



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Executive Summary Planning Code Text & Zoning Map Amendment

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

*Project Name:* **Transit Center District Plan Area Special Sign District**  
*Case Number:* **2017-009897PCA MAP [Board File No. 170941]**  
*Initiated by:* Supervisor Kim / Introduced September 5, 2017  
*Staff Contact:* Diego R Sánchez, Legislative Affairs  
diego.sanchez@sfgov.org, 415-575-9082  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 415-558-6362  
*Recommendation:* **Recommend Approval with Modification**

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PLANNING CODE AMENDMENT

The proposed Ordinance would amend the Planning Code to create the Transit Center Special Sign District (bounded by Market Street on the north, Folsom Street on the south, Steuart Street on the east and between New Montgomery and Third Streets on the west, and in the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land bounded by Spear, Mission, Folsom, and Second Streets), to restrict the size and height of new signs within 200 feet of and visible from an existing or planned public park or open space, and to restrict illumination of certain new signs in those areas. The Ordinance will also amend the Zoning Map to add the Transit Center Special Sign District.

#### The Way It Is Now:

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

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

### **The Way It Would Be:**

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

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

## **BACKGROUND**

### Interim Zoning Controls

Resolution 418-15<sup>1</sup>, effective November 2015, imposed interim zoning controls regulating new signs within the Transit Center District Plan Area (Plan Area). This Resolution found that the illumination, height and size of new signs could adversely affect the aesthetics of parks or POPOS in the Plan Area as well as the enjoyment of those parks and POPOS. City Park and Under Ramp Park, two forthcoming parks in the Plan Area, are specifically identified as parks of concern in this regard. This Resolution also found that evening and nighttime sign illumination could disturb the sleep of nearby residents and the overall enjoyment of their dwellings.

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

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

---

<sup>1</sup> Resolution 418-15:

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

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

Resolution 273-17<sup>3</sup>, effective July 2017, extended the interim zoning controls established under Resolution 418-15 for an additional six months. Resolution 273-17 found that the conditions that led to the adoption of Resolution 418-15 persist. Extending the interim controls affords time to finalize permanent Planning Code regulations for signs in the Plan Area.

## **ISSUES AND CONSIDERATIONS**

### **The City's Downtown and Signage Controls**

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

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

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

### **Interim Controls Reception**

Interim zoning controls addressing the height, size and illumination of signs in the Plan Area, and near parks and open spaces, have been in effect since November 2015.<sup>4</sup> Staff from the Planning Department,

---

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

<sup>3</sup> Resolution 273-17:

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

<sup>4</sup> Resolution 418-15

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

### **Parks and Open Spaces in the Plan Area**

#### City Park and Under Ramp Park

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

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

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

#### POPOS

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

### **General Plan Compliance**

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

#### Housing Element

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

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

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

#### Urban Design Element

**Objective 1:** Emphasis of the Characteristic Pattern Which Gives to the City and its Neighborhoods an Image, a Sense of Purpose, and a Means of Orientation

**Policy 1.1:** Recognize and protect major views in the city, with particular attention to those of open space and water.

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

**Objective 4:** Improvement of the Neighborhood Environment to Increase Personal Safety, Comfort, Pride and Opportunity

**Policy 4.14:** Remove and Obscure Distracting and Cluttering Elements

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

#### Transit Center District Plan Sub Area of the Downtown Plan

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

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

## RECOMMENDATION

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

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

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

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

## BASIS FOR RECOMMENDATION

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

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

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

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

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

## REQUIRED COMMISSION ACTION

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

## IMPLEMENTATION

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

## **ENVIRONMENTAL REVIEW**

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

## **PUBLIC COMMENT**

As of the date of this report, the Planning Department has not received any public comment regarding the proposed Ordinance.

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

### **Attachments:**

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



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Planning Commission Draft Resolution

HEARING DATE SEPTEMBER 14, 2017

*Project Name:* Transit Center District Plan Area Special Sign District  
*Case Number:* 2017-009897PCA MAP [Board File No. 170941]  
*Initiated by:* Supervisor Kim / Introduced September 5, 2017  
*Staff Contact:* Diego R Sánchez, Legislative Affairs  
diego.sanchez@sfgov.org, 415-575-9082  
*Reviewed by:* Aaron D Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 415-558-6362

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO CREATE THE TRANSIT CENTER SPECIAL SIGN DISTRICT (BOUNDED BY MARKET STREET ON THE NORTH, FOLSOM STREET ON THE SOUTH, STEUART STREET ON THE EAST AND BETWEEN NEW MONTGOMERY AND THIRD STREET ON THE WEST, AND IN THE AREA BOUNDED BY FOLSOM, HARRISON, ESSEX AND SECOND STREETS, BUT EXCLUDING THE PLANNED CITY PARK BETWEEN MISSION, HOWARD, SECOND, AND BEALE STREETS AND THOSE PORTIONS OF THE TRANSIT CENTER DISTRICT PLAN INCLUDED IN ZONE 1 OF THE TRANSBAY REDEVELOPMENT PLAN AREA, WHICH INCLUDE PORTIONS OF LAND BOUNDED BY SPEAR, MISSION, FOLSOM, AND SECOND STREETS), TO RESTRICT THE SIZE AND HEIGHT OF NEW SIGNS WITHIN 200 FEET OF AND VISIBLE FROM AN EXISTING OR PLANNER PARK OR OPEN SPACE, AND TO RESTRICT ILLUMINATION OF CERTAIN NEW SIGNS IN THOSE AREAS AND AMEND THE ZONING MAP TO SHOW THE TRANSIT CENTER SPECIAL SIGN DISTRICT; AFFIRMING THE PLANNING DEPARTMENT'S DETERMINATION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT; MAKING FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND THE EIGHT PRIORITY POLICIES OF PLANNING CODE SECTION 101.1; AND MAKING A FINDING OF PUBLIC NECESSITY, CONVENIENCE, AND WELFARE PURSUANT TO PLANNING CODE SECTION 302.**

WHEREAS, on September 5, 2017 Supervisor Kim introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 170941, which would amend the Planning Code to create the Transit Center Special Sign District (bounded by Market Street on the north, Folsom Street on the south, Steuart Street on the east and between New Montgomery and Third Streets on the west, and in the area bounded by Folsom, Harrison, Essex, and Second Streets, but excluding the planned City Park between Mission, Howard, Second, and Beale Streets and those portions of the Transit Center District Plan Area included in Zone 1 of the Transbay Redevelopment Plan Area, which include portions of land bounded by Spear, Mission, Folsom, and Second Streets), to restrict the size and height of new signs within 200 feet of and visible from an existing or planned public park or open space, and to restrict illumination of certain new signs in those areas; and will also amend the Zoning Map to show the Transit Center Special Sign District;



WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on September 14, 2017; and,

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

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

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

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

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

The modification includes:

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

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

## FINDINGS

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

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

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

## HOUSING ELEMENT

### OBJECTIVE 13

PRIORITIZE SUSTAINABLE DEVELOPMENT IN PLANNING FOR AND CONSTRUCTING NEW HOUSING.

#### Policy 13.4

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

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

## URBAN DESIGN ELEMENT

### OBJECTIVE 1

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

#### Policy 1.1

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

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

### OBJECTIVE 4

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

#### Policy 4.14

Remove and Obscure Distracting and Cluttering Elements.

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

## TRANSIT CENTER DISTRICT PLAN SUB AREA OF THE DOWNTOWN PLAN

**OBJECTIVE 3.10**

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

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

4. **Planning Code Section 101 Findings.** The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

*The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail because the Ordinance proposes new sign controls to improve the experience in parks and open spaces.*

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

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

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

*The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing because it proposes new sign regulations for signs near parks and open spaces.*

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

*The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking as the Ordinance proposes regulations directed at new signs near parks and open spaces.*

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

*The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would*

*not be impaired because it proposes to regulate new signs in the vicinity of existing and planned parks and open spaces.*

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

*The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake because it proposes new sign regulations.*

7. That the landmarks and historic buildings be preserved;

*The proposed Ordinance would not have an adverse effect on the City's Landmarks and historic buildings because it does not alter the review procedures for adding new signs to landmarks or historic buildings.*

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

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

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

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

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

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: September 14, 2017

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

2

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

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

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

Section 1. Findings.

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

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

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

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

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

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

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

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

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

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

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



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

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

5 (c) Controls.

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

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

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

12 (2) Except as specified in subsection (c)(3) below, a new sign that is within 200 feet of  
13 an existing or planned public park or within 200 feet of a POPOS of 1/4 acre or greater, and that is  
14 visible from such a park or POPOS shall be permitted if it is 50 square feet or less and its highest point  
15 reaches a height of 35 feet or less, as defined in Section 602.

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

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

20 (i) the sign shall consist of only metal lettering raised off the façade of the  
21 building to which it is attached, with a maximum vertical dimension of 30 inches and a total maximum  
22 area of 50 square feet;

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

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

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

6  
 7 Section 3. The Planning Code is hereby amended by revising Sectional Map SSD of  
 8 the Zoning Map of the City and County of San Francisco, as follows:

<u>Description of Property</u>		<u>Sign District Hereby Approved</u>
Assessor's Block	Lot	
3707	001 002 002A 004 005 006 007 008 009 010 011 012 013 014 016 018 019 020 035 044 052 061 062 064 065 066 067	Transit Center Special Sign District

1	068	
	069	
2	070	
	071	
3	072	
	073	
4	074	
	075	
5	076	
	077	
6	078	
	079	
7	080	
	081	
8	082	
	083	
9	084	
	085	
10	086	
	087	
11	088	
	089	
12	090	
	091	
13	092	
	093	
14	094	
	095	
15	096	
	097	
16	098	
	099	
17	100	
	101	
18	102	
	103	
19	104	
	105	
20	106	
	107	
21	108	
	109	
22	110	
	111	
23	112	
	113	
24	114	
	115	
25	116	
	117	

1		118	
		119	
2		120	
		121	
3		122	
		123	
4		124	
		125	
5		126	
		127	
6		128	
		129	
7		130	
		131	
8		132	
		133	
9		134	
		135	
10		136	
		137	
11		138	
		139	
12		140	
		141	
13		142	
		143	
14		144	
		145	
15		146	
		147	
16		148	
		149	
17		150	
		151	
18		152	
		153	
19		154	
		155	
20		156	
		157	
21		158	
		159	
22		160	
		161	
23		162	
		163	
24		164	
		165	
25		166	
		167	

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

	168 169 170 171 172 173	
3708	All Lots	Transit Center Special Sign District
3709	All Lots	Transit Center Special Sign District
3710	All Lots	Transit Center Special Sign District
3711	All Lots	Transit Center Special Sign District
3712	All Lots	Transit Center Special Sign District
3713	All Lots	Transit Center Special Sign District
3715	011 013	Transit Center Special Sign District
3716	All Lots	Transit Center Special Sign District
3717	All Lots	Transit Center Special Sign District
3718	026 027 039	Transit Center Special Sign District
3719	009 018 020 021 022 023 024	Transit Center Special Sign District

1	025	
	026	
2	027	
	028	
3	029	
	030	
4	031	
	032	
5	033	
	034	
6	035	
	036	
7	037	
	038	
8	039	
	040	
9	041	
	042	
10	043	
	044	
11	045	
	046	
12	047	
	048	
13	049	
	050	
14	051	
	052	
15	053	
	054	
16	055	
	056	
17	057	
	058	
18	059	
	060	
19	061	
	062	
20	063	
	064	
21	065	
	066	
22	067	
	068	
23	069	
	070	
24	071	
	072	
25	073	
	074	

1	075	
	076	
2	077	
	078	
3	079	
	080	
4	081	
	082	
5	083	
	084	
6	085	
	086	
7	087	
	088	
8	089	
	090	
9	091	
	092	
10	093	
	094	
11	095	
	096	
12	097	
	098	
13	099	
	100	
14	101	
	102	
15	103	
	104	
16	105	
	106	
17	107	
	108	
18	109	
	110	
19	111	
	112	
20	113	
	114	
21	115	
	116	
22	117	
	118	
23	119	
	120	
24	121	
	122	
25	123	
	124	

1		125	
		126	
2		127	
		128	
3		129	
		130	
4		131	
		132	
5		133	
		134	
6		135	
		136	
7		137	
		138	
8		139	
		140	
9		141	
		142	
10		143	
		144	
11		145	
		146	
12		147	
		148	
13		149	
		150	
14		151	
		152	
15		153	
		154	
16		155	
		156	
17		157	
		158	
18		159	
		160	
19		161	
		162	
20		163	
		164	
21		165	
		166	
22		167	
		168	
23		169	
		170	
24		171	
		172	
25		173	
		174	



1	175	
	176	
2	177	
	178	
3	179	
	180	
4	181	
	182	
5	183	
	184	
6	185	
	186	
7	187	
	188	
8	189	
	190	
9	191	
	192	
10	193	
	194	
11	195	
	196	
12	197	
	198	
13	199	
	200	
14	201	
	202	
15	203	
	204	
16	205	
	206	
17	207	
	208	
18	209	
	210	
19	211	
	212	
20	213	
	214	
21	215	
	216	
22	217	
	218	
23	219	
	220	
24	221	
	222	
25	223	
	224	

1	225	
	226	
2	227	
	228	
3	229	
	230	
4	231	
	232	
5	233	
	234	
6	235	
	236	
7	237	
	238	
8	239	
	240	
9	241	
	242	
10	243	
	244	
11	245	
	246	
12	247	
	248	
13	249	
	250	
14	251	
	252	
15	253	
	254	
16	255	
	256	
17	257	
	258	
18	259	
	260	
19	261	
	262	
20	263	
	264	
21	265	
	266	
22	267	
	268	
23	269	
	270	
24	271	
	272	
25	273	
	274	

1	275	
	276	
2	277	
	278	
3	279	
	280	
4	281	
	282	
5	283	
	284	
6	285	
	286	
7	287	
	288	
8	289	
	290	
9	291	
	292	
10	293	
	294	
11	295	
	296	
12	297	
	298	
13	299	
	300	
14	301	
	302	
15	303	
	304	
16	305	
	306	
17	307	
	308	
18	309	
	310	
19	311	
	312	
20	313	
	314	
21	315	
	316	
22	317	
	318	
23	319	
	320	
24	321	
	322	
25	323	
	324	

1	325	
	326	
2	327	
	328	
3	329	
	330	
4	331	
	332	
5	333	
	334	
6	335	
	336	
7	337	
	338	
8	339	
	340	
9	341	
	342	
10	343	
	344	
11	345	
	346	
12	347	
	348	
13	349	
	350	
14	351	
	352	
15	353	
	354	
16	355	
	356	
17	357	
	358	
18	359	
	360	
19	361	
	362	
20	363	
	364	
21	365	
	366	
22	367	
	368	
23	369	
	370	
24	371	
	372	
25	373	
	374	

1	375	
	376	
2	377	
	378	
3	379	
	380	
4	381	
	382	
5	383	
	384	
6	385	
	386	
7	387	
	388	
8	389	
	390	
9	391	
	392	
10	393	
	394	
11	395	
	396	
12	397	
	398	
13	399	
	400	
14	401	
	402	
15	403	
	404	
16	405	
	406	
17	407	
	408	
18	409	
	410	
19	411	
	412	
20	413	
	414	
21	415	
	416	
22	417	
	418	
23	419	
	420	
24	421	
	422	
25	423	
	424	

1	425	
	426	
2	427	
	428	
3	429	
	430	
4	431	
	432	
5	433	
	434	
6	435	
	436	
7	437	
	438	
8	439	
	440	
9	450	
	452	
10	453	
	454	
11	455	
	456	
12	457	
	458	
13	459	
	460	
14	461	
	462	
15	463	
	464	
16	465	
	466	
17	467	
	468	
18	469	
	470	
19	471	
	472	
20	473	
	474	
21	475	
	476	
22	477	
	478	
23	479	
	480	
24	481	
	482	
25	483	
	484	

1		485	
2		486	
3		487	
4		488	
5		489	
6		490	
7		491	
8		492	
9		493	
10		494	
11		495	
12		496	
13		497	
14		498	
15		499	
16		500	
17		501	
18		502	
19		503	
20		504	
21		505	
22		506	
23		507	
24		508	
25		509	
		510	
		511	
		512	
		513	
		514	
		515	
		516	
		517	
		518	
18	3720	008	Transit Center Special Sign District
19		009	
20	3721	001	Transit Center Special Sign District
21		002	
22		003	
23		004	
24		005	
25		013	
		014	
		015	
		015A	
		016	

1	019	
	020	
2	022	
	023	
3	025	
	029	
4	031	
	047	
5	048	
	049	
6	050	
	051	
7	052	
	071	
8	082	
	084	
9	087	
	089	
10	092	
	093	
11	094	
	095	
12	096	
	097	
13	098	
	099	
14	100	
	101	
15	102	
	103	
16	104	
	105	
17	106	
	108	
18	109	
	110	
19	111	
	112	
20	113	
	114	
21	115	
	116	
22	117	
	118	
23	119	
	120	
24	122	
	123	
25		



1	3722	001	
2		002	
3		003	
4		004	
5		005	
6		006	
7		007	
8		011	
9		012	
10		013	
11		014	
12		016	
13		017	
14		019	
15		020	
16		022	
17		023	
18		024	
19		026	
20		058	
21		068	
22		069	
23		070	
24		071	
25		072	
		073	
		076	
		079	
		080	
		083	
		084	
		085	
		086	
		087	
		088	
		089	
		090	
		091	
		092	
		093	
		094	
		095	
		096	
		097	
		098	
		099	
		100	
		101	
		102	

1	103	
	104	
2	105	
	106	
3	107	
	108	
4	109	
	110	
5	111	
	112	
6	113	
	114	
7	115	
	116	
8	117	
	118	
9	119	
	120	
10	121	
	122	
11	123	
	124	
12	125	
	126	
13	127	
	128	
14	129	
	130	
15	131	
	132	
16	133	
	134	
17	135	
	136	
18	137	
	138	
19	139	
	140	
20	141	
	142	
21	143	
	144	
22	145	
	146	
23	147	
	148	
24	149	
	150	
25	151	
	152	

1	153	
	154	
2	155	
	156	
3	157	
	158	
4	159	
	160	
5	161	
	162	
6	163	
	164	
7	165	
	166	
8	167	
	168	
9	169	
	170	
10	171	
	172	
11	173	
	174	
12	175	
	176	
13	177	
	178	
14	179	
	180	
15	181	
	182	
16	183	
	184	
17	185	
	186	
18	187	
	188	
19	189	
	190	
20	191	
	192	
21	193	
	194	
22	195	
	196	
23	197	
	198	
24	199	
	200	
25	201	
	202	

1	203	
	204	
2	205	
	206	
3	207	
	208	
4	209	
	210	
5	211	
	212	
6	213	
	214	
7	215	
	216	
8	217	
	218	
9	219	
	220	
10	221	
	222	
11	223	
	224	
12	225	
	226	
13	227	
	228	
14	229	
	230	
15	231	
	232	
16	233	
	234	
17	235	
	236	
18	237	
	238	
19	239	
	240	
20	241	
	242	
21	243	
	244	
22	245	
	246	
23	247	
	248	
24	249	
	250	
25	251	
	252	

1		253	
2		254	
3		255	
4	3735	256	
5		005	Transit Center Special Sign District
6		008	
7		009	
8		010	
9		012	
10		013	
11		017	
12		039	
13		040	
14		041	
15		042	
16		046	
17		050	
18		055	
19		062	
20		063	
21		065	
22		066	
23		067	
24		068	
25		069	
		070	
		071	
		072	
		073	
		074	
		075	
		076	
		077	
		078	
		079	
		080	
		081	
		082	
		083	
		084	
		085	
		086	
		087	
		088	
		089	
		090	
		091	
		092	

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

1		143	
2		144	
3		145	
4		146	
5		147	
6		148	
7		149	
8		150	
9		151	
10	3735A	All Lots	Transit Center Special Sign District
11	3736	006	Transit Center Special Sign District
12		007	
13		018	
14		023	
15		024	
16		025	
17		027	
18		029	
19		035	
20		083	
21		083A	
22		084	
23		085	
24		086	
25		088	
		089	
		091	
		092	
		093	
		094	
		095	
		096	
		097	
		098	
		099	
		100	
		101	
		102	

1		107	
2		110	
3		111	
4		112	
5		123	
6		159	
7		160	
8		161	
9		162	
10		163	
11		164	
12		165	
13		166	
14		167	
15		168	
16		169	
17	3737	170	
18		171	
19		172	
20		173	
21		174	
22		175	
23		176	
24		183	
25		184	
		185	
		186	
		187	
		188	
		189	
		190	
	3737	030	Transit Center Special Sign District
		041	
	3738	011	Transit Center Special Sign District
		012	
	3740	001	Transit Center Special Sign District
		033	
		034	
	3741	All Lots	Transit Center Special Sign District
	3749	052	Transit Center Special Sign District



1  
2  
3 Section 4. Effective Date. This ordinance shall become effective 30 days after  
4 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
5 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
6 of Supervisors overrides the Mayor's veto of the ordinance.  
7  
8

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

11 By: \_\_\_\_\_  
12 ROBB W. KAPLA  
13 Deputy City Attorney

14 n:\legana\as2017\1700162\01217054.docx  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25