

**BOARD of SUPERVISORS**



**City Hall**  
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**MEMORANDUM**

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Date: May 7, 2025

To: Joaquín Torres, Assessor-Recorder, Office of the Assessor-Recorder

From: *AC* Angela Calvillo, Clerk of the Board, Board of Supervisors

Subject: Planning Code, Zoning Map - 3250 19th Avenue Special Sign District  
(File No. 250100)

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On April 29, 2025, the Board of Supervisors finally passed Ordinance No. 61-25 (File No. 250100, Planning Code, Zoning Map - 3250 19th Avenue Special Sign District), which was enacted on May 2, 2025.

A copy of the Ordinance is being forwarded to you, pursuant to the Administrative Code, Section 34.1.

If you have any questions or concerns, please contact the Office of the Clerk of the Board at (415) 554-5184.

c: Kurt Fuchs, Office of the Assessor-Recorder  
Holly Lung, Office of the Assessor-Recorder

[Planning Code, Zoning Map - 3250 19th Avenue Special Sign District]

**Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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.**

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. Land Use and Environmental 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. 250100 and is incorporated herein by reference. The Board affirms this determination.

(b) On April 3, 2025, the Planning Commission, in Resolution No. 21718, adopted findings that the actions contemplated in this ordinance are consistent, on balance, with the

1 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board  
2 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the  
3 Board of Supervisors in File No. 250100, and is incorporated herein by reference.

4 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
5 actions contemplated in this ordinance will serve the public necessity, convenience, and  
6 welfare for the reasons set forth in Planning Commission Resolution No. 21718, and adopts  
7 such reasons by this reference thereto. A copy of said Resolution is on file with the Clerk of  
8 the Board of Supervisors in File No. 250100, and is incorporated herein by reference.

9  
10 Section 2. Background and General Findings.

11 (a) 3250 19th Avenue is located in the RH-1(D) (Residential-House, One Family-  
12 Detached) District. Measuring approximately 235,000 square feet, the lot is atypically large  
13 for the RH-1(D) District, where lots typically average 2,500 square feet and are occupied by  
14 small, residential structures. The subject property has been developed as an educational  
15 campus and has operated as a school for over 72 years. The site fronts 19th Avenue, which  
16 is a segment of California Highway 1, as well as Junipero Serra Boulevard, a busy local  
17 thoroughfare.

18 (b) The current signage requirements for the RH-1(D) District impose limits on the  
19 number and size of signs per parcel. While these controls are appropriate for typically sized  
20 parcels in the District, these limits do not provide sufficient signage opportunities for a large,  
21 undivided parcel that is surrounded by critical traffic arterials. This ordinance addresses the  
22 problem by establishing the 3250 19th Avenue Special Sign District ("3250 19th Avenue  
23 SSD"), which ties the number and size of signs to the length of the relevant street frontage at  
24 the site. The 3250 19th Avenue SSD is in keeping with other special sign districts recently  
25 enacted by the City, including the Stonestown SSD (Planning Code Section 608.10), which

1 provides additional signage opportunities for a large, undivided parcel that fronts the opposite  
2 side of 19th Avenue.

3 (c) The 3250 19th Avenue SSD furthers the purposes of Planning Code Sections 101  
4 and 601, including:

5 (1) promoting the aesthetic and environmental values of San Francisco by  
6 providing for signs that serve as effective means of communication while preserving the City's  
7 attractiveness as a place to live, work, visit, and shop;

8 (2) ensuring that signs are designed and proportioned in relation to the  
9 structures to which they are attached, adjacent structures, and the streets on which they are  
10 located;

11 (3) reducing hazards to motorists, bicyclists, and pedestrians caused by visual  
12 distractions and obstructions; and

13 (4) protecting the distinctive appearance of San Francisco produced by its  
14 unique geography, topography, neighborhoods, street patterns, skyline, and architectural  
15 features.

16  
17 Section 3. Article 6 of the Planning Code is hereby amended by revising Section 607.1  
18 and adding Section 608.18, to read as follows:

19  
20 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
21 **DISTRICTS.**

22 \* \* \* \*

23 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood  
24 Commercial and Residential-Commercial Districts that are designated as Special Sign  
25 Districts. Special Sign Districts are described within Sections 608.1 through 608.~~17~~18 of this

Code and their designations, locations, and boundaries are provided on Sectional Map SSD of the Zoning Map of the City and County of San Francisco.

\* \* \* \*

**SEC. 608.18. 3250 19TH AVENUE SPECIAL SIGN DISTRICT.**

**(a) Establishment of Special Sign District.** *The 3250 19th Avenue Special Sign District ("3250 19th Avenue SSD" or "SSD"), consisting of Assessor's Parcel Block No. 7231, Lot 003, as shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby established for the purposes and subject to the controls set forth in this Section 608.18.*

**(b) Purpose.** *The purpose of the 3250 19th Avenue SSD is to modify the sign controls that would otherwise apply within the SSD to allow for appropriate signage opportunities for this large, undivided lot and the structures that occupy the lot.*

**(c) Controls.** *Signs within the 3250 19th Avenue SSD shall be controlled by all applicable provisions in the Planning Code, except to the extent they conflict with this Section 608.18. In the event of a conflict between other provisions of the Planning Code and this Section 608.18, this Section shall control. Unless otherwise indicated in this Section 608.18, the controls within the SSD shall apply to signs for all principally permitted or conditionally permitted uses of the subject property.*

**(1) Freestanding Signs** *are permitted to be placed within a required front setback area or within a legislated setback line, provided that the Sign is located at least three feet from the street property line. No Sign shall project beyond a street property line.*

**(2) The total number of permitted Signs** *shall not exceed one Sign for each 130 linear feet of street frontage of the lot. Nothing in the foregoing sentence shall limit the placement of such Signs on the applicable street frontage.*

**(3) Signs may be Indirectly Illuminated or Nonilluminated.**

**(34) All Signs** *shall satisfy the following requirements, as applicable:*

1 (A) The Height of any Wall Sign shall not exceed 50 feet or the height of the wall  
2 to which it is affixed, whichever is less; and

3 (B) The Area of any Wall Sign shall not exceed one square foot per three linear  
4 feet of street frontage or 140 square feet, whichever is less; and

5 (C) The Area of any Freestanding Sign shall not exceed one square foot per  
6 seven linear feet of street frontage or 60 square feet, whichever is less.

7 (45) In calculating the limits in subsection (c)(34) of this Section 608.18, the relevant  
8 street frontage shall be the street from which the Sign is visible. Further, two street frontages cannot be  
9 combined to install larger Signs or a greater number of Signs on a single street frontage.

10 (56) Nothing in this Section 608.18 shall limit the applicability of Planning Code  
11 Sections 608.6 and 609.6 within the SSD.

12  
13 Section 4. Zoning Map Amendment. Pursuant to Sections 106 and 302(c) of the  
14 Planning Code, Sectional Map SS01 of the Zoning Map of the City and County of San  
15 Francisco is hereby amended, as follows:

16

Description of Property	Special Sign District Hereby Created
Assessor's Parcel Block No. 7231, Lot No. 003	3250 19th Avenue Special Sign District

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18  
19  
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21 Section 5. Effective Date. This ordinance shall become effective 30 days after  
22 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
23 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
24 of Supervisors overrides the Mayor's veto of the ordinance.  
25

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

7  
8 APPROVED AS TO FORM:  
9 DAVID CHIU, City Attorney

10 By: /s/ Giulia Gualco-Nelson  
11       GIULIA GUALCO-NELSON  
12       Deputy City Attorney

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**City and County of San Francisco**  
**Tails**  
**Ordinance**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 250100

**Date Passed:** April 29, 2025

Ordinance amending the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District, encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, to provide signage opportunities commensurate with the size of the parcel; 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.

April 21, 2025 Land Use and Transportation Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE

April 21, 2025 Land Use and Transportation Committee - RECOMMENDED AS AMENDED AS A COMMITTEE REPORT

April 22, 2025 Board of Supervisors - PASSED ON FIRST READING


Ayes: 11 - Chan, Chen, Dorsey, Engardio, Fielder, Mahmood, Mandelman, Melgar, Sauter, Sherrill and Walton


April 29, 2025 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Chan, Chen, Dorsey, Engardio, Fielder, Mahmood, Mandelman, Melgar, Sauter, Sherrill and Walton

File No. 250100

I hereby certify that the foregoing  
Ordinance was **FINALLY PASSED** on  
4/29/2025 by the Board of Supervisors of the  
City and County of San Francisco.

  
Angela Calvillo  
Clerk of the Board

  
Daniel Lurie  
Mayor

MAY 12, 2025  
Date Approved