

File No. 240140

Committee Item No. 2

Board Item No. 7

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date: June 9, 2025

Board of Supervisors Meeting:

Date: June 24, 2025

#### Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input type="checkbox"/>	<input type="checkbox"/>	Resolution
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ordinance
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Legislative Digest
<input type="checkbox"/>	<input type="checkbox"/>	Budget and Legislative Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Youth Commission Report
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Introduction Form
<input type="checkbox"/>	<input type="checkbox"/>	Department/Agency Cover Letter and/or Report
<input type="checkbox"/>	<input type="checkbox"/>	MOU
<input type="checkbox"/>	<input type="checkbox"/>	Grant Information Form
<input type="checkbox"/>	<input type="checkbox"/>	Grant Budget
<input type="checkbox"/>	<input type="checkbox"/>	Subcontract Budget
<input type="checkbox"/>	<input type="checkbox"/>	Contract / DRAFT Mills Act Agreement
<input type="checkbox"/>	<input type="checkbox"/>	Form 126 – Ethics Commission
<input type="checkbox"/>	<input type="checkbox"/>	Award Letter
<input type="checkbox"/>	<input type="checkbox"/>	Application
<input type="checkbox"/>	<input type="checkbox"/>	Public Correspondence

#### OTHER

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Planning Commission Transmittal – May 27, 2025</u>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Hearing Notice – May 30, 2025</u>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>CEQA Determination – March 11, 2025</u>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Referrals CEQA, PC, FYI, and SBC – February 26, 2025</u>
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Prepared by: John Carroll

Date: June 5, 2025

Prepared by: John Carroll

Date: June 13, 2025

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

[Planning Code, Zoning Map - Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts]

**Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

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

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

Section 1. CEQA and Land Use Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 250140 and is incorporated herein by reference. The Board affirms this determination.

(b) On May 15, 2025, the Planning Commission, in Resolution No. 21738, adopted findings that the actions contemplated in this ordinance are consistent, on balance, with the City's General Plan and eight priority policies of Planning Code Section 101.1. The Board

1 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the  
2 Board of Supervisors in File No. 250140, and is incorporated herein by reference.

3 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
4 actions contemplated in this ordinance will serve the public necessity, convenience, and  
5 welfare for the reasons set forth in Planning Commission Resolution No. 21738, and adopts  
6 such reasons by this reference thereto. A copy of said Resolution is on file with the Clerk of  
7 the Board of Supervisors in File No. 250140, and is incorporated herein by reference.

8  
9 Section 2. General Background and Findings.

10 (a) Small businesses in San Francisco have struggled to recover since the COVID-19  
11 pandemic. The Controller's March 2024 report on the "Status of the San Francisco Economy"  
12 found that although tourism and commercial vacancy rates are slowly improving, they remain  
13 below pre-pandemic levels, as shown in the City's diminished sales tax revenue compared to  
14 pre-pandemic years. Amidst troubling economic indicators and a broader shift away from brick  
15 and mortar commercial businesses, it is vital that the City encourage vibrant streetscapes to  
16 attract pedestrians to our neighborhood commercial corridors.

17 (b) Corner lots serve an essential and enhanced role in shaping neighborhood and  
18 commercial corridor identity, often providing a visual focal point for pedestrians. Projecting  
19 signs—one of the most common types of signs in San Francisco—also help attract foot traffic  
20 in these commercial corridors. Currently, businesses located on corner lots—defined as a  
21 business with two adjoining street frontages—may install only one projecting sign, despite  
22 occupying two street frontages.

23 (c) This ordinance amends the Planning Code to allow corner businesses located in  
24 Neighborhood Commercial Districts and Residential-Commercial Districts to install two  
25 projecting signs. By allowing two projecting signs on corner lots in these districts, this

1 ordinance activates these spaces to ensure they remain inviting to residents and customers  
2 alike and supports the vitality of commercial corridors that continue to struggle post-pandemic.  
3 This ordinance does not change other requirements for projecting signs, such as size,  
4 illumination, or placement restrictions.

5 (d) This ordinance furthers the goals of the City's Urban Design Element in the  
6 General Plan, signaling to pedestrians and others approaching from different directions that  
7 they are entering a vibrant center of activity and supporting nearby businesses by attracting  
8 more customers to the area. This ordinance is also consistent with the purposes of the  
9 Planning Code's sign controls by: (1) aiding in the attraction of tourists and other visitors who  
10 are vital to the City's economy; (2) ensuring that signs are designed and proportioned in  
11 relation to the structures to which they are attached, adjacent structures, and the streets on  
12 which they are located; and (3) promoting the aesthetic and environmental values of San  
13 Francisco by providing for signs that serve as effective means of communication without  
14 impairing the City's attractiveness as a place to live, work, visit, and shop.

15  
16 Section 3. Article 6 in the Planning Code is hereby amended by revising Section  
17 607.1, and deleting Section 608.17, to read as follows:

18 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
19 **DISTRICTS.**

20 \* \* \* \*

21 (c) **Identifying Signs.** Identifying Signs, as defined in Section 602, shall be permitted  
22 in all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set  
23 forth below.

24 (1) One Sign per lot shall be permitted and such Sign shall not exceed 20  
25 square feet in area. The sign may be a Freestanding Sign, if the building is recessed from the

1 Street Property Line, or may be a Wall Sign or a projecting Sign. The existence of a  
2 Freestanding Identifying Sign shall preclude the erection of a Freestanding Business Sign on  
3 the same lot. A Wall Sign or projecting Sign shall be mounted on the first-story level; a  
4 Freestanding Sign shall not exceed 15 feet in height. Such Sign may be Nonilluminated,  
5 Indirectly Illuminated, or Directly Illuminated.

6 \* \* \* \*

7 (f) **Business Signs.** Business Signs, as defined in Section 602, shall be permitted in  
8 all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set  
9 forth below.

10 (1) **Cole Valley, Lakeside Village, NC-1 and NCT-1 Districts.**

11 \* \* \* \*

12 (C) **Projecting Signs.** The number of projecting Signs shall not exceed  
13 one per business, except that a business with a unit fronting two adjoining streets shall have a  
14 maximum of two projecting Signs. The Area of ~~such~~any projecting Sign, as defined in Section 602,  
15 shall not exceed 24 square feet. The Height of ~~such~~any projecting Sign shall not exceed 15 feet  
16 or the height of the wall to which it is attached. No part of the Sign shall project more than  
17 75% of the horizontal distance from the Street Property Line to the curblin, or six feet six  
18 inches, whichever is less. ~~The Such~~ Signs may be Nonilluminated or Indirectly Illuminated, or  
19 during business hours, may be Directly Illuminated.

20 \* \* \* \*

21 (2) **RC, NC-2, NCT-2, NC-S, Inner Balboa Street, Outer Balboa Street,**  
22 **Broadway, Castro Street, Inner Clement Street, Outer Clement Street, Cortland Avenue,**  
23 **Divisadero Street, Excelsior Outer Mission Street, Fillmore Street, Upper Fillmore**  
24 **Street, Folsom Street, Glen Park, Inner Sunset, Irving Street, Haight Street, Lower**  
25 **Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street, Noriega**

1 Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional Commercial  
2 District, Sacramento Street, San Bruno Avenue, SoMa, Taraval Street, Inner Taraval  
3 Street, Union Street, Valencia Street, 24th Street-Mission, 24th Street-Noe Valley, and  
4 West Portal Avenue Neighborhood Commercial Districts.

5 \* \* \* \*

6 (C) Projecting Signs.

7 (i) The number of projecting Signs shall not exceed one per  
8 business, except that a business with a unit fronting two adjoining streets shall have a maximum of  
9 two projecting Signs.

10 (ii) No part of the Sign shall project more than 75% of the  
11 horizontal distance from the Street Property Line to the curblin, or six feet six inches,  
12 whichever is less.

13 (iii) Except as provided ~~for~~ in subsection (v) below, such Signs  
14 may be Nonilluminated or Indirectly Illuminated; or during business hours, may be Directly  
15 Illuminated.

16 (iv) Except as provided ~~for~~ in subsection (v) below, the Area of  
17 ~~such any projecting~~ Sign, as defined in Section 602, shall not exceed 24 square feet. The Height  
18 of ~~such any projecting~~ Sign shall not exceed 24 feet, or the height of the wall to which it is  
19 attached, or the height of the lowest of any residential windowsill on the wall to which the Sign  
20 is attached, whichever is lowest.

21 (v) Within the Fillmore Street Neighborhood Commercial Transit  
22 District, one projecting Business Sign per building may exceed the size and height limits  
23 specified in subsection (iv) above, provided all of the following criteria are met:

24 a. The Area of the Sign, as defined in Section 602, does  
25 not exceed 125 square feet.

b. The Height of the Sign does not exceed the lowest of the following:

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

- c. The sign is for the primary occupant of the building.
- d. The sign employs a remote transformer.
- e. The sign is designed with a minimum profile to be as narrow as is structurally feasible.
- f. Any illumination of the sign is indirect, such as by the use of halo-lit lettering, and such illumination is used only during business hours.
- g. The lettering or other inscription is arranged in a vertical manner.
- h. The sign does not alter, cover, or obscure any architectural features of the subject building, such as cornice lines or belt courses.
- i. The sign is attached in a reversible manner, such that no damage or destruction to any exterior features or cladding materials shall occur as part of the sign's installation or removal.

\* \* \* \*

(E) **Freestanding Signs and Sign Towers.** With the exception of Automotive Service Stations, which are regulated under Section 607.1(f)(4), one Freestanding Sign or Sign Tower per lot shall be permitted in lieu of a projecting Sign, if the building or

1 buildings are recessed from the Street Property Line. The existence of a Freestanding  
2 Business Sign shall preclude the erection of a Freestanding Identifying Sign on the same lot.  
3 The Area of such Freestanding Sign or Sign Tower, as defined in Section 602, shall not  
4 exceed 20 square feet nor shall the Height of the Sign exceed 24 feet. No part of the Sign  
5 shall project more than 75% of the horizontal distance from the Street Property Line to the  
6 curblineline, or six feet, whichever is less. Such Signs may be Nonilluminated or Indirectly  
7 Illuminated; or during business hours, may be Directly Illuminated.

8 (3) **Bayview, Geary Boulevard, Mission Bernal, Mission Street, Lower Polk**  
9 **Street, NCT, NC-3, and NCT-3 Neighborhood Commercial Districts.**

10 \* \* \* \*

11 (C) **Projecting Signs.** The number of projecting Signs shall not exceed  
12 one per business, except that a business with a unit fronting two adjoining streets shall have a  
13 maximum of two projecting Signs. The Area of ~~such~~ any projecting Sign, as defined in Section 602,  
14 shall not exceed 32 square feet. The Height of ~~the~~ any projecting Sign shall not exceed 24 feet,  
15 or the height of the wall to which it is attached, or the height of the lowest of any residential  
16 windowsill on the wall to which the Sign is attached, whichever is lower. No part of the Sign  
17 shall project more than 75% of the horizontal distance from the Street Property Line to the  
18 curblineline, or six feet six inches, whichever is less. Such Signs may be Nonilluminated,  
19 Indirectly Illuminated, or Directly Illuminated.

20 \* \* \* \*

21 (E) **Freestanding Signs and Sign Towers.** With the exception of  
22 Automotive Service Stations, which are regulated under Section 607.1(f)(4) of this Code, one  
23 Freestanding Sign or Sign Tower per lot shall be permitted in lieu of a projecting Sign if the  
24 building or buildings are recessed from the Street Property Line. The existence of a  
25 Freestanding Business Sign shall preclude the erection of a Freestanding Identifying Sign on



1 the same lot. The Area of such Freestanding Sign or Sign Tower, as defined in Section 602,  
2 shall not exceed 30 square feet nor shall the Height of the Sign exceed 24 feet. No part of the  
3 Sign shall project more than 75% of the horizontal distance from the Street Property Line to  
4 the curblin, or six feet, whichever is less. Such Signs may be Nonilluminated or Indirectly  
5 Illuminated, or during business hours, may be Directly Illuminated.

6 \* \* \* \*

7 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood  
8 Commercial and Residential-Commercial Districts that are designated as Special Sign  
9 Districts. Special Sign Districts are described within Sections 608.1 through 608.17~~8~~ of this  
10 Code and ~~with the exception of Sections 608.1, 608.2 and 608.11,~~ their designations, locations and  
11 boundaries are provided on Sectional Map SSD of the Zoning Map of the City and County of  
12 San Francisco.

13 \* \* \* \*

14 ***SEC. 608.17. 2301 CHESTNUT STREET SPECIAL SIGN DISTRICT.***

15 ~~(a) **Establishment of Special Sign District.** The 2301 Chestnut Street Special Sign District~~  
16 ~~(“2301 Chestnut Street SSD” or “SSD”), consisting of Assessor’s Parcel Block No. 0936, Lot 001, as~~  
17 ~~shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby~~  
18 ~~established for the purposes and subject to the controls set forth in this Section 608.17.~~

19 ~~(b) **Purpose.** The purpose of the 2301 Chestnut Street SSD is to modify the sign controls that~~  
20 ~~would otherwise apply within the SSD to allow for up to two projecting signs on a prominent corner~~  
21 ~~building to support the vitality of the Chestnut Street commercial corridor.~~

22 ~~(c) **Controls.**~~

23 ~~—— (1) **General Controls.** Signs within the 2301 Chestnut Street SSD shall be controlled by~~  
24 ~~all applicable provisions in this Article 6 of the Planning Code, except to the extent they conflict with~~

1 ~~this Section 608.17. In the event of a conflict between other provisions of the Planning Code and this~~  
2 ~~Section 608.17, this Section shall control.~~

3 ~~————(2) **Number of Signs.** A business with a unit fronting two adjoining streets shall have a~~  
4 ~~maximum of two projecting Signs. All other businesses shall not exceed one projecting Sign.~~

5  
6 Section 4. Zoning Map. Pursuant to Sections 106 and 302(c) of the Planning Code,  
7 the following change is hereby adopted as an amendment to the Zoning Map of the City and  
8 County of San Francisco: Sectional Map SS01 shall delete all reference to the 2301 Chestnut  
9 Street Special Sign District, Planning Code Section 608.17.

10 Section 5. Effective Date. This ordinance shall become effective 30 days after  
11 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
12 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
13 of Supervisors overrides the Mayor's veto of the ordinance.

14 Section 6. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
15 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
16 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
17 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
18 additions, and Board amendment deletions in accordance with the "Note" that appears under  
19 the official title of the ordinance.

20  
21 APPROVED AS TO FORM:  
22 DAVID CHIU, City Attorney

23 By: /s/  
24 GIULIA GUALCO-NELSON  
Deputy City Attorney

25 n:\legana\as2025\2500198\01819124.docx

## **LEGISLATIVE DIGEST**

[Planning Code, Zoning Map - Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts]

**Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

### **Existing Law**

Article 6 of the Planning Code regulates signs. A projecting Sign extends beyond a street property line or a building setback line. (Planning Code Section 602.)

Planning Code Section 607.1 contains sign controls for all Neighborhood Commercial and Residential-Commercial Districts in the City. In these Neighborhood Commercial and Residential-Commercial Districts, a business can have up to one projecting Sign.

Within the 2301 Chestnut Street Special Sign District, a business with a corner unit that adjoins two streets shall have a maximum of two projecting Signs. (Planning Code Section 608.17.) The Special Sign District applies to the real property consisting of Assessor's Parcel Block No. 0936, Lot 001, which is located in the Neighborhood Commercial, Small-Scale (NC-2) District.

### **Amendments to Current Law**

This ordinance amends Planning Code Section 607.1 to enable a business with a unit fronting two adjoining streets to have a maximum of two projecting Signs. This change applies to all Neighborhood Commercial and Residential-Commercial Districts citywide.

This ordinance deletes the 2301 Chestnut Street Special Sign District because the District is no longer necessary, given the changes to the Neighborhood Commercial and Residential-Commercial Districts citywide.

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May 27, 2025

Ms. Angela Calvillo, Clerk  
Honorable Supervisor Sherrill  
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 2025-001743PCA/MAP:**  
Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts  
Board File No. 250140

**Planning Commission Recommendation: Approval**


Dear Ms. Calvillo and Supervisor Sherrill,

On May 15, 2025, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Sherrill. The proposed ordinance would amend the Planning Code and Zoning Map to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide. It would also abolish the 2301 Chestnut Street Special Sign District and amend the Zoning Map to reflect that District's abolition. 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)(2) and 15378 because they do not result in a physical change in the environment.

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,

  
Aaron D. Starr  
Manager of Legislative Affairs

cc: Giulia Gualco-Nelson, Deputy City Attorney  
Lorenzo Rosas, Aide to Supervisor Sherrill  
John Carroll, Office of the Clerk of the Board

**ATTACHMENTS :**

Planning Commission Resolution  
Planning Department Executive Summary



## PLANNING COMMISSION RESOLUTION NO. 21738

**HEARING DATE:** May 15, 2025

*Project Name:* Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts  
*Case Number:* 2025-001743PCA/MAP [Board File No. 250140]  
*Initiated by:* Supervisor Sherrill / Introduced February 11, 2025  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
Audrey.Merlone@sfgov.org, 628-652-7534  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 628-652-7533

**RESOLUTION ADOPTING A RECOMMENDATION FOR APPROVAL OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE AND ZONING MAP TO ALLOW TWO PROJECTING SIGNS FOR ALL CORNER BUSINESSES IN ALL NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL DISTRICTS CITYWIDE, AND ABOLISHING THE 2301 CHESTNUT STREET SPECIAL SIGN DISTRICT; AMENDING THE ZONING MAP TO REFLECT THAT DISTRICT'S ABOLITION; 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 February 11, 2025, Supervisor Sherrill introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 250140, which would amend the Planning Code and Zoning Map to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; 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, the Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on May 15, 2025; 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 Commission supports the proposed Ordinance because it will enhance commercial street corners without harming the appeal of small commercial corridors or the pedestrian experience. Corner units serve a unique function compared to mid-block businesses. With entrances on two street frontages, corner commercial units draw consumers from multiple directions and serve as anchors that set the tone for the entire block. Ensuring these spaces are active and welcoming is essential to fostering a vibrant commercial atmosphere in our NC and RC Districts. Beyond design considerations, there are also economic justifications for expanding the Ordinance to all NC and RC Districts. Small businesses continue to struggle post-pandemic, and the Ordinance will provide flexibility to corner businesses that may want to increase their visibility to consumers through additional signage.

## General Plan Compliance

The proposed Ordinance and the Commission's recommended modifications are consistent with the following Objectives and Policies of the General Plan:

### URBAN DESIGN ELEMENT

#### Policy 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

#### Policy 1.6

Make centers of activity more prominent through design of street features and by other means.

#### Policy 1.8

Increase the visibility of major destination areas and other points for orientation.

*The general pattern of buildings should emphasize the topographic form of the city and the importance of centers of activity. It should also help to define street areas and other public open spaces. Shopping streets and other centers for activity and congregation of people should stand out in an attractive manner in their districts. The proposed Ordinance aims to highlight corner commercial businesses as a focal point on the block. By allowing corner businesses to have two projecting signs, the Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant commercial corridor. This visual cue will not only attract patrons to the individual business but also draw attention to and encourage foot traffic throughout the entire commercial area.*

### 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;

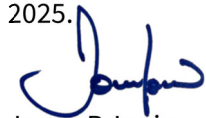
*The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.*

### **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 May 15, 2025.



Jonas P. Ionin  
Commission Secretary

Jonas P Ionin

Digitally signed by Jonas P Ionin  
Date: 2025.05.21 13:48:10  
-07'00'

AYES:	McGarry, Campbell, Braun, Imperial
NOES:	None
ABSENT:	Williams, Moore, So
ADOPTED:	May 15, 2025



## EXECUTIVE SUMMARY

# PLANNING CODE TEXT & ZONING MAP AMENDMENT

**HEARING DATE:** May 15, 2025

**90-Day Deadline:** May 27, 2025

*Project Name:* Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts  
*Case Number:* 2025-001743PCA/MAP [Board File No. 250140]  
*Initiated by:* Supervisor Sherrill / Introduced February 11, 2025  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
Audrey.Merlone@sfgov.org, 628-652-7534  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 628-652-7533  
*Environmental Review:* Not a Project Under CEQA

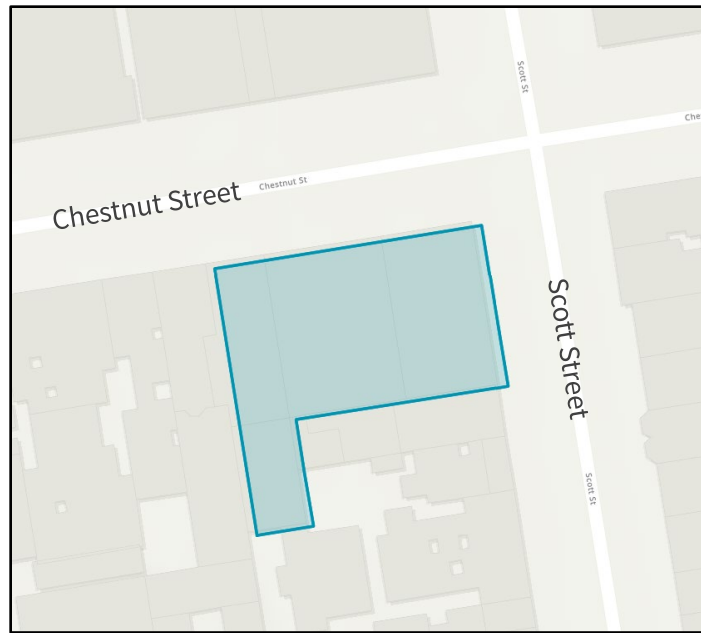
**RECOMMENDATION:** Adopt a Recommendation for Approval

### Planning Code Amendment

The proposed Ordinance would amend the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts, and amend the Zoning Map to abolish a single-lot Special Sign District (SSD) at 2301 Chestnut Street.

#### The Way It Is Now:

1. A business located in a Neighborhood Commercial District (NC), or Residential-Commercial District (RC) may have **up to one** projecting sign.
2. Within the 2301 Chestnut Street Special Sign District (SSD), a business located on the corner is permitted to have up to two projecting signs.



*The 2301 Chestnut Street Special Sign District.*

### The Way It Would Be:

1. A business located on a corner – defined as the unit that fronts two adjoining streets – within in a NC or RC District would be permitted to have **up to two** projecting signs. All other requirements for projecting signs and signs in general, including but not limited to size, illumination and placement, would remain the same.
2. The 2301 Chestnut Street SSD would be deleted from the Zoning Map.

### Background

The building at 2301 Chestnut Street contains three commercial units. A full-service restaurant occupies the corner unit, while another full-service restaurant is in the center unit. The westernmost unit is occupied by a small grocery store. In February 2024, the restaurant on the corner applied for a permit to install an additional projecting sign at a secondary entrance on Chestnut Street. Although the business already had a projecting sign at the main corner entrance, it wanted to direct patrons to the bar side of the establishment through the secondary entrance.



*The corner business at 2301 Chestnut Street.*

On November 14, 2024, the Planning Commission voted unanimously to approve with modifications the ordinance that created the 2301 Chestnut Street Special Sign District. The Commission's one recommended modification was to allow **all** corner Commercial businesses in NC Districts to have two projecting signs. Supervisor Stefani, the ordinance's sponsor, supported this recommendation and duplicated the ordinance to create a separate version incorporating the Commission's recommendation. The original ordinance establishing the 2301 Chestnut Street SSD proceeded and became law on January 18, 2025. The duplicate version was later withdrawn to allow for the development of a new ordinance that would extend the same signage allowance to corner Commercial businesses in Residential-Commercial (RC) Districts, in addition to NC Districts. That ordinance is the focus of this report.

The Planning Commission unanimously recommended allowing all corner Commercial businesses in NC Districts to have two projecting signs on November 14, 2024.

## Issues and Considerations

### Types of Business Signs:

The sign controls exist to safeguard and enhance property values across use types and enhance the distinctive appearance of San Francisco. To accomplish this, a permit is required to install, replace, reconstruct, expand, intensify, or relocate 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. There are many types of signs regulated under Article 6, including Identifying Signs, General Advertising Signs, and Business Signs. 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.”*



*Two examples of Wall Signs.*



*Example of a projecting Sign.*

*Example of a Sign on an Awning.*

Three of the most common types of Business Signs are Wall Signs, Projecting Signs, and signs on Awnings. The Ordinance would only increase the *number* of projecting signs allowed for corner businesses in NC and RC Districts. A projecting sign generally extends beyond a street property line or a building setback line.

### Existing Sign Controls in NC and RC Districts

Neighborhood Commercial and Residential-Commercial Districts are typically mixed-use areas with commercial units on the ground or lower stories and residential uses on upper stories (*see Exhibit B for a map of NC and RC Districts*). All NC's and RC's limit projecting signs to one per business. Flashing elements are not allowed on projecting signs in any NC or RC. In NC-1, NC-2, certain named NC's, and all RC's, projecting signs may only be directly illuminated during business hours. Dimensional limits of projecting signs vary by district.



PROJECTING SIGNS	NC-1 and NCT-1	RC, NC-2, NCT-2	NCT, NC-3, NCT-3
Permissibility	1 max per business	1 max per business	1 max per business
Projection from the Building Face Maximum	6'6" or no more than 75% of distance from property line to curb	6'6" or no more than 75% of distance from property line to curb	6'6" or no more than 75% of distance from property line to curb
Height or Total Area	15' high or height of the wall to which it is attached	24 square feet total area 24' height or height of the wall to which it is attached, or height of lowest residential windowsill of the building	32 square feet total area 24' height or height of the wall to which it is attached, or height of lowest residential windowsill of the building
Illumination	Direct or Indirect allowed	Direct or Indirect allowed	Direct or Indirect allowed

### Considerations for Corner Buildings

Corner lots have an enhanced role in shaping the neighborhood's identity, often serving as focal points that establish the streetscape's initial impression. The city's Residential Design Guidelines recommend that corner *residential* buildings highlight their strategic location by visually engaging with the public realm. Similarly, corner *commercial* buildings are essential in defining and anchoring commercial corridors. Unlike mid-block buildings, corner commercial properties generally occupy larger frontages and frequently feature multiple entrances, facilitating access from various directions and extending their reach beyond the primary commercial area. Activating and maintaining these spaces to ensure they remain accessible and inviting is crucial.



Two existing projecting signs at corner commercial units.



## Awning and Sign Amnesty Program

In August of 2023, Mayor Breed signed an ordinance (149-23) that amended the Building Code and Planning Code to create a temporary amnesty program for existing unpermitted Business Signs and Awnings. The legislation was created due to the large number of businesses throughout the city that had one or more unpermitted sign, including many businesses that contained two projecting signs. Though this program created much-needed alleviation from the sign controls for businesses with *existing* unpermitted signs, it did not allow businesses to install new signs unless they comply with the Planning Code.

## Supporting Small Businesses

The Controller's Office of Economic Analysis released a report<sup>1</sup> in October of 2022 on the status of the re-opening of the City's economy. One of the key findings was that new business formation (tracked by the number of business registration certificates filed) remained far below pre-pandemic rates, especially in the retail trades and restaurant/bar categories. The report revealed that visitors were beginning to return to San Francisco to shop, eat, and experience the city; however, the lack of daily commuters and lower than normal number of tourists has hurt small businesses. The Controller's March 2024 report<sup>2</sup> on the state of San Francisco's economy indicates similar findings from the 2022 report on the status of the reopening: Although tourism and commercial vacancy rates are slowly improving, they are still below pre-pandemic levels. Many businesses are still attempting to recover from the pandemic amidst a period of slow economic growth both locally and nationally. In an era where brick and mortar commercial businesses are struggling to attract patrons, the city should be encouraging vibrant and attractive streetscapes that pull pedestrians into commercial corridors, and allowing two projecting signs for corner businesses serves that end.

The Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant commercial corridor.

## General Plan Compliance

Policy 1.6 of the Urban Design Element is to: "*Make centers of activity more prominent through design of street features and by other means.*". Policy 1.8 is to: "*Increase the visibility of major destination areas and other points for orientation.*". Shopping streets and other centers for activity and congregation of people should stand out in an attractive manner in their districts. The proposed Ordinance aims to highlight corner commercial businesses as a focal point on the block. By allowing corner businesses to have two projecting signs, the Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant commercial corridor. This visual cue will not only attract patrons to the individual business but also draw attention to and encourage foot traffic throughout the entire commercial area.

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<sup>1</sup> [https://sfcontroller.org/sites/default/files/Documents/Economic%20Analysis/October%20Re-Opening%20Report\\_final.pdf](https://sfcontroller.org/sites/default/files/Documents/Economic%20Analysis/October%20Re-Opening%20Report_final.pdf)

<sup>2</sup> <https://www.sf.gov/sites/default/files/2024-04/Status%20of%20the%20San%20Francisco%20Economy%20March%202024.pdf>

## Racial and Social Equity Analysis

A survey conducted by Supervisor District 2's office in late 2024 identified numerous corner commercial buildings in NC Districts across the city that already contain two projecting signs. Staff research found that some of the highest rates of noncompliance— i.e. corner businesses with two projecting signs—occur in the city's Cultural Heritage Districts. These unique neighborhoods are vital to San Francisco's economy, drawing tourists who come to experience the diverse cultures, aesthetics, and artistic heritage each area offers. At the same time, the individual character of Cultural Districts has never been more at risk, and the city's historic small businesses are especially vulnerable. Prior to the pandemic, commercial rents in most neighborhoods doubled or tripled, forcing otherwise thriving businesses that anchored commercial corridors to close. The pandemic only worsened financial pressures on these historic small businesses, intensifying their challenges.

It is also important to acknowledge the origins of many of the city's design controls, and why certain aesthetics are considered "desirable" over others. Many of the city's oldest design controls sought to reduce "visual clutter". The term "visual clutter" is often employed as a proxy to minimize the expression of cultural identity and diversity. More recent design guidelines in the Japantown and Calle 24 Cultural Districts recognize the importance of celebrating these districts' unique aesthetics and diverse qualities of signage. The Cultural Districts strive to promote and protect businesses and industries that advance the culture and history of said districts. In this way, the Ordinance would further equity by complementing this goal of the Cultural Districts.

## Implementation

The Department has determined that this 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 proposed Ordinance because it will enhance commercial street corners without harming the appeal of small commercial corridors or the pedestrian experience. Corner units serve a unique function compared to mid-block businesses. With entrances on two street frontages, corner commercial units draw consumers from multiple directions and serve as anchors that set the tone for the entire block. Ensuring these spaces are active and welcoming is essential to fostering a vibrant commercial atmosphere in our NC and RC Districts. Beyond design considerations, there are also economic justifications for expanding the Ordinance to all NC and RC Districts. Small businesses continue to struggle post-pandemic, and the Ordinance will provide flexibility to corner businesses that may want to increase their visibility to consumers through additional signage.



## **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.

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

**NOTICE OF PUBLIC HEARING**  
**LAND USE AND TRANSPORTATION COMMITTEE**  
**BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO**

NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

**Date:** Monday, June 9, 2025

**Time:** 1:30 p.m.

**Location:** Legislative Chamber, Room 250, located at City Hall  
1 Dr. Carlton B. Goodlett Place, San Francisco. CA 94102

**Subject:** **File No. 250140.** Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments. These comments will be added to the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email ([bos@sfgov.org](mailto:bos@sfgov.org)). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Friday, June 6, 2025.

For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee:

John Carroll ([john.carroll@sfgov.org](mailto:john.carroll@sfgov.org)) ~ (415) 554-4445

A handwritten signature in blue ink that reads "Angela Calvillo".

Angela Calvillo  
Clerk of the Board of Supervisors  
City and County of San Francisco

jec:bjj:ams

GOVERNMENT

**NOTICE OF PUBLIC HEARING BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND TRANSPORTATION COMMITTEE MONDAY JUNE 9, 2025 - 1:30 PM**  
**Legislative Chamber, Room 250, City Hall 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102**

**NOTICE IS HEREBY GIVEN** THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

**File No. 250140.** Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.

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**EXM-3932588#**  
**NOTICE OF REGULAR MEETING**  
**SAN FRANCISCO BOARD OF SUPERVISORS RULES COMMITTEE CITY HALL, LEGISLATIVE CHAMBER, ROOM 250 1 DR. CARLTON B. GOODLETT PLACE, SAN FRANCISCO, CA 94102**  
**June 2, 2025 - 10:00 AM**

The agenda packet and legislative files are available for review at https://sfbos.org/legislative-research-center-irc, in Room 244 at City Hall, or by calling (415) 554-5184.

**EXM-3932038#**

**NOTICE OF REGULAR MEETING SAN FRANCISCO BOARD OF SUPERVISORS LAND USE AND TRANSPORTATION COMMITTEE CITY HALL, LEGISLATIVE CHAMBER, ROOM 250 1 DR. CARLTON B. GOODLETT PLACE, SAN FRANCISCO, CA 94102**  
**MONDAY, JUNE 2, 2025 - 1:30 PM**

The agenda packet and legislative files are available for review at https://sfbos.org/legislative-research-center-irc, in Room 244 at City Hall, or by calling (415) 554-5184.

**EXM-3931877#**

CIVIL

**AMENDED ORDER TO SHOW CAUSE FOR CHANGE OF NAME**

Case No. 25-CIV-02750  
Superior Court of California, County of SAN MATEO  
Petition of: CHANEL DIANE CRINER for Change of Name TO ALL INTERESTED PERSONS:  
Petitioner CHANEL DIANE CRINER filed a petition with this court for a decree changing names as follows: CHANEL DIANE CRINER to CHANEL DIANE PAULSON  
The Court orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

Notice of Hearing: Date: 7/2/2025, Time: 9:00 A.M., Dept.: MC, Room: N/A  
The address of the court is 400 COUNTY CENTER, REDWOOD CITY, CA 94063  
(To appear remotely, check in advance of the hearing for information about how to do so on the court's website. To find your court's website, go to www.courts.ca.gov/find-my-court.htm.)  
A copy of this Order to Show Cause must be published at least once each week for four successive weeks before the date set for hearing on the petition in a newspaper of general circulation, printed in this county: THE EXAMINER - REDWOOD CITY TRIBUNE  
Date: 05/9/2025

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Judge of the Superior Court 5/23, 5/30, 6/6, 6/13/25  
**SPEN-3923079#**

**EXAMINER - REDWOOD CITY TRIBUNE**

**ORDER TO SHOW CAUSE FOR CHANGE OF NAME**

Case No. 25-CIV-02837  
Superior Court of California, County of SAN MATEO  
Petition of: ALEC JOSEPH VALENCIA for Change of Name

TO ALL INTERESTED PERSONS:  
Petitioner ALEC JOSEPH VALENCIA filed a petition with this court for a decree changing names as follows:

ALEC JOSEPH VALENCIA to ALEC VALENCIA  
The Court orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

Notice of Hearing: Date: 6/25/2025, Time: 9:00 A.M., Dept.: MC, Room: N/A  
The address of the court is 400 COUNTY CENTER, REDWOOD CITY, CA 94063  
(To appear remotely, check in advance of the hearing for information about how to do so on the court's website. To find your court's website, go to www.courts.ca.gov/find-my-court.htm.)  
A copy of this Order to Show Cause must be published at least once each week for four successive weeks before the date set for hearing on the petition in a newspaper of general circulation, printed in this county: THE EXAMINER - REDWOOD CITY TRIBUNE  
Date: 4/30/2025

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Judge of the Superior Court 5/9, 5/16, 5/23, 5/30/25  
**SPEN-3923074#**

**EXAMINER - REDWOOD CITY TRIBUNE**

**FICTITIOUS BUSINESS NAMES**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300633  
The following person(s) is (are) doing business as: KB DENTAL ARTS, 1959 PLAYA STREET, SAN MATEO, CA 94403  
Mailing Address: 1959 PLAYA STREET, SAN MATEO, CA 94403  
Colleen Kirby-Banas, 1959 Playa St, San Mateo, CA 94403  
This business is conducted by an Individual  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on 01/02/2019.

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ Colleen Kirby-Banas,  
This statement was filed with the County Clerk of San Mateo County on 05/15/2025.  
Mark Church, County Clerk  
Original  
5/30, 6/6, 6/13, 6/20/25  
**NPEN-3931215#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300643  
The following person(s) is (are) doing business as: ROADZ, 808 TEMPLETON

**AVENUE, DALY CITY, CA 94014**, County of SAN MATEO  
NIMA ATAEI, 808 TEMPLETON AVENUE, DALY CITY, CA 94014  
This business is conducted by AN INDIVIDUAL  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A  
I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ NIMA ATAEI - OWNER  
This statement was filed with the County Clerk of San Mateo County on 05/15/2025  
Mark Church, County Clerk  
5/23, 5/30, 6/6, 6/13/25  
**NPEN-3929664#**  
**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300573  
The following person(s) is (are) doing business as: DOLL HOUSE BEAUTY ROOM, 615 WOODSIDE RD SUITE 4, REDWOOD CITY, CA 94061  
County of SAN MATEO  
Jaquelin Avina Olvera, 615 WOODSIDE RD SUITE 4, REDWOOD CITY, CA 94061  
This business is conducted by an Individual  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on 05/02/2025.

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ Jaquelin Avina Olvera,  
This statement was filed with the County Clerk of San Mateo County on 05/07/2025.  
Mark Church, County Clerk  
[Deputy], Deputy  
Original  
5/23, 5/30, 6/6, 6/13/25  
**NPEN-3928650#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300350  
The following person(s) is (are) doing business as: 1. MC Squared Plumbing, 2. MC^2 Plumbing, 903 Upton Street, Redwood City, CA 94061  
County of SAN MATEO  
Mailing Address: 903 Upton Street, Redwood City, CA 94061  
Michael Edward Caviglia, 903 Upton Street, Redwood City, CA 94061

This business is conducted by an Individual  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on 4/10/25.

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ Michael Caviglia,  
This statement was filed with the County Clerk of San Mateo County on 04/10/2025.  
Mark Church, County Clerk  
[Deputy], Deputy  
Original  
5/16, 5/23, 5/30, 6/6/25  
**NPEN-3926703#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300654  
The following person(s) is (are) doing business as: Boops Vs Beans, 28 Farm Rd, South San Francisco, CA 94080  
County of SAN MATEO  
Mailing Address: 3400 COTTAGE WAY, STE G2 #26051, Sacramento, CA 95825  
Mokko Essentials LLC, 3400 COTTAGE WAY, STE G2 #26051, Sacramento, CA 95825

This business is conducted by a limited liability company  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on 04/28/2025.

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
Mokko Essentials LLC  
S/ PHILIP MOK, MEMBER,  
This statement was filed with the County Clerk of San Mateo County on 05/19/2025.  
Mark Church, County Clerk  
[Deputy], Deputy  
Original  
5/23, 5/30, 6/6, 6/13/25  
**NPEN-3925747#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300540  
The following person(s) is (are) doing business as: PALACE OF FASHION JEWELRY, 227 CAMARITAS AVENUE, SOUTH SAN FRANCISCO, CA 94080,  
County of SAN MATEO  
SHANNON SATISH SINGH, 227 CAMARITAS AVENUE, SOUTH SAN FRANCISCO, CA 94080

This business is conducted by AN INDIVIDUAL  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A  
I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ SHANNON SINGH - OWNER  
This statement was filed with the County Clerk of San Mateo County on 05/05/2025  
Mark Church, County Clerk  
5/9, 5/16, 5/23, 5/30/25  
**NPEN-3924936#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300520  
The following person(s) is (are) doing business as: Always TLC Care Home, 226 Sandpiper Court, Foster city, CA 94404 - 1333 County of SAN MATEO  
Mailing Address: 235 Surfbird Isle, Foster City, CA 94404 - 1333  
Christine L Consunji, 235 Surfbird Isle, Foster city, CA 94404  
Tomas L Consunji, 235 Surfbird Isle, Foster City, CA 94404

This business is conducted by a Married Couple  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on 08/04/2010.

I declare that all information in this statement is true and correct. (A registrant who declares as true information

which he or she knows to be false is guilty of a crime.)  
S/ Christine L Consunji,  
This statement was filed with the County Clerk of San Mateo County on 05/02/2025.  
Mark Church, County Clerk  
[Deputy], Deputy  
Filing with Changes  
5/9, 5/16, 5/23, 5/30/25  
**NPEN-3923565#**

**EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300611  
The following person(s) is (are) doing business as: Maira Medina Photography, 250 Poplar St, Half Moon Bay, CA 94019  
County of SAN MATEO  
Mailing Address: 250 Poplar St, Half Moon Bay, CA 94019  
Maira Chavez, 250 Poplar St, Half Moon Bay, CA 94019  
This business is conducted by an Individual

The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A.  
I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)  
S/ Maira Chavez  
This statement was filed with the County Clerk of San Mateo County on 05/13/2025.  
Mark Church, County Clerk  
[Deputy], Deputy  
Original  
5/23, 5/30, 6/6, 6/13/25  
**NPEN-3886549#**

**EXAMINER - BOUTIQUE & VILLAGER**

GOVERNMENT

CITY OF BELMONT NOTICE OF PUBLIC HEARINGS NOTICE IS HEREBY GIVEN that on June 10, 2025, at 7 p.m. in the City Council Chambers at One Twin Pines Lane, Belmont, California, the Belmont City Council/Belmont Fire Protection District Board will hold public hearings on the following items:

- City of Belmont Fiscal Year 2025-26 Budget and establishing the Gann Appropriation limit for FY 2025-26.
- Belmont Fire Protection District Fiscal Year 2025-26 Budget and establishing the Gann Appropriation limit for FY 2025-26.
- Establishing the annual special tax for Community Facilities District No. 2001-1 (Library Project) for Fiscal Year 2025-26.
- Increasing certain fees, including those categorized under general government, police, parks and recreation, development, engineering, parking and traffic impact, housing mitigation, sewer, and other services, to be incorporated into Fiscal Year 2025-26 updates to the Master Revenue Schedule. A copy of the draft Master Revenue Schedule including fee updates is available for review at the City Clerk's Office, One Twin Pines Lane, Suite 375, Belmont, California 94002, during normal business hours.
- PUBLIC PARTICIPATION OPTIONS This meeting

will take place in person at Belmont City Hall. Public in the Council Chamber may present the Clerk a request to speak slip found at the table at the rear of the chamber. The public may also participate virtually via instructions below. Virtual public participation. For web, visit https://belmont-public.zoom.us/ select "Join" and enter Meeting ID 957 4567 3035. Use the Raise Hand feature to request to speak. You may rename your profile if you wish to remain anonymous. For dial-in comments , call \*67 1-669-900-6833 ( your phone number will appear on the live broadcast if \*67 is not dialed prior to the phone number ), enter Meeting ID 957 4567 3035 and press \*9 to request to speak. All public comments are subject to a 3-minute time limit unless otherwise determined by the Mayor. If you wish to submit written public comment, you may send an email to clerk@belmont.gov before the Council considers the item. Please indicate the agenda item topic or agenda item number you wish to comment on in your email's subject line. Any public comment regarding agenda items that are received from the publication of the agenda through the meeting date will be made part of the meeting record but will not be read during the Councilmeeting./s/ Jozi Plut City Clerk Dated: May 27, 2025

5/30/25  
**SPEN-3931944#**  
**EXAMINER - REDWOOD CITY TRIBUNE**

Notice of City Council Public Hearing on the master fee schedule update  
NOTICE IS HEREBY GIVEN that the City Council of the City of Menlo Park, California, will hold a public hearing on proposed increases to aquatics related fees in the City of Menlo Park Master Fee Schedule.

NOTICE IS HEREBY FURTHER GIVEN that said City Council of the City of Menlo Park will hold a public hearing Tuesday, May 13, 2025, at 6 p.m. or as near as possible thereafter, by hybrid meeting, virtually and in the Menlo Park City Council Chambers located at 751 Laurel St, Menlo Park, California,

at which time and place interested persons may appear and be heard thereon. If you challenge this item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Menlo Park at, or before, the public hearing. Written correspondence is typically considered a public record and may be attached to staff reports, which are posted on the city website.

The Master Fee Schedule establishes fees for City services. A printed copy of the proposed fee increases related to use of City aquatics facilities including the Burgess Pool and Belle Haven Pool is available for review at City Hall during normal business hours and an electronic copy is available online

at menlopark.gov/agendas. Visit the City's website at menlopark.gov/agendas for the City Council meeting agenda and for links to the public hearing staff report, which will be available at least 72-hours before the public hearing.

DATED: April 30, 2025  
BY: Judi A. Herren, City Clerk 5/30/25  
**SPEN-3931707#**  
**EXAMINER - REDWOOD CITY TRIBUNE**

**NOTICE OF PARCEL TAX HEARING**

The Hillsborough City School District will hold a public hearing on the adoption of a parcel tax amount for the fiscal year 2025-2026 on Wednesday, June 4, 2025 at 6:00 p.m. in the Crocker Middle School Lecture Hall located at 2600 Ralston Avenue, Hillsborough, California. Any taxpayer directly affected by the Hillsborough City School District parcel tax may appear before the Board of Trustees and speak on the amount of tax to be levied 5/23, 5/30/25

**NPEN-3927541#**  
**EXAMINER - BOUTIQUE & VILLAGER**

PROBATE

**NOTICE OF PETITION TO ADMINISTER ESTATE OF MARY A. MCGUIRE CASE NO. 25-PRO-00701**

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of: MARY A. MCGUIRE

A Petition for Probate has been filed by PETER J. PRAKSTI in the Superior Court of California, County of SAN MATEO.

The Petition for Probate requests that PETER J. PRAKSTI be appointed as personal representative to administer the estate of the decedent.

The Petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority

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1 DR CARLTON B GOODLETT PL #244  
SAN FRANCISCO, CA 94102

### COPY OF NOTICE

Notice Type: GPN GOVT PUBLIC NOTICE

Ad Description

JEC - LUT HEARING - JUNE 9, 2025 - FILE NO. 250140

To the right is a copy of the notice you sent to us for publication in the SAN FRANCISCO EXAMINER. Thank you for using our newspaper. Please read this notice carefully and call us with ny corrections. The Proof of Publication will be filed with the County Clerk, if required, and mailed to you after the last date below. Publication date(s) for this notice is (are):

05/30/2025

The charge(s) for this order is as follows. An invoice will be sent after the last date of publication. If you prepaid this order in full, you will not receive an invoice.

Publication	\$554.40
Set aside for CCSF Outreach Fund	\$61.60
Clearinghouse Service Charge	\$92.40
Total	\$708.40

EXM# 3932588

**NOTICE OF PUBLIC  
HEARING BOARD OF  
SUPERVISORS OF THE  
CITY AND COUNTY OF  
SAN FRANCISCO LAND  
USE AND TRANSPORTA-  
TION COMMITTEE**  
**MONDAY JUNE 9, 2025 -  
1:30 PM Legislative  
Chamber, Room 250, City  
Hall 1 Dr. Carlton B.  
Goodlett Place, San  
Francisco, CA 94102**

NOTICE IS HEREBY GIVEN  
THAT the Board of Supervi-  
sors of the City and County  
of San Francisco's Land Use  
and Transportation Commit-  
tee will hold a public hearing  
to consider the following  
proposal will be held as  
follows, at which time all  
interested parties may attend  
and be heard:

**File No. 250140.** Ordinance  
amending the Planning Code  
to allow two projecting signs  
for all corner businesses in  
all Neighborhood Commer-  
cial and Residential  
Districts citywide, and abolishing the  
2301 Chestnut Street  
Special Sign District;  
amending the Zoning Map to  
reflect that District's  
abolition; affirming the  
Planning Department's  
determination under the  
California Environmental  
Quality Act; and making  
findings of consistency with  
the General Plan, and the  
eight priority policies of  
Planning Code, Section  
101.1, and findings of public  
necessity, convenience, and  
welfare under Planning  
Code, Section 302.

In accordance with Adminis-  
trative Code, Section 67.7-1,  
persons who are unable to  
attend the hearing on this  
matter may submit written  
comments. These comments  
will be added to the official  
public record in this matter  
and shall be brought to the  
attention of the Board of  
Supervisors. Written  
comments should be  
addressed to Angela Calvillo,  
Clerk of the Board, City Hall,  
1 Dr. Carlton B. Goodlett  
Place, Room 244, San  
Francisco, CA 94102 or sent  
via email ([bos@sfgov.org](mailto:bos@sfgov.org)).  
Information relating to this  
matter is available with the  
Office of the Clerk of the  
Board or the Board of  
Supervisors' Legislative  
Research Center  
(<https://sfbos.org/legislative-research-center-lrc>). Agenda  
information relating to this  
matter will be available for  
public review on Friday, June  
6, 2025. For any questions  
about this hearing, please  
contact the Assistant Clerk  
for the Land Use and  
Transportation Committee:

John Carroll  
([john.carroll@sfgov.org](mailto:john.carroll@sfgov.org)) -  
(415) 554-4445  
**EXM-3932588#**



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BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

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MEMORANDUM

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Date: February 26, 2025  
To: Planning Department/Planning Commission  
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee  
Subject: Board of Supervisors Legislation Referral - File No. 250140  
Planning Code, Zoning Map - Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts

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- ☒ California Environmental Quality Act (CEQA) Determination  
(*California Public Resources Code, Sections 21000 et seq.*)
- ☒ Ordinance / Resolution
- ☐ Ballot Measure
- Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.  
3/11/2025 *Joy Navarrete*
- ☒ Amendment to the Planning Code, including the following Findings:  
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
- ☒ General Plan    ☒ Planning Code, Section 101.1    ☒ Planning Code, Section 302
- ☐ Amendment to the Administrative Code, involving Land Use/Planning  
(*Board Rule 3.23: 30 days for possible Planning Department review*)
- ☐ General Plan Referral for Non-Planning Code Amendments  
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)  
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)
- ☐ Historic Preservation Commission
- ☐ Landmark (*Planning Code, Section 1004.3*)
- ☐ Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
- ☐ Mills Act Contract (*Government Code, Section 50280*)
- ☐ Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to John Carroll at [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

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San Francisco, CA 94102-4689  
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## MEMORANDUM

TO: Sarah Dennis-Phillips, Executive Director, Office of Economic and Workforce Development

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: February 26, 2025

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Supervisor Sherrill on February 11, 2025.

**File No. 250140**

Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

cc:

Offices of Chair Melgar and Supervisor Sherrill  
Anne Taupier, Office of Economic and Workforce Development  
Alesandra Lozano, Office of Economic and Workforce Development

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
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TDD/TTY No. (415) 554-5227

## MEMORANDUM

TO: Katy Tang, Director  
Small Business Commission, City Hall, Room 448

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: February 26, 2025

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS  
Land Use and Transportation Committee

The Board of Supervisors' Land Use and Transportation Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

**File No. 250140**

**Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect that District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c:  
Offices of Chair Melgar and Supervisor Sherrill  
Kerry Birnbach, Senior Policy Analyst/Commission Secretary

\*\*\*\*\*

**RESPONSE FROM SMALL BUSINESS COMMISSION - Date: \_\_\_\_\_**

☐ No Comment  
☐ Recommendation Attached

\_\_\_\_\_  
Chairperson, Small Business Commission

## Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one):

- ☐ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)  
(Routine, non-controversial and/or commendatory matters only)
- ☒ 3. Request for Hearing on a subject matter at Committee
- ☐ 4. Request for Letter beginning with "Supervisor  inquires..."
- ☐ 5. City Attorney Request
- ☐ 6. Call File No.  from Committee.
- ☐ 7. Budget and Legislative Analyst Request (attached written Motion)
- ☐ 8. Substitute Legislation File No.
- ☐ 9. Reactivate File No.
- ☐ 10. Topic submitted for Mayoral Appearance before the Board on

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission    ☐ Youth Commission    ☐ Ethics Commission
- ☐ Planning Commission    ☐ Building Inspection Commission    ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes    ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Sherrill; Sauter; Melgar; Mandelman

Subject:

Planning Code, Zoning Map - Projecting Signs in Neighborhood Commercial and Residential-Commercial Districts

Long Title or text listed:

Ordinance amending the Planning Code to allow two projecting signs for all corner businesses in all Neighborhood Commercial and Residential-Commercial Districts citywide, and abolishing the 2301 Chestnut Street Special Sign District; amending the Zoning Map to reflect the District's abolition; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1, and findings of public necessity, convenience, and welfare under Planning Code, Section 302.2

Signature of Sponsoring Supervisor:  /s/ Stephen Sherrill