

1 [General Advertising Signs - Moratorium.]

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3 **Resolution imposing interim zoning controls to prohibit new general advertising signs,**
4 **as defined in Planning Code Section 602.7, from being erected or placed on any**
5 **property in the City and County of San Francisco for a twelve-month period, and**
6 **making findings of consistency with the priority policies of Planning Code Section**
7 **101.1.**

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9 WHEREAS, Objective 4, Policy 14, of the Urban Design Element of the City's General
10 Plan recognizes that signs are a leading cause of street clutter and that the signs often are
11 unrelated to the physical qualities of the buildings on which they are placed; and

12 WHEREAS, Objective 4, Policy 14, further states that where signs are large, garish and
13 clashing, they lose their value as identification or advertising signs and merely offend the
14 viewer and that while signs have an important place in an urban environment, they should be
15 controlled in their size and location; and,

16 WHEREAS, Planning Code Section 602.7 defines a "General Advertising Sign" as "A
17 sign which directs attention to a business, commodity, industry or other activity which is sold,
18 offered or conducted elsewhere than on the premises upon which sign is located, or to which
19 it is affixed, and which is sold, offered or conducted on such premises only incidentally if at
20 all"; and,

21 WHEREAS, The Planning Code's Article 6 controls on general advertising signs are
22 more than thirty-five years old, and the development of new advertising sign technology has a
23 real potential for adversely affecting many parts of the City; and

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1 WHERAS, City officials have received complaints from the public about the proliferation
2 of general advertising signs in the commercial areas of the City and on architecturally
3 significant buildings; and

4 WHEREAS, The Planning Department is surveying the problem and studying potential
5 solutions; and

6 WHEREAS, Planning Code Section 306.7 authorizes the Board to impose interim
7 controls to suspend temporarily the processing of building permits or certain applications for
8 land use authorizations which may be in conflict with a contemplated zoning proposal which
9 the Board of Supervisors is considering or intends to study; and

10 WHEREAS, The Procedure for considering and imposing interim controls is set forth in
11 Planning Code Section 306.7; and

12 WHEREAS, A moratorium on the erection or placement of general advertising signs on
13 property in the City and County of San Francisco is necessary to maintain the status quo
14 while City officials, together with community organizations, property owners, and interested
15 citizens and business owners, continued to study the problem and develop appropriate
16 permanent regulations; and

17 WHEREAS, The Board of Supervisors has considered the impact on the public health
18 safety, peace and general welfare if the moratorium is not imposed: and

19 WHEREAS, This interim control is consistent with the purposes of the Planning Code
20 as set forth in Section 101, and with the priority policies of Section 101.1 in that it either has
21 no negative impact on or does not involve: existing neighborhood-serving retail uses, resident
22 employment or business ownership (Policy 1), existing housing and neighborhood character
23 (Policy 2), the City's supply of affordable housing (Policy 3), commuter traffic (Policy 4), the
24 City's industrial and service sectors (Policy 5), earthquake preparedness (Policy 6), or parks
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1 and open space (Policy 8). It is consistent with Policy 7 (preservation of landmarks and
2 historic buildings) in that it will prohibit incompatible general advertising signs; and

3 WHEREAS, The Board of Supervisors has balanced the potential hardship on property
4 owners caused by the imposition of the moratorium against the detriment to the public if the
5 moratorium is not adopted; now, therefore, be it

6 RESOLVED, That Board of Supervisors hereby imposes a temporary moratorium
7 prohibiting any City agency, board, commission, officer, or employee from approving a
8 building permit or otherwise approving the erection or placement of any general advertising
9 sign as defined in Planning Code section 602.7, on any property in the City and County of San
10 Francisco; and, be it

11 FURTHER RESOLVED, That this interim control shall not bar the approval of a permit
12 to alter, replace or reconstruct any lawfully existing general advertising sign provided that said
13 sign is not expanded or intensified in any way; and, be it

14 FURTHER RESOLVED, That this interim control shall remain in effect for a period of
15 twelve (12) months from its effective date.

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18 APPROVED AS TO FORM:
19 LOUISE H. RENNE, City Attorney

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21 By: _____
Sarah Ellen Owsowitz
Deputy City Attorney

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