

1 [Information Required on General Advertising Signs.]

2
3 **Ordinance amending the San Francisco Planning Code by adding Section 604.1 to**
4 **require general advertising signs to bear the name of the sign company, permit number**
5 **and permitted sign dimensions, requiring existing signs to comply within twelve**
6 **months with one six-month extension, providing for an identifying number in lieu of the**
7 **permit number for a sign that existed in its current location on or before the Planning**
8 **Department's May/June 1966 general advertising sign inventory volumes, and**
9 **establishing an additional penalty of \$1,000 a day for providing knowingly false,**
10 **inaccurate or misleading information on the sign.**

11 Note: Additions are single-underline italics Times New Roman;
12 deletions are ~~strikethrough italics Times New Roman~~.
13 Board amendment additions are double underlined.
14 Board amendment deletions are ~~strikethrough normal~~.

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

15 Section 1. The San Francisco Planning Code is hereby amended by adding Section
16 604.1, to read as follows:

17 Sec. 604.1. (a) Information Required on General Advertising Signs. Each general
18 advertising sign authorized by this Code shall bear the following information:

19 (1) an imprint identifying the name of the sign company;

20 (2) the permit number; and

21 (3) the permitted sign dimensions.

22 This information shall be painted-imprinted and maintained on the face or edge of the sign. It
23 shall be of such size and location as to be legible from the sidewalk level, ground level or an
24 easily accessible location. Electric signs may have an approved metal tag attached to them

1 instead of painted imprinted characters. See also requirements specified in Section 3102F.2
2 of the San Francisco Building Code.

3 The required text size shall be:

4 (i) a minimum of 2 inches in height for general advertising signs of 100 square feet
5 or less;

6 (ii) a minimum of 4 inches in height for general advertising signs of 101 square feet
7 to 500 square feet; and

8 (iii) a minimum of 8 inches in height for general advertising signs of over 500 square
9 feet.

10 (b) New Signs; When Required. The information required by subsection (a) shall be
11 provided on each new general advertising sign or whenever a new permit is required, and
12 must be kept accurate and maintained regardless of change of text or graphics.

13 (c) Existing Signs; When Required. The information required by subsection (a)
14 shall be included on each existing general advertising sign within ~~six~~ twelve months of the
15 effective date of this legislation. If no permit can be located within the 12-month period, ~~The~~
16 Director of Planning is authorized to ~~shall grant~~ two one six-month extensions, if, in his sole
17 discretion, good cause for an extension has been demonstrated, ~~to allow the owner of the~~
18 sign to apply for and obtain the in-lieu identifying number referred to below in this subsection

19 (c).

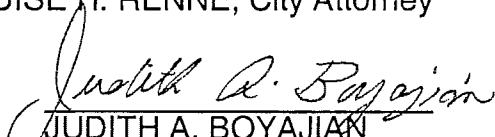
20 Where evidence is submitted to the Planning Department that a general advertising
21 sign existed at its current location on or prior to the Department's May/June 1966 general
22 advertising sign inventory volumes but no permit can be located, and the Director of the
23 Planning Department concludes that the sign likely was legally authorized at the time it was
24 located.

1 installed, the Department shall issue an identifying number in lieu of a permit number and the
2 sign shall be considered a lawful nonconforming use under Section 604(h) of this Code. This
3 identifying number shall be imprinted and maintained on the sign in lieu of the permit number
4 required by subsection 604.1(a) above. The Director's conclusion concerning the legality or
5 illegality of the sign and the rationale supporting that conclusion shall be set forth in writing
6 and mailed to the applicant.

7
8 (d) Violations; Additional Penalty. Failure to comply with these requirements shall
9 be deemed to be a violation of Article 6 and subject to the penalties for violation set forth in
10 this Article 6 or elsewhere in this code. If the Director of Planning determines that the
11 information provided on the sign, as required by subsection (a), is materially knowingly false,
12 inaccurate or misleading, an additional penalty of \$1,000 a day may be imposed by the
13 Director on the sign company in addition to the other penalties set forth in this Article 6 or
14 elsewhere in this code.

15
16
17 APPROVED AS TO FORM:
18 LOUISE H. RENNE, City Attorney

19 By:


20 JUDITH A. BOYAJIAN
21 Deputy City Attorney
22
23
24
25



City and County of San Francisco

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

Tails

Ordinance

File Number: 002196

Date Passed:

Ordinance amending the San Francisco Planning Code by adding Section 604.1 to require general advertising signs to bear the name of the sign company, permit number and permitted sign dimensions, requiring existing signs to comply within twelve months with one six-month extension, providing for an identifying number in lieu of the permit number for a sign that existed in its current location on or before the Planning Department's May/June 1966 general advertising sign inventory volumes, and establishing an additional penalty of \$1,000 a day for providing knowingly false, inaccurate or misleading information on the sign.

March 5, 2001 Board of Supervisors — SUBSTITUTED

April 30, 2001 Board of Supervisors — PASSED ON FIRST READING


Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Sandoval, Yee

May 7, 2001 Board of Supervisors — FINALLY PASSED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Sandoval, Yee

File No. 002196

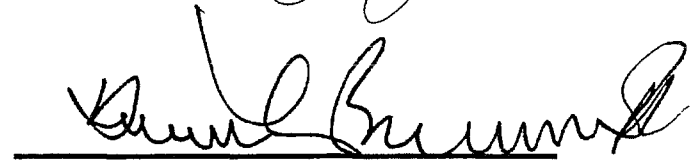
I hereby certify that the foregoing Ordinance
was **FINALLY PASSED** on May 7, 2001 by
the Board of Supervisors of the City and
County of San Francisco.



Gloria L. Young
Clerk of the Board

MAY 18 2001

Date Approved



Mayor Willie L. Brown Jr.