

1 [Planning Code, Zoning Map - Transit Center Special Sign District]

2

3 **Ordinance amending the Planning Code to create the Transit Center Special Sign**  
 4 **District (bounded by Market Street on the north, Folsom Street on the south, Steuart**  
 5 **Street on the east, and between New Montgomery and Third Streets on the west, and in**  
 6 **the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the**  
 7 **planned City Park between Mission, Howard, Second, and Beale Streets and those**  
 8 **portions of the Transit Center District Plan Area included in Zone 1 of the Transbay**  
 9 **Redevelopment Plan Area, which include portions of land bounded by Spear, Mission,**  
 10 **Folsom, and Second Streets), to restrict the size and height of new signs within 200**  
 11 **feet of and visible from an existing or planned public park or open space, and to**  
 12 **restrict illumination of certain new signs in those areas; amending the Zoning Map to**  
 13 **show the Transit Center Special Sign District; affirming the Planning Department's**  
 14 **determination under the California Environmental Quality Act; making findings of**  
 15 **consistency with the General Plan, and the eight priority policies of Planning Code,**  
 16 **Section 101.1; and making a finding of public necessity, convenience, and welfare**  
 17 **pursuant to Planning Code, Section 302.**

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

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

Section 1. Findings.

1 (a) The Planning Department has determined that the actions contemplated in this  
2 ordinance comply with the California Environmental Quality Act (California Public Resources  
3 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of  
4 Supervisors in File No. 170941 and is incorporated herein by reference. The Board affirms  
5 this determination.

6 (b) On September 14, 2017, the Planning Commission, in Resolution No. 19993,  
7 adopted findings that the actions contemplated in this ordinance are consistent, on balance,  
8 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
9 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
10 the Board of Supervisors in File No. 170941, and is incorporated herein by reference.

11 (c) On September 14, 2017, the Planning Commission, in Resolution No. 19993,  
12 approved this ordinance, recommended it for adoption by the Board of Supervisors, and  
13 adopted findings that it will serve the public necessity, convenience, and welfare. Pursuant to  
14 Planning Code Section 302, the Board adopts these findings as its own. A copy of said  
15 Resolution is on file with the Clerk of the Board of Supervisors in File No. 170941, and is  
16 incorporated herein by reference.

17  
18 Section 2. The Planning Code is hereby amended by adding Section 608.4, to read as  
19 follows:

20 **SEC. 608.4. TRANSIT CENTER SPECIAL SIGN DISTRICT.**

21 (a) **General.** *There shall be a Special Sign District known as the "Transit Center Special*  
22 *Sign District" in the area bounded by Market Street on the north, Folsom Street on the south, Steuart*  
23 *Street on the east, and between New Montgomery and Third Streets on the west, and in the area*  
24 *bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between*  
25 *Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan*

1 Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land  
2 bounded by Spear, Mission, Folsom, and Second Streets, as designated on Sectional Map SSD of the  
3 Zoning Map of the City and County of San Francisco. The original copy of said Sectional Map with  
4 this Special Sign District indicated thereon is on file with the Clerk of the Board of Supervisors in File  
5 No 170941.

6 (b) **Purpose and Findings.** In addition to the purposes stated in Sections 101 and 601 of  
7 this Code, the following purposes apply to the Transit Center Special Sign District. These purposes  
8 constitute findings that form a basis for these regulations and provide guidance for their application.

9 (1) A new 5.4-acre park called the City Park (which in its early stages of planning  
10 was known as the Rooftop Park) is planned to be located atop the Transbay Transit Center, which will  
11 be located between Mission and Howard Streets on the north and south, respectively, and between  
12 Second and Beale Streets on the west and east, respectively. The City Park will include an outdoor  
13 amphitheater, gardens, trails, open grass areas, a children’s play space, a restaurant, and a café, and  
14 will be accessible from 10 entry points, including bridges from neighboring buildings and a gondola  
15 from a planned ground-level floor of the Transbay Transit Center off Mission Street between the  
16 planned Salesforce Tower and Fremont Street, to be known as Mission Square. and the City Park will  
17 provide needed open space in an area of the City with few parks.

18 (2) The Under Ramp Park is a new 4.2-acre neighborhood park planned to be  
19 situated primarily under the elevated bus ramp that will provide a direct connection from the new  
20 Transbay Transit Center to the San Francisco-Oakland Bay Bridge, but approximately 25% of the park  
21 will be open to the sky. The Under Ramp Park will include a children’s play area, cafés, and terraces,  
22 a beer garden, and a multilevel pavilion with cultural and retail programs. The area between Folsom,  
23 Harrison, Essex, and Second Streets is adjacent to the planned site of the Under Ramp Park.

24 (3) Illuminated signs and other signs visible from a public park or privately owned  
25 public open space (POPOS) may negatively impact the aesthetics of the park or POPOS and the

1 enjoyment of its users by, among other things, interfering with the natural scenery and landscape  
2 afforded by the park or POPOS, as well as creating unwanted illumination and glare.

3 (4) Evening and nighttime illumination of signs in the Plan Area would disturb the  
4 sleep of residents in the area and disrupt their general enjoyment of their homes.

5 (c) Controls.

6 (1) Illumination for any new sign that is located in the Transit Center Special Sign  
7 District, where any part of the face of the sign is over 35 feet in height, as defined in Section 602, shall  
8 meet the following requirements:

9 (A) the sign's illumination shall be dimmable; and,

10 (B) all illumination shall be turned off from 11:00 p.m. each evening until 6:00  
11 a.m. the following morning.

12 (2) Except as specified in subsection (c)(3) below, a new sign that is within 200 feet of  
13 an existing or planned public park or within 200 feet of a POPOS of 1/4 acre or greater, and that is  
14 visible from such a park or POPOS shall be permitted if it is 50 square feet or less and its highest point  
15 reaches a height of 35 feet or less, as defined in Section 602.

16 (3) A new Business Sign, as defined in Section 602, that is within 200 feet of the City  
17 Park and is visible from the City Park shall only be permitted if it meets the following requirements:

18 (A) If the new Business Sign is located on the façade of a building directly  
19 abutting or with a pedestrian connection to the City Park,

20 (i) the sign shall consist of only metal lettering raised off the façade of the  
21 building to which it is attached, with a maximum vertical dimension of 30 inches and a total maximum  
22 area of 50 square feet;

23 (ii) the highest point of the sign shall reach a height of 15 feet or less  
24 from the nearest finished ground plane of the City Park; and,

1 (iii) the sign's illumination shall consist only of indirect illumination,  
 2 pursuant to Section 602 of this Code, including but not limited to halo-style lighting.

3 \_\_\_\_\_ (B) If the new Business Sign is not located on the façade of a building directly  
 4 abutting or with a pedestrian connection to the City Park, the sign shall comply with Section 607 of this  
 5 Code.

6  
 7 Section 3. The Planning Code is hereby amended by revising Sectional Map SSD of  
 8 the Zoning Map of the City and County of San Francisco, as follows:

| <u>Description of Property</u> |  | <u>Sign District Hereby Approved</u> |
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| Assessor's Block               | Lot  |                                      |
| 3707                           | 001<br>002<br>002A<br>004<br>005<br>006<br>007<br>008<br>009<br>010<br>011<br>012<br>013<br>014<br>016<br>018<br>019<br>020<br>035<br>044<br>052<br>061<br>062<br>064<br>065<br>066<br>067 | Transit Center Special Sign District |

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| 3709 | All Lots                                      | Transit Center Special Sign District |
| 3710 | All Lots                                      | Transit Center Special Sign District |
| 3711 | All Lots                                      | Transit Center Special Sign District |
| 3712 | All Lots                                      | Transit Center Special Sign District |
| 3713 | All Lots                                      | Transit Center Special Sign District |
| 3715 | 011<br>013                                    | Transit Center Special Sign District |
| 3716 | All Lots                                      | Transit Center Special Sign District |
| 3717 | All Lots                                      | Transit Center Special Sign District |
| 3718 | 026<br>027<br>039                             | Transit Center Special Sign District |
| 3719 | 009<br>018<br>020<br>021<br>022<br>023<br>024 | Transit Center Special Sign District |



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|    | 3720 | 008<br>009  | Transit Center Special Sign District |
|    | 3721 | 001<br>002<br>003<br>004<br>005<br>013<br>014<br>015<br>015A<br>016 | Transit Center Special Sign District |

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| 4  | 3735 | 256 |                                      |
| 5  |      | 005 | Transit Center Special Sign District |
| 6  |      | 008 |                                      |
| 7  |      | 009 |                                      |
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| 8  |       | 150      |                                      |
| 9  |       | 151      |                                      |
| 10 | 3735A | All Lots | Transit Center Special Sign District |
| 11 | 3736  | 006      | Transit Center Special Sign District |
| 12 |       | 007      |                                      |
| 13 |       | 018      |                                      |
| 14 |       | 023      |                                      |
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| 3737 | 030<br>041  | Transit Center Special Sign District |
| 3738 | 011<br>012  | Transit Center Special Sign District |
| 3740 | 001<br>033<br>034   | Transit Center Special Sign District |
| 3741 | All Lots  | Transit Center Special Sign District |
| 3749 | 052   | Transit Center Special Sign District |

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Section 4. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

APPROVED AS TO FORM:  
DENNIS J. HERRERA, City Attorney

By: \_\_\_\_\_  
ROBB W. KAPLA  
Deputy City Attorney

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