

1 [Allowing advertising on E-Line and Third Street Light Rail Line boarding platforms]

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3 **Ordinance amending Article 6 of the San Francisco Planning Code by amending**  
4 **Section 603 thereof, to permit transit shelter advertising on public transit boarding**  
5 **platforms in connection with the E-Line and Third Street Light Rail Line projects; and**  
6 **adopting findings pursuant to City Planning Code Section 101.1.**

7 Note: Additions are single-underline italics Times New Roman;  
8 deletions are ~~strikethrough italics Times New Roman~~.  
9 Board amendment additions are double underlined.  
Board amendment deletions are ~~strikethrough normal~~.

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

11 Section 1. The San Francisco Planning Code is hereby amended by amending Section  
12 603 to read as follows:

13 **SEC. 603. EXEMPTED SIGNS.**

14 Nothing in this Article 6 shall apply to any of the following signs:

15 (a) Official public notices, and notices posted by public officers in performance of  
16 their duties;

17 (b) Governmental signs for control of traffic and other regulatory purposes, street  
18 signs, danger signs, railroad crossing signs, and signs of public service companies indicating  
19 danger and aids to service or safety;

20 (c) Temporary display posters, without independent structural support, in  
21 connection with political campaigns and with civic noncommercial health, safety and welfare  
22 campaigns, provided that in R districts such posters shall be removed within 60 days following  
23 the conclusion of the campaign;

24 (d) Flags, emblems, insignia and posters of any nation or political subdivision, and  
25 temporary displays of a patriotic, religious, charitable or other civic character;

- 1 (e) House numbers, whether illuminated or not, “no trespassing,” “no parking,” and  
2 other warning signs;
- 3 (f) Commemorative plaques placed by recognized historical agencies;
- 4 (g) Signs within a stadium, open-air theater or arena which are designed primarily to  
5 be viewed by patrons within such stadium, open-air theater or arena;
- 6 (h) Religious symbols attached to buildings if not projecting beyond any street  
7 property line or building setback line;
- 8 (i) Flags indicating weather conditions, and single flags which are emblems of  
9 business firms, enterprises and other organizations;
- 10 (j) Two general advertising signs each not exceeding 24 square feet in area on  
11 either a transit shelter or associated advertising kiosk furnished by contract with the ~~Public~~  
12 ~~Utilities Commission or Public Transportation Commission~~ Municipal Transportation Agency  
13 or predecessor agency for the Municipal Railway in RM-2, RM-3, RM-4, RC, NC, C, M and  
14 South of Market Districts, and in those P Districts where such signs would not adversely affect  
15 the character, harmony or visual integrity of the district as determined by the City Planning  
16 Commission; eight general advertising signs each not exceeding 24 square feet in area on  
17 transit shelters located on publicly owned property on a high level Municipal Railway boarding  
18 platform in an RH-1D District adjacent to a C-2 District, provided that such advertising signs  
19 solely face the C-2 District; ~~and up to three double-sided general advertising signs each not~~  
20 ~~exceeding 24 square feet in area on or adjacent to transit shelters on publicly owned high~~  
21 ~~level Municipal Railway boarding platforms along The Embarcadero south of the Ferry~~  
22 ~~Building, up to six double-sided panels at 2nd and King Streets, and up to four double-sided~~  
23 ~~panels at 4th and King Streets and 6th and King Streets; up to two double-sided panels not~~  
24 exceeding 24 square feet in area on each low-level boarding platform at the following E-Line  
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1 stops: Folsom Street and The Embarcadero, Brannan Street and The Embarcadero, 2<sup>nd</sup> and  
2 King Streets, and 4<sup>th</sup> and King Streets; and a total of 71 double-sided general advertising  
3 signs each not exceeding 24 square feet in area on or adjacent to transit shelters on 28  
4 publicly owned high level Municipal Railway boarding platforms serving the Third Street Light  
5 Rail Line. Each advertising sign on a low-level or high level boarding platform shall be  
6 designed and sited in such a manner as to minimize obstruction of public views from  
7 pedestrian walkways and/or public open space.

8 Notwithstanding the above, no sign shall be placed on any transit shelter or associated  
9 advertising kiosk located on any sidewalk which shares a common boundary with any  
10 property under the jurisdiction of the Recreation and Park Commission, with the exception of  
11 Justin Herman Plaza; on any sidewalk on Zoo Road; on Skyline Boulevard between Sloat  
12 Boulevard and John Muir Drive; on John Muir Drive between Skyline Boulevard and Lake  
13 Merced Boulevard; or on Lake Merced Boulevard on the side of Harding Park Municipal Golf  
14 Course, or on any sidewalk on Sunset Boulevard between Lincoln Way and Lake Merced  
15 Boulevard; on any sidewalk on Legion of Honor Drive; or in the Civic Center Special Sign  
16 Districts as established in Section 608.3 of this Code;

17 The provisions of this subsection shall be subject to the authority of the San Francisco  
18 Port Commission under Sections 4.114 and B3.581 of the City Charter and under State law.

19 (k) Information plaques or signs which identify to the public open space resources,  
20 architectural features, creators of artwork, or otherwise provide information required by this  
21 Code or by other City agencies, or an identifying sign which directs the general public and/or  
22 patrons of a particular establishment to open space or parking resources, provided that such  
23 sign shall not project more than three inches from the wall and that its dimensions shall be no  
24 greater than one by two feet;

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1 (l) Nonilluminated art murals within the South of Market Base District, if they project  
2 no more than 18 inches from the pre-existing surface of a structure;

3 (m) Two general advertising signs each not exceeding 52 square feet in area on a  
4 public service kiosk furnished by contract with the Department of Public Works which contract  
5 also provides for the installation and maintenance of automatic public toilets. Each such public  
6 service kiosk shall be divided into three sections, one of which shall provide a public service,  
7 such as a newsstand, newsrack, map, public telephone, vending machine, display of public  
8 service information, or interactive video terminal.

9 (n) Advertising placed on fixed pedestal newsrack units in accordance with Section  
10 184.12 of the Public Works Code.

11 Section 2. PROPOSITION M FINDINGS. The Board of Supervisors, having reviewed  
12 the proposed legislation after hearing public testimony, finds and declares that this ordinance  
13 is in conformity with the priority policies of Section 101.1(b) of the City Planning Code and with  
14 the City's General Plan, and hereby adopts the findings of the City Planning Commission, as  
15 set forth in Resolution No. \_\_\_\_\_, and incorporates said findings by reference.

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17 APPROVED AS TO FORM:  
18 DENNIS J. HERRERA, City Attorney

19 By: \_\_\_\_\_  
20 Robin M. Reitzes  
21 Deputy City Attorney

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