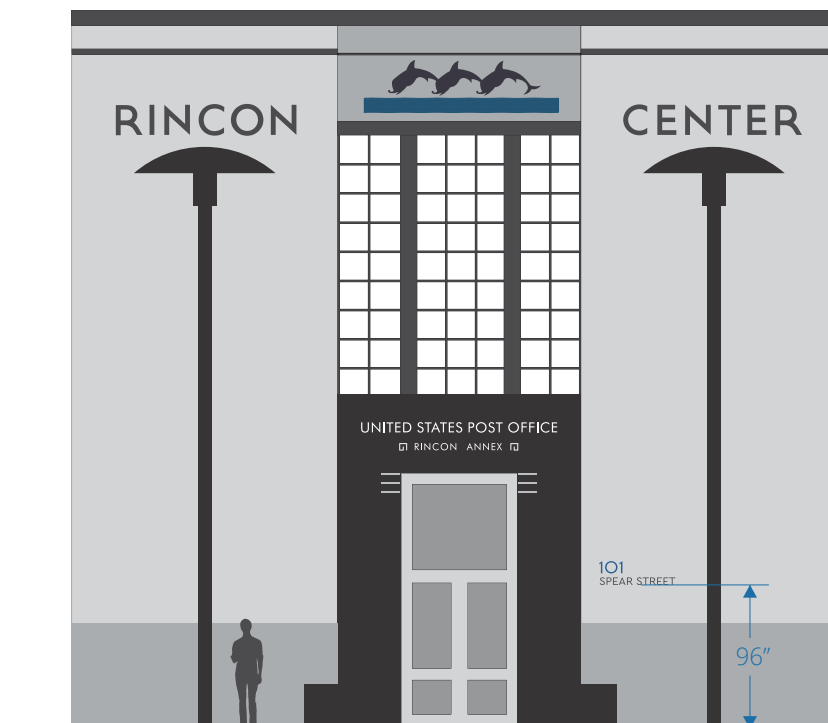
SIGN TYPE

**A2**

DESCRIPTION

QTY: 3

- A. 1/2" fco aluminum address number and lettering, painted C2 blue and C3 gray
- B. attached flush to wall with stud mounting



**4** ELEVATION  
scale: 3/32" = 1'-0"

# PROPERTY BUILDING AND ADDRESS ID ELEVATION



A1.1

1 PROPOSED SIGNAGE AT SPEAR  
scale: NTS



2 EXISTING TO BE REPLACED  
scale: NTS

# PROPERTY BUILDING AND ADDRESS ID ELEVATION



EXISTING UPLIGHTS

A1.2.1 A2.2

**1** PROPOSED SIGNAGE AT MISSION  
scale: NTS

**2** EXISTING TO BE REPLACED  
scale: NTS



# PROPERTY BUILDING AND ADDRESS ID ELEVATION



EXISTING UPLIGHTS

A1.2.2 A2.3

**1** PROPOSED SIGNAGE AT MISSION  
scale: NTS

**2** EXISTING TO BE REPLACED  
scale: NTS





# PROPERTY BUILDING AND ADDRESS ID ELEVATION

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**1** PROPOSED SIGNAGE **A2.1**  
scale: NTS



**2** EXISTING TO BE REPLACED  
scale: NTS

# SECONDARY BUILDING AND ADDRESS ID

## SIGN TYPE A3 AND A4

### Secondary Building and Address ID

#### A. DESIGN INTENT

Building Ids - A3 are intended to identify the major Tenants in a prominent way from a larger or campus-wide view.

Address Ids - A4 are intended to identify the 'front door' of a building and inform visitors that they have arrived at a destination.

Building Id and Address Id may be either a pedestrian or a vehicular sign and should be designed and located in such a way as to effectively communicate its content under both viewing circumstances.

#### B. DESIGN CRITERIA

Final designs for Building Id and Address Id will be developed to comply with the guidelines outlined within this Master Sign Plan Criteria.

Final designs for Building Id and Address Id should conform to all general design Guidelines.

#### C. SIGN MASSING

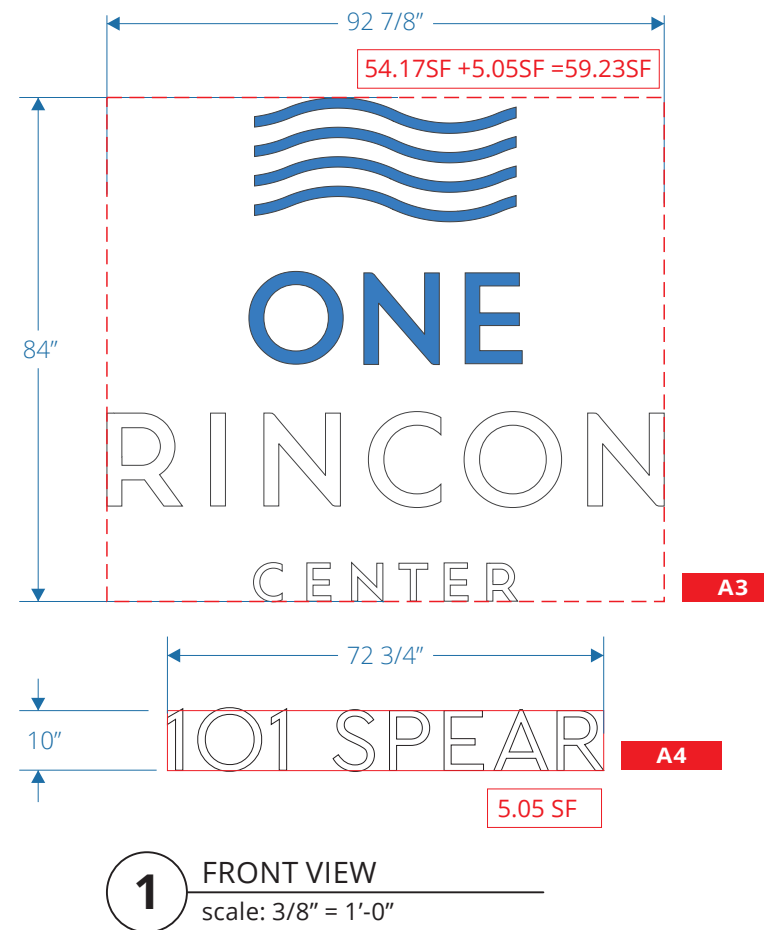
Sign shall not be attached to an extend building or be located above the roofline of the building to which it is attached. Sign in C-3 District shall not exceed 100 feet from the ground and Sign in C,M, and PDR District shall not exceed 60 feet from the ground. Such sign may contains letters, numbers, a logo, service mark and/or trademark and may be Nonilluminated or Indirectly Illuminated.

#### D. VARIATION

Final design for Building Id and Address Id should contain no (or very minimal) variation in size or layout to provide for maximum recognition and wayfinding effectiveness.

#### E. SIGN LOCATION

Exact sign location to be determined based on final sign design and shape, and to comply with sight distance analyses based on 10' clear sight distance at project driveways and adjacent intersections.



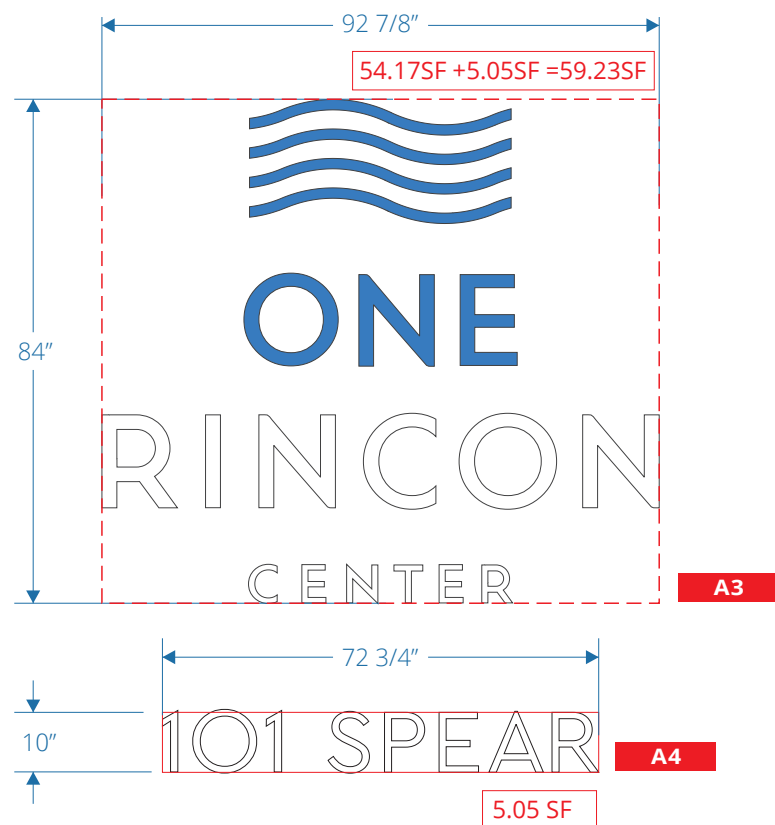
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

**SIGN TYPE A3 AND A4  
 SECONDARY BUILDING AND ADDRESS ID**

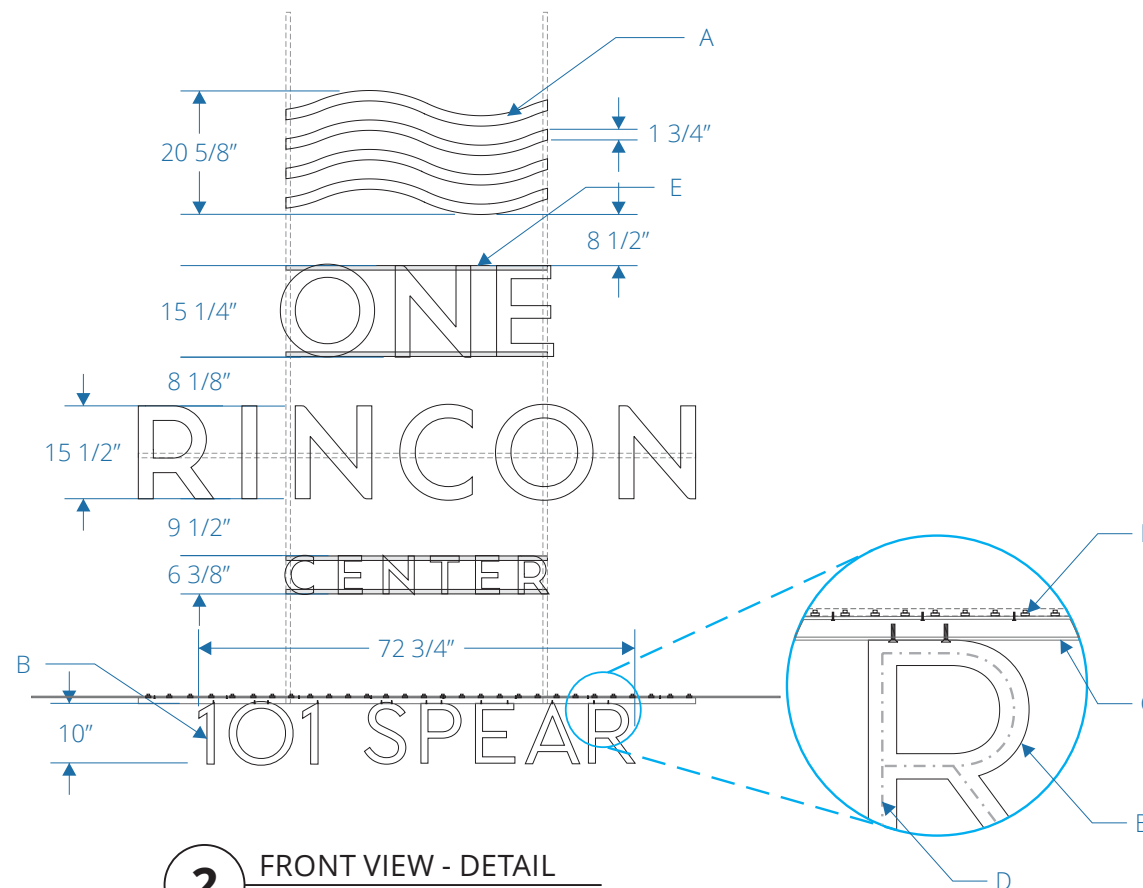
**SECONDARY BUILDING ID - A3  
 PROPOSED = 54.17 + 5.05 = 59.23 SF**

**SECONDARY ADDRESS ID - A4  
 PROPOSED = 5.05 SF**

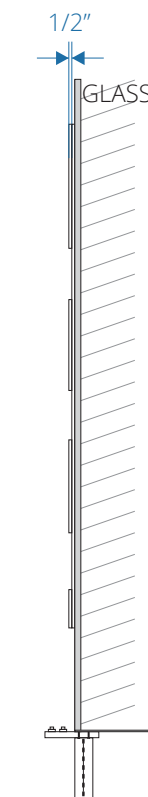
# SECONDARY BUILDING AND ADDRESS ID CONSTRUCTION DETAILS



**1** FRONT VIEW  
scale: 3/8" = 1'-0"



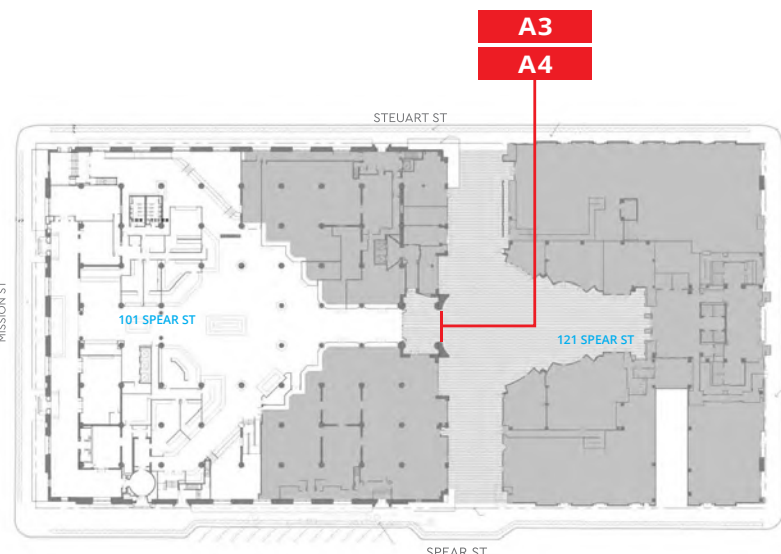
**2** FRONT VIEW - DETAIL  
scale: 3/8" = 1'-0"



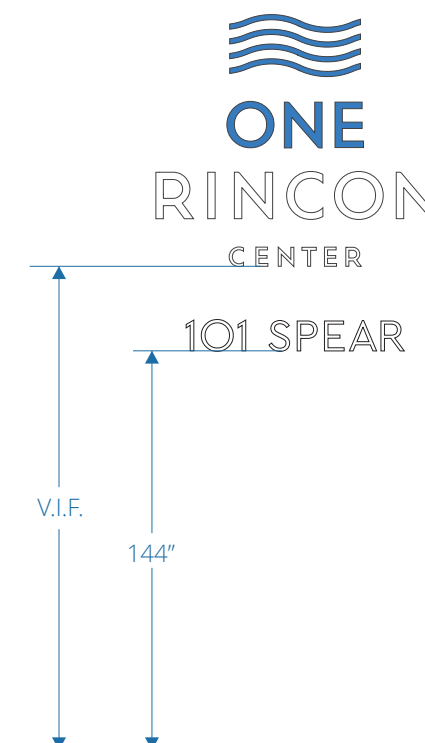
**3** SIDEVIEW  
scale: 3/8" = 1'-0"



**6** ISOMETRIC VIEW  
scale: NTS



**5** KEY MAP  
scale: NTS



**4** ELEVATION  
scale: 3/16" = 1'-0"

SIGN TYPE

**A3 / A4**

DESCRIPTION

QTY: 1

- A.** 1/2" thick fco aluminum logo lettering and graphics, painted C1 white and C2 blue; attached to existing mullions mechanically fasteners
- B.** 3"d fabricated aluminum address id with edge lit, painted C1 white
- C.** 1" thick fabricated aluminum box to hold LED up light strip attached to existing mullion structure with counter sunk, painted to match existing mullion
- D.** white LEDs
- E.** 1/4" thick aluminum bar rail mounting attached to existing mullion structure with counter sunk, painted to match existing mullion

**SIGN TYPE A3 AND A4  
SECONDARY BUILDING AND ADDRESS ID**

**SECONDARY BUILDING ID - A3  
PROPOSED = 54.17 + 5.05 = 59.23 SF**

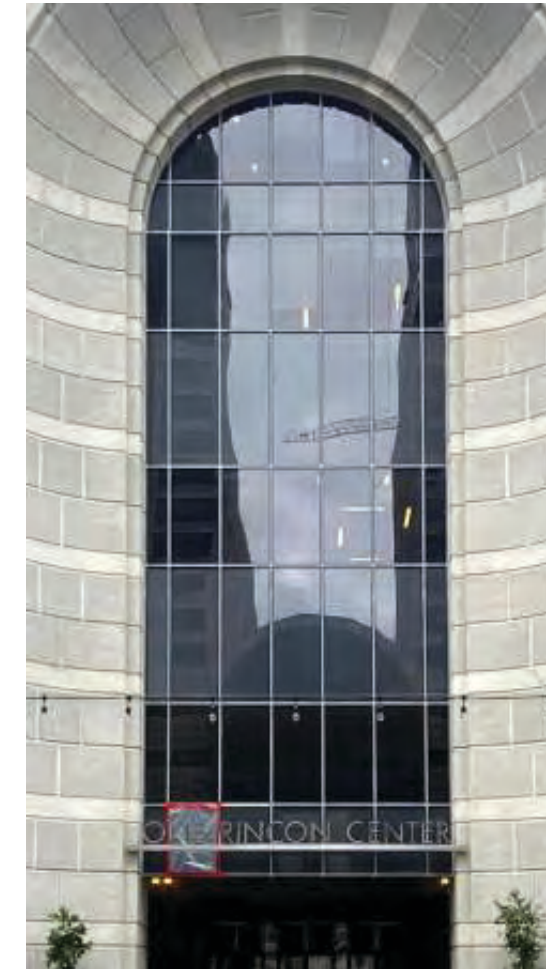
**SECONDARY ADDRESS ID - A4  
PROPOSED = 5.05 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

# SECONDARY BUILDING AND ADDRESS ID ELEVATION

**0**  
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CLASS C45-ELECTRICAL SIGN CONTRACTOR



**1** PROPOSED ELEVATION - BUILDING ONE  
scale: NTS

A3  
A4

**2** EXISTING - BUILDING ONE  
scale: NTS

# SECONDARY TENANT MONUMENT

## SIGN TYPE B

### Secondary Tenant Monument

#### A. SIGN MASSING

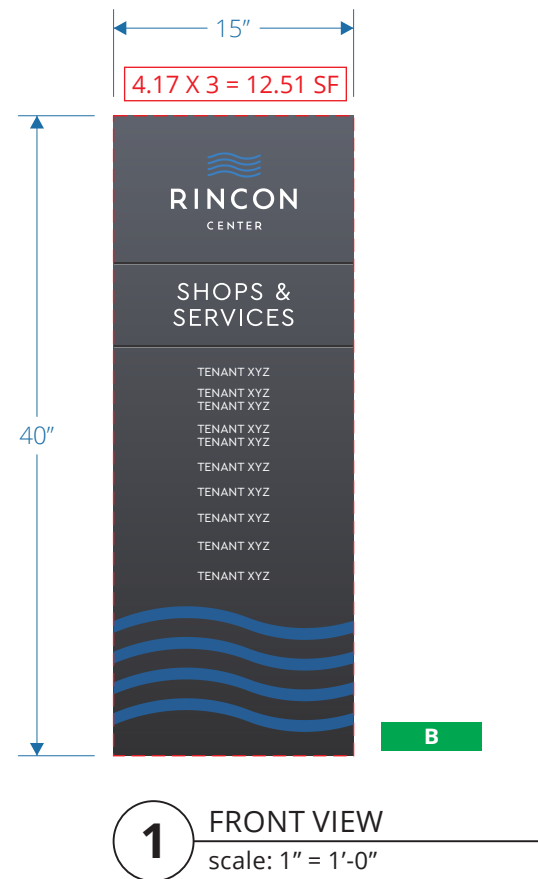
The height of Monument signs are in C-2 District shall not exceed 36 feet, and in all other C, M and PDR District shall not exceed 40 feet. The height of such signs shall be measured from the top of the nearest public street curb. Signs located near street corners and driveways may be referred to the City's traffic engineer for determinations regarding appropriate vehicle sight clearances.

#### B. VARIATION

Final placement, orientation and dimensions of this sign type may vary slightly from location to location and dependent on final architectural conditions. The overall mass and total sign area should remain consistent with this document.

#### C. SIGN LOCATION

Signs will be located as per the location plans in this document. Exact sign location to be determined based on final sign design and shape, and to comply with the City's sign triangle and traffic view area.



2 ISOMETRIC VIEW  
 scale: NTS"

**SIGN TYPE B**  
**SECONDARY TENANT MONUMENT**  
**PROPOSED = 4.17 x 3 = 12.51 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

# SECONDARY TENANT MONUMENT ELEVATION

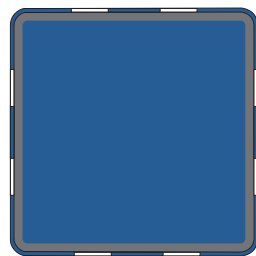


**1** PROPOSED SIGNAGE  
scale: NTS



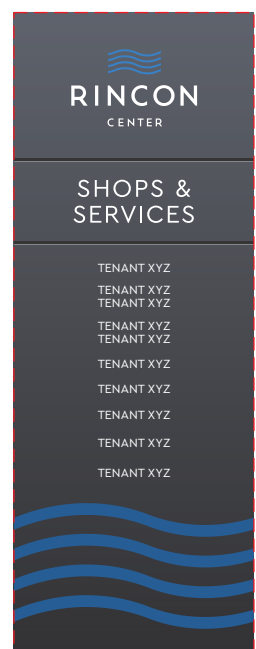
**2** EXISTING TO BE REPLACED  
scale: NTS

# SECONDARY TENANT MONUMENT CONSTRUCTION DETAILS

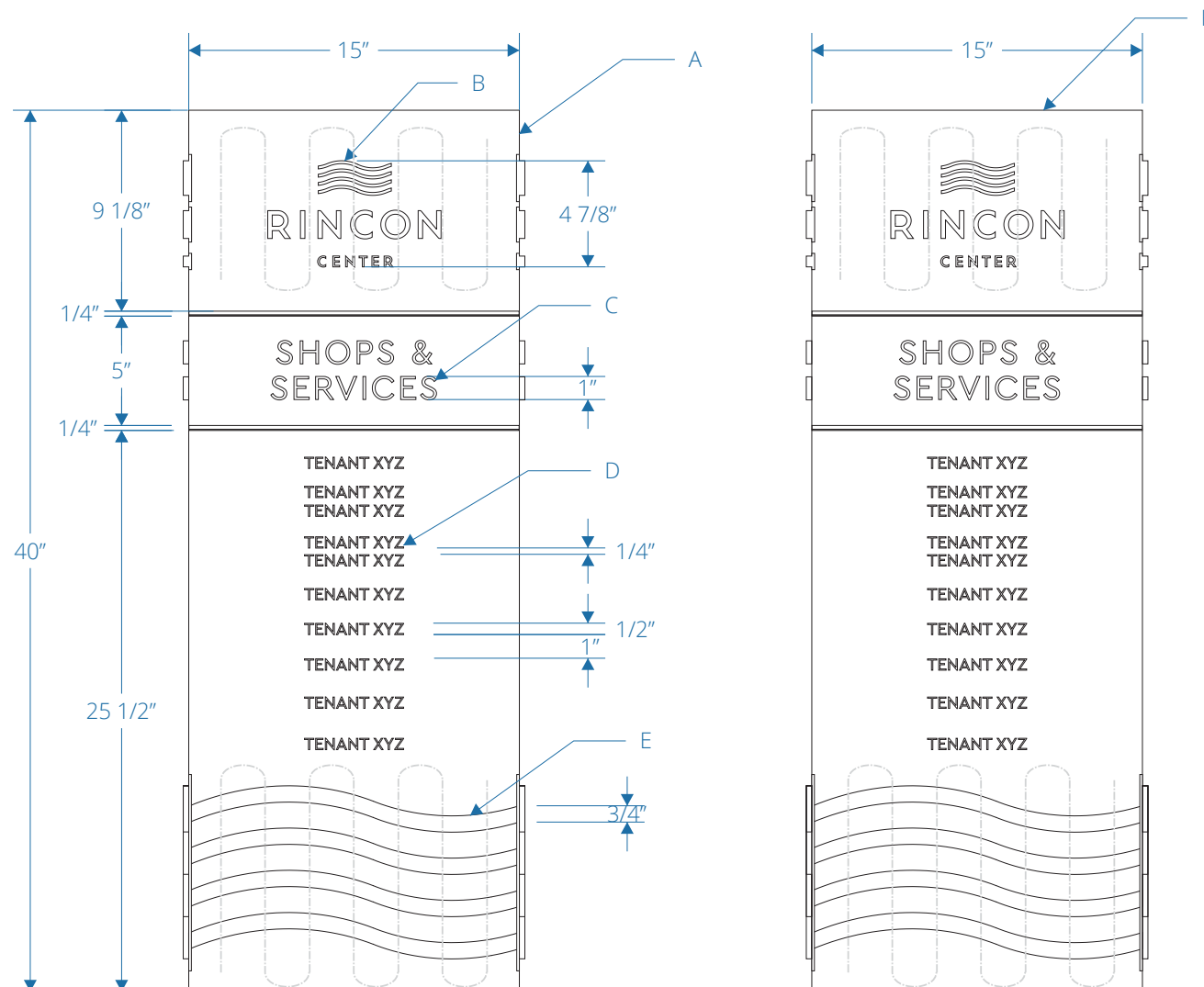


**1** TOP VIEW  
scale: 1" = 1'-0"

4.17SF

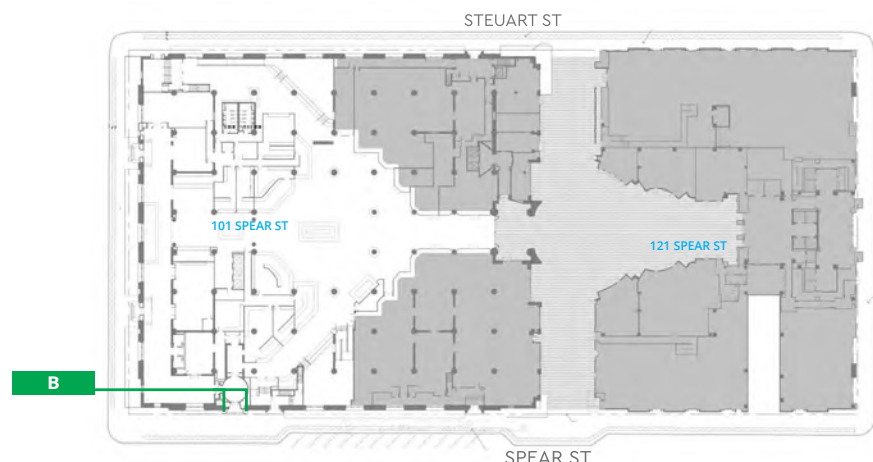


**2** FRONT VIEW  
scale: 1" = 1'-0"

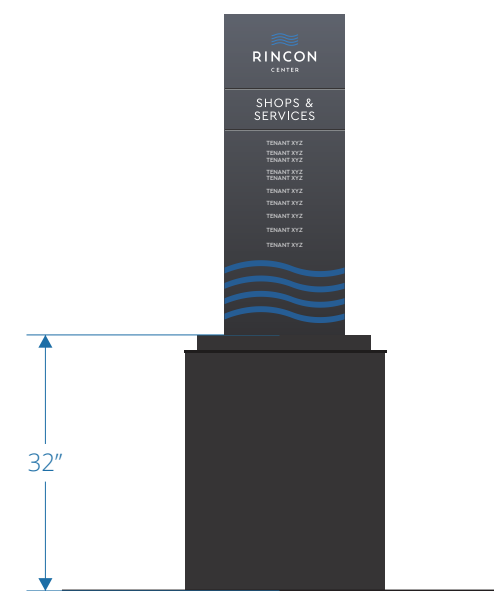


**3** FRONT VIEW - DETAIL  
scale: 1 1/2" = 1'-0"

**4** SIDE VIEW  
scale: 1 1/2" = 1'-0"



**6** KEY MAP  
scale: NTS



**5** INSTALL ELEVATION  
scale: 1/2" = 1'-0"

**SIGN TYPE**

**B**

**DESCRIPTION** QTY: 2

- A.** 15" w x 40" h x 15" d fabricated aluminum cabinet, painted C3 gray
- B.** 1/4" push through acrylic logo and internally illuminated, painted C1 white and C2 blue
- C.** 1/4" FCO acrylic lettering, painted C1 white
- D.** vinyl tenant name, painted C1 white
- E.** 1/4" push through aluminum wavy bar with internally illuminated and applied blue LEDs, painted C2 blue
- F.** applied acrylic panel to the top panel, color C2 blue; and internally illuminated with blue LEDs

**SIGN TYPE B**  
**SECONDARY TENANT MONUMENT**  
**PROPOSED = 4.17 x 3 = 12.51 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

# TENANT ID WITH CLADDING

## SIGN TYPE C1 AND C2

### Tenant ID

#### A. DESIGN INTENT

Tenant IDs with cladding are intended to identify the major Tenants in a prominent way from a larger or campus-wide view.

#### B. DESIGN CRITERIA

Final designs for Tenant ID with Cladding will be developed to comply with the guidelines outlined within this Master Sign Plan Criteria.

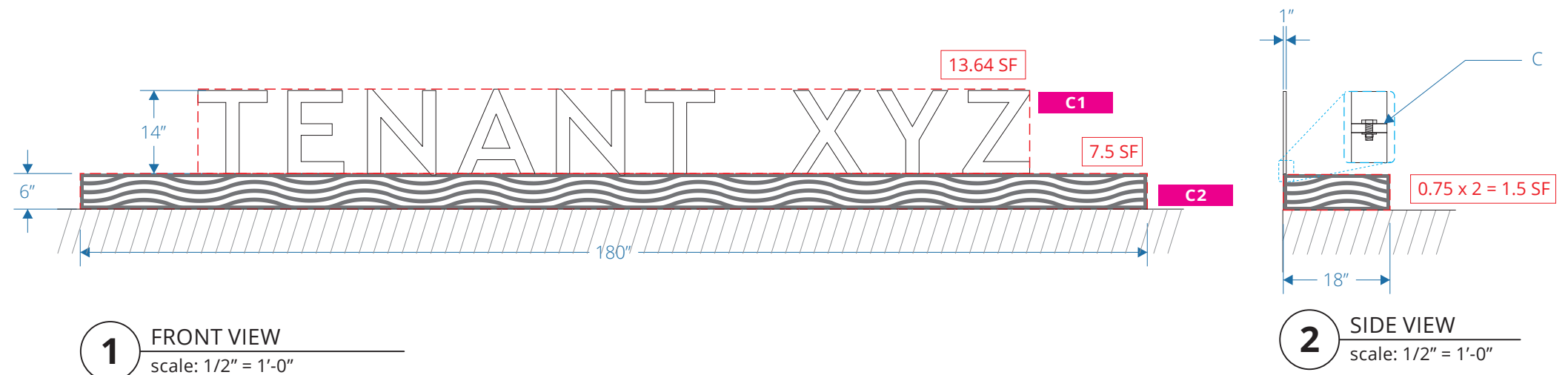
Final designs for Sign Tenant ID with Cladding should conform to all general design Guidelines.

#### C. SIGN MASSING

Sign shall not be attached to an extend building or be located above the roofline of the building to which it is attached. Sign in C-3 District shall not exceed 100 feet from the ground and Sign in C,M, and PDR District shall not exceed 60 feet from the ground. Such sign may contains letters, numbers, a logo, service mark and/or trademark and may be Nonilluminated or Indirectly Illuminated.

#### D. VARIATION

Final design for this sign should contain no (or very minimal) variation in size or layout to provide for maximum recognition and wayfinding effectiveness.



**1** FRONT VIEW  
scale: 1/2" = 1'-0"

**2** SIDE VIEW  
scale: 1/2" = 1'-0"

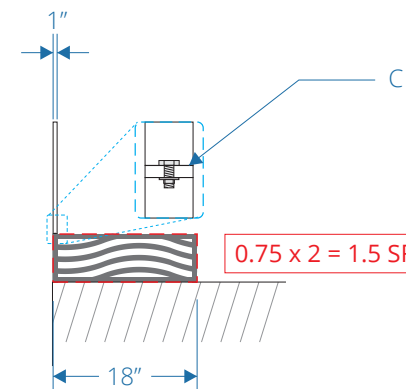
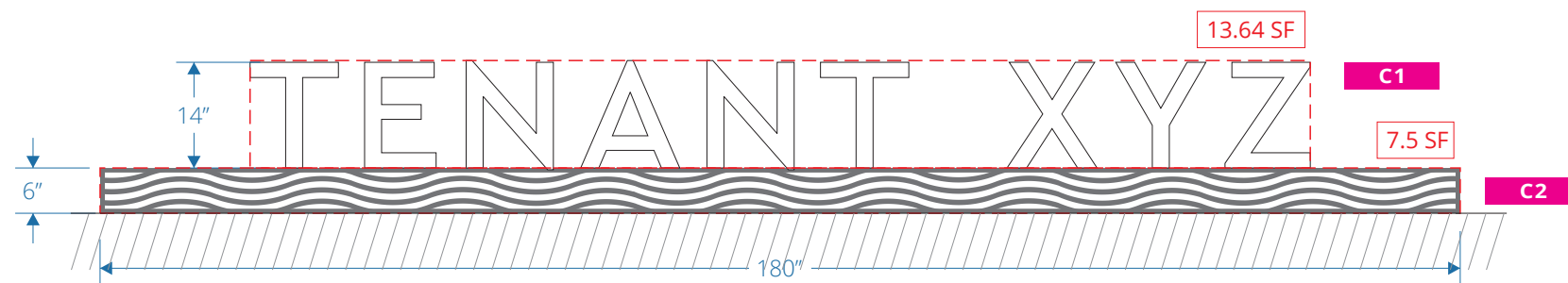
**SIGN TYPE C1 AND C2  
TENANT ID AND CLADDING**

**TENANT ID  
PROPOSED = 13.64 SF**

**CLADDING  
PROPOSED = 7.5 + 1.5 = 9 SF**



# TENANT ID AND CLADDING CONSTRUCTION DETAILS

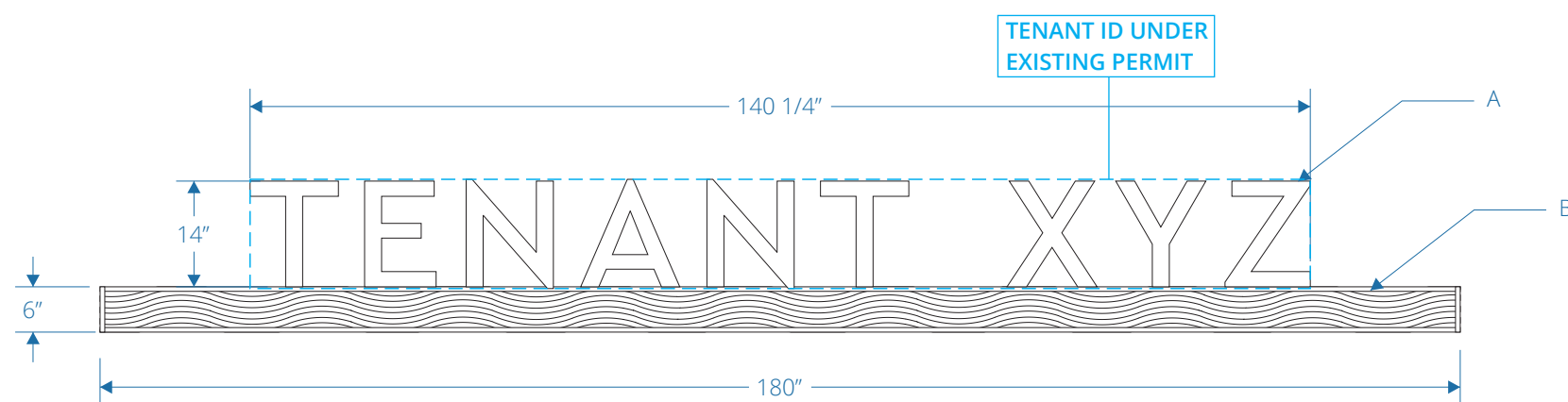


**1** FRONT VIEW  
scale: 1/2" = 1'-0"

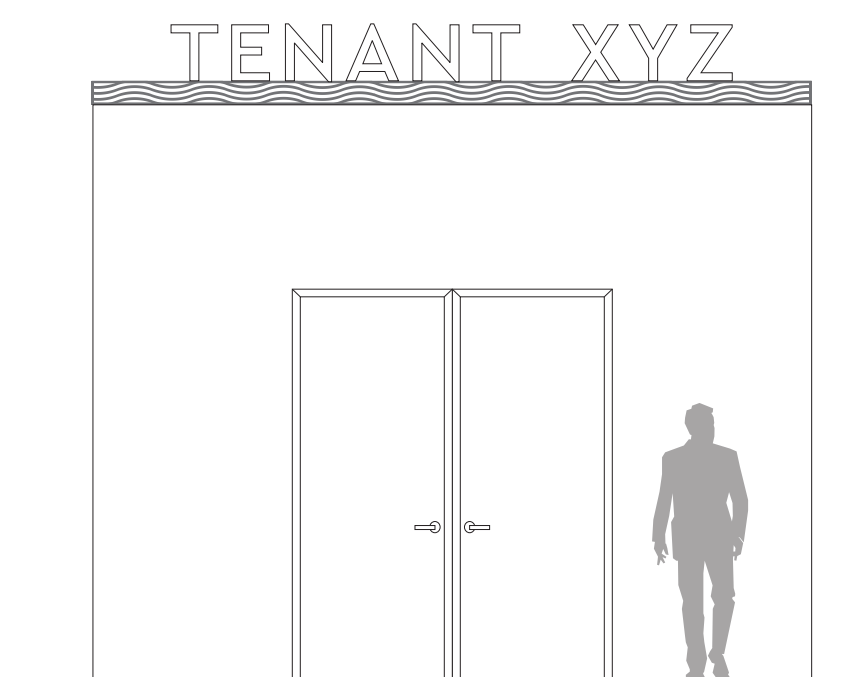
**2** SIDE VIEW  
scale: 1/2" = 1'-0"

SIGN TYPE  
**C1/C2**

DESCRIPTION	QTY: 1
<b>A.</b> 14"h x 1"d fabricated aluminum tenant name, painted C1 white (under existing permit of #201804045529)	
<b>B.</b> 6"h x 180"w x 1"d (front) and 6"h x 18"w x 1"d ( 2 sides) fabricated aluminum "wavy" canopy bar, painted C3 gray; attached to wall with mechanically fasteners	
<b>C.</b> attached to canopy with 1/4" aluminum bar and bolted with bolt and washers and nuts	



**3** FRONT VIEW - DETAIL  
scale: 1/2" = 1'-0"

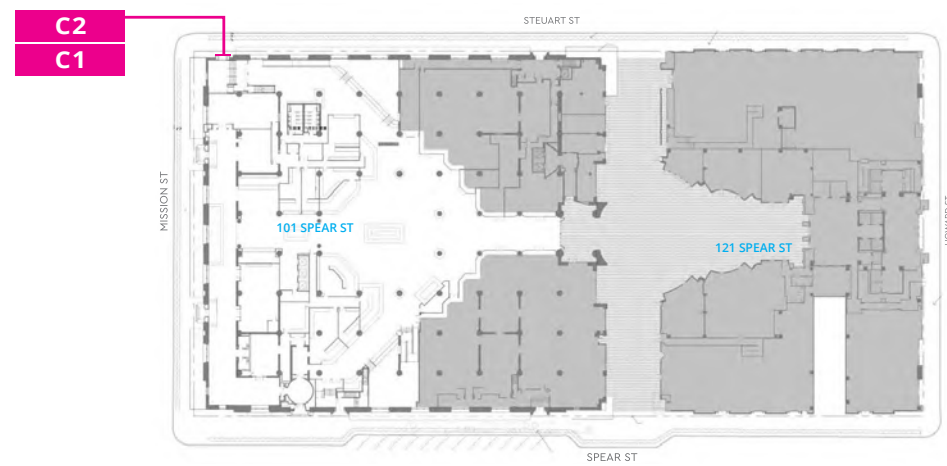


**4** ELEVATION  
scale: 1/4" = 1'-0"

**SIGN TYPE C1 AND C2  
TENANT ID AND CLADDING**

**TENANT ID  
PROPOSED = 13.64 SF**

**CLADDING  
PROPOSED = 7.5 + 1.5 = 9 SF**



**5** KEY MAP  
scale: NTS

# TENANT ID AND CLADDING ELEVATION

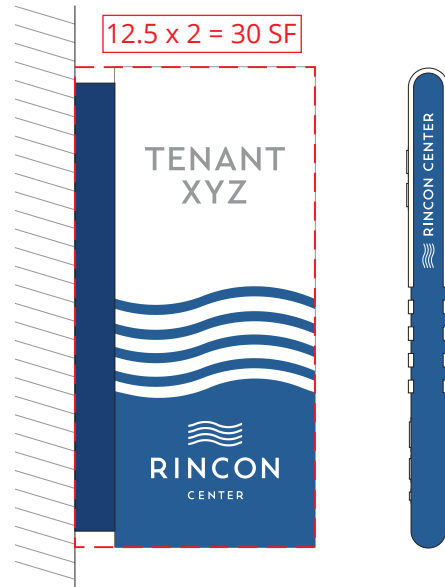
**0**  
**corporate**<sup>™</sup>  
SIGN SYSTEMS

408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
[www.corporatesigns.com](http://www.corporatesigns.com)  
CONTRACTOR'S LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

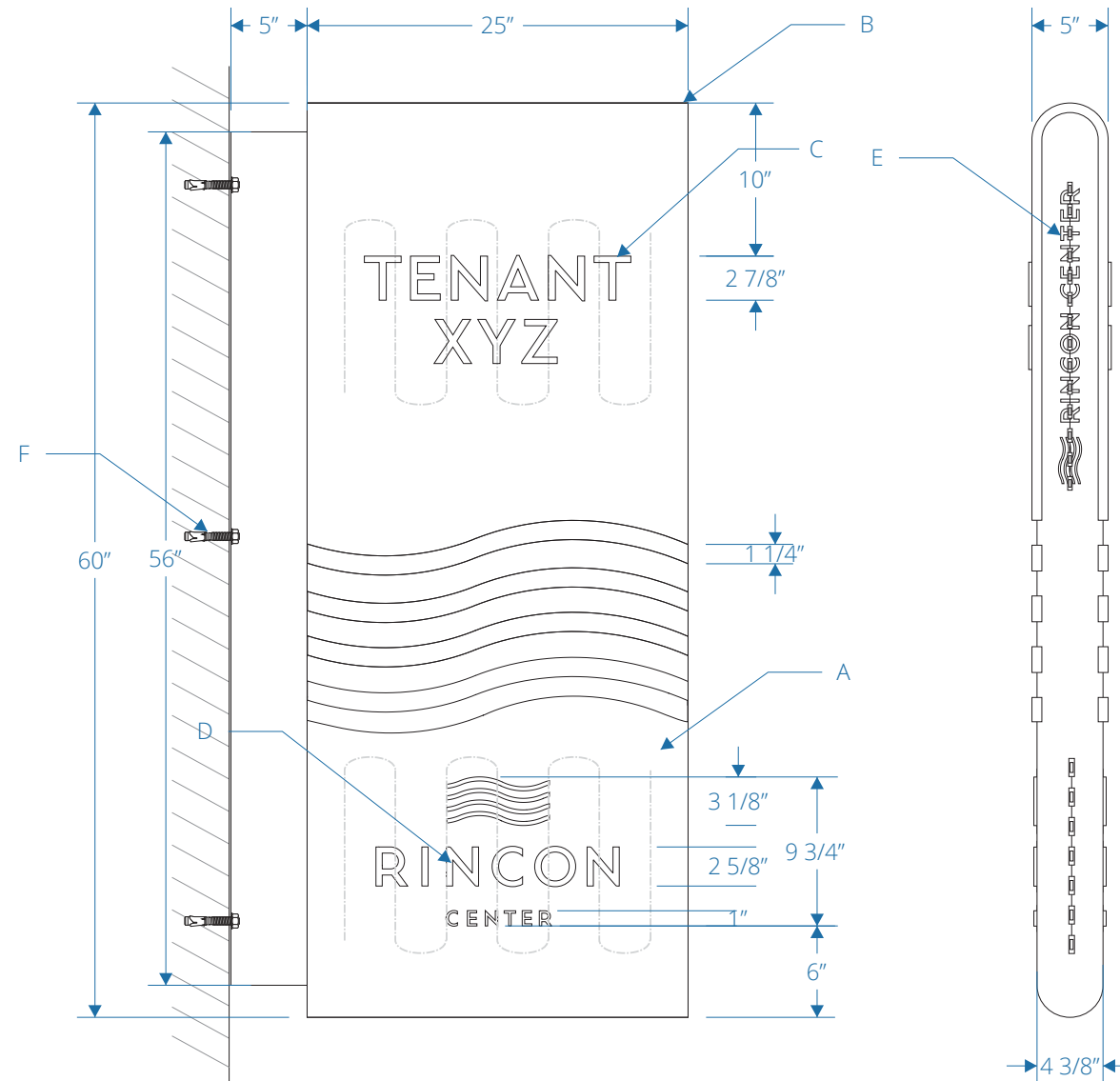


**1** PROPOSED ELEVATION  
scale: 3/4" = 1'-0"

# VERTICAL PROJECTING SIGNAGE CONSTRUCTION DETAILS

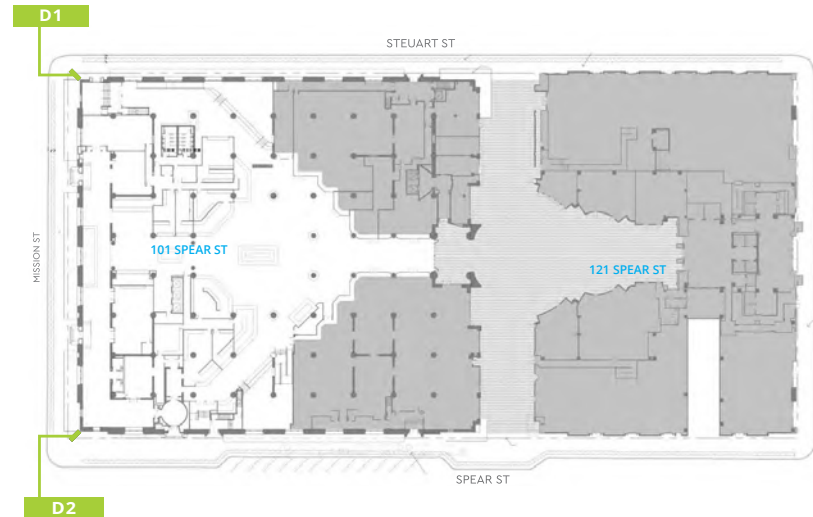


**1** FRONT VIEW  
scale: 1/2" = 1'-0"

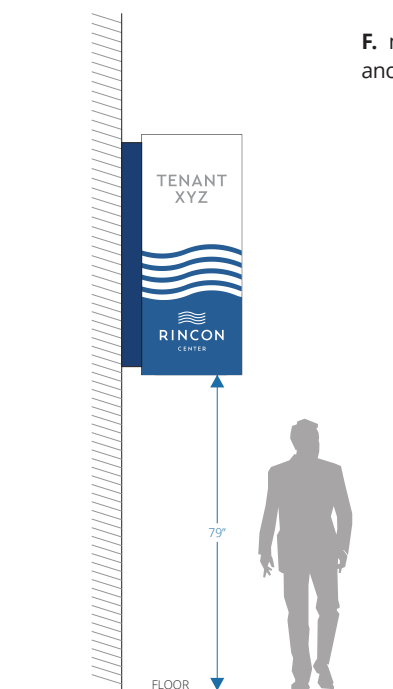


**2** FRONT VIEW - DETAIL  
scale: 1" = 1'-0"

**3** SIDE VIEW  
scale: 1" = 1'-0"



**5** KEY MAP  
scale: NTS



**4** ELEVATION  
scale: 1/4" = 1'-0"

**SIGN TYPE**

**D**

**DOUBLE SIDED SIGNAGE DESCRIPTION** QTY: 2

- A.** 87" h x 36" w x 6" d fabricated aluminum cabinet, painted C2 dark blue
- B.** 3/8" thick wavy panel applied to face and back side of cabinet, painted C1 white
- C.** 1/4" push through acrylic edge lit tenant name, and face applied vinyl color C3 dark gray
- D.** 1/4" push through acrylic logo of "Rincon Center", painted C1 white
- E.** 1/4" push through flush logo to match color C1 white
- F.** mechanically attached to wall with tapcon concrete anchor

**SIGN TYPE D**  
**VERTICAL PROJECTING SIGNAGE**  
**PROPOSED = 21.75 X 2 = 43.5 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

# VERTICAL PROJECTING SIGNAGE

## SIGN TYPE D

### Vertical Projecting Signage

#### A. SIGN MASSING

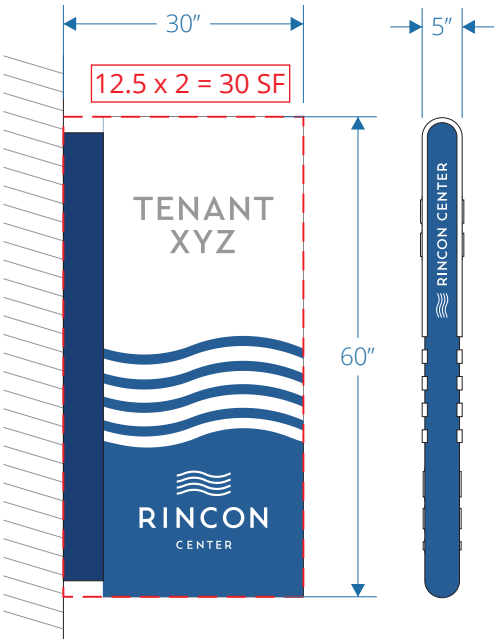
Vertical Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. In addition to text, they may include graphic images that express the unique personality of an individual business.

#### B. VARIATION

Simple round or square horizontal supports with capped ends. More decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.

#### C. SIGN LOCATION

Sign shall be located no more than 75% of the horizontal distance from the Street Property Line to the curblineline and in no case shall a Sign project more than six feet beyond the Street Property Line or building setback line. Sign in C-3 District shall not exceed 100 feet from the ground and Sign in C,M, and PDR District shall not exceed 60 feet from the ground.



D

1 FRONT VIEW  
scale: 1/2" = 1'-0"

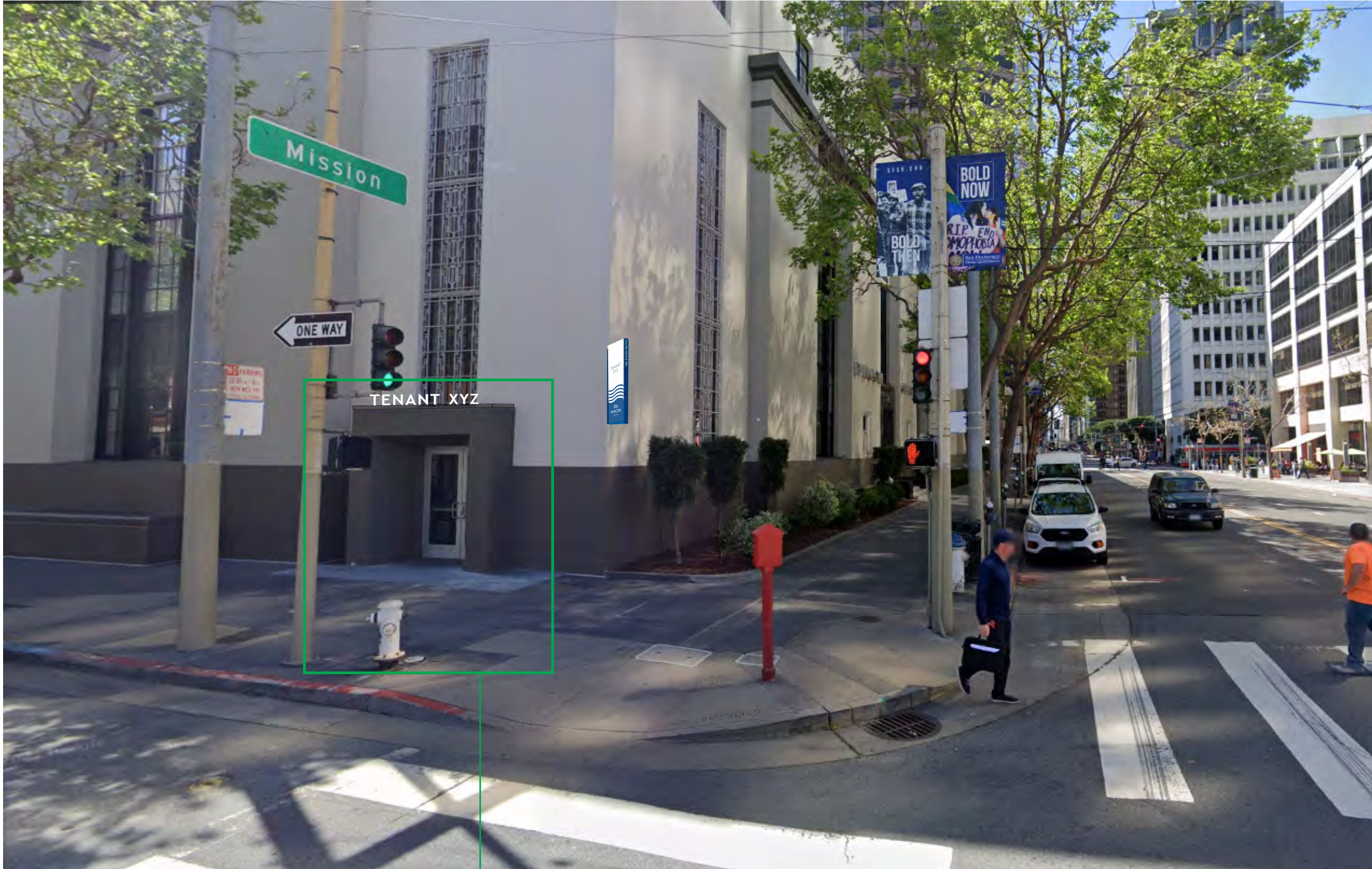


2 ISOMETRIC VIEW  
scale: NTS

**SIGN TYPE D**  
**VERTICAL PROJECTING SIGNAGE**  
**PROPOSED = 21.75 X 2 = 43.5 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

# VERTICAL PROJECTING SIGNAGE ELEVATION

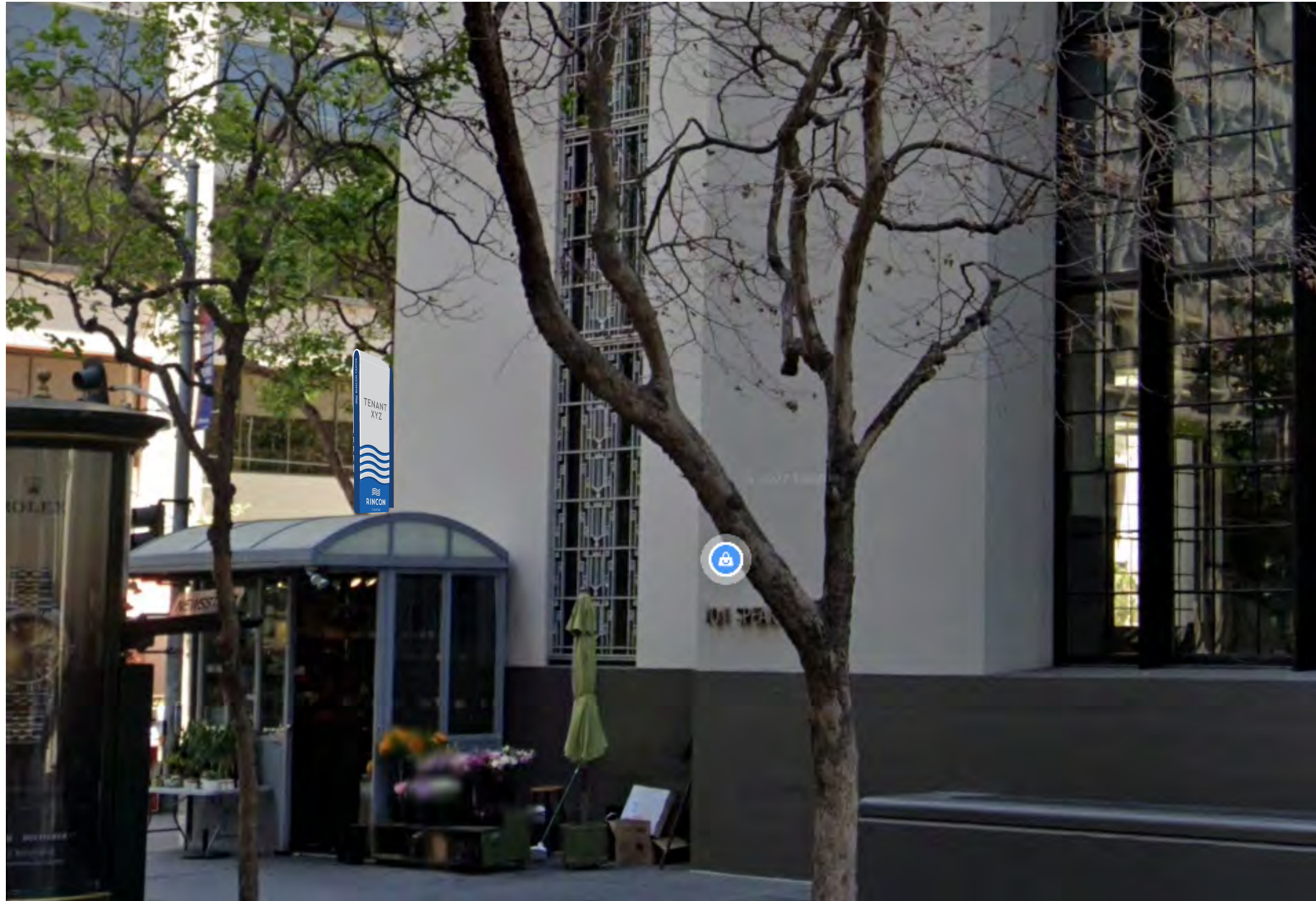


**1** ELEVATION @ STEUART  
scale: NTS

D1

C1  
C2

# VERTICAL PROJECTING SIGNAGE ELEVATION



**2** ELEVATION @ SPEAR  
scale: NTS

D2

# TENANT BLADE SIGNAGE

## SIGN TYPE F

### Tenant Blade Signage

#### A. SIGN MASSING

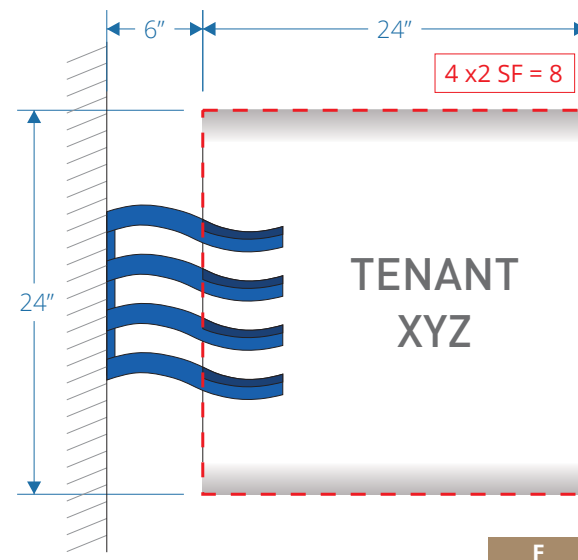
Tenant Blade signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. Tenant Blade signage shape, colors, and materials and illumination (optional) style to be established by tenant and approved by property management.

#### B. VARIATION

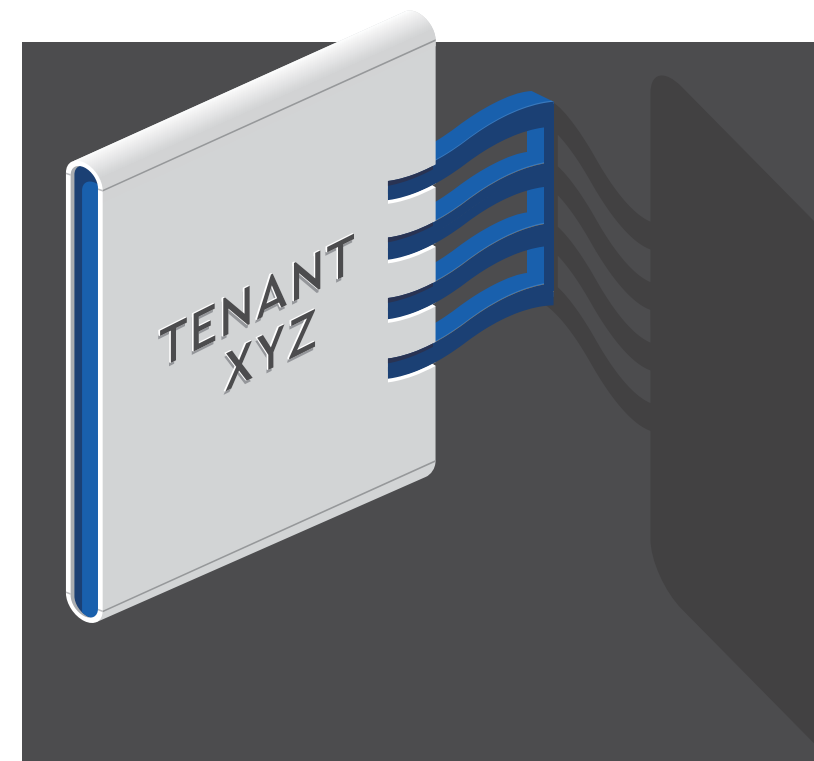
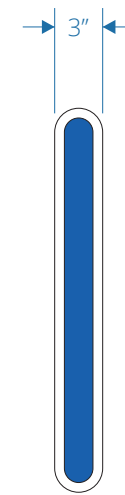
Simple round or square horizontal supports with capped ends. More decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.

#### C. SIGN LOCATION

Sign shall be located no more than 75% of the horizontal distance from the Street Property Line to the curblineline and in no case shall a Sign project more than six feet beyond the Street Property Line or building setback line. Sign in C-3 District shall not exceed 100 feet from the ground and Sign in C,M, and PDR District shall not exceed 60 feet from the ground.



**1** FRONT VIEW  
scale: 1" = 1'-0"

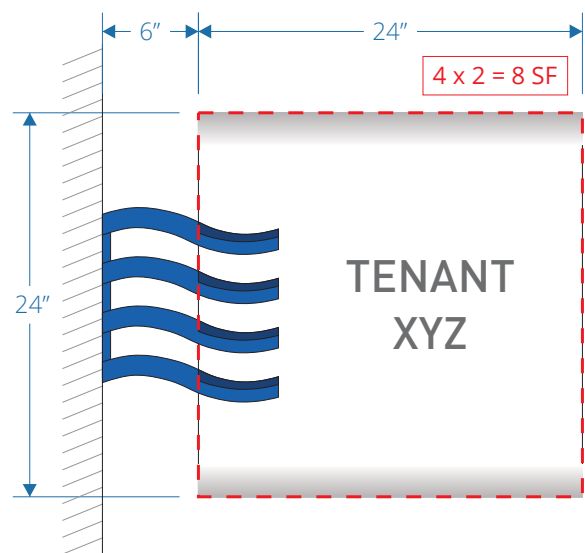


**2** ISOMETRIC VIEW  
scale: NTS

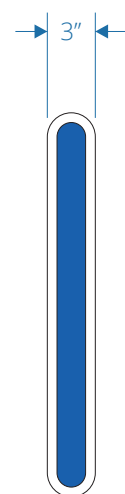
**SIGN TYPE F**  
**TENANT BLADE SIGNAGE**  
**PROPOSED = 4 x 2 = 8 SF**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

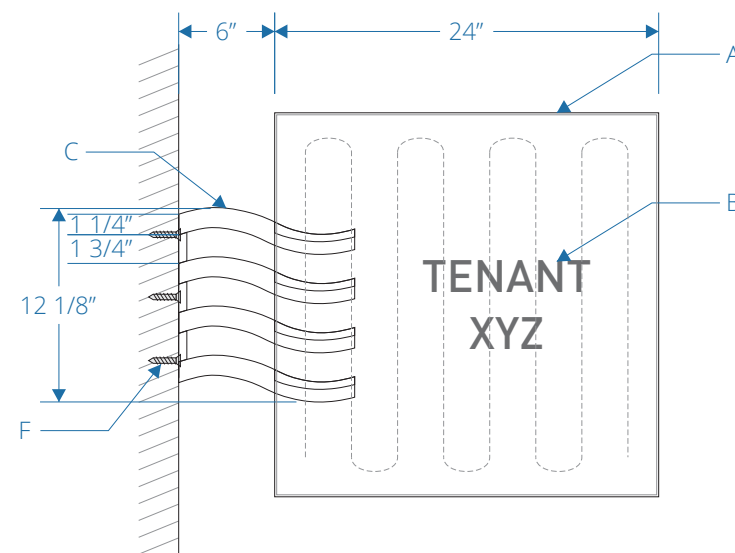
# TENANT BLADE SIGNAGE CONSTRUCTION DETAILS



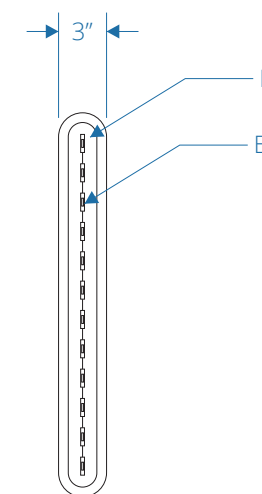
**1** FRONT VIEW  
scale: 1" = 1'-0"



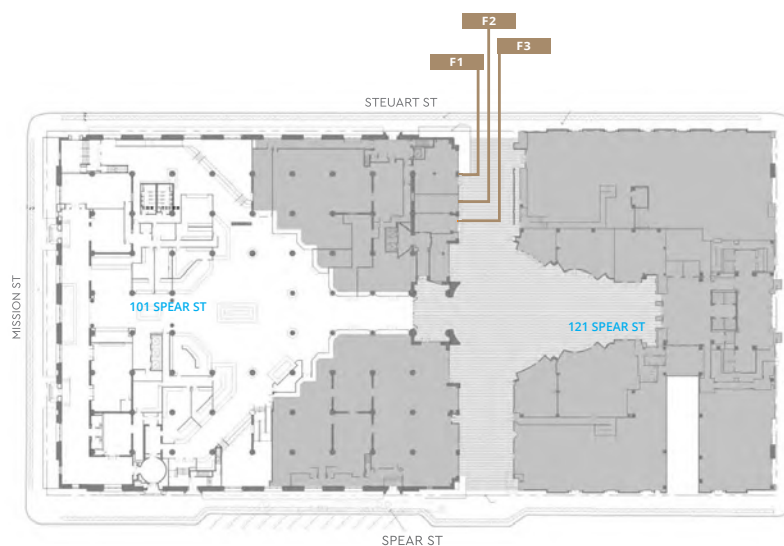
**2** ALTERNATIVE LAYOUT  
scale: 1" = 1'-0"



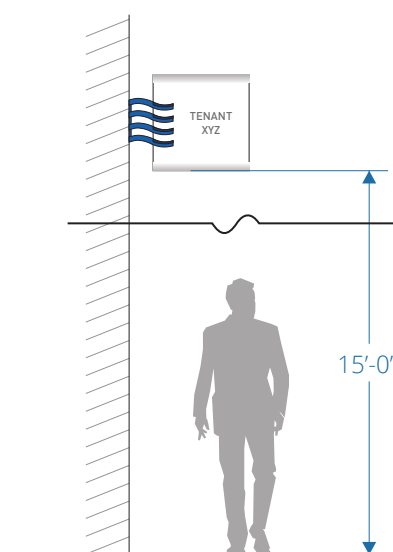
**3** FRONT VIEW - DETAIL  
scale: 1" = 1'-0"



**4** SIDE VIEW  
scale: 1" = 1'-0"



**5** KEY MAP  
scale: NTS



**6** ELEVATION  
scale: 1/4" = 1'-0"

**SIGN TYPE**

**F**

**DOUBLE SIDED SIGNAGE DESCRIPTION**

**QTY: 3**

- A.** 24" h x 24" w x 3" d fabricated brushed aluminum cabinet, internally illuminated with blue LEDs
- B.** routed tenant name and applied translucent vinyl on 1/4" acrylic, color C3 gray; internally illuminated with white LEDs
- C.** fabricated wavy aluminum bracket mechanically fastened to the wall, painted C2 blue
- D.** 1/4" thick acrylic with translucent vinyl overlay, color C2 blue
- E.** LEDs
- F.** mechanically attached to wall with tapcon concrete anchor

**SIGN TYPE F  
TENANT BLADE SIGNAGE  
PROPOSED = 4 x 2 = 8 SF**

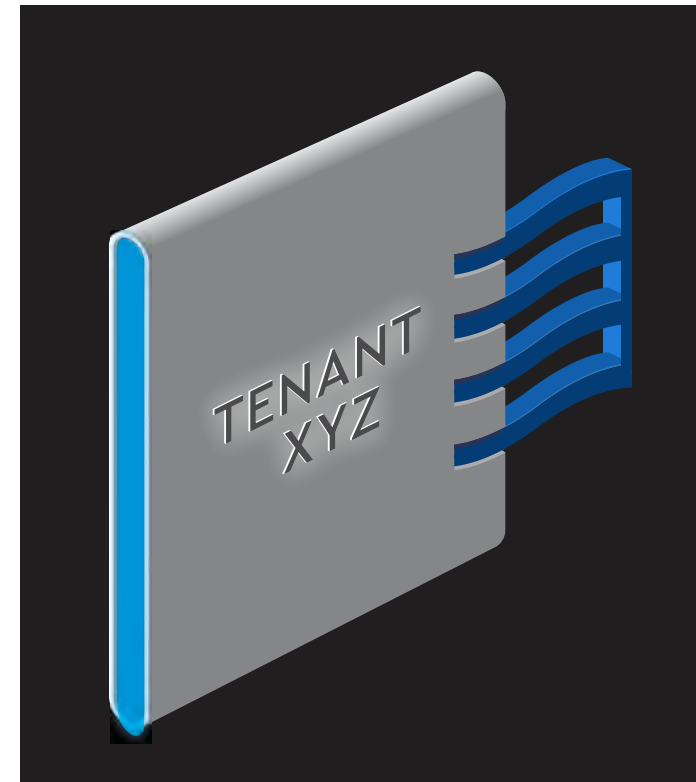
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



# TENANT BLADE SIGNAGE ELEVATION



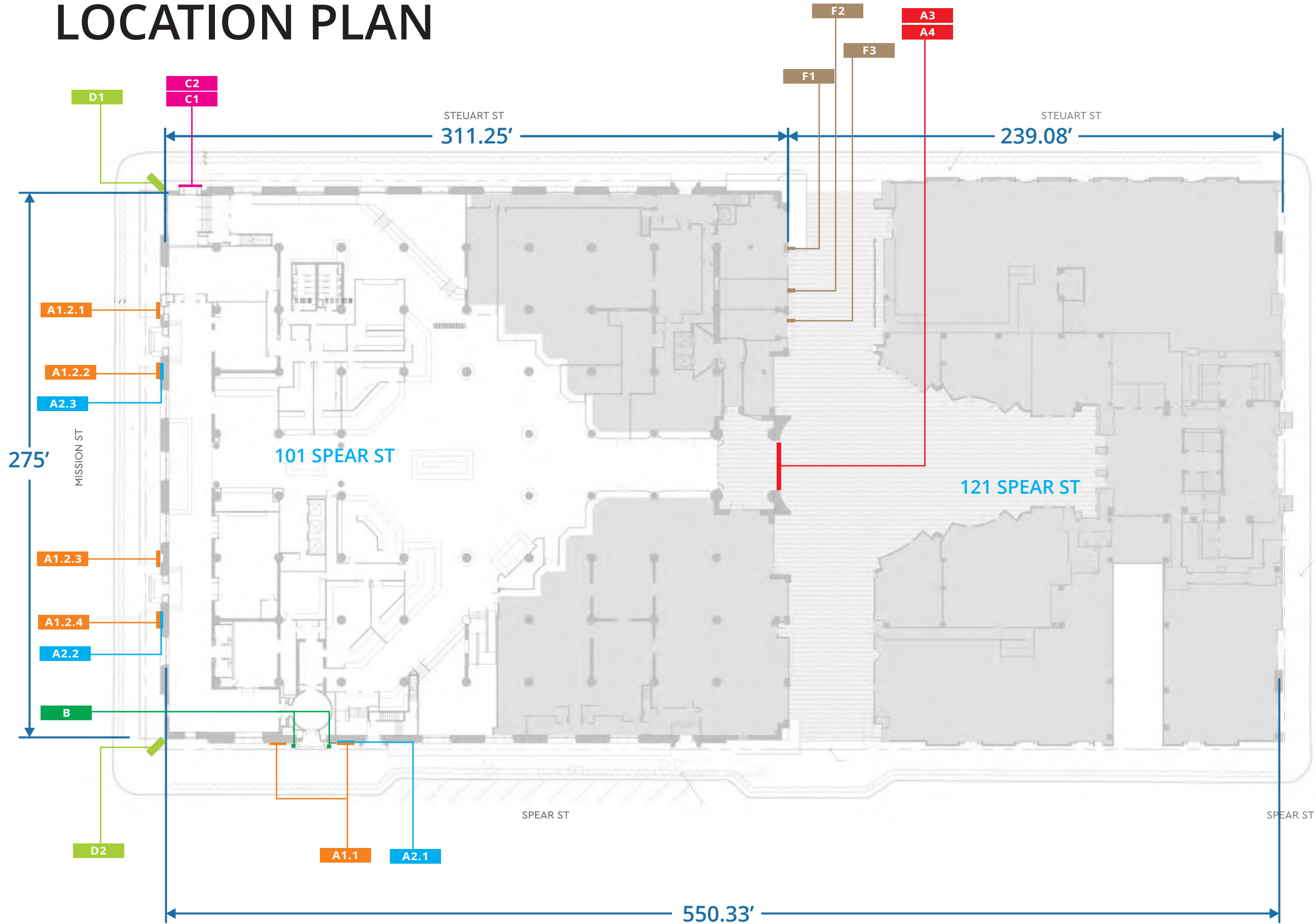
**2** EXISTING TO BE REPLACED  
 scale: NTS



**3** NIGHT VIEW  
 scale: NTS

**1** PROPOSED SIGNAGE  
 scale: NTS

# LOCATION PLAN



- A1.1 PROPERTY BUILDING ID/ 1/2
- A2.1 PROPERTY ADDRESS ID/ 3
- A3 SECONDARY BUILDING ID/ 1
- A4 SECONDARY ADDRESS ID/ 1
- B SECONDARY TENANT MONUMENT/ 2
- C1/C2 TENANT ID WITH CLADDING/ 1
- D VERTICAL PROJECTION SIGNAGE/ 2
- F TENANT BLADE SIGNAGE/ 3

**Exhibit C**

**Planning**

**MSP Approval**

**09-06-22**

## Tara N. Sullivan

---

**From:** Salgado, Rebecca (CPC) <rebecca.salgado@sfgov.org>  
**Sent:** Tuesday, September 20, 2022 1:03 PM  
**To:** Tara N. Sullivan  
**Cc:** Jared Willis  
**Subject:** RE: Rincon Sign Program - updated/final sign package for review

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender.

Hi Tara,  
I've reviewed the updated sign program and sent it along to our IT team to upload to PIM, as I have no further comments. The PIM link should show up under the Zoning tab for the property later tonight or early tomorrow. Thanks,

Rebecca

---

**From:** Salgado, Rebecca (CPC)  
**Sent:** Friday, September 16, 2022 12:03 PM  
**To:** Tara N. Sullivan <tsullivan@reubenlaw.com>  
**Cc:** Jared Willis <JWillis@hudsonppi.com>  
**Subject:** RE: Rincon Sign Program - updated/final sign package for review

Thanks, Tara! I'll review early next week. Have a great weekend,

Rebecca

---

**From:** Tara N. Sullivan <[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)>  
**Sent:** Thursday, September 15, 2022 4:19 PM  
**To:** Salgado, Rebecca (CPC) <[rebecca.salgado@sfgov.org](mailto:rebecca.salgado@sfgov.org)>  
**Cc:** Jared Willis <[JWillis@hudsonppi.com](mailto:JWillis@hudsonppi.com)>  
**Subject:** RE: Rincon Sign Program - updated/final sign package for review

Hi Rebecca,

Attached please find an updated plan set for Rincon Center's sign program (dated 9/15/22). The issues you raised have been addressed. Please review and let us know if the changes are satisfactory or if you have further edits or questions.

Thanks for your help with this one.

Best,  
-tara

**REUBEN, JUNIUS & ROSE, LLP**

Tara N. Sullivan, Partner  
T. (415) 567-9000  
[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)  
[www.reubenlaw.com](http://www.reubenlaw.com)

**SF Office:**

One Bush Street, Suite 600  
San Francisco, CA 94104

**Oakland Office:**

492 9<sup>th</sup> Street, Suite 200  
Oakland, CA 94607



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---

**From:** Salgado, Rebecca (CPC) <[rebecca.salgado@sfgov.org](mailto:rebecca.salgado@sfgov.org)>  
**Sent:** Wednesday, September 14, 2022 3:37 PM  
**To:** Tara N. Sullivan <[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)>  
**Cc:** Jared Willis <[JWillis@hudsonppi.com](mailto:JWillis@hudsonppi.com)>  
**Subject:** Re: Rincon Sign Program - updated/final sign package for review

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender.

Hi Tara,

I've finished reviewing the updated sign program, and have just a couple of minor notes:

- The sign program still does not specify a paint-application method for painted elements of the signs. Instead, there are notes that appear to be place-holder text on pages 7, 24, 29, and 33 that all say

**NOTES: Regarding paint application and finish:**  
this:

- Page 27 appears to show a sample dimensional letter "A" with light coming through the front, but I'd clarified that letters should have a solid, opaque front and could be lit around the edges instead. Could this image be removed from this page?

I can also confirm that your understanding of the process for the sign program is correct. Once I determine it is good to go, it will be saved to our server and also linked to the property in PIM so anyone can access the sign program. Thanks,

Rebecca

---

**From:** Salgado, Rebecca (CPC) <[rebecca.salgado@sfgov.org](mailto:rebecca.salgado@sfgov.org)>  
**Date:** Wednesday, September 7, 2022 at 10:07 AM  
**To:** Tara N. Sullivan <[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)>  
**Cc:** Jared Willis <[JWillis@hudsonppi.com](mailto:JWillis@hudsonppi.com)>  
**Subject:** Re: Rincon Sign Program - updated/final sign package for review

Hi Tara,

Hope you're doing well and staying cool during the heat wave as well! Thanks for the updated sign program. I'll review and get back to you with any remaining comments/questions, hopefully next week or the following week.

Rebecca

---

**From:** Tara N. Sullivan <[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)>  
**Date:** Tuesday, September 6, 2022 at 3:46 PM  
**To:** Salgado, Rebecca (CPC) <[rebecca.salgado@sfgov.org](mailto:rebecca.salgado@sfgov.org)>  
**Cc:** Jared Willis <[JWillis@hudsonppi.com](mailto:JWillis@hudsonppi.com)>  
**Subject:** Rincon Sign Program - updated/final sign package for review

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Rebecca,

Hope all's well and you had a good holiday weekend (and aren't melting today). I am following up with Rincon Center's sign program that we reviewed with you in June. The team revised the package to modify those items you requested (regarding materials, etc.). Please see the attached drawing set dated 8/22/22. This should be the final package for Planning's review.

One item to note: the large blade sign that is located on Steuart Street near the central pathway (on the non-historic portion of the building) is NOT included in this package. The owners are not proposing any changes to the sign so excluded it from the sign program. If in the future they do decide to modify it, they will come back to Planning for a sign-specific approval. But for now, they are keeping it as-is.

As we understand the process from our meeting, if the sign package is sufficient and meets approval, then it will be 'administratively' approved. The plans will be loaded into the server and linked to the addresses in PIM so that the sign permits can be approved OTC. If you can confirm this process for us that would be great.

Please let us know of questions or further comments on the sign program. Happy to discuss over the phone if needed. Thanks for your time on this one and talk soon.

Best,  
-Tara

## **REUBEN, JUNIUS & ROSE, LLP**

**Tara N. Sullivan, Partner**

T. (415) 567-9000

[tsullivan@reubenlaw.com](mailto:tsullivan@reubenlaw.com)

[www.reubenlaw.com](http://www.reubenlaw.com)

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San Francisco, CA 94104

**Oakland Office:**

492 9<sup>th</sup> Street, Suite 200  
Oakland, CA 94607



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## **Exhibit D**

### **Permits and Plans**

FOR DEPARTMENTAL USE ONLY:

**A**  
MAY 12 2023  
**FIRE**  
REVIEWED BY FIRE DEPT.  
MAY 11 2023  
FIRE DEPT. INSPECTIONS  
NOT REQUIRED

DCP FEE

PERMIT CONTROL		ACTIVE COMPLAINTS		BBI PC CHECK ONE										
<input type="checkbox"/> NONE <input type="checkbox"/> HD <input type="checkbox"/> CED / PCD <input type="checkbox"/> BID <input type="checkbox"/> DCP <input type="checkbox"/> OTHER:														
STATION	H D	C D	P D	B D	C D	CNT-PC	PAD-PC	PAD-MAJ	SSS	PARAPET	RESID.	NON-RESID.	NEW / MAJOR	SSS
SEQ														
ACCEPTED														
APPROVED*														
DATE														

CHECK APPLICABLE:  PARALLEL  SITE PENALTY  9X  2X  TITLE 24 - HC  TIDF  EXPEDITOR  SFUSD  BLDG ENLARGEMENT (STAMP APPL)  HAZARDOUS MATERIAL

COMMENT: \*SIGN APPL

APPLICATION IS HEREBY MADE FOR PERMISSION TO ERECT, PAINT, ETC. IN ACCORDANCE WITH PLANS AND SPECIFICATIONS SUBMITTED HEREWITH AND FOR THE PURPOSE SET FORTH HEREIN:  
4  ERECT SIGN (BUILDING INSPECTION AND PLANNING DEPARTMENT APPROVAL REQUIRED.)  
7  PAINTED OR OTHER NON-STRUCTURAL SIGN (ONLY PLANNING DEPARTMENT APPROVAL REQUIRED.)

DATE FILED  
PERMIT NO.  
ISSUED

6. STREET ADDRESS OF JOB  
BLOCK / LOT

DO NOT WRITE ABOVE THIS BUILDING  
DESCRIPTION OF EXISTING BUILDING

(1) TYPE OF CONSTR. (2) NO. OF STORES (3) PRESENT USE (4) BLDG HT. AT CENTER LINE OF FRONT OF BUILDING (5) ESTIMATED COST OF JOB

DESCRIPTION OF PROPOSED SIGN

(7) TYPE OF SIGN (MORE THAN 1 BLOCK MAY BE CHECKED IF APPLICABLE)  
 GROUND  ELECTRIC  NON-ELECTRIC  ROOF  WALL  PROJECTING  SINGLE FACED  DOUBLE FACED  PAINTED WALL  DOOR/WINDOW  
 BULLETIN BOARD  EXISTING AWNING/MARQUEE/CANOPY  PROFESSIONAL OCCUPATION

SIZE OF SIGN: x FT. THICKNESS: WEIGHT: TOTAL SURFACE AREA: SQ. FT. TOTAL AREA OF ALL ADVERTISING SPACE: SQ. FT. STANDARDIZED APPROVAL NO.

ILLUMINATION:  DIRECT  INDIRECT  NON ILLUMINATED  FLASHING  WALL STREET SPACE BE USED DURING CONSTRUCTION? YES  NO

PURPOSE:  NEW SIGN  REPLACEMENT  RECONSTRUCTION  RELOCATION  EXPANSION  CHANGE COPY  OTHER

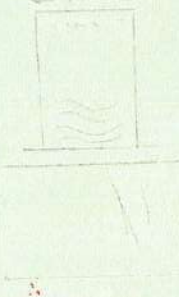
(8) CONTRACTOR ADDRESS PHONE CONT. LIC. EXP. DATE

(9) ARCHITECT OR ENGINEER (DESIGN  CONSTRUCTION ) ADDRESS PHONE CALIF. CERTIFICATE NO.

(10) CONSTRUCTION LENDER (LENDER NAME AND BRANCH DESIGNATION IF ANY IF THERE IS NO KNOWN CONSTRUCTION LENDER, ENTER 'UNKNOWN'). ADDRESS

(11) OWNER - LESSEE (CROSS OUT ONE) ADDRESS PHONE (FOR CONTACT BY DEPT.)

(12) PLOT PLAN AND ELEVATION: INDICATE ON SCALED DRAWINGS THE EXACT LOCATION OF THE SIGN HORIZONTALLY AND VERTICALLY ON THE BUILDING AND ON THE LOT. SHOW SIDEWALK WIDTH AND SIGN CONSTRUCTION. IF ERECTING SIGN, ILLUMINATION FOR SIGN, MARQUEE, ETC., SHOW METHOD OF ATTACHMENT AND THE CONSTRUCTION OF THE SIGN HEREON OR ON SEPARATE DRAWINGS IN DUPLICATE. PROVIDE HEIGHT OF SIGN ABOVE GROUND AND THE PROJECTION IN FEET FROM THE BUILDING. IF WALL SIGN, PROVIDE SIGN COPY.



IMPORTANT NOTICES

Where top guy wire is required, anchor with 1/2" dia. through-bolt (minimum), to the structural frame of the building below the parapet wall. No portion of building or structure, or scaffolding used during construction, to be closer than 60" to any wire operating at more than 750 volts. See Sec. 385 Calif. Penal Code.  
Encroachments authorized on public Property are revocable when ordered by Board of Supervisors (S.F. Building Code). Any stipulation required herein or by Code may be appealed.

APPROVAL OF THIS APPLICATION DOES NOT CONSTITUTE APPROVAL FOR THE ELECTRICAL WIRING, A SEPARATE PERMIT FOR THE WIRING MUST BE OBTAINED. THIS IS NOT A PERMIT TO ERECT A SIGN. NO WORK SHALL BE STARTED UNTIL A PERMIT TO ERECT A SIGN IS ISSUED.

CHECK APPROPRIATE BOX

- OWNER  ARCHITECT  ENGINEER
- LESSEE  AGENT WITH POWER OF ATTORNEY
- CONTRACTOR  ATTORNEY IN FACT

APPLICANT'S CERTIFICATION

I HEREBY CERTIFY AND AGREE THAT IF A PERMIT IS ISSUED FOR THE CONSTRUCTION DESCRIBED IN THIS APPLICATION, ALL THE PROVISIONS OF THE PERMIT AND ALL LAWS AND ORDINANCES THERETO WILL BE COMPLIED WITH.

NOTICE TO APPLICANT

HOLD HARMLESS CLAUSE: The permittee(s) by acceptance of the permit, agree(s) to indemnify and hold harmless the City and County of San Francisco from and against any and all claims, demands and actions for damages resulting from operations under this permit, regardless of negligence of the City and County of San Francisco, and to assume the defense of the City and County of San Francisco against all such claims, demands or actions.

In conformity with the provisions of Section 3800 of the Labor Code of the State of California, the applicant shall have coverage under (I), or (II) designated below or shall indicate item (III), (IV) or (V), whichever is applicable. If however item (V) is checked item (IV) must be checked as well. Mark the appropriate method of compliance below:

- I hereby affirm under penalty of perjury one of the following declarations:
- ( ) I. I have and will maintain a certificate of consent to self-insure for worker compensation, as provided by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued.
  - ( ) II. I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are:  
Carrier \_\_\_\_\_  
Policy Number \_\_\_\_\_
  - ( ) III. The cost of the work to be done is \$100 or less.
  - ( ) IV. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California. I further acknowledge that I understand that the event that I should become subject to the workers' compensation provisions of the Labor Code of California and fail to comply therewith with the provisions of Section 3800 of the Labor Code, that the permit herein applied for shall be deemed revoked.
  - ( ) V. I certify as the owner (or the agent for the owner) that in the performance of the work for which this permit is issued, I will employ a contractor who complies with the workers' compensation laws of California and who, prior to the commencement of any work, will file a completed copy of this form with the Central Permit Bureau.

Signature of Applicant or Agent \_\_\_\_\_ Date \_\_\_\_\_



**CONDITIONS AND STIPULATIONS**

REFER TO:

APPROVED: **TWO TENANT MONUMENT SIGNS**  
 Zone C-3-0(SD) INSTALLED ON SPEAR ST  
 ENTRY, MADE OF ALUMINUM.  
 CPC Setback  
**SIGNS ARE 40" X 15". BASE IS 32"**  
**TALL.**

*[Signature]* 1/19/23  
 DEPARTMENT OF CITY PLANNING **GRETEL GUNTHER**

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

*[Signature]*  
 James Lo, DBI

OK TO PROCESS  
*[Signature]* 5/11/23

CITY ENGINEER, DEPT. OF BLDG. INSPECTION

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

*[Signature]*  
 Marco Jacobo, DBI

MAY 11 2023

BUREAU OF ENGINEERING

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

**NO ALTERATION TO OR RECONSTRUCTION OF  
 CITY RIGHT-OF-WAY UNDER THIS PERMIT**

**Theo Devine, PW-BSM**

*[Signature]*  
 MAY 11 2023

REDEVELOPMENT AGENCY

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

REVIEWED BY FIRE DEPT.  
*Neil T. [Signature]* 4/25/2023  
 FIRE DEPT. INSPECTIONS  
 NOT REQUIRED

*[Signature]*  
 Neil Tolentino, SFFD

APR 25 2023

*[Signature]*  
 Edwin Marsullo, SFFD

MAY 11 2023

SFFD

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

HOLD SECTION — NOTE DATES AND NAMES OF ALL PERSONS NOTIFIED DURING PROCESSING

CONTACT DISTRICT INSPECTOR NAMED ON FACE OF APPLICATION AT START OF WORK (TELEPHONE NO. 861-5820). THIS APPLICATION IS APPROVED WITHOUT FIELD INSPECTION AND DOES NOT CONSTITUTE AN APPROVAL OF THE BUILDING. WORK AUTHORIZED MUST BE DONE IN STRICT ACCORDANCE WITH ALL APPLICABLE CODE.

I AGREE TO COMPLY WITH ALL CONDITIONS OR STIPULATIONS OF THE VARIOUS BUREAUS OR DEPARTMENTS NOTED ON THIS APPLICATION, AND ATTACHED STATEMENTS OF CONDITIONS OR STIPULATIONS, WHICH ARE HEREBY MADE A PART OF THIS APPLICATION.  
 NUMBER OF ATTACHMENTS

SIGNATURE OF OWNER, LESSEE OR AUTHORIZED  
 AGENT FOR OWNER OR LESSEE

APPLICATION FOR PERMIT TO ERECT SIGN

FOR DEPARTMENTAL USE ONLY:

APPROVED Dept. of Building Insp - San Francisco

MAY 11 2023

PATRICK O'RIOURAN Director DEPT. OF BUILDING INSPECTION



REVIEWED

FIRE DEPT. INSPECTIONS NOT REQUIRED

FIRE

PERMIT CONTROL table with columns for STATION, H, D, C, P, D, B, D, D, D, D, D, BBI PC CHECK ONE, and various checkboxes for active complaints.

Application text: APPLICATION IS HEREBY MADE FOR PERMISSION TO ERECT, PAINT, ETC. IN ACCORDANCE WITH PLANS AND SPECIFICATIONS SUBMITTED HEREWITH AND FOR THE PURPOSE SET FORTH HEREIN: 4 [ ] ERECT SIGN... 7 [ ] PAINTED OR OTHER NON-STRUCTURAL SIGN...

DATE FILED, FILING FEE RECEIPT NO., PERMIT NO., ISSUED

DO NOT WRITE ABOVE THIS BUILDING DESCRIPTION OF EXISTING BUILDING (1) TYPE OF CONSTR., (2) NO. OF STORIES, (3) PRESENT USE, (4) BLDG HT. AT CENTER LINE OF FRONT OF BUILDING, (5) ESTIMATED COST OF JOB

DESCRIPTION OF PROPOSED SIGN (7) TYPE OF SIGN (MORE THAN 1 BLOCK MAY BE CHECKED IF APPLICABLE) [ ] GROUND, [ ] ELECTRIC, [ ] NON-ELECTRIC, [ ] ROOF, [ ] WALL, [ ] PROJECTING, [ ] SINGLE FACED, [ ] DOUBLE FACED, [ ] PAINTED WALL, [ ] DOOR/WINDOW, [ ] BULLETIN BOARD, [ ] EXISTING AWNING/MARQUEE/CANOPY, [ ] PROFESSIONAL OCCUPATION

SIZE OF SIGN: 132' x 8' FT, THICKNESS: 22', WEIGHT: 70, TOTAL SURFACE AREA: 1056 SQ. FT., TOTAL AREA OF ALL ADVERTISING SPACE: 1056 SQ. FT., STANDARDIZED APPROVAL NO. ILLUMINATION: [ ] DIRECT, [ ] INDIRECT, [ ] NON ILLUMINATED, [ ] FLASHING, WILL STREET SPACE BE USED DURING CONSTRUCTION? YES [ ] NO [ ]

PURPOSE: [ ] NEW SIGN, [ ] REPLACEMENT, [ ] RECONSTRUCTION, [ ] RELOCATION, [ ] EXPANSION, [ ] CHANGE COPY, [ ] OTHER

(9) CONTRACTOR ADDRESS, PHONE, CONT. UC, EXP. DATE

(9) ARCHITECT OR ENGINEER (DESIGN [ ] CONSTRUCTION [ ]) ADDRESS, PHONE, CALIF. CERTIFICATE NO.

(10) CONSTRUCTION LENDER (LENDER NAME AND BRANCH DESIGNATION IF ANY IF THERE IS NO KNOWN CONSTRUCTION LENDER, ENTER "UNKNOWN"), ADDRESS

(11) OWNER - LESSEE (CROSS OUT ONE) ADDRESS, PHONE (FOR CONTACT BY DEPT.)

(12) PLOT PLAN AND ELEVATION: INDICATE ON SCALED DRAWINGS THE EXACT LOCATION OF THE SIGN HORIZONTALLY AND VERTICALLY ON THE BUILDING AND ON THE LOT. SHOW SIDEWALK WIDTH AND SIGN CONSTRUCTION. IF ERECTING SIGN, ILLUMINATION FOR SIGN, MARQUEE, ETC., SHOW METHOD OF ATTACHMENT AND THE CONSTRUCTION OF THE SIGN HEREON OR ON SEPARATE DRAWINGS IN DUPLICATE. PROVIDE HEIGHT OF SIGN ABOVE GROUND AND THE PROJECTION IN FEET FROM THE BUILDING. IF WALL SIGN, PROVIDE SIGN COPY.



IMPORTANT NOTICES

Where top guy wire is required, anchor with 1/2" dia. through-bolt (minimum), to the structural frame of the building below the parapet wall. No portion of building or structure, or scaffolding used during construction, to be closer than 6'0" to any wire operating at more than 750 volts. See Sec. 385 Calif. Penal Code. Encroachments authorized on public Property are revocable when ordered by Board of Supervisors (S.F. Building Code). Any stipulation required herein or by Code may be appealed.

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CHECK APPROPRIATE BOX

- [ ] OWNER [ ] ARCHITECT [ ] ENGINEER [ ] LESSEE [ ] AGENT WITH POWER OF ATTORNEY [ ] CONTRACTOR [ ] ATTORNEY IN FACT

APPLICANT'S CERTIFICATION

I HEREBY CERTIFY AND AGREE THAT IF A PERMIT IS ISSUED FOR THE CONSTRUCTION DESCRIBED IN THIS APPLICATION, ALL THE PROVISIONS OF THE PERMIT AND ALL LAWS AND ORDINANCES THERETO WILL BE COMPLIED WITH.

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In conformity with the provisions of Section 3800 of the Labor Code of the State of California, the applicant shall have coverage under (I), or (II) designated below or shall indicate item (III), or (IV), or (V), whichever is applicable. If however item (V) is checked item (IV) must be checked as well. Mark the appropriate method of compliance below:

- I hereby affirm under penalty of perjury one of the following declarations: ( ) I. I have and will maintain a certificate of consent to self-insure for workers compensation... ( ) II. I have and will maintain workers' compensation insurance... Carrier: 415 437-1436 Policy Number: 21271344 ( ) III. The cost of the work to be done is \$100 or less. ( ) IV. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers compensation laws of California... ( ) V. I certify as the owner (or the agent for the owner) that in the performance of the work for which this permit is issued, I will employ a contractor who complies with the workers' compensation laws of California...

**CONDITIONS AND STIPULATIONS**

REFER TO:

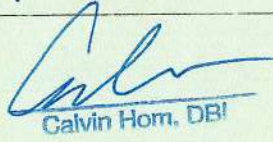
APPROVED: ONE (N) TENANT ID W/  
 Zone C-3-0(SD) CLADDING. SIGN TO BE 9 SF  
 CPC Setback (132" x 6") TO BE MOUNTED ON  
 STEVART ELEVATION ABOVE ENTRY PER  
 RINCON CENTER MSP.  
 NO LETTERING.

DEPARTMENT OF CITY PLANNING  
 GREGA BUNTER

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

  
 Calvin Horn, DBI

MAY 11 2023

OK TO ISSUE

90 DAYS  
 JJS 5/11/23  
 JMM/CHB

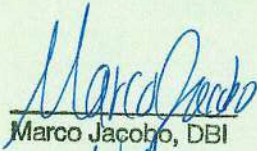
CITY ENGINEER, DEPT. OF BLDG. INSPECTION

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

  
 Marco Jacobo, DBI

MAY 11 2023

BUREAU OF ENGINEERING

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

**NO ALTERATION TO OR RECONSTRUCTION OF  
 CITY RIGHT-OF-WAY UNDER THIS PERMIT**

Theo Devine, PW-BSM

MAY - 9 2023

REDEVELOPMENT AGENCY

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

APPROVED:

REVIEWED BY FIRE DEPT

FIRE DEPT. INSPECTION  
 NOT REQUIRED

MAY 11 2023

FIRE

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

DATE: \_\_\_\_\_

REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

HOLD SECTION — NOTE DATES AND NAMES OF ALL PERSONS NOTIFIED DURING PROCESSING

CONTACT DISTRICT INSPECTOR NAMED ON FACE OF APPLICATION AT START OF WORK (TELEPHONE NO. 861-5820). THIS APPLICATION IS APPROVED WITHOUT FIELD INSPECTION AND DOES NOT CONSTITUTE AN APPROVAL OF THE BUILDING. WORK AUTHORIZED MUST BE DONE IN STRICT ACCORDANCE WITH ALL APPLICABLE CODE.

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 NUMBER OF ATTACHMENTS

SIGNATURE OF OWNER, LESSEE OR AUTHORIZED  
 AGENT FOR OWNER OR LESSEE

APPLICATION FOR PERMIT TO ERECT SIGN

FOR DEPARTMENTAL USE ONLY:

**APPROVED**  
Dept. of Building Insp.  
- San Francisco -

MAY 11 2023

*Patrick O'Riordan*  
PATRICK O'RIORDAN  
DIRECTOR  
DEF. T. OF BUILDING INSPECTION

DCP FEE

PERMIT CONTROL		ACTIVE COMPLAINTS						OTHER					
		NONE <input type="checkbox"/> HD <input type="checkbox"/> CED/PCD <input type="checkbox"/> BID <input type="checkbox"/> DCP <input type="checkbox"/>											
STATION	H D	C E D	P C D	H D	P C D	BBI PC CHECK ONE						F I L E	
						CNT-PC	PAD-PC	PAD-MAJ	SSS	PARAPET			
SEQ													
ACCEPTED													
APPROVED #													
DATE													

CHECK APPLICABLE  PARALLEL  SITE PENALTY  9X  2X  
 TITLE 24 - HC  TDF  TDF  SEUSD  BLDG ENLARGEMENT (STAMP APPL)  
 HAZARDOUS MATERIAL  \*SIGN APPL.

BBLKEY:  
 RESID. = CNT-PC  
 NON-RESID. = PAD-PC  
 NEW/MAJOR = PAD-MAJ  
 UMB = SSS

APPLICATION IS HEREBY MADE FOR PERMISSION TO ERECT, PAINT, ETC. IN ACCORDANCE WITH PLANS AND SPECIFICATIONS SUBMITTED HERewith AND FOR THE PURPOSE SET FORTH HEREIN:

4  ERECT SIGN (BUILDING INSPECTION AND PLANNING DEPARTMENT APPROVAL REQUIRED.)  
 7  PAINTED OR OTHER NON-STRUCTURAL SIGN (ONLY PLANNING DEPARTMENT APPROVAL REQUIRED.)

DATE FILED: 5/11/23

FILING FEE RECEIPT NO.: 30221 07-210

PERMIT NO.: 20230111-11508

ISSUED: 5/11/23

6. STREET ADDRESS OF JOB: 2711 1/2 S

BLOCK / LOT: 2711/103

DESCRIPTION OF EXISTING BUILDING

(1) TYPE OF CONSTR. (2) NO. OF STORIES (3) PRESENT USE (4) BLDG HT. AT CENTER LINE OF FRONT OF BUILDING (5) ESTIMATED COST OF JOB:

DESCRIPTION OF PROPOSED SIGN

(7) TYPE OF SIGN (MORE THAN 1 BLOCK MAY BE CHECKED IF APPLICABLE)

GROUND  ELECTRIC  NON-ELECTRIC  ROOF  WALL  PROJECTING  SINGLE FACED  DOUBLE FACED  PAINTED WALL  DOOR/WINDOW  
 BULLETIN BOARD  EXISTING AWNING/MARQUEE/CANOPY  PROFESSIONAL OCCUPATION

SIZE OF SIGN: 60' x 56' FT. THICKNESS: 5" FT. WEIGHT: 75 TOTAL SURFACE AREA: 2100 SQ. FT. TOTAL AREA OF ALL ADVERTISING SPACE: 2100 SQ. FT. STANDARDIZED APPROVAL NO:

ILLUMINATION:  DIRECT  INDIRECT  NON ILLUMINATED  FLASHING

PURPOSE:  NEW SIGN  REPLACEMENT  RECONSTRUCTION  RELOCATION  EXPANSION  CHANGE COPY  OTHER

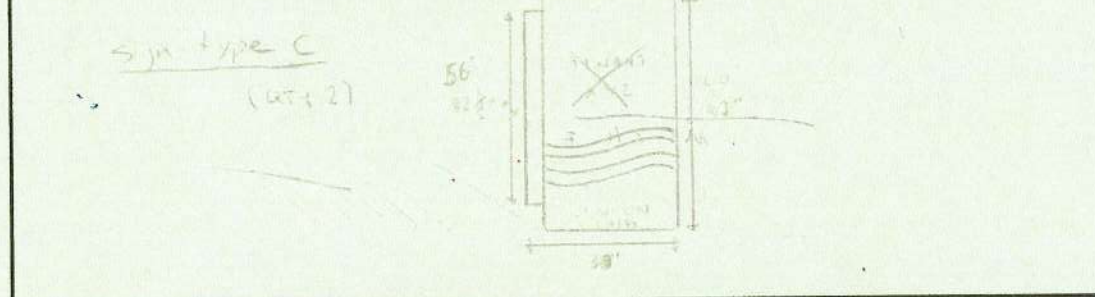
(8) CONTRACTOR ADDRESS PHONE CONT. LIC. EXP. DATE

(9) ARCHITECT OR ENGINEER (DESIGN  CONSTRUCTION ) ADDRESS PHONE CALIF. CERTIFICATE NO.

(10) CONSTRUCTION LENDER (LENDER NAME AND BRANCH DESIGNATION IF ANY IF THERE IS NO KNOWN CONSTRUCTION LENDER, ENTER "UNKNOWN"). ADDRESS

(11) OWNER - LESSEE (CROSS OUT ONE) ADDRESS PHONE (FOR CONTACT BY DEPT)

(12) PLOT PLAN AND ELEVATION: INDICATE ON SCALED DRAWINGS THE EXACT LOCATION OF THE SIGN HORIZONTALLY AND VERTICALLY ON THE BUILDING AND ON THE LOT. SHOW SIDEWALK WIDTH AND SIGN CONSTRUCTION. IF ERECTING SIGN, ILLUMINATION FOR SIGN, MARQUEE, ETC., SHOW METHOD OF ATTACHMENT AND THE CONSTRUCTION OF THE SIGN HEREON OR ON SEPARATE DRAWINGS IN DUPLICATE. PROVIDE HEIGHT OF SIGN ABOVE GROUND AND THE PROJECTION IN FEET FROM THE BUILDING. IF WALL SIGN, PROVIDE SIGN COPY.



IMPORTANT NOTICES

Where top guy wire is required, anchor with 1/2" dia. through-bolt (minimum), to the structural frame of the building below the parapet wall. No portion of building or structure, or scaffolding used during construction, to be closer than 60" to any wire operating at more than 750 volts. See Sec. 385 Calif. Penal Code.

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CHECK APPROPRIATE BOX

OWNER  ARCHITECT  ENGINEER  
 LESSEE  AGENT WITH POWER OF ATTORNEY  
 CONTRACTOR  ATTORNEY IN FACT

APPLICANT'S CERTIFICATION

I HEREBY CERTIFY AND AGREE THAT IF A PERMIT IS ISSUED FOR THE CONSTRUCTION DESCRIBED IN THIS APPLICATION, ALL THE PROVISIONS OF THE PERMIT AND ALL LAWS AND ORDINANCES THERETO WILL BE COMPLIED WITH.

NOTICE TO APPLICANT

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- I hereby affirm under penalty of perjury one of the following declarations:
- ( ) I. I have and will maintain a certificate of consent to self-insure for workers compensation, as provided by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued.
  - ( ) II. I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are:  
Carrier: \_\_\_\_\_  
Policy Number: \_\_\_\_\_
  - ( ) III. The cost of the work to be done is \$100 or less.
  - ( ) IV. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California. I further acknowledge that I understand that in the event that I should become subject to the workers' compensation provisions of the Labor Code of California and fail to comply therewith with the provisions of Section 3800 of the Labor Code, that the permit herein applied for shall be deemed revoked.
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**CONDITIONS AND STIPULATIONS**

REFER TO:

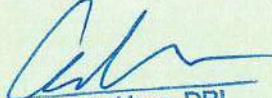
APPROVED:

Zone **C-3-0(SD)** **TWO (N) 30 SF (60" x 25")**  
 CPC Setback **VERTICAL PROJECTING ALUM-  
 INUM SIGNS PER RINCON CENTER MSP. ONE  
 @ STEVART + MISSION ONE @ SPENR + MISSION.  
 15' ABOVE SIDEWALK**  
 DEPARTMENT OF CITY PLANNING **5/11/23**  
**GRETEL GUTHER**

DATE: \_\_\_\_\_

REASON:

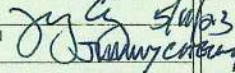
APPROVED:

  
 Calvin Horn, DBI

MAY 11 2023

CITY ENGINEER, DEPT. OF BLDG. INSPECTION

OK TO ISSUE  
 90 DAYS



NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

APPROVED:

**NO ALTERATION TO OR RECONSTRUCTION OF  
 CITY RIGHT-OF-WAY UNDER THIS PERMIT**

**Theo Devine, PW-BSM**

BUREAU OF ENGINEERING MAY - 9 2023

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

APPROVED:

  
 Marco Jacobo, DBI  
 MAY 11 2023

REDEVELOPMENT AGENCY  
 MECK-E

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

APPROVED:

SEAN [Signature]

MAY 11 2023

REVIEWED BY FIRE DEPT.

FIRE DEPT. INSPECTIONS  
 NOT REQUIRED

FIRE

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

NOTIFIED MR.

DATE: \_\_\_\_\_

REASON:

NOTIFIED MR.

HOLD SECTION — NOTE DATES AND NAMES OF ALL PERSONS NOTIFIED DURING PROCESSING

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 NUMBER OF ATTACHMENTS

SIGNATURE OF OWNER, LESSEE OR AUTHORIZED  
 AGENT FOR OWNER OR LESSEE

APPLICATION FOR PERMIT TO ERECT SIGN

BLDG. FORM 4/7

FOR DEPARTMENTAL USE ONLY:

A  
MULHILL J A  
CND 12  
10042  
FIRE

REVIEWED BY FIRE DEPT.  
MAY 9. 1988  
FIRE DEPT. INSPECTIONS  
NOT REQUIRED

DCP FEE

PERMIT CONTROL		ACTIVE COMPLAINTS		NONE		HID		CED/PCD		9ID		DCP		OTHER	
STATION	H D	C D	E D	B D	D D	BBI PC CHECK ONE									
SEQ						CNT-PC	PAD-PC	PAD-MAJ	SSS	PARAPET					
ACCEPTED															
APPROVED*															
DATE															

APPLICATION IS HEREBY MADE FOR PERMISSION TO ERECT, PAINT, ETC. IN ACCORDANCE WITH PLANS AND SPECIFICATIONS SUBMITTED HEREWITH AND FOR THE PURPOSE SET FORTH HEREIN:

4  ERECT SIGN (BUILDING INSPECTION AND PLANNING DEPARTMENT APPROVAL REQUIRED.)

7  PAINTED OR OTHER NON-STRUCTURAL SIGN (ONLY PLANNING DEPARTMENT APPROVAL REQUIRED.)

DATE FILED: 5/11/88

FILING FEE RECEIPT NO.:

PERMIT NO.:

ISSUED: 5/11/88

6. STREET ADDRESS OF JOB: 101 SPAR ST

BLOCK / LOT: 3716 / 102

DO NOT WRITE ABOVE THIS BUILDING

DESCRIPTION OF EXISTING BUILDING

(1) TYPE OF CONSTR. 1H

(2) NO. OF STORIES 20

(3) PRESENT USE: COMMERCIAL USE - RESTAURANT

(4) BLDG HT. AT CENTER LINE OF FRONT OF BUILDING: FT. 30.00

(5) ESTIMATED COST OF JOB: \$110,000

DESCRIPTION OF PROPOSED SIGN

(7) TYPE OF SIGN (MORE THAN 1 BLOCK MAY BE CHECKED IF APPLICABLE)

GROUND  ELECTRIC  NON-ELECTRIC  ROOF  WALL  PROJECTING  SINGLE FACED  DOUBLE FACED  PAINTED WALL  DOOR/WINDOW

BULLETIN BOARD  EXISTING AWNING/MARQUEE/CANOPY  PROFESSIONAL OCCUPATION

SIZE OF SIGN: x FT. THICKNESS: WEIGHT: TOTAL SURFACE AREA: SQ. FT. TOTAL AREA OF ALL ADVERTISING SPACE SQ. FT. STANDARDIZED APPROVAL NO.:

ILLUMINATION:  DIRECT  INDIRECT  NON ILLUMINATED  FLASHING

WILL STREET SPACE BE USED DURING CONSTRUCTION? YES  NO

PURPOSE:  NEW SIGN  REPLACEMENT  RECONSTRUCTION  RELOCATION  EXPANSION  CHANGE COPY  OTHER

(8) CONTRACTOR: CORPORATE SIGN SYSTEMS 2444 DIVISadero ST SAN FRANCISCO CA 94115

ADDRESS: 2444 DIVISadero ST SAN FRANCISCO CA 94115

PHONE: 415-777-4400

CONT. UC. EXP. DATE

(9) ARCHITECT OR ENGINEER (DESIGN  CONSTRUCTION ):

ADDRESS: 101 SPAR ST SAN FRANCISCO CA 94102

PHONE: 415-777-4400

CALIF. CERTIFICATE NO.:

(10) CONSTRUCTION LENDER (LENDER NAME AND BRANCH DESIGNATION IF ANY IF THERE IS NO KNOWN CONSTRUCTION LENDER, ENTER 'UNKNOWN').

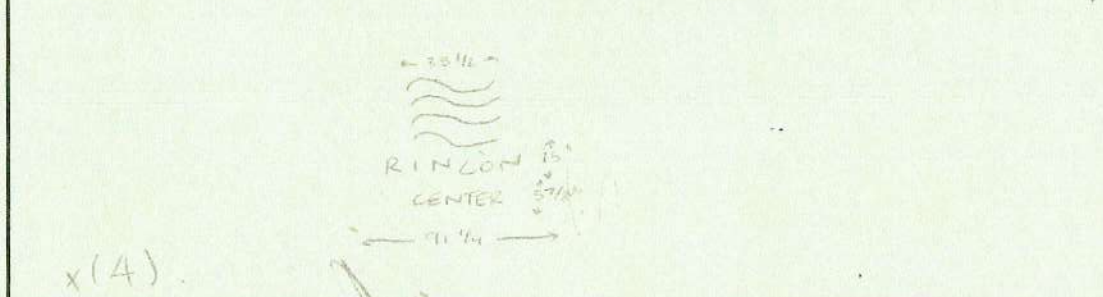
ADDRESS:

(11) OWNER - LESSEE (CROSS OUT ONE):

ADDRESS: 101 SPAR ST SAN FRANCISCO CA 94102

PHONE (FOR CONTACT BY DEPT.): 415-777-4400

(12) PLOT PLAN AND ELEVATION: INDICATE ON SCALED DRAWINGS THE EXACT LOCATION OF THE SIGN HORIZONTALLY AND VERTICALLY ON THE BUILDING AND ON THE LOT. SHOW SIDEWALK WIDTH AND SIGN CONSTRUCTION. IF ERECTING SIGN, ILLUMINATION FOR SIGN, MARQUEE, ETC., SHOW METHOD OF ATTACHMENT AND THE CONSTRUCTION OF THE SIGN HEREON OR ON SEPARATE DRAWINGS IN DUPLICATE. PROVIDE HEIGHT OF SIGN ABOVE GROUND AND THE PROJECTION IN FEET FROM THE BUILDING. IF WALL SIGN, PROVIDE SIGN COPY.



IMPORTANT NOTICES

Where top guy wire is required, anchor with 1/2" dia. through-bolt (minimum), to the structural frame of the building below the parapet wall. No portion of building or structure, or scaffolding used during construction, to be closer than 60" to any wire operating at more than 750 volts. See Sec. 385 Calif. Penal Code.

Encroachments authorized on public Property are revocable when ordered by Board of Supervisors (S.F. Building Code). Any stipulation required herein or by Code may be appealed.

APPROVAL OF THIS APPLICATION DOES NOT CONSTITUTE APPROVAL FOR THE ELECTRICAL WIRING, A SEPARATE PERMIT FOR THE WIRING MUST BE OBTAINED. THIS IS NOT A PERMIT TO ERECT A SIGN. NO WORK SHALL BE STARTED UNTIL A PERMIT TO ERECT A SIGN IS ISSUED.

CHECK APPROPRIATE BOX

OWNER  ARCHITECT  ENGINEER

LESSEE  AGENT WITH POWER OF ATTORNEY

CONTRACTOR  ATTORNEY IN FACT

APPLICANT'S CERTIFICATION

I HEREBY CERTIFY AND AGREE THAT IF A PERMIT IS ISSUED FOR THE CONSTRUCTION DESCRIBED IN THIS APPLICATION, ALL THE PROVISIONS OF THE PERMIT AND ALL LAWS AND ORDINANCES THERETO WILL BE COMPLIED WITH.

NOTICE TO APPLICANT

HOLD HARMLESS CLAUSE: The permittee(s) by acceptance of the permit, agree(s) to indemnify and hold harmless the City and County of San Francisco from and against any and all claims, demands and actions for damages resulting from operations under this permit, regardless of negligence of the City and County of San Francisco, and to assume the defense of the City and County of San Francisco against all such claims, demands or actions.

In conformity with the provisions of Section 3800 of the Labor Code of the State of California, the applicant shall have coverage under (I), or (II) designated below or shall indicate item (III), or (IV), or (V), whichever is applicable. If however item (V) is checked item (IV) must be checked as well. Mark the appropriate method of compliance below:

- I hereby affirm under penalty of perjury one of the following declarations:
- ( ) I. I have and will maintain a certificate of consent to self-insure for workers' compensation, as provided by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued.
  - ( ) II. I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are:  
Carrier: PRUDENTIAL  
Policy Number: 1000000000
  - ( ) III. The cost of the work to be done is \$100 or less.
  - ( ) IV. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California. I further acknowledge that I understand that in the event that I should become subject to the workers' compensation provisions of the Labor Code of California and fail to comply therewith with the provisions of Section 3800 of the Labor Code, that the permit herein applied for shall be deemed revoked.
  - ( ) V. I certify as the owner (or the agent for the owner) that in the performance of the work for which this permit is issued, I will employ a contractor who complies with the workers' compensation laws of California and who, prior to the commencement of any work, will file a completed copy of this form with the Central Permit Bureau.

OSHA APPROVAL REQD


APPLICATION NUMBER

APPROVAL NUMBER:

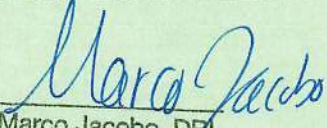
**CONDITIONS AND STIPULATIONS**

REFER TO: APPROVED: **Zone (C-3-0(SD)) FOUR PROPERTY ID ALUMINUM LETTERING AND LOGO SIGNS**  
 CPC Setback **READING "RINCON CENTER" PER RINCON CENTER MASTER SIGN PROGRAM. EACH ONE WILL BE 56" X 91"**  
 DEPARTMENT OF CITY PLANNING **FAA Approved 1/19/23**  
**GRETEL GUNTHER**

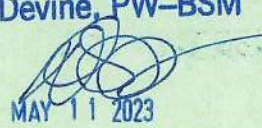
DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

APPROVED:   
 James Lo, DEB  
 MAY 10 2023  
**OK TO PROCESS 90 DAYS**  
**JJS JIMMY CHEN 5/11/23**  
 CITY ENGINEER, DEPT. OF BLDG. INSPECTION



NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

APPROVED:   
 Marco Jacobo, DEB  
 MAY 11 2023  
 BUREAU OF ENGINEERING

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

APPROVED: **NO ALTERATION TO OR RECONSTRUCTION OF CITY RIGHT-OF-WAY UNDER THIS PERMIT**  
**Theo Devine, PW-BSM**  
  
 MAY 11 2023  
~~REDEVELOPMENT AGENCY~~

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

APPROVED:   
 Neil Tolentino, SFFD  
 APR 25 2023  
**REVIEWED BY FIRE DEPT. Neil T. Tolentino 4/25/2023**  
**FIRE DEPT. INSPECTIONS NOT REQUIRED**  
  
 Edwin Marsullo, SFFD  
 MAY 11 2023  
**SFFD**

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 REASON: \_\_\_\_\_

NOTIFIED MR. \_\_\_\_\_

HOLD SECTION - NOTE DATES AND NAMES OF ALL PERSONS NOTIFIED DURING PROCESSING

CONTACT DISTRICT INSPECTOR NAMED ON FACE OF APPLICATION AT START OF WORK (TELEPHONE NO. 861-5820). THIS APPLICATION IS APPROVED WITHOUT FIELD INSPECTION AND DOES NOT CONSTITUTE AN APPROVAL OF THE BUILDING. WORK AUTHORIZED MUST BE DONE IN STRICT ACCORDANCE WITH ALL APPLICABLE CODE.

I AGREE TO COMPLY WITH ALL CONDITIONS OR STIPULATIONS OF THE VARIOUS BUREAUS OR DEPARTMENTS NOTED ON THIS APPLICATION, AND ATTACHED STATEMENTS OF CONDITIONS OR STIPULATIONS, WHICH ARE HEREBY MADE A PART OF THIS APPLICATION.  
 NUMBER OF ATTACHMENTS

SIGNATURE OF OWNER, LESSEE OR AUTHORIZED AGENT FOR OWNER OR LESSEE



**FIRE SAFETY NOTES**  
 - ALL EXITS TO BE MAINTAINED DURING & AFTER CONSTRUCTION  
 - ALL FIRE RATINGS TO BE RESTORED AFTER CONSTRUCTION  
 - ALL PENETRATIONS TO BE REPAIRED  
 - MUST MAINTAIN EXISTING FIRE LIFE SYSTEMS DURING CONSTRUCTION

PERMIT NUMBER  
 2021-0525-1011 / 1013 / 1015 / 1017  
 REVIEWED

For Compliance with City and County Ordinances and State Codes  
 The stamping of this plan and these specification SHALL NOT be held to permit or to be an approval of the violation of any City and County ordinance or State Law

*Neil*  
 Neil Tolentino, SFFD  
 APR 25 2023

**0 corporate**  
 SIGN SYSTEMS  
 408.292.1600  
 2464 De La Cruz Blvd., Santa Clara, CA 95050  
 www.corporatesigns.com  
 CONTRACTOR'S LIC# 765078  
 CLASS C45-ELECTRICAL SIGN CONTRACTOR

NO ALTERATION TO OR RECONSTRUCTION OF CITY RIGHT-OF-WAY UNDER THIS PERMIT

Theo Devine, PW-BSM

*Theo Devine*  
 MAY 11 2023

REVIEWED BY FIRE DEPT.  
 Neil T. *Neil* 4/25/2023  
 FIRE DEPT. INSPECTIONS NOT REQUIRED

Approval is subject to the inspection by the Fire Department  
 24 sheets  
 These plans must be kept on the premises and accessible to the inspection at all times.

RECEIVED  
 MAY 25 2021  
 DEPT. OF BUILDING INSPECTION  
 THIS PLAN MEETS THE QUALITY STANDARD FOR REPRODUCTION ACCEPTED

*Edwin Marsullo*  
 Edwin Marsullo, SFFD  
 MAY 11 2023

APPROVED  
 PER PLANS AND APPLICATION  
*Glenn Gunther* 11/19/23  
 PLANNING DEPARTMENT  
 GLENN GUNTHER

**RINCON**  
 CENTER

APPROVED  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023

2019 CALIFORNIA CODE WILL APPLY TO THIS PROJECT

**PROJECT DATA INFORMATION:**  
 FRONTAGES: 550.33' X 275'  
 PARCEL LOT 23

**SCOPE OF WORK:**  
 SIGN TYPE A  
 -SECONDARY BUILDING ID at SPEAR - QTY: 1 SET  
 Flat cut out and install secondary building id, externally illuminated with existing uplights; wall mounting.  
 -SECONDARY BUILDING ID at MISSION - QTY: 4  
 Flat cut out and install secondary building id, externally illuminated with existing uplights; wall mounting.  
 SIGN TYPE B - ANNEX ID - QTY: 2  
 Fabricate and install annex id, internally illuminated sign; foot mounting by bolted to concrete base.  
 Signage is within "Transit Center Special Sign District" to have dimmable transformers. In line dimmer switch, dedicated and timers by others.  
 SIGN TYPE C - PROPERTY ADDRESS ID - QTY: 2  
 Flat cut out and install property address id; wall mounting.

- TITLE PAGE  
 P2. SIGN ELEMENTS  
 P3. SIGN HIERARCHY  
 P4. SECONDARY BUILDING ID @ SPEAR  
 SIGN TYPE A1.1  
 SIGN TYPE A1.2  
 P5. SECONDARY BUILDING ID @ MISSION  
 P6. ELEVATION  
 P7. ELEVATION  
 P8. ELEVATION  
 P9. ANNEX ID  
 SIGN TYPE B MOUNTMENT  
 P10. ANNEX ID  
 P11. PROPERTY ADDRESS ID  
 SIGNTYPE A2.1  
 P12. ELEVATION  
 P13. LOCATION PLAN  
 P14. PARCEL MAP  
 P15. PARCEL MAP  
 P16. PARCEL MAP  
 TITLE 24  
 TITLE 24  
 TITLE 24  
 TITLE 24

PROJECT: *Marco Jacobo*  
 DEPT. OF BUILDING INSPECTION

101 SPEAR STREET | SUITE 220  
 SAN FRANCISCO, CA 94105

EXTERIOR PACKAGE - SECONDARY AND ANNEX ID

04/28/2021

Design + Build.

*James Co*, DBI  
 MAY 10 2023

Acceptance issued *ok*  
 work shall be subject to verification and final acceptance by SFDBI Electrical Inspection Division, and shall comply with the *2019* SF Electrical Code.

2021-0525-1011  
 1013  
 1015  
 1017  
*Marco Jacobo*  
 Marco Jacobo, DBI  
 MAY 11 2023

T24 SPECIAL INSPECTION



BRAND ARTWORK









ICON/SYMBOLS

FONTS

Cera Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Cera Pro Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

MATERIAL AND COLOR SCHEDULE

-  (M1) aluminum
-  (M2) acrylic
-  (M3) vinyl
-  (C1) White Wonder  
MAP 32071
-  (C2) Dark Blue  
PMS 301c
-  (C3) Dark Gray  
PMS Cool Gray 11c



Neil Tolentino, SFFD  
 APR 25 2023

APPROVED  
 PER PLANS AND APPLICATION  
 1/19/23  
 PLANNING DEPARTMENT  
 GRETEL GUNTHER

James Lo, DBI  
 MAY 10 2023

APPROVED  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023

James Lo  
 JAMES O'BRIEN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION

408.292.1600  
 2464 De La Cruz Blvd., Santa Clara, CA 95050  
 www.corporatesigns.com  
 CONTRACTOR'S LIC# 765078  
 CLASS C45-ELECTRICAL SIGN CONTRACTOR

W. B. Lester

CLIENT  
 HUDSON PACIFIC

PROJECT



101 SPEAR STREET SUITE 220  
 SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE

02/26/21 - YY  
 04/09/21 - YY  
 04/28/21 - YY

FILE NAME / LOCATION

Hudson Pacific\Rincon Center -  
 LUX\Drawings\CSS\32855 Rincon Center  
 Secondary and Annex Id.cdr

ORDER NUMBER

**32855**

SIGN TYPE

SHEET TITLE

SIGN ELEMENTS

All drawings as well as creative content  
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 Systems. You must have written consent  
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 outside of your organization.

PAGE NUMBER

**2**

# RINCON CENTER



## RINCON CENTER

101  
SPEAR STREET

121  
SPEAR STREET

APPROVED  
Dept. of Building Insp.  
- San Francisco -  
MAY 12 2023

*Richard Jordan*  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

RECEIVED  
MAY 25 2021  
DEPT. OF BUILDING INSPECTION  
THIS PLAN MEETS THE QUALITY  
STANDARD FOR REPRODUCTION  
ACCEPTED



scale: 3/8" = 1'-0"

- (A) Secondary Building Id
- (C) Property Address Id

- (B) Annex ID

*Neil Tolentino, SFFD*  
APR 25 2023

APPROVED  
PER PLANS AND APPLICATION  
*Jan 1/19/23*  
PLANNING DEPARTMENT  
*GRETEL GUNTHER*

*James Lo, DEI*  
MAY 10 2023

0  
**corporate**<sup>™</sup>  
SIGN SYSTEMS

408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
www.corporatesigns.com  
CONTRACTOR'S LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

*M. Blawie*

CLIENT  
HUDSON PACIFIC

PROJECT  
  
RINCON  
CENTER

101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
02/26/21 - YY  
04/09/21 - YY  
04/28/21 - YY

FILE NAME / LOCATION  
Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex Id.cdr

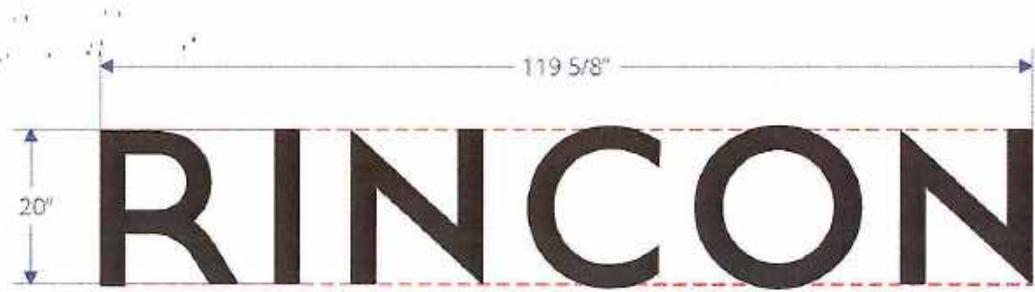
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**32855**

SIGN TYPE  
[Redacted]

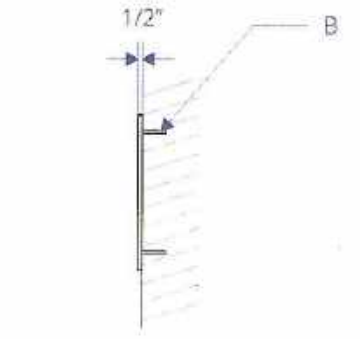
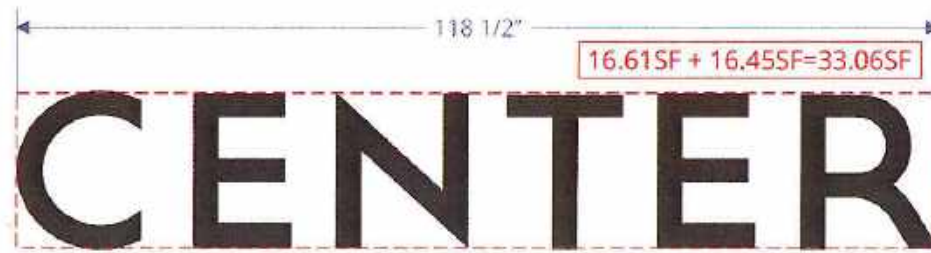
SHEET TITLE  
SIGN HIERARCHY

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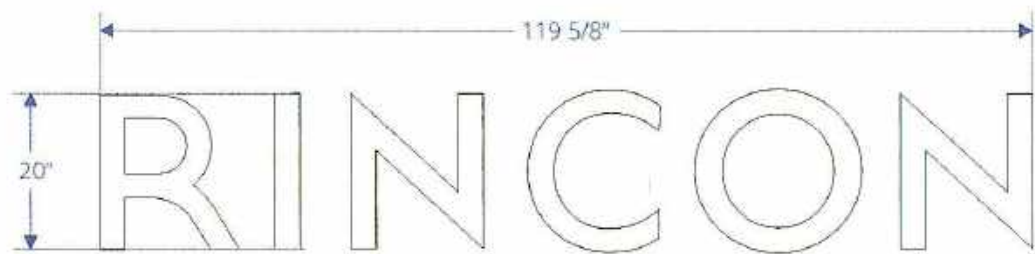
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**3**



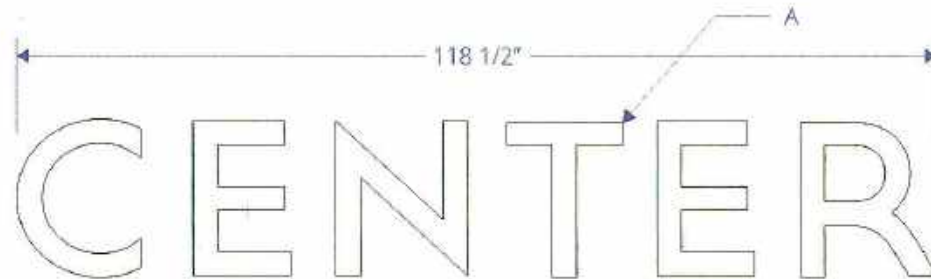
**1** FRONT VIEW  
scale: 1/2" = 1'-0"



**2** SIDE VIEW  
scale: 1/2" = 1'-0"



**3** FRONT VIEW - DETAIL  
scale: 1/2" = 1'-0"



James Lo, DBI  
MAY 10 2023

APPROVED  
PER PLANS AND APPLICATION  
1/19/23  
PLANNING DEPARTMENT  
GRETEL GUNTHER

- DESCRIPTION qty: 1 set
- A. 1/2" fco aluminum lettering, painted C3 gray
  - B. attached flush to wall with stud mounting

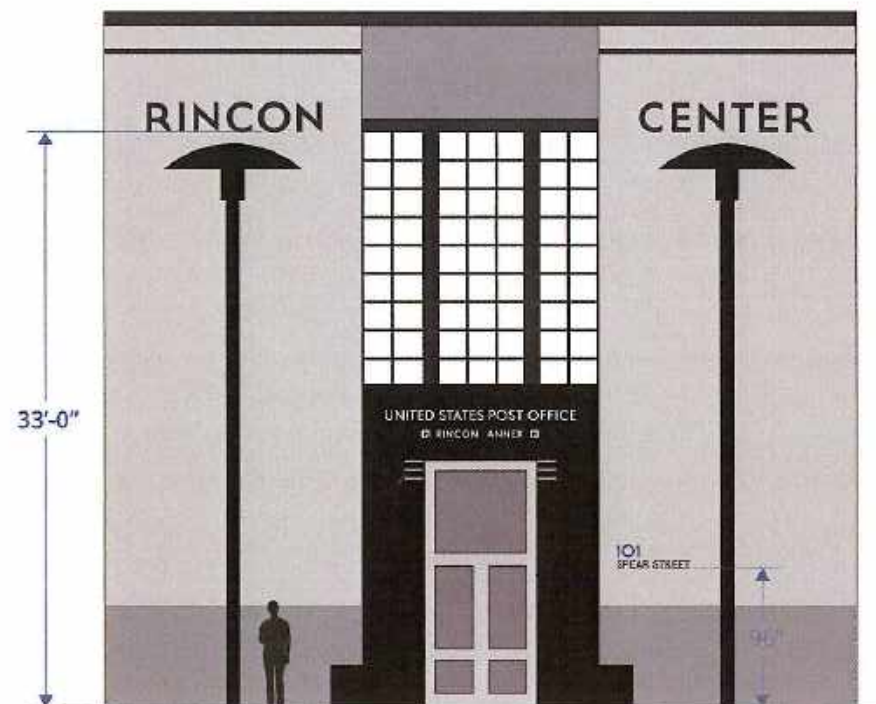
APPROVED  
Dept. of Building Insp.  
- San Francisco -  
MAY 12 2023

*Patrick O'Riordan*  
PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

Neil Tolentino, SFFD  
APR 25 2023



**5** ISOMETRIC VIEW  
scale: NTS



**4** ELEVATION  
scale: 3/32" = 1'-0"

*Mead*

CLIENT  
HUDSON PACIFIC

PROJECT



101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE

- 02/26/21 - YY
- 04/09/21 - YY
- 04/28/21 - YY

FILE NAME / LOCATION

Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex Id.cdr

ORDER NUMBER

32855

SIGN TYPE

**A1**

SHEET TITLE

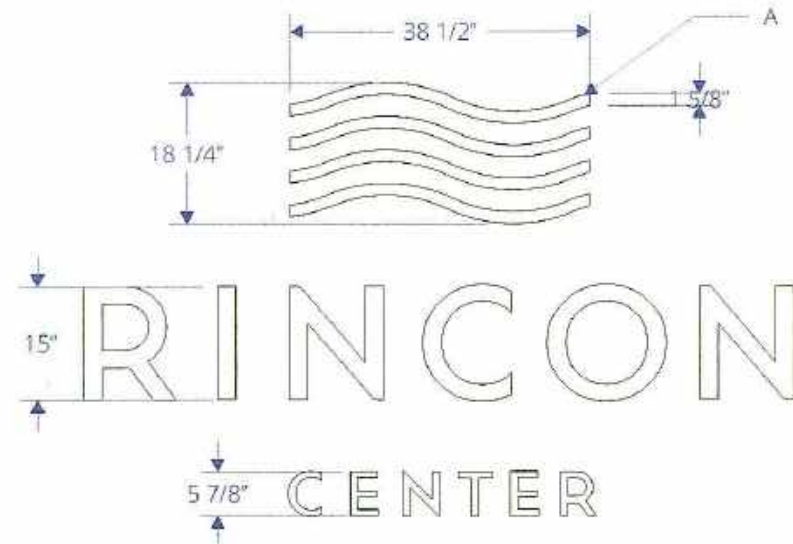
SECONDARY BUILDING ID  
AT SPEAR

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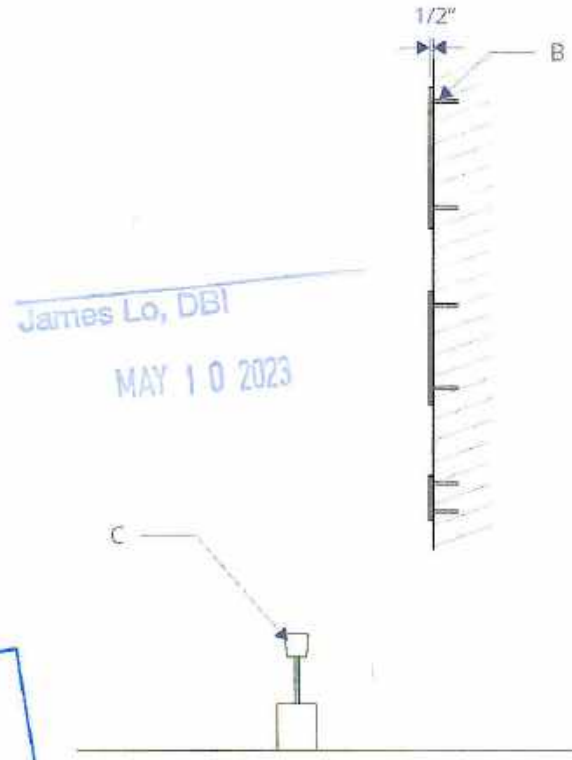
PAGE NUMBER



**1** FRONT VIEW  
scale: 1/2" = 1'-0"



**2** FRONT VIEW  
scale: 1/2" = 1'-0"



**3** SIDE VIEW  
scale: 1/2" = 1'-0"



**5** ISOMETRIC VIEW  
scale: NTS



**4** ELEVATION  
scale: 3/32" = 1'-0"

DESCRIPTION QTY: 4

- A. 1/2" fco aluminum lettering, painted C2 blue and C3 gray
- B. attached flush to wall with stud mounting
- C. external illumination with existing uplights



Neil Tolentino, SFFD  
APR 25 2023

408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
www.corporatesigns.com  
CONTRACTORS LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

*mead*  
CLIENT  
HUDSON PACIFIC

PROJECT  
**RINCON CENTER**  
101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
02/26/21 - YY  
04/09/21 - YY  
04/28/21 - YY

FILE NAME / LOCATION  
Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex Id.cdr

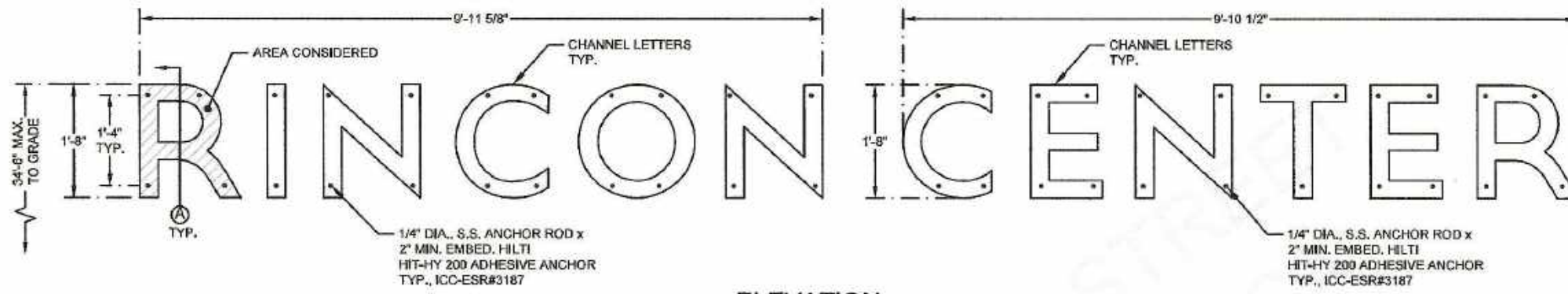
ORDER NUMBER  
**32855**

SIGN TYPE  
**A2**

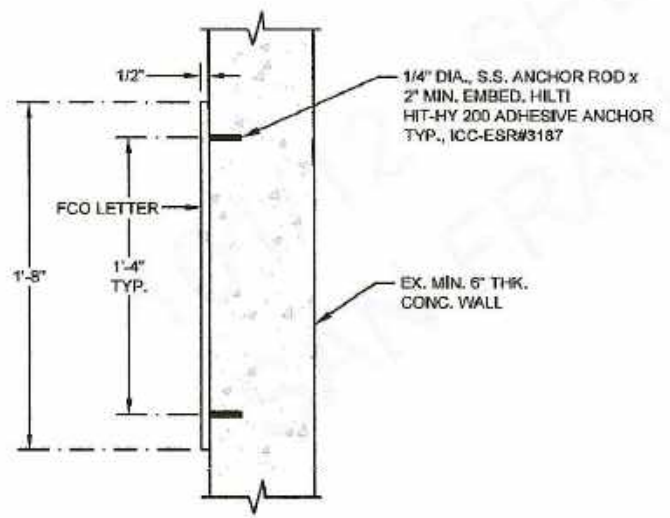
SHEET TITLE  
SECONDARY BUILDING ID  
AT MISSION

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PAGE NUMBER **5**



ELEVATION  
N.T.S.



SECTION A  
N.T.S.

**APPROVED**  
Dept. of Building Insp.  
- San Francisco -

MAY 12 2023

*Patrick O'Riordan*  
PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

James Lo, DBI

MAY 10 2023

Neil Tolentino, SFFD

APR 25 2023

Sign Design Based On 2019 CBC

Job # JTS\_152621  
Project Rincon Center - Sign Type A1.1  
Job Location 101/121 Spear Street  
San Francisco, CA

INPUT DATA Consider Letter "R"

Exposure category (B, C or D)	=	C
Risk Category	=	II
Ultimate Design Windspeed	$V_{ULT}$ =	95 MPH
Topographic factor	$K_{zt}$ =	1 Flat
Height of the sign	$h$ =	34.50 FT
Vertical dimension (for wall, $s = h$ )	$s$ =	1.50 FT
Average Horizontal dimension	$B$ =	0.79 FT
Dimension of return corner	$L_r$ =	0.04 FT

ANALYSIS

Velocity pressure  
 $q_z = 0.00256 K_z K_{zt} K_d V^2 K_e = 19.78$  PSF

where:  
 $q_z$  = velocity pressure at height  $h$ . (Eq. 26.10-1 page 268)  
 $K_z$  = velocity pressure exposure coefficient = 1.01  
 evaluated at height above ground level,  $h$  (Tab. 26.10-1, page 268)  
 $K_d$  = wind directionality factor. (Tab. 26.6-1, page 266) = 0.85  
 $K_e$  = ground elevation factor, see (Tab. 26.9-1, page 268) = 1.00

Wind Force Low Rise Buildings (Sec. 30.4.2 & 29.4)

Max horizontal wind pressure =  $p = q_e GC_p = 21.75$  PSF  
 $GC_p$  = external pressure coefficients (Fig. 30.5-1, page 363) = 1.10  
 $A_g = B s$  = the gross area = 1.19 FT<sup>2</sup>

DESIGN SUMMARY

Allowable Stress Design Wind Factor = 0.6  
 Design Wind Pressure =  $0.6 \times p = 16.00$  PSF  
 Design Windforce,  $F = 16.00 \times A_g = 0.02$  KIPS

Sign Parameters:

Weight of cabinet, DL =	6 LBS
Vertical distance between anchors, $y =$	1.33 FT
$b$ (return) =	0.04 FT
Offset from wall =	0.00 FT
Min. no. of top or bott. anchors =	1 NO.

Anchor Design HILTI HIT-HY 200 ADHESIVE ANCHORING SYSTEM

Tension Req'd.	USE	ICC-ESR #3187	T =
T = 10	1/4" DIA., S.S. ANCHOR ROD x 2" MIN. EMBED.		T = 1011
Shear Req'd.			V = 1024
V = 3	50% Reduction of 3/8" Value for 1/4" Bolt		
Unity =	$(10 / 1011) + (3 / 1024) = 0.01$		< 1 (OK)

NOTE: SPECIAL INSPECTION REQUIRED FOR POST INSTALLED ANCHOR PER ICC-ESR#3187.

NOTES :

GENERAL :	STEEL :	WELDING :
<ul style="list-style-type: none"> <li>SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.</li> <li>PROVIDE ISOLATION OF DISSIMILAR MATERIALS.</li> <li>COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.</li> <li>THERE IS NO PROTECTION ZONE AS DEFINED IN AISC 341-16.</li> <li>PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.</li> <li>SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS</li> <li>ALL EXPOSED STEEL TO BE PRIMED &amp; PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.</li> </ul>	<ul style="list-style-type: none"> <li>DESIGN AND FABRICATION ACCORDING TO 2019 CBC</li> <li>PLATE, ANGLE, CHANNEL TEE: ASTM A36</li> <li>WIDE FLANGE: ASTM A992</li> <li>ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.</li> <li>HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.</li> <li>ALL ANCHORS BOLTS SHOULD BE: ASTM F1554</li> <li>ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307 OR ASTM A449</li> <li>ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM A276</li> <li>ALL BOLTS TO BE ZINC COATED: ASTM B633</li> <li>DEFORMED REINFORCING REBAR: ASTM A615 GRADE 60.</li> </ul>	<ul style="list-style-type: none"> <li>DESIGN AND FABRICATION ACCORDING TO AWS D1.1 / D1.3</li> <li>AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.</li> <li>E70 XX ELECTRODE FOR SMAW PROCESS.</li> <li>E70S XX ELECTRODE FOR GMAW PROCESS.</li> <li>ER7 XX ELECTRODE FOR GTAW PROCESS.</li> <li>E70T XX ELECTRODE FOR FCAW PROCESS.</li> <li>ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO 0° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.</li> </ul>
<p>ANCHORS :</p> <ul style="list-style-type: none"> <li>BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.</li> </ul>	<p>ALUMINUM :</p> <ul style="list-style-type: none"> <li>DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL</li> <li>PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM</li> <li>ALLOY 6061 - T6 WITH 0.098 LBS PER CUBIC INCH.</li> </ul>	<p>ALUMINUM</p> <ul style="list-style-type: none"> <li>DESIGN AND FABRICATION ACCORDING TO AWS D1.2. ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A.5.10. FILLER ALLOYS PER TABLES M.9.1 &amp; M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.</li> </ul>



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P.O. BOX 802050  
SANTA CLARITA, CA. 91380  
TEL. (861)259-0700 FAX. (661)259-0900

SHEET TITLE: **RINCON CENTER SIGN TYPE A1.1**

DRN BY:	R.G.	DATE LAST REVISED:	Dec 01, 2022	REV. NO.	REV. DATE	REVISED BY
CHK BY:	T.J.	PROJ. START DATE:	AUG. 11, 2021	1	---	---
REV BY:	T.J.	SCALE:	AS SHOWN	2	---	---
PLOTTED BY:	Michelle Grady	ON:	12/1/2022 3:59:15 PM	3	---	---

PROJECT JOB #: JTS\_152621\_Rincon Center\_Signage\_101 121 Spear Street\_San Francisco CA.dwg  
PROJECT LOCATION: RINCON CENTER  
101/121 SPEAR STREET  
SAN FRANCISCO, CA  
SHEET # 1 OF 1

**Sign Design Based On 2019 CBC**

Job # JTS\_152621  
 Project Rincon Center - Sign Type A1.2  
 Job Location 101/121 Spear Street  
 San Francisco, CA

**INPUT DATA** Consider Letter "N"

Exposure category (B, C or D)	=	C
Risk Category	=	II
Ultimate Design Windspeed	$V_{ULT}$ =	95 MPH
Topographic factor	$K_{zt}$ =	1 Flat
Height of the sign	h =	25.00 FT
Vertical dimension (for wall, s = h)	s =	1.25 FT
Average Horizontal dimension	B =	0.54 FT
Dimension of return corner	$L_r$ =	0.04 FT

**ANALYSIS**

**Velocity pressure**

$q_z = 0.00256 K_z K_{xt} K_d V^2 K_e$  = 18.46 PSF

where:

$q_z$  = velocity pressure at height h. (Eq. 26.10-1 page 268)

$K_z$  = velocity pressure exposure coefficient = 0.94

evaluated at height above gRnd. level, h (Tab. 26.10-1, page 268)

$K_d$  = wind directionality factor. (Tab. 26.6-1, page 266) = 0.85

$K_e$  = ground elevation factor, see (Tab. 26.9-1, page 268) = 1.00

**Wind Force Low Rise Buildings** (Sec. 30.4.2 & 29.4)

Max horizontal wind pressure =  $p = q_z GC_p$  = 20.31 PSF

$GC_p$  = external pressure coefficients (Fig. 30.5-1, page 363) = 1.10

$A_g = B s$  = the gross area = 0.68 FT<sup>2</sup>

**DESIGN SUMMARY**

Allowable Stress Design Wind Factor = 0.6

Design Wind Pressure =  $0.6 \times p$  = 16.00 PSF

Design Windforce, F =  $16.00 \times A_g$  = 0.01 KIPS

**Sign Parameters:**

Weight of cabinet, DL = 4 LBS

Vertical distance between anchors, y = 0.92 FT

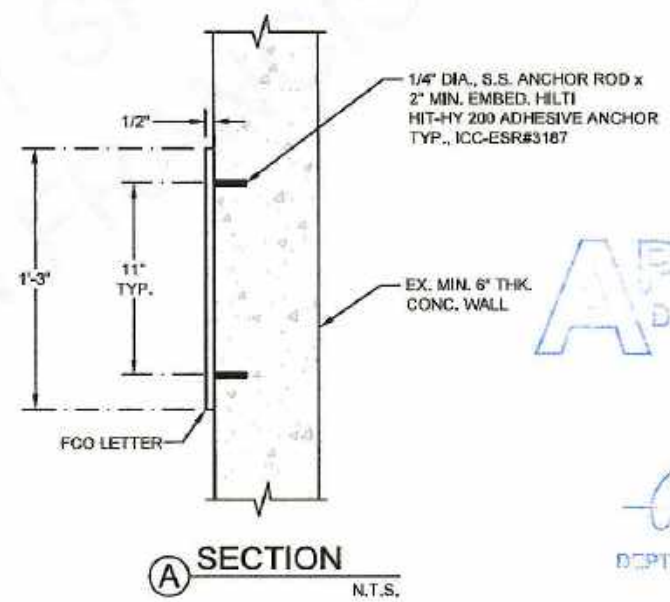
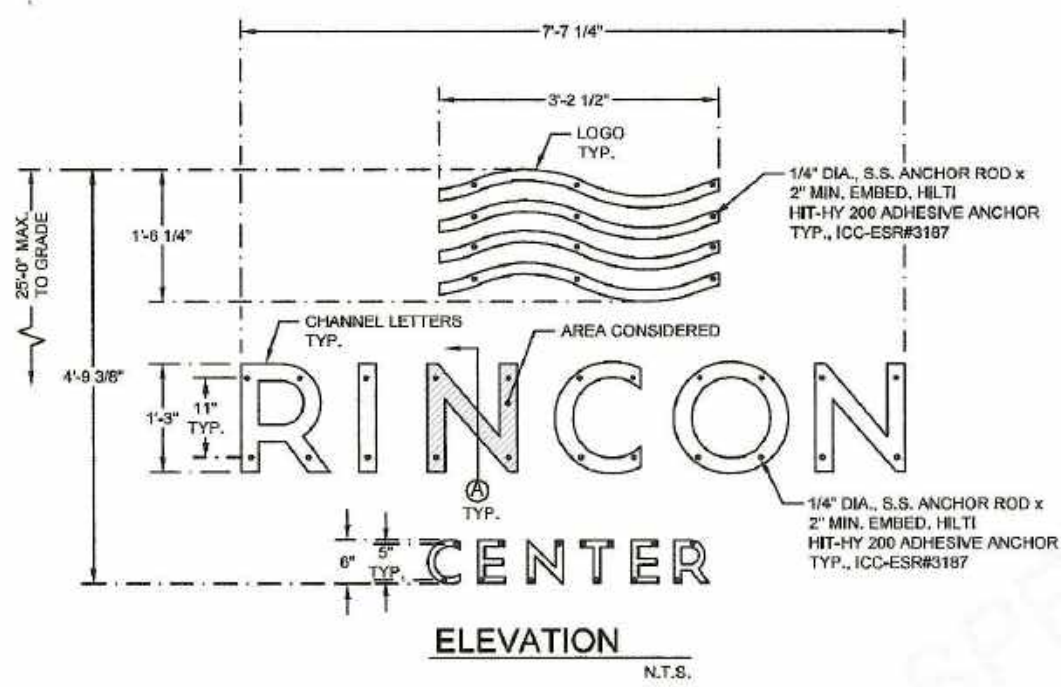
b (return) = 0.04 FT

Offset from wall = 0.00 FT

Min. no. of top or bott. anchors = 1 NO.

**Anchor Design** HILTI HIT-HY 200 ADHESIVE ANCHORING SYSTEM

Tension Req'd.	USE	ICC-ESR #3187	T = 1011
Shear Req'd.	1/4" DIA., S.S. ANCHOR ROD x 2" MIN. EMBED.		V = 1024
	50% Reduction of 3/8" Value for 1/4" Bolt		
Unity =	$(6 / 1011) + (2 / 1024) = 0.01 < 1 (OK)$		



James Lo, DBI  
 MAY 10 2023

**APPROVED**  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023  
 [Signature]  
 DEPT. OF BUILDING INSPECTION

Neil Tolentino, SFFD  
 APR 25 2023



NOTE: SPECIAL INSPECTION REQUIRED FOR POST INSTALLED ANCHOR PER ICC-ESR#3187.

**NOTES :**

<p><b>GENERAL :</b></p> <ul style="list-style-type: none"> <li>SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.</li> <li>PROVIDE ISOLATION OF DISSIMILAR MATERIALS.</li> <li>COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.</li> <li>THERE IS NO PROTECTION ZONE AS DEFINED IN AISC 341-16.</li> <li>PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.</li> <li>SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS</li> <li>ALL EXPOSED STEEL TO BE PRIMED &amp; PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.</li> </ul> <p><b>ANCHORS :</b></p> <ul style="list-style-type: none"> <li>BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.</li> </ul>	<p><b>STEEL :</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2019 CBC</p> <ul style="list-style-type: none"> <li>PLATE, ANGLE, CHANNEL TEE: ASTM A36</li> <li>WIDE FLANGE: ASTM A992</li> <li>ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.</li> <li>HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.</li> <li>ALL ANCHORS BOLTS SHOULD BE: ASTM F1554</li> <li>ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307 OR ASTM A449</li> <li>ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM A276</li> <li>ALL BOLTS TO BE ZINC COATED: ASTM B633</li> <li>DEFORMED REINFORCING REBAR: ASTM A615 GRADE 60.</li> </ul> <p><b>ALUMINUM :</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL</p> <p>PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM</p> <ul style="list-style-type: none"> <li>ALLOY 6061 - T6 WITH 0.098 LBS PER CUBIC INCH.</li> </ul>	<p><b>WELDING :</b></p> <p><b>STEEL</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.1 / D1.3</p> <ul style="list-style-type: none"> <li>AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.</li> <li>E70 XX ELECTRODE FOR SMAW PROCESS.</li> <li>E70S XX ELECTRODE FOR GMAW PROCESS.</li> <li>ER7 XX ELECTRODE FOR GTAW PROCESS.</li> <li>E70T XX ELECTRODE FOR FCAW PROCESS.</li> </ul> <p>ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO ° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.</p> <p><b>ALUMINUM</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.2. ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A.5.10. FILLER ALLOYS PER TABLES M.9.1 &amp; M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.</p>
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*m8at*

CLIENT  
 HUDSON PACIFIC

PROJECT  
  
 RINCON  
 CENTER  
 101 SPEAR STREET SUITE 220  
 SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
 02/26/21 - YY  
 04/09/21 - YY  
 04/28/21 - YY

FILE NAME / LOCATION  
 Hudson Pacific\Rincon Center -  
 LUX\Drawings\CSS\ 32855 Rincon Center  
 Secondary and Annex Id.cdr

ORDER NUMBER  
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SIGN TYPE  
**A1**

SHEET TITLE  
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James Lo, LJI

MAY 10 2023

**A1**

**1** PROPOSED SIGNAGE AT SPEAR  
 scale: NTS

**APPROVED**  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023

*Patrick O'Riordan*  
 PATRICK O'RIORDAN  
 INSPECTOR  
 DEPT. OF BUILDING INSPECTION

**Neil Tolentino, SFFD**  
 APR 25 2023

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 PER PLANS AND APPLICATION  
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 GRETEL GUNTHER

**2** EXISTING TO BE REPLACED  
 scale: NTS

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RINCON  
CENTER

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Neil Tolentino, SFFD

APR 25 2023

James Lo, DBI

MAY 10 2023

EXISTING UPLIGHTS

A2-1 C2

**1** PROPOSED SIGNAGE AT MISSION  
scale: NTS



**2** EXISTING TO BE REPLACED  
scale: NTS







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EXISTING UPLIGHTS

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 2464 De La Cruz Blvd., Santa Clara, CA 95050  
 www.corporatesigns.com  
 CONTRACTOR'S LIC# 765078  
 CLASS C45-ELECTRICAL SIGN CONTRACTOR

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SIGN TYPE  
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SHEET TITLE  
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PAGE NUMBER  
**8**

A2.2 C3

**1** PROPOSED SIGNAGE AT MISSION  
 scale: NTS

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 MAY 12 2023  
  
 PATRICIA JORDAN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION

APPROVED  
 PER PLANS AND APPLICATION  
 3/7/23 1/19/23  
 PLANNING DEPARTMENT  
 GRETEL GUNTHER

**2** EXISTING TO BE REPLACED  
 scale: NTS





**1** TOP VIEW  
scale: 1" = 1'-0"

4.175F

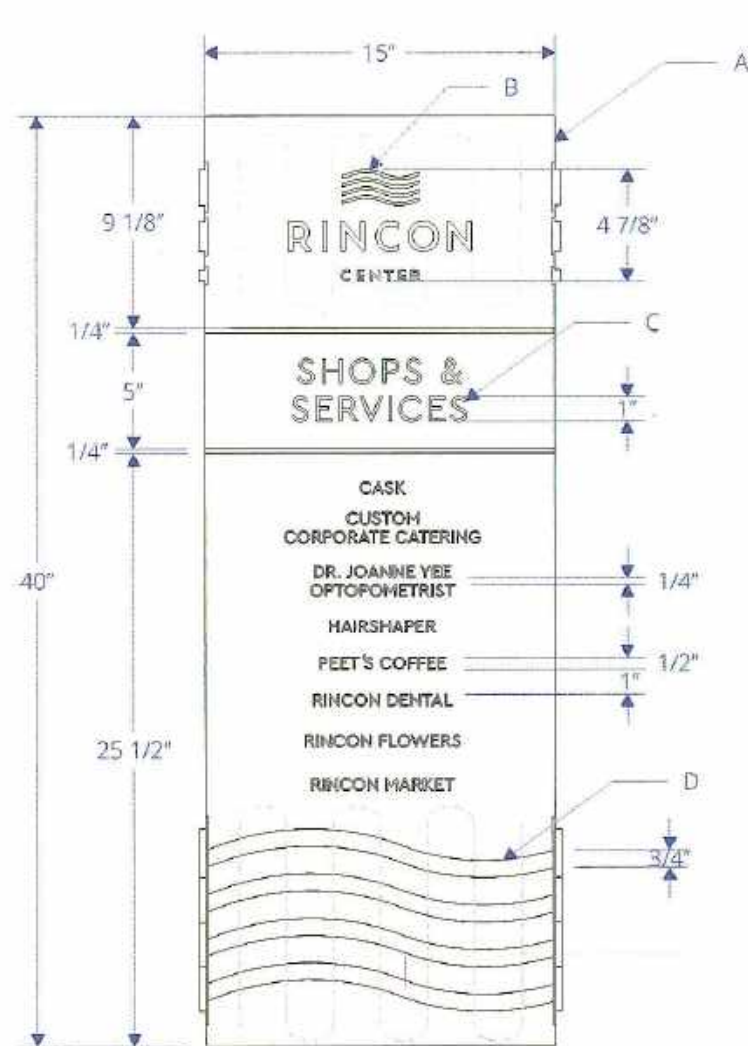


**2** FRONT VIEW  
scale: 1" = 1'-0"

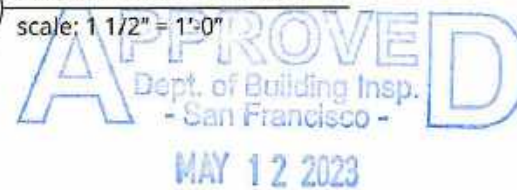
DESCRIPTION

QTY: 2

- A. 15" w x 40" h x 15" d fabricated aluminum cabinet, painted C3 gray
- B. 1/4" push through acrylic logo and internally illuminated, painted C1 white and C2 blue
- C. vinyl tenant name, color C1 white
- D. 1/4" push through aluminum wavy bar with internally illuminated and applied blue LEDs, painted C2 blue
- E. applied acrylic panel to the top panel, and internally illuminated with blue LEDs



**3** FRONT VIEW - DETAIL  
scale: 1 1/2" = 1'-0"

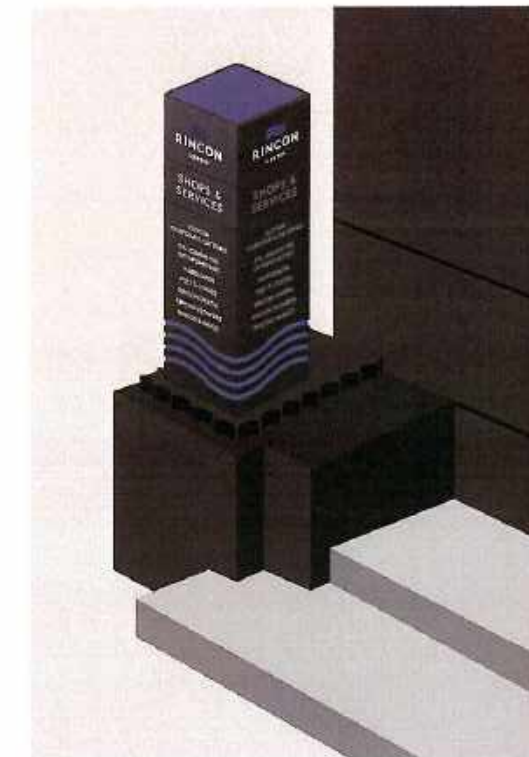


Neil Tolentino, SFFD

APR 25 2023



**4** SIDE VIEW  
scale: 1 1/2" = 1'-0"



**6** ISOMETRIC VIEW  
scale: NTS"

James Lo, DBI  
MAY 10 2023  
Marco Jacobo, DBI  
MAY 11 2023



**5** INSTALL ELEVATION  
scale: 1/2" = 1'-0"

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PAGE NUMBER

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Job # JTS\_152021\_R  
 Project Rincon Center - Sign Type B Monument  
 Job Location 101/121 Spear Street  
 San Francisco, CA

**INPUT DATA**

Exposure category (B, C or D)	=	C
Risk Category	=	B
Ultimate Design Windspeed	$V_{ult}$	= 85 MPH
Topographic factor	$K_z$	= 1 Flat
Height of the sign	$h$	= 6.00 FT
Average Vertical dimension (for wall $s = R$ )	$s$	= 2.24 FT
Horizontal dimension	$B$	= 1.25 FT
Dimension of return center	$L_r$	= 1.25 FT

**ANALYSIS**

Velocity pressure  
 $q_s = 0.00256 K_z K_d K_e V^2 K_x$   
 where:  
 $q_s$  = velocity pressure at height  $h$ . (Eq. 26.10-1, page 268)  
 $K_z$  = velocity pressure exposure coefficient = 0.85  
 evaluated at height above ground level,  $h$  (Tab. 26.10-1, page 268)  
 $K_d$  = wind directionality factor. (Tab. 26.6-1, page 266) = 0.85  
 $K_e$  = ground elevation factor. (Tab. 26.9-1, page 268) = 1.00

**Wind Force Case: Accrual force through geometric center**

Max horizontal wind pressure = $p = q_s G C_f$	=	29 PSF
where:		
$G$ = gust effect factor. (Sec. 26.11-1, page 269)	=	0.85
$C_f$ = flat roof coefficient. (Fig. 29.3-1, page 323)	=	1.79
$A_g = B \times s$ = the gross area	=	4.17 FT <sup>2</sup>
Estimated sign cabinet weight	=	29 LBS

**DESIGN SUMMARY**

Allowable Stress Design Wind Factor =	0.60
Design Wind Pressure =	$0.6 \times p = 16.00$ PSF
Design Windforce, $F =$	$16.00 \times A_g = 0.67$ KIPS
Moment Arm =	1.67 FT
Design Moment =	$F \times \text{Moment Arm} = 0.11$ KIP-FT

**Purlins Design**

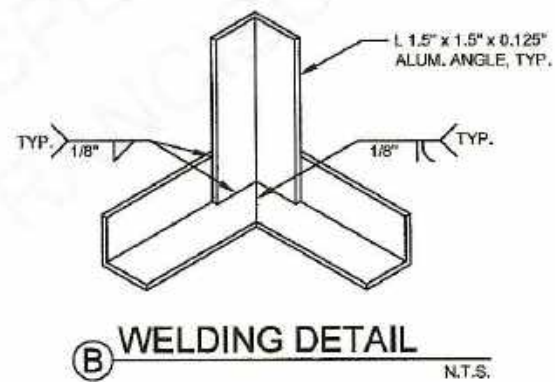
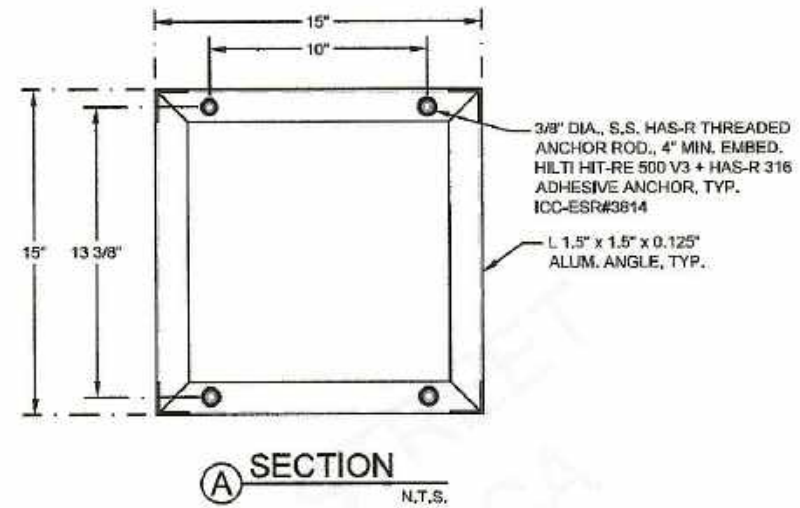
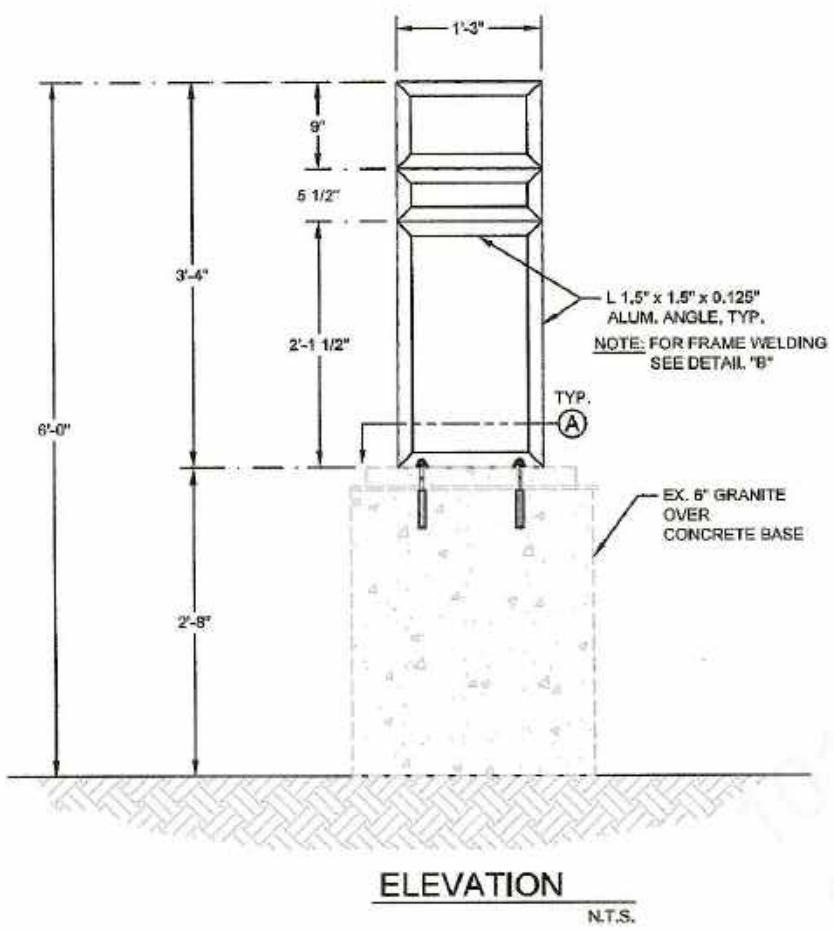
Moment req'd. = 0.33 kip-ft  
 ALUM. EQUAL LEG ANGLE  
 USE 6061-T6 IV

Section properties:	$L$	$1 \frac{1}{2} \times 1 \frac{1}{2}$	$1 \frac{1}{2} \times 1 \frac{1}{2}$	$1 \frac{1}{8}$
	$k_x, l_y$	0.075	$x, y$	0.411
Material properties:	$F_y$	15	$k_1 = 0.35$	$k_2 = 2.27$
Buckling Constants:	$B_x$	19.00	$D_b = 0.108$	$B_y = 26.40$
	$C_{w1}$	109	$C_{w2}$	123
Slenderness ratio:	$b / t$	11.00		
Limit state of local buckling: Leg tip in max. compression			$S_1 = 10.45$	$S_2 = 26.50$
Slenderness limits for welded 6061-T6:				0.7836 kip-in
For $S_1 < b/t < S_2$ , $M_x / I_x = [B_x - 4.00(b/t)] S_c / I_x$				
Limit state of local buckling: Leg in max. compression			$S_1 = 9.07$	$S_2 = 24.80$
Slenderness limits for welded 6061-T6:				1.5316 kip-in
For $S_1 < b/t < S_2$ , $M_x / I_x = [B_y - 5.00(b/t)] S_c / I_x$				
Therefore, governing $M_x / I_x =$			0.79 kip-in	> 0.33 kip-in (OK)

**Anchor Design (See attached HILTI Profile calcs)**  
 Loads per ACI 318-14

Unfactored Load	Unit	Factor	Factored Load
Deadload, D	LBS	0.9	23
Windload, F	LBS	1	104
Windload, M	IN-LB	1	2092

HILTI HIT-RE 500 V3 + HAS-R 316 ADHESIVE ANCHOR  
 USE ICC-ESR#3814  
 3/8" DIA. S.S. HAS-R THREADED ANCHOR ROD, 4" MIN. EMBED.



James Lo, DBI  
 MAY 10 2023

Neil Tolentino, SFFD  
 APR 25 2023

**APPROVED**  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023

*Patrick C. Riordan*  
 PATRICK C. RIORDAN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION



NOTE: SPECIAL INSPECTION REQUIRED FOR POST INSTALLED ANCHOR PER ICC-ESR#3814.

**NOTES:**

<p><b>GENERAL:</b></p> <ul style="list-style-type: none"> <li>SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.</li> <li>PROVIDE ISOLATION OF DISSIMILAR MATERIALS.</li> <li>COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.</li> <li>THERE IS NO PROTECTION ZONE AS DEFINED IN AISC 341-16.</li> <li>PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.</li> <li>SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS</li> <li>ALL EXPOSED STEEL TO BE PRIMED &amp; PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.</li> </ul> <p><b>ANCHORS:</b></p> <ul style="list-style-type: none"> <li>BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.</li> </ul>	<p><b>STEEL:</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2019 CBC</p> <ul style="list-style-type: none"> <li>PLATE, ANGLE, CHANNEL TEE: ASTM A36</li> <li>WIDE FLANGE: ASTM A992</li> <li>ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.</li> <li>HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.</li> <li>ALL ANCHORS BOLTS SHOULD BE: ASTM F1554</li> <li>ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307 OR ASTM A449</li> <li>ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM A276</li> <li>ALL BOLTS TO BE ZINC COATED: ASTM B633</li> <li>DEFORMED REINFORCING REBAR: ASTM A615 GRADE 60.</li> </ul> <p><b>ALUMINUM:</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL</p> <p>PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM</p> <ul style="list-style-type: none"> <li>ALLOY 6061 - T6 WITH 0.088 LBS PER CUBIC INCH.</li> </ul>	<p><b>WELDING:</b></p> <p><b>STEEL</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.1 / D1.3</p> <ul style="list-style-type: none"> <li>AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.</li> <li>E70 XX ELECTRODE FOR SMAW PROCESS.</li> <li>E70S XX ELECTRODE FOR GMAW PROCESS.</li> <li>ER7 XX ELECTRODE FOR GTAW PROCESS.</li> <li>E70T XX ELECTRODE FOR FCAW PROCESS.</li> </ul> <p>ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO ° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.</p> <p><b>ALUMINUM</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.2. ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A.5.10. FILLER ALLOYS PER TABLES M.9.1 &amp; M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.</p>
--	--	--



**2** EXISTING TO BE REPLACED  
scale: NTS

**1** PROPOSED SIGNAGE  
scale: NTS

James Lo, DBI

MAY 10 2023

APPROVED  
PER PLANS AND APPLICATION  
SFA 1/19/23  
PLANNING DEPARTMENT

GRETCH GUNTHER

Neil Tolentino, SFFD

APR 25 2023

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MAY 25 2021  
DEPT. OF BUILDING INSPECTION  
THIS PLAN MEETS THE QUALITY  
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ACCEPTED

*M. Glantz*

CLIENT  
HUDSON PACIFIC

PROJECT  
  
RINCON  
CENTER

101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
02/26/21 - YY  
04/09/21 - YY  
04/28/21 - YY

FILE NAME / LOCATION  
Hudson Pacific/Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex Id.cdr

ORDER NUMBER  
**32855**

SIGN TYPE  
**B**

SHEET TITLE  
ANNEX ID

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**10**



**1** FRONT VIEW  
scale: 1" = 1'-0"



**C1**

**3** FRONT VIEW - DETAIL  
scale: 1" = 1'-0"

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Dept. of Building Insp.  
- San Francisco -

MAY 12 2023

*Patrick O'Riordan*  
PATRICK O'RIRDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION  
QTY: 3

**DESCRIPTION**

- A. 1/2" fco aluminum address number and lettering, painted C2 blue and C3 gray
- B. attached flush to wall with stud mounting

*Neil Tolentino, SFFD*  
APR 25 2023

**APPROVED**  
PER PLANS AND APPLICATION  
972 1/17/23  
PLANNING DEPARTMENT  
*GRETEL GUNTHER*



**C2 C3**

**5** ISOMETRIC VIEW  
scale: NTS

James Lo, DBI

MAY 10 2023



**2** SIDE VIEW  
scale: 1" = 1'-0"



**0 corporate**  
SIGN SYSTEMS

408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
www.corporatesigns.com  
CONTRACTORS LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

*M. S. Lo*

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HUDSON PACIFIC

PROJECT

**RINCON**  
CENTER

101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

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Secondary and Annex Id.cdr

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**32855**

SIGN TYPE

**C**

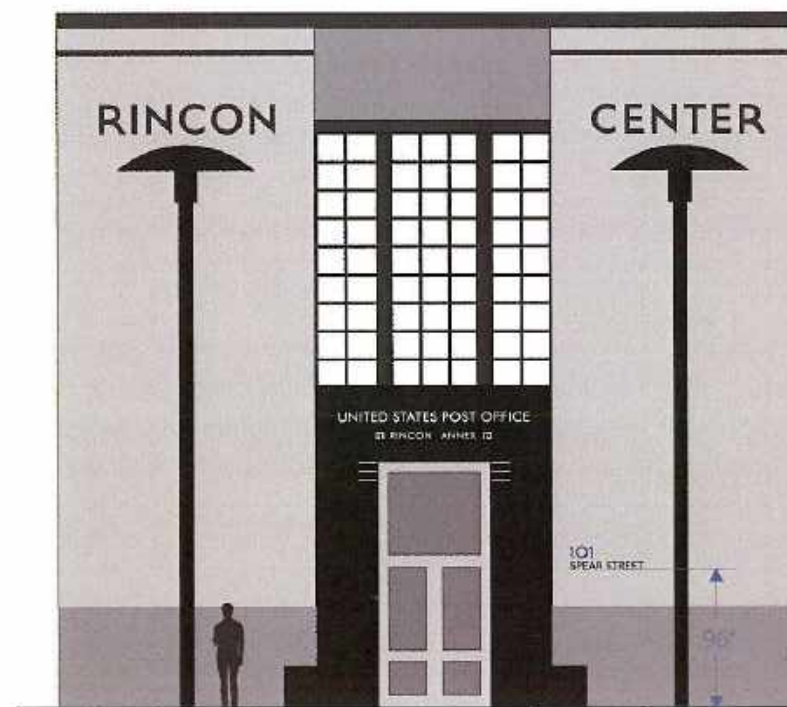
SHEET TITLE

PROPERTY ADDRESS ID

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PAGE NUMBER

**11**



**4** ELEVATION  
scale: 3/32" = 1'-0"

Job # JTS\_152621  
 Project Rincon Center - Sign Type A2.1  
 Job Location 101/121 Spear Street  
 San Francisco, CA

**INPUT DATA** Consider Number "9"

Exposure category (B, C or D)	=	C
Risk Category	=	II
Ultimate Design Windspeed	$V_{ULT}$	= 95 MPH
Topographic factor	$K_{zt}$	= 1 Flat
Height of the sign	$h$	= 9.33 FT
Vertical dimension (for wall, $s = h$ )	$s$	= 0.67 FT
Average Horizontal dimension	$B$	= 0.22 FT
Dimension of return corner	$L_c$	= 0.04 FT

**ANALYSIS**

**Velocity pressure**  
 $q_z = 0.00256 K_z K_d K_e V^2 K_g$  = 16.69 PSF

where:  
 $q_z$  = velocity pressure at height  $h$  (Eq. 26.10-1 page 268)  
 $K_z$  = velocity pressure exposure coefficient = 0.85  
 evaluated at height above ground level,  $h$  (Tab. 26.10-1, page 268)  
 $K_d$  = wind directionality factor (Tab. 26.6-1, page 266) = 0.85  
 $K_e$  = ground elevation factor, see (Tab. 26.9-1, page 268) = 1.00

**Wind Force Low Rise Buildings** (Sec. 30.4.2 & 29.4)

Max horizontal wind pressure =  $p = q_c GC_p$  = 18.36 PSF  
 $GC_p$  = external pressure coefficients (Fig. 30.5-1, page 303) = 1.10  
 $A_g = B s$  = the gross area = 0.15 FT<sup>2</sup>

**DESIGN SUMMARY**

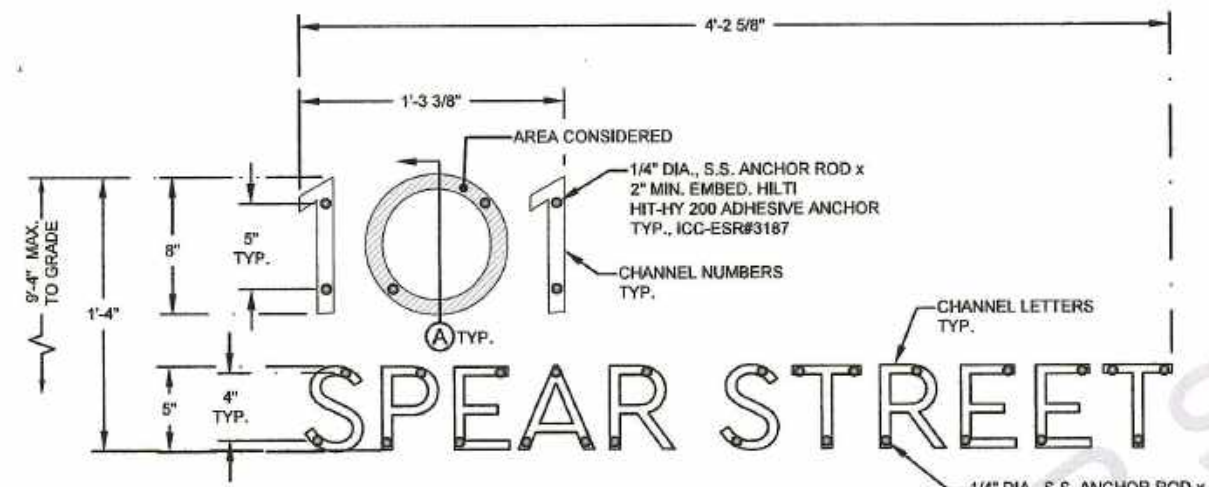
Allowable Stress Design Wind Factor = 0.6  
 Design Wind Pressure =  $0.6 \times p$  = 16.00 PSF  
 Design Windforce,  $F$  =  $16.00 \times A_g$  = 0.00 KIPS

**Sign Parameters:**

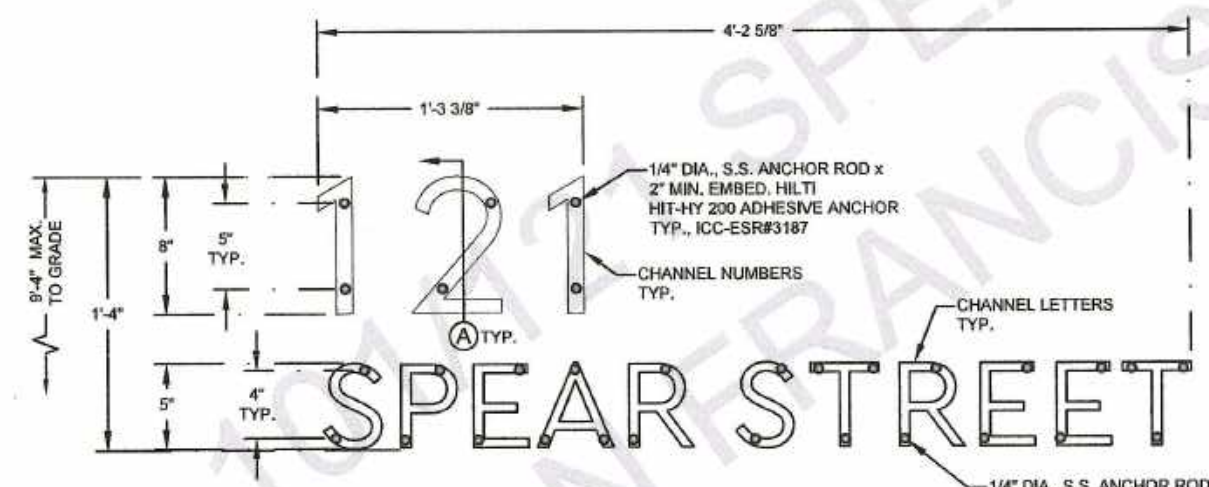
Weight of cabinet, DL = 2 LBS  
 Vertical distance between anchors,  $y$  = 0.42 FT  
 $b$  (return) = 0.04 FT  
 Offset from wall = 0.00 FT  
 Min. no. of top or bott. anchors = 1 NO.

**Anchor Design** HILTI HIT-HY 200 ADHESIVE ANCHORING SYSTEM

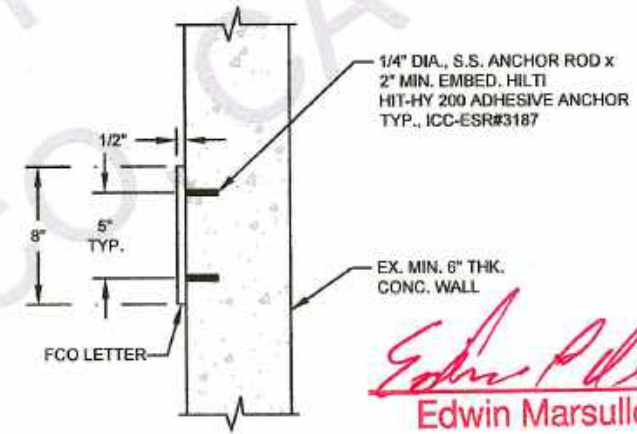
Tension Req'd.	USE	ICC-ESR #3187	T =
$T = 1$	1/4" DIA., S.S. ANCHOR ROD x		T = 1011
	2" MIN. EMBED.		
Shear Req'd.			V =
$V = 1$	50% Reduction of 3/8" Value for 1/4" Bolt		V = 1024
Unity =	$(1 / 1011) + (1 / 1024) = 0.00$		< 1 (OK)



ELEVATION N.T.S.



ELEVATION N.T.S.



SECTION A N.T.S.

*Edwin Marsullo, SFFB*  
 Edwin Marsullo, SFFB  
 MAY 11 2023

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 MAY 10 2023  
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 THIS PLAN MEETS THE QUALITY  
 STANDARD FOR DIGITIZING  
 ACCEPTED

**APPROVED**  
 Dept. of Building Insp.  
 - San Francisco -  
 MAY 12 2023

*Patrick O'Riordan*  
 PATRICK O'RIORDAN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION



NOTE: SPECIAL INSPECTION REQUIRED FOR POST INSTALLED ANCHOR PER ICC-ESR#3187.

**NOTES :**

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www.yjinc.com  
 P.O. BOX 802050  
 SANTA CLARITA, CA. 91380  
 TEL. (661)259-0700 FAX. (661)259-0900

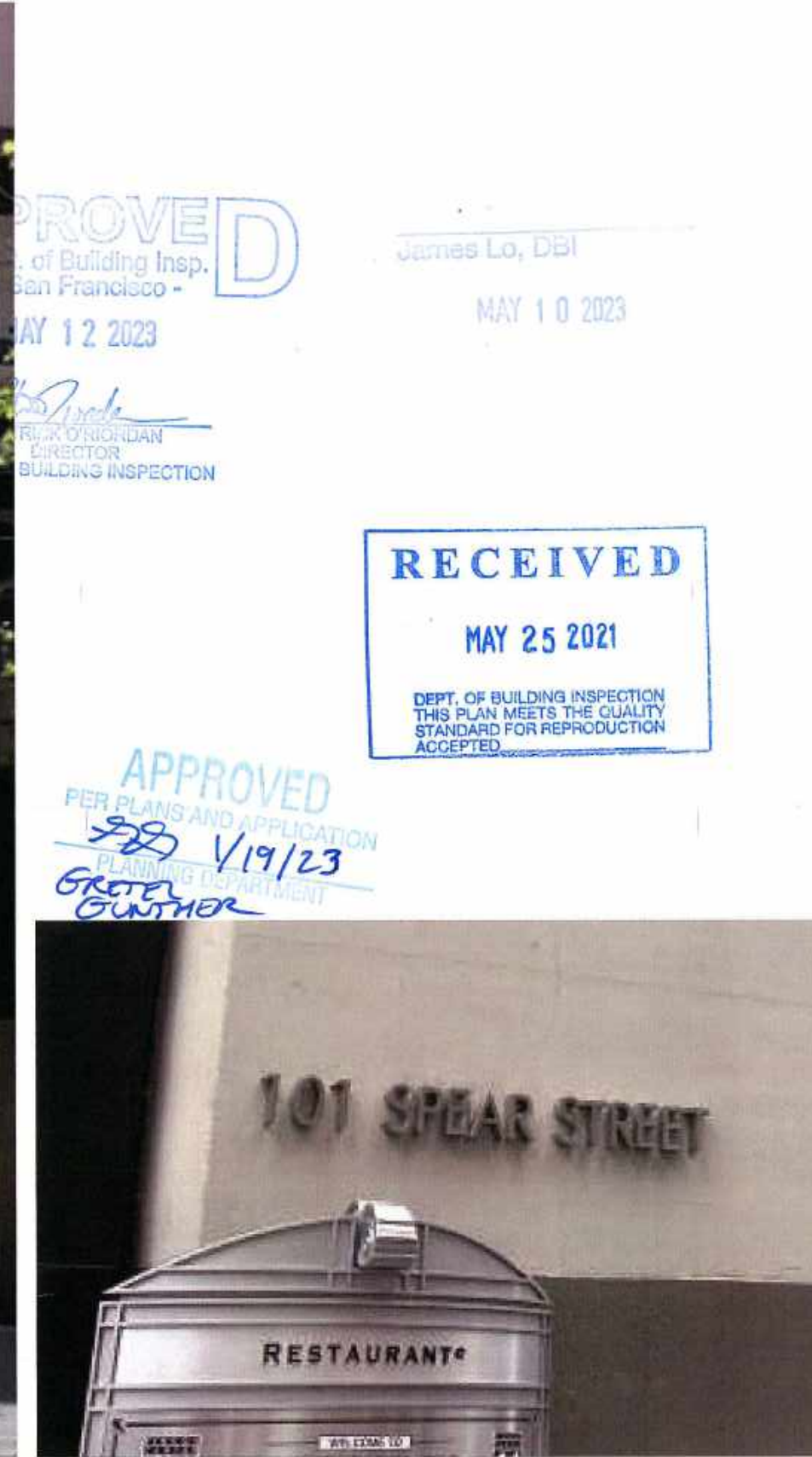
SHEET TITLE: **RINCON CENTER SIGN TYPE A2.1**

DRN BY: R.G.	DATE LAST REVISED: May 02, 2023	REV. NO. 1	REV. DATE	REVISED BY
CHK BY: T.J.	PROJ. START DATE: AUG. 11, 2021	2		
REV BY: T.J.	SCALE: AS SHOWN	3		
PLOTTED BY: Michelle Grady CN 5/2/2023 2:44:49 PM				

PROJECT JOB #: JTS\_152621\_Rincon Center\_Signage\_101 121 Spear Street\_San Francisco CA.dwg  
 PROJECT LOCATION: RINCON CENTER  
 101/121 SPEAR STREET  
 SAN FRANCISCO, CA  
 SHEET # 1 OF 1



**1** PROPOSED SIGNAGE  
scale: NTS C1



**2** EXISTING TO BE REPLACED  
scale: NTS

**Neil Tolentino, SFFD**  
APR 25 2023

408.292.1600  
2464 De La Cruz Blvd., Santa Clara, CA 95050  
www.corporatesigns.com  
CONTRACTOR'S LIC# 765078  
CLASS C45-ELECTRICAL SIGN CONTRACTOR

*MSLW*

CLIENT  
HUDSON PACIFIC

PROJECT  
  
RINCON  
CENTER

101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
02/26/21 - YY  
04/09/21 - YY  
04/28/21 - YY

FILE NAME / LOCATION  
Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex Id.cdr

ORDER NUMBER  
**32855**

SIGN TYPE  
C

SHEET TITLE  
ELEVATION

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PAGE NUMBER  
**12**

ALL OTHER SIGNAGE ON PLAN (MARKED IN GRAY) IS CAPTURED UNDER SEPARATE PERMIT

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signage is under separate permit

- A1** secondary id @ spear qty 1 set
- A2** secondary id @ mission qty 4
- B** annex id qty 2
- C** property address id qty 3

**corporate**  
SIGN SYSTEMS  
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LUX\Drawings\CSS\ 32855 Rincon Center  
Secondary and Annex id.cdr

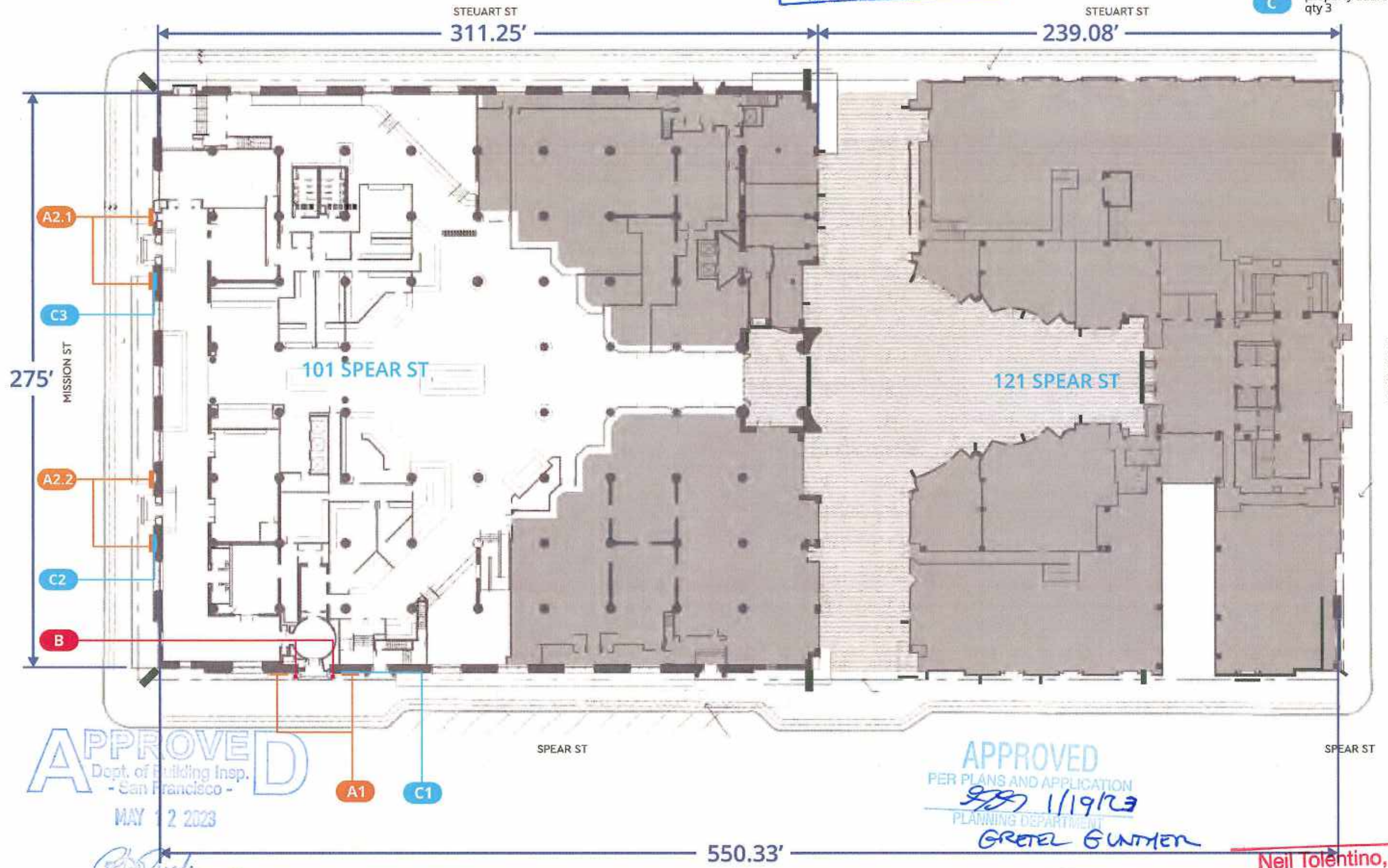
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**32855**

SIGN TYPE  
[Gray Box]

SHEET TITLE  
LOCATION PLAN

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PAGE NUMBER  
**13**



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MAY 12 2023

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DIRECTOR  
DEPT. OF BUILDING INSPECTION

**APPROVED**  
PER PLANS AND APPLICATION  
*9/19/23*  
PLANNING DEPARTMENT  
*Gretel Gunther*

James Lo, DBI

**Neil Tolentino, SFFD**  
APR 25 2023

MAY 10 2023



*M. J. [Signature]*

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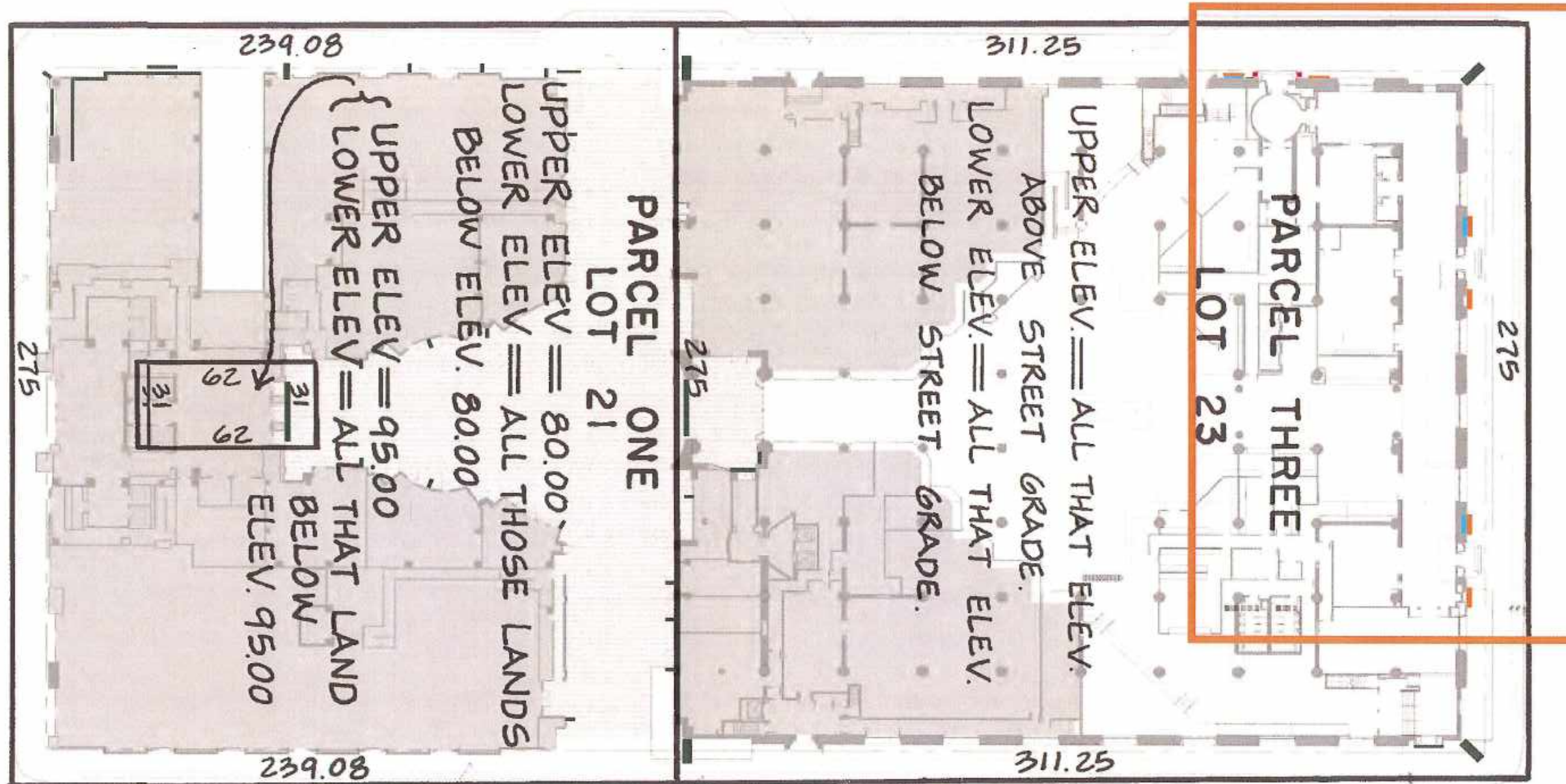
SIGN TYPE  
[Redacted]

SHEET TITLE  
PARCEL MAP

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PAGE NUMBER  
**14**

SPEAR ST



MISSION ST

HOWARD ST

STEUART ST

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MAY 12 2023

*[Signature]*  
PATRICK O'NEILL  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

James Lo, DBI

MAY 10 2023

Neil Tolentino, SFFD

APR 25 2023

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*M&A*

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PROJECT  
  
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SHEET TITLE  
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PAGE NUMBER  
**15**

SPEAR ST

311.25

UPPER ELEV. == ALL THAT ELEV.  
 ABOVE STREET GRADE.  
 LOWER ELEV. == ALL THAT ELEV.  
 BELOW STREET GRADE.

PARCEL THREE  
 LOT 23

275

MISSION ST

275

HOWARD ST

311.25

STUART ST

**APPROVED**  
 Dept. of Building Insp.  
 - San Francisco -

MAY 12 2023

*Patrick Jordan*  
 PATRICK JORDAN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION

James Lo, DBI

MAY 10 2023

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SIGN TYPE  
[Redacted]

SHEET TITLE  
PARCEL MAP

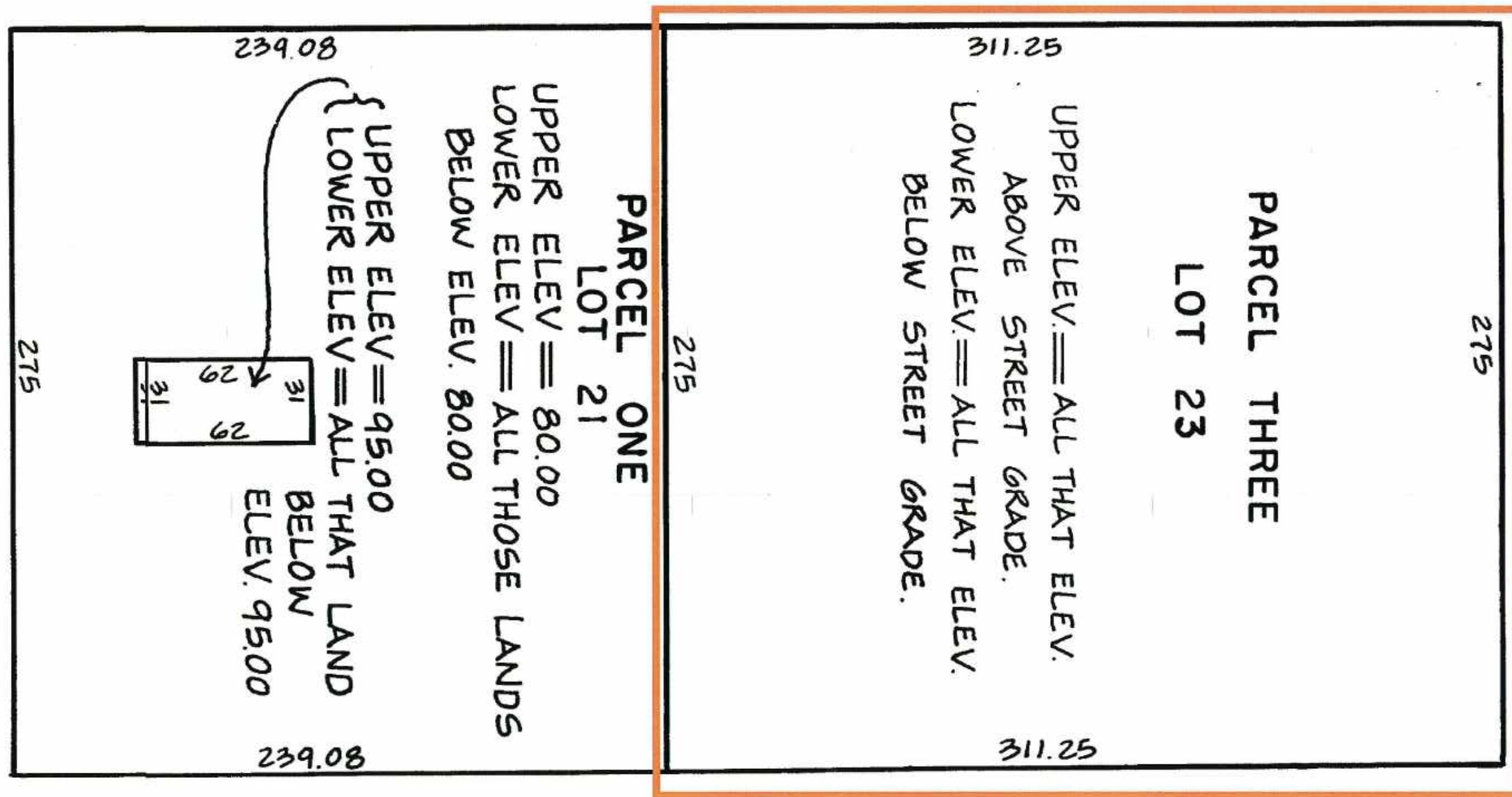
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PAGE NUMBER  
**16**

SPEAR ST

STEUART ST

HOWARD ST



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Dept. of Building Insp.  
- San Francisco -

MAY 12 2023

*[Signature]*  
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DIRECTOR  
DEPT. OF BUILDING INSPECTION

James Lo, DBI

MAY 10 2023

Neil Tolentino, SFFD  
APR 25 2023

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# Sign Lighting

NRCC-LTS-E (Created 11/19)



CERTIFICATE OF COMPLIANCE		NRCC-LTS-E
<i>This document is used to demonstrate compliance with requirements in <a href="#">§110.9</a>, <a href="#">§110.12</a>, <a href="#">§130.0</a>, <a href="#">§130.3</a>, <a href="#">§140.8</a>, and <a href="#">§141.0(b)2M</a> for sign lighting scopes using the prescriptive path. Exit signs and traffic signs are not required to comply with prescriptive requirements per exceptions to <a href="#">§140.8</a> and do not need to complete this compliance document.</i>		
Project Name: Rincon Center	Report Page:	Page 1 of 4
Project Address: 121 Spear St. San Francisco	Date Prepared:	7.1.21

## A. GENERAL INFORMATION

01	Project Location (city)	San Francisco
02	Climate Zone	
03	<input type="checkbox"/> Building is a healthcare facility	

APPROVED

Director of Building Insp.  
San Francisco -  
MAY 12 2023

J. JORDAN  
DIRECTOR  
BUILDING INSPECTION

## B. PROJECT SCOPE

*Table Instructions: Include any illuminated signs that are within the scope of the permit application and are demonstrating compliance using the prescriptive path outlined in [§140.8](#) or [§141.0\(b\)2M](#) for alterations. Exit signs and traffic signs are not required to comply with prescriptive requirements per exceptions to [§140.8](#) and do not need to complete this compliance document. WARNING: Changing the Compliance Method in this table will result in the deletion of data previously input. If you need to change the compliance method, please open a new form or use "Save As".*

01	02	03	04	05
Name or Item Tag	Complete Sign Description	Sign Status <sup>1</sup>	Sign Type	Compliance Method <sup>2</sup>
A4	Edge lit letters	New	Outdoor	ENERGY VERIFIED Label
B	Internally lit cabinet	New	Outdoor	ENERGY VERIFIED Label
D	Corner Blade	New	Outdoor	ENERGY VERIFIED Label
F	Tenant Blade Sign	New	Outdoor	ENERGY VERIFIED Label

A4  
B  
D  
F

Marco Jacobo, DBI  
MAY 11 2023

<sup>1</sup>FOOTNOTE: Sign alterations that increase the connected lighting load, replace and rewire more than 50% of the ballasts, or relocate the sign to a different location must comply with [§140.8](#). See [§141.0\(b\)2M](#) for more details.

<sup>2</sup>The ENERGY VERIFIED Label compliance method is only applicable if the sign has a permanent, factory-installed, ENERGY VERIFIED label certified by UL or comparable, confirming the sign complies with [§140.8](#). Note that using an ENERGY VERIFIED label is an optional compliance path, not a mandatory requirement. See the tool tips for this table for more details.

## C. COMPLIANCE RESULTS

*Table Instructions: If any cell on this table says "DOES NOT COMPLY" or "COMPLIES with Exceptional Conditions" refer to Table D. for guidance.*

01	02	03	≥	04	OR	05	OR	06	07
Name or Item Tag	Complete Sign Description	Total Allowed (Watts)		Total Designed (Watts)		Compliant Light Sources		ENERGY VERIFIED Label	Compliance Results
(See Table B)	(See Table B)	(See Table F)		(See Table F)		(See Table G)		(See Table H)	
A4	Edge lit letters		≥		OR		OR	YES	COMPLIES
Controls Compliance (See Table F/G/H for Details)									DOES NOT COMPLY

Neil Tolentino, SFFD  
APR 25 2023

Table Continued

**Sign Lighting**

NRCC-LTS-E (Created 11/19)



CERTIFICATE OF COMPLIANCE		NRCC-LTS-E	
Project Name: Rincon Center	Report Page:	Page 2 of 4	
Project Address: 121 Spear St. San Francisco	Date Prepared:	7.1.21	

Table Continued									
B	Internally lit cabinet		≥		OR		OR	YES	COMPLIES
Controls Compliance (See Table F/G/H for Details)								COMPLIES	
D	Corner Blade		≥		OR		OR	YES	COMPLIES
Controls Compliance (See Table F/G/H for Details)								COMPLIES	
F	Tenant Blade Sign		≥		OR		OR	YES	COMPLIES
Controls Compliance (See Table F/G/H for Details)								DOES NOT COMPLY	

**D. EXCEPTIONAL CONDITIONS** ?  
 This table is auto-filled with uneditable comments because of selections made or data entered in tables throughout the form.  
 No exceptional conditions apply to this project.

**E. ADDITIONAL REMARKS** ?  
 This table includes remarks made by the permit applicant to the Authority Having Jurisdiction.



**F. MAXIMUM ALLOWED LIGHTING POWER AND CONTROLS** ?  
 This Section Does Not Apply

MAY 12 2023



**G. LIGHT SOURCES AND CONTROLS** ?  
 This Section Does Not Apply

**H. ENERGY VERIFIED LABELED SIGNS AND CONTROLS** ?

Table Instructions: Complete this table to demonstrate compliance with mandatory controls requirements from §130.3 for illuminated signs using the ENERGY VERIFIED label compliance method per §140.8(b) as indicated on Table B of this compliance document. Complete this table only if sign has a permanent, pre-printed, factory installed, ENERGY VERIFIED label confirming that the sign complies with the Section 140.8 of the California 2019 Title 24, Part 6 Standards.

01 Name or Item Tag	02 Complete Sign Description	03 Mandatory Controls			04 Field Inspector	
		Shut-Off	Dimming	Demand Response <sup>1</sup>	Pass	Fail
B	Internally lit cabinet	Auto Timer + Photocontrol	Pwr. reduced 65%+	NA	<input type="checkbox"/>	<input type="checkbox"/>

Table Continued

Marco Jacobo, DBI  
 MAY 11 2023

Neil Tolentino, SFFD  
 APR 25 2023

**Sign Lighting**

NRCC-LTS-E (Created 11/19)

**CERTIFICATE OF COMPLIANCE**

NRCC-LTS-E

Project Name: Rincon Center

Report Page:

Page 3 of 4

Project Address: 121 Spear St. San Francisco

Date Prepared:

7.1.21

01	02	03			04	
Name or Item Tag	Complete Sign Description	Mandatory Controls			Field Inspector	
		Shut-Off	Dimming	Demand Response <sup>1</sup>	Pass	Fail
D	Corner Blade	Auto Timer + Photocontrol	Pwr. reduced 65%+	NA	<input type="checkbox"/>	<input type="checkbox"/>
F	Tenant Blade Sign				<input type="checkbox"/>	<input type="checkbox"/>

\*NOTE: Selections with a \* require a note in the space below explaining how compliance is achieved.

EX: Sign within tunnel illuminated day & night; EXCEPTION to [§130.3\(a\)2A](#).

<sup>1</sup>FOOTNOTE: Demand response controls are only required for an Electronic Message Center having a new connected lighting power load greater than 15 kW per [§110.12\(d\)](#).

**I. DECLARATION OF REQUIRED CERTIFICATES OF INSTALLATION**

Table Instructions: Selections have been made based on information provided in previous tables of this document. If any selection needs to be changed, please explain why in Table E. Additional Remarks. These documents must be provided to the building inspector during construction and can be found online at [https://www.energy.ca.gov/title24/2019standards/2019\\_compliance\\_documents/Nonresidential\\_Documents/NRCI/](https://www.energy.ca.gov/title24/2019standards/2019_compliance_documents/Nonresidential_Documents/NRCI/)

YES	NO	Form/Title	Field Inspector	
			Pass	Fail
<input checked="" type="radio"/>	<input type="radio"/>	NRCI-LTS-01-E - Must be submitted for all buildings.	<input type="checkbox"/>	<input type="checkbox"/>

Marco Jacobo, DBI

MAY 11 2023

**J. DECLARATION OF REQUIRED CERTIFICATES OF ACCEPTANCE**

There are no Certificates of Acceptance applicable to sign lighting requirements.

**APPROVED**  
Dept. of Building Insp.  
- San Francisco -

MAY 12 2023

PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

Neil Tolentino, SFFD

APR 25 2023

**Sign Lighting**

NRCC-LTS-E (Created 11/19)

CALIFORNIA ENERGY COMMISSION

**CERTIFICATE OF COMPLIANCE**

NRCC-LTS-E

Project Name: Rincon Center

Report Page:

Page 4 of 4

Project Address: 121 Spear St. San Francisco

Date Prepared:

7.1.21

**DOCUMENTATION AUTHOR'S DECLARATION STATEMENT**

I certify that this Certificate of Compliance documentation is accurate and complete

Documentation Author Name:	Dustin Passalalpi	Documentation Author Signature:	Dustin Passalalpi
Company:	Corporate Sign Syatems	Signature Date:	10/06/20
Address:	2464 De La Cruz, Blvd.	CEA/ HERS Certification Identification (if applicable):	
City/State/Zip:	Santa Clara, CA. 95050	Phone:	408 - 292 - 1600

**RESPONSIBLE PERSON'S DECLARATION STATEMENT**

I certify the following under penalty of perjury, under the laws of the State of California:

1. The information provided on this Certificate of Compliance is true and correct.
2. I am eligible under Division 3 of the Business and Professions Code to accept responsibility for the building design or system design identified on this Certificate of Compliance (responsible designer)
3. The energy features and performance specifications, materials, components, and manufactured devices for the building design or system design identified on this Certificate of Compliance conform to the requirements of Title 24, Part 1 and Part 6 of the California Code of Regulations.
4. The building design features or system design features identified on this Certificate of Compliance are consistent with the information provided on other applicable compliance documents, worksheets, calculations, plans and specifications submitted to the enforcement agency for approval with this building permit application.
5. I will ensure that a completed signed copy of this Certificate of Compliance shall be made available with the building permit(s) issued for the building, and made available to the enforcement agency for all applicable inspections. I understand that a completed signed copy of this Certificate of Compliance is required to be included with the documentation the builder provides to the building owner at occupancy.

Responsible Designer Name:	Dustin Passalalpi	Responsible Designer Signature:	Dustin Passalalpi
Company :	Corporate Sign Systems	Date Signed:	7.1.21
Address:	2464 De La Cruz Blvd.	License:	765078 C45
City/State/Zip:	Santa Clara, CA. 95050	Phone:	408 - 292 - 1600

Marco Jacobo, DBI  
MAY 11 2023

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Dept. of Building Insp.  
- San Francisco -  
MAY 12 2023

PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

Neil Tolentino, SFFD  
APR 25 2023



**TITLE-24 NON-RESIDENTIAL ENERGY INSPECTION  
(ELECTRICAL/LIGHTING)**

A COPY OF THIS DOCUMENT SHALL BE KEPT WITH THE APPROVED DRAWING SET

JOB ADDRESS 201 0525 1017 APPLICATION NO. 101 Spear St ADDENDUM NO. \_\_\_\_\_  
ENGINEER/ARCHITECT NAME dustin passalalpi PHONE NO. 408 - 292 - 1600 ext 321

Ensuring the completion of installation documentation as well as the required acceptance/verification testing is the direct responsibility of the undersigned. Installation documentation must be completed by the contractor performing the installation. Acceptance testing must be performed by an individual licensed to perform the specific testing needed. Verification testing must be completed by a certified HERS rater.

In accordance with the requirements of the 2019 California Energy Code, the following documentation is required for the electrical and lighting elements in this project:

- |  |   |
|--|---|
| <p><b>1. Installation</b></p> <p><i>Indoor Lighting</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCI-LTI-01-E Indoor Lighting (IE6)</li> <li><input type="checkbox"/> NRCI-LTI-02-E Energy Management Control System (EMCS) or Lighting Control System (IE7)</li> <li><input type="checkbox"/> NRCI-LTI-03-E Track Lighting Integral Current Limiter or Supplementary Overcurrent Protection Panel (IE8)</li> <li><input type="checkbox"/> NRCI-LTI-04-E Two Interlocked Lighting Systems (IE9)</li> <li><input type="checkbox"/> NRCI-LTI-05-E Power Adjustment Factors (IE10)</li> <li><input type="checkbox"/> NRCI-LTI-06-E Additional Videoconference Studio Lighting (IE11)</li> </ul> <p><i>Outdoor Lighting</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCI-LTO-01-E Outdoor Lighting (IE12)</li> <li><input type="checkbox"/> NRCI-LTO-02-E Energy Management Control System (EMCS) or Lighting Control System (IE13)</li> </ul> <p><i>Sign Lighting</i></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> NRCI-LTS-01-E Sign Lighting (IE14)</li> </ul> <p><i>Electrical</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCI-ELC-01-E Electrical Power Distribution (IE15)</li> </ul> <p><i>Solar</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCI-SPV-01-E Solar Photovoltaic System (IE16)</li> </ul> | <p><b>2. Acceptance</b></p> <p><i>Indoor Lighting</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCA-LTI-02-A Lighting Controls (AE1)</li> <li><input type="checkbox"/> NRCA-LTI-03-A Automatic Daylighting Controls (AE2)</li> <li><input type="checkbox"/> NRCA-LTI-04-A Demand Responsive Lighting Controls (AE3)</li> <li><input type="checkbox"/> NRCA-LTI-05-A Institutional Tuning PAF (AE5)</li> </ul> <p><i>Outdoor Lighting</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> NRCA-LTO-02-A Outdoor Motion Sensor and Lighting Shut-Off Controls (AE4)</li> </ul> |
|--|---|

Required information:  
Prepared by: Dustin Passalalpi Date: 7.2.21  
Engineer/Architect of Record Signature

Fax: \_\_\_\_\_ Email: dustin@luxcreate.com

Review by: \_\_\_\_\_ Phone: (628) 652 -  
DBI Engineer or Plan Checker

APPROVAL (Based on submitted reports)  
DATE \_\_\_\_\_ DBI Electrical Inspector or Energy Inspection Services Staff

QUESTIONS ABOUT TITLE-24 ENERGY INSPECTION SHOULD BE DIRECTED TO: Energy Inspection Services (628) 652-3407; or, [dbi.energyinspections@sfgov.org](mailto:dbi.energyinspections@sfgov.org)

**NOTICE**

Attachment NRE

**TITLE-24 NON-RESIDENTIAL ENERGY INSPECTION REQUIREMENTS  
(ELECTRICAL/LIGHTING)**

Please note that Certificates of Installation and/or Acceptance and/or Verification are required for this project, as indicated on this form issued with this permit. Ensuring the accurate completion of this documentation is the direct responsibility of the engineer/architect of record. This documentation is required *in addition to* the called inspections performed by the Department of Building Inspection.

For questions regarding the details or extent of required documentation or testing, and if there are any field problems regarding documentation or testing, please call your District Building Inspector or (628) 652-3400.

Before final building inspection is scheduled, documentation of energy compliance "Certificate of Installation, Acceptance, and Verification" must be completed and signed by the responsible person in charge. *The permit will not be finalized without compliance with the energy inspection requirements.*

**Energy Inspection Services Contact Information**

1. Telephone: (628) 652-3407
2. Email: [dbi.energyinspections@sfgov.org](mailto:dbi.energyinspections@sfgov.org)
3. In person: 4<sup>th</sup> floor at 49 South Van Ness Ave.

Note: We are moving towards a 'paperless' mode of operation. All special inspection submittals, including final letters, may be emailed (preferred) or faxed. We will also be shifting to a paperless fax receipt mode.

Installation, Acceptance, and Verification certificates can be found on the California Energy Commission website at <https://www.energy.ca.gov/programs-and-topics/programs/building-energy-efficiency-standards/2019-building-energy-efficiency>

Information Sheet M-06 provides submittal instructions for the Title-24 installation, verification, and acceptance energy certificates. M-06 may be found on the SFDBI website at <http://sfdbi.org/information-sheets>



Patrick O'Riordan  
PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

Marco Jacobo, DBI  
MAY 11 2023





2019 CALIFORNIA CODE WILL APPLY TO THIS PROJECT

PROJECT DATA INFORMATION:

FRONTAGES: 550.33' X 275'  
PARCEL LOT 21 AND 23

SCOPE OF WORK:

~~SIGN TYPE A - PRIMARY ID BLADE - QTY: 2  
Fabricate and install primary id blade, internally illuminated with edge lit tenant id; wall mounting.  
Signage is within "Transit Center Special Sign District" to have dimmable transformers. In line dimmer switch, dedicated and timers by others.~~

SIGN TYPE C - CORNER BLADE ID - QTY: 2

~~Fabricate and install corner blade id, internally illuminated with edge lit tenant id; wall mounting.  
Signage is within "Transit Center Special Sign District" to have dimmable transformers. In line dimmer switch, dedicated and timers by others.~~  
**NO ILLUMINATION**

SIGN TYPE D - CLADDING AT ATRIUM ENTRY - QTY: 1

Fabricate and install cladding panel, non illuminated; foot mounted to canopy.  
Tenant id is under existing permit of #201804045529, edge lit or halo lit; foot mounted to canopy with standoff.  
Signage is within "Transit Center Special Sign District" to have dimmable transformers. In line dimmer switch, dedicated and timers by others.

- TITLE PAGE  
 P2 SIGN ELEMENTS  
 P3 SIGN HIERARCHY  
 P4 CORNER BLADE ID  
 P5 CORNER BLADE ENGINEERING  
 P6 CORNER BLADE ID  
 P7 CORNER BLADE ID  
 P8 CLADDING  
 P9 CLADDING ID (ENGINEERING)  
 P10 CLADDING ID ELEVATION  
 P11 CLADDING @ ATRIUM  
 P12 LOCATION PLAN  
 P13 PARCEL MAP  
 P14 PARCEL MAP

NO ALTERATION TO OR RECONSTRUCTION OF CITY RIGHT-OF-WAY UNDER THIS PERMIT  
04/28/2021

Theo Devine, PW-BSM

*[Signature]*  
MAY - 9 2023

Design + Build.

REVIEWED BY FIRE DEPT.

FIRE DEPT. INSPECTIONS NOT REQUIRED

*[Signature]*  
Marco Jacobo, DBI  
MAY 11 2023



PERMIT NUMBER

REVIEWED

For Compliance with City and County Ordinances and State Codes.

The stamping of this plan and these specification SHALL NOT be held to permit or to be an approval of the violation of any City and County ordinance or State Law

Approval is subject to field inspection by the Fire Department

These plans must be kept on the premises and accessible to the

APPROVED  
Dept. of Building Insp.  
- San Francisco -

MAY 11 2023

*[Signature]*  
PATRICK O'NORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

0 corporate SIGN SYSTEMS

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*[Signature]*

*[Signature]*  
Sean Matsubayashi, SFFD

MAY 11 2023

APPROVED  
PER PLANS AND APPLICATION  
*[Signature]* 5/11/23  
PLANNING DEPARTMENT  
GRETEL GUNTHER

PROJECT:

101 SPEAR STREET | SUITE 220  
SAN FRANCISCO, CA 94105

EXTERIOR PACKAGE - PRIMARY BLADE ID / CORNER BLADE ID

RECEIVED  
MAY 25 2021  
DEPT. OF BUILDING INSPECTION  
THIS PLAN MEETS THE QUALITY STANDARD ACCEPTED  
IMAGING

*[Signature]*  
Calvin Horn, DBI

MAY 11 2023

121 SPEAR ST.

2021-0525-1018, 2021-0525-1019, 2021-0525-1021

BRAND ARTWORK



ICON/SYMBOLS

FONTS

Cera Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

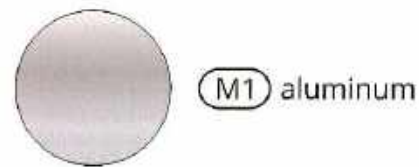
Cera Pro Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890



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PATRICK O'RIOURAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

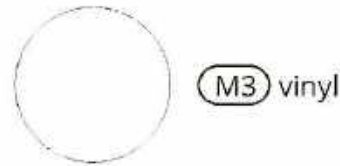
MATERIAL AND COLOR SCHEDULE



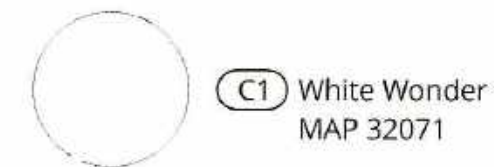
M1 aluminum



M2 acrylic



M3 vinyl



C1 White Wonder  
MAP 32071



C2 Dark Blue  
PMS 301c



C3 Dark Gray  
PMS Cool Gray 11c

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PER PLANS AND APPLICATION  
5/11/23  
PLANNING DEPARTMENT  
GRETEL GANTHER

Sean Mataubayashi, SFPD Calvin Hom, DBI  
MAY 11 2023 MAY 11 2023

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MAY 25 2021  
DEPT. OF BUILDING INSPECTION  
THIS PLAN MEETS THE QUALITY  
STANDARD FOR IMAGING  
ACCEPTED



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CLIENT  
HUDSON PACIFIC

PROJECT



101 SPEAR STREET SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE

02/25/21 - YY  
02/26/21 - YY  
04/09/21 - YY  
04/28/21 - YY

FILE NAME / LOCATION

Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon Center  
Wayfinding Garage Primary Blade Id.cdr

ORDER NUMBER

32855

SHEET TITLE

SIGN ELEMENTS

All drawings as well as creative content  
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PAGE NUMBER

2

*M. S. J.*

CLIENT  
 HUDSON PACIFIC

PROJECT  
  
**RINCON**  
 CENTER  
 101 SPEAR STREET SUITE 220  
 SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
 02/25/21 - YY  
 02/26/21 - YY  
 04/09/21 - YY  
 04/28/21 - YY

FILE NAME / LOCATION  
 Hudson Pacific\Rincon Center -  
 LUX\Drawings\CSS\ 32855 Rincon Center  
 Wayfinding Garage Primary Blade Id.cdr

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**32855**

SIGNATURE  
 \_\_\_\_\_

SHEET TITLE  
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 Dept. of Building Insp.  
 - San Francisco -

MAY 11 2023

*Patrick O'Riordan*  
 PATRICK O'RIORDAN  
 DIRECTOR  
 DEPT. OF BUILDING INSPECTION



Ⓒ

TENANT XYZ

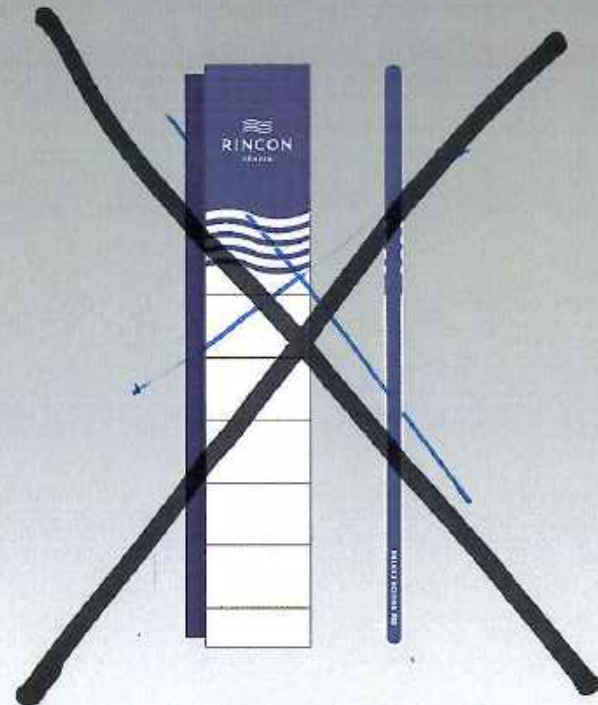
Ⓓ

Sean Matsubayashi, SFFD

MAY 11 2023

Calvin Hom, DBI

MAY 11 2023



Ⓐ Primary Blade Id

Ⓒ Corner Blade ID

Ⓓ Cladding at Atrium Entry

**APPROVED**  
 PER PLANS AND APPLICATION  
 5/11/23  
 PLANNING DEPARTMENT  
 GRETEL BUNTHOR

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 MAY 25 2021  
 DEPT. OF BUILDING INSPECTION  
 THIS PLAN MEETS THE QUALITY  
 STANDARD FOR IMAGING  
 ACCEPTED

scale: 1/8" = 1'-0"

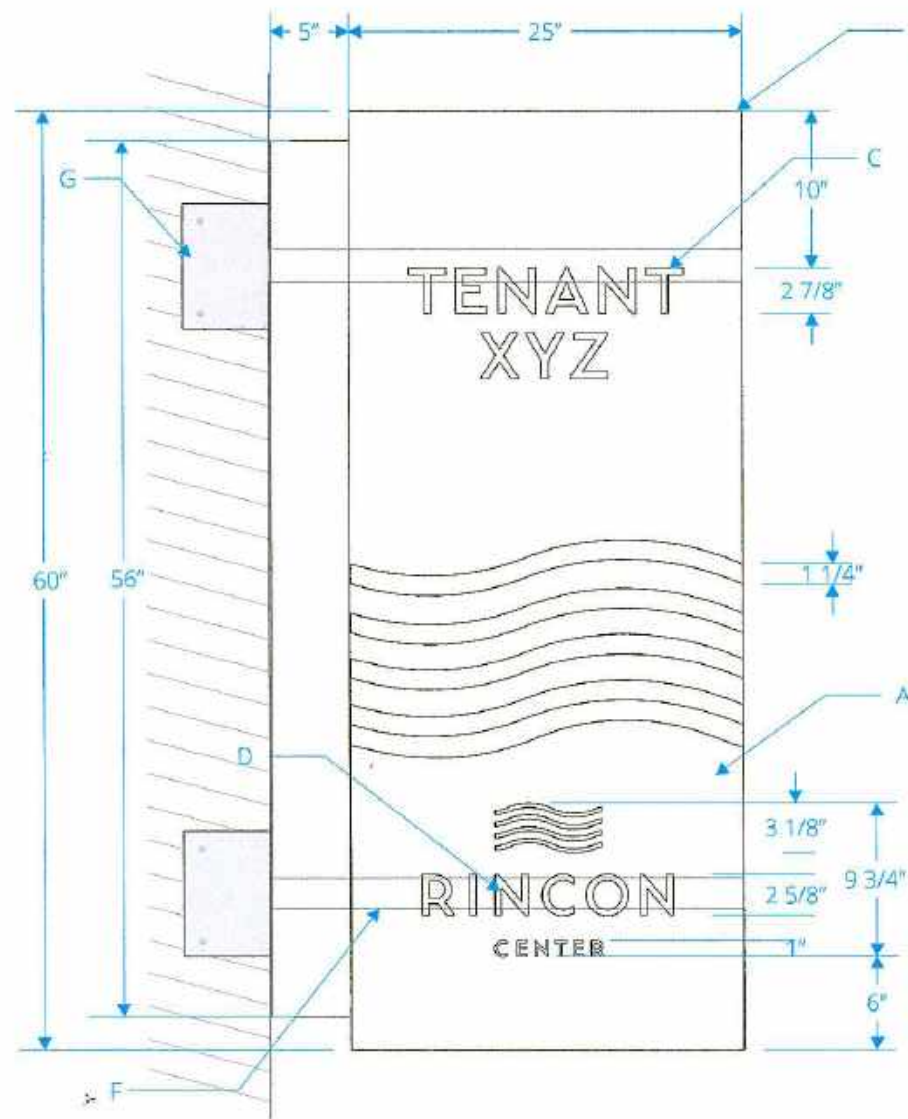


scale: 1/4" = 1'-0"





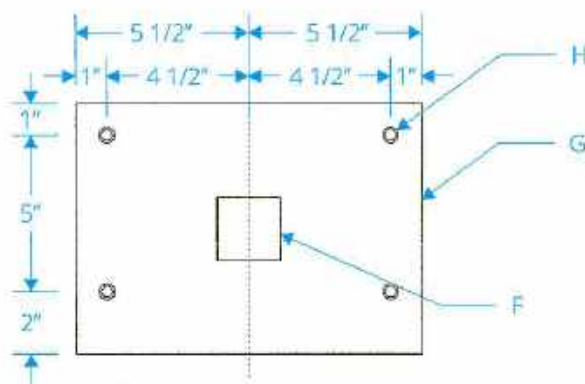
**1** FRONT VIEW  
scale: 1/2" = 1'-0"



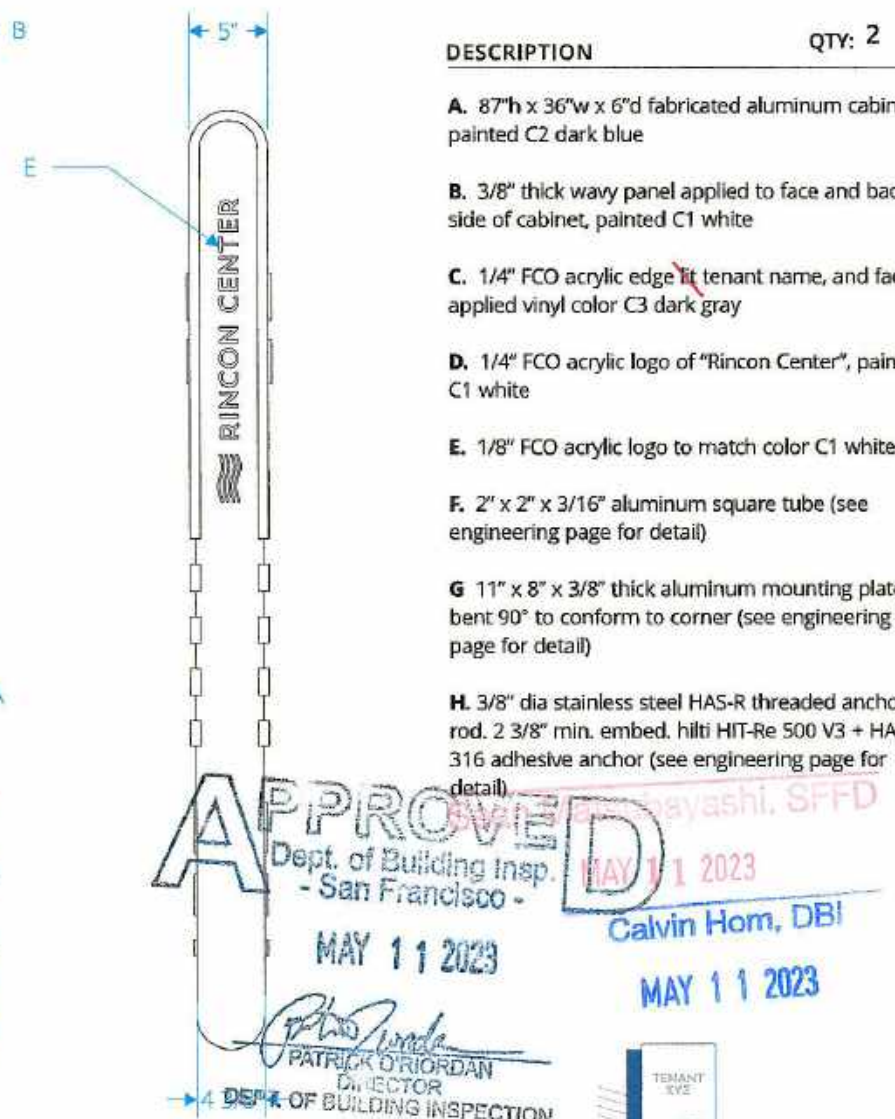
**2** FRONT VIEW - DETAIL  
scale: 1" = 1'-0"



**5** KEY MAP  
scale: NTS



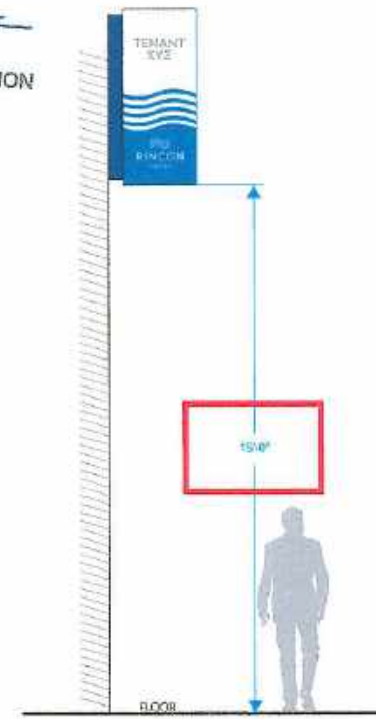
**6** MOUNTING PLATE DETAIL  
scale: 2" = 1'-0"



**3** SIDE VIEW  
scale: 1" = 1'-0"

**SIGN TYPE D**  
VERTICAL PROJECTING SIGNAGE  
PROPOSED = 21.75 X 2 = 43.5 SF

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PER PLANS AND APPLICATION  
5/11/23  
PLANNING DEPARTMENT  
GRETEL GUNTHER



**4** ELEVATION  
scale: 1/4" = 1'-0"

- DESCRIPTION QTY: 2
- A. 87" h x 36" w x 6" d fabricated aluminum cabinet, painted C2 dark blue
  - B. 3/8" thick wavy panel applied to face and back side of cabinet, painted C1 white
  - C. 1/4" FCO acrylic edge, tenant name, and face applied vinyl color C3 dark gray
  - D. 1/4" FCO acrylic logo of "Rincon Center", painted C1 white
  - E. 1/8" FCO acrylic logo to match color C1 white
  - F. 2" x 2" x 3/16" aluminum square tube (see engineering page for detail)
  - G. 11" x 8" x 3/8" thick aluminum mounting plate bent 90° to conform to corner (see engineering page for detail)
  - H. 3/8" dia stainless steel HAS-R threaded anchor rod, 2 3/8" min. embed, hilti HIT-Re 500 V3 + HAS-R 316 adhesive anchor (see engineering page for detail)

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CLIENT  
HUDSON PACIFIC

PROJECT  
 RINCON CENTER  
121 SPEAR STREET | SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE  
02/16/23 - YY  
02/20/23 - YY

FILE NAME / LOCATION  
Hudson Pacific\Rincon Center - LUX\Drawings\CSS\ 32855 Rincon Center PERMIT.cdr

ORDER NUMBER  
32855

SIGN TYPE  
C

SHEET TITLE  
CORNER BLADE ID

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PAGE NUMBER  
24

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PROJECT  
  
**RINCON**  
CENTER

121 SPEAR STREET | SUITE 220  
SAN FRANCISCO, CA 94105

DRAWING / REVISION DATE

02/16/23 - YY  
02/20/23 - YY

FILE NAME / LOCATION

Hudson Pacific\Rincon Center -  
LUX\Drawings\CSS\ 32855 Rincon  
Center PERMIT.cdr

ORDER NUMBER

**32855**

SIGN TYPE

**C**

SHEET TITLE

**CORNER BLADE ID  
ENGINEERING**

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PAGE NUMBER

**25**

Sign Design Based On 2019 CBC

Job # JTS\_152521\_A  
Project Rincon Center - Vertical Projecting Signage  
Job Location 101121 Spear Street, San Francisco, CA

INPUT DATA

Exposure category (B, C or D)	=	C
Risk Category	=	II
Ultimate Design Windspeed	$V_{ult}$	95 MPH
Topographic factor	$K_{zt}$	1 Flat
Height of the sign	$h$	11.00 FT
Vertical dimension (for wall, s = h)	$s$	5.00 FT
Storage / horizontal dimension	$B$	2.48 FT
Dimension of return corner	$L$	0.42 FT

ANALYSIS

Velocity pressure	$q = 0.00256 K_z K_{zt} K_d V^2$	=	10.69 PSF
$Q_z$ = velocity pressure at height $z$ (Eq. 26.10-1, page 26.9)			
$K_z$ = velocity pressure exposure coefficient		=	0.85
evaluated at height above gnd, level, $z$ (Tab. 26.10-1, page 26.9)			
$K_{zt}$ = wind directionality factor, (Tab. 26.6-1, page 26.6)		=	0.85
$K_d$ = ground elevation factor, see (Tab. 26.3-1, page 26.3)		=	1.00

Wind Force Case A, resultant force through geometric center

Max horizontal wind pressure	$p = q, G, C_e$	=	23 PSF
where:			
$G$ = gust effect factor (Sec. 26.11-1, page 26.9)		=	0.85
$C_e$ = net force coefficient (Fig. 26.2-1, page 22)		=	1.27
$A_g = B_s$ = the gross area		=	12.38 FT <sup>2</sup>
Estimated sign cabinet weight		=	75 LBS

DESIGN SUMMARY

Allowable Stress Design Wind Factor =		0.60
Design Wind Pressure =	$0.6 \times p =$	10.00 PSF
Design Windforce, $F =$	$10.00 \times A_n =$	0.20 KIPS
Moment Arm =		1.20 FT
Design Moment =	$F \times \text{Moment Arm} =$	0.25 KIP-FT

Outrigger Design

Sec. Mod. Req'd.	ALUM. SQ. TUBE	USE	6061-T6 W	$S = 0.552$	(040)
$S = 0.17$	RT 2.0" x 2.0" x 0.125"				

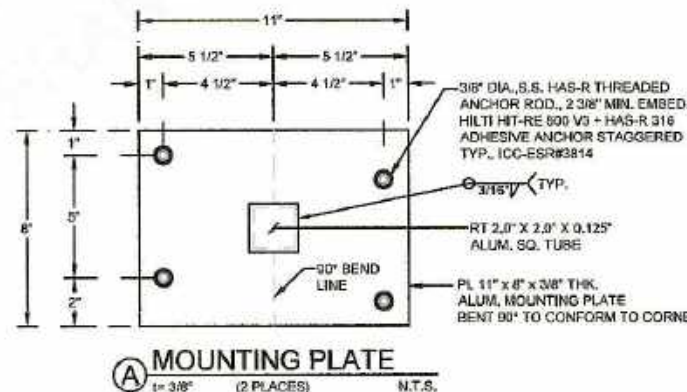
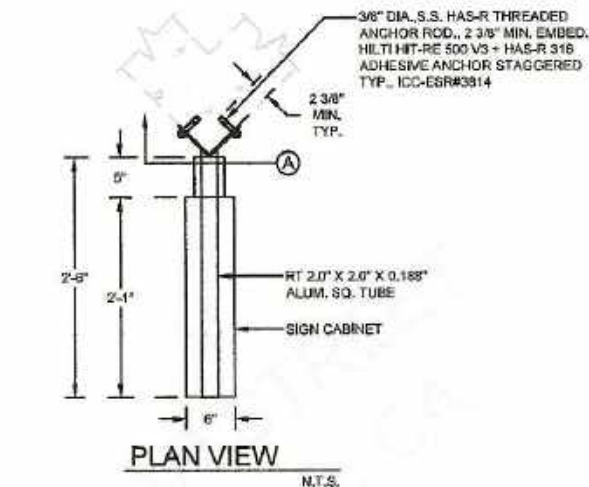
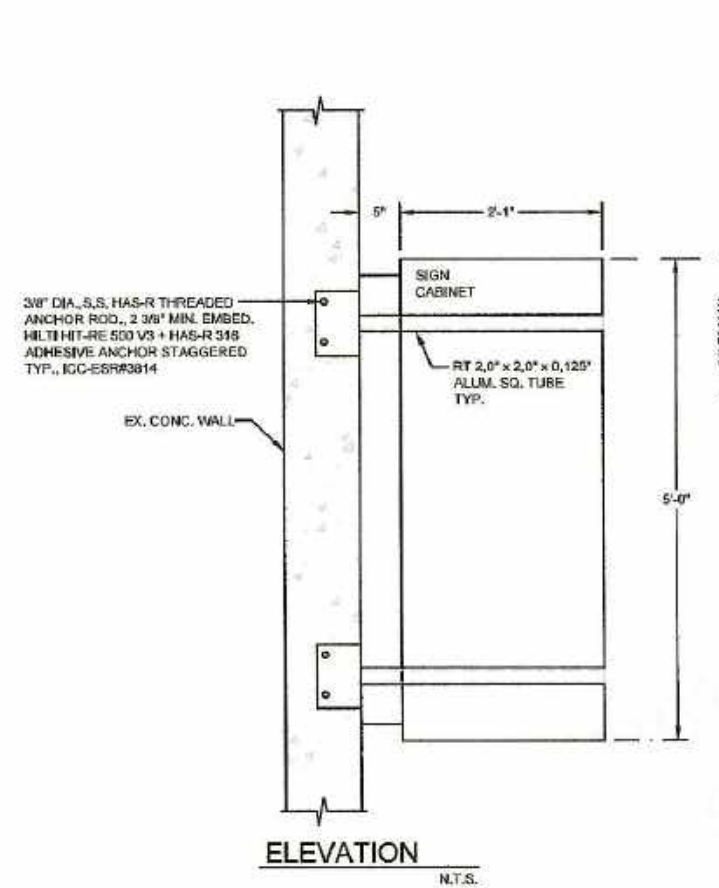
Mounting Plate

Thickness Req'd.	ALUM. PLATE	USE	6061-T6	$t = 0.38$	(040)
$t = 0.18$	PL 11" x 8" x 3/8"				

Anchor Design (See attached HILTI Profile calcs.)  
Loads per AC 308-14

Unfactored Load	Unit	Factor	Factored Load
Deadload, D	38	LBS	45
Deadload, M	570	IN-LB	570
Windload, F	155	LBS	185
Windload, M	2353	IN-LB	2353

MULTI HIT-RE 500 V3 + HAS-R 316 ADHESIVE ANCHOR	USE	ICC-ESR#3814
3/8" DIA., S.S. HAS-R THREADED ANCHOR ROD, 2 3/8" MIN. EMBED.		



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NOTE: SPECIAL INSPECTION REQUIRED FOR POST INSTALLED ANCHOR PER ICC-ESR#3814.

NOTES:

<p><b>GENERAL:</b></p> <ul style="list-style-type: none"> <li>SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.</li> <li>PROVIDE ISOLATION OF DISSIMILAR MATERIALS.</li> <li>COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.</li> <li>THERE IS NO PROTECTION ZONE AS DEFINED IN ASC 341-18.</li> <li>PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.</li> <li>SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS</li> <li>ALL EXPOSED STEEL TO BE PRIMED &amp; PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.</li> </ul> <p><b>ANCHORS:</b></p> <ul style="list-style-type: none"> <li>BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.</li> </ul>	<p><b>STEEL:</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2019 CBC</p> <ul style="list-style-type: none"> <li>PLATE, ANGLE, CHANNEL TEE: ASTM A36</li> <li>WIDE FLANGE: ASTM A992</li> <li>ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.</li> <li>HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.</li> <li>ALL ANCHORS BOLTS SHOULD BE: ASTM F1554</li> <li>ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307 OR ASTM A449</li> <li>ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM A276</li> <li>ALL BOLTS TO BE ZINC COATED: ASTM B633</li> <li>DEFORMED REINFORCING REBAR: ASTM A615 GRADE 60.</li> </ul> <p><b>ALUMINUM:</b></p> <p>DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL</p> <p>PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM - ALLOY 6061-T6 WITH 0.009 LBS PER CUBIC INCH.</p>	<p><b>WELDING:</b></p> <p><b>STEEL</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.1 / D1.3</p> <ul style="list-style-type: none"> <li>AWIS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.</li> <li>E70 XX ELECTRODE FOR SMAW PROCESS.</li> <li>E70S XX ELECTRODE FOR GMAW PROCESS.</li> <li>ER7 XX ELECTRODE FOR GTAW PROCESS.</li> <li>E70T XX ELECTRODE FOR FCAW PROCESS.</li> <li>ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO ° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.</li> </ul> <p><b>ALUMINUM</b></p> <p>DESIGN AND FABRICATION ACCORDING TO AWS D1.2. ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A.5.10. FILLER ALLOYS PER TABLES M.9.1 &amp; M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.</p>
---	--	---



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SHEET TITLE:  
**RINCON CENTER  
VERTICAL PROJECTING SIGNAGE**

DRN BY: R.G.	DATE LAST REVISED: Dec 01, 2022	REV. NO.	REV. DATE	REVISED BY	PROJECT JOB #: JTS_152521_Rincon Center_Signage_101 121 Spear Street_San Francisco CA.dwg	SHEET #
CHK BY: T.J.	PROJ. START DATE: AUG. 11, 2021	1	---	---	RINCON CENTER	
REV BY: T.J.	SCALE: AS SHOWN	2	---	---	101121 SPEAR STREET	
PLOTTED BY: Michelle Gredy	ON 12/1/2022 3:59:20 PM	3	---	---	SAN FRANCISCO, CA	

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1 ELEVATION @ STEUART  
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C2

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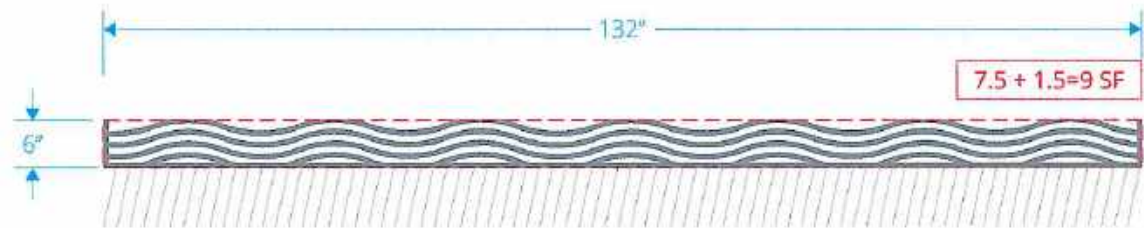


**2** ELEVATION @ SPEAR  
 scale: NTS

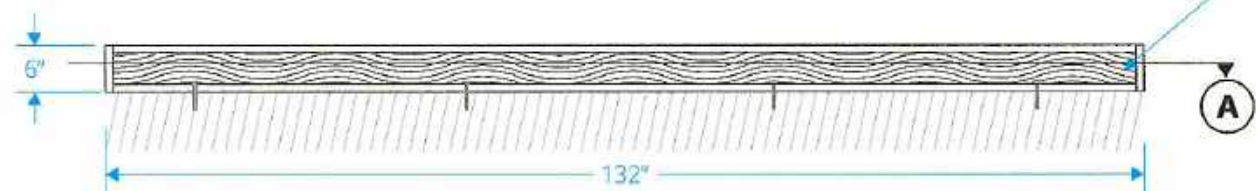
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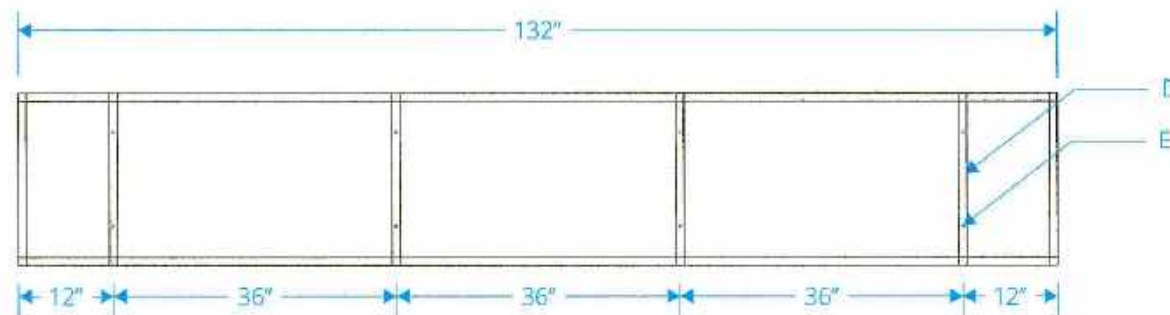
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**1** FRONT VIEW  
scale: 1/2" = 1'-0"



**3** FRONT VIEW - DETAIL  
scale: 1/2" = 1'-0"



**A** SECTION - DETAIL  
scale: 1/2" = 1'-0"

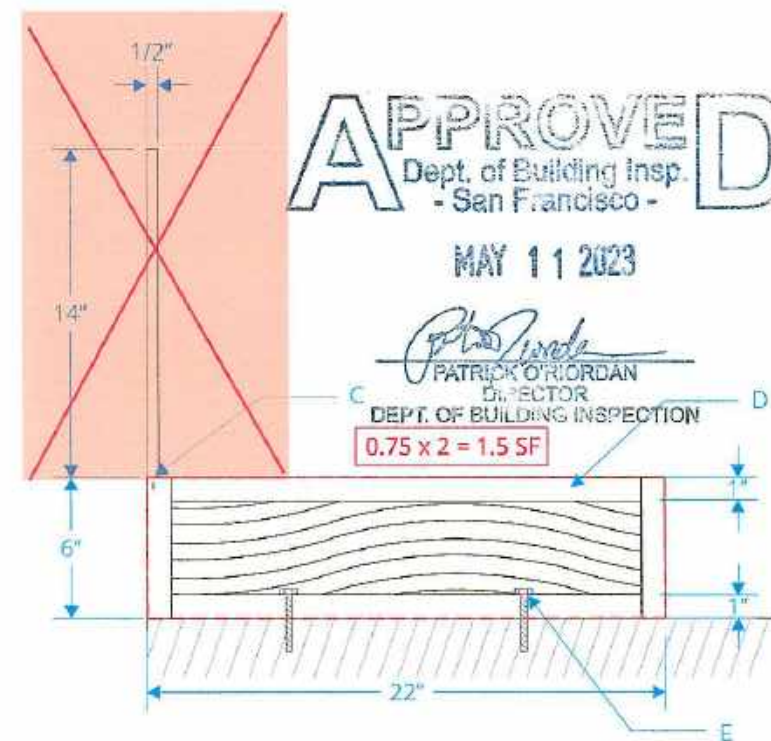


**5** KEY MAP  
scale: NTS



**SIGN TYPE C2  
CLADDING**  
**CLADDING  
PROPOSED = 7.5 + 1.5 = 9 SF**

- | DESCRIPTION   | QTY: 1 |
|---|--------|
| A. 14"h x 1"d fabricated aluminum tenant name, painted C1 white (under existing permit of #201804045529)  |        |
| B. 6"h x 180"w x 1"d (front) and 6"h x 18"w x 1"d ( 2 sides) fabricated aluminum "wavy" canopy bar, painted C3 gray, attached to wall with mechanically fasteners |        |
| C. attached to canopy with 1/4" dia galvanizes steel thru-bolt (see engineering page for detail)  |        |
| D. 1" x 1" x 3/16" aluminum square tube (see engineering page for detail)   |        |
| E. 3/8" dia stainless steel HAS-R threaded anchor rod, 2 3/8" min. embed. hilti HIT-RE 500 V3 + HAS-R 316 adhesive anchor (see engineering page for detail)       |        |



**2** SIDE VIEW  
scale: 1 1/2" = 1'-0"

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MAY 11 2023



**4** ELEVATION  
scale: 1/4" = 1'-0"

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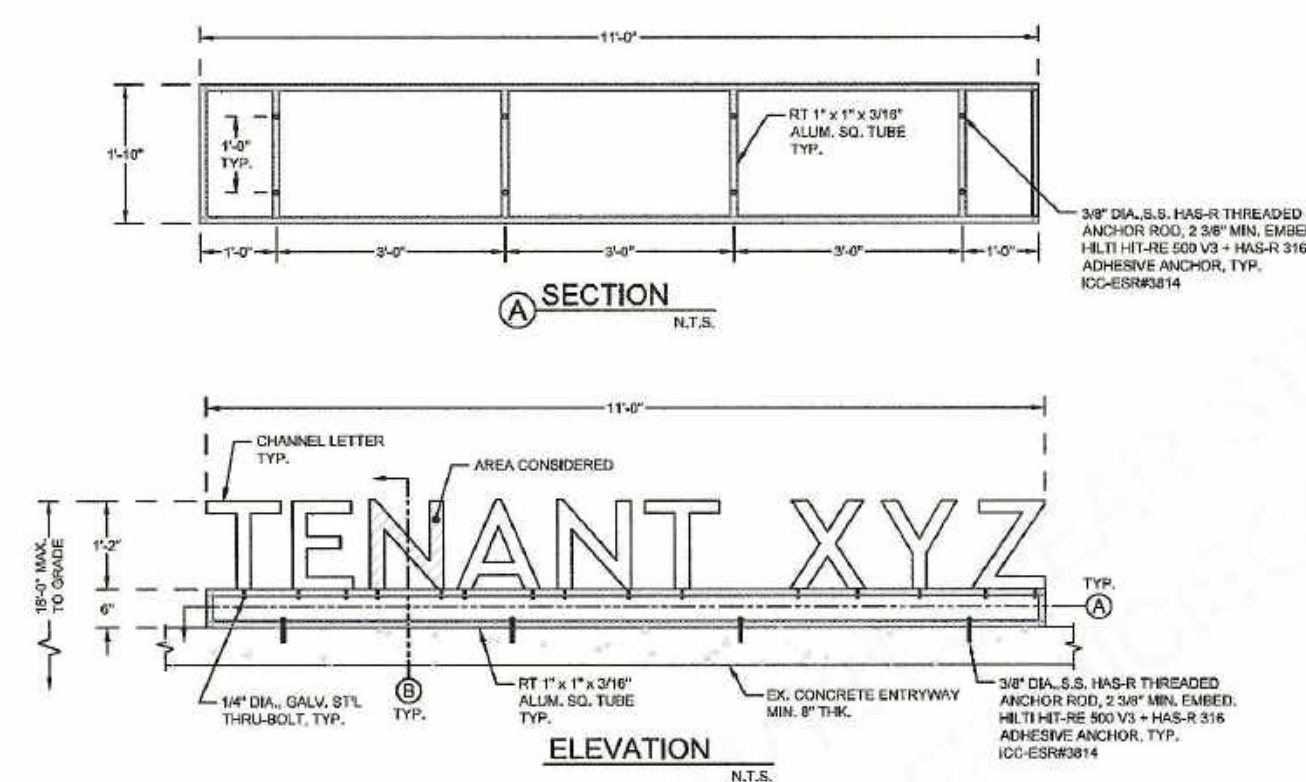
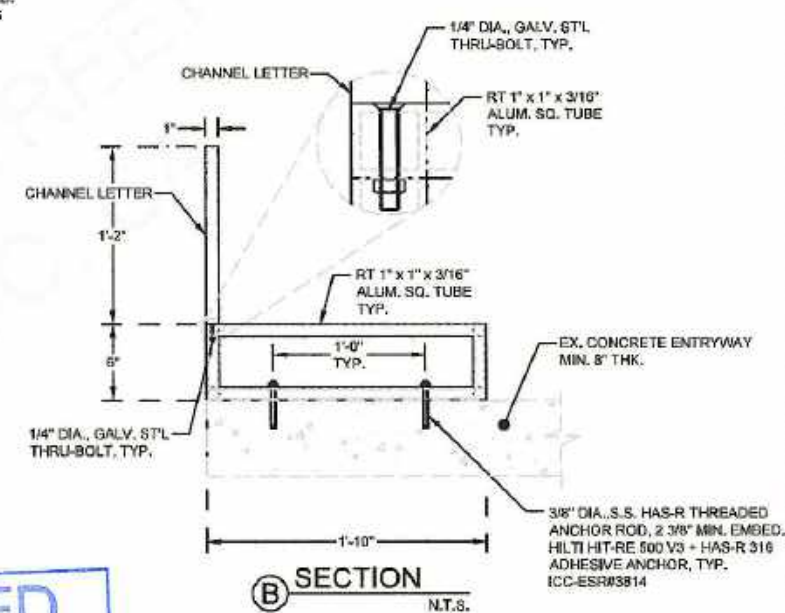
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Sign Design Based On 2019 CBC
Job # JTS\_152021\_R
Project Rincon Center - Sign Type C1/C2
Job Location 101/121 Spear Street, San Francisco, CA
INPUT DATA: Exposure category (B, C or D) = C, Risk Category = A, Ultimate Design Windspeed Vult = 95 MPH, etc.
ANALYSIS: Velocity pressure qz = 0.00256 Kz Kzt Kd Kf Vult^2 = 17.28 PSF, etc.
DESIGN SUMMARY: Allowable Stress Design Wind Factor = 0.60, Design Wind Pressure = 10.37 PSF, etc.
Tables for Unfactored Load and Letter Tributary Area.



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NOTES:
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STEEL: DESIGN AND FABRICATION ACCORDING TO 2019 CBC.
WELDING: DESIGN AND FABRICATION ACCORDING TO AWS D1.1 / D1.3.
ALUMINUM: DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL.



Table with project details: DRN BY: R.G., DATE LAST REVISED: Dec 01, 2022, REV. NO. 1, REV. DATE, REVISED BY, PROJECT JOB #, PROJECT LOCATION, SHEET # 1 OF 1.

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**1** PROPOSED ELEVATION  
scale: 3/4" = 1'-0"

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**PHOTO RENDERING:**  
**Exterior Atrium Entry Fabricated ID**  
**w/ LED Uplighting (Lighting By Others)**  
Qty: 1 Set

*Sean Matsubayashi, SFFD*

MAY 11 2023

**VKK WILL NEED TO PERFORM A SITE SURVEY:**

- Need to measure actual width & height of the entry portal
- Need to verify that the portal is 18" deep
- Verify the existing dimensional letter thickness at the main Spear St. entry, or at the Post Office entry.

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REFER TO SHEET ACS.1 FOR  
INFORMATION REGARDING NEW  
ENTRY DOOR

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1 **PHOTO RENDERING**  
SCALE: Approx. 3/8" = 1'-0"

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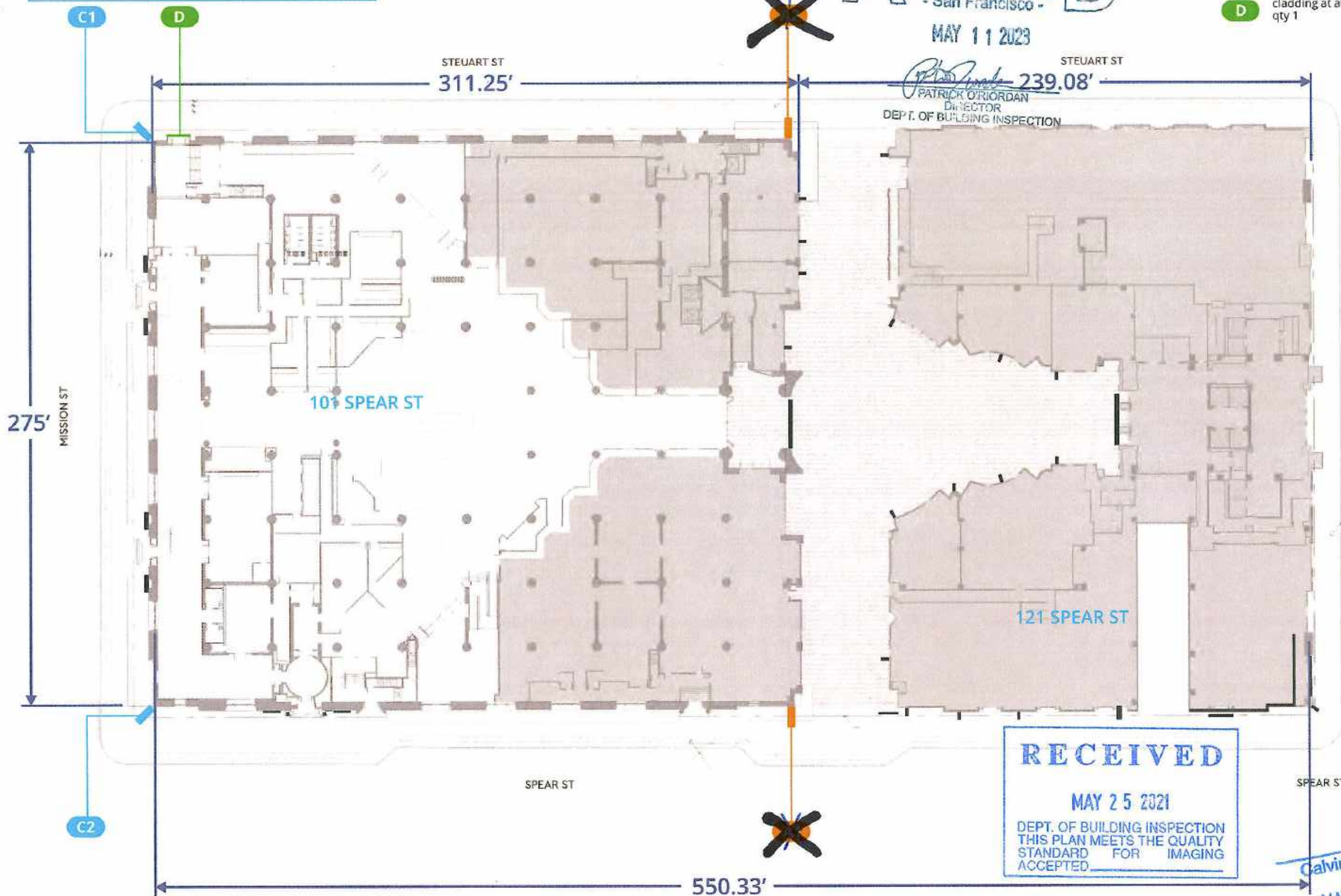
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*[Signature]*  
PATRICK O'RIORDAN  
DIRECTOR  
DEPT. OF BUILDING INSPECTION

signage is under separate permit

- A** primary blade id qty 2
- C** corner blade qty 2
- D** cladding at atrium entry qty 1

ALL OTHER SIGNAGE ON PLAN (MARKED IN GRAY) IS CAPTURED UNDER SEPARATE PERMIT



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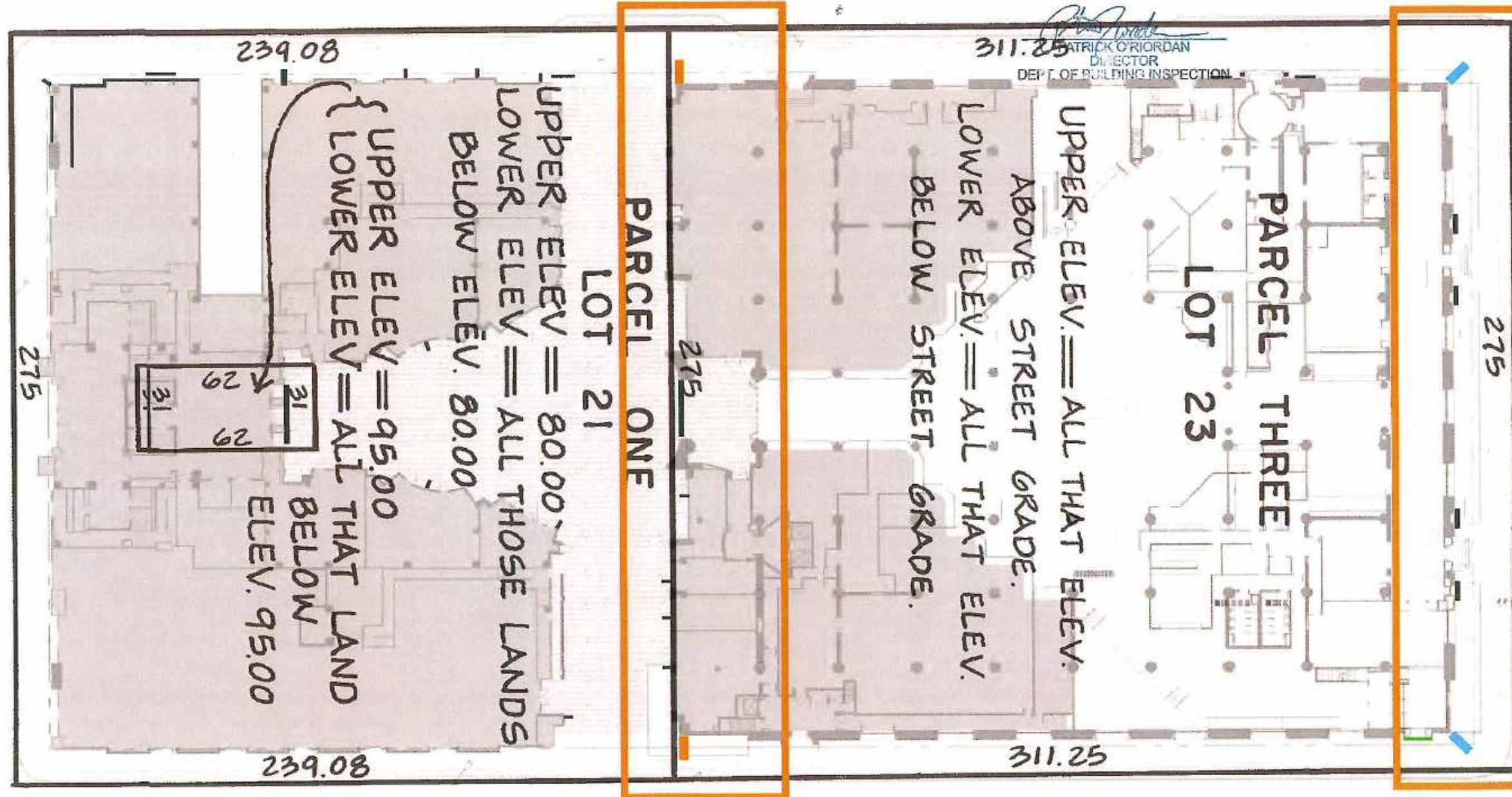
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SPEAR ST

STEUART ST

HOWARD ST



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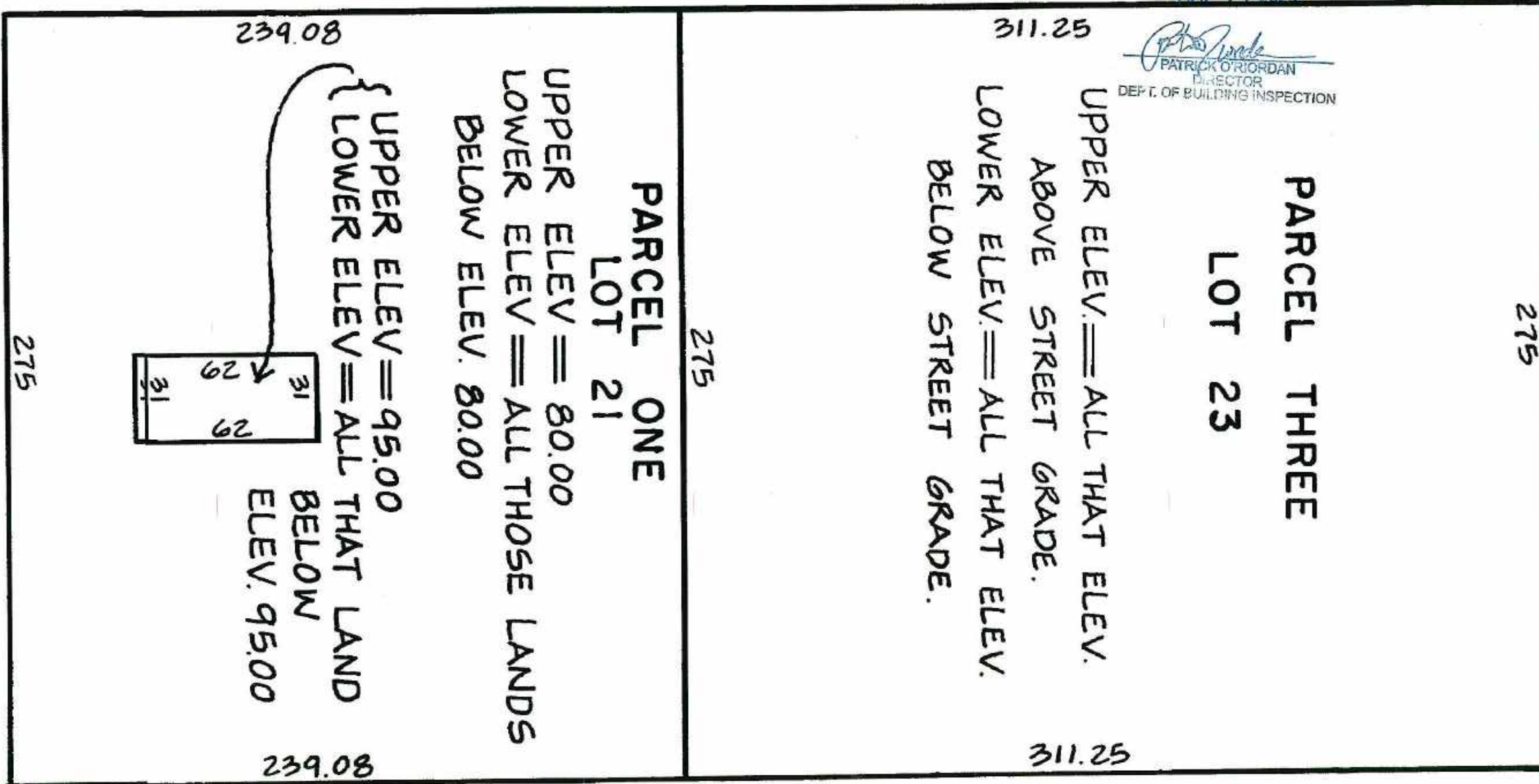
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DEPT. OF BUILDING INSPECTION  
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**Exhibit E**

**BOS 0719-18 -  
Admin for Signs**

1 [Planning Code - Review for Downtown and Affordable Housing Projects; Notification  
2 Requirements; Review of Alterations to Historical Landmarks and in Conservation Districts]

3 **Ordinance amending the Planning Code to streamline affordable housing project**  
4 **review by eliminating a Planning Commission Discretionary Review hearing for 100%**  
5 **affordable housing projects upon delegation by the Planning Commission; to provide**  
6 **for Planning Department review of large projects located in C-3 Districts and for certain**  
7 **minor alterations to Historical Landmarks and in Conservation Districts; to consolidate,**  
8 **standardize and streamline notification requirements and procedures, including**  
9 **required newspaper notice, in Residential, Commercial, and Mixed-Use Districts; and**  
10 **affirming the Planning Department's determination under the California Environmental**  
11 **Quality Act, making findings of consistency with the General Plan and the eight priority**  
12 **policies of Planning Code, Section 101.1, and adopting findings of public necessity,**  
13 **convenience, and welfare under Planning Code, Section 302.**

14 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
15 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
16 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
17 **Board amendment additions** are in double-underlined Arial font.  
18 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
19 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
20 subsections or parts of tables.

21 Be it ordained by the People of the City and County of San Francisco:

22 Section 1. General Findings.

23 (a) The Planning Department has determined that the actions contemplated in this  
24 ordinance comply with the California Environmental Quality Act (California Public Resources  
25 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of



1 Supervisors in File No. 180423 and is incorporated herein by reference. The Board affirms  
2 this determination.

3 (b) On June 7, 2018, the Planning Commission, in Resolution No. 20198, adopted  
4 findings that the actions contemplated in this ordinance are consistent, on balance, with the  
5 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board  
6 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the  
7 Board of Supervisors in File No. 180423, and is incorporated herein by reference.

8 (c) Pursuant to Planning Code Section 302, this Board finds that this Planning Code  
9 Amendment will serve the public necessity, convenience, and welfare for the reasons set forth  
10 in Planning Commission Resolution No. 20198 and the Board incorporates such reasons  
11 herein by reference. A copy of said Resolution is on file with the Board of Supervisors in File  
12 No. 180423.

13 Section 2. Findings about City Approval and Notification Processes.

14 (a) The housing crisis in San Francisco is acute with more than 140,000 jobs added  
15 since the Great Recession and approximately 27,000 housing units approved. The median  
16 single-family home price in San Francisco has reached an all-time high of \$1.6 million in the  
17 first quarter of 2018, affordable to only 12 percent of San Francisco households. The average  
18 rent for a one bedroom apartment in San Francisco in the same quarter is \$3,281, affordable  
19 to less than one-third of San Francisco households.

20 (b) Mayor Edwin M. Lee's Executive Directive 17-02 -- "Keeping up the Pace of  
21 Housing Production" -- called on City departments to reduce project approval timelines by half  
22 and come up with process improvement plans and measures to allocate staff and resources  
23 to meet these goals.

1 (c) The Planning Department Process Improvements Plan on December 1, 2017  
2 recommended a number of internal procedure changes and Planning Code amendments to  
3 achieve the goals of Executive Directive 17-02.

4 (d) Ordinance No. 7-16, "Affordable Housing Review Process," established Section  
5 315, Affordable Housing Project Authorization, which stipulated that an Affordable Housing  
6 Project would be a principally permitted use and would not require conditional use  
7 authorization or a Planning Commission hearing.

8 (e) Ordinance No. 46-96 enacted Section 311 of the Planning Code to establish  
9 procedures for reviewing building permit applications for lots in "R" districts in order to  
10 determine compatibility of the proposal with the neighborhood and for providing notice to  
11 property owners and residents neighboring the site of the proposed project.

12 (f) Ordinance No. 46-96 and 279-00 established the importance of notifying property  
13 owners as well as tenants of proposed projects within a 150-foot radius of their home or  
14 property.

15 (g) Ordinance No. 27-15 established Language Access Requirements for Departments  
16 to serve the more than 10,000 Limited English Persons residing in San Francisco encouraging  
17 multilingual translation services for public notifications to be as widely available as possible.

18 (h) Newspaper circulation is down and digital media consumption is up. Even among  
19 paying subscribers of newspapers, minority populations are more likely to utilize digital media  
20 over print media. The official newspaper of the City and County of San Francisco has print  
21 delivery of 561,004 on Sundays and 841,924 unique page views of their website.

22 (i) The Planning Department was responsible for reviewing over 11,000 building permit  
23 applications and development applications in 2017.  
24  
25

1 (j) Current notification procedures required the production and mailing of over 600,000  
2 pieces of paper, or 3 tons, in 2017 alone, at a cost of over \$250,000 with an additional  
3 \$70,000 spent annually on newspaper advertisements.

4 (k) The Planning Code currently sets forth more than 30 unique combinations of  
5 notification requirements. These varied notification requirements and redundant procedures  
6 are confusing, and amount to an inefficient use of staff time and public resources that would  
7 be better spent on reviewing permits and projects to add housing stock to San Francisco's  
8 housing supply and provide more meaningful public notification.

9  
10 Section 3. The Planning Code is hereby amended by revising Sections 206.4, 309, and  
11 315; adding new Section 315.1; and deleting Section 328, to read as follows:

12  
13 **SEC. 206.4. THE 100 PERCENT AFFORDABLE HOUSING BONUS PROGRAM.**

14 \* \* \* \*

15 (c) **Development Bonuses.** A 100 Percent Affordable Housing Bonus Project shall, at  
16 the project sponsor's request, receive any or all of the following:

17 (1) **Priority Processing.** 100 Percent Affordable Housing Bonus Projects shall  
18 receive Priority Processing.

19 (2) **Form Based Density.** Notwithstanding any zoning designation to the  
20 contrary, density of the 100 Percent Affordable Housing Bonus Project shall not be limited by  
21 lot area but rather by the applicable requirements and limitations set forth elsewhere in this  
22 Code. Such requirements and limitations include, but are not limited to, height, including any  
23 additional height allowed by subsection (c) herein, Bulk, Setbacks, Open Space, Exposure  
24 and unit mix as well as applicable design guidelines, elements and area plans of the General  
25 Plan and design review, including consistency with the Affordable Housing Bonus Program

1           ~~(b) Notice for HPC review of Minor Permits to Alter. A hearing for the HPC to exercise its~~  
2 ~~review powers over a Minor Permit to Alter shall be noticed:~~

3           ~~—————(1) By mail not less than 10 days prior to the date of the hearing to the applicant, all~~  
4 ~~owners within 150 feet of the subject property, as well as to any other interested parties who so request~~  
5 ~~in writing to the Department; and~~

6           ~~—————(2) By posted notice on the site not less than 10 days prior to the date of the hearing.~~  
7

8           Section 5. The Planning Code is hereby amended by revising Sections 1005, 1111.1,  
9 and 1111.2 to read as follows:

10  
11 **SEC. 1005. CONFORMITY AND PERMITS**

12           \* \* \* \*

13           (e) After receiving a permit application from the Central Permit Bureau in accordance  
14 with the preceding subsection, the Department shall ascertain whether a Certificate of  
15 Appropriateness is required or has been approved for the work proposed in such permit  
16 application. If a Certificate of Appropriateness is required and has been issued, and if the  
17 permit application conforms to the work approved in the Certificate of Appropriateness, the  
18 permit application shall be processed without further reference to this Article 10. If a  
19 Certificate of Appropriateness is required and has not been issued, of or if the permit  
20 application does not conform to what was approved, the permit application shall be  
21 disapproved or held by the Department until such time as conformity does exist either through  
22 modifications to the proposed work or through the issuance of an amended or new Certificate  
23 of Appropriateness. Notwithstanding the foregoing, in the following cases the Department  
24 shall process the permit application without further reference to this Article 10:  
25

1 (1) When the application is for a permit to construct on a landmark site where  
2 the landmark has been lawfully demolished and the site is not within a designated historic  
3 district;

4 (2) When the application is for a permit to make interior alterations only on a  
5 privately-owned structure or on a publicly-owned structure, unless the designating ordinance  
6 requires review of such alterations to the privately- or publicly-owned structure pursuant to  
7 Section 1004(c) hereof. Notwithstanding the foregoing, if any proposed interior alteration  
8 requiring a permit would result in any significant visual or material impact to the exterior of the  
9 subject building, a Certificate of Appropriateness shall be required to address such exterior  
10 effects;

11 (3) When the application is for a permit to do ordinary maintenance and repairs  
12 only. For the purpose of this Article 10, "ordinary maintenance and repairs" shall mean any  
13 work, the sole purpose and effect of which is to correct deterioration, decay or damage of  
14 existing materials, including repair of damage caused by fire or other disaster;

15 (4) When the application is for a permit to maintain, repair, rehabilitate, or  
16 improve streets and sidewalks, including sidewalk widening, accessibility, and bulb-outs,  
17 unless such streets and sidewalks have been explicitly called out in a landmark's or district's  
18 designating ordinance as character defining features of the landmark or district;

19 (5) When the application is for a permit to alter a landing or install a power-assist  
20 operator to provide an accessible entrance to a landmark or district, provided that the improvements  
21 conform to the requirements outlined in Section 1006.6;

22 (6) When the application is for a permit to install business signs or awnings as defined  
23 in Section 602 of this Code to a landmark or district, provided that signage, awnings, and transparency  
24 conform to the requirements outlined in Section 1006.6;  
25

1           (7) When the application is for a permit to install non-visible rooftop appurtenances to  
2 a landmark or district, provided that the improvements conform to the requirements outlined in Section  
3 1006.6; or

4           (8) When the application is for a permit to install non-visible, low-profile skylights,  
5 provided that the improvements conform to the requirements outlined in Section 1006.6; or

6           (9) When the application is for a permit to install a City-sponsored Landmark plaque to  
7 a landmark or district, provided that the improvements conform to the requirements outlined in Section  
8 1006.6 of this Code.

9           \* \* \* \*

10  
11 **SEC. 1111.1. DETERMINATION OF MINOR AND MAJOR ALTERATIONS.**

12           \* \* \* \*

13           (c) All applications for a Permit to Alter that are not Minor Alterations delegated to  
14 Department staff shall be scheduled for a hearing by the HPC pursuant to the procedures in  
15 Section 1111.4 and 1111.5 below. Notwithstanding the foregoing, in the following cases the  
16 Department shall process the permit application without further reference to the Permit to Alter  
17 procedures outlined herein:

18           (1) When the application is for a permit to make improvements to provide an accessible  
19 entrance to a Significant or Contributory building or any building within a Conservation District  
20 provided that the improvements conform to the requirements outlined in Section 1111.6 of this Code;

21           (2) When the application is for a permit to install business signs to a Significant or  
22 Contributory building or any building within a Conservation District provided that signage and  
23 transparency conform to the requirements outlined in Section 1111.6 of this Code; or  
24  
25

1                   (3) When the application is for a permit to install non-visible rooftop appurtenances to  
2 a Significant or Contributory building or any building within a Conservation District provided that the  
3 improvements conform to the requirements outlined in Section 1111.6 of this Code.  
4

5                   **SEC. 1111.2. SIGN PERMITS.**

6                   (a) New general advertising signs are prohibited in any Conservation District or on  
7 any historic property regulated by this Article 11.

8                   (b) If a permit for a sign is required pursuant to Article 6 of this Code, the  
9 requirements of this Section shall apply to such permit in addition to those of Article 6.

10                   (c) In addition to the requirements of Article 6, an application for a business sign,  
11 general advertising sign, identifying sign, or nameplate to be located on a Significant or  
12 Contributory Building or any building in a Conservation District shall be subject to review *by the*  
13 *HPC* pursuant to the provisions of this Article. The HPC, or the Planning Department pursuant to  
14 Section 1111.1 of this Code, shall disapprove the application or approve it with modifications to  
15 conform to the requirements outlined in Section 1111.6 of this Code, including if the proposed  
16 location, materials, typeset, size of lettering, means of illumination, method of replacement, or  
17 the attachment ~~would adversely affect so that~~ the special architectural, historical or aesthetic  
18 significance of the subject building or the Conservation District are preserved. No application  
19 shall be denied on the basis of the content of the sign.  
20

21                   ~~Section 6. Planning Commission Policy Requiring Pre-Application Meetings.~~

22                   ~~This Section is uncodified. The Planning Commission shall adopt a policy to require a~~  
23 ~~Pre-Application meeting between the applicant and adjacent neighbors for all applications for~~  
24 ~~work excepted from the definition of Alterations under Section 311(b)(2) that include features~~  
25

1 ~~described in Section 136(c)(25) before an application for the limited rear yard addition may be~~  
2 ~~submitted.~~

3  
4 Section ~~7~~6. Effective Date. This ordinance shall become effective 30 days after  
5 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
6 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
7 of Supervisors overrides the Mayor's veto of the ordinance.

8  
9 Section ~~8~~7. Operative Dates.

10 (a) The Amendments contained in Sections 3 and 5 of this ordinance, including  
11 revisions to Planning Code Sections 206.4, 309, 315, 1005, 1111.1, and 1111.2; the addition  
12 of new Planning Code Section 315.1; and deletion of Planning Code Section 328, shall  
13 become operative on the Effective Date.

14 (b) The Amendments contained in Section 4 of this ordinance, including amendments  
15 to Planning Code Sections 202.5, 302, 303, 303.1, 305.1, 306.3, 306.7, 306.8, 306.9, 311,  
16 317, 329, 330.7, 1006.3, and 1111.4, deletions of Planning Code Sections 306.10 and 312,  
17 and addition of new Planning Code Section 333, shall become operative on January 1, 2019.

18  
19 Section ~~9~~8. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
20 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
21 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
22 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment

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additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the ordinance.

APPROVED AS TO FORM:  
DENNIS J. HERRERA, City Attorney

By:   
KATE H. STACY  
Deputy City Attorney

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# City and County of San Francisco

## Tails Ordinance

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 180423

**Date Passed:** July 17, 2018

Ordinance amending the Planning Code to streamline affordable housing project review by eliminating a Planning Commission Discretionary Review hearing for 100% affordable housing projects upon delegation by the Planning Commission; to provide for Planning Department review of large projects located in C-3 (Downtown Commercial) Districts and for certain minor alterations to Historical Landmarks and in Conservation Districts; to consolidate, standardize, and streamline notification requirements and procedures, including required newspaper notice, in Residential, Commercial, and Mixed-Use Districts; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and adopting findings of public necessity, convenience, and welfare under Planning Code, Section 302.

June 11, 2018 Land Use and Transportation Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE

June 11, 2018 Land Use and Transportation Committee - RECOMMENDED AS AMENDED

June 19, 2018 Board of Supervisors - CONTINUED ON FIRST READING

Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani, Tang and Yee

June 26, 2018 Board of Supervisors - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE

Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani, Tang and Yee

June 26, 2018 Board of Supervisors - PASSED ON FIRST READING AS AMENDED

Ayes: 11 - Breed, Cohen, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani, Tang and Yee

July 10, 2018 Board of Supervisors - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE

Ayes: 11 - Cohen, Breed, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani, Tang and Yee

July 10, 2018 Board of Supervisors - PASSED ON FIRST READING AS AMENDED

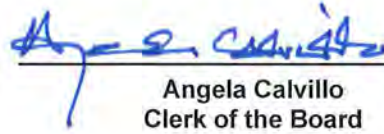
Ayes: 11 - Cohen, Breed, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Stefani, Tang and Yee

July 17, 2018 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Cohen, Brown, Fewer, Kim, Mandelman, Peskin, Ronen, Safai, Stefani, Tang and Yee

File No. 180423

I hereby certify that the foregoing Ordinance was FINALLY PASSED on 7/17/2018 by the Board of Supervisors of the City and County of San Francisco.

  
Angela Calvillo  
Clerk of the Board

  
London N. Breed  
Mayor

  
Date Approved

## **Exhibit F**

### **C-3 Sign Regulations**

<b>C-3-O, C-3-O(SD), C-3-R, C-3-G, C-3-S</b>			
<b>SIGN TYPE</b>	<b>WINDOW SIGNS</b>	<b>SIGNS ATTACHED TO BUILDINGS</b>	<b>FREESTANDING SIGNS</b>
<b>DEFINITION</b>	Sec. 602	Sec. 602	Sec. 602
<b>CONTROL</b>	Sec. 607(d)	Sec. 607(g)(1)	Sec. 607(g)(2)
<b>NUMBER OF SIGNS</b>	No Limit		
<b>AREA IN SQFT</b> Secs. 602, 608.1 - 608.7	Not to exceed 1/3 of the window area.	100 sqft if within 100 ft and oriented to be viewed from any R District; and 200 sqft if similarly situated within 100 ft of a school, or within 200 ft of a park, recreation facility, freeway, scenic street, rapid transit route, or if within Civic Center Area; otherwise no limit.	
<b>HEIGHT</b> Secs. 602, 607(g)	N/A	Lesser of roof line, 100 ft above ground or height limit for the district.	40 ft
<b>PROJECTION</b> Secs. 602, 607(f)	N/A	75% of horizontal distance from street prop line to curbline but never more than 6 ft beyond street properly line or building setback line.	
<b>ILLUMINATION</b> Sec. 602	Non-illum, indirect illum or direct illum.		
<b>ANIMATION</b> Secs. 607(d), 607(e)	Except for barber poles and time/ temp readings, no physical motion or rotation is permitted. Animated lighting (e.g. flashing, blinking) is permitted but may be restricted under applicable SSD or Article 10 or 11 provisions . Video signs are not permitted.		
<b>NOTES</b>	Windows of active uses must comply with Sec. 145.1(c)(6). No permit is required for signs painted directly on a door or window per Sec. 604(c) or for temporary signs per Sec. 604(e).	No permit is required for temporary signs per Sec. 604(e).	

Signs on parcels subject to Article 10 or 11 require historic preservation review.

Sign regulations for auto service stations are on a separate table.

Any sign type or feature not shown above is not permitted unless exempt under Section 603.

General advertising signs, roof signs, wind signs and video signs are not permitted.

Signage for medical cannabis dispensaries must comply with Section 790.141(e). This provision applies to all MCDs in all districts.

# PUBLIC COMMENT

**From:** [BoardofAppeals \(PAB\)](#)  
**To:** [Kathy Howard](#)  
**Cc:** [Rosenberg, Julie \(BOA\)](#); [Mejia, Xiomara \(BOA\)](#)  
**Subject:** RE: Support - Osgood vs. DBI, PDA 7-12-23  
**Date:** Thursday, June 29, 2023 12:33:20 PM

---

Thank you for your email. We will add your letter to the appeal file and give a copy to the commissioners of this Board.

Alec Longaway  
Legal Assistant, San Francisco Board of Appeals  
49 South Van Ness, Suite 1475  
San Francisco, CA 94103  
Work PH: 1-628-652-1152  
Cell: 1-415-746-0119

The Board's physical office is open to the public by appointment only. Please email [boardofappeals@sfgov.org](mailto:boardofappeals@sfgov.org) or call 628-652-1150 if you would like to meet with a staff member.

---

**From:** Kathy Howard <kathyhoward@earthlink.net>  
**Sent:** Wednesday, June 28, 2023 3:47 PM  
**To:** BoardofAppeals (PAB) <boardofappeals@sfgov.org>  
**Subject:** Support - Osgood vs. DBI, PDA 7-12-23

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the Board of Appeals:

Please support the above appeal. Rincon Annex is an important historic building in San Francisco and deserves to be protected. Yet four building permits allowing eight sets of large, inappropriate signs have been approved.

This building was designed by the same architect who designed the Awahnee. Would anyone even consider approving this kind of signage for that magnificent building? Of course not. There is no reason to do so for Rincon Annex – the offices do not need this kind of signage, and it will cheapen the building, the neighborhood and the City to do so

Please deny these permits!

Sincerely,  
Katherine Howard  
San Francisco

**From:** [Arnie Lerner](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** Osgood vs. DBI, PDA" 7-12-23  
**Date:** Wednesday, June 28, 2023 1:03:56 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello – I'm writing about Osgood vs. DBI, PDA" to be heard July 12.

The four building permits would allow eight sets of inappropriate and unnecessary signs on the [Streamline Moderne](#) exterior. They are big signs – many advertising a single tenant. The building was designed by [Gilbert Stanley Underwood](#), a renowned architect working for the Roosevelt Administration who also designed numerous grand railroad stations, post offices and national park lodges (including the Ahwahnee Hotel). Politicians at the state and local level are calling for unnecessary planning processes to be streamlined, but none have ever said it is okay for the city to lower its standards and disfigure monuments. The site was re-developed in the 1980s into the multi-use [Rincon Center](#) and the historic building's lobby and exterior were to be preserved. A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed. The LA-based corporate owners are converting the food court to offices. This requires fewer signs, not more. The building permits were issued behind closed doors and over-the-counter. There was no neighborhood notice, hearing, or opportunity for comment. The building needs to be regulated. The LA-based owners recently painted over their Richard Haas murals from 1989. They have plans to turn the historic lobby into a cocktail lounge. We do not call the building "historic" simply because it is 83-years-old. The WPA murals in the lobby were considered controversial by some, and congressional hearings were held seeking their removal. San Franciscans came to the defense of this building then, and true San Franciscans will do the same now. This building is truly one of the "hearts" of San Francisco.

Please do not allow the disfigurement of this San Francisco treasure that helps define the cultural heritage of our great city.

Best,

**Arnie Lerner, FAIA, CASp**  
Certified Access Specialist  
Lerner + Assoc. Architects  
1108C Bryant Street  
San Francisco, CA 94103  
Tel: (415) 863-5475  
Cell: (415) 987-5277  
[www.lernerarchitects.com](http://www.lernerarchitects.com)

The recipient(s) of this email acknowledge that the legal standards established by the Americans with Disabilities Act (the "ADA"), California Building Code ("CBC"), and Fair Housing Act ("FHA") are subject to interpretation on a case by case basis, and may be subject to various interpretations. Lerner + Associates Architects will use its best professional judgment to interpret applicable ADA, CBC, and FHA requirements as well as other federal, state and local laws, rules, codes, ordinances and regulations in advising the Client regarding what modifications (if any) to their Project may be required to comply with the relevant regulations. The recipient(s) of this email acknowledge that Lerner + Associates Architects cannot



warrant or guarantee that the Project referenced will fully comply, or would fully comply if modified pursuant to the Lerner + Associates Architects' suggestions, with interpretations of the ADA, CBC, and FHA and other regulations by regulatory bodies or court decisions.

**From:** [Richard A. Walker](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com)  
**Subject:** Osgood vs. DBI, PDA 7-12-23  
**Date:** Friday, June 30, 2023 2:19:07 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the Board of Appeals:

I want to express my deep concern about the installation of large signs on the historic Rincon Annex building, which includes the beautiful New Deal post office designed by Gilbert Stanley Underwood and the unparalleled mural series on San Francisco's history by Anton Refrigier. It is appalling that anything should be allowed to deface this important historic structure and national trust landmark. I am also shocked to hear of plans to turn the magnificent post office lobby into a cocktail lounge! What a violation of public space that serves effectively as a museum of New Deal art.

The city government has a duty to protect historic structures such as the Rincon Annex that are part of the city's cultural heritage, particularly buildings and artworks created under the New Deal, which were meant for all the people of San Francisco. That the planning department has sanctioned such dramatic changes to the building and its use without asking for feedback from local citizens is an alarming failure of the public trust.

I speak on behalf of everyone at the Living New Deal, a guardian of America's New Deal legacy and nationally-recognized clearinghouse for New Deal history.

Sincerely,

Richard Walker, Exec Director  
[Living New Deal Project](#)  
Professor Emeritus of Geography  
University of California  
Berkeley 94720 ([my webpage](#))

**From:** [Hiroshi Fukuda](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [Dave Osgood](#)  
**Subject:** Osgood vs. DBI, PDA<sup>n</sup> 7-12-23  
**Date:** Friday, June 30, 2023 10:59:42 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

I am asking the Board of Permit Appeals to reject the approval of four permits that would allow for eight sets of inappropriate and unnecessary signs on the Rincon Center.

1. The large signs will ruin the historic appearance of the Rincon center.
2. The process was flawed, the building permits were issued behind closed doors and over-the-counter. and there was no neighborhood notice, hearing, or opportunity for comment.
3. The site was re-developed in the 1980s into the multi-use Rincon Center and the historic building's lobby and exterior were to be preserved. A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed.

I hope that you will allow this historic building will be preserved for the future for all San Franciscans.

Yours truly,

Hiroshi Fukuda, President  
Richmond Community Association

**From:** [Susan Detwiler](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** "Osgood vs. DBI, PDA" 7-12-23  
**Date:** Tuesday, July 4, 2023 9:54:34 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Board of Appeals,

Please deny permits that would allow eight sets of signs on the Streamline Moderne exterior of Rincon Annex.

A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed.

Please, preserve the exterior of this New Deal building, in keeping with the landmarked interior.

Thank you,  
Susan Detwiler  
68 Douglass St  
San Francisco

**From:** [Carolyn Kenady](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** Osgood vs. DBI, PDA  
**Date:** Tuesday, July 4, 2023 10:38:34 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the members of the SF Board of Appeals -

I support Mr. Osgood's appeal of the permit granting additional exterior signs on the Rincon Annex building at 101 Spear St. In May I visited the building while in the downtown area. It is an historic building of architectural significance with unique WPA murals. I support using interior space for office space and a cocktail lounge. These uses will bring more people into the building.

Do not allow the building exterior to become a billboard. It will destroy the building's moderne look and discourage people from visiting it. Please vote to overturn the permits. Thank you.

Carolyn Kenady  
District 8

**From:** [aeboken](#)  
**To:** [BoardofAppeals \(PAB\)](#); [Rosenberg, Julie \(BOA\)](#)  
**Subject:** Board of Appeals Written Submission in Support of Appeals No. 23-020, 23-021, 23-022, 23-023  
**Date:** Tuesday, July 4, 2023 9:46:36 PM

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TO: Board of Appeals members

cc: Board of Appeals Executive Director

FROM: Eileen Boken, President  
Sunset-Parkside Education and Action Committee (SPEAK)

RE: Appeals No. 23-020, 23-021, 23-022, 23-023

Osgood vs. DBI, PDA

Subject Property: 101 Spear Street

Permits No. 2021/0525/1018,  
2021/0525/1021,  
2021/0525/1015,  
2021/0525/1011.

Sunset-Parkside Education and Action Committee (SPEAK) is strongly supporting the appeal of each of these permits.

The landmark status of the Rincon Annex should include any existing or proposed signage.

These permits should not have been issued over the counter for an historic landmark.

Sunset-Parkside Education and Action Committee (SPEAK) is a founding member of the Coalition for San Francisco Neighborhoods (CSFN) and fully supports the resolution passed by the CSFN regarding the Rincon Annex.

###

Sent from my Verizon, Samsung Galaxy smartphone

**From:** [ttantillo54@aol.com](mailto:ttantillo54@aol.com)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** In the Matter of "Osgood vs DBI,PDA "7-12-2023"  
**Date:** Wednesday, July 5, 2023 12:30:34 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To: San Francisco Board of Appeals

I have lived at Rincon Center for 30 years, and it has always had sufficient signage to attract customers. Now that the food court is being converted into offices, it's questionable whether the current amount of signage is even necessary. I urge you to uphold the appeals that we tenants have brought and not allow excessive additional signage.

I also encourage you to watch the brief PBS "NewsHour" segment that put the national spotlight on the Annex. Historic buildings like this represent the nation's recovery from the Great Depression. They must be preserved:  
<https://www.pbs.org/newshour/show/digital-database-diocuments-vital-infrastructure-created-by-the-new-deal>

Other historic buildings downtown do not have signs anything like those currently proposed for the Annex. If it was zoned improperly for a historic building, then I encourage you to correct that mistake. I am confident that the owners did not expect to have all these signs approved.

Please do everything you can to negotiate a proper solution to this problem. I understand business and don't believe there is any problem that can't be solved if the owners initiate sound management practices and charge rents appropriate for the current economy.

Thank you,  
Tony Tantillo  
Rincon Center Resident

**From:** [Alyce Desrosiers](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** Osgood vs. DBI, PDA\* 7-12-23  
**Date:** Wednesday, July 5, 2023 3:40:21 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To Whom It May Concern:

I oppose the planned disfigurement of this 83-year-old monument for the following reasons:

- The four building permits being appealed would allow **eight sets** of signs on the [Streamline Moderne](#) exterior of Rincon Annex that are inappropriate and unnecessary.
- Politicians at the state and local levels are calling for unnecessary planning processes to be streamlined, but none have ever said it is okay for the city to lower its standards and disfigure monuments.
- The Annex was re-developed in the 1980s into the multi-use [Rincon Center](#) and the historic building's lobby and exterior were to be preserved.
- A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed.
- The building permits were issued behind closed doors and over-the-counter.
- There was no neighborhood notice, hearing, or opportunity for comment.
- We do not call the building "historic" simply because it is 83-years-old. The WPA murals in the lobby were considered controversial by some, and congressional hearings were held seeking their removal. San Franciscans came to the defense of this building then, and true San Franciscans will do the same now.
- This building is a New Deal museum. It is truly one of the "hearts" of San Francisco.

I urge you to stop the planned disfigurement of the exterior of the Rincon Annex.

Sincerely,

Alyce Desrosiers  
401 Harrison Street  
No 37C  
San Francisco, CA. 94105

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***www.csfn.net • PO Box 320098 • San Francisco CA 94132-0098 • Est 1972***

June 21, 2023

Mr. Rick Swig, President  
San Francisco Board of Appeals  
49 South Van Ness Avenue  
Suite 1475  
San Francisco, CA 94103

Re: Appeals No. 23-020, 23-021, 23-022, 23-023

Dear Mr. President and Members of the Board of Appeals:

The Coalition for San Francisco Neighborhoods is a 51-year-old organization that represents community groups across San Francisco.

At our June 2023 general assembly meeting, the member organizations unanimously adopted a resolution calling on the Board of Appeals to support the four appeals, listed above, to protect the historic Rincon Annex from being further disfigured by excessive signage.

The Rincon Annex was placed on the National Register of Historic Places in 1979 and has been largely protected ever since. The preservation of buildings like the Annex becomes more important over time, and the San Francisco Planning Department is failing in its duties to protect it. The department approved two large blade signs for the building about 10 years ago and has approved 14 more signs this year. The need for these signs has not been explained.

The abuse of important Depression-era buildings was recently covered in a report on the *PBS Newshour* seen nationwide. The Rincon Annex was shown extensively. I strongly encourage you to view the short video available at this PBS link:  
<https://www.pbs.org/newshour/show/digital-database-documents-vital-infrastructure-created-by-the-new-deal>

Thank you and please uphold the four appeals.

Sincerely

Charles Head  
President

**From:** [Anita Denz](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [Dave Osgood](#)  
**Subject:** Osgood vs. DBI, PDA<sup>n</sup> 7-12-23  
**Date:** Thursday, July 6, 2023 11:11:07 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To: Board of Appeals, Building Inspection Commission

This communication is to protest the developer's signage proposed for the historic Rincon Annex, an Art Deco architectural treasure.

As a member of several Bay Area preservation organizations, I am strongly opposed to this permit application. Should such a permit be upheld, DBI will have desecrated a much revered building. Not allowing public notice nor commentary only adds insult to injury.

Please deny this affront to the Rincon Annex aesthetic legacy.

Respectfully,

*Anita Jean Denz*

**From:** [Jean Barish](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** Osgood vs. DBI, PDA 7-12-23  
**Date:** Thursday, July 6, 2023 11:56:54 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

I am writing to oppose the plan to post numerous signs on the outside of Rincon Annex. There are many reasons why these signs should not be pasted on the outside walls of this historic treasure:

- The four building permits being appealed would allow **eight sets** of signs on the [Streamline Moderne](#) exterior of Rincon Annex are inappropriate and unnecessary.
- A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed.
- The building permits were issued behind closed doors and over-the-counter.
- There was no neighborhood notice, hearing, or opportunity for comment.
- This building is a New Deal museum. It is truly one of the “hearts“ of San Francisco. The WPA murals in the lobby are a San Francisco treasure. This building was not intended to be a billboard.
- The building was designed by [Gilbert Stanley Underwood](#), a renowned architect working for the Roosevelt Administration who also designed numerous grand railroad stations, post offices and national park lodges (including the Ahwahnee Hotel).
- Please watch the five-minute PBS *NewsHour* [segment](#) including Rincon Annex.
- The Planning Department is wildly inconsistent. The comparable former Federal Reserve building (also downtown) has **no** such signs. Will it, and others, get them next?

Please do not deface the outside of Rincon Annex by plastering it with signs.

Sincerely,

*Jean*  
Jean B Barish  
[jeanbbarish@hotmail.com](mailto:jeanbbarish@hotmail.com)

*Stay safe and be well*

**From:** [james warshell](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** Rincon annex  
**Date:** Thursday, July 6, 2023 11:58:41 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

I am in complete agreement with sll points raised in the Osgood opposition to allowing signage o by his historic treasure. Do not allow this abuse to occur.

James Warshell

Sent from my iPhone. "They tried to bury us....they didn't know that we were seeds"

July 5, 2023

Planning Department  
Board of Appeals  
City Hall, 1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94103

RE: Osgood vs. DBI, PDA, July 12

Dear Board of Appeals:

I am writing to express support for limiting the installation of signage on the façade of the Rincon Annex, a significant structure listed on the National Register of Historic Places. The proposed alterations, comprising multiple sets of signs on the Streamline Moderne exterior of the building, do not adequately consider the historic character of the structure.

As you are aware, the Rincon Center was designed by architect Gilbert Stanley Underwood, whose contributions to the nation's architectural landscape are recognized nationwide. His works include numerous railroad stations, post offices, and national park lodges such as the Ahwahnee Hotel. The Rincon Center's design reflects his creative genius and should be preserved as such.

Two substantial blade signs, each 25 feet high, have already been installed, thereby altering the aesthetic of this historic building. We believe the proposed signage is incongruous with the original architectural style of Rincon Center. As such, I appeal to you to review these permits carefully and consider the potential impact to the building's historic character.

San Francisco Heritage, our board, staff, and devoted supporters are deeply committed to preserving San Francisco's heritage while fostering vibrant communities for future generations. Thank you for your consideration.

Sincerely,



Christine Madrid French  
Director of Advocacy

**From:** [Marc Norton](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [Dave Osgood](#)  
**Subject:** DON'T MESS WITH THE RICON ANNEX: "Osgood vs. DBI, PDA" -- 7-12-23  
**Date:** Thursday, July 6, 2023 1:59:19 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

The four building permits being appealed would allow **eight sets** of signs on the [Streamline Moderne](#) exterior of Rincon Annex that are inappropriate and unnecessary.

The building was designed by [Gilbert Stanley Underwood](#), a renowned architect working for the Roosevelt Administration who also designed numerous grand railroad stations, post offices and national park lodges (including the Ahwahnee Hotel).

Politicians at the state and local level are calling for unnecessary planning processes to be streamlined, but none have ever said it is okay for the city to lower its standards and disfigure monuments.

Please watch the five-minute PBS *NewsHour* [segment](#) including Rincon Annex.

The Annex was re-developed in the 1980s into the multi-use [Rincon Center](#) and the historic building's lobby and exterior were to be preserved.

A carefully crafted sign plan was implemented in the 1980s that contributed to the many successful businesses at the center for 30 years. These signs still exist. More are not needed.

The LA-based corporate owners are converting the food court to offices. This requires fewer signs, not more.

The building permits were issued behind closed doors and over-the-

counter.

There was no neighborhood notice, hearing, or opportunity for comment.

The building needs to be regulated. The LA-based owners recently painted over their [Richard Haas](#) murals from 1989. They have plans to turn the historic lobby into a cocktail lounge.

The Planning Department is wildly inconsistent. The comparable former Federal Reserve building (also downtown) has **no** such signs. Will it, and others, get them next?

We do not call the building “historic” simply because it is 83-years-old. The WPA murals in the lobby were considered controversial by some, and congressional hearings were held seeking their removal. San Franciscans came to the defense of this building then, and true San Franciscans will do the same now.

This building is a New Deal museum. It is truly one of the “hearts“ of San Francisco.

DO THE RIGHT THING!!!!

**From:** [zrants](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Subject:** "Osgood vs. DBI, PDA" 7-12-23  
**Date:** Thursday, July 6, 2023 2:48:03 PM

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July 6, 2023

Board of Appeals,

re: Osgood vs. DBI, PDA“ 7-12-23

*We agree with David Osgood that there is no reason to install 14 new modern signs on this historical building. 8 signs is more than enough.*

*Sincerely,*

*Mari Eliza, with CSFN, speaking for myself*



**From:** [Katherine Petrin](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [Dave Osgood](#)  
**Subject:** "Osgood vs. DBI, PDA" 7-12-23  
**Date:** Thursday, July 6, 2023 3:29:31 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Good afternoon,

I am writing in support of the appeal of the permit to allow extensive new signage in the form of 16 signs, blade and other signage, at the former post office at Rincon Annex, a Streamline Moderne historic landmark. As both a City of San Francisco Landmark (No. 107) and National Register listed resource, it merits further review and analysis by the Planning Department to fully determine the impact of such excessive signage. Input from the Planning Department's preservation planners is warranted.

thank you,  
Katherine Petrin

**Katherine Petrin Consulting**  
**Architectural History and Preservation Planning**  
**Maybeck Building**  
**1736 Stockton Street, Suite 2A**  
**San Francisco, California 94133**  
**415.333.0342 mobile**

[www.linkedin.com/pub/katherine-petrin/5/77/530](http://www.linkedin.com/pub/katherine-petrin/5/77/530)  
[she/her/hers/ella](#)

**From:** [Judy Irving](#)  
**To:** [BoardofAppeals \(PAB\)](#)  
**Cc:** [osgood@rinconneighbors.com](mailto:osgood@rinconneighbors.com)  
**Subject:** Osgood vs. DBI, PDA, Rincon Annex Signage  
**Date:** Thursday, July 6, 2023 3:39:35 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the Board of Appeals,

My message is in support of the neighbors' appeal of the permit for 16 new signs at the Rincon Annex Post Office.

Please do not allow the installation of signage that will impair and diminish the elegance of this historic building.

Sincerely,  
Judy Irving

Producer/Director  
"The Wild Parrots of Telegraph Hill"

Unintended consequences with streamlining planning process.  
Please  
Stop the defacement of the Rincon Annex.

I am against the permitting of eight sets of signs at Rincon Center.

*Best wishes,*

***Olga Kist***

467 POTRERO AVENUE, SAN FRANCISCO, CA 94110  
(415) 552-4595  
(415) 837-3323 Cellular

[alsfok@sbcglobal.net](mailto:alsfok@sbcglobal.net)