

File No. 250100

Committee Item No. 2

Board Item No. 11

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date: April 21, 2025

Board of Supervisors Meeting:

Date: April 22, 2025

#### Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input type="checkbox"/>	<input type="checkbox"/>	Resolution
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ordinance
<input checked="" type="checkbox"/>	<input 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 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
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#### OTHER

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Planning Commission Transmittal – April 9, 2025</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>CEQA Determination – February 12, 2025</u>
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<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Committee Report Request Memo – April 17, 2025</u>
<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>
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Prepared by: John Carroll

Date: April 17, 2025

Prepared by:  

Date:  

Prepared by:  

Date:

[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

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

3 \* \* \* \*

4  
5 **SEC. 608.18. 3250 19TH AVENUE SPECIAL SIGN DISTRICT.**

6 **(a) Establishment of Special Sign District.** *The 3250 19th Avenue Special Sign District*  
7 *(“3250 19th Avenue SSD” or “SSD”), consisting of Assessor’s Parcel Block No. 7231, Lot 003, as*  
8 *shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby*  
9 *established for the purposes and subject to the controls set forth in this Section 608.18.*

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

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

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

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

24 **(3) All Signs** *shall satisfy the following requirements, as applicable:*  
25

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                    (4) In calculating the limits in subsection (c)(3) 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                   (5) 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:

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

20  
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.

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  
      Deputy City Attorney

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## **LEGISLATIVE DIGEST**

[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.**

### **Existing Law**

Article 6 of the Planning Code contains sign controls that are generally applicable to various zoning districts—including controls for Residential Districts. (See Planning Code Section 606.) In the RH-1(D) ("Residential-House, One-Family, Detached") District, Planning Code Section 606 authorizes a maximum of one sign per lot and places limits on where that sign can be placed and the total area of the sign.

Article 6 also contains various Special Sign Districts which provide for additional sign controls for specific parcels or areas of the City.

### **Amendments to Current Law**

This ordinance amends the Planning Code and Zoning Map to create the 3250 19th Avenue Special Sign District ("SSD"), encompassing the real property consisting of Assessor's Parcel Block No. 7231, Lot No. 003, which is zoned RH-1(D). The SSD allows for increased signage opportunities commensurate with the large size of the parcel, specifically providing that:

- Freestanding Signs can 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;
- the total number of permitted Signs shall not exceed one Sign for each 130 linear feet of street frontage of the lot;
- the Height of any Wall Sign shall not exceed 50 feet or the height of the wall to which it is affixed, whichever is less;
- the Area of any Wall Sign shall not exceed one square foot per three linear feet of street frontage or 140 square feet, whichever is less; and
- the Area of any Freestanding Sign shall not exceed one square foot per seven linear feet of street frontage or 60 square feet, whichever is less.



In calculating the various signage limits within the SSD, the ordinance provides that the relevant street frontage shall be the street from which the Sign is visible. This means that two street frontages cannot be combined to install larger Signs or a greater number of Signs on a single street frontage.

#### Background Information

The ordinance contains findings that describe the unusually large size of the parcel relative to typical parcels in the RH-1 District. The current signage controls are not adequate for a large, undivided parcel that is surrounded by critical traffic arterials. The controls in the SSD further the purposes of signage regulation in the Planning Code by ensuring that signs are designed and proportioned in relation to the structures to which they are attached, adjacent structures, and the streets on which they are located and by protecting the distinctive appearance of San Francisco produced by its unique geography, topography, neighborhoods, street patterns, skyline, and architectural features.

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April 9, 2025

Ms. Angela Calvillo, Clerk  
Honorable Supervisor Melgar  
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 2025-001051PCAMAP:**  
3250 19th Avenue Special Sign District  
Board File No. 250100

**Planning Commission Recommendation: Approval with Modification**

Dear Ms. Calvillo and Supervisor Melgar,

On April 3, 2025, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Melgar. The proposed Ordinance would amend the Planning Code and Zoning Map to establish the 3250 19th Avenue Special Sign District to provide signage opportunities commensurate with the size of the parcel. At the hearing the Planning Commission adopted a recommendation for approval with modifications.

The Commission's proposed modifications were as follows:

1. Modify the Ordinance to specify permitted Signs may be indirectly illuminated.

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c) and 15378 because they do not result in a physical change in the environment.

Supervisor, please advise the City Attorney at your earliest convenience if you wish to incorporate the changes recommended by the Commission.

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,

A handwritten signature in black ink, appearing to read "Aaron D. Starr", with a long horizontal flourish extending to the right.

Aaron D. Starr  
*Manager of Legislative Affairs*

cc: Giulia Gualco-Nelson, Deputy City Attorney  
Jen Low, Aide to Supervisor Melgar  
John Carroll, Office of the Clerk of the Board

**ATTACHMENTS :**

Planning Commission Resolution  
Planning Department Executive Summary



## PLANNING COMMISSION RESOLUTION NO. 21718

**HEARING DATE:** April 3, 2025

*Project Name:* 3250 19th Avenue Special Sign District  
*Case Number:* 2025-001051PCAMAP [Board File No. 250100]  
*Initiated by:* Supervisor Melgar / Introduced January 28, 2025  
*Staff Contact:* Joseph Sacchi  
Joseph.Sacchi@sfgov.org, 628-652-7308  
*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 ESTABLISH THE 3250 19<sup>TH</sup> AVENUE SPECIAL SIGN DISTRICT, ENCOMPASSING THE REAL PROPERTY CONSISTING OF ASESOR'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.**

WHEREAS, on January 28, 2025 Supervisor Melgar introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 250100, which would amend 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;

WHEREAS, the Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on April 3, 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); 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 with modifications** of the proposed ordinance. The Commission's proposed recommendation(s) is/are as follows:

1. Modify the Ordinance to specify that permitted signs within the Special Sign District may be indirectly illuminated.

## 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 proposed Ordinance would provide appropriate opportunities to adapt the campus signage commensurate with the size of the parcel.

## General Plan Compliance

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

### COMMERCE AND INDUSTRY ELEMENT

#### OBJECTIVE 2

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

##### Policy 2.1

Seek to retain existing commercial and industrial activity and to attract new such activity to the city.

##### Policy 2.3

Maintain a favorable social and cultural climate in the city in order to enhance its attractiveness as a firm location.

## URBAN DESIGN ELEMENT

### OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

#### Policy 1.6

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

### OBJECTIVE 4

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

#### Policy 4.6

Emphasize the importance of local centers providing commercial and government services.

#### Policy 4.14

Remove and obscure distracting and cluttering elements.

*The proposed Ordinance allows for the continuation of the site as an educational institution and community asset, providing direct employment opportunities and positively contributing to the social and cultural climate of San Francisco. The Ordinance would provide appropriate opportunities to adapt the campus signage to visually communicate the new ownership and operation as the Chinese American International School, emphasizing the importance of the site with signage opportunities commensurate to the size of the parcel.*

## 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 WITH MODIFICATIONS the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on April 3, 2025.



Jonas P. Ionin  
*Commission Secretary*

Jonas P Ionin

Digitally signed by Jonas P Ionin  
Date: 2025.04.08 09:33:49 -07'00'

AYES: Campbell, McGarry, Williams, Braun, Imperial, Moore, So  
NAYS: None  
ABSENT: None  
ADOPTED: April 3, 2025





## EXECUTIVE SUMMARY

# PLANNING CODE TEXT & ZONING MAP AMENDMENT

**HEARING DATE:** April 3, 2025

**90-Day Deadline:** May 6, 2025

*Project Name:* 3250 19th Avenue Special Sign District  
*Case Number:* 2025-001051PCAMAP [Board File No. 250100]  
*Initiated by:* Supervisor Melgar / Introduced January 28, 2025  
*Staff Contact:* Joseph Sacchi  
Joseph.Sacchi@sfgov.org, 628-652-7308  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 628-652-7533  
*Environmental Review:* Not a Project Under CEQA

**RECOMMENDATION:** Approval with Modifications

### Planning Code Amendment

The proposed Ordinance would amend 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.

	The Way It Is Now	The Way It Would Be
	Signs permitted in Residential Districts (PCS 606)	Signs permitted in the proposed SSD
<b>Number of signs</b>	One Nameplate and one Identifying Sign for each street frontage of the lot.	One Business Sign or Identifying Sign is permitted for each 130 linear feet of street frontage of the lot.
<b>Area</b>	Nameplate: Not exceeding one square foot.  Identifying Sign: Maximum area 12 square feet.	Wall Sign: Area shall not exceed one square foot per three linear feet of street frontage or 140 square feet, whichever is less.  Freestanding Sign: Area shall not exceed one square foot per seven linear feet of street frontage or 60 square feet, whichever is less.
<b>Height</b>	Nameplate and Identifying Signs: Lesser of 12 feet or the roofline of a building to which it is attached.	Wall Sign: Shall not exceed 50 feet or the height of the wall to which it is affixed, whichever is less.
<b>Location</b>	No Sign shall project beyond a legislated setback line, or into a required front setback area.	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.



## Background

The subject property is approximately 5.4 acres and is developed as an educational campus, including a four-story academic building, fine arts building, and athletic facilities. Mercy High School – a Catholic, all-girls, college preparatory school – opened on the site in 1952, and operated there continuously until decreased enrollment and related financial difficulties forced its closure in 2020. The property was subsequently sold to the Chinese American International School (CAIS), a Mandarin immersion school founded in 1981. CAIS has operated at various locations in San Francisco prior to finding a more permanent home on the 19<sup>th</sup> Avenue campus. Following renovations, CAIS began operating at 3250 19<sup>th</sup> Avenue in Fall 2024, serving students in preschool through Eighth Grade.

During the renovation phase, CAIS approached the Department with a proposal to update the campus signage. However, the existing controls for signs within Residential Districts proved too restrictive to meet the needs of the school. They were encouraged to reach out to the District Supervisor's office for support. Planning has collaborated closely with the Supervisor's office and City Attorney's Office in developing contextually appropriate sign controls as part of the newly proposed Special Sign District (SSD).

## Issues and Considerations

### Regulating Signs

The sign controls exist to safeguard and enhance property values in residential, commercial, and industrial areas, and protect and enhance the distinctive appearance of San Francisco. To accomplish this, a permit is required for any sign unless it is specifically exempted from the regulations. The Planning Code regulates the types and combinations of signage that are allowed based on a site's zoning district and historic status of the building. The Planning Code also regulates the size, placement, height, and illumination of signs.

The sign controls for Residential and Residential Enclave Districts contained within Planning Code Section 606 impose the strictest limits on the various sign characteristics regulated by the Planning Code, reflecting the predominately low-scale, residential development pattern in these districts. The specific controls for

Residential Districts can be found in “The Way It Is” section of this report. Generally, signage in these districts is limited to Nameplates and Identifying Signs. An Identifying Sign serves to tell the name, address, and the permitted use of a location. A Nameplate Sign is a flat Sign affixed to the wall of a building and contains the name or profession of the people occupying the building.



*An example of Identifying and Nameplate Signs*

The Planning Code also regulates the illumination of permitted signs. Although illuminated signs can attract wanted attention to a business, they can also negatively affect neighboring tenants and residents if not illuminated appropriately. Within Residential Districts, signs may either be non-illuminated or indirectly illuminated. An indirectly illuminated sign is a sign illuminated with a light directed primarily toward the sign and shielded that no direct rays from the light are visible elsewhere than on the property where the sign is located.



*Example of an Indirectly Illuminated Sign*

### 3250 19<sup>th</sup> Avenue: Unique Location and Configuration

The parcel at 3250 19<sup>th</sup> Avenue is located within an RH-1(D) (Residential-House, One Family Detached) Zoning District. While the existing sign controls for Residential Districts are largely appropriate for these districts, they assume a typical development type found in San Francisco, a single building closely fronting one or two streets.

By contrast, the subject property is approximately 235,000 square feet in area, nearly 10 times the size of a standard city lot. The parcel extends the full width of the block, with primary street frontage on 19<sup>th</sup> Avenue and secondary street frontage along Junipero Serra Boulevard. Under the proposed SSD, the number and area of permitted signs would be based on the length of street frontage, with the calculation based on the frontage of the street from which the sign is visible.



Pedestrian and vehicular access to the site is located off of 19<sup>th</sup> Avenue. Additional flexibility in the size and location of signage, as proposed in this legislation, would allow updated signage to provide a safe entry marker to the campus, with high visual awareness. Additionally, the property is located across 19<sup>th</sup> Avenue from the Stonestown Galleria, a large commercial shopping center that includes numerous large, directly illuminated business signs.

The property is developed with a four-story academic building, a fine arts center featuring a 455-seat theater, and a multipurpose athletic facility. The former Mercy High School included several signs visible from the 19<sup>th</sup> Avenue frontage, including (1) an engraved wall sign above the primary entrance of the academic building, (2) a painted wall sign on the fine arts building, and (3) a freestanding monument sign.



Although signs that pre-date existing sign controls are generally permitted to remain as non-conforming signs, any new signage is subject to the limitations in the Planning Code. Per Planning Code Section 602, a change of copy on a sign “shall in itself constitute a new Sign...if the new copy concerns a different person, firm, group, organization, place, commodity, product, service, business, profession, enterprise or industry.” Therefore, even if CAIS sought to almost exactly replicate the former signage on the site, they would be unable to do so since the number, size, and location of the Signs conflict with the Residential district sign controls.

## Special Sign Districts

Special Sign Districts (SSDs) act as an overlay that allow more flexibility or add additional restrictions on signs for a specific area. All the SSDs have a different set of rules based on the goals of the SSD. The proposed

SSD in this legislation allows for more flexibility for this site. The 3250 19th Avenue SSD is in keeping with other Special Sign Districts recently enacted by the City, including the Stonestown SSD (Planning Code Section 608.10), which provides additional signage opportunities for a large, undivided parcel that fronts the opposite side of 19th Avenue.

The subject property was developed as an educational campus and has operated as a school for over 70 years. The SSD would allow CAIS to implement a sign program generally commensurate with the former Mercy High's signage.

## General Plan Compliance

The proposed Ordinance supports the Commerce and Industry Element's objective of maintaining a sound and diverse economic base for the city. Specifically, the proposed Ordinance aligns with Policy 2.1 to retain existing commercial and attract new businesses. Although not a commercial venture, CAIS provides employment opportunities for workers in the area. The continuation of the historical use of the property as an educational institution also advances Policy 2.3 of the Commerce and Industry Element, which seeks to maintain a favorable social and cultural climate in the city in order to enhance its attractiveness as a firm location. The proposed Ordinance also aligns with the Urban Design Element. Policy 4.6 seeks to emphasize the importance of local centers for shopping, government services and congregation of people. The 3250 19<sup>th</sup> Avenue campus is located along a busy portion of 19<sup>th</sup> Avenue, which is a segment of California Highway 1. The proposed Ordinance would allow the campus to reinforce the address of the school, better integrate with recent entry site upgrades, and create a distinct entry to the campus.

## Racial and Social Equity Analysis

The proposed amendments only affect one property and therefore cannot be directly tied to a negative or positive impact in advancing the City's racial and social equity.

## Implementation

The Department has determined that this ordinance will not affect our current implementation procedures.

## Recommendation

The Department recommends that the Commission ***adopt a recommendation for approval with modifications*** of the proposed Ordinance and adopt the attached Draft Resolution to that effect. The Department's proposed recommendations are as follows:

1. Modify the Ordinance to specify permitted Signs may be indirectly illuminated.

## Basis for Recommendation

The Department supports the goals of this Ordinance because it will allow for the continuation of the site as an educational institution and community asset. The area encompassed by the SSD was developed as an educational campus and operated as a school for over 70 years. The proposed Ordinance would provide

appropriate opportunities to adapt the campus signage to visually communicate the new ownership and operation as the Chinese American International School, while preserving the City's attractiveness as a place to live, work, visit, and shop.

**Recommendation 1: 1. Modify the Ordinance to specify permitted Signs may be indirectly illuminated.**

The draft Ordinance does not address sign illumination. To avoid ambiguity and provide the flexibility intended by the Ordinance, staff recommend updating the language to allow permitted signage in the SSD to be indirectly illuminated.

## **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 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 5, 2025  
To: Planning Department/Planning Commission  
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee  
Subject: Board of Supervisors Legislation Referral - File No. 250100  
Planning Code, Zoning Map - 3250 19th Avenue Special Sign District

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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.  
2/12/2025 
- ☒ 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).



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, April 21, 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. 250100. 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.

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, April 18, 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)

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

jec:mcc

GOVERNMENT

**NOTICE OF PUBLIC HEARING BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND TRANSPORTATION COMMITTEE MONDAY APRIL 21, 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. 250100.** 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.

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**EXM-3915563#**

**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  
April 14, 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-3915526#**

**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, APRIL 14, 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-3914936#**

CIVIL

**SUMMONS  
(CITACION JUDICIAL)  
CASE NUMBER (Número del Caso):**

**CGC-24-615475**  
NOTICE TO DEFENDANT (AVISO AL DEMANDADO): ALL PERSON CLAIMING ANY INTEREST IN, OR LIEN UPON, THE REAL PROPERTY HEREIN DESCRIBED, OR ANY PART THEREOF; AND DOES 1 THROUGH 20, YOU ARE BEING SUED BY PLAINTIFF (LO ESTÁ DEMANDANDO EL DEMANDANTE): NEW ASIA HOUSING, L.P., A CALIFORNIA LIMITED PARTNERSHIP; AND CITY AND COUNTY OF SAN FRANCISCO

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE:

The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.sucorte.ca.gov) o poniéndose en contacto con la corte o el colegio de abogados locales.

AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 o más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso. The name and address of the court is (El nombre y dirección de la corte es): San Francisco Superior Court, 400 McAllister Street, San Francisco, CA 94102

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es): Oliver M. Gold, Lauren A. Trambley, 1888 Century Park East, Suite 1700, Los Angeles, California, 90067 (310) 788-9900 DATE (Fecha): 01/16/2025 by SAHAR ENAYATI, Deputy (Adjunto) (SEAL)

**Property Description  
THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA, AND IS DESCRIBED AS FOLLOWS:**

Commencing at a point on the Northerly line of Pacific Avenue, distant thereon 68 feet Easterly from the Easterly line of Stockton Street; running thence Easterly and along said line of Pacific Avenue 69 feet 5-1/2 inches; thence at a right angle Northerly 117 feet 6 inches; thence at a right angle Westerly 15 feet 8-1/2 inches; thence at a right angle Northerly 20 feet; thence at a right angle Westerly 53 feet; thence at a right angle Southerly 28 feet 9 inches; thence at a right angle Westerly 9 inches thence at a right angle Southerly 108 feet 9 inches to the point of commencement. Being part of 50 Vara Lot No. 89. Assessor's Lot: 015; Block: 0161

Street Address: 772 Pacific Avenue, San Francisco, CA The first publication of this Summons was made in the San Francisco Examiner newspaper on the 4TH day of APRIL 2025.

4/4, 4/11, 4/18, 4/25, 5/2, 5/9, 5/16, 5/23/25  
**CNS-390885#  
SAN FRANCISCO  
EXAMINER**

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

Case No. CNC-25-559677 Superior Court of California, County of SAN FRANCISCO Petition of: SAMANTHA SANYU LUO for Change of Name

TO ALL INTERESTED PERSONS:

Petitioner SAMANTHA SANYU LUO filed a petition with this court for a decree changing names as follows: SAMANTHA SANYU LUO to SAMANTHA LUO DEVINE 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: MAY 6, 2025, Time: 9:00 A.M., Dept.: 103N, Room: 103N

The address of the court is 400 MCALLISTER STREET, SAN FRANCISCO, CA 94102 (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: SAN FRANCISCO EXAMINER

Date: MARCH 18, 2025 MICHELLE TONG Judge of the Superior Court 3/21, 3/28, 4/4, 4/11/25  
**CNS-3907687#  
SAN FRANCISCO  
EXAMINER**

FICTITIOUS BUSINESS NAMES

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 2025-0406006 Fictitious Business Name(s)/ Trade Name (DBA): TERZO, 3011 STEINER ST., SAN FRANCISCO, CA 94123 County of SAN FRANCISCO Registered Owner(s): NICE VENTURES-4 TERZO LP, 4104 24TH STREET, PMB 8111, SAN FRANCISCO, CA 94114

This business is conducted by: a Limited Partnership The registrant commenced to transact business under the fictitious business name or names listed above on 4/1/2005.

I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).)

S/ NICE VENTURES-4 TERZO LP LAURIE THOMAS

This statement was filed with the County Clerk of San Francisco County on 03/27/2025.

NOTICE-In accordance with Subdivision (a) of Section 17920, a Fictitious Name Statement generally expires at the end of five years from the date on which it was filed in the office of the County Clerk, except, as provided in Subdivision (b) of Section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to Section 17913 other than a change in the residence address of a registered owner. A new Fictitious Business Name Statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). 4/11, 4/18, 4/25, 5/2/25  
**CNS-3915051#  
SAN FRANCISCO  
EXAMINER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300231 The following person(s) is (are) doing business as: IMPACT HAIR SALON, 1205 CAPUCHINO AVE, BURLINGAME, CA 94010, County of SAN MATEO GRISELDA MARTINEZ JIMENEZ, 1205 CAPUCHINO AVE, BURLINGAME, CA 94010 This business is conducted by AN INDIVIDUAL The registrant(s) commenced

to transact business under the fictitious business name or names listed above on 01/10/2020

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/ GRISELDA MARTINEZ JIMENEZ

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914912#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300227 The following person(s) is (are) doing business as: GENESIS MAINTENANCE GARDEN SERVICES, 220 E OKEEFE ST APT 16, EAST PALO ALTO, CA 94303, County of SAN MATEO BYRON HIDALGO, 220 E OKEEFE ST APT 16, EAST PALO ALTO, CA 94303 This business is conducted by AN INDIVIDUAL

The registrant(s) commenced to transact business under the fictitious business name or names listed above on 12/05/2019 correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BYRON HIDALGO

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914908#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300226 The following person(s) is (are) doing business as: EJ DESIGNS, 1501 RASTON AVE #201, BURLINGAME, CA 94010, County of SAN MATEO EILEEN MARIE JUKOVICH, 1501 RASTON AVE #201, BURLINGAME, CA 94010 This business is conducted by AN INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on 04/21/2020

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/ EILEEN MARIE JURKOVICH This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914900#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300209 The following person(s) is (are) doing business as: DIVA NAIL SALON, 11 CIVIC CENTER LN, MILLBRAE, CA 94030, County of SAN MATEO TRANG T LAM, 11 CIVIC CENTER LN, MILLBRAE, CA 94030 This business is conducted by AN INDIVIDUAL

The registrant(s) commenced to transact business under the fictitious business name or names listed above on 02/19/2020

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/ TRANG T LAM

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914889#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300210 The following person(s) is (are) doing business as: ONCE UPON A BOTTLE, 451 EL CAMINO REAL, SAN BRUNO, CA 94066, County of SAN MATEO HASMUKE B PATEL, 451 EL CAMINO REAL, SAN BRUNO, CA 94066 GITA PATEL, 451 EL CAMINO REAL, SAN BRUNO, CA 94066

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 01/29/2020

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/ HASMUKE B PATEL

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914884#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300223 The following person(s) is (are) doing business as: ADOBE MANAGEMENT, 816 ALTA VISTA DR, PACIFICA, CA 94044, County of SAN MATEO ROY STOTTS, 816 ALTA VISTA DR, PACIFICA, CA 94044 NANCY A STOTTS, 816 ALTA VISTA DR, PACIFICA, CA 94044

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 03/17/2020

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/ ROY STOTTS

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914811#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300219 The following person(s) is (are) doing business as: MILANA DESIGNS, 878 TAURUS DR, FOSTER CITY, CA 94404, County of SAN

MATEO MILANA BAHBOUT, 878 TAURUS DR, FOSTER CITY, CA 94404

This business is conducted by AN INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on 11/20/2019

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/ MILANA BAHBOUT

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914808#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300211 SIXTEEN MILE HOUSE, 448 BROADWAY, MILLBRAE, CA 94030, County of SAN MATEO SISTERS SIXTEEN LLC, 448 BROADWAY, MILLBRAE, CA 94030

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 06/11/2018

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/ CLARA LA FALZON-VICE PRESIDENT

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914800#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300218 The following person(s) is (are) doing business as: ROUGE, THE SALON ON MAIN, 980 MAIN ST, REDWOOD CITY, CA 94063, County of SAN MATEO RACHELLE ANALIA, 980 MAIN ST, REDWOOD CITY, CA 94063

This business is conducted by AN INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on 10/24/2018

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/ RACHELLE ANALIA

This statement was filed with the County Clerk of San Mateo County on 03/25/2025 Mark Church, County Clerk 4/11, 4/18, 4/25, 5/2/25  
**NPEN-3914794#  
EXAMINER - BOUTIQUE & VILLAGER**

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. M-300278 The following person(s) is (are) doing business as: AMAZON PHARMACY #022, 3745 BAYSHORE BLVD., SUITE 100, BRISBANE, CA 94005, County of SAN

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### COPY OF NOTICE

Notice Type: GPN GOVT PUBLIC NOTICE

Ad Description

JEC - LUT HEARING - APRIL 21, 2025 - FILE NO. 250100

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):

04/11/2025

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	\$548.10
Set aside for CCSF Outreach Fund	\$60.90
Clearinghouse Service Charge	\$91.35
Total	\$700.35

EXM# 3915563

**NOTICE OF PUBLIC  
HEARING BOARD OF  
SUPERVISORS OF THE  
CITY AND COUNTY OF  
SAN FRANCISCO LAND  
USE AND TRANSPORTA-  
TION COMMITTEE**  
**MONDAY APRIL 21, 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 and said public  
hearing will be held as  
follows, at which time all  
interested parties may attend  
and be heard:

**File No. 250100.** 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.

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, April  
18, 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-3915563#**



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**MYRNA MELGAR**

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DATE: April 17, 2025

TO: Angela Calvillo  
Clerk of the Board of Supervisors

FROM: Supervisor Myrna Melgar, Chair, Land Use and Transportation Committee

RE: Land Use and Transportation Committee  
COMMITTEE REPORTS

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Pursuant to Board Rule 4.20, as Chair of the Land Use and Transportation Committee, I have deemed the following matters are of an urgent nature and request them be considered by the full Board on Tuesday, April 22, 2025.

**File No. 250101      Planning Code - Removing Conditional Use Requirement for  
Formula Retail Uses on Van Ness Avenue**  
Sponsors: Sherrill; Sauter, Mahmood and Melgar

**File No. 250100      Planning Code, Zoning Map - 3250 19th Avenue Special Sign  
District**  
Sponsor: Melgar

These matters will be heard in the Land Use and Transportation Committee at a Regular Meeting on Monday, April 21, 2025.



## Introduction Form

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

RECEIVED  
1/20/2025 @ 5:32 pm  
d

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):

Supervisor Melgar

Subject:

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

Long Title or text listed:

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.

Signature of Sponsoring Supervisor:

