

1 [Planning Code - Zoning Map Amendment - Establishing City Center Special Sign District]

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3 **Ordinance amending the San Francisco Planning Code by amending Sections 602.10,**
 4 **607.1, 608, adding Section 608.16, and amending Sectional Map SSD of the Zoning Map**
 5 **to establish the City Center Special Sign District encompassing the real property**
 6 **bounded by Masonic Avenue, Geary Boulevard, Lyon Street, and O'Farrell Street**
 7 **(Assessor's Block No. 1094, Lot No. 001) to allow additional projecting signs,**
 8 **freestanding identifying and directional signs, and to modify existing controls on**
 9 **business wall signs; adopting findings, including environmental findings pursuant to**
 10 **the California Environmental Quality Act, Section 302 findings, and findings of**
 11 **consistency with the General Plan and the Priority Policies of Planning Code Section**
 12 **101.1.**

13 NOTE: Additions are *single-underline italics Times New Roman*;
 14 deletions are ~~*strike-through italics Times New Roman*~~.
 15 Board amendment additions are double-underlined;
 Board amendment deletions are ~~strikethrough normal~~.

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

17 Section 1. Findings.

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

22 (b) Pursuant to Planning Code Section 302, the Board of Supervisors finds that this
 23 ordinance will serve the public necessity, convenience and welfare for the reasons specified in
 24 this legislation and in Planning Commission Resolution No. _____, which is

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1 incorporated herein by reference as though fully set forth. A copy of said Resolution is on file
2 with the Clerk of the Board in File No. _____.

3 (c) This Board finds that these Planning Code amendments are consistent with the
4 General Plan and the Priority Policies of Section 101.1(b) of the Planning Code for the
5 reasons set forth in said Planning Commission Resolution No. _____, and the Board
6 hereby incorporates such reasons into this ordinance by this reference.

7 Section 2. The San Francisco Planning Code is hereby amended by amending
8 Sections 602.10, 607.1 and 608 to read as follows:

9 **SEC. 602.10. IDENTIFYING SIGN.**

10 A sign for a use listed in Article 2 of this Code as either a principal or a conditional use
11 permitted in an R District, regardless of the district in which the use itself may be located,
12 which sign serves to tell only the name, address and lawful use of the premises upon which
13 the sign is located, or to which it is affixed. A bulletin board of a public, charitable or religious
14 institution, used to display announcements relative to meetings to be held on the premises,
15 shall be deemed an identifying sign. With respect to shopping malls containing five or more
16 stores or establishments in NC Districts, and shopping centers containing five or more stores
17 or establishments in NC-S Districts or in the City Center Special Sign District, identifying signs
18 shall include signs which tell the name of and/or describe aspects of the operation of the mall
19 or center. Shopping malls, as that term is used in this Section, are characterized by a
20 common pedestrian passageway which provides access to the businesses located therein.

21 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL DISTRICTS.**

22 Signs located in Neighborhood Commercial Districts shall be regulated as provided
23 ~~herein~~ in this Section, except for those signs ~~which~~ that are exempted by Section 603 of this Code
24 or as more specifically regulated in a Special Sign District under Sections 608 et seq. In the event of
25 conflict between the provisions of Section 607.1 and other provisions of Article 6, the

1 provisions of Section 607.1 shall prevail in Neighborhood Commercial Districts, provided,
2 however, that with respect to properties ~~also~~ located in the Upper Market Special Sign District,
3 the provisions of Section 608.10 of this Code shall prevail and in the City Center Special Sign
4 District, the provisions of Section 608.16 of this Code shall prevail.

5 In each such Special Sign District, signs, other than those signs exempted by Section
6 603 of this Code, shall be subject to the special ~~limitations of controls in~~ Sections 608.1 through
7 ~~608.15~~608.16, respectively, in addition to all other or, if so expressly specified in those Sections, in
8 lieu of other applicable sign provisions of this Code. In the event of inconsistency with any other
9 provision of Article 6, the most restrictive provision shall prevail unless this Code specifically
10 provides otherwise.

11 (a) **Purposes and Findings.** In addition to the purposes stated in Sections 101
12 and 601 of this Code, the following purposes apply to Neighborhood Commercial Districts.
13 These purposes constitute findings that form a basis for regulations and provide guidance for
14 their application.

15 (1) As Neighborhood Commercial Districts change, they need to maintain their
16 attractiveness to customers and potential new businesses alike. Physical amenities and a
17 pleasant appearance will profit both existing and new enterprises.

18 (2) The character of signs and other features projecting from buildings is an
19 important part of the visual appeal of a street and the general quality and economic stability of
20 the area. Opportunities exist to relate these signs and projections more effectively to street
21 design and building design. These regulations establish a framework that will contribute
22 toward a coherent appearance of Neighborhood Commercial Districts.

23 (3) Neighborhood Commercial Districts are typically mixed use areas with
24 commercial units on the ground or lower stories and residential uses on upper stories.
25 Although signs and other advertising devices are essential to a vital commercial district, they

1 should not be allowed to interfere with or diminish the livability of residential units within a
2 Neighborhood Commercial District or in adjacent residential districts.

3 (4) The scale of most Neighborhood Commercial Districts as characterized by
4 building height, bulk, and appearance, and the width of streets and sidewalks differs from that
5 of other commercial and industrial districts. Sign sizes should relate and be compatible with
6 the surrounding district scale.

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

14 (c) **Identifying Signs.** Identifying signs, as defined in Section 602.10, shall be
15 permitted in all Neighborhood Commercial Districts subject to the limits set forth below.

16 (1) One sign per lot shall be permitted and such sign shall not exceed 20 square
17 feet in area. The sign may be a freestanding sign, if the building is recessed from the street
18 property line, or may be a wall sign or a projecting sign. The existence of a freestanding
19 identifying sign shall preclude the erection of a freestanding business sign on the same lot. A
20 wall or projecting sign shall be mounted on the first-story level; a freestanding sign shall not
21 exceed 15 feet in height. Such sign may be nonilluminated, indirectly illuminated, or directly
22 illuminated.

23 (2) One sign identifying a shopping center or shopping mall shall be permitted
24 subject to the conditions in Paragraph (1), but shall not exceed 30 square feet in area. Any
25 sign identifying a permitted use listed in zoning categories .40 through .70 in Section 703.2(a)

1 in an NC District shall be considered a business sign and subject to Section 607.1(f) of this
2 Code. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated during
3 the hours of operation of the businesses in the shopping center or shopping mall.

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

7 (e) **General Advertising Signs.** General advertising signs, as defined in Section
8 602.7, shall be permitted in Neighborhood Commercial Districts, except in the Inner Sunset
9 Neighborhood Commercial District where they are not permitted, as provided for below. In NC
10 Districts where such signs are permitted, general advertising signs may be either a wall sign
11 or freestanding, provided that the surface of any freestanding sign shall be parallel to and
12 within three feet of an adjacent building wall. In either case, the building wall shall form a
13 complete backdrop for the sign, as the sign is viewed from all points from a street or alley from
14 which it is legible. No general advertising sign shall be permitted to cover part or all of any
15 windows. Any extension of the copy beyond the rectangular perimeter of the sign shall be
16 included in the calculation of the sign, as defined in Section 602.1(a) of this Code.

17 (1) **NC-2, NCT-2, and NC-S Districts.** No more than one general advertising sign
18 shall be permitted per lot or in NC-S Districts, per district. Such sign shall not exceed 72
19 square feet in area nor exceed 12 feet in height. Such sign may be either nonilluminated or
20 indirectly illuminated.

21 (2) **NC-3, NCT-3, and Broadway Districts.** No more than one general advertising
22 sign not exceeding 300 square feet or two general advertising signs of 72 square feet each
23 shall be permitted per lot. The height of any such sign shall not exceed 24 feet, or the height
24 of the wall to which it is attached, or the height of the lowest of any residential windowsills on
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1 the wall to which it is attached, whichever is lower, if a wall sign, or the adjacent wall or the top
2 of the adjacent wall if a freestanding sign, whichever is lower.

3 (A) **NC-3 and NCT-3 Districts.** Signs may be either nonilluminated or indirectly
4 illuminated.

5 (f) **Business Signs.** Business signs, as defined in Section 602.3 shall be
6 permitted in all Neighborhood Commercial Districts subject to the limits set forth below.

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

8 (A) **Window Signs.** The total area of all window signs, as defined in Section
9 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
10 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

11 (B) **Wall Signs.** The area of all wall signs shall not exceed one square foot per
12 square foot of street frontage occupied by the business measured along the wall to which the
13 signs are attached, or 50 square feet for each street frontage, whichever is less. The height of
14 any wall sign shall not exceed 15 feet or the height of the wall to which it is attached. Such
15 signs may be nonilluminated or indirectly illuminated; or during business hours, may be
16 directly illuminated.

17 (C) **Projecting Signs.** The number of projecting signs shall not exceed one per
18 business. The area of such sign, as defined in Section 602.1(a), shall not exceed 24 square
19 feet. The height of such sign shall not exceed 15 feet or the height of the wall to which it is
20 attached. No part of the sign shall project more than 75 percent of the horizontal distance from
21 the street property line to the curblin, or six feet six inches, whichever is less. The sign may
22 be nonilluminated or indirectly illuminated, or during business hours, may be directly
23 illuminated.

24 (D) **Signs on Awnings.** Sign copy may be located on permitted awnings in lieu of
25 wall signs and projecting signs. The area of such sign copy as defined in Section 602.1(c)

1 shall not exceed 20 square feet. Such sign copy may be nonilluminated or indirectly
2 illuminated.

3 (2) **NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement Street, Outer**
4 **Clement Street, Upper Fillmore Street, Inner Sunset, Haight Street, Hayes-Gough,**
5 **Upper Market Street, North Beach, Ocean Avenue, Polk Street, Sacramento Street,**
6 **SoMa, Union Street, Valencia Street, 24th Street-Mission, 24th Street - Noe Valley, and**
7 **West Portal Avenue Neighborhood Commercial Districts.**

8 (A) **Window Signs.** The total area of all window signs, as defined in Section
9 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
10 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

11 (B) **Wall Signs.** The area of all wall signs shall not exceed two square feet per foot
12 of street frontage occupied by the use measured along the wall to which the signs are
13 attached, or 100 square feet for each street frontage, whichever is less. The height of any wall
14 sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of
15 the lowest of any residential windowsill on the wall to which the sign is attached, whichever is
16 lower. Such signs may be nonilluminated, indirectly, or directly illuminated.

17 (C) **Projecting Signs.** The number of projecting signs shall not exceed one per
18 business. The area of such sign, as defined in Section 602.1(a), shall not exceed 24 square
19 feet. The height of such sign shall not exceed 24 feet, or the height of the wall to which it is
20 attached, or the height of the lowest of any residential windowsill on the wall to which the sign
21 is attached, whichever is lower. No part of the sign shall project more than 75 percent of the
22 horizontal distance from the street property line to the curblineline, or six feet six inches,
23 whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during
24 business hours, may be directly illuminated.

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1 (D) **Signs on Awnings and Marquees.** Sign copy may be located on permitted
2 awnings or marquees in lieu of projecting signs. The area of such sign copy as defined in
3 Section 602.1(c) shall not exceed 30 square feet. Such sign copy may be nonilluminated or
4 indirectly illuminated; except that sign copy on marquees for movie theaters or places of
5 entertainment may be directly illuminated during business hours.

6 (E) **Freestanding Signs and Sign Towers.** With the exception of automotive gas
7 and service stations, which are regulated under Paragraph 607.1(f)(4), one freestanding sign
8 or sign tower per lot shall be permitted in lieu of a projecting sign, if the building or buildings
9 are recessed from the street property line. The existence of a freestanding business sign shall
10 preclude the erection of a freestanding identifying sign on the same lot. The area of such
11 freestanding sign or sign tower, as defined in Section 602.1(a), shall not exceed 20 square
12 feet nor shall the height of the sign exceed 24 feet. No part of the sign shall project more than
13 75 percent of the horizontal distance from the street property line to the curblin, or six feet,
14 whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during
15 business hours, may be directly illuminated.

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

17 (A) **Window Signs.** The total area of all window signs, as defined in Section
18 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
19 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

20 (B) **Wall Signs.** The area of all wall signs shall not exceed three square feet per
21 foot of street frontage occupied by the use measured along the wall to which the signs are
22 attached, or 150 square feet for each street frontage, whichever is less. The height of any wall
23 sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of
24 the lowest of any residential windowsill on the wall to which the sign is attached, whichever is
25 lower. Such signs may be nonilluminated, indirectly, or directly illuminated.

1 (C) **Projecting Signs.** The number of projecting signs shall not exceed one per
2 business. The area of such sign, as defined in Section 602.1(a), shall not exceed 32 square
3 feet. The height of the sign shall not exceed 24 feet, or the height of the wall to which it is
4 attached, or the height of the lowest of any residential windowsill on the wall to which the sign
5 is attached, whichever is lower. No part of the sign shall project more than 75 percent of the
6 horizontal distance from the street property line to the curblineline, or six feet six inches,
7 whichever is less. Such signs may be nonilluminated, indirectly, or directly illuminated.

8 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be located on
9 permitted awnings or marquees in lieu of projecting signs. The area of such sign copy, as
10 defined in Section 602.1(c), shall not exceed 40 square feet. Such sign copy may be
11 nonilluminated or indirectly illuminated; except that sign copy on marquees for movie theaters
12 or places of entertainment may be directly illuminated during business hours.

13 (E) **Freestanding Signs and Sign Towers.** With the exception of automotive gas
14 and service stations, which are regulated under Paragraph 607.1(f)(4) of this Code, one
15 freestanding sign or sign tower per lot shall be permitted in lieu of a projecting sign if the
16 building or buildings are recessed from the street property line. The existence of a
17 freestanding business sign shall preclude the erection of a freestanding identifying sign on the
18 same lot. The area of such freestanding sign or sign tower, as defined in Section 602.1(a),
19 shall not exceed 30 square feet nor shall the height of the sign exceed 24 feet. No part of the
20 sign shall project more than 75 percent of the horizontal distance from the street property line
21 to the curblineline, or six feet, whichever is less. Such signs may be nonilluminated or indirectly
22 illuminated, or during business hours, may be directly illuminated.

23 (4) **Special Standards for Automotive Gas and Service Stations.** For
24 automotive gas and service stations in Neighborhood Commercial Districts, only the following
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1 signs are permitted, subject to the standards in this Paragraph (f)(4) and to all other standards
2 in this Section 607.1.

3 (A) A maximum of two oil company signs, which shall not extend more than 10 feet
4 above the roofline if attached to a building, or exceed the maximum height permitted for
5 freestanding signs in the same district if freestanding. The area of any such sign shall not
6 exceed 180 square feet, and along each street frontage, all parts of such a sign or signs that
7 are within 10 feet of the street property line shall not exceed 80 square feet in area. No such
8 sign shall project more than five feet beyond any street property line. The areas of other
9 permanent and temporary signs as covered in Subparagraph (B) below shall not be included
10 in the calculation of the areas specified in this Subparagraph.

11 (B) Other permanent and temporary business signs, not to exceed 30 square feet in
12 area for each such sign or a total of 180 square feet for all such signs on the premises. No
13 such sign shall extend above the roofline if attached to a building, or in any case project
14 beyond any street property line or building setback line.

15 (g) **Temporary Signs.** One temporary nonilluminated or indirectly illuminated sale
16 or lease sign or nonilluminated sign of persons and firms connected with work on buildings
17 under actual construction or alteration, giving their names and information pertinent to the
18 project per lot, shall be permitted. Such sign shall not exceed 50 square feet and shall
19 conform to all regulations of Subsection 607.1(f) for business signs in the respective NC
20 District in which the sign is to be located. All temporary signs shall be promptly removed upon
21 completion of the activity to which they pertain.

22 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood
23 Commercial Districts that are designated as Special Sign Districts. Special Sign Districts are
24 described within Sections 608.1 through ~~608.11~~608.16 of this Code and with the exception of
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1 Sections 608.1, 608.2 and 608.11, their designations, locations and boundaries are provided
2 on Sectional Map SSD of the Zoning Map of the City and County of San Francisco.

3 (i) **Restrictions on Illumination.** Signs in Neighborhood Commercial Districts
4 shall not have nor consist of any flashing, blinking, fluctuating or otherwise animated light
5 except those moving or rotating or otherwise physically animated parts used for rotation of
6 barber poles and the indication of time of day and temperature, and in the following special
7 districts, all specifically designated as "Special Districts for Sign Illumination" on Sectional
8 Map SSD of the Zoning Map of the City and County of San Francisco.

9 (1) **Broadway Neighborhood Commercial District.** Along the main commercial
10 frontage of Broadway between west of Columbus Avenue and Osgood Place.

11 (2) **NC-3. NC-3 District along Lombard Street from Van Ness Avenue to**
12 **Broderick Street.**

13 (3) Notwithstanding the type of signs permissible under subparagraph (i), a video
14 sign is prohibited in the districts described in subparagraphs (1) and (2).

15 (j) **Other Sign Requirements.** Within Neighborhood Commercial Districts, the
16 following additional requirements shall apply:

17 (1) **Public Areas.** No sign shall be placed upon any public street, alley, sidewalk,
18 public plaza or right-of-way, or in any portion of a transit system, except such projecting signs
19 as are otherwise permitted by this Code and signs, structures, and features as are specifically
20 approved by the appropriate public authorities under applicable laws and regulations not
21 inconsistent with this Code and under such conditions as may be imposed by such authorities.

22 (2) **Maintenance.** Every sign pertaining to an active establishment shall be
23 adequately maintained in its appearance. When the activity for which the business sign has
24 been posted has ceased operation for more than 90 days within the Chinatown Mixed Use
25 Districts, all signs pertaining to that business activity shall be removed after that time.

1 (3) **Temporary Signs.** The provisions of Section 607.1(g) of this Code shall apply.

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

4 **SEC. 608. SPECIAL SIGN DISTRICTS.**

5 In addition to the zoning districts that are established under other Articles of this Code,
6 there shall also be in the City such Special Sign Districts as are established in this Article 6 in
7 order to carry out further the purposes of this Code. The designations, locations and
8 boundaries of these Special Sign Districts shall be as provided in this Article and as shown on
9 the Zoning Map referred to in Section 105, subject to the provisions of Section 105. The
10 original of the sectional map of the Zoning Map for Special Sign Districts (numbered SSD)
11 referred to in this Article is on file with the Clerk of the Board of Supervisors under File No.
12 138-62. In each such Special Sign District, signs, other than those signs exempted by Section
13 603 of this Code, shall be subject to the special ~~limitations of controls in~~ Sections 608.1 through
14 ~~608.15~~608.16, respectively, in addition to all other, *or, if so expressly specified in those Sections, in*
15 *lieu of other,* applicable *sign* provisions of this Code. In the event of inconsistency with any
16 other provision of Article 6, the most restrictive provision shall prevail unless this Code
17 specifically provides otherwise.

18
19 Section 3. The San Francisco Planning Code is hereby amended by adding Section
20 608.16 to read as follows:

21 **SEC. 608.16. CITY CENTER SPECIAL SIGN DISTRICT.**

22 (a) **General.** *There shall be a special sign district known as the "City Center Special Sign*
23 *District" in the block bounded by Geary Boulevard on the north, Masonic Avenue on the west,*
24 *O'Farrell Street on the south and Lyon Street on the east, as designated on Sectional Map SSD of the*
25 *Zoning Map of the City and County of San Francisco. The original copy of said Sectional Map with this*

1 Special Sign District indicated thereon is on file with the Clerk of the Board of Supervisors under File
2 No. _____ . Signs in the City Center Special Sign District shall be subject to the provisions of
3 Article 6 except that the controls as provided in this Section 608.16 shall apply in lieu of the sign
4 controls specified in Section 607.1. Further, in the event of a conflict between the provisions of Section
5 608.16 that authorize specified signs and other provisions of Article 6, the provisions of Section 608.16
6 shall prevail notwithstanding any provision of the Code to the contrary.

7 (b) **Purpose and Findings.** In addition to the purposes stated in Sections 101 and 601 of
8 this Code, the following purposes apply to the City Center Special Sign District. These purposes
9 constitute findings that form a basis for these regulations and provide guidance for their application.

10 (1) The City Center was built in 1951 as an approximately seven-acre, single-tenant, multi-
11 level Sears department store on a site spanning four city blocks bounded by Geary Boulevard, Masonic
12 Avenue, Lyon Street, and O'Farrell Street. The Sears store historically maintained projecting signs on
13 the north and south elevations of the building, on a centrally located sign tower, in alcoves below the
14 roofline of the building, and above pedestrian entries. The signs were scaled and located to provide
15 visibility from the wide roadways bordering the City Center.

16 (2) In 1994, the City Center reopened as a multi-tenant shopping center. Signs on the sign
17 towers and in roofline alcoves were removed at that time, limiting the visibility of the City Center and
18 its tenants from Geary Boulevard.

19 (3) The City Center has experienced significant vacancy in recent years since its conversion
20 to multi-tenant use, resulting in a loss of sales tax revenue to the City. Adequate, well-placed signs on
21 both the building and at parking entrances are necessary to ensure that the City Center remains a
22 viable retail center providing goods and services to residents, while generating sales tax revenue for
23 the City.

24 (4) The City Center has six separate surface parking lots with separate entrances accessible
25 from Geary Boulevard, Masonic Avenue and O'Farrell Street, which are built at different grades and

1 cannot feasibly be connected. Directional signs at parking lot entrances are necessary to direct
2 motorists to the lot adjacent to the store they intend to visit and to minimize traffic congestion on
3 surrounding streets.

4 (5) The City Center has multiple entrances and levels, with commercial units on the lower
5 and upper stories with access to stores from streets or from one of the six separate surface parking lots.
6 Signs and other advertising devices for on-site businesses are essential to the general quality and
7 economic stability of the City Center. Current sign regulations, which are tailored to smaller
8 storefronts typical of the City's neighborhood commercial districts, do not provide sufficient visibility
9 for businesses located in the City Center, a large-scale development with a building height, bulk,
10 appearance and site configuration that differs from that of other neighborhood commercial districts.

11 (6) Sign sizes, number, height and placement should take into account the configuration of
12 the site development and the adjacent wide streets and an expressway, in order to provide visual relief
13 to the large area of the building, visibility for its businesses and identity for the City Center as a whole .

14 (7) Additional projecting signs, wall signs, and directional signs at parking lot entrances
15 would improve the visual appeal, identity, and long-term viability of the City Center, while improving
16 access to its parking facilities and minimizing traffic congestion.

17 (c) **Definitions.** Within the City Center Special Sign District, the following definitions shall
18 apply in addition to the applicable definitions in Sections 602 et seq.:

19 (1) **Copy Area.** On a directional sign, projecting sign, or sign tower, copy area shall refer
20 to the entire area within a single continuous rectangular perimeter formed by extending lines around
21 the extreme limits of writing, representation, emblem, or any figure of similar character.

22 (2) **Directional Sign.** A directional sign shall mean a sign identifying the location of a
23 parking lot entry and the names of the businesses accessible from such lot. A directional sign may also
24 identify the number of parking spaces available in the adjacent parking lot and the name of the
25 shopping center.

1 (3) **Internal Wayfinding Signs.** *Internal wayfinding signs shall mean signs located entirely*
2 *on private property which are intended to direct vehicles and pedestrians within the site. Internal*
3 *wayfinding signs shall be designed to be minimally visible from any public right of way.*

4 (d) **Controls Generally.** *The sign controls applicable in the City Center Special Sign*
5 *District are specified in this Section 608.16. All signs or sign features not otherwise specifically*
6 *authorized in this Section 608.16 or exempted in Sections 603 or 604 shall be prohibited.*

7 (e) **Illumination.** *All signs may be non-illuminated, indirectly or directly illuminated .*
8 *Signs may not be flashing, blinking, fluctuating or otherwise animated light.*

9 (f) **Business Signs.** *Business signs, as defined in Section 602.3, shall be permitted subject*
10 *to the limits set forth below.*

11 (1) **Wall Signs.** *Wall signs, as defined in Section 602.22, shall be permitted as follows:*

12 (A) **Wall Signs Above Pedestrian Entries from a Parking Lot.** *For a business occupying*
13 *8,000 square feet or more, one wall sign up to 200 square feet in area shall be permitted above each*
14 *pedestrian entry to the business from a parking lot. For a business occupying less than 8,000 square*
15 *feet, one wall sign up to 75 square feet in area shall be permitted above each pedestrian entry to the*
16 *business from a parking lot. The height of any parking lot entry wall sign shall not exceed 28 feet.*

17 (B) **Wall Signs Above Pedestrian Entries from a Public Sidewalk.** *The area of all wall*
18 *signs located above pedestrian entries from a public sidewalk shall not exceed three square feet per*
19 *foot of street frontage occupied by the use measured along the wall to which the signs are attached, or*
20 *150 feet for each street frontage, whichever is less. The height of any street entry wall sign shall not*
21 *exceed 24 feet.*

22 (C) **Other Wall Signs.** *The following additional wall signs shall be permitted:*

23 (i) **Up to three additional wall signs shall be permitted on each of the Masonic Street and**
24 **Geary Street frontages.** *The area of each sign shall be limited to a maximum of 115 square feet. The*
25 *height of such wall signs shall not exceed 48 feet.*

1 (ii) At the intersection of Geary and Lyon Streets, up to 500 square feet of wall signs shall
2 be permitted, provided that no wall sign for a single use shall occupy more than 80 square feet. The
3 height of such wall signs shall not exceed the height of the wall on which they are located.

4 (iii) One wall sign shall be permitted in each of the two existing sign alcoves located below
5 the roofline of the building on the primary west and east building elevations perpendicular to Geary
6 Boulevard, subject to the following conditions: wall signs shall be no higher than the wall to which
7 they are attached, shall have a maximum area of 170 square feet, and shall be identifying signs, as
8 defined in Section 602.10, for the shopping center.

9 (2) **Window Signs.** The total area of all window signs, as defined in Section 602.1(b), shall
10 not exceed 1/3 the area of the window on or in which the signs are located.

11 (3) **Projecting Signs.** A total of six projecting signs shall be permitted within the Special
12 Sign District, subject to the following limitations, provided, however, that the limits on the number of
13 projecting signs per business and size of projecting signs set forth elsewhere in this Code shall not
14 apply.

15 (A) Projecting signs may be identifying signs for the shopping center, business signs or may
16 contain seasonal messages.

17 (B) No projecting sign shall project more than eight feet over the property line or exceed the
18 height of the wall to which it is attached by more than 10 feet.

19 (C) Five projecting signs shall be permitted on Geary Street, each with up to 2 faces. One
20 such sign shall be permitted to have an area up to 540 square feet per face and a maximum copy area
21 of 240 square feet per face. Four such signs shall be permitted to have an area up to 470 square feet
22 per face, and a maximum copy area of 240 square feet per face.

23 (D) One projecting sign shall be permitted on the building fronting the parking lot at the
24 intersection of Masonic Avenue and O'Farrell Street. Such sign shall be permitted to have an area up
25 to 752 square feet per face, and a maximum copy area of 240 square feet per face.

1 (4) **Freestanding Signs and Sign Towers.** Freestanding signs and sign towers shall be
2 permitted as follows:

3 (A) One freestanding sign shall be permitted near the intersection of Masonic Avenue and
4 O'Farrell Street. Such sign shall be located wholly on private property and shall identify the name of
5 the shopping center and its tenants. Such sign may have up to 2 faces and shall be limited to a height
6 of 35 feet, a total area of 260 square feet per face and a copy area of 140 square feet per face

7 (B) One freestanding directional sign with up to 2 faces shall be permitted at each parking
8 lot entry, up to a maximum of seven within the Special Sign District. Directional signs shall not exceed
9 a height of 15 feet. The area of a directional sign tower shall not exceed 50 square feet per face, and
10 the copy area shall not exceed 20 square feet per face.

11 (C) On the existing central sign tower, located approximately in the center of the property
12 and adjacent to the rooftop penthouse, two signs shall be permitted subject to the following conditions:
13 the copy area shall not exceed 240 square feet per sign, the height shall not exceed the height of the
14 existing central sign tower to which they are attached, and such signs shall be limited to identifying
15 signs for the shopping center.

16 (g) **Exempt signs.** In addition to signs exempted under Sections 603 and 604, internal
17 wayfinding signs shall be exempt in the City Center Special Sign District.

18 (h) **Temporary signs.** Signs authorized in Section 607.1(g) pertaining to temporary signs
19 shall be authorized in the City Center Special Sign District .

20
21 Section 4. The San Francisco Planning Code is hereby amended by amending
22 Sectional Map SSD of the Zoning Map of the City and County of San Francisco, as follows:

<u>Description of Property</u>	<u>Sign District Hereby Approved</u>
Assessor's Block 1094, Lot 001	City Center Special Sign District

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Section 5. Effective Date. This ordinance shall become effective 30 days from the date of passage.

Section 6. This section is uncodified.

In enacting this Ordinance, the Board intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation, charts, diagrams or any other constituent part of the Planning Code that are explicitly shown in this legislation as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the legislation. This Ordinance shall not be construed to effectuate any unintended amendments. Any additions or deletions not explicitly shown as described above, omissions, or other technical and non-substantive differences between this Ordinance and the Planning Code that are contained in this legislation are purely accidental and shall not effectuate an amendment to the Planning Code. The Board hereby authorizes the City Attorney, in consultation with the Clerk and other affected City departments, to make those necessary adjustments to the published Planning Code, including non-substantive changes such as renumbering or relettering, to ensure that the published version of the Planning Code is consistent with the laws that this Board enacts.

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

By: _____
Elaine C. Warren
Deputy City Attorney