

1 [Landmark Designation of the Doggie Diner sign, located in the median strip of Sloat
2 Boulevard and 45th Avenue.]

3 **Ordinance Designating the Doggie Diner sign, located in the median strip of Sloat**
4 **Boulevard and 45th Avenue, as a Landmark under Planning Code Article 10; and**
5 **adopting General Plan, Planning Code Section 101.1(b) and environmental findings.**
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7 Note: Additions are *single-underline italics Times New Roman*;
8 deletions are ~~*strikethrough italics Times New Roman*~~.
Board amendment additions are double underlined.
Board amendment deletions are ~~strikethrough normal~~.

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

10 Section 1. Findings.

11 (a) On June 1, 2006, at a duly noticed public hearing, the Planning Commission in
12 Resolution No. 17253 found that the proposed landmark designation of the Doggie Diner sign,
13 located in the median strip of Sloat Boulevard and 45th Avenue, was consistent with the City's
14 General Plan and with Planning Code Section 101.1(b). In addition, the Planning Commission
15 recommended that the Board of Supervisors adopt the landmark designation. A copy of said
16 Resolution is on file with the Clerk of the Board of Supervisors in File No. _____ and
17 is incorporated herein by reference. The Board finds that the proposed landmark designation
18 is consistent with the City's General Plan and with Planning Code Section 101.1(b) for the
19 reasons set forth in said Resolution.

20 (b) Pursuant to Planning Code Section 302, the Board finds that the proposed
21 landmark designation will serve the public necessity, convenience and welfare for the reasons
22 set forth in Planning Commission Resolution No. 17253, which reasons are incorporated
23 herein by reference as though fully set forth. A copy of said Resolution is on file with the Clerk
24 of the Board of Supervisors in File No. _____.

1 (c) The Planning Department has determined that the actions contemplated in this
2 Ordinance are in compliance with the California Environmental Quality Act (California Public
3 Resources Code section 21000 et seq.). Said determination is on file with the Clerk of the
4 Board of Supervisors in File No. _____ and is incorporated herein by reference.

5 (d) The Board of Supervisors hereby finds that the Doggie Diner sign located in the
6 median strip of Sloat Boulevard and 45th Avenue), has a special character and special
7 historical, architectural and aesthetic interest and value, and that its designation as a
8 Landmark will further the purposes of, and conform to the standards set forth in Article 10 of
9 the City Planning Code.

10 Section 2. Designation: Pursuant to Section 1004 of the City Planning Code, the
11 Doggie Diner sign, located in the median strip of Sloat Boulevard and 45th Avenue, is hereby
12 designated as Landmark No. 254. This designation has been recommended by Resolution
13 No. 601 of the Landmarks Preservation Advisory Board and Resolution No. 17253 of the
14 Planning Commission, which Resolutions are on file with the Clerk of the Board of
15 Supervisors under File No. _____ and which Resolutions are incorporated herein and
16 made part hereof as though fully set forth.

17 Section 3. Required Data:

18 (a) The description, location, and boundary of the Landmark site consists of the
19 footprint of the sign, currently located in the median strip on Sloat Boulevard at 45th Avenue.
20 If the Doggie Diner sign is moved, any such relocation shall conform to the following
21 conditions set forth in Board of Supervisors' Resolution No. 306-01. If these conditions are
22 not followed, a Certificate of Appropriateness is required:

- 23 (1) The sign shall be visible from the original location (a.k.a. 2750 Sloat Boulevard);
- 24 (2) The sign shall be within a two block radius of the original location; and

1 (3) The sign shall be along sight lines of the Great Highway, the ocean, and the sign's
2 original location.

3 (b) The characteristics of the Landmark that justify its designation are described and
4 shown in the Landmark Designation Report adopted by the Landmarks Preservation Advisory
5 Board on April 5, 2006 and other supporting materials contained in Planning Department
6 Docket No. 2005.1135L. In brief, the National Register characteristics of the landmark that
7 justify its designation are as follows:

8 (1) Its association with events that have made a significant contribution to the broad
9 patterns of our history (Criterion A); and

10 (2) Its embodiment of distinctive characteristics of a type, period or method of
11 construction, or that represent the work of a master, or that possess high artistic values, or
12 that represent a significant and distinguishable entity whose components may lack individual
13 distinction (Criterion C).

14 The Doggie Diner sign is not only the last version of several popular dog signs used for
15 advertising the Bay Area fast-food chain "Doggie Diner," it is also the last doggie-head sign of
16 its kind to stand on its pole in public sight. The Doggie Diner sign is an excellent example of a
17 three-dimensional iconic and flamboyant roadside commercial sign and is unique and rare in
18 design.

19 (c) The particular exterior features that should be preserved, or replaced in-kind as
20 determined necessary, are those generally shown in the photographs and described in the
21 Landmark Designation Report, both which can be found in the case docket 2005.1135L,
22 which is incorporated in this designation ordinance as though fully set forth herein. In brief,
23 the particular features that should be preserved are as follows:

24 The size (an approximately eight-foot tall dog head on a 17-foot tall metal pole),
25 material (fiberglass plastic laminate), colors (based upon photo documentations), and novel

1 sculptural form – as well as the orientation (the sign should be oriented toward visibility from
2 an automobile).

3 Section 4. The property shall be subject to further controls and procedures, including
4 Certificate of Appropriateness requirements, pursuant to Planning Code Article 10.

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

RECOMMENDED:
PLANNING COMMISSION

8 By: _____
9 Marlena G. Byrne
Deputy City Attorney

By: _____
Dean L. Macris
Director of Planning

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