



NOTICE OF PUBLIC HEARING

Hearing Date: **WEDNESDAY, MARCH 20, 2024**
Time: **Not before 12:30 PM**
Location: **City Hall, 1 Dr. Carlton B. Goodlett Place
Room 400**
Case Type: **Permit to Alter**
Hearing Body: **Historic Preservation Commission**

PROJECT INFORMATION

Project Address: 2 New Montgomery Street
Cross Streets: Market and Jessie Streets
Block / Lot No.: 3707 / 052
Zoning District(s): C-3-O(SD) / 120-X, 600-S-2
Area Plan: Downtown, Transit Center
Record No.: 2024-000929PTA

APPLICANT INFORMATION

Applicant: Nikki Vetzmadian
Company: Arrow Sign Company
Address: 1051 46th Avenue
City, State: Oakland, CA 94601
Telephone: 510-533-7693 x 128
Email: permits@arrowsigncompany.com

PROJECT DESCRIPTION

As proposed, the project would replace the neon glass tubing of the two Palace Hotel rooftop signs (reading “The Palace”) with a ‘simulated neon’ LED product alongside associated, non-visible rooftop mechanical improvements. Other than the proposed change in material and method of illumination, there would be no alterations to the location, size, and design of the signs. The Palace Hotel was completed in 1909 and is designated a Category II (Significant) building under Article 11 of the Planning Code. The interior garden court is designated as Article 10 landmark No. 18 but is not part of the project.

This action constitutes the Approval Action for the project for the purposes of CEQA, pursuant to Section 31.04(h) of the San Francisco Administrative Code.

ADDITIONAL INFORMATION

Architectural Plans: To view the plans and related documents for the proposed project, visit <https://sfplanning.org/notices> and search the Project Address listed above. Once the property is located, click on the dot(s) to view details of the record number above, its related documents and/or plans. The Department recommendation on the proposed project will also be available one week prior to the hearing through the Commission agenda at: <https://sfplanning.org/hearings-hpc> or by request at the Planning Department office located at 49 South Van Ness Avenue, Suite 1400.

For more information, please contact Planning Department staff:

Planner: Jonathan Vimr Telephone: 628-652-7319 Email: Jonathan.Vimr@sfgov.org

General Information About Procedures

HEARING INFORMATION

Under Planning Code Section 1111.4, you are receiving this notice because you are a property owner that is within 150 feet of the subject property or are an interested party on record with the Planning Department. **You are not obligated to take any action. For more information regarding the proposed work, or to express concerns about the project, please contact the Applicant/Agent or Planner listed on this notice as soon as possible.**

Additionally, you may wish to discuss the project with your neighbors and neighborhood association or improvement club, as they may already be aware of the project.

Persons who are unable to attend the public hearing may submit written comments on this application to the Planner listed on the front of this notice, or mail to Planning Department, 49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103, by 4:00pm the day prior to the hearing. These comments will be made a part of the official public record, and will be brought to the attention of the person or persons conducting the public meeting or hearing.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

OTHER APPLICATION INFORMATION

This notice is only for a hearing by the HPC for a Permit to Alter under Article 11 of the Planning Code.

Under Planning Code Section 303, a Conditional Use Authorization associated with this proposal, if any, may also be subject to a 20-day notification to owners within 300 feet and occupants within 150 feet of the subject property; and, if applicable, under Planning Code Section 309, a Large Project Authorization associated with this proposal may also be subject to a 20-day notification to owners and occupants within 150 feet of the subject property.

The mailings of such notifications, if required, will be performed separately.

APPEALS

An appeal of the approval (or denial) of a **Permit to Alter application** by the Historic Preservation Commission may be made in one of two ways:

- 1) To the **Board of Appeals within 30 days** after the final decision on the Permit to Alter; or
- 2) To the **Board of Supervisors within 30 days** after the final decision on the Permit to Alter, if the project requires Board of Supervisors approval and/or, if the Conditional Use Authorization is appealed.

Appeals must be submitted in person at the **Board of Appeals office at 49 South Van Ness Avenue, Suite 1475** or in person at the **Board of Supervisors office at 1 Dr. Carlton B. Goodlett Place, City Hall, Room 244**. For further information about either appeal processes, including current fees, **contact the Board of Appeals at (628) 652-1150**, or the **Board of Supervisors at (415) 554-5184**.

An appeal of the approval (or denial) of the associated **building permit application** by the Planning Department may be made to the **Board of Appeals within 15 days** after the **building permit** is issued (or denied) by the Director of the Department of Building Inspection. If a Conditional Use Authorization is appealed to the Board of Supervisors, then the associated building permit application may not be appealed.



Date: **2/29/2024**

The attached notice is provided under the Planning Code. It concerns property located at **2 New Montgomery Street - (2024-000929PTA)**. A hearing may occur, a right to request review may expire or a development approval may become final by **3/20/2024**.

To obtain information about this notice in Spanish, Chinese, or Filipino, please call **628.652.7550**. Please be advised that the Planning Department will require at least one business day to respond to any call.

附上的是三藩市城市規劃的法定通告。

此通告是與位於 **2 New Montgomery Street - (2024-000929PTA)**

的建築計劃有關。如果在 **3/20/2024** 之前無人申請聽證會來檢討這一個建築計劃, 這計劃最終會被核准。

如果你需要用華語獲得關於這通告的細節, 請電 **628.652.7550** .

然後, 請按 “8” 及留言。城市規劃局將需要至少一個工作天回應。華語資料提供只是城市規劃局的一項服務, 此項服務不會提供額外的權利或延伸任何要求檢討的期限。

El documento adjunto es requerido por el Código de Planeación (Planning Code) y es referente a la propiedad en la siguiente dirección: **2 New Montgomery Street - (2024-000929PTA)**. Es posible que ocurra una audiencia pública, que el derecho a solicitar una revisión se venza, o que la aprobación final de proyecto se complete el: **3/20/2024**.

Para obtener más información sobre esta notificación en español, llame al siguiente teléfono **628.652.7550**. Por favor tome en cuenta que le contestaremos su llamada en un periodo de 24 horas.

Ang nakalakip na paunawa ay ibinibigay alinsunod sa Planning Code. Tinatalakay nito ang propyedad na matatagpuan sa **2 New Montgomery Street - (2024-000929PTA)**. Maaring may paglilitis na mangyayari, may mapapasong paghiling ng isang pagrerepaso (review), o ang na-aprobahang pagpapatayo ay malapit nang ipagtibay sa **3/20/2024**.

Para humiling ng impormasyon tungkol sa paunawang ito sa Tagalog, paki tawagan ang **628.652.7550**. Mangyaring tandaan na mangangailangan ang Planning Department ng di-kukulangin sa isang araw ng pangangalakal para makasagot sa anumang tawag.