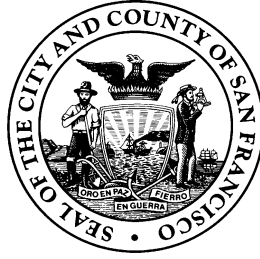


BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
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TDD/TTY No. 554-5227

October 13, 2015

Planning Commission  
Attn: Jonas Ionin  
1650 Mission Street, Ste. 400  
San Francisco, CA 94103

Dear Commissioners:

On October 6, 2015, the following legislation was introduced by Supervisor Breed:

**File No. 151004**

**Ordinance amending the Planning Code to allow projecting business signs in the Fillmore Street Neighborhood Commercial Transit District of up to 125 square feet in size, and up to 60 feet in height, with maximum height dependent on the features of the building to which the sign is attached, provided that the sign may not obscure architectural features of the building, the sign does not damage the building to which it is attached, and the sign's lettering is arranged vertically; 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 under Planning Code, Section 302, that this amendment will serve the public necessity, convenience, and welfare.**

The proposed ordinance is being transmitted pursuant to Planning Code Section 302(b) for public hearing and recommendation. The ordinance is pending before the Land Use and Transportation Committee and will be scheduled for hearing upon receipt of your response.

Angela Calvillo, Clerk of the Board

A handwritten signature in black ink, appearing to read "Derek Evans".

By: Derek Evans, Assistant Clerk

cc: John Rahaim, Director of Planning  
Aaron Starr, Acting Manager of Legislative Affairs  
AnMarie Rodgers, Senior Policy Manager  
Scott Sanchez, Zoning Administrator  
Sarah Jones, Chief, Major Environmental Analysis  
Jeanie Poling, Environmental Planning  
Joy Navarrete, Environmental Planning

1 [Planning Code - Projecting Signs in the Fillmore Street Neighborhood Commercial Transit  
2 District]

3 **Ordinance amending the Planning Code to allow projecting business signs in the**  
4 **Fillmore Street Neighborhood Commercial Transit District of up to 125 square feet in**  
5 **size, and up to 60 feet in height, with maximum height dependent on the features of the**  
6 **building to which the sign is attached, provided that the sign may not obscure**  
7 **architectural features of the building, the sign does not damage the building to which it**  
8 **is attached, and the sign's lettering is arranged vertically; affirming the Planning**  
9 **Department's determination under the California Environmental Quality Act; making**  
10 **findings of consistency with the General Plan, and the eight priority policies of**  
11 **Planning Code, Section 101.1; and making findings under Planning Code, Section 302,**  
12 **that this amendment will serve the public necessity, convenience, and welfare.**

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

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

21 Section 1. Findings.

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

1 (b) On \_\_\_\_\_, the Planning Commission, in Resolution No. \_\_\_\_\_,  
2 adopted findings that the actions contemplated in this ordinance are consistent, on balance,  
3 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
4 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
5 the Board of Supervisors in File No. \_\_\_\_\_, and is incorporated herein by reference.

6 (c) Pursuant to Planning Code Section 302, this Board finds that this Planning Code  
7 Amendment will serve the public necessity, convenience, and welfare for the reasons set forth  
8 in Planning Commission Resolution No. \_\_\_\_\_ and the Board incorporates such reasons  
9 herein by reference.

10  
11 Section 2. The Planning Code is hereby amended by revising Section 607.1, to read  
12 as follows:

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

15 \* \* \* \*

16 (f) **Business Signs.** Business signs, as defined in Section 602.3 shall be permitted in  
17 all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set  
18 forth below.

19 \* \* \* \*

20 (2) **RC, NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement Street,**  
21 **Outer Clement Street, Divisadero Street, Excelsior Outer Mission Street, Fillmore Street,**  
22 **Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving Street, Haight**  
23 **Street, Hayes-Gough, Judah Street, Upper Market Street, Noriega Street, North Beach,**  
24 **Ocean Avenue, Pacific Avenue, Polk Street, Regional Commercial District, Sacramento**



1 **Street, SoMa, Taraval Street, Union Street, Valencia Street, 24th Street - Mission, 24th**  
2 **Street - Noe Valley, and West Portal Avenue Neighborhood Commercial Districts.**

3 \* \* \* \*

4 (C) **Projecting Signs.**

5 (i) The number of projecting signs shall not exceed one per  
6 business. ~~The area of such sign, as defined in Section 602.1(a), shall not exceed 24 square feet. The~~  
7 ~~height of such sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the~~  
8 ~~height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is~~  
9 ~~lower.~~

10 (ii) No part of the sign shall project more than 75% percent of the  
11 horizontal distance from the street property line to the curblineline, or six feet six inches,  
12 whichever is less.

13 (iii) Such signs may be nonilluminated or indirectly illuminated; or  
14 during business hours, may be directly illuminated.

15 (iv) Except as provided for in subsection (v) below, the area of such sign,  
16 as defined in Section 602.1(a), shall not exceed 24 square feet. The height of such sign shall not exceed  
17 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential  
18 windowsill on the wall to which the sign is attached, whichever is lowest.

19 (v) Within the Fillmore Street Neighborhood Commercial Transit  
20 District, the size and height limits specified in subsection (iv) above may be exceeded, provided all of  
21 the following criteria are met:

22 a. The lettering or other inscription is arranged in a vertical  
23 manner.

24 b. The area of the sign, as defined in Section 602.1(a), does not  
25 exceed 125 square feet.

1 c. The height of the sign does not exceed the lowest of the  
2 following:

- 3 1. 60 feet;  
4 2. the height of the wall to which it is attached;  
5 3. the height of the lowest residential windowsill on the  
6 wall to which it is attached; or  
7 4. the lowest portion of any architectural feature located  
8 along the roofline, such as a cornice.

9 d. The sign does not alter, cover, or obscure any architectural  
10 features of the subject building, such as cornice lines or belt courses.

11 e. The sign is attached in a reversible manner, such that no  
12 damage or destruction to any exterior features or cladding materials shall occur as part of the sign's  
13 installation or removal.

14  
15 Section 3. Effective Date. This ordinance shall become effective 30 days after  
16 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
17 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
18 of Supervisors overrides the Mayor's veto of the ordinance.

19  
20 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
21 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
22 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
23 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment

24 //

25 //

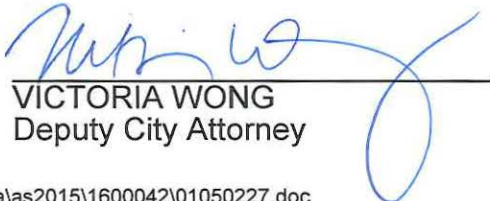
1 additions, and Board amendment deletions in accordance with the "Note" that appears under  
2 the official title of the ordinance.

3

4 APPROVED AS TO FORM:  
5 DENNIS J. HERRERA, City Attorney

6

7 By:

  
VICTORIA WONG  
Deputy City Attorney

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