

File No. 160424

Committee Item No. 5

Board Item No. 1

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date October 24, 2016

Board of Supervisors Meeting

Date NOVEMBER 1, 2016

Cmte Board

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| <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 checked="" type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Memorandum of Understanding (MOU) |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 - Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
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| <input type="checkbox"/> | <input type="checkbox"/> | Vacancy Notice |
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OTHER

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|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>CEQA Determination</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Commission Resolution 19735</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Notice of Public Hearing</u> |
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Completed by: Alisa Somera Date October 20, 2016

Completed by: Alisa Somera 27 Date October 24, 2016

BOARD of SUPERVISORS




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MEMORANDUM

LAND USE AND TRANSPORTATION COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Malia Cohen, Chair
Land Use and Transportation Committee

FROM:  Alisa Somera, Legislative Deputy Director

DATE: October 24, 2016

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, October 25, 2016

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, October 25, 2016. This item was acted upon at the Committee Meeting on Monday, October 24, 2016, at 1:30 p.m., by the votes indicated.

Item No. 30 File No. 160424

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign, reinstate the distinction between Historic and Vintage Signs, and further restrict the areas where General Advertising Signs are permitted; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, the Hamm's Building Historic Special Sign District, and the Candlestick Park Special Sign District, and to delete the related Code sections; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

RECOMMENDED AS A COMMITTEE REPORT

Vote: Supervisor Malia Cohen - Aye
Supervisor Scott Wiener - Aye
Supervisor Aaron Peskin - Aye

c: Board of Supervisors
Angela Calvillo, Clerk of the Board
Jon Givner, Deputy City Attorney

1 [Planning Code, Zoning Map - Sign Regulations]

2
3 **Ordinance amending the Planning Code to correct and update provisions, delete**
4 **obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign,**
5 **reinstate the distinction between Historic and Vintage Signs, and further restrict the**
6 **areas where General Advertising Signs are permitted; amending the Zoning Map to**
7 **delete the Showplace Square Special Sign District, the South of Market General**
8 **Advertising Special Sign District, the Hamm's Building Historic Special Sign District,**
9 **and the Candlestick Park Special Sign District, and to delete the related Code sections;**
10 **affirming the Planning Department's determination under the California Environmental**
11 **Quality Act; and making findings of consistency with the General Plan, and the eight**
12 **priority policies of Planning Code, Section 101.1, and findings of public convenience,**
13 **necessity, and welfare under Planning Code, Section 302.**

14 **NOTE:** **Unchanged Code text and uncodified text** are in plain Arial font.
15 **Additions to Codes** are in *single-underline italics Times New Roman font*.
16 **Deletions to Codes** are in ~~*italics Times New Roman font*~~.
17 **Board amendment additions** are in double-underlined Arial font.
18 **Board amendment deletions** are in ~~Arial font~~.
19 **Asterisks (* * * *)** indicate the omission of unchanged Code
20 subsections or parts of tables.

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

22 Section 1. Findings.

23 (a) The Planning Department has determined that the actions contemplated in this
24 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

1 Supervisors in File No. 160424 and is incorporated herein by reference. The Board affirms
2 this determination.

3 (b) On September 15, 2016, the Planning Commission, in Resolution No. 19735,
4 adopted findings that the actions contemplated in this ordinance are consistent, on balance,
5 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The
6 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of
7 the Board of Supervisors in File No. 160424, and is incorporated herein by reference.

8 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that
9 these Planning Code amendments will serve the public necessity, convenience, and welfare
10 for the reasons set forth in Planning Commission Resolution No. 19735, and the Board
11 incorporates such reasons herein by reference.

12
13 Section 2. The Planning Code is hereby amended by revising Sections 102, 188, 260,
14 429.4, 429.6, 601, 602 (including deleting the existing section numbers for Sections 602.1,
15 602.2, 602.3, 602.4, 602.5, 602.6, 602.7, 602.8, 602.9, 602.10, 602.11, 602.12, 602.13,
16 602.14, 602.15, 602.16, 602.17, 602.18, 602.19, 602.20, 602.21, 602.21A, 602.22, 602.23,
17 602.24, 602.25, and 602.26, all of which will now be encompassed within Section 602), 607,
18 607.1, 607.2, 608.3, 608.5, 608.8, 608.9, 608.13, 608.15, 609.10, 609.11, 609.13, and
19 609.14, and Zoning Control Tables 810, 811, 812 and 817, and deleting Sections 608.4,
20 608.12, 609.2, 803.1 and 821, to read as follows:

21 **SEC. 102. DEFINITIONS.**

22 For the purposes of this Code, certain words and terms used herein are defined as set
23 forth in this and the following sections. Additional definitions applicable to Signs are set forth in
24 Section 602. Additional definitions applicable to development impact fees and requirements that
25 authorize the payment of in-lieu fees are set forth in Section 401. Additional definitions applicable to

1 Article 7, Neighborhood Commercial Districts, and to Article 9, Mission Bay Districts, are set
2 forth in Section 790. Additional definitions applicable only to Article 8, Mixed Use Districts, are
3 set forth in Section 890. Additional definitions applicable only to the Bernal Heights Special
4 Use District are set forth in Section 242. Additional definitions applicable only to Article 9,
5 Mission Bay Districts, are set forth in Section 996. All words used in the present tense shall
6 include the future. All words in the plural number shall include the singular number, and all
7 words in the singular number shall include the plural number, unless the natural construction
8 of the wording indicates otherwise. The word "shall" is mandatory and not directory.

9 Whenever any of the following terms is used it shall mean the corresponding officer,
10 department, board or commission or its successor of the City and County of San Francisco,
11 State of California, herein referred to as the City: Assessor, Board of Supervisors, Planning
12 Department, Department of Public Works, Director of Planning, Planning Commission, or
13 Zoning Administrator. In each case, the term shall be deemed to include an employee of any
14 such officer or department of the City who is lawfully authorized to perform any duty or
15 exercise any power as a representative or agent of that officer or department.

16 * * * *

17 **SEC. 188. NONCOMPLYING STRUCTURES: ENLARGEMENTS, ALTERATIONS AND**
18 **RECONSTRUCTION.**

19 * * * *

20 (e) *Historic Movie Theater Marquees and Projecting Signs*. Notwithstanding
21 Subsection (a) of this Section, and in order that certain character-defining architectural
22 elements of Qualified Movie Theaters be preserved and enhanced, a noncomplying Historic
23 Movie Theater Projecting Sign, as defined in Section 602.25, and/or a noncomplying Historic
24 Movie Theater Marquee, as defined in Section 602.26, may be preserved, rehabilitated, or
5 restored. A noncomplying Historic Movie Theater Projecting Sign or a noncomplying Historic

1 Movie Theater Marquee removed from a Qualified Movie Theater prior to or in absence of an
2 application for replacement may be reconstructed.

3 (1) For the purposes of this Section, "Qualified Movie Theater" shall mean a
4 building that: (A) is currently or has been used as a ~~m~~Movie ~~t~~Theater; and (B) is listed on or
5 eligible for listing on the National Register of Historic Places or the California Register of
6 Historical Resources, designated a City Landmark or a contributor to a City Landmark District
7 under Article 10, or designated as a Significant or Contributory Building under Article 11.

8 (2) Any preservation, rehabilitation, restoration, or reconstruction permitted
9 under this Section shall be in strict conformity with the overall design, scale, and character of
10 the existing or previously existing Historic Movie Theater Sign or Historic Movie Theater
11 Marquee and:

12 (A) For a Qualified Movie Theater that retains its Historic Movie
13 Theater Projecting Sign and/or Historic Movie Theater Marquee, the signage features shall be
14 limited to the following:

15 (i) On a Historic Movie Theater Projecting Sign, the historic
16 name associated with a previous theater occupant;

17 (ii) On a Historic Movie Theater Marquee, the historic name
18 associated with a previous theater occupant and, where applicable, on the signboard, other
19 information that is an Identifying Sign, as defined in Section 602.10, provided such information
20 shall be contained within the signboard, shall not consist of any logos, and shall be in the
21 character of lettering historically found on ~~m~~Movie ~~t~~Theater signboards in terms of size, font,
22 and detail.

23 (B) For a Qualified Movie Theater where the Historic Movie Theater
24 Projecting Sign and/or Historic Movie Theater Marquee has been removed and is proposed to
25 be reconstructed, the overall design and signage features shall be limited to the following:

1 (i) On a Historic Movie Theater Projecting Sign, the historic
2 name associated with a previous theater occupant;

3 (ii) On a Historic Movie Theater Marquee, the historic name
4 associated with a previous theater occupant and, where applicable, on the signboard, other
5 information that is an Identifying Sign, as defined in Section 602-10, provided such information
6 shall be contained within the signboard, shall not consist of any logos, and shall be in the
7 character of lettering historically found on ~~m~~Movie ~~t~~Theater signboards in terms of size, font,
8 and detail.

9 * * * *

10 **SEC. 260. HEIGHT LIMITS: MEASUREMENT.**

11 * * * *

12 (b) **Exemptions.** In addition to other height exceptions permitted by this Code, the
13 features listed in this subsection (b) shall be exempt from the height limits established by this
14 Code, in an amount up to but not exceeding that which is specified.

15 * * * *

16 (2) The following features shall be exempt, without regard to their horizontal
17 area, provided the limitations indicated for each are observed:

18 * * * *

19 (Q) Historic ~~s~~Signs and Vintage Signs ~~within an historic sign district~~
20 permitted pursuant to ~~Sections 302, 303 and Article 6 608.14~~ of this Code.

21 * * * *

22 **SEC. 429.4. COMPLIANCE BY PROVIDING ON-SITE PUBLIC ARTWORK.**

23 (a) **Installation.** The project sponsor must install the public art in compliance with
24 this Section 429.4 (1) in areas on the site of the building or addition so that the public art is
5 clearly visible from the public sidewalk or the open-space feature required by Section 138, or

1 (2) on the site of the open-space feature provided pursuant to Section 138, or (3) in a publicly
2 accessible lobby area of a ~~h~~Hotel ("On-Site Public Artwork"). Said On-Site Public Artwork shall
3 be installed prior to issuance of the first certificate of occupancy; provided, however, that if the
4 Zoning Administrator concludes that it is not feasible to install the ~~works~~ Artwork within that
5 time and that adequate assurance is provided that the ~~works~~ Artwork will be installed in a
6 timely manner, the Zoning Administrator may extend the time for installation for a period of not
7 ~~less more~~ than 12 months. Said works of art may include sculpture, bas-relief, murals,
8 mosaics, decorative water features, tapestries or other artworks permanently affixed to the
9 building or its grounds, or a combination thereof, but may not include architectural features of
10 the building, nor artwork designed by the architect, except as permitted with respect to the in
11 lieu contribution regarding publicly owned ~~owner~~-buildings meeting the criteria described
12 above. Artworks shall be displayed in a manner that will enhance their enjoyment by the
13 general public. The type and location of ~~a~~ Artwork, but not the artistic merits of the specific
14 artwork proposed, shall be approved by the Zoning Administrator in accordance with the
15 provisions of Section 309 of this Code.

16 (b) Recognition of Artists. An ADA compliant plaque identifying the creator, name (if any),
17 and installation date of the On-Site Public Artwork required by subsection (a) above shall be placed at
18 a publicly conspicuous location within view of the On-Site Public Artwork at the same time the Artwork
19 is installed.

20 (c) **Removal, Relocation, or Alteration of Artwork.** Once the project sponsor has
21 installed and completed the final Artwork, the project sponsor, building owner and any third
22 party may not remove, relocate or alter the Artwork without notifying and consulting with the
23 Planning Department at least 120 days prior to the proposed removal, relocation or alteration.
24 The Planning Department shall not approve any removal, relocation, or alteration unless it
25 finds any removed Artwork will be replaced with Artwork of equal or greater value or that any

1 relocation or alteration is only a minor modification. If a project sponsor does remove,
2 relocate, or alter the Artwork without notification and approval of the Planning Department, the
3 Planning Department is authorized to pursue enforcement of this Section under Section 176
4 or 176.1 of this Code or to pursue any other remedy permitted by law.

5 **SEC. 429.6. RECOGNITION OF ARCHITECTS IN C-3 DISTRICTS AND ARTISTS.**

6 In the case of construction of a new building or an addition of floor area in excess of
7 25,000 square feet to an existing building in a C-3 District, an ADA compliant plaque or
8 cornerstone identifying the project architect ~~and the creator of the On-Site Public Artwork provided~~
9 ~~pursuant to this Section 429~~ and the erection date of the ~~building On-Site Public Artwork~~ shall be
10 placed at a publicly conspicuous location on or in the building prior to the issuance of the first
11 certificate of occupancy.

12 **SEC. 601. SPECIAL PURPOSES OF SIGN CONTROLS.**

13 This Article 6 is adopted in recognition of the important function of signs and of the
14 need for their regulation under the Planning Code. In addition to those purposes of the ~~City~~
15 Planning Code stated in Section 101, it is the further purpose of this Article 6 to:

16 (a) promote the aesthetic and environmental values of San Francisco by providing
17 for signs that serve as effective means of communication and do not impair the attractiveness of
18 the City as a place to live, work, visit, and shop ~~safeguard and enhance property values in~~
19 ~~residential, commercial, mixed-use, and industrial areas;~~

20 (b) to protect public investment in and the character and dignity of public buildings,
21 streets, and open spaces ~~and thoroughfares;~~

22 (c) to protect the distinctive appearance of San Francisco which is produced by its
23 unique geography, topography, neighborhoods, street patterns, skyline, and architectural
24 features;

1 (d) ensure that signs are designed and proportioned in relation to the structures to
2 which they are attached, adjacent structures, and the streets on which they are located;

3 (e) enhance sidewalks as public spaces by preserving sunlight and views, and foster
4 the unobstructed growth of street trees;

5 (f) to provide an environment which will safeguard and enhance neighborhood livability
6 and property values, and promote the development of business in the City;

7 (g) to encourage sound practices and lessen the objectionable effects of
8 competition in respect to size and placement of signs;

9 (h) to aid in the attraction of tourists and other visitors who are so important to the
10 economy of the City and County;

11 (i) to reduce hazards to motorists, bicyclists, and pedestrians caused by visual
12 distractions and obstructions traveling on the public way; and

13 (j) thereby to promote the public health, safety and welfare.

14 **SEC. 602. SIGN SPECIAL DEFINITIONS.**

15 The following definitions shall apply to this Article 6, in addition to such definitions
16 elsewhere in this Code as may be appropriate.

17 **~~SEC. 602.1. AREA (OF A SIGN).~~**

18 **Area (of a Sign).**

19 (a) **All Signs Except on Windows, Awnings and Marquees.** The entire area
20 within a single continuous rectangular perimeter formed by extending lines around the
21 extreme limits of writing, representation, emblem, or any figure of similar character, including
22 any frame or other material or color forming an integral part of the display or used to
23 differentiate such sSign from the background against which it is placed; excluding the
24 necessary supports or uprights on which such sSign is placed but including any sSign tTower.

1 Where a sSign has two or more faces, the area of all faces shall be included in determining the
2 aArea of the sSign, except that where two such faces are placed back to back and are at no
3 point more than two feet from one another, the aArea of the sSign shall be taken as the area of
4 one face if the two faces are of equal area, or as the area of the larger face if the two faces
5 are of unequal area.

6 (b) **On Windows.** The aArea of any sSign painted directly on a window shall be the
7 area within a rectangular perimeter formed by extending lines around the extreme limits of
8 writing, representation, or any figure of similar character depicted on the surface of the
9 window. The aArea of any sSign placed on or behind the window glass shall be as described
10 above in *Paragraph subsection (a)*.

11 (c) **On Awnings or Marquees.** The aArea of any sSign on an aAwning or mMarquee
12 shall be the total of all signage on all faces of the structure. All sign copy on each face shall be
13 computed within one rectangular perimeter formed by extending lines around the extreme
14 limits of writing, representation, or any figure of similar character depicted on the surface of
15 the face of the awning or marquee.

16 ~~SEC. 602.2. ATTACHED TO A BUILDING.~~

17 ~~*Attached to a Building.* Supported, in whole or in part, by a building.~~

18 ~~SEC. 602.3. BUSINESS SIGN.~~

19 ~~*Business Sign.* A sSign which directs attention to the primary business, commodity, service,
20 industry or other activity which is sold, offered, or conducted on the premises upon which such
21 sSign is located, or to which it is affixed. Where a number of businesses, services, industries,
22 or other activities are conducted on the premises, or a number of commodities, services, or
23 other activities with different brand names or symbols are sold on the premises, up to one-
24 third of the area of a bBusiness sSign, or 25 square feet of sSign area, whichever is the lesser,
5 may be devoted to the advertising of one or more of those businesses, commodities, services,~~

1 industries, or other activities by brand name or symbol as an accessory function of the
2 bBusiness sSign, provided that such advertising is integrated with the remainder of the
3 bBusiness sSign, and provided also that any limits which may be imposed by this Code on the
4 area of individual sSigns and the area of all sSigns on the property are not exceeded. The
5 primary business, commodity, service, industry, or other activity on the premises shall mean
6 the use which occupies the greatest area on the premises upon which the bBusiness sSign is
7 located, or to which it is affixed.

8 ~~SEC. 602.4. DIRECTLY ILLUMINATED SIGN.~~

9 Directly Illuminated Sign. A sSign designed to give forth artificial light directly (or through
10 transparent or translucent material) from a source of light within such sSign, including but not
11 limited to neon and exposed lamp signs.

12 ~~SEC. 602.5. FREESTANDING.~~

13 Freestanding. In no part supported by a building.

14 ~~SEC. 602.6. FREEWAY.~~

15 Freeway. A highway, in respect to which the owners of abutting lands have no right or
16 easement of access to or from their abutting lands or in respect to which such owners have
17 only limited or restricted right or easement of access, the precise route for which has been
18 determined and designated as a fFreeway by an authorized agency of the State or a political
19 subdivision thereof. The term shall include the main traveled portion of the trafficway and all
20 ramps and appurtenant land and structures. Trans-Bay highway crossings shall be deemed to
21 be fFreeways within the meaning of this definition for purposes of this Code.

22 ~~SEC. 602.7. GENERAL ADVERTISING SIGN.~~

23 General Advertising Sign. A sSign, legally erected prior to the effective date of Section 611 of
24 this Code, which directs attention to a business, commodity, industry or other activity which is
25 sold, offered or conducted elsewhere than on the premises upon which the sSign is located, or

1 to which it is affixed, and which is sold, offered or conducted on such premises only
2 incidentally if at all.

3 ~~SEC. 602.8. HEIGHT (OF A SIGN).~~

4 Height (of a Sign). The vertical distance from the uppermost point used in measuring the aArea
5 of a sSign, as defined in this Section 602.1, to the ground immediately below such point or to
6 the level of the upper surface of the nearest curb of a sStreet, aAlley or highway (other than a
7 structurally elevated roadway), whichever measurement permits the greater elevation of the
8 sSign.

9 ~~SEC. 602.25. HISTORIC MOVIE THEATER PROJECTING SIGN.~~

10 Historic Movie Theater Projecting Sign. A projecting bBusiness sSign attached to a Qualified
11 Movie Theater, as defined in Section 188(e)(1), when such sign was originally constructed in
12 association with the Qualified Movie Theater or similar historic use. Such sSigns are typically
13 characterized by: (a)(i) perpendicularity to the primary facade of the building, (b)(ii) fixed
14 display of the name of the establishment, often in large lettering descending vertically
15 throughout the length of the sSign; (c)(iii) a narrow width that extends for a majority of the
16 vertical distance of a building's facade, typically terminating at or slightly above the rRoofline,
17 and (d)(iv) an overall scale and nature such that the sSign comprises a significant and
18 character defining architectural feature of the building to which it is attached. Elimination or
19 change of any lettering or other inscription from a Historic mMovie tTheater pProjecting sSign,
20 such as that which may occur with a change of ownership, change of use, or closure does not
21 preclude classification of the sSign under this sSection. For specific controls on the
22 preservation, rehabilitation, or restoration of these signs, refer to Section 188(e) of this Code.

23 ~~SEC. 602.26. HISTORIC MOVIE THEATER MARQUEE.~~

24 Historic Movie Theater Marquee. A mMarquee, as defined in Section 102 790.58, attached to a
5 Qualified Movie Theater, as defined in Section 188(e)(1), when such mMarquee was originally

1 constructed in association with a ~~m~~Movie ~~t~~Theater or similar historic use. Elimination or
2 change of any lettering or other inscription from a Historic ~~m~~Movie ~~t~~Theater ~~m~~Marquee such as
3 that which may occur with a change of ownership, change of use or closure, does not
4 preclude classification of the ~~m~~Marquee under this ~~s~~Section. For specific controls on the
5 preservation, rehabilitation, or restoration of these ~~s~~Signs, refer to Section 188(e) of this Code.

6 **~~SEC. 602.9. HISTORIC SIGNS AND HISTORIC SIGN DISTRICTS.~~**

7 ~~Historic Sign.~~ ~~An ~~h~~Historic ~~s~~Sign is any Sign identified on its own or as one of the character defining~~
8 ~~features of a property listed or eligible for the National Register of Historic Places or the California~~
9 ~~Register of Historical Resource, or designated in any manner under Articles 10 or 11 of the Planning~~
10 ~~Code is a sign that depicts a land use, a business activity, a public activity, a social activity or~~
11 ~~historical figure or an activity or use that recalls the City's historic past, as further defined in Section~~
12 ~~608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.~~

13 ~~An historic sign district is a specific geographic area depicted on the Zoning Map of the City~~
14 ~~and County of San Francisco, pursuant to Section 302 of this Code, within which historic signs may be~~
15 ~~permitted by conditional use authorization by the Planning Commission pursuant to Sections 303 and~~
16 ~~608.14 of this Code.~~

17 **~~SEC. 602.10. IDENTIFYING SIGN.~~**

18 ~~Identifying Sign.~~ ~~A ~~s~~Sign for a use listed in Article 2 of this Code as either a principal or a~~
19 ~~conditional use permitted in an R District, regardless of the district in which the use itself may~~
20 ~~be located, which ~~s~~Sign serves to tell only the name, address and lawful use of the premises~~
21 ~~upon which the ~~s~~Sign is located, or to which it is affixed. A bulletin board of a public, charitable or~~
22 ~~religious institution, used to display announcements relative to meetings to be held on the premises,~~
23 ~~shall be deemed an identifying sign.~~ With respect to shopping malls containing five or more
24 stores or establishments in NC Districts, and shopping centers containing five or more stores
25 or establishments in NC-S Districts or in the City Center Special Sign District, ~~i~~Identifying

1 sSigns shall include sSigns which tell the name of and/or describe aspects of the operation of
2 the mall or center. Shopping malls, as that term is used in this sSection, are characterized by a
3 common pedestrian passageway which provides access to the businesses located therein.

4 ~~SEC. 602.11. INDIRECTLY ILLUMINATED SIGN.~~

5 Indirectly Illuminated Sign. A sSign illuminated with a light directed primarily toward such sSign
6 and so shielded that no direct rays from the light are visible elsewhere than on the lot where
7 said illumination occurs. If not effectively so shielded, such sign shall be deemed to be a
8 dDirectly illuminated sSign.

9 ~~SEC. 602.12. LANDSCAPED FREEWAY.~~

10 Landscaped Freeway. Any part of a fFreeway that is now or hereafter classified by the State or
11 a political subdivision thereof as a lLandscaped fFreeway, as defined in the California Outdoor
12 Advertising Act. Any part of a fFreeway that is not so designated shall be deemed a
13 nonlandscaped fFreeway.

14 ~~SEC. 602.13. NAME PLATE.~~

15 Nameplate. A sign affixed flat against a wall of a building and serving to designate only the
16 name or the name and professional occupation of a person or persons residing in or
17 occupying space in such building.

18 ~~SEC. 602.14. NONILLUMINATED SIGN.~~

19 Nonilluminated Sign. A sSign which is not illuminated, either directly or indirectly.

20 ~~SEC. 602.15. PROJECTION.~~

21 Projection. The horizontal distance by which the furthestmost point used in measuring the
22 aArea of a sSign, as defined in this Section 602-1, extends beyond a sStreet pProperty lLine or
23 a building setback line. A sSign placed flat against a wall of a building parallel to a sStreet or
24 aAlley shall not be deemed to project for purposes of this definition. A sSign on an aAwning,

1 ~~e~~Canopy or ~~m~~Marquee shall be deemed to project to the extent that such ~~s~~Sign extends
2 beyond a ~~s~~Street ~~p~~Property ~~l~~Line or a building setback line.

3 ~~SEC. 602.16. ROOFLINE.~~

4 ~~Roofline.~~ The upper edge of any building wall or parapet, exclusive of any ~~s~~Sign ~~#~~Tower.

5 ~~SEC. 602.17. ROOF SIGN.~~

6 ~~Roof Sign.~~ A ~~s~~Sign or any portion thereof erected or painted on or over the roof covering any
7 portion of a building, and either supported on the roof or on an independent structural frame or
8 ~~s~~Sign ~~#~~Tower, or located on the side or roof of a penthouse, roof tank, roof shed, elevator
9 housing or other roof structure.

10 ~~SEC. 602.18. SALE OR LEASE SIGN.~~

11 ~~Sale or Lease Sign.~~ A ~~s~~Sign which serves only to indicate with pertinent information the
12 availability for sale, lease or rental of the lot or building on which it is placed, or some part
13 thereof.

14 ~~SEC. 602.19. SIGN.~~

15 ~~Sign.~~ Any structure, part thereof, or device or inscription which is located upon, attached to, or
16 painted, projected or represented on any land or right-of-way, or on the outside of any building
17 or structure including an ~~a~~Awning, ~~e~~Canopy, ~~m~~Marquee or similar appendage, or affixed to the
18 glass on the outside or inside of a window so as to be seen from the outside of the building,
19 and which displays or includes any numeral, letter, word, model, banner, emblem, insignia,
20 symbol, device, light, trademark, or other representation used as, or in the nature of, an
21 announcement, advertisement, attention-arrester, direction, warning, or designation by or of
22 any person, firm, group, organization, place, commodity, product, service, business,
23 profession, enterprise or industry.

24 A "~~s~~Sign" is composed of those elements included in the ~~a~~Area of the ~~s~~Sign as defined
25 in ~~this~~ Section 602.1 of ~~this Code~~, and in addition the supports, uprights and framework of the

1 display. Except in the case of gGeneral aAdvertising sSigns, two or more faces shall be
2 deemed to be a single sSign if such faces are contiguous on the same plane, or are placed
3 back to back to form a single structure and are at no point more than two feet from one
4 another. Also, on aAwnings or mMarquees, two or more faces shall be deemed to be a single
5 sSign if such faces are on the same aAwning or mMarquee structure.

6 ~~SEC. 602.20. SIGN TOWER.~~

7 Sign Tower. A tower, whether attached to a building, fFreestanding, or an integral part of a
8 building, which is erected for the primary purpose of incorporating a sSign, or having a sSign
9 attached thereto.

10 ~~SEC. 602.21. STREET PROPERTY LINE.~~

11 Street Property Line. For purposes of this Article 6 only, "street property line" shall mean any
12 line separating private property from either a sStreet or an aAlley.

13 ~~SEC. 602.21A. VIDEO SIGN.~~

14 Video Sign. A sSign that displays, emits, or projects or is readily capable of displaying, emitting
15 or projecting a visual representation or image; an animated video, visual representation, or
16 image; or other video image of any kind onto a building, fabric, screen, sidewalk, wall, or other
17 surface through a variety of means, including, but not limited to: camera; computer; digital
18 cinema, imaging, or video; electronic display; fiber optics; film; internet; intranet; light emitting
19 diode screen or video display; microprocessor or microcontrolled ~~microeontrolled~~ based
20 systems; picture frames; plasma display; projector; satellite; scrolling display; streaming video;
21 telephony; television; VHS; wireless transmission; or other technology that can transmit
22 animated or video images.

23 Vintage Sign. A Sign that depicts a land use, a business activity, a public activity, a social activity or
24 historical figure or an activity or use that recalls the City's historic past, as further defined in Section
5 608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.

1 ~~SEC. 602.22. WALL SIGN.~~

2 Wall Sign. A sSign painted directly on the wall or placed flat against a building wall with its copy
3 parallel to the wall to which it is attached and not protruding more than the thickness of the
4 sign cabinet.

5 ~~SEC. 602.23. WIND SIGN.~~

6 Wind Sign. Any sSign composed of ~~two~~ one or more banners, flags, or other objects, mounted
7 serially and fastened in such a manner as to move upon being subjected to pressure by wind
8 or breeze.

9 ~~SEC. 602.24. WINDOW SIGN.~~

10 Window Sign. A sSign painted directly on the surface of a window glass or placed behind the
11 surface of a window glass.

12 **SEC. 607. COMMERCIAL AND INDUSTRIAL DISTRICTS.**

13 Signs in C, M, and PDR Districts, other than those sSigns exempted by Section 603 of
14 this Code, shall conform to the following provisions:

15 (a) **General Advertising Signs.** No gGeneral aAdvertising sSign shall be permitted
16 ~~in any C, M, or PDR District. within 200 feet of the park known as Union Square and visible from said~~
17 ~~park. No general advertising sign shall be permitted to cover part or all of any windows.~~

18 (b) **Roof Signs.** Except for Historic Signs and Vintage Signs, Roof sSigns are not
19 permitted in C, ~~Districts,~~ and shall be permitted in all M, and PDR Districts, ~~only if Subsections (1)~~
20 ~~through (3) below are satisfied; except that a roof sign that is designated historic pursuant to Section~~
21 ~~608.14 of this Code may be permitted without regard to Subsections (1) through (3) below:~~

22 (1) ~~The sign does not extend more than 25 feet above the roofline of the building on~~
23 ~~or over which the sign is placed; and~~

1 (2) ~~All parts of the sign are within 25 feet of, and the sign is mounted at not more~~
2 ~~than a 45-degree angle from, a wall of a building the roofline of which is at least as high as the top of~~
3 ~~the sign; and~~

4 (3) ~~Such wall forms a complete backdrop for the sign, as the sign is viewed from all~~
5 ~~points from which the sign is legible from a public street or alley.~~

6 (c) **Wind Signs.** No ~~w~~Wind ~~s~~Sign shall be permitted in any C, M, or PDR District.

7 (d) Window Signs. The total Area of all Window Signs shall not exceed one-third the area
8 of the window or clear door on or in which the Signs are located. Such Signs may be Nonilluminated,
9 Indirectly Illuminated, or Directly Illuminated.

10 (e) **Moving Parts.** No ~~s~~Sign shall have or consist of any moving, rotating, or
11 otherwise physically animated part (as distinguished from lights that give the appearance of
12 animation by flashing, blinking or fluctuating), except as follows:

13 (1) Moving or rotating or otherwise physically animated parts may be used
14 for the rotation of barber poles and the indication of time of day and temperature.

15 (2) ~~In the case of a general advertising sign in C-2, C-3, M-1, M-2, and PDR~~
16 ~~Districts, except for signs located within 200 feet of the park known as Union Square and visible from~~
17 ~~said park and signs located so as to be primarily viewed by persons traveling on any portion of a~~
18 ~~freeway, moving or otherwise physically animated parts may be used if such parts do not exceed a~~
19 ~~velocity of one complete cycle in a four-second period where such parts constitute less than 30 percent~~
20 ~~of the area of the sign or if, where such parts constitute a greater area of the sign, they do not exceed a~~
21 ~~velocity of one complete cycle in a four-second period and are stationary at least half of each eight-~~
22 ~~second period; except that signs designated historic pursuant to Section 608.14 of this Code may have~~
23 ~~such moving features otherwise prohibited for signs located so as to be primarily viewed by persons~~
24 ~~traveling on any portion of a freeway.~~

1 (2) (3) Notwithstanding the type of sSigns permissible under *Subparagraph*
2 *subsection (e) (d)*, a vVideo sSign is prohibited.

3 (4) *Notwithstanding the type of signs permissible under Subparagraph (d)(2), a sign that*
4 *rotates is prohibited.*

5 (f)(e) **Illumination.** Any sSign may be nNonilluminated or iIndirectly or dDirectly
6 iIlluminated. Signs in PDR, C-3, *M-1* and M-2 Districts shall not be limited in any manner as to
7 type of illumination, but no sSign in a C-2 *or M-1* District shall have or consist of any flashing,
8 blinking, fluctuating or otherwise animated light except as specifically designated as "Special
9 Districts for Sign Illumination" on Sectional Map SSD of the Zoning Map of the City and
10 County of San Francisco, described in Section 608 of this Code, in the C-2 area consisting of
11 five blocks in the vicinity of Fisherman's Wharf. Notwithstanding the type of sSigns permissible
12 under *subparagraph subsection (f) (e)*, a vVideo sSign is prohibited in the district.

13 (g)(f) **Projection.** *Except for Historic Signs, Vintage Signs, Historic Theater Marquees, and*
14 *Historic Theater Projecting Signs, no No* sSign shall project more than 75% *percent* of the
15 horizontal distance from the sStreet pProperty lLine to the curblineline and in no case shall a sSign
16 project more than *six 10* feet beyond the sStreet pProperty lLine or building setback line.

17 (h)(g) **Height and Extension Above Roofline.**

18 (1) **Signs Attached to Buildings.** Except as provided in Section 260 for
19 *hHistoric-sSigns, in Section 608.14 for Vintage Signs, and in Section 188(e) for Historic Movie Theater*
20 *Marquees and Historic Movie Theater Projecting Signs in historic districts*, no sSign aAttached to a
21 bBuilding shall extend or be located above the rRoofline of the building to which it is attached.
22 In addition, no sSign aAttached to a bBuilding shall under any circumstances exceed a
23 maximum height of:

24 In C-3: 100 feet;

25 In all other C, M, and PDR Districts: 60 feet.

1 Such sSigns may contain letters, numbers, a logo, service mark and/or trademark and
2 may be ~~n~~Nonilluminated or ~~i~~Indirectly illuminated

3 (2) **Freestanding Signs.** The maximum height for ~~f~~Freestanding sSigns shall
4 be as follows:

5 In C-2: 36 feet;

6 In all other C and M Districts: 40 feet.

7 ~~(i)(A)~~ **Special Standards for Automobile Automotive Service Stations.** For ~~automobile~~
8 Automotive-sService sStations, only the following sSigns are permitted, subject to the standards
9 in this Subsection ~~(i)~~ ~~(A)~~ and to all other standards in this Section 607.

10 (1) A maximum of two oil company-sSigns, which shall not extend above the
11 ~~r~~Roofline if ~~a~~Attached to a building, or exceed the maximum height permitted for ~~f~~Freestanding
12 sSigns in the same district if ~~f~~Freestanding. The ~~a~~Area of any such sSign shall not exceed 180
13 square feet, and along each street frontage all parts of such a sSign or sSigns that are within
14 10 feet of the street property line shall not exceed 80 square feet in area. No such sSign shall
15 project more than five feet beyond any sStreet ~~p~~Property ~~l~~Line or building setback line. The
16 areas of other permanent and temporary sSigns as covered in *Paragraph subsection 607(i)*
17 ~~(A)~~(2) below shall not be included in the calculation of the areas specified in this subsection
18 ~~(i)(1)~~ *paragraph*.

19 (2) Other permanent and temporary ~~b~~Business sSigns, not to exceed 30
20 square feet in ~~a~~Area for each such sSign or a total of 180 square feet for all such sSigns on the
21 premises. No such sSign shall extend above the ~~r~~Roofline if ~~a~~Attached to a building, or in any
22 case project beyond any sStreet ~~p~~Property ~~l~~Line or building setback line.

23 ~~(3)~~ *General advertising signs meeting the provisions of this Section 607.*

1 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**
2 **DISTRICTS.**

3 * * * *

4 (b) **Signs or Sign Features Not Permitted in NC and RC Districts.** Roof sSigns
5 as defined in Section ~~602.16 of this Code~~, wWind sSigns as defined in Section ~~602.22 of this~~
6 ~~Code~~, and sSigns on eCanopies, as defined in Section 136.1(b) of this Code, are not permitted
7 in NC and RC Districts. No sSign shall have or consist of any moving, rotating, or otherwise
8 physically animated part, or lights that give the appearance of animation by flashing, blinking,
9 or fluctuating, except as permitted by Section 607.1(i) of this Code. In addition, all sSigns or
10 sign features not otherwise specifically regulated in this Section 607.1 shall be prohibited.

11 (c) **Identifying Signs.** Identifying sSigns, as defined in Section ~~602.10~~, shall be
12 permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the
13 limits set forth below.

14 (1) One sSign per lot shall be permitted and such sSign shall not exceed 20
15 square feet in area. The sign may be a fFreestanding sSign, if the building is recessed from
16 the sStreet pProperty lLine, or may be a wWall sSign or a projecting sSign. The existence of a
17 fFreestanding iIdentifying sSign shall preclude the erection of a fFreestanding bBusiness sSign
18 on the same lot. A wWall Sign or projecting sSign shall be mounted on the first-story level; a
19 fFreestanding sSign shall not exceed 15 feet in height. Such sSign may be nNonilluminated,
20 iIndirectly illuminated, or dDirectly illuminated.

21 (2) One sSign identifying a shopping center or shopping mall shall be
22 permitted subject to the conditions in Paragraph subsection (c)(1), but shall not exceed 30
23 square feet in area. Any sign identifying a permitted use listed in zoning categories .40
24 through .70 in Section 703.2(a) in an NC District shall be considered a bBusiness sSign and
25 subject to Section 607.1(f) of this Code. Such sSigns may be nNonilluminated, iIndirectly

1 ~~i~~lluminated, or ~~a~~Directly ~~i~~lluminated during the hours of operation of the businesses in the
2 shopping center or shopping mall.

3 (d) **Nameplates.** One ~~n~~Nameplate, as defined in Section 602.12 ~~of this Code~~, not
4 exceeding an area of two square feet, shall be permitted for each noncommercial use in NC
5 Districts.

6 (e) **General Advertising Signs.** General ~~a~~Advertising ~~s~~Signs, as defined in Section
7 602.7, are not permitted in Neighborhood Commercial and Residential-Commercial Districts.

8 (f) **Business Signs.** Business ~~s~~Signs, as defined in Section 602.3 shall be
9 permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the
10 limits set forth below.

11 (1) **NC-1 and NCT-1 Districts.**

12 (A) **Window Signs.** The total ~~a~~Area of all ~~w~~Window ~~s~~Signs, as defined
13 in Section 602.1(b), shall not exceed ~~1/3~~ one-third the area of the window on or in which the
14 ~~s~~Signs are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~a~~Directly
15 ~~i~~lluminated.

16 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed one
17 square foot per square foot of street frontage occupied by the business measured along the
18 wall to which the ~~s~~Signs are attached, or 50 square feet for each street frontage, whichever is
19 less. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall not exceed 15 feet or the height of the wall to which
20 it is attached. Such ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during
21 business hours, may be ~~a~~Directly ~~i~~lluminated.

22 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not
23 exceed one per business. The ~~a~~Area of such ~~s~~Sign, as defined in Section 602.1(a), shall not
24 exceed 24 square feet. The ~~h~~Height of such ~~s~~Sign shall not exceed 15 feet or the height of the
5 wall to which it is attached. No part of the ~~s~~Sign shall project more than ~~75%~~ 75 percent of the

1 horizontal distance from the sStreet pProperty line to the curbline, or six feet six inches,
2 whichever is less. The sSign may be nNonilluminated or iIndirectly illuminated, or during
3 business hours, may be dDirectly illuminated.

4 (D) **Signs on Awnings.** Sign copy may be located on permitted
5 aAwnings in lieu of wWall sSigns and projecting sSigns. The aArea of such sign copy as defined
6 in Section 602-1(e) shall not exceed 20 square feet. Such sign copy may be nNonilluminated
7 or iIndirectly illuminated.

8 (2) **RC, NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement**
9 **Street, Outer Clement Street, Divisadero Street, Excelsior Outer Mission Street,**
10 **Fillmore Street, Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving**
11 **Street, Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street,**
12 **Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional**
13 **Commercial District, Sacramento Street, SoMa, Taraval Street, Union Street, Valencia**
14 **Street, 24th Street-Mission, 24th Street-Noe Valley, and West Portal Avenue**
15 **Neighborhood Commercial Districts.**

16 (A) **Window Signs.** The total aArea of all wWindow sSigns, as defined
17 in Section 602-1(b), shall not exceed 1/3 one-third the area of the window on or in which the
18 sSigns are located. Such sSigns may be nNonilluminated, iIndirectly illuminated, or dDirectly
19 illuminated.

20 (B) **Wall Signs.** The aArea of all wWall sSigns shall not exceed two
21 square feet per foot of street frontage occupied by the use measured along the wall to which
22 the sSigns are attached, or 100 square feet for each street frontage, whichever is less. The
23 hHeight of any wWall sSigns shall not exceed 24 feet, or the height of the wall to which it is
24 attached, or the height of the lowest of any residential windowsill on the wall to which the sSign
25

1 is attached, whichever is lower. Such sSigns may be ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated, or
2 ~~d~~Directly ~~i~~lluminated.

3 (C) Projecting Signs.

4 (i) The number of projecting sSigns shall not exceed one per
5 business.

6 (ii) No part of the sSign shall project more than 75% ~~percent~~ of
7 the horizontal distance from the sStreet ~~p~~Property Line to the curbline, or six feet six inches,
8 whichever is less.

9 (iii) Except as provided for in subsection (v) below, such sSigns
10 may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be ~~d~~Directly
11 ~~i~~lluminated.

12 (iv) Except as provided for in subsection (v) below, the aArea of
13 such sSign, as defined in Section 602-1(~~a~~), shall not exceed 24 square feet. The hHeight of
14 such sSign shall not exceed 24 feet, or the height of the wall to which it is attached, or the
15 height of the lowest of any residential windowsill on the wall to which the sSign is attached,
16 whichever is lowest.

17 (v) Within the Fillmore Street Neighborhood Commercial
18 Transit District, one projecting bBusiness sSign per building may exceed the size and height
19 limits specified in subsection (iv) above, provided all of the following criteria are met:

20 a. The aArea of the sSign, as defined in Section
21 602-1(~~a~~), does not exceed 125 square feet.

22 b. The hHeight of the sSign does not exceed the lowest
23 of the following:

24 * * * *

1 (D) **Signs on Awnings and Marquees.** Sign copy may be located on
2 permitted ~~a~~Awnings or ~~m~~Marquees in lieu of projecting ~~s~~Signs. The ~~a~~Area of such sign copy as
3 defined in Section 602.1(e) shall not exceed 30 square feet. Such sign copy may be
4 nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for ~~m~~Movie
5 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

6 (E) **Freestanding Signs and Sign Towers.** With the exception of
7 ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations, which are regulated under *Paragraph Section*
8 607.1(f)(4), one ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a
9 projecting ~~s~~Sign, if the building or buildings are recessed from the ~~s~~Street ~~p~~Property ~~l~~Line. The
10 existence of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding
11 ~~i~~Identifying ~~s~~Sign on the same lot. The ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, as
12 defined in Section 602.1(a), shall not exceed 20 square feet nor shall the ~~h~~Height of the ~~s~~Sign
13 exceed 24 feet. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal
14 distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curblin, or six feet, whichever is less. Such
15 ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be
16 ~~d~~Directly ~~i~~lluminated.

17 (3) **Mission Street NCT, NC-3, and NCT-3 Neighborhood Commercial**
18 **Districts.**

19 (A) **Window Signs.** The total area of all ~~w~~Window ~~s~~Signs, as defined in
20 Section 602.1(b), shall not exceed ~~1/3~~ *one-third* the area of the window on or in which the
21 ~~s~~Signs are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated; or ~~d~~Directly
22 ~~i~~lluminated.

23 (B) **Wall Signs.** The area of all ~~w~~Wall ~~s~~Signs shall not exceed three
24 square feet per foot of street frontage occupied by the use measured along the wall to which
25 the ~~s~~Signs are attached, or 150 square feet for each street frontage, whichever is less. The

1 ~~h~~Height of any ~~w~~Wall ~~s~~Signs shall not exceed 24 feet, or the height of the wall to which it is
2 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign
3 is attached, whichever is lower. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated, or
4 ~~d~~Directly ~~i~~lluminated.

5 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not
6 exceed one per business. The ~~a~~Area of such ~~s~~Sign, as defined in Section 602-1(a), shall not
7 exceed 32 square feet. The ~~h~~Height of the ~~s~~Sign shall not exceed 24 feet, or the height of the
8 wall to which it is attached, or the height of the lowest of any residential windowsill on the wall
9 to which the ~~s~~Sign is attached, whichever is lower. No part of the ~~s~~Sign shall project more than
10 75% ~~percent~~ of the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curblin, or six
11 feet six inches, whichever is less. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated,
or ~~d~~Directly ~~i~~lluminated.

13 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be
14 located on permitted ~~a~~Awnings or ~~m~~Marquee in lieu of projecting ~~s~~Signs. The ~~a~~Area of such
15 ~~s~~Sign copy, as defined in Section 602-1(e), shall not exceed 40 square feet. Such sign copy
16 may be nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for
17 ~~m~~Movie ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business
18 hours.

19 (E) **Freestanding Signs and Sign Towers.** With the exception of
20 ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations, which are regulated under Paragraph Section
21 607.1(f)(4) of this Code, one ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower per lot shall be permitted in
22 lieu of a projecting ~~s~~Sign if the building or buildings are recessed from the ~~s~~Street ~~p~~Property
23 ~~l~~Line. The existence of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign shall preclude the erection of a
24 ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign on the same lot. The ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or
5 ~~s~~Sign ~~t~~Tower, as defined in Section 602-1(a), shall not exceed 30 square feet nor shall the

1 ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of
2 the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curbline, or six feet, whichever is
3 less. Such ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated, or during business hours,
4 may be ~~d~~Directly ~~i~~lluminated.

5 (4) **Special Standards for Automotive ~~Gas and~~ Service Stations.** For
6 ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations in Neighborhood Commercial Districts, only the
7 following ~~s~~Signs are permitted, subject to the standards in this *Paragraph subsection* (f)(4) and
8 to all other standards in this Section 607.1.

9 (A) A maximum of two oil company signs, which shall not extend
10 above the ~~r~~Roofline if attached to a building, or exceed the maximum height permitted for
11 ~~f~~Freestanding ~~s~~Signs in the same district if ~~f~~Freestanding. The ~~a~~Area of any such ~~s~~Sign shall
12 not exceed 180 square feet; and along each street frontage, all parts of such a ~~s~~Sign or ~~s~~Signs
13 that are within 10 feet of the ~~s~~Street ~~p~~Property ~~l~~Line shall not exceed 80 square feet in area.
14 No such ~~s~~Sign shall project more than five feet beyond any ~~s~~Street ~~p~~Property ~~l~~Line. The areas
15 of other permanent and temporary ~~s~~Signs as covered in *Subparagraph* (B) below shall not be
16 included in the calculation of the areas specified in this *Subparagraph* A.

17 (B) Other permanent and temporary ~~b~~Business ~~s~~Signs, not to exceed 30
18 square feet in ~~a~~Area for each such ~~s~~Sign or a total of 180 square feet for all such ~~s~~Signs on the
19 premises. No such ~~s~~Sign shall extend above the ~~r~~Roofline if attached to a building, or in any
20 case project beyond any ~~s~~Street ~~p~~Property ~~l~~Line or building setback line.

21 * * * *

22 ~~(f) — Other Sign Requirements. Within Neighborhood Commercial and Residential-~~
23 ~~Commercial Districts, the following additional requirements shall apply:~~

24 ~~(1) — Temporary Signs. The provisions of Section 607.1(g) of this Code shall apply.~~

1 (2) ~~Special Standards for Automotive Gas and Service Stations. The provisions of~~
2 ~~Section 607.1(f)(4) of this Code shall apply.~~

3 **SEC. 607.2. MIXED USE DISTRICTS.**

4 * * * *

5 (b) **Signs or Sign Features Not Permitted in Mixed Use Districts.** General
6 ~~a~~Advertising ~~s~~Signs are not permitted in ~~the Eastern Neighborhoods, and South of Market~~ Mixed
7 Use districts, ~~except in the South of Market General Advertising Special Sign District.~~ Roof ~~s~~Signs
8 as defined in Section 602.16 of this Code, ~~w~~Wind ~~s~~Signs as defined in Section 602.21 of this
9 Code, and ~~s~~Signs on ~~e~~Canopies, as defined in Section 136.1(b) of this Code, are not permitted
10 in Mixed Use Districts. No ~~s~~Sign shall have or consist of any moving, rotating, or otherwise
11 physically animated part, or lights that give the appearance of animation by flashing, blinking,
12 or fluctuating. In addition, all ~~s~~Signs or sign features not otherwise specifically regulated in this
13 Section 607.2 shall be prohibited.

14 (c) **Identifying Signs.** Identifying ~~s~~Signs, as defined in Section 602.10, shall be
15 permitted in all Mixed Use Districts subject to the limits set forth below.

16 (1) One ~~s~~Sign per lot shall be permitted and such ~~s~~Sign shall not exceed 20
17 square feet in area. The ~~s~~Sign may be a ~~f~~Freestanding ~~s~~Sign, if the building is recessed from
18 the ~~s~~Street ~~p~~Property ~~l~~Line, or may be a ~~w~~Wall ~~s~~Sign or a projecting ~~s~~Sign. The existence of a
19 ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign
20 on the same lot. A ~~w~~Wall ~~s~~Sign or projecting ~~s~~Sign shall be mounted on the first-story level; a
21 ~~f~~Freestanding ~~s~~Sign shall not exceed 15 feet in height. Such ~~s~~Signs may be ~~n~~Nonilluminated,
22 ~~i~~Indirectly illuminated, or ~~d~~Directly ~~i~~lluminated.

23 (2) One ~~s~~Sign identifying a shopping center or shopping mall shall be
24 permitted subject to the conditions in Paragraph subsection (c)(1), but shall not exceed 30
5 square feet in area. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly illuminated, or ~~d~~Directly

1 ~~is~~ illuminated during the hours of operation of the businesses in the shopping center or
2 shopping mall.

3 (d) **Nameplate.** One nonilluminated or directly illuminated ~~n~~Nameplate, as defined
4 in Section 602.13 of this Code, not exceeding an area of two square feet, shall be permitted
5 for each noncommercial use in Mixed Use Districts.

6 (e) **General Advertising Signs.** General ~~a~~Advertising ~~s~~Signs, as defined in Section
7 602.7, ~~are not shall be~~ permitted in Mixed Use Districts ~~as provided for below. General advertising~~
8 ~~signs are not allowed in the South of Market and Downtown Residential Mixed Use Districts, except in~~
9 ~~the Eastern Neighborhoods and South of Market General Advertising Special Sign District or where a~~
10 ~~permit was approved by the City prior to January 1, 2001. In Mixed Use Districts where such signs are~~
11 ~~permitted, general advertising signs may be either a wall sign or freestanding, provided that the~~
12 ~~surface of any freestanding sign shall be parallel to and within three feet of an adjacent building wall.~~
13 ~~In either case, the building wall shall form a complete backdrop for the sign, as the sign is viewed from~~
14 ~~all points from a street or alley from which it is legible. No general advertising sign shall be permitted~~
15 ~~to cover part or all of any windows. Any extension of the copy beyond the rectangular perimeter of the~~
16 ~~sign shall be included in the calculation of the sign area, as defined in Section 602.1(a) of this Code.~~

17 (1) ~~Chinatown Residential Neighborhood Commercial District. No more than one~~
18 ~~general advertising sign shall be permitted per lot. Such sign shall not exceed 72 square feet in area~~
19 ~~nor exceed 12 feet in height. Such sign may be either nonilluminated or indirectly illuminated.~~

20 (2) ~~Chinatown Visitor Retail and Chinatown Community Business Districts. No~~
21 ~~more than one general advertising sign not exceeding 300 square feet in area or two general~~
22 ~~advertising signs of 72 square feet each shall be permitted per lot. The height of any such wall sign~~
23 ~~shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of~~
24 ~~any residential windowsills on the wall to which it is attached, whichever is lower. If the advertising~~
25

1 sign is a freestanding sign, the height shall not exceed 24 feet or the height of the adjacent wall,
2 whichever is lower.

3 ~~(A) Signs may be either nonilluminated or indirectly or directly illuminated.~~

4 ~~(3) South of Market General Advertising Special Sign District. Within the area~~
5 ~~designated as a South of Market General Advertising Special Sign District, as described in Section 821~~
6 ~~of this Code and shown on Sectional Map SSD of the Zoning Map, the following provisions shall apply~~
7 ~~to general advertising signs: (1) No more than two general advertising signs not to exceed 300 square~~
8 ~~feet in area or one general advertising sign not to exceed 672 square feet in area shall be permitted per~~
9 ~~lot; (2) No more than one double-sided or multiple-sided sign shall be permitted per lot; and (3) Roof~~
10 ~~signs shall be permitted and shall not exceed the standards established by Section 607(b) of this Code~~
11 ~~for roof signs lying within M-Districts.~~

12 (f) **Business Signs.** Business ~~s~~Signs, as defined in Section 602.3 shall be
13 permitted in all Mixed Use Districts subject to the limits set forth below.

14 (1) **Chinatown Residential Neighborhood Commercial District.**

15 (A) **Window Signs.** The total ~~a~~Area of all ~~w~~Window ~~s~~Signs, ~~as defined in~~
16 ~~Section 602.1(b),~~ shall not exceed ~~1/3~~ one-third the area of the window on or in which the ~~s~~Signs
17 are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly
18 ~~i~~lluminated.

19 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed one
20 square foot per foot of street frontage occupied by the business measured along the wall to
21 which the ~~s~~Signs are attached, or 50 square feet for each street frontage, whichever is less;
22 provided, however, that in no case shall the ~~w~~Wall ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover
23 more than 75% percent of the surface of any wall, excluding openings. The ~~h~~Height of any
24 ~~w~~Wall ~~s~~Sign shall not exceed 15 feet or the height of the wall to which it is attached. Such

1 ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be
2 ~~d~~Directly ~~i~~lluminated.

3 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not
4 exceed one per business. The ~~a~~Area of such ~~s~~Sign, ~~as defined in Section 602.1(a)~~, shall not
5 exceed 24 square feet. The ~~h~~Height of such ~~s~~Sign shall not exceed 15 feet or the height of the
6 wall to which it is attached. No part of the ~~s~~Sign shall project more than ~~75% percent~~ of the
7 horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~ine to the curblineline, or six feet six inches,
8 whichever is less. The ~~s~~Sign may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during
9 business hours, may be ~~d~~Directly ~~i~~lluminated.

10 (D) **Signs on Awnings.** Sign copy may be located on permitted
11 ~~a~~Awnings in lieu of ~~w~~Wall ~~s~~Signs and projecting ~~s~~Signs. The area of such sign copy ~~as defined in~~
12 ~~Section 602.1(e)~~ shall not exceed 20 square feet. Such sign copy may be nonilluminated or
13 indirectly illuminated.

14 (2) **Chinatown Visitor Retail District.**

15 (A) **Window Signs.** The total ~~a~~Area of all ~~w~~Window ~~s~~Signs, ~~as defined in~~
16 ~~Section 602.1(b)~~, shall not exceed ~~1/3 one-third~~ the area of the window on or in which the ~~s~~Signs
17 are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly
18 ~~i~~lluminated.

19 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed two
20 square feet per foot of street frontage occupied by the use measured along the wall to which
21 the ~~s~~Signs are attached, or 100 square feet for each street frontage, whichever is less. The
22 ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall not exceed 24 feet, or the height of the wall to which it is
23 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign
24 is attached, whichever is lower. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated,
25 or ~~d~~Directly ~~i~~lluminated.

1 (C) **Projecting Signs.** The number of projecting sSigns shall not
2 exceed one per business. The aArea of such sSign, ~~as defined in Section 602.1(a)~~, shall not
3 exceed 24 square feet. The hHeight of such sSign shall not exceed 24 feet, or the height of the
4 wall to which it is attached, or the height of the lowest of any residential windowsill on the wall
5 to which the sSign is attached, whichever is lower. No part of the sSign shall project more than
6 75% ~~percent~~ of the horizontal distance from the sStreet pProperty lLine to the curblineline, or six
7 feet six inches, whichever is less. Such sSigns may be nNonilluminated or iIndirectly
8 illuminated; or during business hours, may be ~~dDirectly illuminated.~~

9 (D) **Signs on Awnings and Marquees.** Sign copy may be located on
10 permitted aAwnings or mMarquees in lieu of projecting sSigns. The area of such sign copy ~~as~~
11 ~~defined in Section 602.1(e)~~ shall not exceed 30 square feet. Such sign copy may be
12 nonilluminated or indirectly illuminated, except that sign copy on mMarquees for mMovie
13 tTheaters or places of eEntertainment may be directly illuminated during business hours.

14 (E) **Freestanding Signs and sSign tTowers.** One fFreestanding sSign
15 or sSign tTower per lot shall be permitted in lieu of a projecting sSign, if the building or
16 buildings are recessed from the sStreet pProperty lLine. The existence of a fFreestanding
17 bBusiness sSign shall preclude the erection of a fFreestanding iIdentifying sSign on the same
18 lot. The area of such fFreestanding sSign or sSign tTower, ~~as defined in Section 602.1(a)~~, shall
19 not exceed 20 square feet nor shall the hHeight of the sSign exceed 24 feet. No part of the
20 sSign shall project more than 75% ~~percent~~ of the horizontal distance from the sStreet pProperty
21 lLine to the curblineline, or six feet, whichever is less. Such sSigns may be nNonilluminated or
22 iIndirectly illuminated; or during business hours, may be ~~dDirectly illuminated.~~

23 (3) **Chinatown Community Business District, Eastern Neighborhoods,**
24 **South of Market Mixed Use Mixed Use Districts, and the Downtown Residential**
5 **Districts.**

1 (A) **Window Signs.** The total aArea of all wWindow sSigns, ~~as defined in~~
2 ~~Section 602.1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the sSigns
3 are located. Such sSigns may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~Illuminated, or ~~d~~Directly
4 ~~i~~Illuminated.

5 (B) **Wall Signs.**

6 (i) **In districts other than the Urban Mixed Use District.** The
7 aArea of all wWall sSigns shall not exceed three square feet per foot of street frontage
8 occupied by the use measured along the wall to which the sSigns are attached, or 150 square
9 feet for each street frontage, whichever is less; provided, however, that in no case shall the
10 wWall sSign or combination of wWall sSigns cover more than 75% ~~percent~~ of the surface of any
11 wall, excluding openings. The hHeight of any wWall sSign shall not exceed 24 feet, or the
12 height of the wall to which it is attached, or the height of the lowest of any residential
13 windowsill on the wall to which the sSign is attached, whichever is lower. Such sSigns may be
14 ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated, or ~~d~~Directly ~~i~~Illuminated.

15 (ii) **In the Urban Mixed Use District.** The aArea of all wWall
16 sSigns shall not exceed three square feet per foot of street frontage occupied by the use
17 measured along the wall to which the sSigns are attached for up to 50 feet of street frontage,
18 and an additional one square foot per foot of street frontage thereafter; provided, however,
19 that in no case shall the wWall sSign or combination of wWall sSigns cover more than 75%
20 ~~percent~~ of the surface of any wall, excluding openings. The hHeight of any wWall sSign shall
21 not exceed 60 feet, or the height of the wall to which it is attached, or the height of the lowest
22 of any residential windowsill on the wall to which the sSign is attached, whichever is lower.
23 Such sSigns may be ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated, or ~~d~~Directly ~~i~~Illuminated.

24 (C) **Projecting sSigns.** The number of projecting sSigns shall not
25 exceed one per business. The aArea of such sign or sSigns combined when there are multiple

1 ~~s~~Signs, ~~as defined in Section 602.1(a)~~, shall not exceed 32 square feet. The ~~h~~Height of the ~~s~~Sign
2 shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the
3 lowest of any residential windowsill on the wall to which the ~~s~~Sign is attached, whichever is
4 lower. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal distance from
5 the ~~s~~Street ~~p~~Property ~~l~~Line to the curblineline, or six feet six inches, whichever is less. Such ~~s~~Signs
6 may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~I~~lluminated, or ~~d~~Directly ~~i~~lluminated.

7 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be
8 located on permitted ~~a~~Awnings or ~~m~~Marquees in lieu of projecting ~~s~~Signs. The area of such
9 sign copy, ~~as defined in Section 602.1(e)~~, shall not exceed 40 square feet. Such sign copy may
10 be nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for ~~m~~Movie
11 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

12 (E) **Freestanding Signs and Sign Towers.** One ~~f~~Freestanding ~~s~~Sign
13 or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a projecting sign if the building or buildings
14 are recessed from the ~~s~~Street ~~p~~Property ~~l~~Line. The existence of a ~~f~~Freestanding ~~b~~Business
15 ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign on the same lot. The
16 ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, ~~as defined in Section 602.1(a)~~, shall not
17 exceed 30 square feet nor shall the ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the ~~s~~Sign
18 shall project more than 75% ~~percent~~ of the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line
19 to the curblineline, or six feet, whichever is less. Such ~~s~~Signs may be ~~n~~Nonilluminated or
20 ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be ~~d~~Directly ~~i~~lluminated.

21 * * * *

22 **SEC. 608.3. ~~WITHIN CIVIC CENTER AREA SPECIAL SIGN DISTRICTS.~~**

23 No ~~g~~General ~~a~~Advertising ~~s~~Sign, and no other ~~s~~Sign exceeding 200 square feet in area,
24 shall be located within the Civic Center Special Sign Districts Numbers 1 and 2, as designated
5 on Sectional Map SSD of the Zoning Map of the City and County of San Francisco. Within

1 such districts, no sSign that is located on publicly owned property, or that is located on a street
2 frontage facing publicly owned property, shall have any moving, rotating or otherwise
3 animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project
4 beyond any sStreet pProperty line or building setback line; or be aAttached to a bBuilding in
5 any manner other than with its entire area flat against a wall of such building that directly
6 faces a street.

7 **~~SEC. 608.4. WITHIN CANDLESTICK PARK AREA.~~**

8 ~~No general advertising sign, and no other sign exceeding 200 square feet in area, shall be~~
9 ~~located within the Candlestick Park Special Sign District, as designated on Sectional Map SSD of the~~
10 ~~Zoning Map of the City and County of San Francisco; provided, however, that signs in a parking lot~~
11 ~~immediately adjacent to or on the exterior of the stadium which are designed primarily to be viewed by~~
12 ~~patrons arriving at or departing from the stadium, and include directional information for the control~~
13 ~~of traffic and functions of the stadium, shall be permitted.~~

14 **SEC. 608.5. NEAR FREEWAYS.**

15 Except for hHistoric sSigns and Vintage Signs designated pursuant to Section 608.14 of
16 this Code, no gGeneral aAdvertising sSign, and no other sSign exceeding 200 square feet in
17 area, shall be located after the date of determination and designation of the route of a
18 ~~landscaped or nonlandscaped~~ fFreeway so that it is primarily to be viewed by persons traveling
19 on any portion of such fFreeway. When located so as to be viewed primarily by persons
20 traveling on any portion of a ~~landscaped~~ fFreeway, bBusiness sSigns not exceeding 200 square
21 feet in area which are permitted by this Section 608.5, and hHistoric sSigns, and Vintage Signs
22 designated pursuant to Section 608.14 which may exceed 200 square feet in area shall,
23 regardless of any other provision of this Code, be limited to sSigns which designate the name
24 of the owner or occupant of the premises upon which the sSign is placed, or which identify
25

1 such premises, or which direct attention to goods manufactured or produced, or services
2 rendered, on the property upon which the sSign is placed.

3 **SEC. 608.8. MARKET STREET SPECIAL SIGN DISTRICT.**

4 * * * *

5 (b) Controls. General Advertising Signs. *Except as specified in Paragraph 608.8(e)(2)*
6 *below,*

7 (1) *No general advertising sign shall be permitted at any location within said*
8 *Special Sign District; and*

9 (2) *No general advertising sign shall be located within 200 feet of said Special Sign*
10 *District, if any portion of a face of such sign would be visible from any point on a street, alley or plaza*
11 *within the Special Sign District.*

12 (1)(e) **Projection of Signs and Other Features.** Within said Special Sign
13 District:

14 (A)(1) No pProjection shall exceed a horizontal distance of six feet beyond
15 any sStreet pProperty lLine. This limitation shall apply to sSigns and to all other features
16 including but not limited to mMarquees, aAwnings and eCanopies, with the sole exception of
17 flagpoles for flags of any nation or political subdivision.

18 (B)(2) Projecting sSigns for each establishment shall be limited to one
19 sSign on each street frontage occupied by the establishment, in addition to any sSigns that are
20 placed flat upon or otherwise integrated in the design of mMarquees and aAwnings.

21 (2)(d) **Height and Extension Above Roofline.** Within said Special Sign District, all
22 of the following limitations shall apply:

23 (1) *With the exception of Historic Signs, no sign attached to a building shall*
24 *extend or be located above the roofline of the building to which it is attached.*

1 ~~(A)(2)~~ A projecting sSign with lettering or other inscription arranged in a
2 vertical manner shall have a maximum height of 60 feet; except that a greater height shall be
3 permitted, up to a maximum height of 100 feet, provided the ~~h~~Height of the sSign shall remain
4 at least 20 feet below the ~~r~~Roofline of the building as measured directly above the sSign.

5 ~~(B)(3)~~ Except as provided in Paragraph ~~(D) 608.8(d)(5)~~ below, all other
6 sSigns shall be located no higher than the windowsill level of the lowest story (if any) that has
7 a window or windows on the building facade on which the sSigns are placed, exclusive of the
8 ground story and mezzanine, provided that no such sSign shall in any case exceed a height of
9 60 feet.

10 ~~(C)(4)~~ In addition, except as provided in Paragraph ~~608.8(d)(5) (D)~~ below,
11 uniformity of height shall be maintained in both the upper and lower edges of sSigns placed
12 flat upon or essentially parallel to each facade of a single building.

13 ~~(D)(5)~~ As to the requirements of Paragraphs ~~(B) 608.8(d)(3)~~ and ~~(C)(4)~~
14 above, deviation from the requirements may be permitted to the extent an alternative
15 placement of sSigns is made necessary by the location of arches, entrances and other
16 architectural features, as determined by the Zoning Administrator, or for the purpose of
17 installing special lighting effects and temporary holiday decorations, or for the purpose of
18 modifying or replacing currently existing noncomplying business ~~w~~Wall sSigns as provided by
19 *Subsection Section 607(h)(g).*

20 ~~(e) Other Requirements. Within said Special Sign District, the following additional~~
21 ~~requirements shall apply:~~

22 ~~(3)(1) Temporary Signs.~~ With the exception of holiday decorations, no sSign
23 composed of paper or other temporary material shall be placed on the outside of any building
24 or structure or affixed to the glass on the outside or inside of any window, unless such sSign is
25 placed in a frame or on a structure specifically designed for this purpose.

1 (2) ~~Public Areas. No sign or other structure or feature shall be placed upon any~~
2 ~~public street, alley or public plaza, or in any portion of a transit system, except such signs, structures~~
3 ~~and features as are specifically approved by the appropriate public authorities under applicable laws~~
4 ~~and regulations not inconsistent with this Code and under such conditions as may be imposed by such~~
5 ~~authorities.~~

6 (3) ~~Maintenance. Every sign pertaining to an active establishment shall be~~
7 ~~adequately maintained in its appearance, or else removed or obscured. When the space occupied by~~
8 ~~any establishment has been vacated, all signs pertaining to such establishment shall be removed or~~
9 ~~obscured within 60 days following the date of vacation.~~

10 **SEC. 608.9. IN JACKSON SQUARE SPECIAL SIGN DISTRICT.**

11 * * * *

12 (b) **Regulations.** Within such Special Sign District:

13 (1) ~~No general advertising sign shall be permitted.~~

14 (2) The ~~a~~Area of all ~~s~~Signs on a building shall not exceed an area of two
15 square feet for each foot of street frontage occupied by the building, and shall in no event
16 exceed a total of 100 square feet on each street frontage.

17 (3) ~~Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof~~
18 ~~sign shall be permitted.~~

19 (4) ~~Notwithstanding the exceptions stated in Subsection 607(g) of this Code, no sign~~
20 ~~attached to a building shall extend or be located above the roofline of the building to which it is~~
21 ~~attached.~~

22 (2)(5) No ~~p~~Projection shall exceed a horizontal distance of six feet beyond any
23 ~~s~~Street ~~p~~Property ~~l~~ine. This limitation shall apply to ~~s~~Signs and to all other features including
24 but not limited to ~~m~~Marquees and ~~a~~awnings, with the sole exception of flagpoles for flags of

1 any nation or political subdivision. All ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings and other features shall
2 be supported entirely by a building; no ~~e~~Canopies shall be permitted.

3 ~~(3)(6)~~ Projecting ~~s~~Signs for each establishment shall be limited to one ~~s~~Sign on
4 each street frontage occupied by the establishment.

5 ~~(4)(7)~~ All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or
6 strong horizontal element located above the ground story of the building, but in no event
7 higher than three feet above the top of the ceiling level of the ground story.

8 ~~(5)(8)~~ No ~~d~~Directly ~~i~~Illuminated ~~s~~Sign shall be permitted.

9 **~~SEC. 608.12. IN SHOWPLACE SQUARE.~~**

10 ~~There shall be a special sign district known as the "Showplace Square Special Sign District," as~~
11 ~~designated on Sectional Map SSD of the Zoning Map of the City and County of San Francisco.~~

12 ~~(a) — Purposes and Findings. In addition to furthering the purposes stated in Sections 101~~
13 ~~and 601 of this Code, creation of the Showplace Square Special Sign District is intended to facilitate~~
14 ~~the transition of the Showplace Square area from its former industrial character to an area of design~~
15 ~~showrooms. Presently, wholesale and trade design showrooms and accessory uses have located in this~~
16 ~~area, replacing industrial-type uses. The showroom-type activities enhance the Showplace Square area~~
17 ~~and attract investments, development and other design improvements. Due to the changed environment,~~
18 ~~the existence of general advertising signs in the area is no longer appropriate and detracts from the~~
19 ~~emerging quality and character of the area.~~

20 ~~(b) — Regulations. Within such special sign district:~~

21 ~~1. No general advertising sign shall be permitted.~~

22 **~~SEC. 608.13. IN THE RINCON HILL DOWNTOWN RESIDENTIAL MIXED USE DISTRICT~~**
23 **~~AREA.~~**

24 Within the boundaries of the Rincon Hill Downtown Residential Mixed Use District set
25 forth in Section 827 and generally bounded by Folsom Street, The Embarcadero, Bryant

1 Street, and Essex Street, notwithstanding any other provisions of this Code, the existing
2 ~~s~~Signs and/or ~~s~~Sign ~~#~~Towers may be changed, modified or replaced provided that all the
3 following criteria are met:

4 * * * *

5 **SEC. 608.15. NORTHEAST WATERFRONT SPECIAL SIGN DISTRICT.**

6 * * * *

7 (b) **Regulations within the Special Sign District:**

8 (1) ~~No general advertising sign shall be permitted.~~

9 (2) ~~Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof~~
10 ~~sign shall be permitted.~~

11 (3) ~~Notwithstanding the exceptions stated in Subsection 607(g) of this Code, no sign~~
12 ~~attached to a building shall extend or be located above the roofline of the building to which it is~~
13 ~~attached.~~

14 (4) No ~~p~~Projection shall exceed a horizontal distance of six feet beyond any
15 ~~s~~Street ~~p~~Property ~~i~~Line. This limitation shall apply to ~~s~~Signs and to all other features, including
16 but not limited to, ~~m~~Marquees and ~~a~~Awnings, with the sole exception of flagpoles for flags. All
17 ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings, and other features shall be supported entirely by a building. No
18 ~~e~~Canopies shall be permitted.

19 (2)(5) All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or
20 strong horizontal element located above the ground story of the building, and in no event
21 higher than three feet above the top of the ceiling level of the ground story.

22 (3)(6) No ~~d~~Directly ~~i~~Illuminated ~~s~~Sign, as defined in Section 602-4 of this Code,
23 shall be permitted.

1 ~~(4)~~ ~~(7)~~ **Principal Signs.** Only one principal sign shall be permitted per
2 establishment per street frontage. In addition, the following provisions shall apply to principal
3 signs:

4 * * * *

5 ~~(5)~~ ~~(8)~~ **Secondary Signs.** Only one secondary sign shall be permitted per
6 establishment per street frontage. A secondary sign is intended to be viewable close-up. In
7 addition, the following provisions shall apply to secondary signs:

8 * * * *

9 ~~(6)~~ ~~(9)~~ The total area of all ~~s~~Signs on a building shall not exceed an area of two
10 square feet for each foot of street frontage occupied by the building; however, in no event
11 shall the total area of all signs on a building's street frontage exceed 50 square feet.

12 ~~SEC. 609.2. WITHIN CANDLESTICK PARK SPECIAL SIGN DISTRICT.~~

13 *Any lawfully existing sign which does not conform to Section 608.4 of this Code shall be*
14 *removed or altered to conform therewith within five years after the effective date of this Article 6 or*
15 *such later date as the sign becomes nonconforming; unless such sign was made subject to removal or*
16 *alteration within five years after July 23, 1960, by Section 4722.D of the San Francisco Building Code,*
17 *as that Section was in effect immediately prior to the effective date of this Article 6, in which case such*
18 *earlier date shall prevail.*

19 ~~SEC. 609.10. IN THE ON AND NEAR MARKET STREET SPECIAL SIGN DISTRICT FROM~~
20 ~~THE EMBARCADERO TO THE CENTRAL SKYWAY OVERPASS.~~

21 (a) **General Advertising Signs.** Any lawfully existing ~~g~~General ~~a~~Advertising ~~s~~Sign
22 within the Market Street Special Sign District, other than such a ~~s~~Sign located on a wall
23 immediately adjacent to the establishment to which it directs attention, shall be removed
24 within five years after the effective date of said Special Sign District or such later date as the
25 location of such ~~s~~Sign may be designated as part of said Special Sign District; provided,

1 however, that if the public street and plaza improvements within any of the sections of the
2 Market Street Special Sign District listed below have not been substantially completed at the
3 end of said five-year period in accordance with the architectural plans entitled "Market Street
4 Reconstruction," Transit Task Force File No. 810.00R1 through 810.28R1, dated September
5 10, 1970, and "Surface Plan - Hallidie Plaza," Transit Task Force File No. 1000, dated July
6 15, 1970, including permanent pavement of sidewalk and roadway areas, planting of trees
7 and placement of furnishings, then said gGeneral aAdvertising sSigns within any such section
8 need not be removed until 30 days after the date of substantial completion of said
9 improvements in the section in which said sSigns are located:

10 * * * *

11 **SEC. 609.11. IN THE JACKSON SQUARE SPECIAL SIGN DISTRICT.**

12 Any lawfully existing sSign which does not conform to Section 608.9 of this Code shall
13 be removed or altered to conform therewith within five years after the effective date of said
14 Section or such later date as the sSign becomes nonconforming.

15 **SEC. 609.13. NONCONFORMING GENERAL ADVERTISING SIGNS IN NEIGHBORHOOD**
16 **COMMERCIAL DISTRICTS.**

17 If state and/or federal statutes, as applicable, which currently required local
18 governments to pay monetary compensation to the owners of nonconforming sSigns as a
19 condition of requiring removal of such sSigns is/are repealed, or amended so as to eliminate
20 that requirement, then any lawfully existing gGeneral aAdvertising sSign within a Neighborhood
21 Commercial District ~~which does not conform to the provisions of Section 607.1(e), (h), (i), and (j) or~~
22 ~~any lawfully existing general advertising sign which directs attention to a business on the same or~~
23 ~~directly adjacent property and does not conform to the provisions of Section 607.1(e), (h), (i), and (j)~~
24 shall be removed within five years of the effective date of the repeal of the amendment of said
5 state and/or federal legislation, as applicable; ~~provided, however, if this Code is amended after the~~

effective date of said repeal or amendment of said state and/or federal legislation, which Code amendment first makes Section 607.1 applicable to a sign, then that sign need not be removed until five years after the effective date of said Code amendment.

SEC. 609.14. IN THE NORTHEAST WATERFRONT SPECIAL SIGN DISTRICT.

Any lawfully existing sign that does not conform to Section 608.15 of this Code shall be removed or altered to conform to that Section within five years after the effective date of Section 608.15 or such later date as the sign becomes nonconforming.

~~**SEC. 803.1. BUILDING STANDARDS IN THE CHINATOWN MIXED USE DISTRICTS.**~~

~~Building standards which regulate the general size, shape, character, and design of development in Chinatown Mixed Use Districts are set forth, or summarized or cross-referenced in Sections 810.10 through 812.1 of this Code for each district class.~~

~~Table 803.1 below is set forth for convenience; in the event of any omission from the table or conflict with other provisions of this Code, the remainder of the Code shall govern.~~

TABLE 803.1

**~~BUILDING STANDARD CATEGORIES IN THE
CHINATOWN MIXED USE DISTRICTS~~**

<i>No.</i>	<i>Zoning Control Categories for Building Standards</i>	<i>Section Number of Standard</i>	<i>Section Number of Definition</i>
803.1.10	Height and Bulk	Zoning Map, § 270	§§ 102.12, 102.21, 270
803.1.11	Lot Size (Per Development)	§ 121.5	§§ 121(e), 890.56
803.1.12	Rear Yard/Site Coverage	§ 134(a) (e)	§ 134
803.1.13	Sun Access Setback	§ 132.3.	

1	803.1.14	Maximum Street Frontage	§ 145.2	
2	803.1.15	Awning	§ 136.2(a)	§ 890.21
3	803.1.16	Canopy	§ 136.2(b)	§ 890.24
4	803.1.18	Marquee	§ 136.2(c)	§ 890.58
5	803.1.19	Floor Area Ratio	§§ 123 – 124	§§ 102.9, 102.11
6	803.1.20	Use Size (Nonresidential)	§ 121.9	§ 890.130
7	803.1.21	Open Space	§ 135.1	
8	803.1.22	Off-Street Parking, Commercial and Institutional	§ 151	§ 150
9	803.1.23	Off-Street Freight Loading	§ 152	§ 150
10	803.1.30	General Advertising Sign	§ 607.2(e)	§ 602.7
11	803.1.31	Business Sign	§ 607.2(d)	§ 602.3
12	803.1.32	Other Signs	§ 607.2(g) – (j)	§ 602.9, § 602.2
13	803.1.91	Residential Density, Dwelling Units	§ 207.4	§ 207.1
14	803.1.92	Residential Density, Other	§ 208	§ 208
15	803.1.93	Usable Open Space	§ 135(d)	§ 135
16	803.1.94	Off-Street Parking, Residential	§ 151	§ 150

* * * *

**Table 810. CHINATOWN COMMUNITY BUSINESS DISTRICT
ZONING CONTROL TABLE**

	Chinatown Community Business District
--	--

No.	Zoning Category	§ References	Controls
**** .30 ****	General Advertising Sign	§§ 607.2 602-604, 608.1, 608.2	<u>NP § 607.2(e)</u>

**Table 811. CHINATOWN VISITOR RETAIL DISTRICT
ZONING CONTROL TABLE**

			Chinatown Visitor Retail District
No.	Zoning Category	§ References	Controls
**** .30 ****	General Advertising Sign	§§ 607.2 602-604, 608.1, 608.2	<u>NP § 607.2(e)</u>

**Table 812. CHINATOWN RESIDENTIAL NEIGHBORHOOD COMMERCIAL DISTRICT
ZONING CONTROL TABLE**

			Chinatown Residential Neighborhood Commercial District
No.	Zoning Category	§ References	Controls
**** .30	General Advertising Sign		<u>NP § 607.2(e)</u>

****		§§ 607.2 602-604, 608.1, 608.2	
------	--	--	--

**Table 817. SLI – SERVICE/LIGHT INDUSTRIAL DISTRICT
ZONING CONTROL TABLE**

No.	Zoning Category	§ References	Service/Light Industrial District Controls
**** 817.76	General Advertising Sign	§ 607.2 (b) and (e)	<i>P in South of Market General Advertising Special Sign District, Otherwise NP</i>

~~SEC. 821. SOUTH OF MARKET SPECIAL GENERAL ADVERTISING SIGN DISTRICT.~~

The South of Market Special General Advertising Sign District, as shown on Sectional Map SSD-2 of the Zoning Map, is governed by Section 607.2(e)(3) of this Code.

Section 3. Pursuant to Sections 106 and 302(c) of the Planning Code, the following amendments to Sheets SS01 and SS02 of the Zoning Map of the City and County of San Francisco, duly approved and recommended to the Board of Supervisors by the Planning Commission, are hereby adopted:

Delete the Candlestick Park Area Special Sign District from Map SS01.

Delete the Showplace Square Special Sign District from Maps SS01 and SS02.

1 Delete the South of Market General Advertising Special Sign District from Maps SS01
2 and SS02.

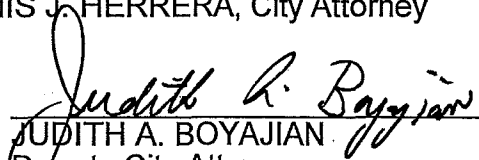
3 Delete the Hamm's Building Historic Special Sign District from Map SS02.
4

5 Section 4. Effective Date. This ordinance shall become effective 30 days after
6 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
7 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
8 of Supervisors overrides the Mayor's veto of the ordinance.
9

10 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
11 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
12 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
13 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
14 additions, and Board amendment deletions in accordance with the "Note" that appears under
15 the official title of the ordinance. Notwithstanding the previous sentence, the Board intends to
16 relocate existing Planning Code Sections 602.25 and 602.26 within the alphabetical sequence
17 of Section 602, as indicated in the sequencing within Section 602 in this ordinance.
18

19 APPROVED AS TO FORM:
20 DENNIS J. HERRERA, City Attorney

21 By:


22 JUDITH A. BOYAJIAN
Deputy City Attorney

23 n:\legana\as2016\1600664\01142489.docx
24
25

REVISED LEGISLATIVE DIGEST
(Substituted, 10/18/2016)

[Planning Code - Sign Regulations; Zoning Map Amendments]

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign, reinstate the distinction between Historic and Vintage Signs, and further restrict the areas where General Advertising Signs are permitted; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, the Hamm's Building Historic Special Sign District, and the Candlestick Park Special Sign District, and to delete the related Code sections; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

Existing Law

Signs are generally regulated in Article 6 of the Planning Code. Additional provisions related to specific sign features are contained in other sections that are proposed to be amended by this ordinance. A number of Special Sign District are established in Sections 608 through 608.9.

Amendments to Current Law

Article 6 is amended to delete sections or amend provisions that have become obsolete or redundant. The areas where General Advertising Signs are permitted has been further restricted. In Section 602, the definitions of Historic Sign and Wind Sign have been amended, and the separate section numbers for definitions (and cross-references to them elsewhere in Article 6 and in Section 188) are deleted. The distinction between Historic and Vintage Signs, which was conflated in a prior Code amendment, is reinstated in the definition section, elsewhere in Article 6, and in Section 260. The requirement for recognition of the artist for required On-Site Public Artwork has been relocated from Section 429.6 to a new Section 429.4(b). Four obsolete Special Sign Districts are deleted from the Code and the Zoning Map.

Background Information

These amendments are being made as part of the ongoing effort to update, correct, and streamline the Planning Code. The changes to this Legislative Digest reflect the amendments made to the ordinance that were recommended by the Planning Commission.

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BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

May 3, 2016

File No. 160424

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Jones:

On April 26, 2016, Supervisor Peskin introduced the following proposed legislation:

File No. 160424

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script, appearing to read "A. Ausberry".

By: Andrea Ausberry, Assistant Clerk
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it does not result in a physical change in the environment.

Joy
Navarrete

Digitally signed by Joy Navarrete
DN: cn=Joy Navarrete, o=Planning,
ou=Environmental Planning,
email=joy.navarrete@sfgov.org,
c=US
Date: 2016.05.06 11:55:31 -0700'



SAN FRANCISCO PLANNING DEPARTMENT

September 27, 2016

Ms. Angela Calvillo, Clerk
Honorable Supervisor Peskin
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Re: Transmittal of Planning Department Case Number 2016-006227PCA MAP:
Sign Regulations
Board File No. 160424
Planning Commission Recommendation: Approval with Modification

Dear Ms. Calvillo and Supervisor Peskin,

On September 15, 2016, the Planning Commission conducted duly noticed public hearings at regularly scheduled meetings to consider the proposed Ordinance that would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections and reinstate the distinction between historic and vintage signs and amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District and the Hamm's Historic Special Sign District, introduced by Supervisor Peskin. At the hearing the Planning Commission recommended approval with modification.

The Commission's proposed modifications were as follows:

1. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze. The following would amend the proposed definition of Wind Sign:

Wind Sign. Any sign composed of ~~two~~ one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze

3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any

manner to Article 10 or 11 of the Planning Code. The following would amend the proposed definition of Historic Sign:

~~Historic Sign. An Historic Sign is any sign listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated a City Landmark or a contributor to a City Landmark District under Article 10, or designated as a Significant or Contributory Building under Article 11. An Historic Sign is any sign identified on its own or as one of the character-defining features of a property listed or eligible for the National Register of Historic Places; the California Register of Historical Resources; or designated in any manner to Article 10 or 11 of the Planning Code.~~

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,



Aaron D. Starr
Manager of Legislative Affairs

cc:

Judith A. Boyajian, Deputy City Attorney
Lee Hepner, Aide to Supervisor Peskin
Alisa Somera, Office of the Clerk of the Board

Attachments:

Planning Commission Resolution
Planning Department Executive Summary



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Resolution No. 19735 HEARING DATE SEPTEMBER 15, 2016

1650 Mission St.
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CA 94103-2479

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Project Name: Sign Regulations
Case Number: 2016-006227PCA MAP [Board File No. 160424]
Initiated by: Supervisor Peskin / Introduced April 26, 2016
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362

RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO CORRECT AND UPDATE PROVISIONS, DELETE OBSOLETE OR REDUNDANT SECTIONS AND REINSTATED THE DISTINCTION BETWEEN HISTORIC AND VINTAGE SIGNS; AMEND THE ZONING MAP TO DELETE THE SHOWPLACE SQUARE SPECIAL SIGN DISTRICT, THE SOUTH OF MARKET GENERAL ADVERTISING SPECIAL SIGN DISTRICT AND THE HAMM'S BUILDING HISTORIC SPECIAL SIGN DISTRICT; ADOPTING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, PLANNING CODE SECTION 302 FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, on April 26, 2016 Supervisors Peskin introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 160424, which would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District;

WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on September 15, 2016; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2) and 15378; 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 1650 Mission Street, Suite 400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed Ordinance; and

MOVED, that the Planning Commission hereby recommends that the Board of Supervisors approve with **modifications** the proposed ordinance:

The modifications include:

1. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze. The following would amend the proposed definition of Wind Sign:

Wind Sign. Any ~~sign~~ sign composed of ~~two~~ one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze

3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any manner to Article 10 or 11 of the Planning Code. The following would amend the proposed definition of Historic Sign:

Historic Sign. ~~An Historic Sign is any sign listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated a City Landmark or a contributor to a City Landmark District under Article 10, or designated as a Significant or Contributory Building under Article 11~~ An Historic Sign is any sign identified on its own or as one of the character-defining features of a property listed or eligible for the National Register of Historic Places; the California Register of Historical Resources; or designated in any manner to Article 10 or 11 of the Planning Code.

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:

1. Updating the stated purposes of the Planning Code's sign regulations, improving the organization of the Planning Code's sign definitions and eliminating unnecessary redundancies in the Planning Codes sign regulations are important tasks to regularly undertake.

2. Equally important to undertake are substantive changes to allowed sign locations and sizes. These should be made to improve the visual appearance of the City's neighborhoods and enhance the attractiveness of the City as a place to work, recreate and reside.
3. **General Plan Compliance.** The proposed Ordinance and the Commission's recommended modifications are consistent with the following Objectives and Policies of the General Plan:

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 1.1

Recognize and protect major views in the city, with particular attention to those of open space and water

Policy 1.9

Increase the clarity of routes for travelers

The proposed Ordinance and proposed modifications would help to protect major views in the City and increase clarity for travelers by amending Planning Code regulations on the location and size of signs. This will help reduce the number of cluttering signs that obscure views of open space and water as well as compete with traffic-way signage.

OBJECTIVE 4

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

Policy 4.14

Remove and obscure distracting and cluttering elements.

The proposed Ordinance and proposed modifications will help control the size and location of signs so that they are in harmony with the physical qualities of the buildings on which they are placed and avoid a garish and clashing look.

4. **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 because the Ordinance deals with the regulation of signs.

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 and can improve neighborhood character as it proposes amendments to the City's sign regulations that seek to improve aesthetics.

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 as the Ordinance concerns itself with sign regulations.

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 because the Ordinance proposes to amend the City's sign regulations.

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 because the proposed Ordinance seeks to amend regulations on signage.

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 as the Ordinance deals with sign regulations.

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.


5. **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.

Resolution No. 19735
September 15, 2016

CASE NO. 2016-006227PCA MAP
Signs Regulations

NOW THEREFORE BE IT RESOLVED that the Commission hereby recommends that the Board ADOPT the proposed Ordinance with modifications as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on September 15, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Hillis, Johnson, Koppel, Moore, Fong

NOES: None

ABSENT: Richards

ADOPTED: September 15, 2016



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Planning Code Text & Zoning Map Amendment

HEARING DATE: SEPTEMBER 15, 2016

EXPIRATION DATE: OCTOBER 30, 2016

Project Name: Sign Regulations
Case Number: 2016-006227PCA MAP [Board File No. 160424]
Initiated by: Supervisor Peskin / Introduced April 26, 2016
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362
Recommendation: **Recommend Approval with Modifications**

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PLANNING CODE AMENDMENT

The proposed Ordinance would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs. The proposed Ordinance would also amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District.

The Way It Is Now:

1. Vintage Signs are not explicitly called out as a feature exempt, without regard to their horizontal area, from height limits.
2. The placement of a plaque identifying the project architect and the creator of On-Site Public Artwork is required for projects in the C-3 District subject to the Public Art Fee Requirement and electing to satisfy the Requirement by providing On-Site Public Artwork.
3. Planning Code Section 601 establishes eight purposes of Article 6.
4. The definition for a Historic Sign indicates that such sign depicts a land use, a business activity, a public activity, a social activity or historical figure or an activity or use that recalls the City's historic past. The definition also considers Vintage Signs, as defined by Planning Code Section 608.14, as Historic Signs.
5. General Advertising Signs are allowed in the C, M and PDR Districts.
6. Roof Signs are allowed in M and PDR Districts if they meet dimensional requirements relating to (1) the sign's maximum height above the building to which it is mounted, (2) the manner in which it is mounted and (3) its legibility from a public right of way.
7. Window signs are not allowed in C, M or PDR districts.
8. General Advertising Signs in the C-2, C-3, M and PDR districts are allowed to have moving or physically animated parts subject to area and velocity controls of those moving parts.
9. Section 607(e) explicitly states that no sign in the C-2 zoning district may consist of any flashing, blinking, fluctuating or otherwise animated light, except those in certain Special Sign Districts.

10. Signs in C, M and PDR districts may project up to 10 feet beyond the street property line or building setback line.
11. General Advertising Signs meeting the provisions of Section 607 are allowed at an Automotive Service Station use in the C, M, and PDR zoning districts.
12. General Advertising Signs are allowed in the Chinatown Mixed Use Districts and the South of Market General Advertising Special Sign District, subject to specific dimensional and locational restrictions.
13. Planning Code Section 608.4, Within Candlestick Park Area, references General Advertising Sign regulations for sign located adjacent to or on the exterior of Candlestick Park Stadium.
14. In the Market Street Special Sign District, Historic Signs attached to buildings are allowed to extend or be located above the building's roofline.
15. Planning Code Section 608.12, In Showplace Square, outlines the General Advertising Sign regulations for The Showplace Square Special Sign District, as designated on Sectional Map SS01 and SS02 of the Zoning Map of the City and County of San Francisco. These controls prohibit General Advertising Signs.
16. Planning Code Section 803.1 and Table 803.1 summarize the building standards for the Chinatown Mixed Use Districts.
17. The Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District are referenced on Sheets SS01 and SS02 of the Zoning Map.

The Way It Would Be:

1. Vintage Signs would be explicitly called out as a feature exempt from height limits.
2. The placement of a plaque identifying only the project architect is now required for projects in the C-3 District subject to the Public Art Fee requirement. In addition, the placement of a plaque identifying the creator of On-Site Public Artwork is now required for projects in any zoning district subject to the Public Art Fee requirement and electing to satisfy the Requirement by providing On-Site Public Artwork.
3. The purpose of Article 6 (Section 601) would be augmented to emphasize greater visual compatibility with private and public property and improved safety for all modes of transport.
4. The definition for a Historic Sign would require such sign to be listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated as City Landmark or a contributor to a City Landmark District under Article 10 or designated as a Significant or Contributory Building under Article 11 of the Planning Code. Vintage Sign would be separately defined as a sign that depicts a land use, a business activity, a public activity, a social activity or historical figure or an activity or use that recalls the City's historic past, as further defined in Section 608.14 of the Planning Code.
5. General Advertising Signs would no longer be allowed in the C, M and PDR Districts.
6. Roof Signs would no longer be allowed in M and PDR districts.
7. Window Signs would be allowed in C, M and PDR districts as long as they do not exceed one-third the area of the window or clear door on which they are located.
8. General Advertising Signs would not be allowed to have moving parts of any sort.
9. Section 607(e) would be amended to include the M-1 zoning district as a district where signs consisting of any flashing, blinking, fluctuating or otherwise animated light are prohibited.
10. Signs in C, M and PDR districts would be allowed to project up to six feet beyond the street property line or building setback line. Historic Signs, Vintage Signs, Historic Theater Marquees, and Historic Theater Projecting Signs would be exempted from this restriction.

11. An Automotive Service Station use in the C, M, and PDR zoning districts would no longer be allowed any General Advertising Sign.
12. General Advertising Signs would not be allowed in the Chinatown Mixed Use Districts. The South of Market General Advertising Special Sign District would be eliminated and General Advertising Signs would not be allowed on those properties formerly in the South of Market General Advertising Special Sign District.
13. Planning Code Section 608.4, Within Candlestick Park Area, would eliminate references to General Advertising Sign regulations for sign located adjacent to or on the exterior of Candlestick Park Stadium; however the Special Sign District would remain on the Zoning Map.
14. In the Market Street Special Sign District, Historic Signs would no longer be allowed to extend or be located above the building's roofline.
15. Planning Code Section 608.12, In Showplace Square, would be deleted.
16. Planning Code Section 803.1 and Table 803.1 would be deleted.
17. The Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District would be deleted from Sheets SS01 and SS02 of the Zoning Map.

BACKGROUND

Overview of Significant General Advertising Sign Regulations

Proposition G

In March 2002 San Francisco voters overwhelmingly approved Proposition G: Outdoor Commercial Advertising.¹ Proposition G amended Article 6 of the Planning Code by adding Section 611.² This Section prohibits new General Advertising (GA) Signs on all properties in all zoning districts, but exempts the public right of way.

Proposition G also allowed the owners of legally existing GA Signs to enter into a Relocation Agreement with the Board of Supervisors to relocate GA Signs. The proposed new location for the GA Signs must be ones where the land use controls would have allowed the installation of GA Signs prior to the passage of Proposition G. The proposed new location is also subject to Conditional Use Authorization. The Proposition also allows subsequent amendments to the Planning Code to further restrict allowed relocation sites.

Planning Department's General Advertising Sign Program

In 2006 the Board of Supervisors amended the Administrative Code and the Planning Code to establish the procedures and criteria for relocating GA Signs. It also created procedures for the Planning Department to monitor and enforce GA Signs in the City.³ Together, these amendments created the

¹ <http://sfgov.org/elections/results-summary-mar-2002>

² Text of Proposition G:

<http://sf-planning.org/sites/default/files/FileCenter/Documents/3284-PropositionG.pdf>

³ Ordinances Nos. 140-06 and 200-06:

<https://sfgov.legistar.com/View.ashx?M=F&ID=2587044&GUID=4A499368-F8F4-4D7A-8771-9CFA6B2175A7>

<https://sfgov.legistar.com/View.ashx?M=F&ID=2590125&GUID=3965202D-4DAC-4370-95F1-471F0DB634DB>

Planning Department's General Advertising Sign Program (GASP). The primary goals of the GASP are to build and maintain an inventory of GA Signs, correct outstanding violations, remove unlawful signs, and facilitate the relocation of existing lawful signs.

Mechanics of General Advertising Sign Relocation

To relocate a GA Sign, an owner is required to file a relocation application with the Department. The Department reviews the application to assure the owner has provided all necessary information. This includes a complete inventory of GA Signs owned and confirmation that no GA Signs are the subject of a Notice of Violation.

Once the Department confirms a complete and accurate application, it prepares a recommendation to the Board of Supervisors for the proposed GA Sign relocation. The owner and the Board of Supervisors will enter into a Relocation Agreement for the GA Sign. The owner then is directed to file an application for Conditional Use Authorization with the Planning Department. If the Conditional Use Authorization is granted, the GA Sign may be relocated.

The Planning Commission considers the request for Conditional Use Authorization based on a number of criteria found in Section 303(k). Some criteria are favorable while others are disadvantageous to a proposed relocation. Under no circumstances may the Planning Commission approve a relocation when the GA Sign, in its new location, would not comply with the GA Sign controls for that location or if the proposed relocation site is not a lawful location under Planning Code Section 611(c)(2). Section 611(c)(2) states that changes to the Planning Code may restrict the locations available for the relocation of GA Signs.

ISSUES AND CONSIDERATIONS

GA Sign Relocation Requests

The Department began accepting requests for GA Sign relocation in 2012, after it had completed the GA Sign inventory. Despite receiving multiple enquiries, the Department has only received two requests for GA Sign Relocation. Both requests were withdrawn. In each instance either the Planning Code criteria for relocation or the lack of suitable relocation sites were reasons for withdrawal. The lack of requests implies that in comparison to available relocation sites, current GA Sign locations maximize visibility and avoid obstruction from current and forthcoming development. Currently available sites are not advantageous, from both the sign owner and City perspective.

Signs and the City's Aesthetics

Signage serves multiple functions in the City. It provides way finding and commercial functions, and it can also enhance a neighborhood's character if done tastefully. To enhance a neighborhoods' character, regulations must allow for the installation of signs that are appropriately scaled for their buildings. Regulations must also prevent signs from cluttering a building or the streetscape and creating a gaudy appearance. This often entails restricting sign dimensions, location and projection.

Signs at or above building rooflines are no exception. Except for historic signs, the Planning Code significantly limits the ability of property owners to install roof signs. Currently roof signs are not allowed in Residential, Neighborhood Commercial or Mixed Use Districts. This has arguably improved the look and feel of the City's neighborhoods. Given that residential and retail development is

increasingly abutting the City's light industrial areas, it makes sense to extend these sign controls to Industrial Districts. This would create an improved aesthetic across the entire City.

Flags and banners are also a similar case. Currently the Planning Code prohibits a sign composed of two or more flags or banners in all zoning districts. This is done as a means to avoid the distraction and clutter that wind powered signs have upon the City's streetscape. But the Planning Code exempts a sign composed of only one flag or banner from any sign restrictions. This allows for the installation of multiple single flag or banner signs on a property, and a subsequent cluttering of the urban streetscape.

Eliminating Redundant Controls

In San Francisco the Planning Code does not have ultimate land use authority over all properties. For example, the Planning Code does not apply to properties owned by the State or Federal Governments. The Office of Community Investment and Infrastructure (OCII), successor to the San Francisco Redevelopment Agency, also has the authority to supersede the Planning Code's land use regulations. This typically occurs where a redevelopment plan is developed for an identified area. The Bayview Hunters Point neighborhood is one example. OCII is overseeing multiple plans in this neighborhood, encompassing economic initiatives as well as establishing land use regulations. Where this is the case, Planning Code regulations, including special use or sign districts, may be unnecessarily redundant and ripe for deletion. For instance, the Planning Code's Candlestick Park Area Special Sign District establishes a set of sign regulations for the area around the former Candlestick Park stadium. However, the OCII Candlestick Point Design for Development document is the guiding land use document for the area and supersedes Planning Code controls.⁴ Planning Code Section 249.50, Candlestick Point Activity Node Special Use District, also recognizes the controls in the Candlestick Point Design for Development document as superseding those in the Planning Code. In these circumstances it is reasonable to remove the Planning Code controls.

A similar case exists with Planning Code Section 608.12, In Showplace, Section 803.1, Building Standards in the Chinatown Mixed Use Districts, and Table 803.1, Building Standards Categories in the Chinatown Mixed Use Districts. The Showplace Square Special Sign District's principle regulation is to prohibit new or relocating GA Signs in the District. This is redundant given that Section 611 already prohibits new GA Signs and their relocation unless permitted under an underlying zoning or special sign district. The Building Standards and accompanying Table for the Chinatown Mixed Use Districts are also redundant and unnecessary. That information already exists in the Zoning Control Tables for those Districts and deleting them would streamline the Planning Code.

Definitions for Signs with Historic Qualities

The current definition of Historic Sign in Planning Code Section 602.9 is very broad. It requires the sign to depict an activity that recalls San Francisco's historic past. It also includes Vintage Signs, as defined in the Planning Code 608.14 and permitted pursuant to Conditional Use authorization. However the definition does not require the sign to be:

⁴ Candlestick Point Design for Development, February 17, 2016 update:
http://sfocii.org/sites/default/files/Documents/Project%20Areas/HPSY/Phase%202%20%26%20Candlestick/2.%20Design%20for%20Development_DRAFT.pdf

- listed on or eligible for listing on the National Register of Historic Places;
- listed on or eligible for listing on the California Register of Historical Resources;
- designated in any manner under Planning Code Article 10; or
- designated in any manner under Planning Code Article 11.

The definition of Historic Sign could be improved by amending it in two ways. The first would be to require listing or eligibility for listing on the significant registers cataloging historically important properties or designation in Articles 10 or 11. This would provide a definite standard for the definition of Historic Sign and lend additional integrity to the definition. The second way would be to allow a sign that is a character-defining feature of a recognized historic property to be a Historic Sign. This affords the sign exemptions from certain dimensional or location restrictions that would otherwise apply if the sign were not of historic importance. It also avoids a nonconforming situation for such signs when they contribute character to a historic property.

RECOMMENDATION

The Department recommends that the Commission recommend *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. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze
3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any manner to Article 10 or 11 of the Planning Code.

BASIS FOR RECOMMENDATION

The Department supports the overall goals of the Ordinance, including the updating of the stated purposes of the Planning Code's sign regulations, improving the organization of the Article 6 definitions and the elimination of unnecessary redundancies in multiple Sections. Other amendments such as the limitations on the location and operation of signs, including on General Advertising Signs, are also supported. These help improve the visual appearance of the City's neighborhoods and enhance the attractiveness of the City as a place to work, recreate and reside. The Department also believes additional changes can be made to improve the Planning Code and its regulation of signs.

Recommendation 1: Eliminate Section 608.4, Within the Candlestick Park Area, and Section 609.2, Within Candlestick Park Special Sign District, and Amend Sheet SS01 of the Zoning Map eliminating the Candlestick Park Area Special Sign District. Staff recommends eliminating Sections 608.4 and 609.2 because the Candlestick Point Design for Development is the guiding land use document for the Candlestick area, supersedes the Planning Code and includes sign controls. Further, the Park was

demolished in September 2015 and no longer exists. Maintaining these Sections in the Planning Code and the Zoning Map is unnecessary.

Recommendation 2: Amend the definition of Wind Sign. Because Section 602.24 defines a Wind Sign as any sign composed of two or more banners, flags, or other objects, a sign composed of only one flag or banner advertising goods or services sold, offered or conducted elsewhere than at the location of the sign is legal and exempted under Section 603. This effectively creates a loophole to the Wind Sign controls. Amending the definition will close the loophole, assuring that such signs are appropriately regulated and the aesthetics of the built environment protected.

Recommendation 3: Amend the definition of Historic Sign. The proposed modification will help clarify and strengthen the definition by tying classification as a Historic Sign to listing or eligibility for listing on historic registers or designation in Articles 10 or 11. It also affords signs lending character to a historic property this classification. Together this provides a broad definition that can capture all significant signs.

IMPLEMENTATION

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

REQUIRED COMMISSION ACTION

The proposed Ordinance is before the Commission so that it may recommend adoption, rejection, or adoption with modifications to the Board of Supervisors.

ENVIRONMENTAL REVIEW

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.

PUBLIC COMMENT

As of the date of this report, the Planning Department has received six telephone calls regarding the proposed Ordinance. Members of the public asked about the effects of the proposed Ordinance on the properties or GA signs they own.

RECOMMENDATION:	Recommendation of Approval with Modification
------------------------	---

Attachments:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Sheets SS01 and SS02 of the Zoning Map
- Exhibit C: Board of Supervisors File No. 160424

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OUT OF HOME ADVERTISING UP 4.6% TO \$7.3 BILLION IN 2015

FOR IMMEDIATE RELEASE

Contact: Nicole Hayes
(202) 833-5566
nhayes@oaaa.org



2015 Revenue Tops Previous Historical High Set in 2007

March 3, 2016 (Washington, DC) – Out of home (OOH) advertising revenue rose 4.6 percent in 2015 compared to the previous year, accounting for \$7.3 billion, based on figures released by the Outdoor Advertising Association of America (OAAA). OOH spend was up 5.8 percent in the fourth quarter, compared to 2014. The revenue total marks an all-time high for OOH with 23 consecutive quarters of growth since the recession.

"The new record-high revenue OOH achieved in 2015 proves advertisers recognize the medium's value, said OAAA President & CEO Nancy Fletcher. "OOH is the only form of traditional media, other than cable TV, posting continuous growth in a fragmented advertising market."

Among the top revenue categories, those with the greatest growth increase in 2015 included Miscellaneous Local Services & Amusements +9 percent; Retail +8 percent; Government, Politics and Organizations +6 percent; Automotive Dealers & Services +6%; and Financial +4%.

Of the top 100 OOH advertisers in 2015, 53 had increases in OOH spend equal or greater to the industry increase of 4.6 percent. Ranked in order of OOH spending, the top 10 advertisers in 2015 were McDonalds, Apple, Verizon, Warner Bros Pictures, Metro PCS, Coca-Cola, Gelco, Universal Pictures, Chase, and Samsung. McDonalds and Apple retained the top two positions for the third consecutive year.

The top 20 parent company advertisers included six from the technology sector: Apple, Deutsche Telekom AG, Verizon, AT&T, Google and Samsung. Among the top 100 OOH advertisers with the greatest spend increase for 2015 were Amazon, Beats Store, Boost Mobile, Draft Kings, Epson, Ford, IBM, Lyft, Microsoft, Netflix, Planet Fitness, Sprint, T-Mobile, Verizon, and Yahoo. New to the top 100 list were Draft Kings, Epson, Lyft, and Yahoo.

"OOH's ability to augment mobile, online, and social media efforts is one of the many reasons the industry posted strong growth with both local and national advertisers in 2015," said Stephen Freitas, OAAA chief marketing officer. "The expansion of digital OOH formats provides advertisers with broader opportunities to engage with today's mobile consumers. These factors are the foundation for the positive outlook media analysts are projecting for OOH over the next few years."

OAAA issues full industry pro forma revenue estimates that include, but are not limited to, Miller Kaplan and Kantar Media (which is not adjusted to reflect changes in data sources), and member company affidavits. Revenue estimates include digital and static billboard, street furniture, transit, and alternative OOH (which includes digital place-based video and cinema advertising).

For more information about specific category spend, please contact Nicole Hayes at nhayes@oaaa.org or (202) 833-5566.

OAAA is the national trade association for the out of home (OOH) advertising industry. Founded in 1891, the association represents more than 90 percent of the US OOH industry based on revenues. OAAA is dedicated to leading and uniting a responsible OOH industry committed to serving advertisers, consumers, and communities. The OOH industry generates more than \$7 billion annually in ad revenues and donates more than \$450 million in space each year. For more information, please visit www.oaaa.org.

###

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BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

NOTICE OF PUBLIC HEARING
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO
LAND USE AND TRANSPORTATION COMMITTEE

NOTICE IS HEREBY GIVEN THAT the 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:

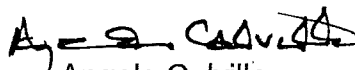
Date: Monday, October 24, 2016

Time: 1:30 p.m.

Location: Legislative Chamber, Room 250, located at City Hall
1 Dr. Carlton B. Goodlett Place, San Francisco, CA

Subject: File No. 160424. Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, 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 to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. 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. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, October 21, 2016.


Angela Calvillo
Clerk of the Board

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Notice Type: GPN GOVT PUBLIC NOTICE
Ad Description AS - 10.24.16 Land Use - 160424 Zoning Map

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):

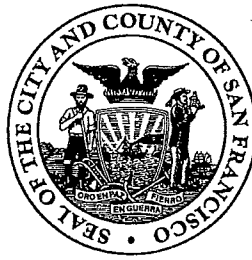
10/14/2016

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NOTICE OF PUBLIC HEARING
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO
LAND USE AND TRANSPORTATION COMMITTEE
MONDAY, OCTOBER 24, 2016 - 1:30 PM
LEGISLATIVE CHAMBER, ROOM 250, CITY HALL
1 DR. CARLTON B. GOODLETT PLACE, SAN FRANCISCO, CA
NOTICE IS HEREBY GIVEN THAT the 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. 160424. Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, 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 to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. 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. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, October 21, 2016. Angela Calvillo, Clerk of the Board



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San Francisco 94102-4689
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TDD/TTY No. 554-5227

May 3, 2016

File No. 160424

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Jones:

On April 26, 2016, Supervisor Peskin introduced the following proposed legislation:

File No. 160424

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

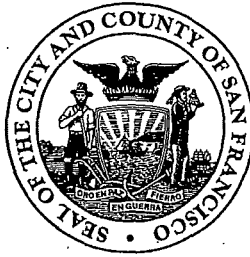
A handwritten signature in cursive script, appearing to read "A. Ausberry".

By: Andrea Ausberry, Assistant Clerk
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
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TDD/TTY No. 554-5227

May 3, 2016

Planning Commission
Attn: Jonas Ionin
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Commissioners:

On April 26, 2016, Supervisor Peskin introduced the following legislation:

File No. 160424

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

The proposed ordinance is being transmitted pursuant to Planning Code, Section 302(b), for public hearing and recommendation. The ordinance is pending before the Land Use and Transportation Committee and will be scheduled for hearing upon receipt of your response.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script, appearing to read "A. Ausberry".

By: Andrea Ausberry, Assistant Clerk
Land Use and Transportation Committee

c: John Rahaim, Director of Planning
Aaron Starr, Acting Manager of Legislative Affairs
Scott Sanchez, Zoning Administrator

Sarah Jones, Chief, Major Environmental Analysis
AnMarie Rodgers, Legislative Affairs
Jeanie Poling, Environmental Planning
Joy Navarrete, Environmental Planning

1 [Approval of a 90-Day Extension for Planning Commission Review of Sign Regulations (File
2 No. 160424)]

3 **Resolution extending by 90 days the prescribed time within which the Planning**
4 **Commission may render its decision on an Ordinance (File No. 160424) amending the**
5 **San Francisco Planning Code to correct and update provisions, delete obsolete or**
6 **redundant sections, and reinstate the distinction between Historic and Vintage Signs;**
7 **amending the Zoning Map to delete the Showplace Square Special Sign District, the**
8 **South of Market General Advertising Special Sign District, and the Hamm’s Building**
9 **Historic Special Sign District; affirming the Planning Department’s determination under**
10 **the California Environmental Quality Act; and making findings of consistency with the**
11 **General Plan, and the eight priority policies of Planning Code, Section 101.1, and**
12 **findings of public convenience, necessity, and welfare under Planning Code,**
13 **Section 302.**

14
15 WHEREAS, On April 26, 2016, Supervisor Peskin introduced legislation, on file with the
16 Clerk of the Board of Supervisors in File No. 160424, which is hereby declared to be a part of
17 this Resolution as if set forth sully herein, amending the Planning Code to correct and update
18 provisions, delete obsolete or redundant sections, and reinstate the distinction between
19 Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square
20 Special Sign District, the South of Market General Advertising Special Sign District, and the
21 Hamm’s Building Historic Special Sign District; affirming the Planning Department’s
22 determination under the California Environmental Quality Act; and making findings of
23 consistency with the General Plan, and the eight priority policies of Planning Code, Section
24 101.1, and findings of public convenience, necessity, and welfare under Planning Code,
25 Section 302; and

1 WHEREAS, On or about May 3, 2016, the Clerk of the Board of Supervisors referred
2 the proposed ordinance to the Planning Commission; and

3 WHEREAS, The Planning Commission shall, in accordance with Planning Code,
4 Section 306.4(d), render a decision on the proposed Ordinance within 90 days from the date
5 of referral of the proposed amendment or modification by the Board to the Commission; and

6 WHEREAS, Failure of the Commission to act within 90 days shall be deemed to
7 constitute disapproval; and

8 WHEREAS, The Board, in accordance with Planning Code, Section 306.4(d) may, by
9 Resolution, extend the prescribed time within which the Planning Commission is to render its
10 decision on proposed amendments to the Planning Code that the Board of Supervisors
11 initiates; and

12 WHEREAS, Supervisor Peskin has requested additional time for the Planning
13 Commission to review the proposed Ordinance; and

14 WHEREAS, The Board deems it appropriate in this instance to grant to the Planning
15 Commission additional time to review the proposed Ordinance and render its decision; now,
16 therefore, be it

17 RESOLVED, That by this Resolution, the Board hereby extends the prescribed time
18 within which the Planning Commission may render its decision on the proposed Ordinance for
19 approximately 90 additional days, until October 30, 2016.



City and County of San Francisco

Tails
Resolution

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

File Number: 160602

Date Passed: June 07, 2016

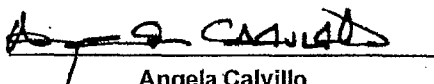
Resolution extending by 90 days the prescribed time within which the Planning Commission may render its decision on an Ordinance (File No. 160424) amending the San Francisco Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, and the Hamm's Building Historic Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.

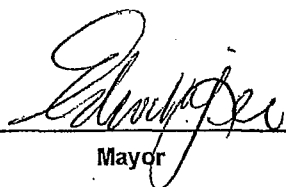
June 07, 2016 Board of Supervisors - ADOPTED

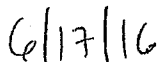
Ayes: 11 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Mar, Peskin, Tang, Wiener and Yee

File No. 160602

I hereby certify that the foregoing Resolution was ADOPTED on 6/7/2016 by the Board of Supervisors of the City and County of San Francisco.


Angela Calvillo
Clerk of the Board


Mayor


Date Approved

Print Form

Introduction Form

By a Member of the Board of Supervisors or the Mayor

RECEIVED
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 or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [] inquires"
- 5. City Attorney request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [160424]
- 9. Reactivate File No. []
- 10. Question(s) submitted for Mayoral Appearance before the BOS on []

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.

Sponsor(s):

Peskin

Subject:

Planning Code - Sign Regulations; Zoning Map Amendments

The text is listed below or attached:

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign, reinstate the distinction between Historic and Vintage Signs, and further restrict the areas where General Advertising Signs are permitted; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, the Hamm's Building Historic Special Sign District, and the Candlestick Park Special Sign District and to delete the related Code sections; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1 and findings of public convenience, necessity, and welfare under Planning Code Section 302.

Signature of Sponsoring Supervisor: *Alan H.*

Clerk's Use Only:

Print Form

Received in Board
4/26/16 -BJ

Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [] inquires"
- 5. City Attorney request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. []
- 9. Reactivate File No. []
- 10. Question(s) submitted for Mayoral Appearance before the BOS on []

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.

Sponsor(s):

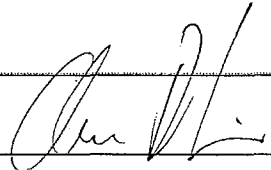
Peskin

Subject:

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage signs; amending Zoning Map to delete various Sign Districts

The text is listed below or attached:

(attached)

Signature of Sponsoring Supervisor: 

For Clerk's Use Only: