

**REVISED LEGISLATIVE DIGEST**

(9/19/2011: Amended in Committee)

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

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

Existing Law

The Planning Code regulates signs in various land use districts in the City and specifically regulates signs in Neighborhood Commercials Districts through Planning Code Section 607.1. The Planning Code also provides for special sign controls in certain established special sign districts. The real property affected by the proposed ordinance is in an NC-3 zoning district and sign controls that apply to it are for the most part those contained in Planning Code Section 607.1.

Amendments to Current Law, Original Version

The ordinance would establish the City Center Special Sign District, for the area bounded by Masonic Avenue, Geary Boulevard, Lyon Street and O'Farrell Street (Assessor's Block 1094/Lot 001) by adding Section 608.16 to the Planning Code. Sign controls in Section 608.16 would apply in this special sign district instead of the sign controls that generally apply to NC-3 districts under Section 607.1. Conforming amendments would be made to Sections 602.10, 607.1 and 608. In addition, the Zoning Map would be amended to show the new special sign district. The special sign district allows certain specified types of business signs in the area. The proposed controls would allow additional business projecting signs and freestanding signs that identify the shopping center and provide directional guides, and would change some of the business wall sign controls.

Amendments to Current Law, Amended Version

An amendment of the whole dated August 31, 2011, would revise proposed new Section 608.16(f)(3)(C) to incorporate a recommendation in Planning Commission Resolution Number

FILE NO. 110448

18428 of August 11, 2011, providing that new projecting signs on Geary Boulevard should be visually distinct from and subordinate to the existing projecting sign.

#### Background Information

The legislation is proposed to fashion sign controls for the area that recognize the distinct features of the existing shopping center, which is unlike typically buildings in NC-3 areas. The sign controls are design to assist the shopping center in remaining a viable retail area by attracting customers and potential new businesses.