

1 [Planning Code - Northeast Waterfront Historic District Signs.]

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3 **Ordinance amending the Planning Code by creating section 608.15 to establish the**
4 **Northeast Waterfront Special Sign District, creating section 609.14 to address**
5 **amortization of nonconforming signs in this District, amending section 608 and Article**
6 **10, Appendix D, section 7 to be consistent with this Ordinance, amending the Zoning**
7 **Map Sectional Map SSD-1 to show the boundaries of this District, and making findings**
8 **of consistency with the General Plan and priority policies of Planning Code section**
9 **101.1.**

10 Note: Additions are *single-underline italics Times New Roman*;
11 deletions are *strikethrough italics Times New Roman*.
12 Board amendment additions are double underlined.
13 Board amendment deletions are ~~strikethrough normal~~.

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

14 Section 1. Findings. The Board of Supervisors of the City and County of San Francisco
15 hereby finds and determines that:

16 (a) Pursuant to Planning Code section 302, this Board of Supervisors finds that
17 this ordinance will serve the public necessity, convenience and welfare for the reasons set
18 forth in Planning Commission Resolution No. _____ recommending approval of this
19 Planning Code amendment, and incorporates such reasons by this reference hereto. A copy
20 of said resolution is on file with the Clerk of the Board of Supervisors in File No.
21 _____.

22 (b) Pursuant to Planning Code section 101.1, this Board of Supervisors finds
23 that this ordinance is consistent with the Priority Policies of section 101.1(b) of the Planning
24 Code and the General Plan and hereby adopts the findings of the Planning Commission, as
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1 set forth in Planning Commission Resolution No. _____, and incorporates said findings by
2 this reference hereto.

3 Section 2. The San Francisco Planning Code is hereby amended by adding section
4 608.15, to read as follows:

5 Sec. 608.15. NORTHEAST WATERFRONT.

6 There shall be a special sign district known as the "Northeast Waterfront Special Sign
7 District." The boundaries of this special sign district shall be coterminous with the boundaries of the
8 Northeast Waterfront Historic District, as established pursuant to Article 10, Appendix D of this Code
9 by Ordinance No. 171-83, and any amendments thereto. A copy of said Ordinance and materials
10 related thereto are on file with the Clerk of the Board of Supervisors in File No. _____.

11 (a) Purposes and Findings.

12 (1) In addition to furthering the purposes stated in Sections 101 and 601 of this
13 Code, creation of the Northeast Waterfront Special Sign District is intended to further the purposes of
14 the Northeast Waterfront Historic District created pursuant to Board of Supervisors Ordinance No.
15 171-83, and any amendments thereto, and to foster the preservation and enhancement of said Historic
16 District.

17 (2) The standards established by these regulations are deemed to be minimum
18 requirements.

19 (b) Regulations within the Special Sign District:

20 (1) No general advertising sign shall be permitted.

21 (2) Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof
22 sign shall be permitted.

23 (3) Notwithstanding the exceptions stated in Subsection 607(g) of this Code, no sign
24 attached to a building shall extend or be located above the roofline of the building to which it is
25 attached.

1 (4) No projection shall exceed a horizontal distance of six feet beyond any street
2 property line. This limitation shall apply to signs and to all other features, including but not limited to,
3 marquees and awnings, with the sole exception of flagpoles for flags. All signs, marquees, awnings,
4 and other features shall be supported entirely by a building. No canopies shall be permitted.

5 (5) All signs shall be placed entirely below the level of the lowest cornice or strong
6 horizontal element located above the ground story of the building, and in no event higher than three
7 feet above the top of the ceiling level of the ground story.

8 (6) No directly illuminated sign, as defined in section 602.4 of this Code, shall be
9 permitted.

10 (7) Principal Signs. Only one principal sign shall be permitted per establishment
11 per street frontage. In addition, the following provisions shall apply to principal signs:

12 (A) A projecting sign shall not exceed 10 square feet;

13 (B) If a flush sign contains lettering, the lettering shall not exceed 18 inches
14 in height; provided, however, that in no event shall lettering exceed a size that can be read from any
15 farther than across the street;

16 (C) On a brick surfaces, signs shall be mounted with a minimum number of
17 wall penetrations.

18 (8) Secondary Signs. Only one secondary sign shall be permitted per establishment
19 per street frontage. A secondary sign is intended to be viewable close-up. In addition, the following
20 provisions shall apply to secondary signs:

21 (A) If lettering is placed on a door or window, such lettering may contain
22 only the name and nature of the establishment, hours of operation, and other pertinent information;

23 (B) A projecting secondary sign shall not exceed two square feet in area if
24 used in conjunction with a principal flush sign.

1 (9) The total area of all signs on a building shall not exceed an area of two square
2 feet for each foot of street frontage occupied by the building; however, in no event shall the total area
3 of all signs on a building's street frontage exceed 50 square feet.

4 Section 3. The San Francisco Planning Code is hereby amended by adding section
5 609.14 to read as follows:

6 Section 609.14. IN NORTHEAST WATERFRONT.

7 Any lawfully existing sign that does not conform to Section 608.15 of this Code shall be
8 removed or altered to conform to that Section within five years after the effective date of
9 Section 608.15 or such later date as the sign becomes nonconforming.

10 Section 4. The San Francisco Planning Code is hereby amended by amending
11 section 608 to read as follows:

12 SEC. 608. SPECIAL SIGN DISTRICTS.

13 In addition to the zoning districts that are established under other Articles of this
14 Code, there shall also be in the City such Special Sign Districts as are established in this
15 Article 6 in order to carry out further the purposes of this Code. The designations, locations
16 and boundaries of these Special Sign Districts shall be as provided in this Article and as
17 shown on the Zoning Map referred to in Section 105, subject to the provisions of Section 105.
18 The original of the sectional map of the Zoning Map for Special Sign Districts (numbered
19 SSD) referred to in this Article is on file with the Clerk of the Board of Supervisors under File
20 No. 138-62. In each such Special Sign District, signs, other than those signs exempted by
21 Section 603 of this Code, shall be subject to the special limitations of Sections 608.1 through
22 ~~608.12~~608.15, respectively, in addition to all other applicable provisions of this Code. In the
23 event of inconsistency with any other provision of Article 6, the most restrictive provision shall
24 prevail unless this Code specifically provides otherwise.

1 Section 5. The San Francisco Planning Code is hereby amended by amending Article
2 10, Appendix D, section 7 to read as follows:

3 SEC. 7. ADDITIONAL PROVISIONS FOR CERTIFICATES OF
4 APPROPRIATENESS.

5 The procedures, requirements, controls and standards in Sections 1006 through
6 1006.8 of Article 10 of the City Planning Code shall apply to all applications for Certificates of
7 Appropriateness in the Northeast Waterfront Historic District. In addition the following
8 provisions shall apply to all such applications; in the event of any conflict or inconsistency
9 between the following provisions and Article 10, those procedures, requirements, controls and
10 standards affording stricter protection to landmarks, landmark sites and the Historic District
11 shall prevail.

12 (a) Character of the Historic District. The standards for review of all
13 applications for Certificates of Appropriateness are set forth in Section 1006.7 of Article 10.
14 For purposes of review pursuant to these standards, the character of the historic district shall
15 mean the exterior architectural features of the Northeast Waterfront Historic District described
16 in Section 6 of this ordinance.

17 (b) Additional Standards for Certain Features.

18 (1) Facade Line Continuity. Facade line continuity is historically appropriate.
19 Therefore, setbacks and arcades, not generally being features of the Northeast Waterfront
20 Historic District, are not acceptable.

21 (2) Fenestration and Design Elements for New Construction. In areas with a
22 concentration of older brick buildings, new construction should reflect in design the
23 predominant use of deeply recessed, limited fenestration. In addition, verticality and a high
24 proportion of mass to void should be incorporated. In areas characterized by newer buildings
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1 in concrete or stucco with industrial-style fenestration, new construction should reflect those
2 design elements.

3 (3) Roof Treatment. Historically the view from Telegraph Hill over the
4 Northeast Waterfront District has been one of roofs characterized by numerous regularly
5 spaced industrial skylights. In renovation or new construction, these particular design features
6 should be retained or incorporated.

7 (4) Signs, ~~Principal Signs. Only one sign will be allowed per establishment per~~
8 ~~street frontage:~~

9 ~~—— (A) — A Projecting sign not exceeding 10 square feet; or~~

10 ~~—— (B) — A flush sign with lettering intended to be read from across the street. On brick~~
11 ~~surfaces, signs should be mounted with a minimum number of penetrations of the wall.~~

12 ~~—— Secondary Signs. One per establishment per street frontage. A secondary sign is~~
13 ~~intended to be viewed close up and consists of:~~

14 ~~(A) — Lettering on a door or window which contains only the name and nature of the~~
15 ~~establishment, hours of operation and other pertinent information; or~~

16 ~~—— (B) — A projecting sign not exceeding two square feet in area used in conjunction with~~
17 ~~a principal flush sign. Signs shall be governed by the applicable provisions of Article 6, section~~
18 ~~609.14, and this Appendix D. In the event of inconsistency among these provisions, the most restrictive~~
19 ~~provision shall prevail unless this Code specifically provides otherwise.~~

20 (c) Exterior Changes Requiring Approval. Exterior changes within the
21 Northeast Waterfront Historic District shall require a Certificate of Appropriateness pursuant to
22 the provisions of Article 10 when such work requires a city permit. In addition, a Certificate of
23 Appropriateness shall be required for cleaning masonry surfaces with abrasives and/or
24 treatment of such surfaces with waterproofing chemicals. Sandblasting and certain chemical
25 treatments detrimental to older brick will not be approved.

1 Section 6. Amendment of the Zoning Map. The following change is hereby adopted as
2 an amendment to Zoning Map Sectional Map SSD-1 of the City and County of San Francisco:

<u>Description of Property</u>	<u>Special Sign</u>
	<u>District to be</u>
	<u>Approved</u>
3 Northeast Waterfront Historic District	Northeast Waterfront
4 as established by Article 10	Special Sign District
5 Appendix D of this Code pursuant to	
6 Board of Supervisors Ordinance No. 171-83	
7 and any amendments thereto.	

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

10 By: _____
11 John D. Malamut
12 Deputy City Attorney