

1 [Planning Code - Tenderloin Neon Special Sign District]

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3 **Ordinance amending the Planning Code to create the Tenderloin Neon Special Sign**
 4 **District within the North of Market Residential Special Use District; enacting zoning**
 5 **controls for neon signs within the Special Sign District; affirming the Planning**
 6 **Department's determination under the California Environmental Quality Act; and**
 7 **making findings of consistency with the General Plan, and the eight priority policies of**
 8 **Planning Code, Section, 101.1, and public necessity, convenience, and welfare findings**
 9 **pursuant to 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.

14

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

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17 Section 1. Environmental and Planning Code Findings.

18 (a) The Planning Department has determined that the actions contemplated in this
 19 ordinance comply with the California Environmental Quality Act (California Public Resources
 20 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
 21 Supervisors in File No. 220643 and is incorporated herein by reference. The Board affirms
 22 this determination.

23 (b) On August 25, 2022, the Planning Commission, in Resolution No. 211262, adopted
 24 findings that the actions contemplated in this ordinance are consistent, on balance, with the
 25 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. 220643, and is incorporated herein by reference.

3 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that this
4 ordinance will serve the public necessity, convenience, and welfare for the reasons set forth in
5 Planning Commission Resolution No. 21162.

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7 Section 2. The Planning Code is hereby amended by revising Sections 249.5, 602,
8 and 608, to read as follows:

9 **SEC. 249.5. NORTH OF MARKET RESIDENTIAL SPECIAL USE DISTRICT.**

10 (a) **General.** A special use district entitled the "North of Market Residential Special
11 Use District," which includes RC-4 and P Use Districts, the boundaries of which are shown on
12 Sectional Map No. SU01 of the Zoning Map of the City and County of San Francisco, is
13 hereby established for the purposes set forth below.

14 (b) **Purposes.** In order to protect and enhance important housing resources in an
15 area near downtown, conserve and upgrade existing low and moderate income housing stock,
16 preserve buildings of architectural and historic importance and preserve the existing scale of
17 development, maintain sunlight in public spaces, encourage new infill housing at a compatible
18 density, limit the development of tourist hotels and other commercial uses that could
19 adversely impact the residential nature of the area, *and* limit the number of commercial
20 establishments which are not intended primarily for customers who are residents of the area,
21 *and support neighborhood vitality and character.* the following controls are imposed in the North
22 of Market Residential Special Use District.

23 (c) **Controls.** The following zoning controls are applicable in the North of Market
24 Residential Special Use District. Certain controls are set forth in other Sections of this Code
25 and are referenced herein.

1 * * * *

2 (11) Tenderloin Neon Special Sign District.

3 (A) There shall be a special sign district known as the “Tenderloin Neon Special
4 Sign District,” with the same boundaries as the North of Market Residential Special Use District, as
5 such boundaries may be amended from time to time.

6 (B) Within the Tenderloin Neon Special Sign District, Neon Business Signs are
7 permitted, provided that they meet the requirements below. Terms defined in Article 6 and used herein
8 shall have the meanings specified in Article 6.

9 (i) Where a Business Sign is permitted pursuant to Article 6, such
10 Business Sign may be, but is not required to be, a Neon Sign.

11 (ii) A Neon Business Sign shall not exceed 24 square feet in area, except
12 as specified herein.

13 (iii) For a Residential Hotel, a Neon Business Sign must satisfy either of
14 the following dimensional requirements:

15 a. a Sign that is not a blade sign shall not exceed 40 square feet
16 in area; or

17 b. a blade Sign shall not exceed 25 feet in height and 5 feet in
18 width.

19 (iv) A Neon Business Sign may not have any physically moving parts.

20 (v) A Neon Business Sign may not include flashing or blinking features,
21 except that such Signs may include animated features.

22 (vi) Neon Business Signs shall be subject to any design guidelines
23 adopted by the Planning Commission, which shall promote compatibility of Neon Signs with the
24 aesthetics and historic character of the surrounding neighborhood.

1 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
2 of Supervisors overrides the Mayor's veto of the ordinance.

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4 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
5 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
6 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Planning
7 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
8 additions, and Board amendment deletions in accordance with the "Note" that appears under
9 the official title of the ordinance.

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12 APPROVED AS TO FORM:
13 DAVID CHIU, City Attorney

14 By: /s/ Victoria Wong
15 VICTORIA WONG
16 Deputy City Attorney

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