

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

2
3 **Ordinance amending the Planning Code to create the Transit Center Special Sign**
4 **District (bounded by Market Street on the north, Folsom Street on the south, Steuart**
5 **Street on the east, and between New Montgomery and Third Streets on the west, and in**
6 **the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the**
7 **planned City Park between Mission, Howard, Second, and Beale Streets and those**
8 **portions of the Transit Center District Plan Area included in Zone 1 of the Transbay**
9 **Redevelopment Plan Area, which include portions of land bounded by Spear, Mission,**
10 **Folsom, and Second Streets), to restrict the size and height of new signs within 200**
11 **feet of and visible from an existing or planned public park or open space, and to**
12 **restrict illumination of certain new signs in those areas; amending the Zoning Map to**
13 **show the Transit Center Special Sign District; affirming the Planning Department's**
14 **determination under the California Environmental Quality Act; making findings of**
15 **consistency with the General Plan and the eight priority policies of Planning Code,**
16 **Section 101.1; and making a finding of public necessity, convenience, and welfare**
17 **pursuant to Planning Code, Section 302.**

18 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
19 **Additions to Codes** are in *single-underline italics Times New Roman font*.
20 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
21 **Board amendment additions** are in double-underlined Arial font.
22 **Board amendment deletions** are in ~~strikethrough Arial font~~.
23 **Asterisks (* * * *)** indicate the omission of unchanged Code
24 subsections or parts of tables.

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

25 Section 1. Findings.

1 (a) The Planning Department has determined that the actions contemplated in this
2 ordinance comply with the California Environmental Quality Act (California Public Resources
3 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
4 Supervisors in File No. 170941 and is incorporated herein by reference. The Board affirms
5 this determination.

6 (b) On September 14, 2017, the Planning Commission, in Resolution No. 19993,
7 adopted findings that the actions contemplated in this ordinance are consistent, on balance,
8 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The
9 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of
10 the Board of Supervisors in File No. 170941, and is incorporated herein by reference.

11 (c) On September 14, 2017, the Planning Commission, in Resolution No. 19993,
12 approved this ordinance, recommended it for adoption by the Board of Supervisors, and
13 adopted findings that it will serve the public necessity, convenience, and welfare. Pursuant to
14 Planning Code Section 302, the Board adopts these findings as its own. A copy of said
15 Resolution is on file with the Clerk of the Board of Supervisors in File No. 170941, and is
16 incorporated herein by reference.

17
18 Section 2. The Planning Code is hereby amended by adding Section 608.4, to read as
19 follows:

20 **SEC. 608.4. TRANSIT CENTER SPECIAL SIGN DISTRICT.**

21 (a) **General.** *There shall be a Special Sign District known as the "Transit Center Special*
22 *Sign District" in the area bounded by Market Street on the north, Folsom Street on the south, Steuart*
23 *Street on the east, and between New Montgomery and Third Streets on the west, and in the area*
24 *bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between*
25 *Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan*

1 Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land
2 bounded by Spear, Mission, Folsom, and Second Streets, as designated on Sectional Map SSD of the
3 Zoning Map of the City and County of San Francisco. The original copy of said Sectional Map with
4 this Special Sign District indicated thereon is on file with the Clerk of the Board of Supervisors in File
5 No 170941.

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

9 (1) A new 5.4-acre park called the City Park (which in its early stages of planning
10 was known as the Rooftop Park) is planned to be located atop the Transbay Transit Center, which will
11 be located between Mission and Howard Streets on the north and south, respectively, and between
12 Second and Beale Streets on the west and east, respectively. The City Park will include an outdoor
13 amphitheater, gardens, trails, open grass areas, a children’s play space, a restaurant, and a café, and
14 will be accessible from 10 entry points, including bridges from neighboring buildings and a gondola
15 from a planned ground-level floor of the Transbay Transit Center off Mission Street between the
16 planned Salesforce Tower and Fremont Street, to be known as Mission Square, and the City Park will
17 provide needed open space in an area of the City with few parks.

18 (2) The Under Ramp Park is a new 4.2-acre neighborhood park planned to be
19 situated primarily under the elevated bus ramp that will provide a direct connection from the new
20 Transbay Transit Center to the San Francisco-Oakland Bay Bridge, but approximately 25% of the park
21 will be open to the sky. The Under Ramp Park will include a children’s play area, cafés, and terraces,
22 a beer garden, and a multilevel pavilion with cultural and retail programs. The area between Folsom,
23 Harrison, Essex, and Second Streets is adjacent to the planned site of the Under Ramp Park.

24 (3) Illuminated signs and other signs visible from a public park or privately owned
25 public open space (POPOS) may negatively impact the aesthetics of the park or POPOS and the

1 enjoyment of its users by, among other things, interfering with the natural scenery and landscape
2 afforded by the park or POPOS, as well as creating unwanted illumination and glare.

3 (4) Evening and nighttime illumination of signs in the Plan Area would disturb the
4 sleep of residents in the area and disrupt their general enjoyment of their homes.

5 (c) Controls.

6 (1) Illumination for any new sign that is located in the Transit Center Special Sign
7 District, where any part of the face of the sign is over 35 feet in height, as defined in Section 602, shall
8 meet the following requirements:

9 (A) the sign's illumination shall be dimmable; and,

10 (B) all illumination shall be turned off from 11:00 p.m. each evening until 6:00
11 a.m. the following morning.

12 (2) Except as specified in subsection (c)(3) below, a new sign that is within 200 feet of
13 an existing park under the jurisdiction and supervision of the San Francisco Recreation and
14 Park Commission or any other public agency or planned public park, where a planned park is
15 one that the San Francisco Recreation and Park Commission or any other public agency has
16 identified as a site for a park through a public planning process and identified in the Transit
17 Center District Plan, or within 200 feet of a POPOS of 1/4 acre or greater, and that is visible from
18 such a park or POPOS shall be permitted if it is 50 square feet or less and its highest point reaches a
19 height of 35 feet or less, as defined in Section 602.

20 (3) A new Business Sign, as defined in Section 602, that is within 200 feet of the City
21 Park and is visible from the City Park shall only be permitted if it meets the following requirements:

22 (A) If the new Business Sign is located on the facade of a building directly
23 abutting or with a pedestrian connection to the City Park,

1 (i) the sign shall consist of only metal lettering, painted or unpainted,
 2 raised off the façade of the building to which it is attached, with a maximum vertical dimension of 30
 3 inches and a total maximum area of 50 square feet;

4 (ii) the highest point of the sign shall reach a height of 15 feet or less
 5 from the nearest finished ground plane of the City Park; and,

6 (iii) the sign’s illumination shall consist only of indirect illumination,
 7 pursuant to Section 602 of this Code, including but not limited to halo-style lighting.

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

11
 12 Section 3. The Planning Code is hereby amended by revising Sectional Map SSD of
 13 the Zoning Map of the City and County of San Francisco, as follows:

<u>Description of Property</u>		<u>Sign District Hereby Approved</u>
Assessor’s Block	Lot	
3707	001 002 002A 004 005 006 007 008 009 010 011 012 013 014 016 018 019	Transit Center Special Sign District

1	020	
	035	
2	044	
	052	
3	061	
	062	
4	064	
	065	
5	066	
	067	
6	068	
	069	
7	070	
	071	
8	072	
	073	
9	074	
	075	
10	076	
	077	
11	078	
	079	
12	080	
	081	
13	082	
	083	
14	084	
	085	
15	086	
	087	
16	088	
	089	
17	090	
	091	
18	092	
	093	
19	094	
	095	
20	096	
	097	
21	098	
	099	
22	100	
	101	
23	102	
	103	
24	104	
	105	
25	106	
	107	

1	108	
	109	
2	110	
	111	
3	112	
	113	
4	114	
	115	
5	116	
	117	
6	118	
	119	
7	120	
	121	
8	122	
	123	
9	124	
	125	
10	126	
	127	
11	128	
	129	
12	130	
	131	
13	132	
	133	
14	134	
	135	
15	136	
	137	
16	138	
	139	
17	140	
	141	
18	142	
	143	
19	144	
	145	
20	146	
	147	
21	148	
	149	
22	150	
	151	
23	152	
	153	
24	154	
	155	
25	156	
	157	

1		158	
2		159	
3		160	
4		161	
5		162	
6		163	
7		164	
8		165	
9		166	
10	3708	All Lots	Transit Center Special Sign District
11			
12	3709	All Lots	Transit Center Special Sign District
13			
14	3710	All Lots	Transit Center Special Sign District
15			
16	3711	All Lots	Transit Center Special Sign District
17			
18	3712	All Lots	Transit Center Special Sign District
19			
20	3713	All Lots	Transit Center Special Sign District
21			
22	3715	011 013	Transit Center Special Sign District
23			
24	3716	All Lots	Transit Center Special Sign District
25			
	3717	All Lots	Transit Center Special Sign District
	3718	026 027	Transit Center Special Sign District

1		039	
2	3719	009	Transit Center Special Sign District
3		018	
4		020	
5		021	
6		022	
7		023	
8		024	
9		025	
10		026	
11		027	
12		028	
13		029	
14		030	
15		031	
16		032	
17		033	
18		034	
19		035	
20		036	
21		037	
22		038	
23		039	
24		040	
25		041	

1	065	
	066	
2	067	
	068	
3	069	
	070	
4	071	
	072	
5	073	
	074	
6	075	
	076	
7	077	
	078	
8	079	
	080	
9	081	
	082	
10	083	
	084	
11	085	
	086	
12	087	
	088	
13	089	
	090	
14	091	
	092	
15	093	
	094	
16	095	
	096	
17	097	
	098	
18	099	
	100	
19	101	
	102	
20	103	
	104	
21	105	
	106	
22	107	
	108	
23	109	
	110	
24	111	
	112	
25	113	
	114	

1	115	
	116	
2	117	
	118	
3	119	
	120	
4	121	
	122	
5	123	
	124	
6	125	
	126	
7	127	
	128	
8	129	
	130	
9	131	
	132	
10	133	
	134	
11	135	
	136	
12	137	
	138	
13	139	
	140	
14	141	
	142	
15	143	
	144	
16	145	
	146	
17	147	
	148	
18	149	
	150	
19	151	
	152	
20	153	
	154	
21	155	
	156	
22	157	
	158	
23	159	
	160	
24	161	
	162	
25	163	
	164	

1	165	
	166	
2	167	
	168	
3	169	
	170	
4	171	
	172	
5	173	
	174	
6	175	
	176	
7	177	
	178	
8	179	
	180	
9	181	
	182	
10	183	
	184	
11	185	
	186	
12	187	
	188	
13	189	
	190	
14	191	
	192	
15	193	
	194	
16	195	
	196	
17	197	
	198	
18	199	
	200	
19	201	
	202	
20	203	
	204	
21	205	
	206	
22	207	
	208	
23	209	
	210	
24	211	
	212	
25	213	
	214	

1	215	
	216	
2	217	
	218	
3	219	
	220	
4	221	
	222	
5	223	
	224	
6	225	
	226	
7	227	
	228	
8	229	
	230	
9	231	
	232	
10	233	
	234	
11	235	
	236	
12	237	
	238	
13	239	
	240	
14	241	
	242	
15	243	
	244	
16	245	
	246	
17	247	
	248	
18	249	
	250	
19	251	
	252	
20	253	
	254	
21	255	
	256	
22	257	
	258	
23	259	
	260	
24	261	
	262	
25	263	
	264	

1	265	
	266	
2	267	
	268	
3	269	
	270	
4	271	
	272	
5	273	
	274	
6	275	
	276	
7	277	
	278	
8	279	
	280	
9	281	
	282	
10	283	
	284	
11	285	
	286	
12	287	
	288	
13	289	
	290	
14	291	
	292	
15	293	
	294	
16	295	
	296	
17	297	
	298	
18	299	
	300	
19	301	
	302	
20	303	
	304	
21	305	
	306	
22	307	
	308	
23	309	
	310	
24	311	
	312	
25	313	
	314	

1	315	
	316	
2	317	
	318	
3	319	
	320	
4	321	
	322	
5	323	
	324	
6	325	
	326	
7	327	
	328	
8	329	
	330	
9	331	
	332	
10	333	
	334	
11	335	
	336	
12	337	
	338	
13	339	
	340	
14	341	
	342	
15	343	
	344	
16	345	
	346	
17	347	
	348	
18	349	
	350	
19	351	
	352	
20	353	
	354	
21	355	
	356	
22	357	
	358	
23	359	
	360	
24	361	
	362	
25	363	
	364	

1	365	
	366	
2	367	
	368	
3	369	
	370	
4	371	
	372	
5	373	
	374	
6	375	
	376	
7	377	
	378	
8	379	
	380	
9	381	
	382	
10	383	
	384	
11	385	
	386	
12	387	
	388	
13	389	
	390	
14	391	
	392	
15	393	
	394	
16	395	
	396	
17	397	
	398	
18	399	
	400	
19	401	
	402	
20	403	
	404	
21	405	
	406	
22	407	
	408	
23	409	
	410	
24	411	
	412	
25	413	
	414	

1	415	
	416	
2	417	
	418	
3	419	
	420	
4	421	
	422	
5	423	
	424	
6	425	
	426	
7	427	
	428	
8	429	
	430	
9	431	
	432	
10	433	
	434	
11	435	
	436	
12	437	
	438	
13	439	
	440	
14	450	
	452	
15	453	
	454	
16	455	
	456	
17	457	
	458	
18	459	
	460	
19	461	
	462	
20	463	
	464	
21	465	
	466	
22	467	
	468	
23	469	
	470	
24	471	
	472	
25	473	
	474	

1	475	
	476	
2	477	
	478	
3	479	
	480	
4	481	
	482	
5	483	
	484	
6	485	
	486	
7	487	
	488	
8	489	
	490	
9	491	
	492	
10	493	
	494	
11	495	
	496	
12	497	
	498	
13	499	
	500	
14	501	
	502	
15	503	
	504	
16	505	
	506	
17	507	
	508	
18	509	
	510	
19	511	
	512	
20	513	
	514	
21	515	
	516	
22	517	
	518	
23		
24	3720	008 009
25		Transit Center Special Sign District

1	3721	001	Transit Center Special Sign District
2		002	
3		003	
4		004	
5		005	
6		013	
7		014	
8		015	
9		015A	
10		016	
11		019	
12		020	
13		022	
14		023	
15		025	
16		029	
17		031	
18		047	
19		048	
20		049	
21		050	
22		051	
23		052	
24		071	
25		082	

1		114	
2		115	
3		116	
4		117	
5		118	
6	3722	119	
7		120	
8		122	
9		123	
10		001	
11		002	
12		003	
13		004	
14		005	
15		006	
16		007	
17		011	
18		012	
19		013	
20		014	
21		016	
22		017	
23		019	
24		020	
25		022	
		023	
		024	
		026	
		058	
		068	
		069	
		070	
		071	
		072	
		073	
		076	
		079	
		080	
		083	
		084	
		085	
		086	
		087	
		088	
		089	
		090	
		091	
		092	

1	093	
	094	
2	095	
	096	
3	097	
	098	
4	099	
	100	
5	101	
	102	
6	103	
	104	
7	105	
	106	
8	107	
	108	
9	109	
	110	
10	111	
	112	
11	113	
	114	
12	115	
	116	
13	117	
	118	
14	119	
	120	
15	121	
	122	
16	123	
	124	
17	125	
	126	
18	127	
	128	
19	129	
	130	
20	131	
	132	
21	133	
	134	
22	135	
	136	
23	137	
	138	
24	139	
	140	
25	141	
	142	

1	143	
	144	
2	145	
	146	
3	147	
	148	
4	149	
	150	
5	151	
	152	
6	153	
	154	
7	155	
	156	
8	157	
	158	
9	159	
	160	
10	161	
	162	
11	163	
	164	
12	165	
	166	
13	167	
	168	
14	169	
	170	
15	171	
	172	
16	173	
	174	
17	175	
	176	
18	177	
	178	
19	179	
	180	
20	181	
	182	
21	183	
	184	
22	185	
	186	
23	187	
	188	
24	189	
	190	
25	191	
	192	

1	193	
	194	
2	195	
	196	
3	197	
	198	
4	199	
	200	
5	201	
	202	
6	203	
	204	
7	205	
	206	
8	207	
	208	
9	209	
	210	
10	211	
	212	
11	213	
	214	
12	215	
	216	
13	217	
	218	
14	219	
	220	
15	221	
	222	
16	223	
	224	
17	225	
	226	
18	227	
	228	
19	229	
	230	
20	231	
	232	
21	233	
	234	
22	235	
	236	
23	237	
	238	
24	239	
	240	
25	241	
	242	

1		243	
2		244	
3		245	
4		246	
5		247	
6		248	
7		249	
8		250	
9		251	
10		252	
11		253	
12		254	
13		255	
14		256	
15	3735	005	Transit Center Special Sign District
16		008	
17		009	
18		010	
19		012	
20		013	
21		017	
22		039	
23		040	
24		041	
25		042	
26		046	
27		050	
28		055	
29		062	
30		063	
31		065	
32		066	
33		067	
34		068	
35		069	
36		070	
37		071	
38		072	
39		073	
40		074	
41		075	
42		076	
43		077	
44		078	
45		079	
46		080	
47		081	
48		082	

1	083	
	084	
2	085	
	086	
3	087	
	088	
4	089	
	090	
5	091	
	092	
6	093	
	094	
7	095	
	096	
8	097	
	098	
9	099	
	100	
10	101	
	102	
11	103	
	104	
12	105	
	106	
13	107	
	108	
14	109	
	110	
15	111	
	112	
16	113	
	114	
17	115	
	116	
18	117	
	118	
19	119	
	120	
20	121	
	122	
21	123	
	124	
22	125	
	126	
23	127	
	128	
24	129	
	130	
25	131	
	132	

1		133	
2		134	
3		135	
4		136	
5		137	
6		138	
7		139	
8		140	
9		141	
10		142	
11		143	
12		144	
13		145	
14		146	
15	3735A	All Lots	Transit Center Special Sign District
16	3736	006	Transit Center Special Sign District
17		007	
18		018	
19		023	
20		024	
21		025	
22		027	
23		029	
24		035	
25		083	
		083A	
		084	
		085	
		086	
		088	
		089	
		091	
		092	

1		093	
2		094	
3		095	
4		096	
5		097	
6		098	
7		099	
8		100	
9		101	
10		102	
11		107	
12		110	
13		111	
14		112	
15		123	
16		159	
17		160	
18		161	
19		162	
20		163	
21		164	
22	3737	030	Transit Center Special Sign District
23		041	
24	3738	011	Transit Center Special Sign District
25		012	

1	3740	001 033 034	Transit Center Special Sign District
2			
3	3741	All Lots	Transit Center Special Sign District
4			
5	3749	052 062	Transit Center Special Sign District
6			

7

8 Section 4. Effective Date. This ordinance shall become effective 30 days after

9 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the

10 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board

11 of Supervisors overrides the Mayor's veto of the ordinance.

12

13

14 APPROVED AS TO FORM:

15 DENNIS J. HERRERA, City Attorney

16 By: _____

17 ROBB W. KAPLA

 Deputy City Attorney

18 n:\legana\as2017\1700162\01232501.docx

19

20

21

22

23

24

25