

## LEGISLATIVE DIGEST

[Planning Code, Zoning Map – Establishing the 555 9th Street Special Sign District]

**Ordinance amending the Planning Code and Zoning Map to establish the 555 9th Street Special Sign District encompassing the real property consisting of Assessor’s Block No. 3781, Lot No. 003, and to modify sign controls for the existing shopping center; 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

The existing retail commercial building located at 555 9th Street is currently subject to the land use regulations for the Urban Mixed Use District, including the sign controls in Article 6 of the Planning Code. General Advertising Signs are prohibited in the Urban Mixed Use District, but Identifying Signs and Business Signs are permitted, subject to limitations on the number per lot or business and size of signage, as set forth in Section 607.2, subsections (c) and (f)(3).

### Amendments to Current Law

This ordinance would create the 555 9th Street Special Sign District (“555 9th Street SSD” or “SSD”) to establish sign controls that are more typical of the existing large-scale shopping center with multiple tenants and a mix of smaller and larger-scale spaces. Signs in the new 555 9th Street SSD, therefore, would be subject to the more relaxed sign controls applicable in C-3 zoning districts, except as modified by the ordinance. General Advertising Signs would continue to be prohibited in the 555 9th Street SSD and Identifying Signs and Business Signs would be permitted under the C-3 controls. The SSD would permit signage on the second-story fronting the internal parking structure, limited to three square feet of signage per foot of frontage along the parking structure, and located no more than 18 feet above the finished floor height immediately below the sign. Additionally, the SSD would permit Video Signs within 10 horizontal feet of any pedestrian entrance from a street to an individual tenant space. Such Video Signs would be limited to 24 square feet and no higher than 10 feet and would be required to direct attention to the individual tenant space at which the Sign is located. Video Signs would only be permitted to display copy when the entrance to the tenant space is open to the public and would not be permitted to change copy more frequently than once per hour.

### Background Information

The shopping center at 555 9th Street was rezoned to the Urban Mixed Use (“UMU”) District as part of the Eastern Neighborhoods rezoning. The UMU zoning district is intended for commercial corridors and transitional neighborhoods; accordingly, its signage regulations are

FILE NO. 240438

meant for ground floor commercial businesses that often contain a single tenant per lot, not large-scale shopping centers with multiple tenants and a mix of smaller and larger-scale spaces. The proposed Special Sign District would allow the two-story retail use at 555 9th Street to have signage that is more typical for a large-scale San Francisco shopping center.

n:\legana\as2024\2400361\01752408