

BOARD of SUPERVISORS



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MEMORANDUM

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Date: February 5, 2025  
To: Planning Department/Planning Commission  
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee  
Subject: Board of Supervisors Legislation Referral - File No. 250100  
Planning Code, Zoning Map - 3250 19th Avenue Special Sign District

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- ☒ California Environmental Quality Act (CEQA) Determination  
(*California Public Resources Code, Sections 21000 et seq.*)
  - ☒ Ordinance / Resolution
  - ☐ Ballot Measure
- ☒ Amendment to the Planning Code, including the following Findings:  
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
  - ☒ General Plan    ☒ Planning Code, Section 101.1    ☒ Planning Code, Section 302
- ☐ Amendment to the Administrative Code, involving Land Use/Planning  
(*Board Rule 3.23: 30 days for possible Planning Department review*)
- ☐ General Plan Referral for Non-Planning Code Amendments  
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)  
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)
- ☐ Historic Preservation Commission
  - ☐ Landmark (*Planning Code, Section 1004.3*)
  - ☐ Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
  - ☐ Mills Act Contract (*Government Code, Section 50280*)
  - ☐ Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to John Carroll at [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).



# City and County of San Francisco

## Master Report

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

<b>File Number:</b> 250100	<b>File Type:</b> Ordinance	<b>Status:</b> 30 Day Rule
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<b>Enacted:</b>	<b>Effective:</b>	
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<b>Version:</b> 1	<b>In Control:</b> Land Use and Transportation Committee	
<hr/>		
<b>File Name:</b> Planning Code, Zoning Map - 3250 19th Avenue Special Sign District	<b>Date Introduced:</b> 01/28/2025	
<hr/>		
<b>Requester:</b>	<b>Cost:</b>	<b>Final Action:</b>
<hr/>		
<b>Comment:</b>	<b>Title:</b> Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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 making findings of public necessity, convenience, and welfare under Planning Code, Section 302.	
<hr/>		
<b>Sponsor:</b> Melgar		

### History of Legislative File 250100

Ver	Acting Body	Date	Action	Sent To	Due Date	Result
1	President	01/28/2025	ASSIGNED UNDER 30 DAY RULE	Land Use and Transportation Committee	02/27/2025	

[Planning Code, Zoning Map - 3250 19th Avenue Special Sign District]

**Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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 making findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

NOTE: **Unchanged Code text and uncoded text** are in plain Arial font.  
**Additions to Codes** are in *single-underline italics Times New Roman font*.  
**Deletions to Codes** are in ~~*strikethrough italics Times New Roman font*~~.  
**Board amendment additions** are in double-underlined Arial font.  
**Board amendment deletions** are in ~~strikethrough Arial font~~.  
**Asterisks (\* \* \* \*)** indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Land Use and Environmental Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. \_\_\_\_ and is incorporated herein by reference. The Board affirms this determination.

(b) On \_\_\_\_\_, the Planning Commission, in Resolution No. \_\_\_\_\_, adopted findings that the actions contemplated in this ordinance are consistent, on balance,

1 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
2 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
3 the Board of Supervisors in File No. \_\_\_\_\_, and is incorporated herein by reference.

4 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
5 actions contemplated in this ordinance will serve the public necessity, convenience, and  
6 welfare for the reasons set forth in Planning Commission Resolution No. \_\_\_\_\_, and adopts  
7 such reasons by this reference thereto. A copy of said Resolution is on file with the Clerk of  
8 the Board of Supervisors in File No. \_\_\_\_\_, and is incorporated herein by reference.

9  
10 Section 2. Background and General Findings.

11 (a) 3250 19th Avenue is located in the RH-1(D) (Residential-House, One Family-  
12 Detached) District. Measuring approximately 235,000 square feet, the lot is atypically large  
13 for the RH-1(D) District, where lots typically average 2,500 square feet and are occupied by  
14 small, residential structures. The subject property has been developed as an educational  
15 campus and has operated as a school for over 72 years. The site fronts 19th Avenue, which  
16 is a segment of California Highway 1, as well as Junipero Serra Boulevard, a busy local  
17 thoroughfare.

18 (b) The current signage requirements for the RH-1(D) District impose limits on the  
19 number and size of signs per parcel. While these controls are appropriate for typically sized  
20 parcels in the District, these limits do not provide sufficient signage opportunities for a large,  
21 undivided parcel that is surrounded by critical traffic arterials. This ordinance addresses the  
22 problem by establishing the 3250 19th Avenue Special Sign District ("3250 19th Avenue  
23 SSD"), which ties the number and size of signs to the length of the relevant street frontage at  
24 the site. The 3250 19th Avenue SSD is in keeping with other special sign districts recently  
25 enacted by the City, including the Stonestown SSD (Planning Code Section 608.10), which

1 provides additional signage opportunities for a large, undivided parcel that fronts the opposite  
2 side of 19th Avenue.

3 (c) The 3250 19th Avenue SSD furthers the purposes of Planning Code Sections 101  
4 and 601, including:

5 (1) promoting the aesthetic and environmental values of San Francisco by  
6 providing for signs that serve as effective means of communication while preserving the City's  
7 attractiveness as a place to live, work, visit, and shop;

8 (2) ensuring that signs are designed and proportioned in relation to the  
9 structures to which they are attached, adjacent structures, and the streets on which they are  
10 located;

11 (3) reducing hazards to motorists, bicyclists, and pedestrians caused by visual  
12 distractions and obstructions; and

13 (4) protecting the distinctive appearance of San Francisco produced by its  
14 unique geography, topography, neighborhoods, street patterns, skyline, and architectural  
15 features.

16  
17 Section 3. Article 6 of the Planning Code is hereby amended by revising Section 607.1  
18 and adding Section 608.18, to read as follows:

19  
20 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
21 **DISTRICTS.**

22 \* \* \* \*

23 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood  
24 Commercial and Residential-Commercial Districts that are designated as Special Sign  
25 Districts. Special Sign Districts are described within Sections 608.1 through 608.~~17~~18 of this

1 Code and their designations, locations, and boundaries are provided on Sectional Map SSD  
2 of the Zoning Map of the City and County of San Francisco.

3 \* \* \* \*

4  
5 **SEC. 608.18. 3250 19TH AVENUE SPECIAL SIGN DISTRICT.**

6 **(a) Establishment of Special Sign District.** *The 3250 19th Avenue Special Sign District*  
7 *(“3250 19th Avenue SSD” or “SSD”), consisting of Assessor’s Parcel Block No. 7231, Lot 003, as*  
8 *shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby*  
9 *established for the purposes and subject to the controls set forth in this Section 608.18.*

10 **(b) Purpose.** *The purpose of the 3250 19th Avenue SSD is to modify the sign controls that*  
11 *would otherwise apply within the SSD to allow for appropriate signage opportunities for this large,*  
12 *undivided lot and the structures that occupy the lot.*

13 **(c) Controls.** *Signs within the 3250 19th Avenue SSD shall be controlled by all applicable*  
14 *provisions in the Planning Code, except to the extent they conflict with this Section 608.18. In the event*  
15 *of a conflict between other provisions of the Planning Code and this Section 608.18, this Section shall*  
16 *control. Unless otherwise indicated in this Section 608.18, the controls within the SSD shall apply to*  
17 *signs for all principally permitted or conditionally permitted uses of the subject property.*

18 **(1) Freestanding Signs** *are permitted to be placed within a required front setback area*  
19 *or within a legislated setback line, provided that the Sign is located at least three feet from the street*  
20 *property line. No Sign shall project beyond a street property line.*

21 **(2) Total number of permitted Signs** *shall not exceed one Sign for each 130 linear*  
22 *feet of street frontage of the lot. Nothing in the foregoing sentence shall limit the placement of such*  
23 *Signs on the applicable street frontage.*

24 **(3) All Signs** *shall satisfy the following requirements, as applicable:*  
25

1                    (A) The Height of any Wall Sign shall not exceed 50 feet or the height of the wall  
2 to which it is affixed, whichever is less; and

3                    (B) The Area of any Wall Sign shall not exceed one square foot per three linear  
4 feet of street frontage or 140 square feet, whichever is less; and

5                    (C) The Area of any Freestanding Sign shall not exceed one square foot per  
6 seven linear feet of street frontage or 60 square feet, whichever is less.

7                    (4) In calculating the limits in subsection (c)(3) of this Section 608.18, the relevant  
8 street frontage shall be the street from which the Sign is visible. Further, two street frontages cannot be  
9 combined to install larger Signs or a greater number of Signs on a single street frontage.

10                   (5) Nothing in this Section 608.18 shall limit the applicability of Planning Code  
11 Sections 608.6 and 609.6 within the SSD.

12  
13                   Section 4. Zoning Map Amendment. Pursuant to Sections 106 and 302(c) of the  
14 Planning Code, Sectional Map SS01 of the Zoning Map of the City and County of San  
15 Francisco is hereby amended, as follows:

Description of Property	Special Sign District Hereby Created
Assessor's Parcel Block No. 7231, Lot No. 003	3250 19th Avenue Special Sign District

21                   Section 5. Effective Date. This ordinance shall become effective 30 days after  
22 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
23 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
24 of Supervisors overrides the Mayor's veto of the ordinance.

1           Section 6. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
2 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
3 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
4 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
5 additions, and Board amendment deletions in accordance with the “Note” that appears under  
6 the official title of the ordinance.

7  
8 APPROVED AS TO FORM:  
9 DAVID CHIU, City Attorney

10 By: /s/ Giulia Gualco-Nelson  
11       GIULIA GUALCO-NELSON  
      Deputy City Attorney

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## **LEGISLATIVE DIGEST**

[Planning Code, Zoning Map - 3250 19th Avenue Special Sign District]

**Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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 making findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

### **Existing Law**

Article 6 of the Planning Code contains sign controls that are generally applicable to various zoning districts—including controls for Residential Districts. (See Planning Code Section 606.) In the RH-1(D) ("Residential-House, One-Family, Detached") District, Planning Code Section 606 authorizes a maximum of one sign per lot and places limits on where that sign can be placed and the total area of the sign.

Article 6 also contains various Special Sign Districts which provide for additional sign controls for specific parcels or areas of the City.

### **Amendments to Current Law**

This ordinance amends the Planning Code and Zoning Map to create the 3250 19th Avenue Special Sign District ("SSD"), encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, which is zoned RH-1(D). The SSD allows for increased signage opportunities commensurate with the large size of the parcel, specifically providing that:

- Freestanding Signs can be placed within a required front setback area or within a legislated setback line, provided that the Sign is located at least three feet from the street property line;
- the total number of permitted Signs shall not exceed one Sign for each 130 linear feet of street frontage of the lot;
- the Height of any Wall Sign shall not exceed 50 feet or the height of the wall to which it is affixed, whichever is less;
- the Area of any Wall Sign shall not exceed one square foot per three linear feet of street frontage or 140 square feet, whichever is less; and
- the Area of any Freestanding Sign shall not exceed one square foot per seven linear feet of street frontage or 60 square feet, whichever is less.

In calculating the various signage limits within the SSD, the ordinance provides that the relevant street frontage shall be the street from which the Sign is visible. This means that two street frontages cannot be combined to install larger Signs or a greater number of Signs on a single street frontage.

#### Background Information

The ordinance contains findings that describe the unusually large size of the parcel relative to typical parcels in the RH-1 District. The current signage controls are not adequate for a large, undivided parcel that is surrounded by critical traffic arterials. The controls in the SSD further the purposes of signage regulation in the Planning Code by ensuring that signs are designed and proportioned in relation to the structures to which they are attached, adjacent structures, and the streets on which they are located and by protecting the distinctive appearance of San Francisco produced by its unique geography, topography, neighborhoods, street patterns, skyline, and architectural features.

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## Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

RECEIVED  
1/20/2025 @ 5:32 pm  
d

I hereby submit the following item for introduction (select only one):

- ☒ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)  
(Routine, non-controversial and/or commendatory matters only)
- ☐ 3. Request for Hearing on a subject matter at Committee
- ☐ 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquires..."
- ☐ 5. City Attorney Request
- ☐ 6. Call File No. \_\_\_\_\_ from Committee.
- ☐ 7. Budget and Legislative Analyst Request (attached written Motion)
- ☐ 8. Substitute Legislation File No. \_\_\_\_\_
- ☐ 9. Reactivate File No. \_\_\_\_\_
- ☐ 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission    ☐ Youth Commission    ☐ Ethics Commission
- ☒ Planning Commission    ☐ Building Inspection Commission    ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes    ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Supervisor Melgar

Subject:

Planning Code, Zoning Map - 3250 19th Avenue Special Sign District

Long Title or text listed:

Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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 making findings of public necessity, convenience, and welfare under Planning Code, Section 302.

Signature of Sponsoring Supervisor:

