



OFFICIAL NOTICE OF PUBLIC HEARING

REDEVELOPMENT AGENCY OF THE CITY AND COUNTY OF SAN FRANCISCO

NOTICE OF A PUBLIC HEARING ON PROPOSED EXCEPTIONS FROM THE HEIGHT LIMIT RESTRICTION FOR BUILDING SIGNS IN THE YERBA BUENA CENTER REDEVELOPMENT PLAN PERTAINING TO ASSESSOR'S BLOCK 3723, LOTS 114 AND 115 (WESTFIELD METREON), LOCATED ON THE EAST SIDE OF FOURTH STREET, BETWEEN MISSION AND HOWARD STREETS, SAN FRANCISCO

Notice is hereby given to all owners of real property within 300 feet of the above described property that a public hearing to consider exceptions from the height limit for signs will be held by the Redevelopment Agency of the City and County of San Francisco (the "Agency") at San Francisco City Hall, Room 416, at 1 Dr. Carlton B. Goodlet Place, San Francisco, California 94102 on March 3, 2009, beginning at 4:00 pm.

Site Description and Zoning. The above described property is bounded by Fourth Street on the West, Howard Street on the South, the Yerba Buena Gardens on the East, and Mission Street on the North (the "Site") and is located in the Yerba Buena Center Redevelopment Project Area (the "Project Area"). The Site includes a 360,000 square feet retail entertainment complex known as the Metreon consisting of entertainment, cinemas, restaurants and retail uses. The Site is governed by the Redevelopment Plan for the Project Area.

The Proposed Improvements to the Metreon. The owner of the Metreon is proposing certain improvements to the Metreon. Proposed changes include moving the main entrance to mid-block on Fourth Street and reorienting the ground floor retail spaces to the outside, with street level entries and transparent retail storefronts. A new signage plan is also part of the proposed renovation.

Proposed Exceptions from the Signage Requirements. The Redevelopment Plan limits signs to a height of 50 feet above street grade and 50 feet above plaza grade. The proposed new vertical format building sign for the reconfigured mid-block Fourth Street entrance will be mounted on a vertical pylon with the height of the topmost letter at approximately 72 feet above street grade exceeding the 50 feet height limit by 22 feet. Therefore, this sign would require an exception to the Redevelopment Plan requirements of 22 feet.

Additionally, the proposed new horizontal tenant sign to be located above the 4th floor outdoor terrace features a cut-out lettered sign that will be mounted on a canopy above the restaurant doors leading to the outdoor terrace. The height of the top of the letters is approximately 63 feet above plaza grade exceeding the 50 height limit by 13 feet. Therefore, this sign would require an exception to the Redevelopment Plan requirements of 13 feet.

For further information, please contact Denise Blades, Development Specialist at (415) 749-2438 or Thomas Ma, Acting Manager of Architecture and Engineering at (415) 749-2415.

A handwritten signature in blue ink that reads 'Gina Solis'.

Gina Solis
Agency Secretary
San Francisco Redevelopment Agency
One South Van Ness Avenue, 5th Floor
San Francisco, CA 94103