

1 [Authorization for the use of identification numbers in lieu of permit numbers for lawfully
2 erected general advertising signs.]

3 **Ordinance amending San Francisco Planning Code Chapter 6, Section 604.1(c), to**
4 **modify the authority of the Director of the Planning Department to approve the use of**
5 **identification numbers in lieu of the required permit numbers for general advertising**
6 **signs, by deleting language that restricts the use of the substitute identification**
7 **numbers to general advertising signs that existed at their current locations at the time**
8 **of the Department's 1966 sign inventory.**

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10 Note: Additions are *single-underline italics Times New Roman*;
11 deletions are ~~*strikethrough italics Times New Roman*~~.
12 Board amendment additions are double underlined.
13 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 amending Section
16 604.1(c), to read as follows:

17 **SEC. 604.1. INFORMATION REQUIRED ON ADVERTISING SIGNS.**

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

- 20 (1) an imprint identifying the name of the sign company;
- 21 (2) the permit number; and
- 22 (3) the permitted sign dimensions.

23 This information shall be imprinted and maintained on the face or edge of the sign.
24 Electric signs may have an approved metal tag attached to them instead of imprinted
25 characters. See also requirements specified in Section 3102F.2 of the San Francisco Building
Code.

1 The required text size shall be:

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

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

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

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

10 (c) **Existing Signs; When Required.** The information required by Subsection (a)
11 shall be included on each existing general advertising sign within twelve months of the
12 effective date of this legislation. If no permit can be located within the 12-month period, the
13 Director of Planning shall grant one six-month extension to allow the owner of the sign to
14 apply for and obtain the in-lieu identifying number referred to below in this Subsection (c).

15 Where no permit can be located for evidence is submitted to the Planning Department that a
16 general advertising sign existed at its current location on or prior to the Department's May/June
17 1966 general advertising sign inventory volumes but no permit can be located, and but the Director of
18 the Planning Department concludes, based on evidence submitted to or possessed by the Planning
19 Department, that the sign likely was legally authorized at the time it was installed at its current
20 location, the Department shall issue an identifying number in lieu of the a permit number and
21 the sign shall be considered a lawful nonconforming use under Section 604(h) of this Code.
22 This identifying number shall be imprinted and maintained on the sign in lieu of the permit
23 number required by Subsection 604.1(a) above. The Director's conclusion concerning the
24 legality or illegality of the sign and the rationale supporting that conclusion shall be set forth in
25 writing and mailed to the applicant.

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

8
9 APPROVED AS TO FORM:
10 DENNIS J. HERRERA, City Attorney

11 By: _____
12 RAFAL OFIERSKI
13 Deputy City Attorney