



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Planning Code Text & Zoning Map Amendment

HEARING DATE: SEPTEMBER 15, 2016

EXPIRATION DATE: OCTOBER 30, 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  
*Recommendation:* **Recommend Approval with Modifications**

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### 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.<sup>1</sup> Proposition G amended Article 6 of the Planning Code by adding Section 611.<sup>2</sup> 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.<sup>3</sup> Together, these amendments created the

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

<sup>2</sup> Text of Proposition G:

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

<sup>3</sup> 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.<sup>4</sup> 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:

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<sup>4</sup> Candlestick Point Design for Development, February 17, 2016 update:

[http://sfocii.org/sites/default/files/Documents/Project%20Areas/HPSY/Phase%20%20%26%20Candlestick%20Design%20for%20Development\\_DRAFT.pdf](http://sfocii.org/sites/default/files/Documents/Project%20Areas/HPSY/Phase%20%20%26%20Candlestick%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.

<b>RECOMMENDATION:</b>	<b>Recommendation of Approval with Modification</b>
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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



# SAN FRANCISCO PLANNING DEPARTMENT

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## Planning Commission Draft Resolution

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  
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*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
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*Recommendation:* **Recommend Approval with Modifications**

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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 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 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:

**Wind Sign.** Any ~~s~~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.

## 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.*

- 8. 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

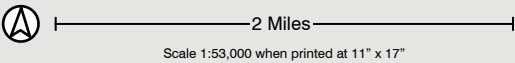
AYES:

NOES:

ABSENT:

ADOPTED: September 15, 2016

EXHIBIT B  
SHEETS SS01 AND SS01 OF THE ZONING MAP



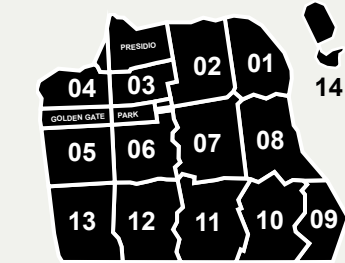
# San Francisco Zoning Map

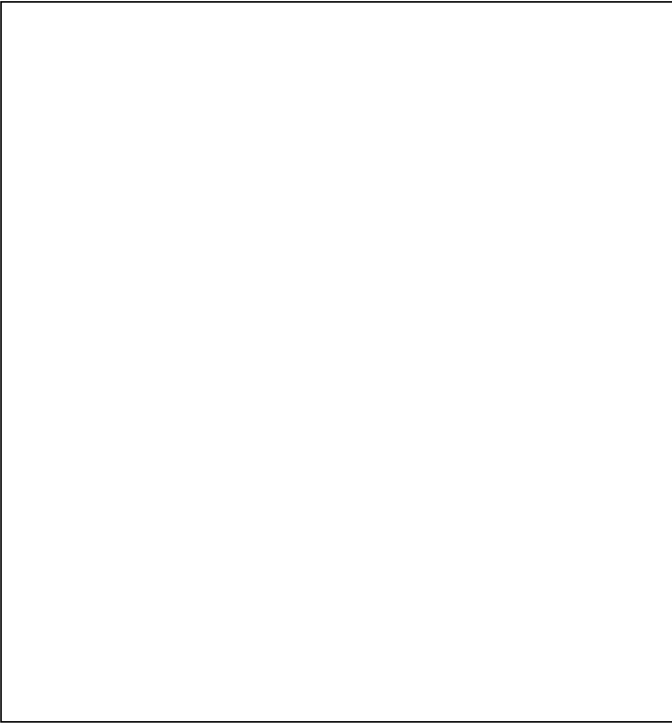
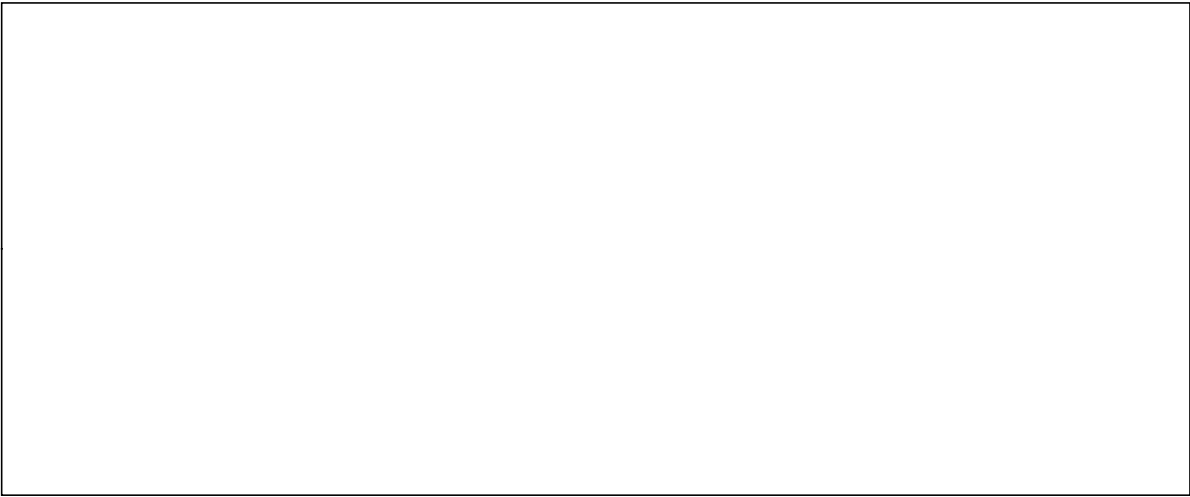
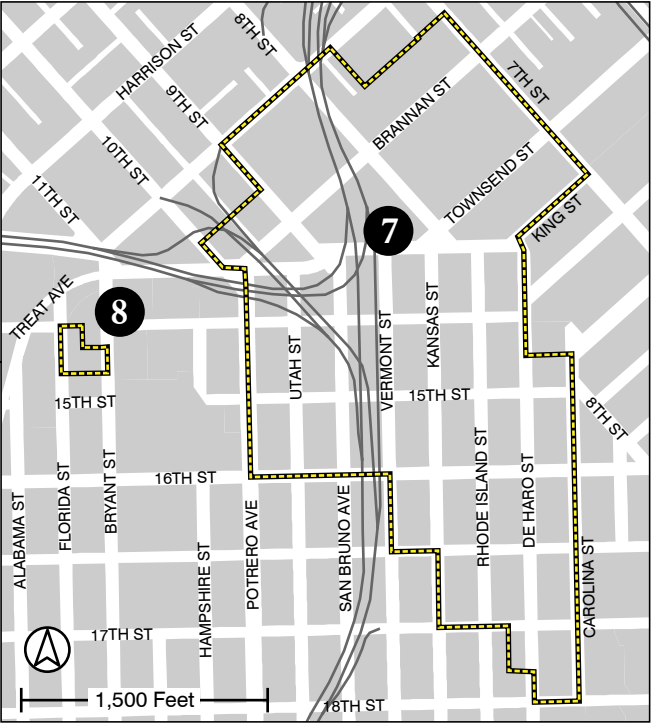
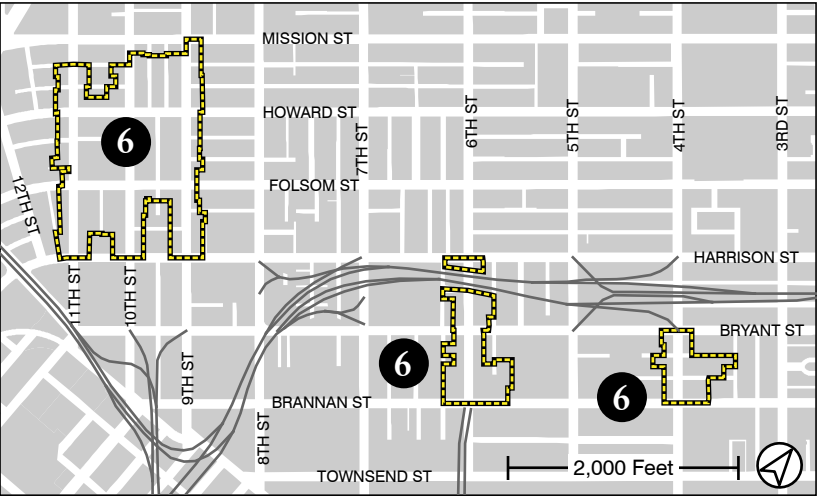
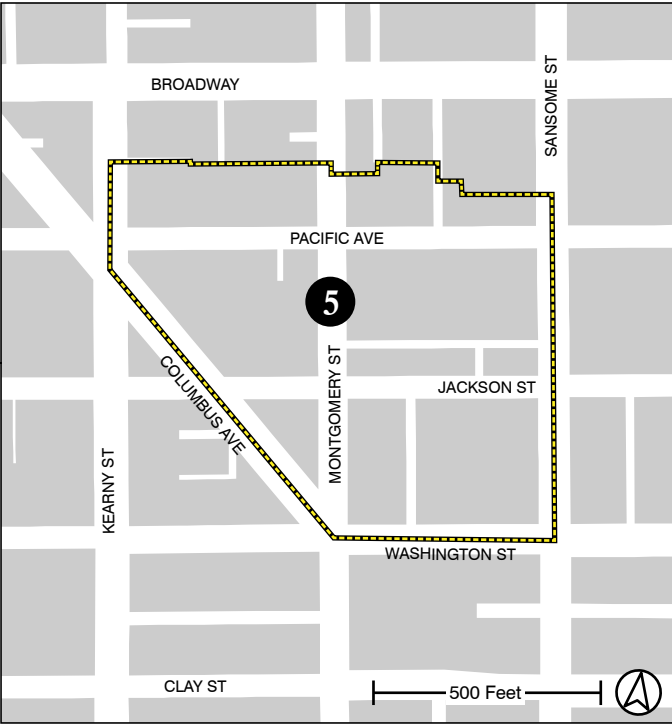
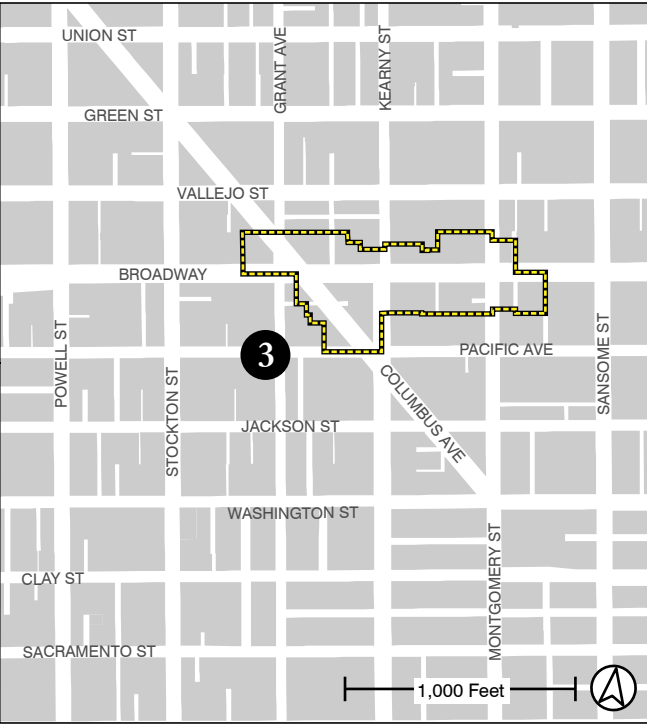
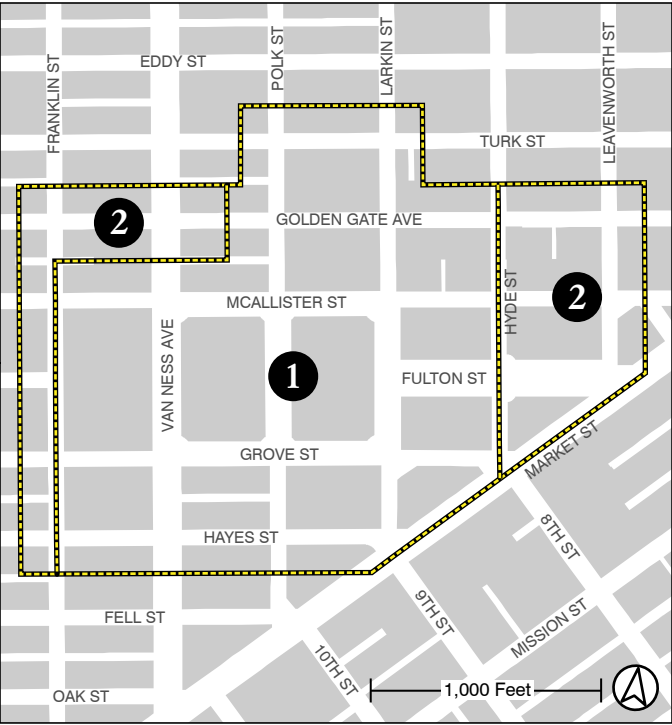
**SPECIAL SIGN DISTRICTS INCLUDED IN THIS MAP:**

- 1) Civic Center 1, 2) Civic Center 2, 3) Special Districts for Scenic Streets  
4) Special Districts for Sign Illumination, 5) Candlestick Park, 6) Market Street,  
7) Jackson Square, 8) City Center, 9) South of Market Special General Advertising,  
10) Showplace Square, 11) Hamm’s Building Historic

The Zoning Map of the City and County of San Francisco is established by sections 105 and 106 of the Planning Code, a part of the San Francisco Municipal Code. Zoning Use Districts are established by sections 201, 702, 802, and 902 of the Planning Code. This map incorporates Board of Supervisors’ ordinances enacted through April 2016.

**Disclaimer:** The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an “as is” basis without warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone’s use of the information.





# San Francisco Zoning Map

**SPECIAL SIGN DISTRICTS - DETAILED**  
**SPECIAL SIGN DISTRICTS INCLUDED IN THIS MAP:**

1) Civic Center 1, 2) Civic Center 2, 3) Special Districts for Sign Illumination, 4) Market Street, 5) Jackson Square, 6) South of Market Special General Advertising, 7) Showplace Square, 8) Hamm's Building Historic

The Zoning Map of the City and County of San Francisco is established by sections 105 and 106 of the Planning Code, a part of the San Francisco Municipal Code. Zoning Use Districts are established by sections 201, 702, 802, and 902 of the Planning Code. This map incorporates Board of Supervisors' ordinances enacted through April 2016.

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[Planning Code, Zoning Map - Sign Regulations]

**Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, and reinstate the distinction between Historic and Vintage Signs; amending 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; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1, and findings of public convenience, necessity, and welfare under Planning Code, Section 302.**

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.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 160424 and is incorporated herein by reference. The Board affirms this determination.

1 (b) On \_\_\_\_\_, the Planning Commission, in Resolution No. \_\_\_\_\_,  
2 adopted findings that the actions contemplated in this ordinance are consistent, on balance,  
3 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
4 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
5 the Board of Supervisors in File No. \_\_\_\_\_, and is incorporated herein by reference.

6 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that  
7 these Planning Code amendments will serve the public necessity, convenience, and welfare  
8 for the reasons set forth in Planning Commission Resolution No. \_\_\_\_\_, and the Board  
9 incorporates such reasons herein by reference.  
10

11 Section 2. The Planning Code is hereby amended by revising Sections 102, 188, 260,  
12 429.4, 429.6, 601, 602 (including deleting the existing section numbers for Sections 602.1,  
13 602.2, 602.3, 602.4, 602.5, 602.6, 602.7, 602.8, 602.9, 602.10, 602.11, 602.12, 602.13,  
14 602.14, 602.15, 602.16, 602.17, 602.18, 602.19, 602.20, 602.21, 602.21A, 602.22, 602.23,  
15 602.24, 602.25, and 602.26, all of which will now be encompassed within Section 602), 607,  
16 607.1, 607.2, 608.3, 608.4, 608.5, 608.8, 608.9, 608.13, 608.15, 609.10, 609.11, 609.13, and  
17 609.14, and Zoning Control Tables 810, 811, 812 and 817, and deleting Sections 608.12,  
18 803.1 and 821, to read as follows:

19 **SEC. 102. DEFINITIONS.**

20 For the purposes of this Code, certain words and terms used herein are defined as set  
21 forth in this and the following sections. Additional definitions applicable to Signs are set forth in  
22 Section 602. Additional definitions applicable to development impact fees and requirements that  
23 authorize the payment of in-lieu fees are set forth in Section 401. Additional definitions applicable to  
24 Article 7, Neighborhood Commercial Districts, and to Article 9, Mission Bay Districts, are set  
25 forth in Section 790. Additional definitions applicable only to Article 8, Mixed Use Districts, are

1 set forth in Section 890. Additional definitions applicable only to the Bernal Heights Special  
2 Use District are set forth in Section 242. Additional definitions applicable only to Article 9,  
3 Mission Bay Districts, are set forth in Section 996. All words used in the present tense shall  
4 include the future. All words in the plural number shall include the singular number, and all  
5 words in the singular number shall include the plural number, unless the natural construction  
6 of the wording indicates otherwise. The word "shall" is mandatory and not directory.  
7 Whenever any of the following terms is used it shall mean the corresponding officer,  
8 department, board or commission or its successor of the City and County of San Francisco,  
9 State of California, herein referred to as the City: Assessor, Board of Supervisors, Planning  
10 Department, Department of Public Works, Director of Planning, Planning Commission, or  
11 Zoning Administrator. In each case, the term shall be deemed to include an employee of any  
12 such officer or department of the City who is lawfully authorized to perform any duty or  
13 exercise any power as a representative or agent of that officer or department.

14 \* \* \* \*

15 **SEC. 188. NONCOMPLYING STRUCTURES: ENLARGEMENTS, ALTERATIONS AND**  
16 **RECONSTRUCTION.**

17 \* \* \* \*

18 (e) *Historic Movie Theater Marquees and Projecting Signs*. Notwithstanding  
19 Subsection (a) of this Section, and in order that certain character-defining architectural  
20 elements of Qualified Movie Theaters be preserved and enhanced, a noncomplying Historic  
21 Movie Theater Projecting Sign, as defined in Section 602.25, and/or a noncomplying Historic  
22 Movie Theater Marquee, as defined in Section 602.26, may be preserved, rehabilitated, or  
23 restored. A noncomplying Historic Movie Theater Projecting Sign or a noncomplying Historic  
24 Movie Theater Marquee removed from a Qualified Movie Theater prior to or in absence of an  
25 application for replacement may be reconstructed.

1 (1) For the purposes of this Section, "Qualified Movie Theater" shall mean a  
2 building that: (A) is currently or has been used as a ~~m~~Movie ~~t~~Theater; and (B) is listed on or  
3 eligible for listing on the National Register of Historic Places or the California Register of  
4 Historical Resources, designated a City Landmark or a contributor to a City Landmark District  
5 under Article 10, or designated as a Significant or Contributory Building under Article 11.

6 (2) Any preservation, rehabilitation, restoration, or reconstruction permitted  
7 under this Section shall be in strict conformity with the overall design, scale, and character of  
8 the existing or previously existing Historic Movie Theater Sign or Historic Movie Theater  
9 Marquee and:

10 (A) For a Qualified Movie Theater that retains its Historic Movie  
11 Theater Projecting Sign and/or Historic Movie Theater Marquee, the signage features shall be  
12 limited to the following:

13 (i) On a Historic Movie Theater Projecting Sign, the historic  
14 name associated with a previous theater occupant;

15 (ii) On a Historic Movie Theater Marquee, the historic name  
16 associated with a previous theater occupant and, where applicable, on the signboard, other  
17 information that is an Identifying Sign, as defined in Section 602.10, provided such information  
18 shall be contained within the signboard, shall not consist of any logos, and shall be in the  
19 character of lettering historically found on ~~m~~Movie ~~t~~Theater signboards in terms of size, font,  
20 and detail.

21 (B) For a Qualified Movie Theater where the Historic Movie Theater  
22 Projecting Sign and/or Historic Movie Theater Marquee has been removed and is proposed to  
23 be reconstructed, the overall design and signage features shall be limited to the following:

24 (i) On a Historic Movie Theater Projecting Sign, the historic  
25 name associated with a previous theater occupant;

(ii) On a Historic Movie Theater Marquee, the historic name associated with a previous theater occupant and, where applicable, on the signboard, other information that is an Identifying Sign, as defined in Section 602.40, provided such information shall be contained within the signboard, shall not consist of any logos, and shall be in the character of lettering historically found on ~~m~~Movie ~~T~~Theater signboards in terms of size, font, and detail.

\* \* \* \*

#### SEC. 260. HEIGHT LIMITS: MEASUREMENT.

\* \* \* \*

(b) **Exemptions.** In addition to other height exceptions permitted by this Code, the features listed in this Subsection shall be exempt from the height limits established by this Code, in an amount up to but not exceeding that which is specified.

\* \* \* \*

(2) The following features shall be exempt, without regard to their horizontal area, provided the limitations indicated for each are observed:

\* \* \* \*

(Q) Historic signs and Vintage Signs ~~within an historic sign district~~ permitted pursuant to ~~Sections 302, 303 and Article 6~~ 608.14 of this Code.

\* \* \* \*

#### SEC. 429.4. COMPLIANCE BY PROVIDING ON-SITE PUBLIC ARTWORK.

(a) **Installation.** The project sponsor must install the public art in compliance with this Section (1) in areas on the site of the building or addition so that the public art is clearly visible from the public sidewalk or the open-space feature required by Section 138, or (2) on the site of the open-space feature provided pursuant to Section 138, or (3) in a publicly accessible lobby area of a ~~H~~Hotel ("On-Site Public Artwork"). Said On-Site Public Artwork shall

1 be installed prior to issuance of the first certificate of occupancy; provided, however, that if the  
2 Zoning Administrator concludes that it is not feasible to install the ~~works~~ Artwork within that  
3 time and that adequate assurance is provided that the ~~works~~ Artwork will be installed in a  
4 timely manner, the Zoning Administrator may extend the time for installation for a period of not  
5 ~~less~~ more than 12 months. Said works of art may include sculpture, bas-relief, murals,  
6 mosaics, decorative water features, tapestries or other artworks permanently affixed to the  
7 building or its grounds, or a combination thereof, but may not include architectural features of  
8 the building, nor artwork designed by the architect, except as permitted with respect to the in  
9 lieu contribution regarding publicly owned ~~owner~~ buildings meeting the criteria described  
10 above. Artworks shall be displayed in a manner that will enhance their enjoyment by the  
11 general public. The type and location of ~~a~~ Artwork, but not the artistic merits of the specific  
12 artwork proposed, shall be approved by the Zoning Administrator in accordance with the  
13 provisions of Section 309 of this Code.

14 (b) **Recognition of Artists.** *An ADA-compliant plaque identifying the creator, name (if any),*  
15 *and installation date of the On-Site Public Artwork required by Subsection (a) above shall be placed at*  
16 *a publicly conspicuous location within view of the On-Site Public Artwork at the same time the Artwork*  
17 *is installed.*

18 (c) **Removal, Relocation, or Alteration of Artwork.** Once the project sponsor has  
19 installed and completed the final Artwork, the project sponsor, building owner and any third  
20 party may not remove, relocate or alter the Artwork without notifying and consulting with the  
21 Planning Department at least 120 days prior to the proposed removal, relocation or alteration.  
22 The Planning Department shall not approve any removal, relocation, or alteration unless it  
23 finds any removed Artwork will be replaced with Artwork of equal or greater value or that any  
24 relocation or alteration is only a minor modification. If a project sponsor does remove,  
25 relocate, or alter the Artwork without notification and approval of the Planning Department, the

1 Planning Department is authorized to pursue enforcement of this Section under Section 176  
2 or 176.1 of this Code or to pursue any other remedy permitted by law.

3 **SEC. 429.6. RECOGNITION OF ARCHITECTS IN C-3 DISTRICTS ~~AND ARTISTS.~~**

4 In the case of construction of a new building or an addition of floor area in excess of  
5 25,000 square feet to an existing building in a C-3 District, an ADA compliant plaque or  
6 cornerstone identifying the project architect ~~and the creator of the On-Site Public Artwork provided~~  
7 ~~pursuant to this Section 429~~ and the erection date of the building On-Site Public Artwork shall be  
8 placed at a publicly conspicuous location on or in the building prior to the issuance of the first  
9 certificate of occupancy.

10 **SEC. 601. ~~SPECIAL~~ PURPOSES OF SIGN CONTROLS.**

11 This Article 6 is adopted in recognition of the important function of signs and of the  
12 need for their regulation under the Planning Code. In addition to those purposes of the ~~City~~  
13 Planning Code stated in Section 101, it is the further purpose of this Article 6 to:

14 (a) promote the aesthetic and environmental values of San Francisco by providing  
15 for signs that serve as effective means of communication and do not impair the attractiveness of  
16 the City as a place to live, work, visit, and shop ~~safeguard and enhance property values in~~  
17 ~~residential, commercial and industrial areas;~~

18 (b) to protect public investment in and the character and dignity of public buildings,  
19 streets, and open spaces ~~and thoroughfares;~~

20 (c) to protect the distinctive appearance of San Francisco which is produced by its  
21 unique geography, topography, neighborhoods, street patterns, skyline, and architectural  
22 features;

23 (d) ensure that signs are designed and proportioned in relation to the structures to  
24 which they are attached, adjacent structures, and the streets on which they are located;

1           (e) enhance sidewalks as public spaces by preserving sunlight and views, and foster  
2 the unobstructed growth of street trees;

3           (f) ~~to~~ provide an environment which will safeguard and enhance neighborhood livability  
4 and property values, and promote the development of business in the City;

5           (g) ~~to~~ encourage sound practices and lessen the objectionable effects of  
6 competition in respect to size and placement of signs;

7           (h) ~~to~~ aid in the attraction of tourists and other visitors who are so important to the  
8 economy of the City and County;

9           (i) ~~to~~ reduce hazards to motorists, bicyclists, and pedestrians caused by visual  
10 distractions and obstructions ~~traveling on the public way~~; and

11           (j) thereby ~~to~~ promote the public health, safety and welfare.

12 **SEC. 602. SIGN ~~SPECIAL~~ DEFINITIONS.**

13           The following definitions shall apply to this Article 6, in addition to such definitions  
14 elsewhere in this Code as may be appropriate.

15 **~~SEC. 602.1. AREA (OF A SIGN).~~**

16 **Area (of a Sign).**

17           (a) **All Signs Except on Windows, Awnings and Marquees.** The entire area  
18 within a single continuous rectangular perimeter formed by extending lines around the  
19 extreme limits of writing, representation, emblem, or any figure of similar character, including  
20 any frame or other material or color forming an integral part of the display or used to  
21 differentiate such ~~s~~Sign from the background against which it is placed; excluding the  
22 necessary supports or uprights on which such ~~s~~Sign is placed but including any ~~s~~Sign ~~T~~ower.  
23 Where a ~~s~~Sign has two or more faces, the area of all faces shall be included in determining the  
24 ~~A~~Area of the ~~s~~Sign, except that where two such faces are placed back to back and are at no  
25 point more than two feet from one another, the ~~A~~Area of the ~~s~~Sign shall be taken as the area of

one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

(b) **On Windows.** The ~~a~~Area of any ~~s~~Sign painted directly on a window shall be the area within a rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the window. The ~~a~~Area of any ~~s~~Sign placed on or behind the window glass shall be as described above in Paragraph (a).

(c) **On Awnings or Marquees.** The ~~a~~Area of any ~~s~~Sign on an ~~a~~Awning or ~~m~~Marquee shall be the total of all signage on all faces of the structure. All sign copy on each face shall be computed within one rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the face of the awning or marquee.

~~SEC. 602.2. ATTACHED TO A BUILDING.~~

Attached to a Building. Supported, in whole or in part, by a building.

~~SEC. 602.3. BUSINESS SIGN.~~

Business Sign. A ~~s~~Sign which directs attention to the primary business, commodity, service, industry or other activity which is sold, offered, or conducted on the premises upon which such ~~s~~Sign is located, or to which it is affixed. Where a number of businesses, services, industries, or other activities are conducted on the premises, or a number of commodities, services, or other activities with different brand names or symbols are sold on the premises, up to one-third of the area of a ~~b~~Business ~~s~~Sign, or 25 square feet of ~~s~~Sign area, whichever is the lesser, may be devoted to the advertising of one or more of those businesses, commodities, services, industries, or other activities by brand name or symbol as an accessory function of the ~~b~~Business ~~s~~Sign, provided that such advertising is integrated with the remainder of the ~~b~~Business ~~s~~Sign, and provided also that any limits which may be imposed by this Code on the

1 area of individual ~~s~~Signs and the area of all ~~s~~Signs on the property are not exceeded. The  
2 primary business, commodity, service, industry, or other activity on the premises shall mean  
3 the use which occupies the greatest area on the premises upon which the ~~b~~Business ~~s~~Sign is  
4 located, or to which it is affixed.

5 **~~SEC. 602.4. DIRECTLY ILLUMINATED SIGN.~~**

6 **Directly Illuminated Sign.** A ~~s~~Sign designed to give forth artificial light directly (or through  
7 transparent or translucent material) from a source of light within such sign, including but not  
8 limited to neon and exposed lamp signs.

9 **~~SEC. 602.5. FREESTANDING.~~**

10 **Freestanding.** In no part supported by a building.

11 **~~SEC. 602.6. FREEWAY.~~**

12 **Freeway.** A highway, in respect to which the owners of abutting lands have no right or  
13 easement of access to or from their abutting lands or in respect to which such owners have  
14 only limited or restricted right or easement of access, the precise route for which has been  
15 determined and designated as a ~~f~~Freeway by an authorized agency of the State or a political  
16 subdivision thereof. The term shall include the main traveled portion of the trafficway and all  
17 ramps and appurtenant land and structures. Trans-Bay highway crossings shall be deemed to  
18 be ~~f~~Freeways within the meaning of this definition for purposes of this Code.

19 **~~SEC. 602.7. GENERAL ADVERTISING SIGN.~~**

20 **General Advertising Sign.** A ~~s~~Sign, legally erected prior to the effective date of Section 611 of  
21 this Code, which directs attention to a business, commodity, industry or other activity which is  
22 sold, offered or conducted elsewhere than on the premises upon which the ~~s~~Sign is located, or  
23 to which it is affixed, and which is sold, offered or conducted on such premises only  
24 incidentally if at all.

1 **SEC. 602.8. HEIGHT (OF A SIGN).**

2 **Height (of a Sign).** The vertical distance from the uppermost point used in measuring the ~~a~~Area  
3 of a ~~s~~Sign, as defined in this Section 602.1, to the ground immediately below such point or to  
4 the level of the upper surface of the nearest curb of a street, alley or highway (other than a  
5 structurally elevated roadway), whichever measurement permits the greater elevation of the  
6 ~~s~~Sign.

7 **SEC. 602.25. HISTORIC MOVIE THEATER PROJECTING SIGN.**

8 **Historic Movie Theater Projecting Sign.** A projecting ~~b~~Business ~~s~~Sign attached to a Qualified  
9 Movie Theater, as defined in Section 188(e)(1), when such sign was originally constructed in  
10 association with the Qualified Movie Theater or similar historic use. Such ~~s~~Signs are typically  
11 characterized by (a)(i) perpendicularity to the primary facade of the building, (b)(ii) fixed  
12 display of the name of the establishment, often in large lettering descending vertically  
13 throughout the length of the ~~s~~Sign; (c)(iii) a narrow width that extends for a majority of the  
14 vertical distance of a building's facade, typically terminating at or slightly above the ~~r~~Roofline,  
15 and (d)(iv) an overall scale and nature such that the ~~s~~Sign comprises a significant and  
16 character defining architectural feature of the building to which it is attached. Elimination or  
17 change of any lettering or other inscription from a Historic ~~m~~Movie ~~t~~Theater ~~p~~Projecting ~~s~~Sign,  
18 such as that which may occur with a change of ownership, change of use, or closure does not  
19 preclude classification of the ~~s~~Sign under this Section. For specific controls on the  
20 preservation, rehabilitation, or restoration of these signs, refer to Section 188(e) of this Code.

21 **SEC. 602.26. HISTORIC MOVIE THEATER MARQUEE.**

22 **Historic Movie Theater Marquee.** A ~~m~~Marquee, as defined in Section 102 790.58, attached to a  
23 Qualified Movie Theater, as defined in Section 188(e)(1), when such ~~m~~Marquee was originally  
24 constructed in association with a ~~m~~Movie ~~t~~Theater or similar historic use. Elimination or  
25 change of any lettering or other inscription from a Historic ~~m~~Movie ~~t~~Theater ~~m~~Marquee such as

1 that which may occur with a change of ownership, change of use or closure, does not  
2 preclude classification of the ~~m~~Marquee under this Section. For specific controls on the  
3 preservation, rehabilitation, or restoration of these ~~s~~Signs, refer to Section 188(e) of this Code.

4 **~~SEC. 602.9. HISTORIC SIGNS AND HISTORIC SIGN DISTRICTS.~~**

5 **Historic Sign.** An ~~h~~Historic ~~s~~Sign ~~is any sign listed on or eligible for listing on the National Register~~  
6 ~~of Historic Places or the California Register of Historical Resources, designated a City Landmark or a~~  
7 ~~contributor to a City Landmark District under Article 10, or designated as a Significant or~~  
8 ~~Contributory Building under Article 11 is a sign that depicts a land use, a business activity, a public~~  
9 ~~activity, a social activity or historical figure or an activity or use that recalls the City's historic past, as~~  
10 ~~further defined in Section 608.14 of this Code, and as permitted by Sections 303 and 608.14 of this~~  
11 ~~Code.~~

12 ~~An historic sign district is a specific geographic area depicted on the Zoning Map of the City~~  
13 ~~and County of San Francisco, pursuant to Section 302 of this Code, within which historic signs may be~~  
14 ~~permitted by conditional use authorization by the Planning Commission pursuant to Sections 303 and~~  
15 ~~608.14 of this Code.~~

16 **~~SEC. 602.10. IDENTIFYING SIGN.~~**

17 **Identifying Sign.** A ~~s~~Sign for a use listed in Article 2 of this Code as either a principal or a  
18 conditional use permitted in an R District, regardless of the district in which the use itself may  
19 be located, which ~~s~~Sign serves to tell only the name, address and lawful use of the premises  
20 upon which the ~~s~~Sign is located, or to which it is affixed. A bulletin board of a public, charitable  
21 or religious institution, used to display announcements relative to meetings to be held on the  
22 premises, shall be deemed an ~~i~~Identifying ~~s~~Sign. With respect to shopping malls containing  
23 five or more stores or establishments in NC Districts, and shopping centers containing five or  
24 more stores or establishments in NC-S Districts or in the City Center Special Sign District,  
25 ~~i~~Identifying ~~s~~Signs shall include ~~s~~Signs which tell the name of and/or describe aspects of the

operation of the mall or center. Shopping malls, as that term is used in this Section, are characterized by a common pedestrian passageway which provides access to the businesses located therein.

**~~SEC. 602.11. INDIRECTLY ILLUMINATED SIGN.~~**

**Indirectly Illuminated Sign.** A ~~s~~Sign illuminated with a light directed primarily toward such ~~s~~Sign and so shielded that no direct rays from the light are visible elsewhere than on the lot where said illumination occurs. If not effectively so shielded, such sign shall be deemed to be a ~~d~~Directly ~~i~~lluminated ~~s~~Sign.

**~~SEC. 602.12. LANDSCAPED FREEWAY.~~**

**Landscaped Freeway.** Any part of a ~~f~~Freeway that is now or hereafter classified by the State or a political subdivision thereof as a ~~l~~Landscaped ~~f~~Freeway, as defined in the California Outdoor Advertising Act. Any part of a ~~f~~Freeway that is not so designated shall be deemed a nonlandscaped ~~f~~Freeway.

**~~SEC. 602.13. NAME PLATE.~~**

**Name Plate.** A sign affixed flat against a wall of a building and serving to designate only the name or the name and professional occupation of a person or persons residing in or occupying space in such building.

**~~SEC. 602.14. NONILLUMINATED SIGN.~~**

**Nonilluminated Sign.** A ~~s~~Sign which is not illuminated, either directly or indirectly.

**~~SEC. 602.15. PROJECTION.~~**

**Projection.** The horizontal distance by which the furthestmost point used in measuring the ~~a~~Area of a ~~s~~Sign, as defined in this Section 602-~~1~~, extends beyond a street property line or a building setback line. A ~~s~~Sign placed flat against a wall of a building parallel to a ~~s~~Street or ~~a~~Alley shall not be deemed to project for purposes of this definition. A ~~s~~Sign on an ~~a~~Awning,

1     ~~e~~Canopy or ~~m~~Marquee shall be deemed to project to the extent that such ~~s~~Sign extends  
2     beyond a street property line or a building setback line.

3     ~~SEC. 602.16. ROOFLINE.~~

4     Roofline. The upper edge of any building wall or parapet, exclusive of any ~~s~~Sign ~~#~~Tower.

5     ~~SEC. 602.17. ROOF SIGN.~~

6     Roof Sign. A sign or any portion thereof erected or painted on or over the roof covering any  
7     portion of a building, and either supported on the roof or on an independent structural frame or  
8     ~~s~~Sign ~~#~~Tower, or located on the side or roof of a penthouse, roof tank, roof shed, elevator  
9     housing or other roof structure.

10    ~~SEC. 602.18. SALE OR LEASE SIGN.~~

11    Sale or Lease Sign. A sign which serves only to indicate with pertinent information the  
12    availability for sale, lease or rental of the lot or building on which it is placed, or some part  
13    thereof.

14    ~~SEC. 602.19. SIGN.~~

15    Sign. Any structure, part thereof, or device or inscription which is located upon, attached to, or  
16    painted, projected or represented on any land or right-of-way, or on the outside of any building  
17    or structure including an ~~a~~Awning, ~~e~~Canopy, ~~m~~Marquee or similar appendage, or affixed to the  
18    glass on the outside or inside of a window so as to be seen from the outside of the building,  
19    and which displays or includes any numeral, letter, word, model, banner, emblem, insignia,  
20    symbol, device, light, trademark, or other representation used as, or in the nature of, an  
21    announcement, advertisement, attention-arrester, direction, warning, or designation by or of  
22    any person, firm, group, organization, place, commodity, product, service, business,  
23    profession, enterprise or industry.

24           A "~~s~~Sign" is composed of those elements included in the ~~a~~Area of the ~~s~~Sign as defined  
25    in this Section 602. ~~of this Code~~, and in addition the supports, uprights and framework of the

1 display. Except in the case of ~~g~~General ~~a~~Advertising ~~s~~Signs, two or more faces shall be  
2 deemed to be a single ~~s~~Sign if such faces are contiguous on the same plane, or are placed  
3 back to back to form a single structure and are at no point more than two feet from one  
4 another. Also, on ~~a~~Awnings or ~~m~~Marquees, two or more faces shall be deemed to be a single  
5 ~~s~~Sign if such faces are on the same ~~a~~Awning or ~~m~~Marquee structure.

6 ~~SEC. 602.20. SIGN TOWER.~~

7 Sign Tower. A tower, whether attached to a building, freestanding, or an integral part of a  
8 building, which is erected for the primary purpose of incorporating a ~~s~~Sign, or having a ~~s~~Sign  
9 attached thereto.

10 ~~SEC. 602.21. STREET PROPERTY LINE.~~

11 Street Property Line. For purposes of this Article 6 only, "street property line" shall mean any  
12 line separating private property from either a ~~s~~Street or an ~~a~~Alley.

13 ~~SEC. 602.21A. VIDEO SIGN.~~

14 Video Sign. A ~~s~~Sign that displays, emits, or projects or is readily capable of displaying, emitting  
15 or projecting a visual representation or image; an animated video, visual representation, or  
16 image; or other video image of any kind onto a building, fabric, screen, sidewalk, wall, or other  
17 surface through a variety of means, including, but not limited to: camera; computer; digital  
18 cinema, imaging, or video; electronic display; fiber optics; film; internet; intranet; light emitting  
19 diode screen or video display; microprocessor or microcontroller ~~microecontrolled~~ based  
20 systems; picture frames; plasma display; projector; satellite; scrolling display; streaming video;  
21 telephony; television; VHS; wireless transmission; or other technology that can transmit  
22 animated or video images.

23 Vintage Sign. *A Vintage Sign is a Sign that depicts a land use, a business activity, a public activity, a*  
24 *social activity or historical figure or an activity or use that recalls the City's historic past, as further*  
25 *defined in Section 608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.*

1 ~~SEC. 602.22. WALL SIGN.~~

2 Wall Sign. A sign painted directly on the wall or placed flat against a building wall with its copy  
3 parallel to the wall to which it is attached and not protruding more than the thickness of the  
4 sign cabinet.

5 ~~SEC. 602.23. WIND SIGN.~~

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

9 ~~SEC. 602.24. WINDOW SIGN.~~

10 Window Sign. A sign painted directly on the surface of a window glass or placed behind the  
11 surface of a window glass.

12 **SEC. 607. COMMERCIAL AND INDUSTRIAL DISTRICTS.**

13 Signs in C, M, and PDR Districts, other than those signs exempted by Section 603 of  
14 this Code, shall conform to the following provisions:

15 (a) **General Advertising Signs.** No general advertising sign shall be permitted  
16 ~~in any C, M, or PDR District. within 200 feet of the park known as Union Square and visible from said~~  
17 ~~park. No general advertising sign shall be permitted to cover part or all of any windows.~~

18 (b) **Roof Signs.** Except for Historic Signs and Vintage Signs, Roof signs are not  
19 permitted in C, ~~Districts, and shall be permitted in all M, and PDR Districts, only if Subsections (1)~~  
20 ~~through (3) below are satisfied; except that a roof sign that is designated historic pursuant to Section~~  
21 ~~608.14 of this Code may be permitted without regard to Subsections (1) through (3) below:~~

22 (1) ~~The sign does not extend more than 25 feet above the roofline of the building on~~  
23 ~~or over which the sign is placed; and~~

1                   (2) ~~—All parts of the sign are within 25 feet of, and the sign is mounted at not more~~  
2 ~~than a 45-degree angle from, a wall of a building the roofline of which is at least as high as the top of~~  
3 ~~the sign; and~~

4                   (3) ~~—Such wall forms a complete backdrop for the sign, as the sign is viewed from all~~  
5 ~~points from which the sign is legible from a public street or alley.~~

6           (c)     **Wind Signs.** No ~~W~~Wind ~~S~~Sign shall be permitted in any C, M, or PDR District.

7           (d)     **Window Signs.** The total Area of all Window Signs shall not exceed one-third the area  
8 of the window or clear door on or in which the Signs are located. Such Signs may be nonilluminated,  
9 indirectly illuminated, or directly illuminated.

10           (e)     **Moving Parts.** No ~~S~~Sign shall have or consist of any moving, rotating, or  
11 otherwise physically animated part (as distinguished from lights that give the appearance of  
12 animation by flashing, blinking or fluctuating), except as follows:

13                   (1)     Moving or rotating or otherwise physically animated parts may be used  
14 for the rotation of barber poles and the indication of time of day and temperature.

15                   (2) ~~—In the case of a general advertising sign in C-2, C-3, C-M, M-1, M-2, and PDR~~  
16 ~~Districts, except for signs located within 200 feet of the park known as Union Square and visible from~~  
17 ~~said park and signs located so as to be primarily viewed by persons traveling on any portion of a~~  
18 ~~freeway, moving or otherwise physically animated parts may be used if such parts do not exceed a~~  
19 ~~velocity of one complete cycle in a four-second period where such parts constitute less than 30 percent~~  
20 ~~of the area of the sign or if, where such parts constitute a greater area of the sign, they do not exceed a~~  
21 ~~velocity of one complete cycle in a four-second period and are stationary at least half of each eight-~~  
22 ~~second period; except that signs designated historic pursuant to Section 608.14 of this Code may have~~  
23 ~~such moving features otherwise prohibited for signs located so as to be primarily viewed by persons~~  
24 ~~traveling on any portion of a freeway.~~

(2) ~~(3)~~ Notwithstanding the type of sSigns permissible under Subparagraph (e) ~~(d)~~, a vVideo sSign is prohibited.

~~(4) Notwithstanding the type of signs permissible under Subparagraph (d)(2), a sign that rotates is prohibited.~~

(f)(e) **Illumination.** Any sSign may be nonilluminated or indirectly or directly illuminated. Signs in PDR, C-3, ~~M-1~~ and M-2 Districts shall not be limited in any manner as to type of illumination, but no sSign in a C-2 or M-1 District shall have or consist of any flashing, blinking, fluctuating or otherwise animated light except as specifically designated as "Special Districts for Sign Illumination" on Sectional Map SSD of the Zoning Map of the City and County of San Francisco, described in Section 608 of this Code, in the C-2 area consisting of five blocks in the vicinity of Fisherman's Wharf. Notwithstanding the type of sSigns permissible under subparagraph (f) ~~(e)~~, a vVideo sSign is prohibited in the district.

(g)(f) **Projection.** Except for Historic Signs, Vintage Signs, Historic Theater Marquees, and Historic Theater Projecting Signs, no ~~No~~ sSign shall project more than 75% ~~percent~~ of the horizontal distance from the street property line to the curbline and in no case shall a sSign project more than six ~~10~~ feet beyond the street property line or building setback line.

(h)(g) **Height and Extension Above Roofline.**

(1) **Signs Attached to Buildings.** Except as provided in Section 260 for ~~h~~HHistoric~~s~~sSigns, and in Section 608.14 for Vintage Signs, and Section 188(e) for Historic Movie Theater Marquees and Historic Movie Theater Projecting Signs ~~in historic districts~~, no sSign ~~a~~Attached to a ~~b~~Building shall extend or be located above the roofline of the building to which it is attached. In addition, no sSign ~~a~~Attached to a ~~b~~Building shall under any circumstances exceed a maximum height of:

In C-3: 100 feet;

In all other C, M, and PDR Districts: 60 feet.

Such ~~s~~Signs may contain letters, numbers, a logo, service mark and/or trademark and may be nonilluminated or indirectly illuminated

(2) **Freestanding Signs.** The maximum height for ~~f~~Freestanding ~~s~~Signs shall be as follows:

In C-2: 36 feet;

In all other C and M Districts: 40 feet.

~~(i)(h)~~ **Special Standards for Automobile Automotive Service Stations.** For ~~automobile~~ Automotive-~~s~~Service ~~s~~Stations, only the following ~~s~~Signs are permitted, subject to the standards in this Subsection ~~(i)~~ ~~(h)~~ and to all other standards in this Section 607.

(1) A maximum of two oil company-~~s~~Signs, which shall not extend above the ~~r~~Roofline if ~~a~~Attached to a ~~b~~Building, or exceed the maximum height permitted for ~~f~~Freestanding ~~s~~Signs in the same district if freestanding. The ~~a~~Area of any such ~~s~~Sign shall not exceed 180 square feet, and along each street frontage all parts of such a ~~s~~Sign or ~~s~~Signs that are within 10 feet of the street property line shall not exceed 80 square feet in area. No such ~~s~~Sign shall project more than five feet beyond any street property line or building setback line. The areas of other permanent and temporary ~~s~~Signs as covered in Paragraph 607~~(i)~~ ~~(h)~~(2) below shall not be included in the calculation of the areas specified in this paragraph.

(2) Other permanent and temporary ~~b~~Business ~~s~~Signs, not to exceed 30 square feet in ~~a~~Area for each such ~~s~~Sign or a total of 180 square feet for all such ~~s~~Signs on the premises. No such ~~s~~Sign shall extend above the ~~r~~Roofline if ~~a~~Attached to a ~~b~~Building, or in any case project beyond any street property line or building setback line.

~~(3) — General advertising signs meeting the provisions of this Section 607.~~

## **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL DISTRICTS.**

\* \* \* \*

(b) **Signs or Sign Features Not Permitted in NC and RC Districts.** Roof sSigns as defined in Section 602.~~16 of this Code~~, ~~W~~Wind sSigns as defined in Section 602.~~22 of this Code~~, and sSigns on Ceanopies, as defined in Section 136.1(b) of this Code, are not permitted in NC and RC Districts. No sSign shall have or consist of any moving, rotating, or otherwise physically animated part, or lights that give the appearance of animation by flashing, blinking, or fluctuating, except as permitted by Section 607.1(i) of this Code. In addition, all sSigns or sign features not otherwise specifically regulated in this Section 607.1 shall be prohibited.

(c) **Identifying Signs.** Identifying sSigns, as defined in Section 602.~~10~~, shall be permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set forth below.

\* \* \* \*

(d) **Nameplates.** One nameplate, as defined in Section 602.~~12 of this Code~~, not exceeding an area of two square feet, shall be permitted for each noncommercial use in NC Districts.

(e) **General Advertising Signs.** General ~~A~~Advertising sSigns, as defined in Section 602.~~7~~, are not permitted in Neighborhood Commercial and Residential-Commercial Districts.

(f) **Business Signs.** Business sSigns, as defined in Section 602.~~3~~ shall be permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set forth below.

(1) **NC-1 and NCT-1 Districts.**

(A) **Window Signs.** The total area of all ~~W~~Window sSigns, as defined in Section 602.~~1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the signs are located. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

(B) **Wall Signs.** The area of all ~~W~~Wall sSigns shall not exceed one square foot per square foot of street frontage occupied by the business measured along the

1 wall to which the ~~s~~Signs are attached, or 50 square feet for each street frontage, whichever is  
2 less. The height of any ~~w~~Wall ~~s~~Sign shall not exceed 15 feet or the height of the wall to which it  
3 is attached. Such signs may be nonilluminated or indirectly illuminated; or during business  
4 hours, may be directly illuminated.

5 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not  
6 exceed one per business. The ~~a~~Area of such ~~s~~Sign, as defined in Section 602:~~4(a)~~, shall not  
7 exceed 24 square feet. The ~~h~~Height of such ~~s~~Sign shall not exceed 15 feet or the height of the  
8 wall to which it is attached. No part of the ~~s~~Sign shall project more than 75% percent of the  
9 horizontal distance from the street property line to the curbline, or six feet six inches,  
10 whichever is less. The ~~s~~Sign may be nonilluminated or indirectly illuminated, or during  
11 business hours, may be directly illuminated.

12 (D) **Signs on Awnings.** Sign copy may be located on permitted  
13 ~~a~~Awnings in lieu of ~~w~~Wall ~~s~~Signs and projecting ~~s~~Signs. The area of such sign copy as defined  
14 in Section 602:~~4(e)~~ shall not exceed 20 square feet. Such sign copy may be nonilluminated or  
15 indirectly illuminated.

16 (2) **RC, NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement**  
17 **Street, Outer Clement Street, Divisadero Street, Excelsior Outer Mission Street,**  
18 **Fillmore Street, Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving**  
19 **Street, Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street,**  
20 **Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional**  
21 **Commercial District, Sacramento Street, SoMa, Taraval Street, Union Street, Valencia**  
22 **Street, 24th Street-Mission, 24th Street-Noe Valley, and West Portal Avenue**  
23 **Neighborhood Commercial Districts.**

24 (A) **Window Signs.** The total ~~a~~Area of all ~~w~~Window ~~s~~Signs, as defined  
25 in Section 602:~~4(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the

1 ~~s~~Signs are located. Such ~~s~~Signs may be nonilluminated, indirectly illuminated, or directly  
2 illuminated.

3 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed two  
4 square feet per foot of street frontage occupied by the use measured along the wall to which  
5 the ~~s~~Signs are attached, or 100 square feet for each street frontage, whichever is less. The  
6 ~~h~~Height of any ~~w~~Wall ~~s~~Signs shall not exceed 24 feet, or the height of the wall to which it is  
7 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign  
8 is attached, whichever is lower. Such ~~s~~Signs may be nonilluminated, indirectly, or directly  
9 illuminated.

10 (C) **Projecting Signs.**

11 \* \* \* \*

12 (iv) Except as provided for in subsection (v) below, the ~~a~~Area of  
13 such ~~s~~Sign, as defined in Section 602-~~I(a)~~, shall not exceed 24 square feet. The ~~h~~Height of  
14 such ~~s~~Sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the  
15 height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign is attached,  
16 whichever is lowest.

17 (v) Within the Fillmore Street Neighborhood Commercial  
18 Transit District, one projecting ~~b~~Business ~~s~~Sign per building may exceed the size and height  
19 limits specified in subsection (iv) above, provided all of the following criteria are met:

20 a. The ~~a~~Area of the ~~s~~Sign, as defined in Section  
21 602-~~I(a)~~, does not exceed 125 square feet.

22 \* \* \* \*

23 (D) **Signs on Awnings and Marquees.** Sign copy may be located on  
24 permitted ~~a~~Awnings or ~~m~~Marquee in lieu of projecting ~~s~~Signs. The area of such sign copy as  
25 defined in Section 602-~~I(e)~~ shall not exceed 30 square feet. Such sign copy may be

1 nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for ~~m~~Movie  
2 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

3 (E) **Freestanding Signs and Sign Towers.** With the exception of  
4 ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations, which are regulated under Paragraph 607.1(f)(4), one  
5 ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a projecting ~~s~~Sign, if the  
6 building or buildings are recessed from the street property line. The existence of a  
7 ~~f~~Freestanding ~~b~~Business ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign  
8 on the same lot. The ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, as defined in Section  
9 602.~~1(a)~~, shall not exceed 20 square feet nor shall the ~~h~~Height of the ~~s~~Sign exceed 24 feet. No  
10 part of the ~~s~~Sign shall project more than ~~75% percent~~ of the horizontal distance from the street  
11 property line to the curbline, or six feet, whichever is less. Such ~~s~~Signs may be nonilluminated  
12 or indirectly illuminated; or during business hours, may be directly illuminated.

13 (3) **Mission Street NCT, NC-3, and NCT-3 Neighborhood Commercial**  
14 **Districts.**

15 (A) **Window Signs.** The total area of all ~~w~~Window ~~s~~Signs, as defined in  
16 Section 602.~~1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the  
17 ~~s~~Signs are located. Such ~~s~~Signs may be nonilluminated, indirectly illuminated, or directly  
18 illuminated.

19 (B) **Wall Signs.** The area of all ~~w~~Wall ~~s~~Signs shall not exceed three  
20 square feet per foot of street frontage occupied by the use measured along the wall to which  
21 the ~~s~~Signs are attached, or 150 square feet for each street frontage, whichever is less. The  
22 ~~h~~Height of any ~~w~~Wall ~~s~~Signs shall not exceed 24 feet, or the height of the wall to which it is  
23 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign  
24 is attached, whichever is lower. Such ~~s~~Signs may be nonilluminated, indirectly, or directly  
25 illuminated.

1 (C) **Projecting Signs.** The number of projecting sSigns shall not  
2 exceed one per business. The ~~a~~Area of such sSign, as defined in Section 602-~~H(a)~~, shall not  
3 exceed 32 square feet. The ~~h~~Height of the sSign shall not exceed 24 feet, or the height of the  
4 wall to which it is attached, or the height of the lowest of any residential windowsill on the wall  
5 to which the sSign is attached, whichever is lower. No part of the sSign shall project more than  
6 ~~75% percent~~ of the horizontal distance from the street property line to the curbline, or six feet  
7 six inches, whichever is less. Such sSigns may be nonilluminated, indirectly, or directly  
8 illuminated.

9 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be  
10 located on permitted ~~a~~Awnings or ~~m~~Marquee in lieu of projecting sSigns. The ~~a~~Area of such  
11 sSign copy, as defined in Section 602-~~H(e)~~, shall not exceed 40 square feet. Such sign copy  
12 may be nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for  
13 ~~m~~Movie ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business  
14 hours.

15 (E) **Freestanding Signs and Sign Towers.** With the exception of  
16 ~~a~~Automotive ~~gas and~~ sService sStations, which are regulated under Paragraph 607.1(f)(4) of  
17 this Code, one ~~f~~Freestanding sSign or sSign ~~t~~Tower per lot shall be permitted in lieu of a  
18 projecting sSign if the building or buildings are recessed from the street property line. The  
19 existence of a freestanding ~~b~~Business sSign shall preclude the erection of a ~~f~~Freestanding  
20 ~~i~~Identifying sSign on the same lot. The area of such ~~f~~Freestanding sSign or sSign ~~t~~Tower, as  
21 defined in Section 602-~~H(a)~~, shall not exceed 30 square feet nor shall the ~~h~~Height of the sSign  
22 exceed 24 feet. No part of the sSign shall project more than ~~75% percent~~ of the horizontal  
23 distance from the street property line to the curbline, or six feet, whichever is less. Such sSigns  
24 may be nonilluminated or indirectly illuminated, or during business hours, may be directly  
25 illuminated.

(4) **Special Standards for Automotive ~~Gas and~~ Service Stations.** For ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations in Neighborhood Commercial Districts, only the following ~~s~~Signs are permitted, subject to the standards in this Paragraph (f)(4) and to all other standards in this Section 607.1.

(A) A maximum of two oil company signs, which shall not extend above the ~~r~~Roofline if attached to a building, or exceed the maximum height permitted for ~~f~~Freestanding ~~s~~Signs in the same district if freestanding. The ~~a~~Area of any such ~~s~~Sign shall not exceed 180 square feet, and along each street frontage, all parts of such a ~~s~~Sign or ~~s~~Signs that are within 10 feet of the street property line shall not exceed 80 square feet in area. No such ~~s~~Sign shall project more than five feet beyond any street property line. The areas of other permanent and temporary ~~s~~Signs as covered in Subparagraph (B) below shall not be included in the calculation of the areas specified in this Subparagraph.

(B) Other permanent and temporary ~~b~~Business ~~s~~Signs, not to exceed 30 square feet in area for each such ~~s~~Sign or a total of 180 square feet for all such ~~s~~Signs on the premises. No such ~~s~~Sign shall extend above the ~~r~~Roofline if attached to a building, or in any case project beyond any street property line or building setback line.

\* \* \* \*

~~(j) — Other Sign Requirements. Within Neighborhood Commercial and Residential Commercial Districts, the following additional requirements shall apply:~~

~~(1) — Temporary Signs. The provisions of Section 607.1(g) of this Code shall apply.~~

~~(2) — Special Standards for Automotive Gas and Service Stations. The provisions of Section 607.1(f)(4) of this Code shall apply.~~

## **SEC. 607.2. MIXED USE DISTRICTS.**

\* \* \* \*

1 (b) **Signs or Sign Features Not Permitted in Mixed Use Districts.** General  
2 ~~a~~Advertising ~~s~~Signs are not permitted in ~~the Eastern Neighborhoods and South of Market~~ Mixed  
3 Use districts, ~~except in the South of Market General Advertising Special Sign District~~. Roof ~~S~~signs  
4 as defined in Section 602.16 of this Code, ~~w~~Wind ~~s~~Signs as defined in Section 602.21 of this  
5 Code, and ~~s~~Signs on ~~e~~Canopies, as defined in Section 136.1(b) of this Code, are not permitted  
6 in Mixed Use Districts. No ~~s~~Sign shall have or consist of any moving, rotating, or otherwise  
7 physically animated part, or lights that give the appearance of animation by flashing, blinking,  
8 or fluctuating. In addition, all ~~s~~Signs or sign features not otherwise specifically regulated in this  
9 Section 607.2 shall be prohibited.

10 (c) **Identifying Signs.** Identifying ~~s~~Signs, as defined in Section 602.10, shall be  
11 permitted in all Mixed Use Districts subject to the limits set forth below.

12 \* \* \* \*

13 (d) **Nameplate.** One nonilluminated or directly illuminated nameplate, as defined in  
14 Section 602.13 of this Code, not exceeding an area of two square feet, shall be permitted for  
15 each noncommercial use in Mixed Use Districts.

16 (e) **General Advertising Signs.** General ~~a~~Advertising ~~s~~Signs, as defined in Section  
17 602.7, are not ~~shall be~~ permitted in Mixed Use Districts ~~as provided for below~~. ~~General advertising~~  
18 ~~signs are not allowed in the South of Market and Downtown Residential Mixed Use Districts, except in~~  
19 ~~the Eastern Neighborhoods and South of Market General Advertising Special Sign District or where a~~  
20 ~~permit was approved by the City prior to January 1, 2001. In Mixed Use Districts where such signs are~~  
21 ~~permitted, general advertising signs may be either a wall sign or freestanding, provided that the~~  
22 ~~surface of any freestanding sign shall be parallel to and within three feet of an adjacent building wall.~~  
23 ~~In either case, the building wall shall form a complete backdrop for the sign, as the sign is viewed from~~  
24 ~~all points from a street or alley from which it is legible. No general advertising sign shall be permitted~~

1 ~~to cover part or all of any windows. Any extension of the copy beyond the rectangular perimeter of the~~  
2 ~~sign shall be included in the calculation of the sign area, as defined in Section 602.1(a) of this Code.~~

3 ~~(1) — Chinatown Residential Neighborhood Commercial District. No more than one~~  
4 ~~general advertising sign shall be permitted per lot. Such sign shall not exceed 72 square feet in area~~  
5 ~~nor exceed 12 feet in height. Such sign may be either nonilluminated or indirectly illuminated.~~

6 ~~(2) — Chinatown Visitor Retail and Chinatown Community Business Districts. No~~  
7 ~~more than one general advertising sign not exceeding 300 square feet in area or two general~~  
8 ~~advertising signs of 72 square feet each shall be permitted per lot. The height of any such wall sign~~  
9 ~~shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of~~  
10 ~~any residential windowsills on the wall to which it is attached, whichever is lower. If the advertising~~  
11 ~~sign is a freestanding sign, the height shall not exceed 24 feet or the height of the adjacent wall,~~  
12 ~~whichever is lower.~~

13 ~~(A) — Signs may be either nonilluminated or indirectly or directly illuminated.~~

14 ~~(3) — South of Market General Advertising Special Sign District. Within the area~~  
15 ~~designated as a South of Market General Advertising Special Sign District, as described in Section 821~~  
16 ~~of this Code and shown on Sectional Map SSD of the Zoning Map, the following provisions shall apply~~  
17 ~~to general advertising signs: (1) No more than two general advertising signs not to exceed 300 square~~  
18 ~~feet in area or one general advertising sign not to exceed 672 square feet in area shall be permitted per~~  
19 ~~lot; (2) No more than one double-sided or multiple-sided sign shall be permitted per lot; and (3) Roof~~  
20 ~~signs shall be permitted and shall not exceed the standards established by Section 607(b) of this Code~~  
21 ~~for roof signs lying within M Districts.~~

22 (f) **Business Signs.** Business ~~s~~Signs, as defined in Section 602.3 shall be  
23 permitted in all Mixed Use Districts subject to the limits set forth below.

24 (1) **Chinatown Residential Neighborhood Commercial District.**

1 (A) **Window Signs.** The total area of all ~~W~~Window ~~S~~Signs, ~~as defined in~~  
2 ~~Section 602.1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the ~~S~~Signs  
3 are located. Such ~~S~~Signs may be nonilluminated, indirectly illuminated, or directly illuminated.

4 (B) **Wall Signs.** The ~~a~~Area of all ~~W~~Wall ~~S~~Signs shall not exceed one  
5 square foot per foot of street frontage occupied by the business measured along the wall to  
6 which the ~~S~~Signs are attached, or 50 square feet for each street frontage, whichever is less;  
7 provided, however, that in no case shall the ~~W~~Wall ~~S~~Sign or combination of ~~W~~Wall ~~S~~Signs cover  
8 more than ~~75% percent~~ of the surface of any wall, excluding openings. The height of any ~~W~~Wall  
9 ~~S~~Sign shall not exceed 15 feet or the height of the wall to which it is attached. Such ~~S~~Signs may  
10 be nonilluminated or indirectly illuminated; or during business hours, may be directly  
11 illuminated.

12 (C) **Projecting Signs.** The number of projecting ~~S~~Signs shall not  
13 exceed one per business. The ~~a~~Area of such ~~S~~Sign, ~~as defined in Section 602.1(a)~~, shall not  
14 exceed 24 square feet. The ~~h~~Height of such ~~S~~Sign shall not exceed 15 feet or the height of the  
15 wall to which it is attached. No part of the ~~S~~Sign shall project more than ~~75% percent~~ of the  
16 horizontal distance from the street property line to the curbline, or six feet six inches,  
17 whichever is less. The ~~S~~Sign may be nonilluminated or indirectly illuminated, or during  
18 business hours, may be directly illuminated.

19 (D) **Signs on Awnings.** Sign copy may be located on permitted  
20 ~~a~~Awnings in lieu of ~~W~~Wall ~~S~~Signs and projecting ~~S~~Signs. The area of such sign copy ~~as defined in~~  
21 ~~Section 602.1(c)~~ shall not exceed 20 square feet. Such sign copy may be nonilluminated or  
22 indirectly illuminated.

23 (2) **Chinatown Visitor Retail District.**  
24  
25

1 (A) **Window Signs.** The total area of all ~~W~~Window ~~S~~Signs, ~~as defined in~~  
2 ~~Section 602.1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the ~~S~~Signs  
3 are located. Such ~~S~~Signs may be nonilluminated, indirectly illuminated, or directly illuminated.

4 (B) **Wall Signs.** The ~~a~~Area of all ~~W~~Wall ~~S~~Signs shall not exceed two  
5 square feet per foot of street frontage occupied by the use measured along the wall to which  
6 the ~~S~~Signs are attached, or 100 square feet for each street frontage, whichever is less. The  
7 ~~h~~Height of any ~~W~~Wall ~~S~~Sign shall not exceed 24 feet, or the height of the wall to which it is  
8 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~S~~Sign  
9 is attached, whichever is lower. Such ~~S~~Signs may be nonilluminated, indirectly, or directly  
10 illuminated.

11 (C) **Projecting Signs.** The number of projecting ~~S~~Signs shall not  
12 exceed one per business. The ~~a~~Area of such ~~S~~Sign, ~~as defined in Section 602.1(a)~~, shall not  
13 exceed 24 square feet. The ~~h~~Height of such ~~S~~Sign shall not exceed 24 feet, or the height of the  
14 wall to which it is attached, or the height of the lowest of any residential windowsill on the wall  
15 to which the ~~S~~Sign is attached, whichever is lower. No part of the ~~S~~Sign shall project more than  
16 75% ~~percent~~ of the horizontal distance from the street property line to the curblineline, or six feet  
17 six inches, whichever is less. Such ~~S~~Signs may be nonilluminated or indirectly illuminated; or  
18 during business hours, may be directly illuminated.

19 (D) **Signs on Awnings and Marquees.** Sign copy may be located on  
20 permitted ~~a~~Awnings or ~~m~~Marquee in lieu of projecting ~~S~~Signs. The area of such sign copy ~~as~~  
21 ~~defined in Section 602.1(c)~~ shall not exceed 30 square feet. Such sign copy may be  
22 nonilluminated or indirectly illuminated, except that sign copy on ~~m~~Marquees for ~~m~~Movie  
23 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

24 (E) **Freestanding Signs and ~~S~~Sign ~~t~~Tower s.** One ~~f~~Freestanding ~~S~~Sign  
25 or ~~S~~Sign ~~t~~Tower per lot shall be permitted in lieu of a projecting ~~S~~Sign, if the building or

1 buildings are recessed from the street property line. The existence of a ~~f~~Freestanding  
2 ~~b~~Business ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign on the same  
3 lot. The area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, ~~as defined in Section 602.1(a)~~, shall  
4 not exceed 20 square feet nor shall the ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the  
5 ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal distance from the street property  
6 line to the curblineline, or six feet, whichever is less. Such ~~s~~Signs may be nonilluminated or  
7 indirectly illuminated; or during business hours, may be directly illuminated.

8 (3) **Chinatown Community Business District, Eastern Neighborhoods,**  
9 **South of Market Mixed Use Mixed Use Districts, and the Downtown Residential**  
10 **Districts.**

11 (A) **Window Signs.** The total area of all ~~w~~Window ~~s~~Signs, ~~as defined in~~  
12 ~~Section 602.1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the ~~s~~Signs  
13 are located. Such ~~s~~Signs may be nonilluminated, indirectly illuminated, or directly illuminated.

14 (B) **Wall Signs.**

15 (i) **In districts other than the Urban Mixed Use District.** The  
16 area of all ~~w~~Wall ~~s~~Signs shall not exceed three square feet per foot of street frontage occupied  
17 by the use measured along the wall to which the ~~s~~Signs are attached, or 150 square feet for  
18 each street frontage, whichever is less; provided, however, that in no case shall the ~~w~~Wall  
19 ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover more than 75% ~~percent~~ of the surface of any wall,  
20 excluding openings. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall not exceed 24 feet, or the height of  
21 the wall to which it is attached, or the height of the lowest of any residential windowsill on the  
22 wall to which the sign is attached, whichever is lower. Such ~~s~~Signs may be nonilluminated,  
23 indirectly, or directly illuminated.

24 (ii) **In the Urban Mixed Use District.** The area of all ~~w~~Wall  
25 ~~s~~Signs shall not exceed three square feet per foot of street frontage occupied by the use

1 measured along the wall to which the ~~s~~Signs are attached for up to 50 feet of street frontage,  
2 and an additional one square foot per foot of street frontage thereafter; provided, however,  
3 that in no case shall the ~~w~~Wall ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover more than 75%  
4 ~~percent~~ of the surface of any wall, excluding openings. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall  
5 not exceed 60 feet, or the height of the wall to which it is attached, or the height of the lowest  
6 of any residential windowsill on the wall to which the sign is attached, whichever is lower.  
7 Such ~~s~~Signs may be nonilluminated, indirectly, or directly illuminated.

8 (C) **Projecting~~s~~Signs.** The number of projecting ~~s~~Signs shall not  
9 exceed one per business. The area of such sign or ~~s~~Signs combined when there are multiple  
10 ~~s~~Signs, ~~as defined in Section 602.1(a),~~ shall not exceed 32 square feet. The ~~h~~Height of the ~~s~~Sign  
11 shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the  
12 lowest of any residential windowsill on the wall to which the sign is attached, whichever is  
13 lower. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal distance from  
14 the street property line to the curblineline, or six feet six inches, whichever is less. Such ~~s~~Signs  
15 may be nonilluminated, indirectly, or directly illuminated.

16 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be  
17 located on permitted ~~a~~Awnings or ~~m~~Marquees in lieu of projecting~~s~~Signs. The area of such  
18 sign copy, ~~as defined in Section 602.1(c),~~ shall not exceed 40 square feet. Such sign copy may  
19 be nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for ~~m~~Movie  
20 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

21 (E) **Freestanding Signs and Sign Towers.** One ~~f~~Freestanding ~~s~~Sign  
22 or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a projecting sign if the building or buildings  
23 are recessed from the street property line. The existence of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign  
24 shall preclude the erection of a ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign on the same lot. The area of  
25 such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, ~~as defined in Section 602.1(a),~~ shall not exceed 30

1 square feet nor shall the ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the ~~s~~Sign shall project  
2 more than 75% ~~percent~~ of the horizontal distance from the street property line to the curbline,  
3 or six feet, whichever is less. Such ~~s~~Signs may be nonilluminated or indirectly illuminated, or  
4 during business hours, may be directly illuminated.

5 \* \* \* \*

6 **SEC. 608.3. ~~WITHIN CIVIC CENTER AREA~~ SPECIAL SIGN DISTRICTS.**

7 No ~~g~~General ~~a~~Advertising ~~s~~Sign, and no other ~~s~~Sign exceeding 200 square feet in area,  
8 shall be located within the Civic Center Special Sign Districts Numbers 1 and 2, as designated  
9 on Sectional Map SSD of the Zoning Map of the City and County of San Francisco. Within  
10 such districts, no ~~s~~Sign that is located on publicly owned property, or that is located on a street  
11 frontage facing publicly owned property, shall have any moving, rotating or otherwise  
12 animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project  
13 beyond any street property line or building setback line; or be ~~a~~Attached to a ~~b~~Building in any  
14 manner other than with its entire area flat against a wall of such building that directly faces a  
15 street.

16 **SEC. 608.4. ~~WITHIN CANDLESTICK PARK AREA~~ SPECIAL SIGN DISTRICT.**

17 No ~~g~~General ~~a~~Advertising ~~s~~Sign, and no other ~~s~~Sign exceeding 200 square feet in area,  
18 shall be located within the Candlestick Park Special Sign District, as designated on Sectional  
19 Map SSD of the Zoning Map of the City and County of San Francisco; ~~provided, however, that~~  
20 ~~signs in a parking lot immediately adjacent to or on the exterior of the stadium which are designed~~  
21 ~~primarily to be viewed by patrons arriving at or departing from the stadium, and include directional~~  
22 ~~information for the control of traffic and functions of the stadium, shall be permitted.~~

23 **SEC. 608.5. NEAR FREEWAYS.**

24 Except for ~~h~~Historic ~~s~~Signs and Vintage Signs designated pursuant to Section 608.14 of  
25 this Code, no ~~g~~General ~~a~~Advertising ~~s~~Sign, and no other ~~s~~Sign exceeding 200 square feet in

1 area, shall be located after the date of determination and designation of the route of a  
2 ~~landscaped or nonlandscaped~~ fFreeway so that it is primarily to be viewed by persons traveling  
3 on any portion of such fFreeway. When located so as to be viewed primarily by persons  
4 traveling on any portion of a ~~landscaped~~ fFreeway, ~~b~~Business sSigns not exceeding 200 square  
5 feet in area which are permitted by this Section 608.5, ~~and~~ ~~h~~Historic sSigns, and Vintage Signs  
6 designated pursuant to Section 608.14 which may exceed 200 square feet in area shall,  
7 regardless of any other provision of this Code, be limited to sSigns which designate the name  
8 of the owner or occupant of the premises upon which the sSign is placed, or which identify  
9 such premises, or which direct attention to goods manufactured or produced, or services  
10 rendered, on the property upon which the sSign is placed.

11 **SEC. 608.8. MARKET STREET SPECIAL SIGN DISTRICT.**

12 There shall be a special sign district known as the "Market Street Special Sign District"  
13 in the vicinity of Market Street, from The Embarcadero to Octavia Boulevard as designated on  
14 Sectional Map SS02 of the Zoning Map of the City and County of San Francisco. The original  
15 copy of said Sectional Map with this Special Sign District indicated thereon is on file with the  
16 Clerk of the Board of Supervisors under File No. 112-70. With respect to said Special Sign  
17 District, the following regulations shall apply:

18 (a) **Purpose and Findings.** In addition to the purposes stated in Sections 101 and  
19 601 of this Code, the following purposes apply to the Market Street Special Sign District.  
20 These purposes constitute findings that form a basis for these regulations and provide  
21 guidance for their application.

22 (1) In November 1962, the electorate of San Francisco voted approval of an  
23 investment in a City and regional rapid transit system that ~~will~~ run beneath Market Street. In  
24 June 1968, the electorate approved a bonded indebtedness of \$24,500,000, including  
25 payment for reconstruction and improvement of Market Street from The Embarcadero to the

Central Skyway overpass. The street has been completely rebuilt at public expense, with special paving, furnishings, plazas and landscaping. Market Street is the transit spine of the Downtown area, with heavy concentrations of pedestrians, and is a central domain of the people of the City and of the region. It is a purpose of the Market Street Special Sign District to further this public endeavor.

\* \* \* \*

(b) **Controls.** ~~General Advertising Signs. Except as specified in Paragraph 608.8(e)(2) below;~~

~~(1) — No general advertising sign shall be permitted at any location within said Special Sign District; and~~

~~(2) — No general advertising sign shall be located within 200 feet of said Special Sign District, if any portion of a face of such sign would be visible from any point on a street, alley or plaza within the Special Sign District.~~

~~(1)(e)~~ **Projection of Signs and Other Features.** Within said Special Sign District:

~~(A)(1)~~ No projection shall exceed a horizontal distance of six feet beyond any street property line. This limitation shall apply to ~~s~~Signs and to all other features including but not limited to ~~m~~Marquees, ~~a~~Awnings and ~~e~~Canopies, with the sole exception of flagpoles for flags of any nation or political subdivision.

~~(B)(2)~~ Projecting ~~s~~Signs for each establishment shall be limited to one ~~s~~Sign on each street frontage occupied by the establishment, in addition to any ~~s~~Signs that are placed flat upon or otherwise integrated in the design of ~~m~~Marquees and ~~a~~Awnings.

~~(2)(d)~~ **Height and Extension Above Roofline.** Within said Special Sign District, all of the following limitations shall apply:

1                                ~~(1) — With the exception of Historic Signs, no sign attached to a building shall~~  
2 ~~extend or be located above the roofline of the building to which it is attached.~~

3                                ~~(A)(2)~~ A projecting sSign with lettering or other inscription arranged in a  
4 vertical manner shall have a maximum height of 60 feet; except that a greater height shall be  
5 permitted, up to a maximum height of 100 feet, provided the ~~h~~Height of the sSign shall remain  
6 at least 20 feet below the ~~r~~Roofline of the building as measured directly above the sSign.

7                                ~~(B)(3)~~ Except as provided in Subsection (D) Paragraph 608.8(d)(5) below, all  
8 other sSigns shall be located no higher than the windowsill level of the lowest story (if any) that  
9 has a window or windows on the building facade on which the sSigns are placed, exclusive of  
10 the ground story and mezzanine, provided that no such sSign shall in any case exceed a  
11 height of 60 feet.

12                                ~~(C)(4)~~ In addition, except as provided in ~~Paragraph 608.8(d)(5)~~ Subsection  
13 (D) below, uniformity of height shall be maintained in both the upper and lower edges of  
14 sSigns placed flat upon or essentially parallel to each facade of a single building.

15                                ~~(D)(5)~~ As to the requirements of Subsections (B) Paragraphs 608.8(d)(3) and  
16 ~~(C)(4)~~ above, deviation from the requirements may be permitted to the extent an alternative  
17 placement of sSigns is made necessary by the location of arches, entrances and other  
18 architectural features, as determined by the Zoning Administrator, or for the purpose of  
19 installing special lighting effects and temporary holiday decorations, or for the purpose of  
20 modifying or replacing currently existing noncomplying business ~~w~~Wall sSigns as provided by  
21 Subsection 607(g).

22                                ~~(e) Other Requirements. Within said Special Sign District, the following additional~~  
23 ~~requirements shall apply:~~

24                                ~~(3)(1)~~ **Temporary Signs.** With the exception of holiday decorations, no sSign  
25 composed of paper or other temporary material shall be placed on the outside of any building

or structure or affixed to the glass on the outside or inside of any window, unless such ~~s~~Sign is placed in a frame or on a structure specifically designed for this purpose.

~~(2) — **Public Areas.** No sign or other structure or feature shall be placed upon any public street, alley or public plaza, or in any portion of a transit system, except such signs, structures and features as are specifically approved by the appropriate public authorities under applicable laws and regulations not inconsistent with this Code and under such conditions as may be imposed by such authorities.~~

~~(3) — **Maintenance.** Every sign pertaining to an active establishment shall be adequately maintained in its appearance, or else removed or obscured. When the space occupied by any establishment has been vacated, all signs pertaining to such establishment shall be removed or obscured within 60 days following the date of vacation.~~

**SEC. 608.9. ~~IN~~ JACKSON SQUARE SPECIAL SIGN DISTRICT.**

\* \* \* \*

(b) **Regulations.** Within such Special Sign District:

~~(1) No general advertising sign shall be permitted.~~

~~(2)~~ The ~~a~~Area of all ~~s~~Signs on a building shall not exceed an area of two square feet for each foot of street frontage occupied by the building, and shall in no event exceed a total of 100 square feet on each street frontage.

~~(3) — Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof sign shall be permitted.~~

~~(4) — Notwithstanding the exceptions stated in Subsection 607(g) of this Code, no sign attached to a building shall extend or be located above the roofline of the building to which it is attached.~~

~~(2)(5)~~ No ~~p~~Projection shall exceed a horizontal distance of six feet beyond any street property line. This limitation shall apply to ~~s~~Signs and to all other features including but

not limited to ~~m~~Marquees and ~~a~~Awnings, with the sole exception of flagpoles for flags of any nation or political subdivision. All ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings and other features shall be supported entirely by a building; no ~~e~~Canopies shall be permitted.

~~(3)(6)~~ Projecting ~~s~~Signs for each establishment shall be limited to one ~~s~~Sign on each street frontage occupied by the establishment.

~~(4)(7)~~ All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or strong horizontal element located above the ground story of the building, but in no event higher than three feet above the top of the ceiling level of the ground story.

~~(5)(8)~~ No ~~d~~Directly ~~i~~lluminated ~~s~~Sign shall be permitted.

**SEC. 608.12. IN SHOWPLACE SQUARE.**

*There shall be a special sign district known as the "Showplace Square Special Sign District," as designated on Sectional Map SSD of the Zoning Map of the City and County of San Francisco.*

~~(a) — Purposes and Findings. In addition to furthering the purposes stated in Sections 101 and 601 of this Code, creation of the Showplace Square Special Sign District is intended to facilitate the transition of the Showplace Square area from its former industrial character to an area of design showrooms. Presently, wholesale and trade design showrooms and accessory uses have located in this area, replacing industrial-type uses. The showroom-type activities enhance the Showplace Square area and attract investments, development and other design improvements. Due to the changed environment, the existence of general advertising signs in the area is no longer appropriate and detracts from the emerging quality and character of the area.~~

~~(b) — Regulations. Within such special sign district:~~

~~1. No general advertising sign shall be permitted.~~

**SEC. 608.13. IN THE RINCON HILL DOWNTOWN RESIDENTIAL MIXED USE DISTRICT AREA.**

1           Within the boundaries of the Rincon Hill Downtown Residential Mixed Use District set  
2 forth in Section 827 and generally bounded by Folsom Street, The Embarcadero, Bryant  
3 Street, and Essex Street, notwithstanding any other provisions of this Code, the existing  
4 ~~s~~Signs and/or ~~s~~Sign ~~t~~Towers may be changed, modified or replaced provided that all the  
5 following criteria are met:

6           \* \* \* \*

7       **SEC. 608.15. NORTHEAST WATERFRONT SPECIAL SIGN DISTRICT.**

8           \* \* \* \*

9           (b) Regulations within the Special Sign District:

10           (1) ~~No general advertising sign shall be permitted.~~

11           ~~(2)——Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof~~  
12 ~~sign shall be permitted.~~

13           ~~(3)——Notwithstanding the exceptions stated in Subsection 607(g) of this Code, no sign~~  
14 ~~attached to a building shall extend or be located above the roofline of the building to which it is~~  
15 ~~attached.~~

16           ~~(4)~~ No ~~p~~Projection shall exceed a horizontal distance of six feet beyond any  
17 street property line. This limitation shall apply to ~~s~~Signs and to all other features, including but  
18 not limited to, ~~m~~Marquees and ~~a~~Awnings, with the sole exception of flagpoles for flags. All  
19 ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings, and other features shall be supported entirely by a building. No  
20 canopies shall be permitted.

21           ~~(2)(5)~~ All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or  
22 strong horizontal element located above the ground story of the building, and in no event  
23 higher than three feet above the top of the ceiling level of the ground story.

24           ~~(3)(6)~~ No ~~d~~Directly ~~i~~lluminated ~~s~~Sign, as defined in Section 602.4 of this Code,  
25 shall be permitted.

1     **SEC. 609.10. IN THE ~~ON AND NEAR~~ MARKET STREET SPECIAL SIGN DISTRICT ~~FROM~~**  
2     **~~THE EMBARCADERO TO THE CENTRAL SKYWAY OVERPASS.~~**

3             (a)     **General Advertising Signs.** Any lawfully existing ~~g~~General ~~a~~Advertising ~~s~~Sign  
4     within the Market Street Special Sign District, other than such a ~~s~~Sign located on a wall  
5     immediately adjacent to the establishment to which it directs attention, shall be removed  
6     within five years after the effective date of said Special Sign District or such later date as the  
7     location of such ~~s~~Sign may be designated as part of said Special Sign District; provided,  
8     however, that if the public street and plaza improvements within any of the sections of the  
9     Market Street Special Sign District listed below have not been substantially completed at the  
10    end of said five-year period in accordance with the architectural plans entitled "Market Street  
11    Reconstruction," Transit Task Force File No. 810.00R1 through 810.28R1, dated September  
12    10, 1970, and "Surface Plan - Hallidie Plaza," Transit Task Force File No. 1000, dated July  
13    15, 1970, including permanent pavement of sidewalk and roadway areas, planting of trees  
14    and placement of furnishings, then said ~~g~~General ~~a~~Advertising ~~s~~Signs within any such section  
15    need not be removed until 30 days after the date of substantial completion of said  
16    improvements in the section in which said ~~s~~Signs are located:

17             \*   \*   \*   \*

18    **SEC. 609.11. IN THE JACKSON SQUARE SPECIAL SIGN DISTRICT.**

19             Any lawfully existing ~~s~~Sign which does not conform to Section 608.9 of this Code shall  
20    be removed or altered to conform therewith within five years after the effective date of said  
21    Section or such later date as the ~~s~~Sign becomes nonconforming.

22    **SEC. 609.13. NONCONFORMING GENERAL ADVERTISING SIGNS IN NEIGHBORHOOD**  
23    **COMMERCIAL DISTRICTS.**

24             If state and/or federal statutes, as applicable, which currently required local  
25    governments to pay monetary compensation to the owners of nonconforming ~~s~~Signs as a

condition of requiring removal of such ~~s~~Signs is/are repealed, or amended so as to eliminate that requirement, then any lawfully existing ~~g~~General ~~a~~Advertising ~~s~~Sign within a Neighborhood Commercial District ~~which does not conform to the provisions of Section 607.1(e), (h), (i), and (j) or any lawfully existing general advertising sign which directs attention to a business on the same or directly adjacent property and does not conform to the provisions of Section 607.1(e), (h), (i), and (j)~~ shall be removed within five years of the effective date of the repeal of the amendment of said state and/or federal legislation, as applicable; ~~provided, however, if this Code is amended after the effective date of said repeal or amendment of said state and/or federal legislation, which Code amendment first makes Section 607.1 applicable to a sign, then that sign need not be removed until five years after the effective date of said Code amendment.~~

**SEC. 609.14. IN THE NORTHEAST WATERFRONT SPECIAL SIGN DISTRICT.**

Any lawfully existing ~~s~~Sign that does not conform to Section 608.15 of this Code shall be removed or altered to conform to that Section within five years after the effective date of Section 608.15 or such later date as the sign becomes nonconforming.

**~~SEC. 803.1. BUILDING STANDARDS IN THE CHINATOWN MIXED USE DISTRICTS.~~**

~~Building standards which regulate the general size, shape, character, and design of development in Chinatown Mixed Use Districts are set forth, or summarized or cross-referenced in Sections 810.10 through 812.1 of this Code for each district class.~~

~~Table 803.1 below is set forth for convenience; in the event of any omission from the table or conflict with other provisions of this Code, the remainder of the Code shall govern.~~

**~~TABLE 803.1~~**  
**~~BUILDING STANDARD CATEGORIES IN THE~~**  
**~~CHINATOWN MIXED USE DISTRICTS~~**

-

<del>No.</del>	<del>Zoning Control Categories</del>	<del>Section Number</del>	<del>Section Number</del>
----------------	--------------------------------------	---------------------------	---------------------------

	<i>for Building Standards</i>	<i>of Standard</i>	<i>of Definition</i>
803.1.10	<i>Height and Bulk</i>	<i>Zoning Map, § 270</i>	<i>§§ 102.12, 102.21, 270</i>
803.1.11	<i>Lot Size (Per Development)</i>	<i>§ 121.5</i>	<i>§§ 121(e), 890.56</i>
803.1.12	<i>Rear Yard/Site Coverage</i>	<i>§ 134(a) (e)</i>	<i>§ 134</i>
803.1.13	<i>Sun Access Setback</i>	<i>§ 132.3</i>	
803.1.14	<i>Maximum Street Frontage</i>	<i>§ 145.2</i>	
803.1.15	<i>Awning</i>	<i>§ 136.2(a)</i>	<i>§ 890.21</i>
803.1.16	<i>Canopy</i>	<i>§ 136.2(b)</i>	<i>§ 890.24</i>
803.1.18	<i>Marquee</i>	<i>§ 136.2(c)</i>	<i>§ 890.58</i>
803.1.19	<i>Floor Area Ratio</i>	<i>§§ 123—124</i>	<i>§§ 102.9, 102.11</i>
803.1.20	<i>Use Size (Nonresidential)</i>	<i>§ 121.9</i>	<i>§ 890.130</i>
803.1.21	<i>Open Space</i>	<i>§ 135.1</i>	
803.1.22	<i>Off Street Parking, Commercial and Institutional</i>	<i>§ 151</i>	<i>§ 150</i>
803.1.23	<i>Off Street Freight Loading</i>	<i>§ 152</i>	<i>§ 150</i>
803.1.30	<i>General Advertising Sign</i>	<i>§ 607.2(c)</i>	<i>§ 602.7</i>
803.1.31	<i>Business Sign</i>	<i>§ 607.2(d)</i>	<i>§ 602.3</i>
803.1.32	<i>Other Signs</i>	<i>§ 607.2(g) – (j)</i>	<i>§ 602.9, § 602.2</i>
803.1.91	<i>Residential Density, Dwelling Units</i>	<i>§ 207.4</i>	<i>§ 207.1</i>
803.1.92	<i>Residential Density, Other</i>	<i>§ 208</i>	<i>§ 208</i>
803.1.93	<i>Usable Open Space</i>	<i>§ 135(d)</i>	<i>§ 135</i>
803.1.94	<i>Off Street Parking, Residential</i>	<i>§ 151</i>	<i>§ 150</i>

\* \* \* \*

Table 810. CHINATOWN COMMUNITY BUSINESS DISTRICT

ZONING CONTROL TABLE

			Chinatown Community Business District
No.	Zoning Category	§ References	Controls
* * * * .30 * * * *	General Advertising Sign	§§ <u>607.2</u> <del>602—604, 608.1,</del> 608.2	<u>NP</u> § <del>607.2(e)</del>

Table 811. CHINATOWN VISITOR RETAIL DISTRICT

ZONING CONTROL TABLE

			Chinatown Visitor Retail District
No.	Zoning Category	§ References	Controls
* * * * .30 * * * *	General Advertising Sign	§§ <u>607.2</u> <del>602—604, 608.1,</del> 608.2	<u>NP</u> § <del>607.2(e)</del>

**Table 812. CHINATOWN RESIDENTIAL NEIGHBORHOOD COMMERCIAL DISTRICT  
ZONING CONTROL TABLE**

			Chinatown Residential Neighborhood Commercial District
No.	Zoning Category	§ References	Controls
* * * * * .30 * * * * *	General Advertising Sign	§§ <del>607.2 602–604, 608.1,</del> 608.2	<del>NP § 607.2(e)</del>

**Table 817. SLI – SERVICE/LIGHT INDUSTRIAL DISTRICT  
ZONING CONTROL TABLE**

No.	Zoning Category	§ References	Service/Light Industrial District Controls
* * * * * 817.76 * * * * *	General Advertising Sign	§ 607.2 <del>(b) and (e)</del>	<del>P in South of Market General            Advertising Special Sign            District, Otherwise NP</del>

**~~SEC. 821. SOUTH OF MARKET SPECIAL GENERAL ADVERTISING SIGN DISTRICT.~~**

~~The South of Market Special General Advertising Sign District, as shown on Sectional Map  
 SSD-2 of the Zoning Map, is governed by Section 607.2(e)(3) of this Code.~~

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2           Section 3. Pursuant to Sections 106 and 302(c) of the Planning Code, the following  
3 amendments to Sheets SS01 and SS02 of the Zoning Map of the City and County of San  
4 Francisco, duly approved and recommended to the Board of Supervisors by the Planning  
5 Commission, are hereby adopted:

6           Delete the Showplace Square Special Sign District from Maps SS01 and SS02.

7           Delete the South of Market General Advertising Special Sign District from Maps SS01  
8 and SS02.

9           Delete the Hamm's Building Historic Special Sign District from Map SS02.

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

15  
16           Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
17 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
18 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
19 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
20 additions, and Board amendment deletions in accordance with the "Note" that appears under  
21 the official title of the ordinance. Notwithstanding the previous sentence, the Board intends to  
22  
23  
24  
25

1 relocate existing Planning Code Sections 602.25 and 602.26 within the alphabetical sequence  
2 of Section 602, as indicated in the sequencing within Section 602 in this ordinance.

3  
4 APPROVED AS TO FORM:  
5 DENNIS J. HERRERA, City Attorney

6 By: \_\_\_\_\_  
7 JUDITH A. BOYAJIAN  
8 Deputy City Attorney

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