

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

2

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

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

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

16 Section 1. Findings.

17 (a) The Planning Department has determined that the actions contemplated in this
18 ordinance are in compliance with the California Environmental Quality Act (California Public
19 Resources Code Section 21000 et seq.). Said determination is on file with the Clerk of the
20 Board of Supervisors in File No. 110448 and is incorporated herein by reference.

21 (b) Pursuant to Planning Code Section 302, the Board of Supervisors finds that this
22 ordinance will serve the public necessity, convenience and welfare for the reasons specified in
23 this legislation and in Planning Commission Resolution No. 18428, which is incorporated
24 herein by reference as though fully set forth. A copy of said Resolution is on file with the
25 Clerk of the Board in File No. 110448.

1 (c) This Board finds that these Planning Code amendments are consistent with the
2 General Plan and the Priority Policies of Section 101.1(b) of the Planning Code for the
3 reasons set forth in said Planning Commission Resolution No. 18428, and the Board hereby
4 incorporates such reasons into this ordinance by this reference.

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

7 **SEC. 602.10. IDENTIFYING SIGN.**

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

19 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL DISTRICTS.**

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

1 the provisions of Section 608.10 of this Code shall prevail and in the City Center Special Sign
2 District, the provisions of Section 608.16 of this Code shall prevail.

3 In each such Special Sign District, signs, other than those signs exempted by Section
4 603 of this Code, shall be subject to the special ~~limitations of controls in~~ Sections 608.1 through
5 ~~608.15~~608.16, respectively, in addition to all other or, if so expressly specified in those Sections, in
6 lieu of other applicable sign provisions of this Code. In the event of inconsistency with any other
7 provision of Article 6, the most restrictive provision shall prevail unless this Code specifically
8 provides otherwise.

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

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

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

21 (3) Neighborhood Commercial Districts are typically mixed use areas with
22 commercial units on the ground or lower stories and residential uses on upper stories.
23 Although signs and other advertising devices are essential to a vital commercial district, they
24 should not be allowed to interfere with or diminish the livability of residential units within a
25 Neighborhood Commercial District or in adjacent residential districts.

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

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

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

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

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

1 Code. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated during
2 the hours of operation of the businesses in the shopping center or shopping mall.

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

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

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

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

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

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

6 (A) **Window Signs.** The total area of all window signs, as defined in Section
7 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
8 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

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

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

22 (D) **Signs on Awnings.** Sign copy may be located on permitted awnings in lieu of
23 wall signs and projecting signs. The area of such sign copy as defined in Section 602.1(c)
24 shall not exceed 20 square feet. Such sign copy may be nonilluminated or indirectly
25 illuminated.

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

6 (A) **Window Signs.** The total area of all window signs, as defined in Section
7 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
8 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

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

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

23 (D) **Signs on Awnings and Marquees.** Sign copy may be located on permitted
24 awnings or marquees in lieu of projecting signs. The area of such sign copy as defined in
25 Section 602.1(c) shall not exceed 30 square feet. Such sign copy may be nonilluminated or

1 indirectly illuminated; except that sign copy on marquees for movie theaters or places of
2 entertainment may be directly illuminated during business hours.

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

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

14 (A) **Window Signs.** The total area of all window signs, as defined in Section
15 602.1(b), shall not exceed 1/3 the area of the window on or in which the signs are located.
16 Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

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

23 (C) **Projecting Signs.** The number of projecting signs shall not exceed one per
24 business. The area of such sign, as defined in Section 602.1(a), shall not exceed 32 square
25 feet. The height of the sign shall not exceed 24 feet, or the height of the wall to which it is

1 attached, or the height of the lowest of any residential windowsill on the wall to which the sign
2 is attached, whichever is lower. No part of the sign shall project more than 75 percent of the
3 horizontal distance from the street property line to the curblineline, or six feet six inches,
4 whichever is less. Such signs may be nonilluminated, indirectly, or directly illuminated.

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

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

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

24 (A) A maximum of two oil company signs, which shall not extend more than 10 feet
25 above the roofline if attached to a building, or exceed the maximum height permitted for

1 freestanding signs in the same district if freestanding. The area of any such sign shall not
2 exceed 180 square feet, and along each street frontage, all parts of such a sign or signs that
3 are within 10 feet of the street property line shall not exceed 80 square feet in area. No such
4 sign shall project more than five feet beyond any street property line. The areas of other
5 permanent and temporary signs as covered in Subparagraph (B) below shall not be included
6 in the calculation of the areas specified in this Subparagraph.

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

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

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

23 (i) **Restrictions on Illumination.** Signs in Neighborhood Commercial Districts
24 shall not have nor consist of any flashing, blinking, fluctuating or otherwise animated light
25 except those moving or rotating or otherwise physically animated parts used for rotation of

1 barber poles and the indication of time of day and temperature, and in the following special
2 districts, all specifically designated as "Special Districts for Sign Illumination" on Sectional
3 Map SSD of the Zoning Map of the City and County of San Francisco.

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

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

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

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

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

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

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

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

24 **SEC. 608. SPECIAL SIGN DISTRICTS.**
25

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

14 Section 3. The San Francisco Planning Code is hereby amended by adding Section
15 608.16 to read as follows:

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

17 (a) General. There shall be a ~~special sign district~~Special Sign District known as the
18 "City Center Special Sign District" in the block bounded by Geary Boulevard on the north, Masonic
19 Avenue on the west, O'Farrell Street on the south and Lyon Street on the east, as designated on
20 Sectional Map SSD of the Zoning Map of the City and County of San Francisco. The original copy of
21 said Sectional Map with this Special Sign District indicated thereon is on file with the Clerk of the
22 Board of Supervisors under File No. 110448. Signs in the City Center Special Sign District shall be
23 subject to the provisions of Article 6 except that the controls as provided in this Section 608.16 shall
24 apply in lieu of the sign controls specified in Section 607.1. Further, in the event of a conflict between
25

1 the provisions of Section 608.16 that authorize specified signs and other provisions of Article 6, the
2 provisions of Section 608.16 shall prevail notwithstanding any provision of the Code to the contrary.

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

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

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

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

20 (4) The City Center has six separate surface parking lots with separate entrances accessible
21 from Geary Boulevard, Masonic Avenue and O'Farrell Street, which are built at different grades and
22 cannot feasibly be connected. Directional signs at parking lot entrances are necessary to direct
23 motorists to the lot adjacent to the store they intend to visit and to minimize traffic congestion on
24 surrounding streets.

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

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

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

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

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

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

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

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

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

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

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

9 (A) **Wall Signs Above Pedestrian Entries from a Parking Lot.** For a business occupying
10 8,000 square feet or more, one wall sign up to 200 square feet in area shall be permitted above each
11 pedestrian entry to the business from a parking lot. For a business occupying less than 8,000 square
12 feet, one wall sign up to 75 square feet in area shall be permitted above each pedestrian entry to the
13 business from a parking lot. The height of any parking lot entry wall sign shall not exceed 28 feet.

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

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

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

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

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

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

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

12 (A) Projecting signs may be identifying signs for the shopping center, ~~or~~ business signs or
13 may contain seasonal messages.

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

16 (C) Five projecting signs shall be permitted on Geary ~~Street~~ Boulevard, each with up to 2
17 faces. One such sign shall be permitted to have an area up to 540 square feet per face and a maximum
18 copy area of 240 square feet per face. Four such signs shall be permitted to have an area up to 470
19 square feet per face, and a maximum copy area of 240 square feet per face. As of the effective date
20 of this ordinance, the building has one existing projecting sign on Geary Boulevard with an
21 area of 540 square feet. The new projecting signs authorized by this section on Geary
22 Boulevard shall be visually distinct from and subordinate to the existing projecting sign.

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

22

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

23
24
25

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

3 Section 6. This section is uncodified.

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

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

19 By: _____
20 Elaine C. Warren
21 Deputy City Attorney