

BOARD of SUPERVISORS



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MEMORANDUM

Date: October 16, 2024
To: Planning Department/Planning Commission
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee
Subject: Board of Supervisors Legislation Referral - File No. 240931-2, Substituted Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District

- 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.

1 [Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District]

2

3 **Ordinance amending the Planning Code and Zoning Map to establish the 2301**
4 **Chestnut Street Special Sign District encompassing the real property consisting of**
5 **Assessor’s Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301**
6 **Chestnut Street; affirming the Planning Department’s determination under the**
7 **California Environmental Quality Act; making findings of consistency with the General**
8 **Plan, and the eight priority policies of Planning Code, Section 101.1; and making**
9 **findings of public necessity, convenience, and welfare under Planning Code, Section**
10 **302.**

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

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

19 Section 1. Findings.

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

25 (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. Article 6 of the Planning Code is hereby amended by revising Section 607.1
11 and adding Section 608.17, to read as follows:

12
13 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**
14 **DISTRICTS.**

15 * * * *

16 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood
17 Commercial and Residential-Commercial Districts that are designated as Special Sign
18 Districts. Special Sign Districts are described within Sections 608.1 through 608.17 of this
19 Code and ~~with the exception of Sections 608.1, 608.2 and 608.11,~~ their designations, locations, and
20 boundaries are provided on Sectional Map SSD of the Zoning Map of the City and County of
21 San Francisco.

22 * * * *

23
24 **SEC. 608.17. 2301 CHESTNUT STREET SPECIAL SIGN DISTRICT.**

1 (a) Establishment of Special Sign District. The 2301 Chestnut Street Special Sign District
2 (“2301 Chestnut Street SSD” or “SSD”), consisting of Assessor’s Parcel Block No. 0936, Lot 001, as
3 shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby
4 established for the purposes and subject to the controls set forth in this Section 608.17.

5 (b) Purpose. The purpose of the 2301 Chestnut Street SSD is to modify the sign controls that
6 would otherwise apply within the SSD to allow for up to two projecting signs on a prominent corner
7 building to support the vitality of the Chestnut Street commercial corridor.

8 (c) Controls.

9 (1) General Controls. Signs within the 2301 Chestnut Street SSD shall be controlled by
10 all applicable provisions in this Article 6 of the Planning Code, except to the extent they conflict with
11 this Section 608.17. In the event of a conflict between other provisions of the Planning Code and this
12 Section 608.17, this Section shall control.

13 (2) Number of Signs. A business with a unit fronting two adjoining streets shall have a
14 maximum of two projecting Signs. All other businesses shall not exceed one projecting Sign.

15
16 Section 3. Zoning Map Amendment. Pursuant to Sections 106 and 302(c) of the
17 Planning Code, Sectional Map SS01 of the Zoning Map of the City and County of San
18 Francisco is hereby amended, as follows:

19

Description of Property	Special Sign District Hereby Created
Assessor’s Parcel Block No. 0936, Lot No. 001	2301 Chestnut Street Special Sign District

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21
22
23
24 Section 4. Effective Date. This ordinance shall become effective 30 days after
25 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the

1 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
2 of Supervisors overrides the Mayor’s veto of the ordinance.

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

10 APPROVED AS TO FORM:
11 DAVID CHIU, City Attorney

12 By: /s/ Giulia Gualco-Nelson
13 GIULIA GUALCO-NELSON
14 Deputy City Attorney

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REVISED LEGISLATIVE DIGEST

(Substituted, 10/8/2024)

[Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District

Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street; 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

2301 Chestnut Street is located in the NC-2 (Neighborhood Commercial, Small Scale) District. In the NC-2 District, a business cannot have more than one projecting sign. (Planning Code Section 607.1(f)(2)(C).) A projecting sign generally extends beyond a street property line or a building setback line. (Planning Code Section 602.)

Amendments to Current Law

This ordinance would create a Special Sign District (SSD) for the parcel located at 2301 Chestnut Street. Within the SSD, a business located on the corner – defined as the unit that fronts two adjoining streets – would be permitted up to two projecting signs. All other requirements for projecting signs, including but not limited to area, illumination, and sign placement, would remain the same. Businesses not located on the corner would be limited to one projecting sign.

Background Information

This ordinance contains findings to support the need for two projecting signs on this prominent corner building in the NC-2 district.

Version 2 of this ordinance is a substitute ordinance that clarifies the definition of a corner business and corrects typographic errors.

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Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

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

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor [] inquiries"
- 5. City Attorney Request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No. []
- 9. Reactivate File No. []
- 10. Topic submitted for Mayoral Appearance before the BOS on []

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

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

Sponsor(s):

Stefani

Subject:

Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District

The text is listed:

Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001 to allow two projecting signs at 2301 Chestnut Street; 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: /s/ Catherine Stefani