

1 [Planning Code, Zoning Map - Establishing the 555 9th Street Special Sign District]

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3 **Ordinance amending the Planning Code and Zoning Map to establish the 555 9th Street**
 4 **Special Sign District encompassing the real property consisting of Assessor's Parcel**
 5 **Block No. 3781, Lot No. 003, and to modify sign controls for the existing shopping**
 6 **center; affirming the Planning Department's determination under the California**
 7 **Environmental Quality Act; making findings of consistency with the General Plan, and**
 8 **the eight priority policies of Planning Code, Section 101.1; and making findings of**
 9 **public necessity, convenience, and welfare under Planning Code, Section 302.**

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

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

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17 Section 1. Findings.

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19 (a) The Planning Department has determined that the actions contemplated in this
 20 ordinance comply with the California Environmental Quality Act (California Public Resources
 21 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
 22 Supervisors in File No. 240438 and is incorporated herein by reference. The Board affirms
 23 this determination.

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24 (b) On July 18, 2024, the Planning Commission, in Resolution No. 21591, adopted
 25 findings that the actions contemplated in this ordinance are consistent, on balance, with the
 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board

1 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the
2 Board of Supervisors in File No. 240438, and is incorporated herein by reference.

3 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the
4 actions contemplated in this ordinance will serve the public necessity, convenience, and
5 welfare for the reasons set forth in Planning Commission Resolution No. 21591, and adopts
6 such reasons by this reference thereto. A copy of said Resolution is on file with the Clerk of
7 the Board of Supervisors in File No. 240438, and is incorporated herein by reference.

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9 Section 2. Article 6 of the Planning Code is hereby amended by revising Section 607.2
10 and adding a new Section 608.12, to read as follows:

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12 **SEC. 607.2. MIXED USE DISTRICTS.**

13 Signs located in Mixed Use Districts shall be regulated as provided herein, except for
14 signs in Residential Enclave Districts, which are regulated by Section 606, and those signs
15 which are exempted by Section 603. Signs not specifically regulated in this Section 607.2
16 shall be prohibited. In the event of conflict between the provisions of Section 607.2 and other
17 provisions of Article 6, the provisions of Section 607.2 shall prevail in Mixed Use Districts.

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19 (g) **Special Sign Districts.** Additional controls apply within certain Mixed Use Districts
20 that are designated as Special Sign Districts. The designations, locations, and boundaries of
21 these Special Sign Districts are provided on Sectional Map SSD of the Zoning Map of the City
22 and County of San Francisco, and are described within Sections 608.1 through 608.106 of this
23 Code.

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1 **SEC. 608.12. 555 9TH STREET SPECIAL SIGN DISTRICT.**

2 **(a) Establishment of Special Sign District.** *The 555 9th Street Special Sign District (“555 9th*
3 *Street SSD” or “SSD”), consisting of Assessor’s Block 3781, Lot 003, bounded by Bryant Street to the*
4 *north, 9th Street to the west, Brannan Street to the south, and developed lots to the east, as shown on*
5 *Sectional Map SSD of the Zoning Map of the City and County of San Francisco, is hereby established*
6 *for the purposes and subject to the controls set forth in this Section 608.12.*

7 **(b) Purpose.** *The purpose of the 555 9th Street SSD is to modify the sign controls that otherwise*
8 *would apply within the SSD to allow for signage that is more typical for the type of structure that*
9 *occupies the SSD, a large-scale shopping center with multiple tenants and a mix of smaller and larger-*
10 *scale spaces (the “Shopping Center”).*

11 **(c) Controls.** *Signs within the 555 9th Street SSD shall be controlled by those provisions in*
12 *Article 6 of the Planning Code applicable to Signs in the C-3 Zoning District, except as otherwise*
13 *provided in this Section 608.12. In the event of a conflict between other provisions of the Planning*
14 *Code and this Section 608.12, this Section shall control.*

15 **(1) No Sign attached to second-story portions of the Shopping Center fronting the**
16 *internal parking structure shall exceed three square feet per foot of frontage along the parking*
17 *structure occupied by the Shopping Center tenant to which the Sign directs attention. Such Signs shall*
18 *be located along that occupied frontage and shall be no higher than 18 feet above the finished floor*
19 *height immediately below such Sign or the height of the wall to which it is attached, whichever is lower.*

20 **(2) Video Signs.** *Video Signs shall be allowed within 10 horizontal feet of any*
21 *pedestrian entrance from a street to an individual tenant space. Any such Video Sign shall not exceed*
22 *an Area of 24 square feet or 10 feet in height. Video Signs shall direct attention only to the occupancy*
23 *of the individual tenant space at which the Sign is located. Sign copy shall not be displayed in any*
24 *fashion whatsoever during times that such entrance is not open to the public and at all other times shall*
25 *not change copy in any way more frequently than once per hour.*

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Section 3. Zoning Map Amendment. Pursuant to Sections 106 and 302(c) of the Planning Code, Sectional Map SSD of the Zoning Map of the City and County of San Francisco are hereby amended, as follows:

<u>Description of Property</u>	<u>Special Sign District Hereby Created</u>
Assessor’s Block 3781, Lot 003	555 9th Street Special Sign District

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

Section 5. Scope of Ordinance. Except as stated in Section 3, in enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in

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accordance with the “Note” that appears under the official title of the ordinance.

1 APPROVED AS TO FORM:
2 DAVID CHIU, City Attorney

3 By: /s/BRIAN CROSSMAN
4 BRIAN CROSSMAN
Deputy City Attorney

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