



August 6, 2026

Ms. Angela Calvillo, Clerk
Honorable Supervisor Dorsey
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: **Transmittal of Planning Department Case Number 2026-005357PCA:**
Signs in Mixed-Use District
Board File No. 260679

Planning Commission Action: Adopted a Recommendation for Approval

Dear Ms. Calvillo and Supervisor Dorsey,

On July 30, 2026, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Dorsey that would amend the Planning Code to increase the allowable number and size of signs in Mixed Use Districts on lots over one-half acre and in the Mixed Use-Office District south of Townsend Street. At the hearing the Planning Commission adopted a recommendation for approval.

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c) and 15378 because they do not result in a physical change in the environment.

Supervisor, please advise the City Attorney at your earliest convenience if you wish to incorporate the changes recommended by the Commission.

Please find attached documents relating to the actions of the Commission. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,

Veronica Flores, Acting Manager of Legislative Affairs

cc: Heather Goodman, Deputy City Attorney
Madison Tam, Aide to Supervisor Dorsey
John Carroll, Office of the Clerk of the Board

ATTACHMENTS :

Planning Commission Resolution
Planning Department Executive Summary



PLANNING COMMISSION RESOLUTION NO. 21942

HEARING DATE: July 30, 2026

Project Name: Signs in Mixed Use Districts
Case Number: 2026-005357PCA [Board File No. 260679]
Initiated by: Supervisor Dorsey / Introduced June 9, 2026
Staff Contact: Veronica Flores, Acting Manager of Legislative Affairs
veronica.flores@sfgov.org, 628-652-7525

RESOLUTION ADOPTING A RECOMMENDATION FOR APPROVAL OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO INCREASE THE ALLOWABLE NUMBER AND SIZE OF SIGNS IN MIXED USE DISTRICTS ON LOTS OVER ONE-HALF ACRE AND IN THE MIXED USE-OFFICE DISTRICT SOUTH OF TOWNSEND 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.

WHEREAS, on June 9, 2026, Supervisor Dorsey introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 260679, which would amend the Planning Code to increase the allowable number and size of signs in Mixed Use Districts on lots over one-half acre and in the Mixed Use-Office District south of Townsend Street;

WHEREAS, the Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on July 30, 2026; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15378 and 15060(c)(2); and

WHEREAS, the Planning Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of Department staff and other interested parties; and

WHEREAS, all pertinent documents may be found in the files of the Department, as the Custodian of Records, at 49 South Van Ness Avenue, Suite 1400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed Ordinance; and

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby adopts a **recommendation for approval** of the proposed Ordinance.

Findings

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

The proposed Ordinance would improve navigation and reduce confusion on large parcels within the Mixed Use Office district.

General Plan Compliance

The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

OBJECTIVE 2

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

Policy 2.1

Seek to retain existing commercial and industrial activity and to attract new such activity to the city.

URBAN DESIGN ELEMENT

OBJECTIVE 4

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

Policy 4.6

Emphasize the importance of local centers providing commercial and government services.

The proposed Ordinance supports the Commerce and Industry Element's objective of maintaining a sound and diverse economic base for the city. Specifically, the proposed Ordinance aligns with Policy 2.1 to retain existing commercial and attract new businesses. Additionally, filling the vacant storefronts will yield more employment opportunities for unskilled and semi-skilled workers. These employment opportunities are specifically called out under Policy 2.1. The proposed Ordinance also aligns with the Urban Design Element. Policy 4.6 seeks to emphasize the importance of local centers providing commercial services and supports signage that contributes to wayfinding and the visibility of businesses within these commercial centers. Large lots within the Mixed-Use Office Zoning District should be afforded with more Sign flexibility to provide

sufficient Sign opportunities on the parcel. The proposed Ordinance would allow large lots to have a more prominent presence on this block and within this neighborhood.

Planning Code Section 101 Findings

The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The proposed Ordinance would not have a negative effect on housing or neighborhood character.

3. That the City's supply of affordable housing be preserved and enhanced;

The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed Ordinance would not have an adverse effect on the City's Landmarks and historic buildings.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.

Planning Code Section 302 Findings.

The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

NOW THEREFORE BE IT RESOLVED that the Commission hereby ADOPTS A RECOMMENDATION FOR APPROVAL of the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on July 30, 2026.



Jonas P. Ionin
Commission Secretary

Jonas Ionin

Digitally signed by Jonas Ionin
Date: 2026.08.04 12:10:25
-07'00'

AYES: Chen, Koppel, Macdonald, McGarry, So, Campbell

NOES: None

ABSENT: None

ADOPTED: July 30, 2026



EXECUTIVE SUMMARY

PLANNING CODE TEXT AMENDMENT

HEARING DATE: July 30, 2026

90-Day Deadline: September 16, 2026

Project Name: Signs in Mixed Use Districts
Case Number: 2026-005357PCA [Board File No. 260679]
Initiated by: Supervisor Dorsey / Introduced June 9, 2026
Staff Contact: Veronica Flores, Acting Manager of Legislative Affairs
veronica.flores@sfgov.org, 628-652-7525
Environmental Review: Not a Project Under CEQA

RECOMMENDATION: Adopt a Recommendation for Approval

Planning Code Amendment

The proposed Ordinance would amend the Planning Code to increase the allowable number and size of signs in Mixed Use Districts on lots over one-half acre and in the Mixed Use-Office District south of Townsend Street.

<i>Sign Type</i>	The Way It Is Now within Mixed Use Districts	The Way It Would Be
<i>Identifying</i>	• 1 per lot • Up to 20 sf in area • Freestanding up to 15 ft in height	• Lots ½ acre or larger: ○ 1 per <u>frontage</u> ○ Up to 100 sf in area ○ Wall or Projecting Signs up to 40 ft in height

Sign Type	The Way It Is Now within Mixed Use Districts	The Way It Would Be
Wall	• No limit (area controls) • Area: up to 3 sf per linear ft for the first 50 ft, plus an additional 1 sf per linear ft after; up to a maximum of 75% of the wall surface area excluding openings • Height: up to 60 ft, height of wall, or the height of the lowest residential windowsill on the wall, whichever is lowest	• Mixed Use Office lots south of Townsend that are ½ acre or larger are allowed 1 additional Wall Sign per <u>frontage</u> if it complies with the following: ○ Up to 80 sf in area ○ Up to 80 ft in height ○ Up to 8 inches in projection ○ Each element is independently affixed to the wall ○ If illuminated, light sources are affixed to the rear of the Sign creating “halo” effect
Projecting	• 1 per business • Up to 32 sf in total combined area • Height up to 24 ft, height of the wall, or height of lowest residential windowsill on wall, whichever is lowest • Projection from building face is allowed up to 75% of horizontal distance from property line to curb, or up to 6 ft 6 inches, whichever is less	• Lots ½ acre or larger: ○ Up to 2 signs per business ○ Up to 80 sf in total combined area ○ Other standards unchanged

Background

Sign regulations for the Mixed-Use District are outlined in Planning Code Section 607.2. While these controls are appropriate for smaller sized parcels in the Mixed-Use Districts, these limits do not provide sufficient signage opportunities for large parcels. To address this, Supervisor Dorsey introduced this proposed Ordinance which would tie the number and size of Signs to the size of the parcel and number of street frontages. Larger parcels that are at least one-half acre are permitted larger Identifying, Wall, and Projecting Signs, an Identifying Sign for each street frontage, and an additional Projecting Sign per business. These signage regulations will assist residents and patrons in identifying buildings, businesses, and services located in different portions of those larger parcels.

Issues and Considerations

Mixed Use Office Districts

The Mixed-Use Office (MUO) District is intended to support a balanced mix of office uses, housing, and light industrial activities, with an emphasis on employment-generating uses. The district accommodates offices, general commercial uses, most retail, and Production, Distribution, and Repair (PDR) uses as principally permitted activities. It also allows Dwelling Units and Group Housing, while protecting existing residential units by requiring Conditional Use authorization for demolition or conversion. Overall, the MUO District is intended to maintain a flexible, mixed-use environment that supports employment, housing, and small-scale production while ensuring compatibility with surrounding neighborhoods.

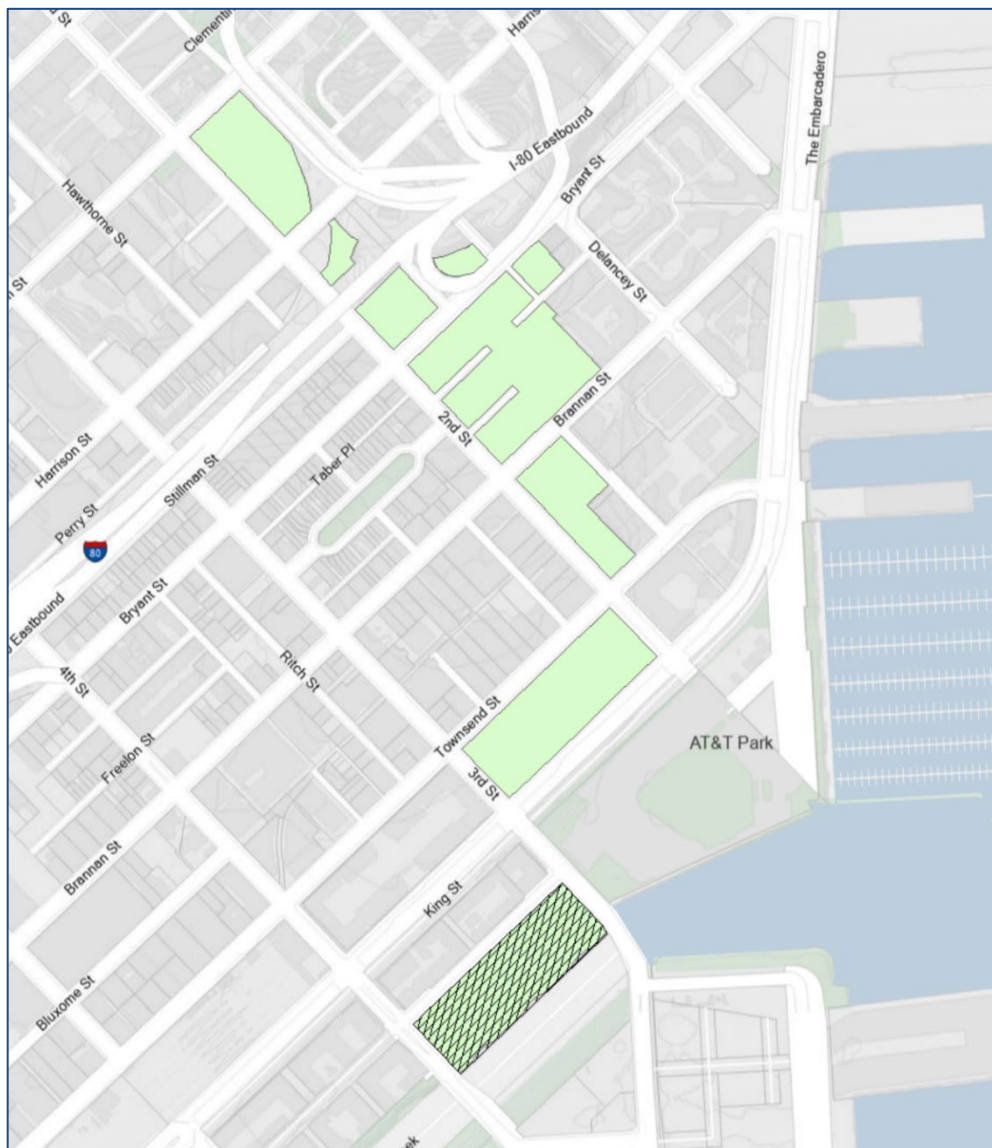


Figure 1: Map of Mixed-Use Office Zoning District, noting parcel south of Townsend that is 1/2 acre or greater

A map of the Mixed-Use Office Zoning District is attached in Exhibit C, and an excerpt is included in Figure 1. These maps note one parcel south of Townsend Street that is ½ acre in size or larger. The proposed Ordinance allows more Sign flexibility for such parcel to ensure that the larger lot can erect signs that are designed and proportional to the structure to which they are attached.

Types of Signs

The sign controls exist to safeguard and enhance property values in residential, commercial, and industrial areas, and protect and enhance the distinctive appearance of San Francisco. To accomplish this, a permit is required for any sign unless it is specifically exempted from the regulations. Signs must conform to the provisions set forth in Article 6 and other applicable sections of the Planning Code. Article 6 defines a “Sign” as:

Any structure, part thereof, or device or inscription which is located upon, attached to, or painted, projected or represented on any land or right-of-way, or on the outside of any building or structure including an Awning, Canopy, Marquee or similar appendage, or affixed to the glass on the outside or inside of a window so as to be seen from the outside of the building, and which displays or includes any numeral, letter, word, model, banner, emblem, insignia, symbol, device, light, trademark, or other representation used as, or in the nature of, an announcement, advertisement, attention-arrester, direction, warning, or designation by or of any person, firm, group, organization, place, commodity, product, service, business, profession, enterprise or industry.

The proposed Ordinance adjusts sign controls within the Mixed-Use Office Zoning District to install more Identifying, Wall, and Projecting Signs than they would otherwise be allowed. Section 602 defines a Business Sign as:

A Sign which directs attention to the primary business, commodity, service, industry or other activity which is sold, offered, or conducted on the premises upon which such Sign is located, or to which it is affixed.

Three of the most common types of Business Signs are Wall Signs, Projecting Signs, and signs on Awnings as seen in the examples on the following page. A Wall Sign is generally painted directly on the wall or placed flat against a building wall and not protruding more than the thickness of the sign cabinet. The sign cabinet cannot be thicker than necessary to accommodate the electrical box. A Projecting Sign generally extends beyond a street property line or a building setback line. An Awning Sign is comprised of copy that advertises the business located at the site and its offerings. The copy on Awning Signs is often on multiple faces of the Awning.



Two examples of Wall Signs.



Example of a Projecting Sign.

General Plan Compliance

The proposed Ordinance supports the Commerce and Industry Element's objective of maintaining a sound and diverse economic base for the city. Specifically, the proposed Ordinance aligns with Policy 2.1 to retain existing commercial and attract new businesses. Additionally, filling the vacant storefronts will yield more employment opportunities for unskilled and semi-skilled workers. These employment opportunities are specifically called out under Policy 2.1. The proposed Ordinance also aligns with the Urban Design Element. Policy 4.6 seeks to emphasize the importance of local centers providing commercial services and supports signage that contributes to wayfinding and the visibility of businesses within these commercial centers. Large lots within the Mixed-Use Office Zoning District should be afforded with more Sign flexibility to provide

sufficient Sign opportunities on the parcel. The proposed Ordinance would allow large lots to have a more prominent presence on this block and within this neighborhood.

Racial and Social Equity Analysis

The proposed amendments cannot be directly tied to a negative or positive impact in advancing the City's racial and social equity. However, the Department believes that allowing more sign flexibility within larger parcels within the Mixed Use Districts supports the vitality of these mixed-use areas that continue to struggle to attract tenants, workers, and visitors in the current economic environment.

Implementation

The Department has determined that this proposed Ordinance will not impact our current implementation procedures.

Recommendation

The Department recommends that the Commission **adopt a recommendation for approval** of the proposed Ordinance and adopt the attached Draft Resolution to that effect.

Basis for Recommendation

The Department supports the overall goals of this Ordinance because it improves navigation and reduces confusion on large parcels within the Mixed Use Office district. Enhances economic vitality and pedestrian orientation in key mixed-use areas. Aligns with Planning Code goals related to neighborhood character, business activity, aesthetic considerations, and sidewalk quality.

Required Commission Action

The proposed Ordinance is before the Commission so that it may adopt a recommendation of approval, disapproval, or approval with modifications.

Environmental Review

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) and 15378 because they do not result in a physical change in the environment.

Public Comment

As of the date of this report, the Planning Department has not received any public comment regarding the proposed Ordinance.

ATTACHMENTS:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Board of Supervisors File No. 260679
- Exhibit C: Map of Mixed-Use Office Zoning District

Portions of this report were drafted and/or edited with the assistance of Microsoft Copilot, in accordance with the City and County of San Francisco's policy on the use of generative AI tools.