BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

September 12, 2017

Planning Commission Attn: Jonas Ionin 1650 Mission Street, Ste. 400 San Francisco, CA 94103

Dear Commissioners:

On September 5, 2017, Supervisor Kim introduced the following legislation:

File No. 170941

Ordinance amending the Planning Code to create the Transit Center Special Sign District (bounded by Market Street on the north, Folsom Street on the south, Steuart Street on the east, and between New Montgomery and Third Streets on the west, and in the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land bounded by Spear, Mission, Folsom, and Second Streets), to restrict the size and height of new signs within 200 feet of and visible from an existing or planned public park or open space, and to restrict illumination of certain new signs in those areas; amending the Zoning Map to show the Transit Center Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making a finding of public necessity, convenience, and welfare pursuant to Planning Code, Section 302.

The proposed ordinance is being transmitted pursuant to Planning Code, Section 302(b), for public hearing and recommendation. The ordinance is pending before the Land Use and Transportation Committee and will be scheduled for hearing upon receipt of your response.

Angela Calvillo, Clerk of the Board

By: Erica Major, Assistant Clerk

Land Use and Transportation Committee

Land Use and Transportation Committee Referral from the Board of Supervisors

c: John Rahaim, Director of Planning
Aaron Starr, Manager of Legislative Affairs
Scott Sanchez, Zoning Administrator
Lisa Gibson, Acting Environmental Review Officer
AnMarie Rodgers, Senior Policy Advisor
Laura Lynch, Environmental Planning
Joy Navarrete, Environmental Planning

Ordinance amending the Planning Code to create the Transit Center Special Sign
District (bounded by Market Street on the north, Folsom Street on the south, Steuart
Street on the east, and between New Montgomery and Third Streets on the west, and in
the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the
planned City Park between Mission, Howard, Second, and Beale Streets and those
portions of the Transit Center District Plan Area included in Zone 1 of the Transbay
Redevelopment Plan Area, which include portions of land bounded by Spear, Mission,
Folsom, and Second Streets), to restrict the size and height of new signs within 200
feet of and visible from an existing or planned public park or open space, and to
restrict illumination of certain new signs in those areas; amending the Zoning Map to
show the Transit Center Special Sign District; affirming the Planning Department's
determination under the California Environmental Quality Act; making findings of
consistency with the General Plan, and the eight priority policies of Planning Code,
Section 101.1; and making a finding of public necessity, convenience, and welfare
pursuant to Planning Code, Section 302.

[Planning Code, Zoning Map - Transit Center Special Sign District]

NOTE: Unchanged Code text and uncodified text are in plain Arial font.

Additions to Codes are in single-underline italics Times New Roman font.

Deletions to Codes are in strikethrough italics Times New Roman font.

Board amendment additions are in double-underlined Arial font.

Board amendment deletions are in strikethrough Arial font.

Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

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

Section 1. Findings.

Zoning Map of the City and County of San Francisco. The original copy of said Sectional Map with this Special Sign District indicated thereon is on file with the Clerk of the Board of Supervisors in File Purpose and Findings. In addition to the purposes stated in Sections 101 and 601 of this Code, the following purposes apply to the Transit Center Special Sign District. These purposes constitute findings that form a basis for these regulations and provide guidance for their application. A new 5.4-acre park called the City Park (which in its early stages of planning was known as the Rooftop Park) is planned to be located atop the Transbay Transit Center, which will be located between Mission and Howard Streets on the north and south, respectively, and between Second and Beale Streets on the west and east, respectively. The City Park will include an outdoor amphitheater, gardens, trails, open grass areas, a children's play space, a restaurant, and a café, and will be accessible from 10 entry points, including bridges from neighboring buildings and a gondola from a planned ground-level floor of the Transbay Transit Center off Mission Street between the planned Salesforce Tower and Fremont Street, to be known as Mission Square. and the City Park will The Under Ramp Park is a new 4.2-acre neighborhood park planned to be situated primarily under the elevated bus ramp that will provide a direct connection from the new Transbay Transit Center to the San Francisco-Oakland Bay Bridge, but approximately 25% of the park will be open to the sky. The Under Ramp Park will include a children's play area, cafés, and terraces, a beer garden, and a multilevel pavilion with cultural and retail programs. The area between Folsom, Harrison, Essex, and Second Streets is adjacent to the planned site of the Under Ramp Park. Illuminated signs and other signs visible from a public park or privately owned public open space (POPOS) may negatively impact the aesthetics of the park or POPOS and the

(iii) the sign's illumination shall consist only of indirect illumination.

pursuant to Section 602 of this Code, including but not limited to halo-style lighting.

(B) If the new Business Sign is not located on the façade of a building directly abutting or with a pedestrian connection to the City Park, the sign shall comply with Section 607 of this Code.

Section 3. The Planning Code is hereby amended by revising Sectional Map SSD of the Zoning Map of the City and County of San Francisco, as follows:

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Section 4. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

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

By:

ROBB W. KAPLA Deputy City Attorney

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Supervisor Kim
BOARD OF SUPERVISORS

LEGISLATIVE DIGEST

[Planning Code, Zoning Map - Transit Center Special Sign District]

Ordinance amending the Planning Code to create the Transit Center Special Sign District (bounded by Market Street on the north, Folsom Street on the south, Steuart Street on the east, and between New Montgomery and Third Streets on the west, and in the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land bounded by Spear, Mission, Folsom, and Second Streets), to restrict the size and height of new signs within 200 feet of and visible from an existing or planned public park or open space, and to restrict illumination of certain new signs in those areas; amending the Zoning Map to show the Transit Center Special Sign District; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan and the eight priority policies of Planning Code, Section 101.1; and making a finding of public necessity, convenience, and welfare pursuant to Planning Code, Section 302.

Existing Law

The parcels that would be subject to the proposed Transit Center Special Sign District are currently subject to the applicable provisions of Article 6 of the Planning Code.

Interim Controls

On November 3, 2015, the Board adopted Resolution No. 418-15, instituting interim controls for the area within the proposed Transit Center Special Sign District.

The interim controls required that (1) all illuminated signs that are over 35 feet in height are dimmable and are turned off between 11:00 p.m. in the evening and 6:00 a.m. the following morning; (2) new signs within 200 feet of parks or privately owned public open space areas ("POPOS") must be less than 50 square feet and lower than 35 feet high; and (3) instituting size, illumination, and height requirements for new business signs within 200 feet of City Park (the park above the Transbay Center). On July 11, 2017, the Board adopted Resolution No. 273-17 extending the interim controls for an additional six months.

Amendments to Current Law

The proposed legislation amends the Planning Code to add section 608.4, titled the Transit Center Special Sign District, and amends Sectional Map SSD to create the Transit Center

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Special Sign District in the City's Zoning Map. The Transit Center Special Sign District would permanently institute the interim control requirements.

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