



SAN FRANCISCO PLANNING DEPARTMENT

September 27, 2016

Ms. Angela Calvillo, Clerk
Honorable Supervisor Peskin
Board of Supervisors
City and County of San Francisco
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San Francisco, CA 94102

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415.558.6377

**Re: Transmittal of Planning Department Case Number 2016-006227PCA MAP:
Sign Regulations
Board File No. 160424
Planning Commission Recommendation: Approval with Modification**

Dear Ms. Calvillo and Supervisor Peskin,

On September 15, 2016, the Planning Commission conducted duly noticed public hearings at regularly scheduled meetings to consider the proposed Ordinance that would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections and reinstate the distinction between historic and vintage signs and amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District and the Hamm's Historic Special Sign District, introduced by Supervisor Peskin. At the hearing the Planning Commission recommended approval with modification.

The Commission's proposed modifications were as follows:

1. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze. The following would amend the proposed definition of Wind Sign:

Wind Sign. Any sign composed of ~~two~~ one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze

3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any

manner to Article 10 or 11 of the Planning Code. The following would amend the proposed definition of Historic Sign:

~~Historic Sign. An Historic Sign is any sign listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated a City Landmark or a contributor to a City Landmark District under Article 10, or designated as a Significant or Contributory Building under Article 11~~ An Historic Sign is any sign identified on its own or as one of the character-defining features of a property listed or eligible for the National Register of Historic Places; the California Register of Historical Resources; or designated in any manner to Article 10 or 11 of the Planning Code.

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c) and 15378 because they do not result in a physical change in the environment.

Supervisor, please advise the City Attorney at your earliest convenience if you wish to incorporate the changes recommended by the Commission.

Please find attached documents relating to the actions of the Commission. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,



Aaron D. Starr
Manager of Legislative Affairs

cc:

Judith A. Boyajian, Deputy City Attorney
Lee Hepner, Aide to Supervisor Peskin
Alisa Somera, Office of the Clerk of the Board

Attachments:

Planning Commission Resolution
Planning Department Executive Summary



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Resolution No. 19735

HEARING DATE SEPTEMBER 15, 2016

Project Name: Sign Regulations
Case Number: 2016-006227PCA MAP [Board File No. 160424]
Initiated by: Supervisor Peskin / Introduced April 26, 2016
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362

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RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO CORRECT AND UPDATE PROVISIONS, DELETE OBSOLETE OR REDUNDANT SECTIONS AND REINSTATED THE DISTINCTION BETWEEN HISTORIC AND VINTAGE SIGNS; AMEND THE ZONING MAP TO DELETE THE SHOWPLACE SQUARE SPECIAL SIGN DISTRICT, THE SOUTH OF MARKET GENERAL ADVERTISING SPECIAL SIGN DISTRICT AND THE HAMM'S BUILDING HISTORIC SPECIAL SIGN DISTRICT; ADOPTING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, PLANNING CODE SECTION 302 FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, on April 26, 2016 Supervisors Peskin introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 160424, which would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District;

WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on September 15, 2016; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2) and 15378; and

WHEREAS, the Planning Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of Department staff and other interested parties; and

WHEREAS, all pertinent documents may be found in the files of the Department, as the custodian of records, at 1650 Mission Street, Suite 400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed Ordinance; and

MOVED, that the Planning Commission hereby recommends that the Board of Supervisors approve with **modifications** the proposed ordinance.

The modifications include:

1. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze. The following would amend the proposed definition of Wind Sign:

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3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any manner to Article 10 or 11 of the Planning Code. The following would amend the proposed definition of Historic Sign:

Historic Sign. ~~An Historic Sign is any sign listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated a City Landmark or a contributor to a City Landmark District under Article 10, or designated as a Significant or Contributory Building under Article 11~~ An Historic Sign is any sign identified on its own or as one of the character-defining features of a property listed or eligible for the National Register of Historic Places; the California Register of Historical Resources; or designated in any manner to Article 10 or 11 of the Planning Code.

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. Updating the stated purposes of the Planning Code's sign regulations, improving the organization of the Planning Code's sign definitions and eliminating unnecessary redundancies in the Planning Codes sign regulations are important tasks to regularly undertake.

2. Equally important to undertake are substantive changes to allowed sign locations and sizes. These should be made to improve the visual appearance of the City's neighborhoods and enhance the attractiveness of the City as a place to work, recreate and reside.
3. **General Plan Compliance.** The proposed Ordinance and the Commission's recommended modifications are consistent with the following Objectives and Policies of the General Plan:

URBAN DESIGN ELEMENT

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION

Policy 1.1

Recognize and protect major views in the city, with particular attention to those of open space and water

Policy 1.9

Increase the clarity of routes for travelers

The proposed Ordinance and proposed modifications would help to protect major views in the City and increase clarity for travelers by amending Planning Code regulations on the location and size of signs. This will help reduce the number of cluttering signs that obscure views of open space and water as well as compete with traffic-way signage.

OBJECTIVE 4

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

Policy 4.14

Remove and obscure distracting and cluttering elements.

The proposed Ordinance and proposed modifications will help control the size and location of signs so that they are in harmony with the physical qualities of the buildings on which they are placed and avoid a garish and clashing look.

4. **Planning Code Section 101 Findings.** The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:
 1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail because the Ordinance deals with the regulation of signs.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The proposed Ordinance would not have a negative effect on housing and can improve neighborhood character as it proposes amendments to the City's sign regulations that seek to improve aesthetics.

3. That the City's supply of affordable housing be preserved and enhanced;

The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing as the Ordinance concerns itself with sign regulations.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking because the Ordinance proposes to amend the City's sign regulations.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired because the proposed Ordinance seeks to amend regulations on signage.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake as the Ordinance deals with sign regulations.

7. That the landmarks and historic buildings be preserved;

The proposed Ordinance would not have an adverse effect on the City's Landmarks and historic buildings.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.

5. **Planning Code Section 302 Findings.** The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

NOW THEREFORE BE IT RESOLVED that the Commission hereby recommends that the Board ADOPT the proposed Ordinance with modifications as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on September 15, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Hillis, Johnson, Koppel, Moore, Fong

NOES: None

ABSENT: Richards

ADOPTED: September 15, 2016



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary

Planning Code Text & Zoning Map Amendment

HEARING DATE: SEPTEMBER 15, 2016

EXPIRATION DATE: OCTOBER 30, 2016

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Project Name: **Sign Regulations**
Case Number: **2016-006227PCA MAP [Board File No. 160424]**
Initiated by: Supervisor Peskin / Introduced April 26, 2016
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362
Recommendation: **Recommend Approval with Modifications**

PLANNING CODE AMENDMENT

The proposed Ordinance would amend the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs. The proposed Ordinance would also amend the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District.

The Way It Is Now:

1. Vintage Signs are not explicitly called out as a feature exempt, without regard to their horizontal area, from height limits.
2. The placement of a plaque identifying the project architect and the creator of On-Site Public Artwork is required for projects in the C-3 District subject to the Public Art Fee Requirement and electing to satisfy the Requirement by providing On-Site Public Artwork.
3. Planning Code Section 601 establishes eight purposes of Article 6.
4. The definition for a Historic Sign indicates that such sign depicts a land use, a business activity, a public activity, a social activity or historical figure or an activity or use that recalls the City's historic past. The definition also considers Vintage Signs, as defined by Planning Code Section 608.14, as Historic Signs.
5. General Advertising Signs are allowed in the C, M and PDR Districts.
6. Roof Signs are allowed in M and PDR Districts if they meet dimensional requirements relating to (1) the sign's maximum height above the building to which it is mounted, (2) the manner in which it is mounted and (3) its legibility from a public right of way.
7. Window signs are not allowed in C, M or PDR districts.
8. General Advertising Signs in the C-2, C-3, M and PDR districts are allowed to have moving or physically animated parts subject to area and velocity controls of those moving parts.
9. Section 607(e) explicitly states that no sign in the C-2 zoning district may consist of any flashing, blinking, fluctuating or otherwise animated light, except those in certain Special Sign Districts.

10. Signs in C, M and PDR districts may project up to 10 feet beyond the street property line or building setback line.
11. General Advertising Signs meeting the provisions of Section 607 are allowed at an Automotive Service Station use in the C, M, and PDR zoning districts.
12. General Advertising Signs are allowed in the Chinatown Mixed Use Districts and the South of Market General Advertising Special Sign District, subject to specific dimensional and locational restrictions.
13. Planning Code Section 608.4, Within Candlestick Park Area, references General Advertising Sign regulations for sign located adjacent to or on the exterior of Candlestick Park Stadium.
14. In the Market Street Special Sign District, Historic Signs attached to buildings are allowed to extend or be located above the building's roofline.
15. Planning Code Section 608.12, In Showplace Square, outlines the General Advertising Sign regulations for The Showplace Square Special Sign District, as designated on Sectional Map SS01 and SS02 of the Zoning Map of the City and County of San Francisco. These controls prohibit General Advertising Signs.
16. Planning Code Section 803.1 and Table 803.1 summarize the building standards for the Chinatown Mixed Use Districts.
17. The Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District are referenced on Sheets SS01 and SS02 of the Zoning Map.

The Way It Would Be:

1. Vintage Signs would be explicitly called out as a feature exempt from height limits.
2. The placement of a plaque identifying only the project architect is now required for projects in the C-3 District subject to the Public Art Fee requirement. In addition, the placement of a plaque identifying the creator of On-Site Public Artwork is now required for projects in any zoning district subject to the Public Art Fee requirement and electing to satisfy the Requirement by providing On-Site Public Artwork.
3. The purpose of Article 6 (Section 601) would be augmented to emphasize greater visual compatibility with private and public property and improved safety for all modes of transport.
4. The definition for a Historic Sign would require such sign to be listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources, designated as City Landmark or a contributor to a City Landmark District under Article 10 or designated as a Significant or Contributory Building under Article 11 of the Planning Code. Vintage Sign would be separately defined as a sign that depicts a land use, a business activity, a public activity, a social activity or historical figure or an activity or use that recalls the City's historic past, as further defined in Section 608.14 of the Planning Code.
5. General Advertising Signs would no longer be allowed in the C, M and PDR Districts.
6. Roof Signs would no longer be allowed in M and PDR districts.
7. Window Signs would be allowed in C, M and PDR districts as long as they do not exceed one-third the area of the window or clear door on which they are located.
8. General Advertising Signs would not be allowed to have moving parts of any sort.
9. Section 607(e) would be amended to include the M-1 zoning district as a district where signs consisting of any flashing, blinking, fluctuating or otherwise animated light are prohibited.
10. Signs in C, M and PDR districts would be allowed to project up to six feet beyond the street property line or building setback line. Historic Signs, Vintage Signs, Historic Theater Marquees, and Historic Theater Projecting Signs would be exempted from this restriction.

11. An Automotive Service Station use in the C, M, and PDR zoning districts would no longer be allowed any General Advertising Sign.
12. General Advertising Signs would not be allowed in the Chinatown Mixed Use Districts. The South of Market General Advertising Special Sign District would be eliminated and General Advertising Signs would not be allowed on those properties formerly in the South of Market General Advertising Special Sign District.
13. Planning Code Section 608.4, Within Candlestick Park Area, would eliminate references to General Advertising Sign regulations for sign located adjacent to or on the exterior of Candlestick Park Stadium; however the Special Sign District would remain on the Zoning Map.
14. In the Market Street Special Sign District, Historic Signs would no longer be allowed to extend or be located above the building's roofline.
15. Planning Code Section 608.12, In Showplace Square, would be deleted.
16. Planning Code Section 803.1 and Table 803.1 would be deleted.
17. The Showplace Square Special Sign District, the South of Market General Advertising Special Sign Districts, and the Hamm's Building Historic Special Sign District would be deleted from Sheets SS01 and SS02 of the Zoning Map.

BACKGROUND

Overview of Significant General Advertising Sign Regulations

Proposition G

In March 2002 San Francisco voters overwhelmingly approved Proposition G: Outdoor Commercial Advertising.¹ Proposition G amended Article 6 of the Planning Code by adding Section 611.² This Section prohibits new General Advertising (GA) Signs on all properties in all zoning districts, but exempts the public right of way.

Proposition G also allowed the owners of legally existing GA Signs to enter into a Relocation Agreement with the Board of Supervisors to relocate GA Signs. The proposed new location for the GA Signs must be ones where the land use controls would have allowed the installation of GA Signs prior to the passage of Proposition G. The proposed new location is also subject to Conditional Use Authorization. The Proposition also allows subsequent amendments to the Planning Code to further restrict allowed relocation sites.

Planning Department's General Advertising Sign Program

In 2006 the Board of Supervisors amended the Administrative Code and the Planning Code to establish the procedures and criteria for relocating GA Signs. It also created procedures for the Planning Department to monitor and enforce GA Signs in the City.³ Together, these amendments created the

¹ <http://sfgov.org/elections/results-summary-mar-2002>

² Text of Proposition G:

<http://sf-planning.org/sites/default/files/FileCenter/Documents/3284-PropositionG.pdf>

³ Ordinances Nos. 140-06 and 200-06:

<https://sfgov.legistar.com/View.ashx?M=F&ID=2587044&GUID=4A499368-F8F4-4D7A-8771-9CFA6B2175A7>

<https://sfgov.legistar.com/View.ashx?M=F&ID=2590125&GUID=3965202D-4DAC-4370-95F1-471F0DB634DB>

Planning Department's General Advertising Sign Program (GASP). The primary goals of the GASP are to build and maintain an inventory of GA Signs, correct outstanding violations, remove unlawful signs, and facilitate the relocation of existing lawful signs.

Mechanics of General Advertising Sign Relocation

To relocate a GA Sign, an owner is required to file a relocation application with the Department. The Department reviews the application to assure the owner has provided all necessary information. This includes a complete inventory of GA Signs owned and confirmation that no GA Signs are the subject of a Notice of Violation.

Once the Department confirms a complete and accurate application, it prepares a recommendation to the Board of Supervisors for the proposed GA Sign relocation. The owner and the Board of Supervisors will enter into a Relocation Agreement for the GA Sign. The owner then is directed to file an application for Conditional Use Authorization with the Planning Department. If the Conditional Use Authorization is granted, the GA Sign may be relocated.

The Planning Commission considers the request for Conditional Use Authorization based on a number of criteria found in Section 303(k). Some criteria are favorable while others are disadvantageous to a proposed relocation. Under no circumstances may the Planning Commission approve a relocation when the GA Sign, in its new location, would not comply with the GA Sign controls for that location or if the proposed relocation site is not a lawful location under Planning Code Section 611(c)(2). Section 611(c)(2) states that changes to the Planning Code may restrict the locations available for the relocation of GA Signs.

ISSUES AND CONSIDERATIONS

GA Sign Relocation Requests

The Department began accepting requests for GA Sign relocation in 2012, after it had completed the GA Sign inventory. Despite receiving multiple enquiries, the Department has only received two requests for GA Sign Relocation. Both requests were withdrawn. In each instance either the Planning Code criteria for relocation or the lack of suitable relocation sites were reasons for withdrawal. The lack of requests implies that in comparison to available relocation sites, current GA Sign locations maximize visibility and avoid obstruction from current and forthcoming development. Currently available sites are not advantageous, from both the sign owner and City perspective.

Signs and the City's Aesthetics

Signage serves multiple functions in the City. It provides way finding and commercial functions, and it can also enhance a neighborhood's character if done tastefully. To enhance a neighborhoods' character, regulations must allow for the installation of signs that are appropriately scaled for their buildings. Regulations must also prevent signs from cluttering a building or the streetscape and creating a gaudy appearance. This often entails restricting sign dimensions, location and projection.

Signs at or above building rooflines are no exception. Except for historic signs, the Planning Code significantly limits the ability of property owners to install roof signs. Currently roof signs are not allowed in Residential, Neighborhood Commercial or Mixed Use Districts. This has arguably improved the look and feel of the City's neighborhoods. Given that residential and retail development is

increasingly abutting the City's light industrial areas, it makes sense to extend these sign controls to Industrial Districts. This would create an improved aesthetic across the entire City.

Flags and banners are also a similar case. Currently the Planning Code prohibits a sign composed of two or more flags or banners in all zoning districts. This is done as a means to avoid the distraction and clutter that wind powered signs have upon the City's streetscape. But the Planning Code exempts a sign composed of only one flag or banner from any sign restrictions. This allows for the installation of multiple single flag or banner signs on a property, and a subsequent cluttering of the urban streetscape.

Eliminating Redundant Controls

In San Francisco the Planning Code does not have ultimate land use authority over all properties. For example, the Planning Code does not apply to properties owned by the State or Federal Governments. The Office of Community Investment and Infrastructure (OCII), successor to the San Francisco Redevelopment Agency, also has the authority to supersede the Planning Code's land use regulations. This typically occurs where a redevelopment plan is developed for an identified area. The Bayview Hunters Point neighborhood is one example. OCII is overseeing multiple plans in this neighborhood, encompassing economic initiatives as well as establishing land use regulations. Where this is the case, Planning Code regulations, including special use or sign districts, may be unnecessarily redundant and ripe for deletion. For instance, the Planning Code's Candlestick Park Area Special Sign District establishes a set of sign regulations for the area around the former Candlestick Park stadium. However, the OCII Candlestick Point Design for Development document is the guiding land use document for the area and supersedes Planning Code controls.⁴ Planning Code Section 249.50, Candlestick Point Activity Node Special Use District, also recognizes the controls in the Candlestick Point Design for Development document as superseding those in the Planning Code. In these circumstances it is reasonable to remove the Planning Code controls.

A similar case exists with Planning Code Section 608.12, In Showplace, Section 803.1, Building Standards in the Chinatown Mixed Use Districts, and Table 803.1, Building Standards Categories in the Chinatown Mixed Use Districts. The Showplace Square Special Sign District's principle regulation is to prohibit new or relocating GA Signs in the District. This is redundant given that Section 611 already prohibits new GA Signs and their relocation unless permitted under an underlying zoning or special sign district. The Building Standards and accompanying Table for the Chinatown Mixed Use Districts are also redundant and unnecessary. That information already exists in the Zoning Control Tables for those Districts and deleting them would streamline the Planning Code.

Definitions for Signs with Historic Qualities

The current definition of Historic Sign in Planning Code Section 602.9 is very broad. It requires the sign to depict an activity that recalls San Francisco's historic past. It also includes Vintage Signs, as defined in the Planning Code 608.14 and permitted pursuant to Conditional Use authorization. However the definition does not require the sign to be:

⁴ Candlestick Point Design for Development, February 17, 2016 update:
http://sfocii.org/sites/default/files/Documents/Project%20Areas/HPSY/Phase%20%20%26%20Candlestick/2.%20Design%20for%20Development_DRAFT.pdf

- listed on or eligible for listing on the National Register of Historic Places;
- listed on or eligible for listing on the California Register of Historical Resources;
- designated in any manner under Planning Code Article 10; or
- designated in any manner under Planning Code Article 11.

The definition of Historic Sign could be improved by amending it in two ways. The first would be to require listing or eligibility for listing on the significant registers cataloging historically important properties or designation in Articles 10 or 11. This would provide a definite standard for the definition of Historic Sign and lend additional integrity to the definition. The second way would be to allow a sign that is a character-defining feature of a recognized historic property to be a Historic Sign. This affords the sign exemptions from certain dimensional or location restrictions that would otherwise apply if the sign were not of historic importance. It also avoids a nonconforming situation for such signs when they contribute character to a historic property.

RECOMMENDATION

The Department recommends that the Commission recommend *approval with modifications* of the proposed Ordinance and adopt the attached Draft Resolution to that effect. The Department's proposed recommendations are as follows:

1. Eliminate Planning Code Section 608.4, Within Candlestick Park Area and Section 609.2, Within Candlestick Park Special Sign District and Amend Sheet SS01 of the Zoning Map eliminating reference to the Candlestick Park Area Special Sign District.
2. Amend the definition of Wind Sign to include a sign composed of one or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze
3. Amend the definition of Historic Sign to indicate that a Historic Sign may also be a character defining feature of a property listed or eligible for the National Register of Historic Places, the California Register of Historical Resources or designated in any manner to Article 10 or 11 of the Planning Code.

BASIS FOR RECOMMENDATION

The Department supports the overall goals of the Ordinance, including the updating of the stated purposes of the Planning Code's sign regulations, improving the organization of the Article 6 definitions and the elimination of unnecessary redundancies in multiple Sections. Other amendments such as the limitations on the location and operation of signs, including on General Advertising Signs, are also supported. These help improve the visual appearance of the City's neighborhoods and enhance the attractiveness of the City as a place to work, recreate and reside. The Department also believes additional changes can be made to improve the Planning Code and its regulation of signs.

Recommendation 1: Eliminate Section 608.4, Within the Candlestick Park Area, and Section 609.2, Within Candlestick Park Special Sign District, and Amend Sheet SS01 of the Zoning Map eliminating the Candlestick Park Area Special Sign District. Staff recommends eliminating Sections 608.4 and 609.2 because the Candlestick Point Design for Development is the guiding land use document for the Candlestick area, supersedes the Planning Code and includes sign controls. Further, the Park was

demolished in September 2015 and no longer exists. Maintaining these Sections in the Planning Code and the Zoning Map is unnecessary.

Recommendation 2: Amend the definition of Wind Sign. Because Section 602.24 defines a Wind Sign as any sign composed of two or more banners, flags, or other objects, a sign composed of only one flag or banner advertising goods or services sold, offered or conducted elsewhere than at the location of the sign is legal and exempted under Section 603. This effectively creates a loophole to the Wind Sign controls. Amending the definition will close the loophole, assuring that such signs are appropriately regulated and the aesthetics of the built environment protected.

Recommendation 3: Amend the definition of Historic Sign. The proposed modification will help clarify and strengthen the definition by tying classification as a Historic Sign to listing or eligibility for listing on historic registers or designation in Articles 10 or 11. It also affords signs lending character to a historic property this classification. Together this provides a broad definition that can capture all significant signs.

IMPLEMENTATION

The Department has determined that this ordinance will not impact our current implementation procedures.

REQUIRED COMMISSION ACTION

The proposed Ordinance is before the Commission so that it may recommend adoption, rejection, or adoption with modifications to the Board of Supervisors.

ENVIRONMENTAL REVIEW

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c) and 15378 because they do not result in a physical change in the environment.

PUBLIC COMMENT

As of the date of this report, the Planning Department has received six telephone calls regarding the proposed Ordinance. Members of the public asked about the effects of the proposed Ordinance on the properties or GA signs they own.

RECOMMENDATION:	Recommendation of Approval with Modification
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Attachments:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Sheets SS01 and SS02 of the Zoning Map
- Exhibit C: Board of Supervisors File No. 160424