

LEGISLATIVE DIGEST

[Planning Code - Business Signs on Awnings and Marquees]

Ordinance amending the Planning Code to allow business signs on awnings or marquees in addition to projecting signs in various neighborhood commercial and residential-commercial districts, and in certain Chinatown mixed use districts; applying business sign controls to additional Neighborhood Commercial Districts; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code Section 101.1 and public necessity, convenience, and general welfare findings pursuant to Planning Code, Section 302.

Existing Law

Planning Code Section 607.1, subsection (f)(1) allows business sign copy on awnings in lieu of wall signs and projecting signs in the NC-1 and NCT-1 zoning districts. Planning Code Section 607.1, subsections (f)(2) and (3) allow business sign copy on awnings or marquees in lieu of projecting signs in the RC, NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement Street, Outer Clement Street, Divisadero Street, Excelsior Outer Mission Street, Fillmore Street, Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving Street, Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street, Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional Commercial District, Sacramento Street, SoMa, Taraval Street, Union Street, Valencia Street, 24th Street-Mission, 24th Street-Noe Valley, West Portal Avenue, Mission Street NCT, NC-3, and NCT-3 Neighborhood Commercial Districts.

Planning Code Section 607.2, subsection (f)(1) allows business sign copy on awnings in lieu of wall signs and projecting signs in the Chinatown Residential Neighborhood Commercial District, and Section 607.2, subsections (f)(2) and (3) allow business sign copy on awnings or marquees in lieu of projecting signs in the Chinatown Visitor Retail District and Chinatown Community Business District, among other mixed use districts.

Amendments to Current Law

This ordinance would amend Section 607.1, subsection (f)(1) to allow business sign copy on awnings in addition to wall signs and projecting signs in the Cole Valley, Lakeside Village, NC-1 and NCT-1 Neighborhood Commercial Districts. The ordinance would also amend Section 607.1, subsection (f)(1) to apply the other business sign controls of that subsection to the Cole Valley and Lakeside Village Neighborhood Commercial Districts.

In addition, the ordinance would amend Section 607.1, subsection (f)(2) to allow business sign copy on awnings or marquees in addition to projecting signs in the RC, NC-2, NCT-2, NC-S, Inner Balboa Street, Outer Balboa Street, Broadway, Castro Street, Inner Clement Street, Outer Clement Street, Cortland Avenue, Divisadero Street, Excelsior Outer

Mission Street, Fillmore Street, Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving Street, Haight Street, Lower Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street, Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional Commercial District, Sacramento Street, San Bruno Avenue, SoMa, Taraval Street, Inner Taraval Street, Union Street, Valencia Street, 24th Street-Mission, 24th Street-Noe Valley, and West Portal Avenue Neighborhood Commercial Districts. The ordinance would also amend Section 607.1, subsection (f)(2) to apply the other business sign controls of that subsection to the Inner Balboa Street, Outer Balboa Street, Cortland Avenue, Lower Haight Street, San Bruno Avenue and Inner Taraval Street Neighborhood Commercial Districts.

The ordinance would also amend Section 607.1, subsection (f)(3) to allow business sign copy on awnings or marquees in addition to projecting signs in the Bayview, Geary Boulevard, Mission Bernal, Mission Street, Lower Polk Street, NCT, NC-3, and NCT-3 Neighborhood Commercial Districts. The ordinance would also amend Section 607.1, subsection (f)(3) to apply the other business sign controls of that subsection to the Bayview, Geary Boulevard, Mission Bernal and Lower Polk Street Neighborhood Commercial Districts.

The ordinance would also amend Section 607.2, subsection (f)(1) to allow business sign copy on awnings in addition to wall signs and projecting signs in the Chinatown Residential Neighborhood Commercial District, and would amend Section 607.2, subsections (f)(2) and (3) to allow business sign copy on awnings or marquees in addition to projecting signs in the Chinatown Visitor Retail District and Chinatown Community Business District.

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