

1 [Historic Sign Districts]  
 2 AMENDING PART II, CHAPTER II OF THE SAN FRANCISCO MUNICIPAL CODE  
 3 (PLANNING CODE) BY AMENDING SECTION 260 TO EXEMPT PERMITTED HISTORIC  
 4 SIGNS FROM HEIGHT LIMITS; BY AMENDING SECTION 262 TO CLARIFY THAT  
 5 PERMITTED HISTORIC SIGNS ARE EXEMPT FROM THE HEIGHT LIMITS FOR SIGNS;  
 6 BY ADDING NEW SECTION 602.9 TO DEFINE AN HISTORIC SIGN AND AN HISTORIC  
 7 SIGN DISTRICT AND RENUMBERING THE SUBSEQUENT DEFINITION SECTIONS; BY  
 8 AMENDING SECTION 604 TO MAKE TECHNICAL CORRECTIONS CONSISTENT WITH  
 9 THE CHARTER; BY AMENDING SECTION 607 TO PERMIT HISTORIC SIGNS TO BE  
 10 EXEMPT FROM CERTAIN LIMITATIONS ON ROOF SIGNS AND TO HAVE MOVING  
 11 FEATURES; BY AMENDING SECTION 608.5 TO EXEMPT HISTORIC SIGNS FROM THE  
 12 SIZE LIMIT OF SIGNS VISIBLE FROM FREEWAYS AND TO ALLOW HISTORIC SIGNS  
 13 VISIBLE FROM FREEWAYS TO BE GENERAL ADVERTISING SIGNS; AND, BY ADDING  
 14 SECTION 608.14 TO ESTABLISH THE CRITERIA AND CONDITIONS OF AN HISTORIC  
 15 SIGN DISTRICT AND FOR AUTHORIZING, BY CONDITIONAL USE PERMIT, SIGNS  
 16 QUALIFYING FOR SUCH DESIGNATION.

17 Note: Additions are underlined; deletions are in ((double parentheses)).

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

19 **Section 1. FINDINGS.** The Board of Supervisors of the City and County of San  
 20 Francisco hereby finds and declares as follows:

- 21 1. San Francisco is a city blessed with unique and wonderful scenic assets including the
- 22 natural land forms shaped by a varied topography, verdant open spaces, views of the water
- 23 and headlands beyond, a built environment with attractive architecture and building forms that
- 24 mimic the City's natural land form, as well as unique architectural features that provide visual
- 25

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1 interest and orientation to the traveler.

2 2. Signs that reflect the City's early residential character or historic aspects of the local  
3 economy or culture provide a welcome link to the City's cherished past;

4 3. Historic signs, combined with the City's natural land forms, street patterns, view  
5 corridors, architecture and the urban cityscape, create a distinct visual character for the City;

6 4. Restoration of historic signs can contribute to the visibility of landmark or architecturally  
7 or historically significant structures and, in doing so, can attract prospective tenants and  
8 customers to these buildings which can result in a greater income stream to enable the  
9 preservation, restoration and/or adaptive reuse of a valued building or structure; and

10 5. Because many signs that are over 40 years of age that have been removed,  
11 particularly roof top and freeway signs, would not be appropriate for restoration because they  
12 are visually obtrusive and/or do not reflect current citywide cultural and/or aesthetic values,  
13 the permitting of individual historic signs, or improvements thereto, should require conditional  
14 use authorization by the Planning Commission to insure that the reconstruction, restoration or  
15 alteration of any particular qualifying Historic Sign is in conformity with the General Plan, the  
16 Eight Priority Policies of Section 101.1 of the Planning Code, and also reflect valued cultural  
17 and aesthetic sensibilities of the City.

18 The following Planning Code amendments, duly approved by the Planning  
19 Commission by Resolution No. 14640 on June 11, 1998,  
20 a copy of which is on file with the Clerk of the Board of Supervisors in File No. 98-0449, are  
21 hereby adopted as amendments to the Planning Code of the City and County of San  
22 Francisco.

23 Section 2. Chapter 2 of the San Francisco Planning Code is hereby amended by  
24 amending Sections 260 and 262, to read as follows:

25 **SEC. 260. HEIGHT LIMITS: MEASUREMENT.(a) Method of**

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1 **Measurement.** The limits upon the height of buildings and structures shall be as specified on  
2 the Zoning Map. In the measurement of height  
3 for purposes of such limits, the following rules shall be applicable:

4 (1) The point above which such measurements shall be taken shall be as specified  
5 in the definition of "height" in this Code.

6 (2) The upper point to which such measurement shall be taken shall be the highest  
7 point on the finished roof in the case of a flat roof, and the average height of the rise in the  
8 case of a pitched or stepped roof, or similarly sculptured roof form, or any higher point of a  
9 feature not exempted under Subsection (b) below.

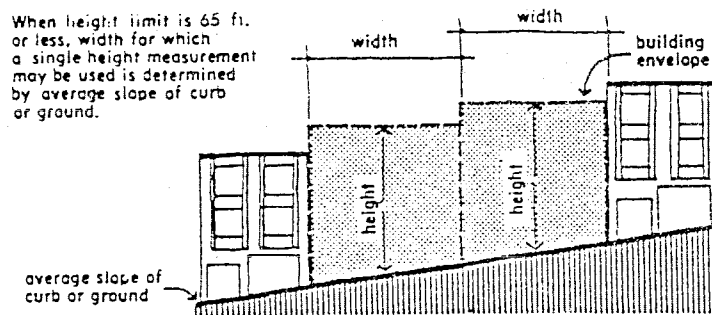
10 (3) In cases where the height limit is 65 feet or less and a street from which height  
11 measurements are made slopes laterally along the lot, or the ground slopes laterally on a lot  
12 that also slopes upward from the street, there shall be a maximum width for the portion of the  
13 building or structure that may be measured from a single point at curb or ground level,  
14 according to the definition of "height," as specified in the following table. These requirements  
15 shall not apply to any property to which the bulk limitations in Section 270 of this Code are  
16 applicable.

17 **TABLE 260**

18 **HEIGHT MEASUREMENT ON LATERAL SLOPES**  
19 **WHERE HEIGHT LIMIT IS 65 FEET OR LESS**

<b>Average Slope of Curb or Ground From Which Height is Measured</b>	<b>Maximum Width for Portion of Building that May Be Measured from a Single Point</b>
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1	5 percent or less	No requirement
2	More than 5 percent but no more	
3	than 15 percent	65 feet
4	More than 15 percent but no more	
5	than 20 percent	55 feet
6	More than 20 percent but no more	
7	than 25 percent	45 feet
8	More than 25 percent	35 feet



(b) **Exemptions.** In addition to other height exceptions permitted by this Code, the features listed in this Subsection shall be exempt from the height limits established by this Code, in an amount up to but not exceeding that which is specified.

(1) The following features shall be exempt; provided the limitations indicated for each are observed; provided further that the sum of the horizontal areas of all features listed in this Paragraph (b)(1) shall not exceed 20 percent of the horizontal area of the roof above which they are situated, or, in C-3 Districts, and in the Rincon Hill Special Use District, where the top of the building has been separated into a number of stepped elements to reduce the bulk of the upper tower, of the total of all roof areas of the upper towers; and provided further

1 that in any R, RC-1, RC-2, RC-3 or RC-4 District the sum of the horizontal areas of all such  
2 features located within the first 10 feet of depth of the building, as measured from the front  
3 wall of the building, shall not exceed 20 percent of the horizontal area of the roof in such first  
4 10 feet of depth.

5 As an alternative, the sum of the horizontal areas of all features listed in this Paragraph  
6 (b)(1) may be equal but not exceed 20 percent of the horizontal area permitted for buildings  
7 and structures under any bulk limitations in Section 270 of this Code applicable to the subject  
8 property.

9 Any such sum of 20 percent heretofore described may be increased to 30 percent by  
10 unroofed screening designed either to obscure the  
11 features listed under (A) and (B) below or to provide a more balanced and graceful silhouette  
12 for the top of the building or structure.

13 (A) Mechanical equipment and appurtenances necessary to the operation or  
14 maintenance of the building or structure itself, including chimneys, ventilators, plumbing vent  
15 stacks, cooling towers, water tanks, panels or devices for the collection of solar or wind  
16 energy and window-washing equipment, together with visual screening for any such features.  
17 This exemption shall be limited to the top 10 feet of such features where the height limit is 65  
18 feet or less, and the top 16 feet of such features where the height limit is more than 65 feet.

19 (B) Elevator, stair and mechanical penthouses, fire towers, skylights and dormer  
20 windows. This exemption shall be limited to the top 10 feet of such features where the height  
21 limit is 65 feet or less, and the top 16 feet of such features where the height limit is more than  
22 65 feet.

23 (C) Stage and scenery lofts.

24 (D) Ornamental and symbolic features of public and religious buildings and  
25 structures, including towers, spires, cupolas, belfries and domes, where such features are not

1 used for human occupancy.

2 (E) In any C-3 District, enclosed space related to the recreational use of the roof,  
3 not to exceed 16 feet in height.

4 (F) In any C-3 or South of Market District, additional building volume used to  
5 enclose or screen from view the features listed under Subsections (b)(1)(A) and (B) above.  
6 The rooftop form created by the added volume shall not be subject to the percentage  
7 coverage limitations otherwise applicable to this subsection but shall meet the requirements  
8 of Section 141 and shall not exceed 20 feet in height, measured as provided in Subsection  
9 (a) above, and may not exceed a total volume, including the volume of the features being  
10 enclosed, equal to 3/4 of the horizontal area of all upper tower roof areas of the building  
11 measured before the addition of any exempt features times 20.

12 (G) In any C-3 District, vertical extensions to buildings, such as spires, which  
13 enhance the visual appearance of the structure and are not used for human occupancy may  
14 be allowed, pursuant to the provisions of Section 309, up to 75 feet above the height  
15 otherwise allowed. The extension shall not be subject to the percentage coverage limitations  
16 otherwise applicable to this subsection, provided that the extension is less than 100 square  
17 feet in cross-section and 18 feet in diagonal dimension.

18 (H) In the Rincon Hill Special Use District, enclosed space related to the  
19 recreational use of the roof, not to exceed 16 feet in height.

20 (I) In the Rincon Hill Special Use District, additional building volume used to  
21 enclose or screen from view the features listed under Subsections (b)(1)(A) and (b)(1)(B)  
22 above. The rooftop form created by the added volume shall not be subject to the percentage  
23 coverage limitations otherwise applicable to this subsection but shall meet the requirements  
24 of Section 141 and shall not exceed 20 feet in height, measured as provided in Subsection  
25 (a) above, and may not exceed a total volume, including the volume of the features being

1 enclosed, equal to 3/4 of the horizontal area of all upper tower roof areas of the building  
2 measured times 20.

3 (J) In the Van Ness Special Use District, additional building volume used to enclose  
4 or screen from view the features listed under Subsections (b)(1)(A) and (b)(1)(B) above and  
5 to provide additional visual interest to the roof of the structure. The rooftop form created by  
6 the added volume shall not be subject to the percentage coverage limitations otherwise  
7 applicable to this Subsection, but shall meet the requirements of Section 141 and shall not  
8 exceed 10 feet in height where the height limit is 65 feet or less or 16 feet where the height  
9 limit is more than 65 feet, measured as provided in Subsection (a) above, and may not  
10 exceed a total volume, including the volume of the features being enclosed, equal to 3/4 of  
11 the horizontal area of all upper tower roof areas of the building measured before the addition  
12 of any exempt features times 10 where the height limit is 65 feet or less or times 16 where the  
13 height limit is more than 65 feet.

14 (K) In the Northeast China Basin Special Use District, light standards for the  
15 purpose of lighting the ballpark.

16 (L) In the Candlestick Point Special Use District, light standards for the purpose of  
17 the lighting the stadium, scoreboards associated with the stadium, and flagpoles and other  
18 ornamentation associated with the stadium.

19 (2) The following features shall be exempt, without regard to their horizontal area,  
20 provided the limitations indicated for each are observed:

- 21 (A) Railings, parapets and catwalks, with a maximum height of four feet.
- 22 (B) Open railings, catwalks and fire escapes required by law, wherever situated.
- 23 (C) Unroofed recreation facilities with open fencing, including tennis and basketball  
24 courts at roof level, swimming pools with a maximum height of four feet and play equipment  
25 with a maximum height of 10 feet.

1 (D) Unenclosed seating areas limited to tables, chairs and benches, and related  
2 windscreens, lattices and sunshades with a maximum height of 10 feet.

3 (E) Landscaping, with a maximum height of four feet for all features other than plant  
4 materials.

5 (F) Short-term parking of passenger automobiles, without additional structures or  
6 equipment other than trellises or similar overhead screening for such automobiles with a  
7 maximum height of eight feet.

8 (G) Amusement parks, carnivals and circuses, where otherwise permitted as  
9 temporary uses.

10 (H) Flagpoles and flags, clothes poles and clotheslines, and weathervanes.

11 (I) Radio and television antennae where permitted as accessory uses and towers  
12 and antennae for transmission, reception, or relay of radio, television or other electronic  
13 signals, where permitted as principal or conditional uses, subject to the limitations of  
14 Subsections 227(h) and (i) of this Code and limitations imposed by the City Planning  
15 Commission.

16 (J) Warning and navigation signals and beacons, light standards and similar  
17 devices, not including any sign regulated by this Code.

18 (K) Public monuments owned by government agencies.

19 (L) Cranes, scaffolding and batch plants erected temporarily at active construction  
20 sites.

21 (M) Structures and equipment necessary for the operation of industrial plants,  
22 transportation facilities, public utilities and government installations, where otherwise  
23 permitted by this Code and where such structures and equipment do not contain separate  
24 floors, not including towers and antennae for transmission, reception, or relay of radio,  
25 television, or other electronic signals where permitted as principal or conditional uses by this



1 Code.

2 (N) Buildings, structures and equipment of the San Francisco Port Commission,  
3 where not subject to this Code due to provisions of the San Francisco Charter or State law.

4 (O) Additional building height, up to a height of five feet above the otherwise  
5 applicable height limit, where the uppermost floor of the building is to be occupied solely by  
6 live/work units located within a South of Market District.

7 (P) Enclosed recreational facilities up to a height of 10 feet above the otherwise  
8 applicable height limit when located within both an SSO District and a 65-U height and bulk  
9 district and when authorized by the City Planning Commission as a conditional use pursuant  
10 to Sections 303 and 316 of this Code, provided that the project is designed in such a way as  
11 to reduce the apparent mass of the structure above a base 50 foot building height.

12 (Q) Historic Signs within an Historic Sign District permitted pursuant to Sections  
13 302, 303 and 608.14 of this Code.

14 **SEC. 262. ADDITIONAL HEIGHT LIMITS APPLICABLE TO SIGNS.** (a) The height limits  
15 established by this Article 2.5 shall apply to all signs regulated by this Code, except those  
16 identified as Historic Signs within an Historic Sign District pursuant to Sections 302, 303 and  
17 608.14 of this Code. No sign shall be erected, placed, replaced, reconstructed or relocated  
18 except in conformity with the provisions of this Article, whether such sign is freestanding or  
19 attached to a building or structure.

20 (b) The height of signs is also regulated by Article 6 of this Code, and in each case the  
21 most restrictive of the applicable height limitations shall prevail, except for Historic Signs  
22 within Historic Sign Districts which are exempt from height limits pursuant to Section 260 of  
23 this Code.

24 Section 3. Chapter 6 of the San Francisco Planning Code is hereby amended by  
25 amending Sections 602, 604, 607, and 608.5 to read as follows:

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1           **SEC. 602.9. HISTORIC SIGNS AND HISTORIC SIGN DISTRICTS.** An Historic Sign  
2 is a sign that depicts a land use, a business activity, a public activity, a social activity or  
3 historical figure or an activity or use that recalls the City's historic past, as further defined in  
4 Section 608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.

5           An Historic Sign District is a specific geographic area depicted on the Zoning Map of  
6 the City and County of San Francisco, pursuant to Section 302 of this Code, within which  
7 Historic Signs may be permitted by conditional use authorization by the Planning Commission  
8 pursuant to Sections 303 and 608.14 of this Code.

9           **SEC. 602.((9)) 10. IDENTIFYING SIGN.** A sign for a use listed in Article 2 of this  
10 Code as either a principal or a conditional use permitted in an R District, regardless of the  
11 district in which the use itself may be located, which sign serves to tell only the name,  
12 address and lawful use of the premises upon which the sign is located, or to which it is  
13 affixed. A bulletin board of a public, charitable or religious institution, used to display  
14 announcements relative to meetings to be held on the premises, shall be deemed an  
15 identifying sign. With respect to shopping malls containing five or more stores or  
16 establishments in NC Districts, and shopping centers containing five or more stores or  
17 establishments in NC-S Districts, identifying signs shall include signs which tell the name of  
18 and/or describe aspects of the operation of the mall or center. Shopping malls, as that term is  
19 used in this Section, are characterized by a common pedestrian passageway which provides  
20 access to the businesses located therein.

21           **SEC. 602.((10)) 11. INDIRECTLY ILLUMINATED SIGN.** A sign illuminated with a  
22 light directed primarily toward such sign and so shielded that no direct rays from the light are  
23 visible elsewhere than on the lot where said illumination occurs. If not effectively so shielded,  
24 such sign shall be deemed to be a directly illuminated sign.

25           **SEC. 602.((11)) 12. LANDSCAPED FREEWAY.** Any part of a freeway that is now or

1 hereafter classified by the State or a political subdivision thereof as a landscaped freeway, as  
2 defined in the California Outdoor Advertising Act. Any part of a freeway that is not so  
3 designated shall be deemed a nonlandscaped freeway.

4 **SEC. 602.((12)) 13. NAME PLATE.** A sign affixed flat against a wall of a building and  
5 serving to designate only the name or the name and professional occupation of a person or  
6 persons residing in or occupying space in such building.

7 **SEC. 602.((13)) 14. NONILLUMINATED SIGN.** A sign which is not illuminated, either  
8 directly or indirectly.

9 **SEC. 602.((14)) 15. PROJECTION.** The horizontal distance by which the furthestmost  
10 point used in measuring the area of a sign, as defined in Section 602.1, extends beyond a  
11 street property line or a building setback line. A sign placed flat against a wall of a building  
12 parallel to a street or alley shall not be deemed to project for purposes of this definition. A  
13 sign on an awning, canopy or marquee shall be deemed to project to the extent that such  
14 sign extends beyond a street property line or a building setback line.

15 **SEC. 602.((15)) 16. ROOFLINE.** The upper edge of any building wall or parapet,  
16 exclusive of any sign tower.

17 **SEC. 602.((16)) 17. ROOF SIGN.** A sign or any portion thereof erected or painted on  
18 or over the roof covering any portion of a building, and either supported on the roof or on an  
19 independent structural frame or sign tower, or located on the side or roof of a  
20 penthouse, roof tank, roof shed, elevator housing or other roof structure.

21 **SEC. 602.((17)) 18. SALE OR LEASE SIGN.** A sign which serves only to indicate  
22 with pertinent information the availability for sale, lease or rental of the lot or building on which  
23 it is placed, or some part thereof.

24 **SEC. 602.((18)) 19. SIGN.** Any structure, part thereof, or device or inscription which is  
25 located upon, attached to, or painted, projected or represented on any land or right-of-way, or

1 on the outside of any building or structure including an awning, canopy, marquee or similar  
2 appendage, or affixed to the glass on the outside or inside of a window so as to be seen from  
3 the outside of the building, and which displays or includes any numeral, letter, word, model,  
4 banner, emblem, insignia, symbol, device, light, trademark, or other representation used as,  
5 or in the nature of, an announcement, advertisement, attention-arrester, direction, warning, or  
6 designation by or of any person, firm, group, organization, place, commodity, product,  
7 service, business, profession, enterprise or industry. A "sign" is composed of those elements  
8 included in the area of the sign as defined in Section 602.1 of this Code, and in addition the  
9 supports, uprights and framework of the display. Except in the case of general advertising  
10 signs, two or more faces shall be deemed to be a single sign if such faces are contiguous on  
11 the same plane, or are placed back to back to form a single structure and are at no point  
12 more than two feet from one another. Also, on awnings or marquees,  
13 two or more faces shall be deemed to be a single sign if such faces are on the same awning  
14 or marquee structure.

15 **SEC. 602.((19)) 20. SIGN TOWER.** A tower, whether attached to a building,  
16 freestanding, or an integral part of a building, which is erected for the primary purpose of  
17 incorporating a sign, or having a sign attached thereto.

18 **SEC. 602.((20)) 21. STREET PROPERTY LINE.** For purposes of this Article 6 only,  
19 "street property line" shall mean any line separating private property from either a street or an  
20 alley.

21 **SEC. 602.((21)) 22. WALL SIGN.** A sign painted directly on the wall or placed flat  
22 against a building wall with its copy parallel to the wall to which it is attached and not  
23 protruding more than the thickness of the sign cabinet.

24 **SEC. 602.((22)) 23. WIND SIGN.** Any sign composed of two or more banners, flags,  
25 or other objects, mounted serially and fastened in such a manner as to move upon being

1 subjected to pressure by wind or breeze.

2 **SEC. 602.((23)) 24. WINDOW SIGN.** A sign painted directly on the surface of a  
3 window glass or placed in front of or behind the surface of a window glass.

4 **SEC. 604. PERMITS AND CONFORMITY REQUIRED.** (a) An application for a permit  
5 for a sign that conforms to the provisions of this Code shall be approved by the Department of  
6 ((City)) Planning without modification or disapproval by the Department of ((City)) Planning or  
7 the ((City)) Planning Commission, pursuant to the authority vested in them by Section 26,  
8 Part III, of the San Francisco Municipal Code or any other provision of said Municipal Code;  
9 provided, however, that applications pertaining to signs subject to the regulations set forth in  
10 Article 10 of the ((City)) Planning Code, Preservation of Historical, Architectural and Aesthetic  
11 Landmarks, ((and)) Article 11, Preservation of Buildings and Districts of Architectural,  
12 Historical and Aesthetic Importance in the C-3 Districts and Section 608.14 may be  
13 disapproved pursuant to the relevant provisions thereof. No sign, other than those signs  
14 exempted by Section 603 of this Code, shall be erected, placed, replaced, reconstructed or  
15 relocated on any property, intensified in illumination or other aspect, or expanded in area or in  
16 any dimension except in conformity with ((the provisions)) Sections 605 through 608.14 of this  
17 Code. No such erection, placement, replacement, reconstruction, relocation, intensification,  
18 or expansion shall be undertaken without a permit having been duly issued therefor, except  
19 as specifically provided otherwise in this Section 604.

20 (b) The provisions of this Section 604 shall apply to work of the above types on all  
21 signs unless specifically exempted by this Code, whether or not a permit for such sign is  
22 required under the San Francisco Building Code. In cases in which permits are not required  
23 under the Building Code, applications for permits shall be filed with the Central Permit Bureau  
24 of the Department of Building Inspection on forms prescribed by the Department of ((City))  
25 Planning, together with a permit fee of \$5 for each sign, and the permit number shall appear

1 on the completed sign in the same manner as required by the Building Code.

2 (c) No permit shall be required under this Code for a sign painted or repainted  
3 directly on a door or window in an NC, C or M District. Permits shall be required for all other  
4 painted signs in NC, C and M Districts, and for all painted signs in P and R Districts.  
5 Repainting of any painted sign shall be deemed to be a replacement of the sign, except as  
6 provided in Subsection (f) below.

7 (d) Except as provided in Subsection (c) above, no permit shall be required under  
8 this Code for ordinary maintenance and minor repairs which do not involve replacement,  
9 alteration, reconstruction, relocation, intensification or expansion of the sign.

10 (e) No permit shall be required under this Code for temporary sale or lease signs,  
11 temporary signs of persons and firms connected with work on buildings under actual  
12 construction or alteration, and temporary business signs, to the extent that such signs are  
13 permitted by this Code.

14 (f) A mere change of copy on a sign the customary use of which involves frequent  
15 and periodic changes of copy shall not be subject to the provisions of this Section 604, except  
16 that a change from general advertising to nongeneral advertising sign copy or from  
17 nongeneral advertising to general advertising sign copy or an increase in area including, but  
18 not limited to, any extensions in the form of writing, representation, emblem or any figure of  
19 similar character shall in itself constitute a new sign subject to the provisions of this Section  
20 604. In the case of signs the customary use of which does not involve frequent and periodic  
21 changes of copy, a change of copy shall in itself constitute a new sign subject to the  
22 provisions of this Section 604 if the new copy concerns a different person, firm, group,  
23 organization, place, commodity, product, service, business, profession, enterprise or industry.

24 (g) Each application for a permit for a sign shall be accompanied by a scaled  
25 drawing of the sign, including the location of the sign on the building or other structure or on

1 the lot, and including (except in the case of a sign the customary use of which involves  
2 frequent and periodic changes of copy) such designation of the copy as is needed to  
3 determine that the location, area and other provisions of this Code are met.

4 (h) Unless otherwise provided in this Code or in other Codes or regulations, a  
5 lawfully existing sign which fails to conform to the provisions of this Article 6 may remain until  
6 the end of its normal life. Such sign may not, however, be replaced, altered, reconstructed,  
7 relocated, intensified or expanded in area or in any dimension except in conformity with the  
8 provisions of this Code, including Subsection (i) below. Ordinary maintenance and minor  
9 repairs shall be permitted, but such maintenance and repairs shall not include replacement,  
10 alteration, reconstruction, relocation, intensification or expansion of the sign. A sign which is  
11 damaged or destroyed by fire or other calamity shall be governed by the provisions of  
12 Sections 181(d) and 188(b) of this Code. A sign which is voluntarily destroyed or removed by  
13 its owner or which is required by law to be removed may be restored only in full conformity  
14 with the provisions of this Code, except as authorized in Subsection (i) below.

15 (i) A lawfully existing business that is relocating to a new location within 300 feet of  
16 its existing location within the North Beach Neighborhood Commercial District described in  
17 Sections 702.1 and 722.1 of this Code may move to the new location within said North Beach  
18 Neighborhood Commercial District one existing business sign together with its associated  
19 sign structure, whether or not the sign is nonconforming in its new location; provided,  
20 however, that the sign is not intensified or expanded in area or in any dimension except in  
21 conformity with the provisions of this Code. With the approval of the Zoning Administrator,  
22 however, the sign structure may be modified to the extent mandated by the Building Code. In  
23 no event may a painted sign or a sign with flashing, blinking, fluctuating or other animated  
24 light be relocated unless in conformity with current code requirements applicable to its new  
25 location. In addition, the provisions of Articles 10 and 11 of this Code shall apply to the

1 relocation of any sign to a location regulated by the provisions of said Articles.

2 (j) Nothing in this Article 6 shall be deemed to permit any use of property that is  
3 otherwise prohibited by this Code, or to permit any sign that is prohibited by the regulations of  
4 any special sign district or the standards or procedures of any Redevelopment Plan or any  
5 other Code or legal restriction.

6 **SEC. 607. COMMERCIAL AND INDUSTRIAL DISTRICTS.** Signs in C and M  
7 Districts, other than those signs exempted by Section 603 of this Code, shall conform to the  
8 following provisions:

9 (a) **General Advertising Signs.** No general advertising sign shall be permitted in  
10 any C-1 District or within 200 feet of the park known as Union Square and visible from said  
11 park, except that a replacement sign of the same size or smaller, of the same type as defined  
12 in this Code or as interpreted by the Zoning Administrator, and at the same approximate  
13 location as an existing sign would be allowed within 200 feet of said park provided that the  
14 sign is otherwise permitted by the ((City)) Planning Code, would cast no additional shadow  
15 upon Union Square, has no intensification of lighting as determined by the Zoning  
16 Administrator, and is not internally lighted or backlighted. Use of neon is not precluded by  
17 this provision. Temporary general advertising signs determined by the Zoning Administrator  
18 to be at pedestrian level and less than 50 square feet in size are not precluded by this  
19 provision.

20 (b) **Roof Signs.** ((No roof sign shall be permitted in any C-1 District. In all other C  
21 and M Districts no roof sign shall be permitted; except that a roof sign may be erected in such  
22 other C and M Districts if)) Roof signs shall be permitted in all C and M districts other than C-1  
23 only if subsections (1) through (3) below are satisfied; except that a roof sign that is  
24 designated historic pursuant to Sections 303 and 608.14 of this Code may be permitted  
25 without regard to subsections (1) through (3) below:



1 (1) The sign does not extend more than 25 feet above the roofline of the building  
2 on or over which the sign is placed; and (2) All parts of the sign are within 25 feet of, and  
3 the sign is mounted at not more than a 45-degree angle from, a wall of a building the roofline  
4 of which is at least as high as the top of the sign; and

5 (3) Such wall forms a complete backdrop for the sign, as the sign is viewed from all  
6 points from which the sign is legible from a public street or alley.

7 (c) **Wind Signs.** No wind sign shall be permitted in any C or M District.

8 (d) **Moving Parts.** No sign shall have or consist of any moving, rotating, or  
9 otherwise physically animated part (as distinguished from lights that give the appearance of  
10 animation by flashing, blinking or fluctuating), except as follows:

11 (1) Moving or rotating or otherwise physically animated parts may be used for the  
12 rotation of barber poles and the indication of time of day and temperature.

13 (2) In the case of a general advertising sign in C-2, C-3, C-M, M-1 and M-2  
14 Districts, except for signs located within 200 feet of the park known as Union Square and  
15 visible from said park and signs located so as to be primarily viewed by persons traveling on  
16 any portion of a freeway, moving or rotating or otherwise physically animated parts may be  
17 used if such parts do not exceed a velocity of one complete cycle in a four-second period  
18 where such parts constitute less than 30 percent of the area of the sign or if, where such  
19 parts constitute a greater area of the sign, they do not exceed a velocity of one complete  
20 cycle in a four-second period and are stationary at least half of each eight-second period;  
21 except that signs designated historic pursuant to Sections 303 and 608.14 of this Code may  
22 have such moving features otherwise prohibited for signs located so as to be primarily viewed  
23 by persons traveling on any portion of a freeway.

24 (e) **Illumination.** Any sign may be nonilluminated or indirectly or directly  
25 illuminated. Signs in C-3, C-M, M-1 and M-2 Districts shall not be limited in any manner as to

1 type of illumination, but no sign in a C-1 or C-2 District shall have or consist of any flashing,  
2 blinking, fluctuating or otherwise animated light except in each of the following special sign  
3 districts, all as specifically designated as "Special Districts for Sign Illumination" on Sectional  
4 Map SSD of the Zoning Map of the City and County of San Francisco, described in Section  
5 608 of this Code:

6 (1) In the C-2 area consisting of five blocks in the vicinity of Fisherman's Wharf;

7 (2) In the C-2 area in the vicinity of Van Ness Avenue from Golden Gate Avenue  
8 and Eddy Street to Sacramento Street, and Polk Street from Eddy Street to Geary Street,  
9 also known as the Automotive Special Use District;

10 (3) In the C-2 area in the vicinity of Stockton, Washington and Kearny Streets and  
11 Broadway, also known as Washington-Broadway Special Use District Number 1.

12 (f) **Projection.** No sign shall project more than 75 percent of  
13 the horizontal distance from the street property line to the curblin and in no case shall a sign  
14 project more than 10 feet beyond the street property line or building setback line in C-1  
15 Districts, or 12 feet beyond the street property line or building setback line in any other C or M  
16 District.

17 (g) **Height and Extension Above Roofline.**

18 (1) **Signs Attached to Buildings.** Except as provided in Section 260 for  
19 Historic Signs in Historic Districts. ((N)) no sign attached to a building shall extend or be  
20 located above the roofline of the building to which it is attached; except that up to 1/2 the area  
21 of a business sign attached to the street wall of a building may extend above the roofline, up  
22 to the maximum height permitted for freestanding signs in the same district or 10 feet above  
23 the roofline, whichever is the lesser. In addition, no sign attached to a building shall under  
24 any circumstances exceed the following maximum heights:

25 In C-1: 40 feet;

1 In C-3: 100 feet;

2 In all other C and M Districts: 60 feet.

3 The 100-foot height limitation stated herein shall not apply to the modification or  
4 replacement of any currently existing wall signs so long as such modified or replacement sign  
5 is generally in the same location and not larger in surface area and projection than existing  
6 signs being modified or replaced. Such signs may contain letters, numbers, a logo, service  
7 mark and/or trademark and may be nonilluminated or indirectly illuminated.

8 (2) **Freestanding Signs.** The maximum height for freestanding signs shall be as  
9 follows:

10 In C-1: 24 feet;

11 In C-2: 36 feet;

12 In all other C and M Districts: 40 feet.

13 (h) **Special Standards for Automobile Service Stations.** For automobile service  
14 stations, only the following signs are permitted, subject to the standards in this Subsection (h)  
15 and to all other standards in this Section 607.

16 (1) A maximum of two oil company signs, which shall not extend more than 10 feet  
17 above the roofline if attached to a building, or exceed the maximum height permitted for  
18 freestanding signs in the same district if freestanding. The area of any such sign shall not  
19 exceed 180 square feet, and along each street frontage all parts of such a sign or signs that  
20 are within 10 feet of the street property line shall not exceed 80 square feet in area. No such  
21 sign shall project more than five feet beyond any street property line or building setback line.  
22 The areas of other permanent and temporary signs as covered in Paragraph 607(h)(2) below  
23 shall not be included in the calculation of the areas specified in this paragraph.

24 (2) Other permanent and temporary business signs, not to exceed 30 square feet in  
25 area for each such sign or a total of 180 square feet for all such signs on the premises. No

1 such sign shall extend above the roofline if attached to a building, or in any case project  
2 beyond any street property line or building setback line.

3 **SEC. 608.5. NEAR FREEWAYS.** Except for historic signs designated pursuant to  
4 Section 608.14 of this Code, ((N))no general advertising sign, and no other sign exceeding  
5 200 square feet in area, shall be located after the date of determination and designation of  
6 the route of a landscaped or nonlandscaped freeway so that it is primarily to be viewed by  
7 persons traveling on any portion of such freeway. When located so as to be viewed primarily  
8 by persons traveling on any portion of a landscaped freeway, ((B))business signs not  
9 exceeding 200 square feet in area which are permitted by this Section and historic signs  
10 designated pursuant to Section 608.14 which may exceed 200 square feet in area ((are  
11 primarily to be viewed by persons traveling on any portion of a landscaped freeway)) shall,  
12 regardless of any other provision of this Code, be limited to signs which designate the name  
13 of the owner or occupant of the premises upon which the sign is placed, or which identify  
14 such premises, or which direct attention to goods manufactured or produced, or services  
15 rendered, on the property upon which the sign is placed.

16 Section 4. Chapter 6 of the San Francisco Planning Code is hereby amended by  
17 adding Section 608.14, to read as follows:

18 **SEC. 608.14. HISTORIC SIGNS IN HISTORIC SIGN DISTRICTS.** Signs which depict in text  
19 or graphic form a particular residential, business, cultural, economic, recreational, or other  
20 valued resource which is deemed by the Planning Commission to be of historic value and  
21 contributes to the visual identity and historic character of the City shall be allowed to be  
22 restored, reconstructed, maintained and technologically improved on a property by  
23 Conditional Use authorization of the Planning Commission provided that: (a) the proposed  
24 historic sign lies within an Historic Sign District designated pursuant to Section 302 of the  
25 Planning Code and shown on the Zoning Map of the City and County of San Francisco; (b)

1 the historic sign to be restored, reconstructed or technologically improved depicts a use,  
2 person, place, thing, cultural icon or other valued character or characteristic of the City that, at  
3 the time of the historic sign permit application, is at least 40 years old; (c) the sign does not  
4 visually obstruct or significantly impair or detract from, by glare or any other means, a City  
5 landmark or public vista; (d) the sign is not larger than the sign that existed prior to the historic  
6 designation of a sign that is proposed for restoration and does not appear to be more visually  
7 prominent than the sign that existed prior to the historic designation; and, (e) the sign is  
8 maintained in good condition, repair and working order.

9 Once a sign is designated as historic under this Section, its continuation, enlargement,  
10 alteration or abandonment shall be governed by the provisions of Section 178 of this Code.

11 APPROVED AS TO FORM:

12 LOUISE H. RENNE, City Attorney

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14  
15 By: \_\_\_\_\_

ILENE DICK

Deputy City Attorney

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SUPERVISOR KAUFMAN  
BOARD OF SUPERVISORS

Board of Supervisors, San Francisco

Passed on First Reading

August 17, 1998

Ayes: Supervisors Ammiano Bierman  
Brown Katz Kaufman Leno Medina  
Newsom Yaki Yee

Absent: Supervisor Teng

§ Finally Passed

§

§ August 24, 1998

§

§

§ Ayes: Supervisors Ammiano Bierman  
§ Brown Kaufman Leno Medina Newsom  
§ Yaki Yee

§

§ Absent: Supervisor Katz Teng

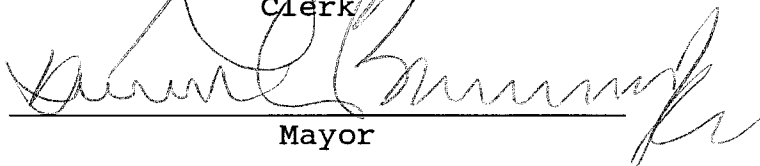
I hereby certify that the foregoing ordinance  
was finally passed by the Board of Supervisors  
of the City and County of San Francisco

File No.  
98-0449

AUG 28 1998

Date Approved

  
Clerk

  
Mayor