



SAN FRANCISCO PLANNING DEPARTMENT

September 28, 2017

Ms. Angela Calvillo, Clerk
Honorable Supervisor Kim
Board of Supervisors
City and County of San Francisco
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**Re: Transmittal of Planning Department Case Number 2017-009897PCA MAP:
Transit Center Special Sign District
Board File No. 170941
Planning Commission Recommendation: Approval with Modification**

Dear Ms. Calvillo and Supervisor Kim,

On September 14, 2017, the Planning Commission conducted duly noticed public hearings at regularly scheduled meetings to consider the proposed Ordinance, introduced by Supervisor Kim that would amend the Planning Code and Zoning Map to create the Transit Center Special Sign District. At the hearing the Planning Commission recommended approval with modification.

The Commission's proposed modifications were as follows:

- Clarify the term "parks" in subsection (c)(2). Staff recommends amending Subsection (c)(2) by adding the following clarifying language:

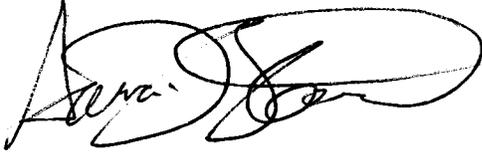
...a new sign that is within 200 feet of an existing park under the jurisdiction and supervision of the San Francisco Recreation and Park Commission or any other public agency or planned public park, where a planned park is one that the San Francisco Recreation and Park Commission or any other public agency has identified as a site for a park through a public planning process and identified in the Transit Center District Plan, or within 200 feet of a POPOS...

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,

A handwritten signature in black ink, appearing to read "Aaron D. Starr". The signature is fluid and cursive, with a large loop at the end.

Aaron D. Starr
Manager of Legislative Affairs

cc:
Robb W. Kapla, Deputy City Attorney
Barbara Lopez, Aide to Supervisor Kim
Erica Major, Office of the Clerk of the Board

Attachments:
Planning Commission Resolution
Planning Department Executive Summary



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Resolution No. 19993 HEARING DATE SEPTEMBER 14, 2017

Project Name: Transit Center District Plan Area Special Sign District
Case Number: 2017-009897PCA MAP [Board File No. 170941]
Initiated by: Supervisor Kim / Introduced September 5, 2017
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron D 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 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 STREET 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 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 PLANNER PARK OR OPEN SPACE, AND TO RESTRICT ILLUMINATION OF CERTAIN NEW SIGNS IN THOSE AREAS AND AMEND 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.

WHEREAS, on September 5, 2017 Supervisor Kim introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 170941, which would amend 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; and will also amend the Zoning Map to show the Transit Center 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 14, 2017; and,

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

Clarify the term "parks" in Subsection (c)(2). Staff recommends amending Subsection (c)(2) by adding the following clarifying language:

...a new sign that is within 200 feet of an existing park under the jurisdiction and supervision of the San Francisco Recreation and Park Commission or any other public agency or planned public park, where a planned park is one that the San Francisco Recreation and Park Commission or any other public agency has identified as a site for a park through a public planning process and identified in the Transit Center District Plan, or within 200 feet of a POPOS...

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. New residential and open spaces uses are rapidly locating into The Transit Center Plan Area (Plan Area), a predominately office and retail district. Zoning controls, including sign regulations, should be amended to accommodate these new sensitive uses.
2. Amended sign regulations should account for the nuisance that illuminated signs may cause nearby residential uses by restricting the hours and intensity of illumination. Amended sign

regulations should also preserve views into and from existing and planned parks and open spaces within the Plan Area by restricting the size and allowed heights of adjacent signs.

3. **General Plan Compliance.** The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

HOUSING ELEMENT

OBJECTIVE 13

PRIORITIZE SUSTAINABLE DEVELOPMENT IN PLANNING FOR AND CONSTRUCTING NEW HOUSING.

Policy 13.4

Promote the highest feasible level of “green” development in both private and municipally supported housing.

“Green” development includes creating dwelling units that ensure residents’ comfortable sleep and an environment free of obnoxious odors, noises and light emissions. The Ordinance proposes to require that signs above 35 feet in height within the Plan Area are dimmable and that they are turned off during typical sleeping hours. This helps assure that existing and planned housing stays “green.”

URBAN DESIGN ELEMENT

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVE 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.

Regulating new signs around existing and planned parks and open spaces in the Plan Area will help improve the quality of experience there. The proposed limitations on sign size, height and illumination are intended to reduce visual clutter, provide order and minimize unwanted glare in and around parks and open spaces.

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.

Carefully regulating new signs in and around City Park and Under Ramp Park, as well as near other existing and future parks, open spaces and residential development, will help increase comfort and create an aesthetic environment in which to recreate and reside.

TRANSIT CENTER DISTRICT PLAN SUB AREA OF THE DOWNTOWN PLAN

OBJECTIVE 3.10

ENHANCE THE OPEN SPACE NETWORK IN THE AREA TO SERVE THE INCREASING NUMBER OF WORKERS, RESIDENTS, AND VISITORS.

The proposed sign controls in the Ordinance will help enhance the enjoyment of the parks and open spaces within the Plan Area. The proposed controls will ensure that signage within view of parks is tastefully done and appropriately sized.

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 proposes new sign controls to improve the experience in parks and open spaces.

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 have a positive effect on housing and neighborhood character because it proposes sign regulations to control the illumination, height and size of signs. This will enhance the housing and neighborhood character.

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 because it proposes new sign regulations for signs near parks and open spaces.

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 as the Ordinance proposes regulations directed at new signs near parks and open spaces.

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 it proposes to regulate new signs in the vicinity of existing and planned parks and open spaces.

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 because it proposes new 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 because it does not alter the review procedures for adding new signs to landmarks or historic buildings.

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

The proposed Ordinance would have a beneficial effect on the City's parks and open space and their access to sunlight and vistas because it proposes new sign controls that will restrict the size, height and illumination of signs, thereby preserving access to sunlight.

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 as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on September 14, 2017



Jonas P. Ionin
Commission Secretary

AYES: Fong, Hillis, Koppel, Melgar, Moore, Richards

NOES: None

ABSENT: Johnson

ADOPTED: September 14, 2017



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Planning Code Text & Zoning Map Amendment

HEARING DATE: SEPTEMBER 14, 2017
EXPIRATION DATE: DECEMBER 12, 2017

Project Name: **Transit Center District Plan Area Special Sign District**
Case Number: **2017-009897PCA MAP [Board File No. 170941]**
Initiated by: Supervisor Kim / Introduced September 5, 2017
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 Modification**

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PLANNING CODE AMENDMENT

The proposed Ordinance would amend 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. The Ordinance will also amend the Zoning Map to add the Transit Center Special Sign District.

The Way It Is Now:

The installation and operation of signs on properties within the Transit Center District Plan Area and the area bounded by Folsom, Harrison, Essex and Second Streets are regulated by the controls in the underlying zoning districts and special sign districts. These include the Downtown Office Special Development (C-3-O(SD)), Mixed Use Office (MUO) zoning districts and the Market Street Special Sign District (MSSSD). The controls in these districts include the following:

1. Signs in the C-3-O(SD), MUO or MSSSD may be in operation and illuminated at full intensity 24 hours a day;
2. The C-3-O(SD), MUO and MSSSD do not impose specific controls for signs near parks or Privately Owned Public Open Space (POPOS); rather the Citywide controls for signs near parks in Planning Code Section 608.2 limit signs to 200 square feet in size when they are within 200 feet of a park; and
3. There are no specific controls for Business Signs near City Park in the C-3-O(SD), MUO or MSSSD.

The Way It Would Be:

The installation and operation of signs on properties within the Transit Center District Plan Area and the area bounded by Folsom, Harrison, Essex and Second Streets would be regulated by the Transit Center District Plan Area Special Sign District (SSD). The controls in the SSD include:

1. New signs with any part of the sign face over 35 feet in height would be required to be dimmable and their illumination would be required to be turned off from 11 pm until 6 am;
2. For new signs within 200 feet of an existing or planned public park or a ¼ acre POPOS, and visible from that park or POPOS, height would be limited to 35 feet and size would be limited to 50 square feet; and
3. New Business Signs within 200 feet of City Park, visible from City Park, and located on a building façade directly abutting or with pedestrian connection to City Park, would be limited to consist only of metal lettering raised off the façade of the building to which it is attached, with a vertical dimension of 30 inches, a maximum area of 50 square feet, a height limited to 15 feet, and illumination consisting only of indirect illumination. If such new Business Sign is not located on a building façade directly abutting or with pedestrian connection to City Park then it would be required to comply with the standard sign controls in Planning Code Section 607.

BACKGROUND

Interim Zoning Controls

Resolution 418-15¹, effective November 2015, imposed interim zoning controls regulating new signs within the Transit Center District Plan Area (Plan Area). This Resolution found that the illumination, height and size of new signs could adversely affect the aesthetics of parks or POPOS in the Plan Area as well as the enjoyment of those parks and POPOS. City Park and Under Ramp Park, two forthcoming parks in the Plan Area, are specifically identified as parks of concern in this regard. This Resolution also found that evening and nighttime sign illumination could disturb the sleep of nearby residents and the overall enjoyment of their dwellings.

To address and ameliorate the possible effects of new signs on parks, POPOS and dwellings, the interim zoning controls required that:

- new signs be dimmable and turned off from 11pm to 6am;
- new signs near existing or planned parks and ¼ acre POPOS cannot be larger than 50 square feet in size and higher than 35 feet in height; and
- new business signs near City Park on a building façade directly abutting or with a pedestrian connection to City Park consist only of metal lettering 30 inches or smaller, be no larger than 50 square feet in size, have a height no greater than 15 feet and, if illuminated, consist only of indirect illumination.

¹ Resolution 418-15:

<https://sfgov.legistar.com/View.ashx?M=F&ID=4136235&GUID=474BD17C-5149-488C-90F0-CA06A04BA6AD>

This Resolution found that these controls are affirmatively supported by Priority Policies 2 and 8 of Planning Code Section 101.1, General Plan Consistency and Implementation.² Importantly this Resolution also found that the interim zoning controls do not conflict with the other six Priority Policies.

Resolution 273-17³, effective July 2017, extended the interim zoning controls established under Resolution 418-15 for an additional six months. Resolution 273-17 found that the conditions that led to the adoption of Resolution 418-15 persist. Extending the interim controls affords time to finalize permanent Planning Code regulations for signs in the Plan Area.

ISSUES AND CONSIDERATIONS

The City's Downtown and Signage Controls

The Downtown Plan (DP), adopted in 1985, is the document guiding growth and development toward specific areas of the City's downtown. The DP sought to bring new office and other employment related uses from north of Market Street into the areas south of Market Street, and especially around the Transbay Terminal. In conjunction with growth, the DP includes measures to ensure that needed support infrastructure, such as affordable housing, transit, and open space, are also provided as part of the growth.

The removal of the Embarcadero Freeway allowed the City's downtown to expand, connecting back to its waterfront with a promenade and light rail line. It also brought the downtown closer to a forthcoming high-density, mixed-use neighborhood. The adoption of the Rincon Hill Plan and the Transbay Redevelopment Plan in 2005 codified the creation of this new residential area, to which the Plan Area lies adjacent.

Since the adoption of the DP in 1985 the zoning for this area has changed to reflect and accommodate a mixed use district with commercial and high density residential uses. The signage controls, however, do not reflect the same level of nuance as other zoning controls. These still reflect the needs of major office developments and the retail uses serving their employees. In particular, the controls allow 24 hour sign illumination; sign heights of up to 60 feet irrespective of their proximity to publicly accessible open spaces; and signs of up to 200 square feet in size near parks and playgrounds.

Interim Controls Reception

Interim zoning controls addressing the height, size and illumination of signs in the Plan Area, and near parks and open spaces, have been in effect since November 2015.⁴ Staff from the Planning Department,

² Policy 2: That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;
Policy 8: That our parks and open space and their access to sunlight and vistas be protected from development.

³ Resolution 273-17:

<https://sfgov.legistar.com/View.ashx?M=F&ID=5328307&GUID=46F1C9F7-0877-4948-B5CE-E878F4643B9B>

⁴ Resolution 418-15

the Office of Community Investment and Infrastructure (OCII) and the Mayor's Office of Economic and Workforce Development (OEWD) met in January 2016 to discuss and coordinate their implementation. As part of this effort staff from OEWD has reached out to stakeholders in the Plan Area. OEWD staff reports that they have not received negative comments regarding the interim controls. Planning Department staff working in the Plan Area report that the Interim Controls are an effective way to address aesthetic and illumination concerns.

Parks and Open Spaces in the Plan Area

City Park and Under Ramp Park

Sitting atop the Transbay Transit Center and in the middle of the Plan Area, City Park will be the premier new open space in the Plan Area. City Park, at 5.4 acres in size, is designed to provide both needed recreational space and environmental benefits for the adjacent neighborhood. Recreational amenities will include an outdoor amphitheater for concerts and fairs, a restaurant and café, children's play spaces, trails and planted areas for open grass areas and other flora. These planted areas will allow City Park to double as a living roof for the Transbay Transit Center and as an important ecological feature for the neighborhood in general. The abundance of planted areas will serve as habitat for birds and pollinators and will help cool the surrounding environment. It will also improve air quality by capturing and filtering exhaust in the area.

Under Ramp Park will be another important large open space in the Plan Area. This 4.2 acre neighborhood park will be situated under the elevated bus ramp connecting the Transbay Transit Center to the Bay Bridge. Under Ramp Park is designed to improve connectivity between the Rincon Hill neighborhood and the Transit Center; foster community by providing ample space for programmed activities; and create a destination for the neighborhood through distinctive design. Under Ramp Park will include children's play areas, spaces for active recreation, a beer garden and other gathering spaces.

Both City Park and Under Ramp Park will be indispensable amenities for the burgeoning Transbay and the adjacent Rincon Hill neighborhoods. Given this importance, Planning Code controls should work to maintain these parks' aesthetic. This includes amending sign regulations to control for garish commercial signs and other visual clutter in and visible from these parks.

POPOS

POPOS, first required by the Downtown Plan for projects in C-3 zoning districts, are publicly accessible open spaces provided and maintained by private developers. They take the form of plazas, parks, view terraces or public sitting areas in a galleria, an arcade, or in a pedestrian mall or walkway. POPOS are intended to satisfy the open space needs of downtown workers, residents and visitors given the relative scarcity of existing parks. With this function in mind, it is important that the more significant POPOS are afforded special consideration under the Planning Code, especially with respect to aesthetics and user enjoyment. This includes preventing existing POPOS from being visually cluttered by overly large or prominent commercial signs.

General Plan Compliance

The proposed Ordinance complies with the following Objectives and Policies of the General Plan:

Housing Element

Objective 13: Prioritize Sustainable Development in Planning For and Constructing New Housing

Policy 13.4: Promote the highest feasible level of “green” development in both private and municipally supported housing

“Green” development includes creating dwelling units that ensure residents’ comfortable sleep and an environment free of obnoxious odors, noises and light emissions. The Ordinance proposes to require that signs above 35 feet in height within the Plan Area are dimmable and that they are turned off during typical sleeping hours. This helps assure that existing and planned housing stays “green.”

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.

Regulating new signs around existing and planned parks and open spaces in the Plan Area will help improve the quality of experience there. The proposed limitations on sign size, height and illumination are intended to reduce visual clutter, provide order and minimize unwanted glare in and around parks and open spaces.

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

Carefully regulating new signs in and around City Park and Under Ramp Park, as well as near other existing and future parks, open spaces and residential development, will help increase comfort and create an aesthetic environment in which to recreate and reside.

Transit Center District Plan Sub Area of the Downtown Plan

Objective 3.10: Enhance the Open Space Network in the Area to Serve the Increasing Numbers of Workers, Residents, and Visitors

The proposed sign controls in the Ordinance will help enhance the enjoyment of the parks and open spaces within the Plan Area. The proposed controls will ensure that signage within view of parks is tastefully done and appropriately sized.

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. Clarify the term “parks” in subsection (c)(2). Staff recommends amending Subsection (c)(2) by adding the following clarifying language:

...a new sign that is within 200 feet of an existing *park under the jurisdiction and supervision of the San Francisco Recreation and Park Commission or any other public agency* or planned public park, where a planned park is one that the San Francisco Recreation and Park Commission or any other public

agency has identified as a site for a park through a public planning process and identified in the Transit Center District Plan, or within 200 feet of a POPOS...

BASIS FOR RECOMMENDATION

The Department supports the proposed Planning Code and Zoning Map amendments because they constitute a needed updating of the sign regulations in the Transit Center Plan Area. This area has been experiencing rapid change and is becoming a high density mixed use neighborhood that includes new residents, parks, and other open spaces. In recognition of this change, interim sign regulations were imposed in 2015 and extended in 2017. These interim controls, aimed at regulating the illumination, size and height of signs near existing and planned parks and other open spaces, have been well received by stakeholders in the area. Two of the new parks, City Park and Under Ramp Park, will be prominent new open spaces for the neighborhood, and will provide much needed recreational and ecological benefit. These parks, as well as the other open spaces in the Plan Area, deserve the special consideration afforded by the sign regulations in the proposed Ordinance.

The Department is proposing one modification that will help implementation of the proposed sign regulations:

Recommendation 1: Clarify the term “parks” in Subsection (c)(2). Staff recommends amending Subsection (c)(2) by adding the following clarifying language:

...a new sign that is within 200 feet of an existing *park under the jurisdiction and supervision of the San Francisco Recreation and Park Commission or any other public agency* or planned public park, *where a planned park is one that the San Francisco Recreation and Park Commission or any other public agency has identified as a site for a park through a public planning process and identified in the Transit Center District Plan,* or within 200 feet of a POPOS...

Adding this language will clarify that any park, existing or planned, open to the public and under the jurisdiction of a public agency will benefit from the proposed sign height and size regulations. This aids implementation and can provide adequate notice to prospective sign companies about sign installation near parks and open spaces in the Plan Area.

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.

IMPLEMENTATION

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

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 not received any public comment regarding the proposed Ordinance.

RECOMMENDATION: Recommendation of Approval with Modification
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Attachments:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Board of Supervisors File No. 170941