

1 [Planning Code - Sign Permits]

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3 **Ordinance amending Planning Code, Section 604, to provide that changing the copy on**
4 **a sign shall not be treated as a new sign; making environmental findings and findings**
5 **of consistency with the General Plan.**

6 NOTE: Additions are *single-underline italics Times New Roman*;
7 deletions are ~~*strike-through italics Times New Roman*~~.
8 Board amendment additions are double-underlined;
9 Board amendment deletions are ~~strike through normal~~.

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

11 Section 1. Findings.

12 (a) The Planning Department has determined that the actions contemplated in this
13 ordinance comply with the California Environmental Quality Act (California Public Resources
14 Code Section 21000 et seq.). Said determination is on file with the Clerk of the Board of
15 Supervisors in File No. _____ and is incorporated herein by reference.

16 (b) Pursuant to Planning Code Section 302, this Board finds that these amendments
17 will serve the public necessity, convenience, and welfare for the reasons set forth in Planning
18 Commission Resolution No. _____, and the Board incorporates such reasons herein by
19 reference. A copy of Planning Commission Resolution No. _____ is on file with the Clerk
20 of the Board of Supervisors in File No. _____.

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22 Section 2. The San Francisco Planning Code is hereby amended by amending Section
23 604, to read as follows:

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1 (f) A mere change of copy on a lawfully permitted sign ~~the customary use of which involves~~
2 ~~frequent and periodic changes of copy~~ shall not be considered an alteration under, nor shall it be
3 subject to the provisions of, this Section 604, except that (i) a change from general advertising
4 to non-general advertising sign copy or (ii) a change from non-general advertising to general
5 advertising sign copy or (iii) an increase in area including, but not limited to, any extensions in
6 the form of writing, representation, emblem or any figure of similar character shall in itself
7 constitute a new sign subject to the provisions of this Section 604. Notwithstanding the
8 foregoing, in the case of lawfully permitted signs, the customary use of which does not involve
9 frequent and periodic changes of copy, any change in copy shall require a permit, to be submitted
10 as set forth in Subsection (g) below, provided that the change in copy shall not be considered a new
11 sign. a change of copy shall in itself constitute a new sign subject to the provisions of this Section 604 if
12 the new copy concerns a different person, firm, group, organization, place, commodity, product,
13 service, business, profession, enterprise or industry. For purposes of this Subsection, a “lawfully
14 permitted sign” shall be defined as a sign for which evidence of a building permit establishing the sign
15 has been provided.

16 (g) Each application for a permit for a sign shall be accompanied by a scaled drawing
17 of the sign, including the location of the sign on the building or other structure or on the lot,
18 and including ~~(except in the case of a sign the customary use of which involves frequent and periodic~~
19 ~~changes of copy)~~ such designation of the copy as is needed to determine that the location, area
20 and other provisions of this Code are met.

21 Section 3. Effective Date. This ordinance shall become effective 30 days from the
22 date of passage.

23 Section 4. This section is uncodified. In enacting this Ordinance, the Board intends to
24 amend only those words, phrases, paragraphs, subsections, sections, articles, numbers,
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1 punctuation, charts, diagrams, or any other constituent part of the Planning Code that are
2 explicitly shown in this legislation as additions, deletions, Board amendment additions, and
3 Board amendment deletions in accordance with the "Note" that appears under the official title
4 of the legislation.

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6 APPROVED AS TO FORM:
7 DENNIS J. HERRERA, City Attorney

8 By: _____
9 KATE HERRMANN STACY
10 Deputy City Attorney

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