

LEGISLATIVE DIGEST
(Substituted 1/26/2016)

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

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 only one such sign per building is permitted; the sign is for the primary occupant of the building; the sign employs a remote transformer and is as narrow as is structurally feasible; any illumination is indirect and is used only during business hours; the sign does 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; and 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.

Existing Law

Currently, a projecting business sign in the Fillmore Street Neighborhood Commercial Transit District ("Fillmore Street NCT") may be up to 24 square feet in area, and its height may not exceed 24 feet, the height of the wall to which it is attached, or the height of the lowest residential windowsill on the wall to which it is attached, whichever is lowest. "Business Signs" are defined in Planning Code Section 602.3. "Projection" of a sign is defined in Planning Code Section 602.15. "Height" of a sign is defined in Planning Code Section 602.8. "

Amendments to Current Law

This ordinance would allow projecting business signs in the Fillmore Street NCT to be up to 125 square feet in area, provided that only one sign per building is permitted; the sign is for the primary occupant of the building; the sign employs a remote transformer and is as narrow as is structurally feasible; any illumination is indirect and is used only during business hours; the sign's lettering is arranged in a vertical manner; the sign does not alter, cover or obscure any architectural features of the building; the sign is attached in a reversible manner so as not to damage any exterior features or cladding of the building; and the sign's height 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.

Background Information

This ordinance would allow larger projecting business signs on large buildings in the Fillmore Street NCT with no residential windows on upper floors. The proposed height and size limitations would allow business signs that are more appropriate for the size and scale of these buildings.

The original ordinance would have allowed a business sign in the Fillmore Street NCT to exceed the Code's limitations of 24 square feet in area and 24 feet in height, so long as the sign's lettering is arranged in a vertical manner; the sign does not alter, cover or obscure any architectural features of the building; the sign is attached in a reversible manner so as not to damage any exterior features or cladding of the building; and the sign's height 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.

This substitute ordinance adds the following requirements for such a business sign: only one sign per building is permitted; the sign shall be for the primary occupant of the building; the sign shall employ a remote transformer and shall be as narrow as is structurally feasible; and any illumination shall be indirect and shall be used only during business hours.