

1 [Planning Code, Zoning Map - Sign Regulations]

2  
3 **Ordinance amending the Planning Code to correct and update provisions, delete**  
4 **obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign,**  
5 **reinstate the distinction between Historic and Vintage Signs, and further restrict the**  
6 **areas where General Advertising Signs are permitted; amending the Zoning Map to**  
7 **delete the Showplace Square Special Sign District, the South of Market General**  
8 **Advertising Special Sign District, the Hamm’s Building Historic Special Sign District,**  
9 **and the Candlestick Park Special Sign District, and to delete the related Code sections;**  
10 **affirming the Planning Department’s determination under the California Environmental**  
11 **Quality Act; and making findings of consistency with the General Plan, and the eight**  
12 **priority policies of Planning Code, Section 101.1, and findings of public convenience,**  
13 **necessity, and welfare under Planning Code, Section 302.**

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

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

22 Section 1. Findings.

23 (a) The Planning Department has determined that the actions contemplated in this  
24 ordinance comply with the California Environmental Quality Act (California Public Resources  
25 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of

1 Supervisors in File No. 160424 and is incorporated herein by reference. The Board affirms  
2 this determination.

3 (b) On September 15, 2016, the Planning Commission, in Resolution No. 19735,  
4 adopted findings that the actions contemplated in this ordinance are consistent, on balance,  
5 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
6 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
7 the Board of Supervisors in File No. 160424, and is incorporated herein by reference.

8 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that  
9 these Planning Code amendments will serve the public necessity, convenience, and welfare  
10 for the reasons set forth in Planning Commission Resolution No. 19735, and the Board  
11 incorporates such reasons herein by reference.

12  
13 Section 2. The Planning Code is hereby amended by revising Sections 102, 188, 260,  
14 429.4, 429.6, 601, 602 (including deleting the existing section numbers for Sections 602.1,  
15 602.2, 602.3, 602.4, 602.5, 602.6, 602.7, 602.8, 602.9, 602.10, 602.11, 602.12, 602.13,  
16 602.14, 602.15, 602.16, 602.17, 602.18, 602.19, 602.20, 602.21, 602.21A, 602.22, 602.23,  
17 602.24, 602.25, and 602.26, all of which will now be encompassed within Section 602), 607,  
18 607.1, 607.2, 608.3, 608.5, 608.8, 608.9, 608.13, 608.15, 609.10, 609.11, 609.13, and  
19 609.14, and Zoning Control Tables 810, 811, 812 and 817, and deleting Sections 608.4,  
20 608.12, 609.2, 803.1 and 821, to read as follows:

21 **SEC. 102. DEFINITIONS.**

22 For the purposes of this Code, certain words and terms used herein are defined as set  
23 forth in this and the following sections. Additional definitions applicable to Signs are set forth in  
24 Section 602. Additional definitions applicable to development impact fees and requirements that  
25 authorize the payment of in-lieu fees are set forth in Section 401. Additional definitions applicable to

1 Article 7, Neighborhood Commercial Districts, and to Article 9, Mission Bay Districts, are set  
2 forth in Section 790. Additional definitions applicable only to Article 8, Mixed Use Districts, are  
3 set forth in Section 890. Additional definitions applicable only to the Bernal Heights Special  
4 Use District are set forth in Section 242. Additional definitions applicable only to Article 9,  
5 Mission Bay Districts, are set forth in Section 996. All words used in the present tense shall  
6 include the future. All words in the plural number shall include the singular number, and all  
7 words in the singular number shall include the plural number, unless the natural construction  
8 of the wording indicates otherwise. The word "shall" is mandatory and not directory.

9 Whenever any of the following terms is used it shall mean the corresponding officer,  
10 department, board or commission or its successor of the City and County of San Francisco,  
11 State of California, herein referred to as the City: Assessor, Board of Supervisors, Planning  
12 Department, Department of Public Works, Director of Planning, Planning Commission, or  
13 Zoning Administrator. In each case, the term shall be deemed to include an employee of any  
14 such officer or department of the City who is lawfully authorized to perform any duty or  
15 exercise any power as a representative or agent of that officer or department.

16 \* \* \* \*

17 **SEC. 188. NONCOMPLYING STRUCTURES: ENLARGEMENTS, ALTERATIONS AND**  
18 **RECONSTRUCTION.**

19 \* \* \* \*

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

1 Movie Theater Marquee removed from a Qualified Movie Theater prior to or in absence of an  
2 application for replacement may be reconstructed.

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

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

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

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

17 (ii) On a Historic Movie Theater Marquee, the historic name  
18 associated with a previous theater occupant and, where applicable, on the signboard, other  
19 information that is an Identifying Sign, as defined in Section 602-10, provided such information  
20 shall be contained within the signboard, shall not consist of any logos, and shall be in the  
21 character of lettering historically found on ~~m~~Movie ~~t~~Theater signboards in terms of size, font,  
22 and detail.

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

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

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

9 \* \* \* \*

10 **SEC. 260. HEIGHT LIMITS: MEASUREMENT.**

11 \* \* \* \*

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

15 \* \* \* \*

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

18 \* \* \* \*

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

21 \* \* \* \*

22 **SEC. 429.4. COMPLIANCE BY PROVIDING ON-SITE PUBLIC ARTWORK.**

23 (a) **Installation.** The project sponsor must install the public art in compliance with  
24 this Section 429.4 (1) in areas on the site of the building or addition so that the public art is  
25 clearly visible from the public sidewalk or the open-space feature required by Section 138, or

1 (2) on the site of the open-space feature provided pursuant to Section 138, or (3) in a publicly  
2 accessible lobby area of a ~~H~~Hotel ("On-Site Public Artwork"). Said On-Site Public Artwork shall  
3 be installed prior to issuance of the first certificate of occupancy; provided, however, that if the  
4 Zoning Administrator concludes that it is not feasible to install the ~~works~~ Artwork within that  
5 time and that adequate assurance is provided that the ~~works~~ Artwork will be installed in a  
6 timely manner, the Zoning Administrator may extend the time for installation for a period of not  
7 ~~less~~ more than 12 months. Said works of art may include sculpture, bas-relief, murals,  
8 mosaics, decorative water features, tapestries or other artworks permanently affixed to the  
9 building or its grounds, or a combination thereof, but may not include architectural features of  
10 the building, nor artwork designed by the architect, except as permitted with respect to the in  
11 lieu contribution regarding publicly owned ~~owner~~-buildings meeting the criteria described  
12 above. Artworks shall be displayed in a manner that will enhance their enjoyment by the  
13 general public. The type and location of ~~a~~ Artwork, but not the artistic merits of the specific  
14 artwork proposed, shall be approved by the Zoning Administrator in accordance with the  
15 provisions of Section 309 of this Code.

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

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

1 relocation or alteration is only a minor modification. If a project sponsor does remove,  
2 relocate, or alter the Artwork without notification and approval of the Planning Department, the  
3 Planning Department is authorized to pursue enforcement of this Section under Section 176  
4 or 176.1 of this Code or to pursue any other remedy permitted by law.

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

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

12 **SEC. 601. SPECIAL PURPOSES OF SIGN CONTROLS.**

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

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

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

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

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

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

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

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

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

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

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

14 **SEC. 602. SIGN SPECIAL DEFINITIONS.**

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

17 **SEC. 602.1. AREA (OF A SIGN).**

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

19            (a) **All Signs Except on Windows, Awnings and Marquees.** The entire area  
20 within a single continuous rectangular perimeter formed by extending lines around the  
21 extreme limits of writing, representation, emblem, or any figure of similar character, including  
22 any frame or other material or color forming an integral part of the display or used to  
23 differentiate such sSign from the background against which it is placed; excluding the  
24 necessary supports or uprights on which such sSign is placed but including any sSign #Tower.  
25



1 Where a sSign has two or more faces, the area of all faces shall be included in determining the  
2 aArea of the sSign, except that where two such faces are placed back to back and are at no  
3 point more than two feet from one another, the aArea of the sSign shall be taken as the area of  
4 one face if the two faces are of equal area, or as the area of the larger face if the two faces  
5 are of unequal area.

6 (b) **On Windows.** The aArea of any sSign painted directly on a window shall be the  
7 area within a rectangular perimeter formed by extending lines around the extreme limits of  
8 writing, representation, or any figure of similar character depicted on the surface of the  
9 window. The aArea of any sSign placed on or behind the window glass shall be as described  
10 above in *Paragraph subsection (a)*.

11 (c) **On Awnings or Marquees.** The aArea of any sSign on an aAwning or mMarquee  
12 shall be the total of all signage on all faces of the structure. All sign copy on each face shall be  
13 computed within one rectangular perimeter formed by extending lines around the extreme  
14 limits of writing, representation, or any figure of similar character depicted on the surface of  
15 the face of the awning or marquee.

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

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

18 ~~**SEC. 602.3. BUSINESS SIGN.**~~

19 ~~**Business Sign.** A sSign which directs attention to the primary business, commodity, service,  
20 industry or other activity which is sold, offered, or conducted on the premises upon which such  
21 sSign is located, or to which it is affixed. Where a number of businesses, services, industries,  
22 or other activities are conducted on the premises, or a number of commodities, services, or  
23 other activities with different brand names or symbols are sold on the premises, up to one-  
24 third of the area of a bBusiness sSign, or 25 square feet of sSign area, whichever is the lesser,  
25 may be devoted to the advertising of one or more of those businesses, commodities, services,~~

1 industries, or other activities by brand name or symbol as an accessory function of the  
2 *hB*Business *sS*ign, provided that such advertising is integrated with the remainder of the  
3 *hB*Business *sS*ign, and provided also that any limits which may be imposed by this Code on the  
4 area of individual *sS*igns and the area of all *sS*igns on the property are not exceeded. The  
5 primary business, commodity, service, industry, or other activity on the premises shall mean  
6 the use which occupies the greatest area on the premises upon which the *hB*Business *sS*ign is  
7 located, or to which it is affixed.

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

9 **Directly Illuminated Sign.** A *sS*ign designed to give forth artificial light directly (or through  
10 transparent or translucent material) from a source of light within such *sS*ign, including but not  
11 limited to neon and exposed lamp signs.

12 **~~SEC. 602.5. FREESTANDING.~~**

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

14 **~~SEC. 602.6. FREEWAY.~~**

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

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

23 **General Advertising Sign.** A *sS*ign, legally erected prior to the effective date of Section 611 of  
24 this Code, which directs attention to a business, commodity, industry or other activity which is  
25 sold, offered or conducted elsewhere than on the premises upon which *the sS*ign is located, or

1 to which it is affixed, and which is sold, offered or conducted on such premises only  
2 incidentally if at all.

3 ~~SEC. 602.8. HEIGHT (OF A SIGN).~~

4 Height (of a Sign). The vertical distance from the uppermost point used in measuring the aArea  
5 of a sSign, as defined in this Section 602.1, to the ground immediately below such point or to  
6 the level of the upper surface of the nearest curb of a sStreet, aAlley or highway (other than a  
7 structurally elevated roadway), whichever measurement permits the greater elevation of the  
8 sSign.

9 ~~SEC. 602.25. HISTORIC MOVIE THEATER PROJECTING SIGN.~~

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

23 ~~SEC. 602.26. HISTORIC MOVIE THEATER MARQUEE.~~

24 Historic Movie Theater Marquee. A mMarquee, as defined in Section 102 790.58, attached to a  
25 Qualified Movie Theater, as defined in Section 188(e)(1), when such mMarquee was originally

1 constructed in association with a ~~m~~Movie ~~t~~Theater or similar historic use. Elimination or  
2 change of any lettering or other inscription from a Historic ~~m~~Movie ~~t~~Theater ~~m~~Marquee such as  
3 that which may occur with a change of ownership, change of use or closure, does not  
4 preclude classification of the ~~m~~Marquee under this ~~s~~Section. For specific controls on the  
5 preservation, rehabilitation, or restoration of these ~~s~~Signs, refer to Section 188(e) of this Code.

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

7 **Historic Sign.** ~~An hHistoric sSign is any Sign identified on its own or as one of the character defining~~  
8 ~~features of a property listed or eligible for the National Register of Historic Places or the California~~  
9 ~~Register of Historical Resource, or designated in any manner under Articles 10 or 11 of the Planning~~  
10 ~~Code is a sign that depicts a land use, a business activity, a public activity, a social activity or~~  
11 ~~historical figure or an activity or use that recalls the City's historic past, as further defined in Section~~  
12 ~~608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.~~

13 ~~An historic sign district is a specific geographic area depicted on the Zoning Map of the City~~  
14 ~~and County of San Francisco, pursuant to Section 302 of this Code, within which historic signs may be~~  
15 ~~permitted by conditional use authorization by the Planning Commission pursuant to Sections 303 and~~  
16 ~~608.14 of this Code.~~

17 **~~SEC. 602.10. IDENTIFYING SIGN.~~**

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

1 sSigns shall include sSigns which tell the name of and/or describe aspects of the operation of  
2 the mall or center. Shopping malls, as that term is used in this sSection, are characterized by a  
3 common pedestrian passageway which provides access to the businesses located therein.

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

5 Indirectly Illuminated Sign. A sSign illuminated with a light directed primarily toward such sSign  
6 and so shielded that no direct rays from the light are visible elsewhere than on the lot where  
7 said illumination occurs. If not effectively so shielded, such sign shall be deemed to be a  
8 dDirectly illuminated sSign.

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

10 Landscaped Freeway. Any part of a fFreeway that is now or hereafter classified by the State or  
11 a political subdivision thereof as a lLandscaped fFreeway, as defined in the California Outdoor  
12 Advertising Act. Any part of a fFreeway that is not so designated shall be deemed a  
13 nonlandscaped fFreeway.

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

15 Nameplate. A sign affixed flat against a wall of a building and serving to designate only the  
16 name or the name and professional occupation of a person or persons residing in or  
17 occupying space in such building.

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

19 Nonilluminated Sign. A sSign which is not illuminated, either directly or indirectly.

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

21 Projection. The horizontal distance by which the furthestmost point used in measuring the  
22 aArea of a sSign, as defined in this Section 602.1, extends beyond a sStreet pProperty lLine or  
23 a building setback line. A sSign placed flat against a wall of a building parallel to a sStreet or  
24 aAlley shall not be deemed to project for purposes of this definition. A sSign on an aAwning,  
25

1 eCanopy or mMarquee shall be deemed to project to the extent that such sSign extends  
2 beyond a sStreet pProperty lLine or a building setback line.

3 ~~SEC. 602.16. ROOFLINE.~~

4 Roofline. The upper edge of any building wall or parapet, exclusive of any sSign tTower.

5 ~~SEC. 602.17. ROOF SIGN.~~

6 Roof Sign. A sSign 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 sSign tTower, 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 sSign 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 aAwning, eCanopy, mMarquee 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 "sSign" is composed of those elements included in the aArea of the sSign as defined  
25 in this Section 602.1 of this Code, and in addition the supports, uprights and framework of the

1 display. Except in the case of gGeneral aAdvertising sSigns, two or more faces shall be  
2 deemed to be a single sSign 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 aAwnings or mMarquees, two or more faces shall be deemed to be a single  
5 sSign if such faces are on the same aAwning or mMarquee structure.

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

7 **Sign Tower.** A tower, whether attached to a building, fFreestanding, or an integral part of a  
8 building, which is erected for the primary purpose of incorporating a sSign, or having a sSign  
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 sStreet or an aAlley.

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

14 **Video Sign.** A sSign 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 microcontrolled ~~microeontolled~~ 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 Sign that depicts a land use, a business activity, a public activity, a social activity or*  
24 *historical figure or an activity or use that recalls the City's historic past, as further defined in Section*  
25 *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 sSign 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 sSign composed of ~~two~~ one 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 sSign 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 sSigns exempted by Section 603 of  
14 this Code, shall conform to the following provisions:

15 (a) **General Advertising Signs.** No gGeneral aAdvertising sSign 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 sSigns 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~~W~~i~~i~~n~~n~~d~~d ~~s~~S~~i~~i~~g~~G~~n~~N 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~~S~~i~~I~~g~~G~~n~~N 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, 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.~~

1                   (2) ~~(3)~~ Notwithstanding the type of sSigns permissible under *Subparagraph*  
2 *subsection (e) (d)*, a vVideo sSign is prohibited.

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

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

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

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

18                   (1) **Signs Attached to Buildings.** Except as provided in Section 260 for  
19 *hHistoric-sSigns, in Section 608.14 for Vintage Signs, and in Section 188(e) for Historic Movie Theater*  
20 *Marquees and Historic Movie Theater Projecting Signs in historic districts,* no sSign aAttached to a  
21 bBuilding shall extend or be located above the rRoofline of the building to which it is attached.  
22 In addition, no sSign aAttached to a bBuilding shall under any circumstances exceed a  
23 maximum height of:

24                   In C-3: 100 feet;

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

1           Such sSigns may contain letters, numbers, a logo, service mark and/or trademark and  
2 may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated

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

5                   In C-2: 36 feet;

6                   In all other C and M Districts: 40 feet.

7                   ~~(i)(h)~~ **Special Standards for Automobile Automotive Service Stations.** For ~~automobile~~  
8 Automotive-sService sStations, only the following sSigns are permitted, subject to the standards  
9 in this Ssubsection ~~(i) (h)~~ and to all other standards in this Section 607.

10                   (1)     A maximum of two oil company-sSigns, which shall not extend above the  
11 ~~r~~Roofline if ~~a~~Attached to a building, or exceed the maximum height permitted for ~~f~~Freestanding  
12 sSigns in the same district if ~~f~~Freestanding. The ~~a~~Area of any such sSign shall not exceed 180  
13 square feet, and along each street frontage all parts of such a sSign or sSigns that are within  
14 10 feet of the street property line shall not exceed 80 square feet in area. No such sSign shall  
15 project more than five feet beyond any sStreet ~~p~~Property ~~t~~Line or building setback line. The  
16 areas of other permanent and temporary sSigns as covered in *Paragraph subsection 607(i)*  
17 ~~(h)(2)~~ below shall not be included in the calculation of the areas specified in this subsection  
18 ~~(i)(1) paragraph.~~

19                   (2)     Other permanent and temporary ~~b~~Business sSigns, not to exceed 30  
20 square feet in ~~a~~Area for each such sSign or a total of 180 square feet for all such sSigns on the  
21 premises. No such sSign shall extend above the ~~r~~Roofline if ~~a~~Attached to a building, or in any  
22 case project beyond any sStreet ~~p~~Property ~~t~~Line or building setback line.

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

1 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
2 **DISTRICTS.**

3 \* \* \* \*

4 (b) **Signs or Sign Features Not Permitted in NC and RC Districts.** Roof sSigns  
5 as defined in Section ~~602.16 of this Code~~, ~~w~~Wind sSigns as defined in Section ~~602.22 of this~~  
6 ~~Code~~, and sSigns on ~~e~~Canopies, as defined in Section 136.1(b) of this Code, are not permitted  
7 in NC and RC Districts. No sSign shall have or consist of any moving, rotating, or otherwise  
8 physically animated part, or lights that give the appearance of animation by flashing, blinking,  
9 or fluctuating, except as permitted by Section 607.1(i) of this Code. In addition, all sSigns or  
10 sign features not otherwise specifically regulated in this Section 607.1 shall be prohibited.

11 (c) **Identifying Signs.** Identifying sSigns, as defined in Section ~~602.10~~, shall be  
12 permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the  
13 limits set forth below.

14 (1) One sSign per lot shall be permitted and such sSign shall not exceed 20  
15 square feet in area. The sign may be a ~~f~~Freestanding sSign, if the building is recessed from  
16 the ~~s~~Street ~~p~~Property ~~l~~Line, or may be a ~~w~~Wall sSign or a projecting sSign. The existence of a  
17 ~~f~~Freestanding ~~i~~Identifying sSign shall preclude the erection of a ~~f~~Freestanding ~~b~~Business sSign  
18 on the same lot. A ~~w~~Wall Sign or projecting sSign shall be mounted on the first-story level; a  
19 ~~f~~Freestanding sSign shall not exceed 15 feet in height. Such sSign may be ~~n~~Nonilluminated,  
20 ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly ~~i~~lluminated.

21 (2) One sSign identifying a shopping center or shopping mall shall be  
22 permitted subject to the conditions in *Paragraph subsection (c)(1)*, but shall not exceed 30  
23 square feet in area. Any sign identifying a permitted use listed in zoning categories .40  
24 through .70 in Section 703.2(a) in an NC District shall be considered a ~~b~~Business sSign and  
25 subject to Section 607.1(f) of this Code. Such sSigns may be ~~n~~Nonilluminated, ~~i~~Indirectly

1 ~~i~~lluminated, or ~~a~~Directly ~~i~~lluminated during the hours of operation of the businesses in the  
2 shopping center or shopping mall.

3 (d) **Nameplates.** One ~~n~~Nameplate, as defined in Section 602.12 ~~of this Code~~, not  
4 exceeding an area of two square feet, shall be permitted for each noncommercial use in NC  
5 Districts.

6 (e) **General Advertising Signs.** General ~~a~~Advertising ~~s~~Signs, as defined in Section  
7 602.7, are not permitted in Neighborhood Commercial and Residential-Commercial Districts.

8 (f) **Business Signs.** Business ~~s~~Signs, as defined in Section 602.3 shall be  
9 permitted in all Neighborhood Commercial and Residential-Commercial Districts subject to the  
10 limits set forth below.

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

12 (A) **Window Signs.** The total ~~a~~Area of all ~~w~~Window-~~s~~Signs, as defined  
13 in Section 602.1(b), shall not exceed ~~1/3~~ one-third the area of the window on or in which the  
14 ~~s~~Signs are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~ndirectly ~~i~~lluminated, or ~~a~~Directly  
15 ~~i~~lluminated.

16 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed one  
17 square foot per square foot of street frontage occupied by the business measured along the  
18 wall to which the ~~s~~Signs are attached, or 50 square feet for each street frontage, whichever is  
19 less. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall not exceed 15 feet or the height of the wall to which  
20 it is attached. Such ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~ndirectly ~~i~~lluminated; or during  
21 business hours, may be ~~a~~Directly ~~i~~lluminated.

22 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not  
23 exceed one per business. The ~~a~~Area of such ~~s~~Sign, as defined in Section 602.1(a), shall not  
24 exceed 24 square feet. The ~~h~~Height of such ~~s~~Sign shall not exceed 15 feet or the height of the  
25 wall to which it is attached. No part of the ~~s~~Sign shall project more than 75% percent of the

1 horizontal distance from the sStreet pProperty line to the curbline, or six feet six inches,  
2 whichever is less. The sSign may be nNonilluminated or iIndirectly illuminated, or during  
3 business hours, may be dDirectly illuminated.

4 (D) **Signs on Awnings.** Sign copy may be located on permitted  
5 aAwnings in lieu of wWall sSigns and projecting sSigns. The aArea of such sign copy as defined  
6 in Section 602-~~1(e)~~ shall not exceed 20 square feet. Such sign copy may be nNonilluminated  
7 or iIndirectly illuminated.

8 (2) **RC, NC-2, NCT-2, NC-S, Broadway, Castro Street, Inner Clement**  
9 **Street, Outer Clement Street, Divisadero Street, Excelsior Outer Mission Street,**  
10 **Fillmore Street, Upper Fillmore Street, Folsom Street, Glen Park, Inner Sunset, Irving**  
11 **Street, Haight Street, Hayes-Gough, Japantown, Judah Street, Upper Market Street,**  
12 **Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street, Regional**  
13 **Commercial District, Sacramento Street, SoMa, Taraval Street, Union Street, Valencia**  
14 **Street, 24th Street-Mission, 24th Street-Noe Valley, and West Portal Avenue**  
15 **Neighborhood Commercial Districts.**

16 (A) **Window Signs.** The total aArea of all wWindow sSigns, as defined  
17 in Section 602-~~1(b)~~, shall not exceed ~~1/3~~ one-third the area of the window on or in which the  
18 sSigns are located. Such sSigns may be nNonilluminated, iIndirectly illuminated, or dDirectly  
19 illuminated.

20 (B) **Wall Signs.** The aArea of all wWall sSigns shall not exceed two  
21 square feet per foot of street frontage occupied by the use measured along the wall to which  
22 the sSigns are attached, or 100 square feet for each street frontage, whichever is less. The  
23 hHeight of any wWall sSigns shall not exceed 24 feet, or the height of the wall to which it is  
24 attached, or the height of the lowest of any residential windowsill on the wall to which the sSign  
25

1 is attached, whichever is lower. Such sSigns may be ~~n~~Nonilluminated, ~~i~~Indirectly Illuminated, or  
2 ~~d~~Directly ~~i~~Illuminated.

3 (C) **Projecting Signs.**

4 (i) The number of projecting sSigns shall not exceed one per  
5 business.

6 (ii) No part of the sSign shall project more than 75% ~~percent~~ of  
7 the horizontal distance from the sStreet ~~p~~Property ~~l~~Line to the curbline, or six feet six inches,  
8 whichever is less.

9 (iii) Except as provided for in subsection (v) below, such sSigns  
10 may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~Illuminated; or during business hours, may be ~~d~~Directly  
11 ~~i~~Illuminated.

12 (iv) Except as provided for in subsection (v) below, the ~~a~~Area of  
13 such sSign, as defined in Section 602-~~1(a)~~, shall not exceed 24 square feet. The ~~h~~Height of  
14 such sSign 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 sSign is attached,  
16 whichever is lowest.

17 (v) Within the Fillmore Street Neighborhood Commercial  
18 Transit District, one projecting ~~b~~Business sSign 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 sSign, as defined in Section  
21 602-~~1(a)~~, does not exceed 125 square feet.

22 b. The ~~h~~Height of the sSign does not exceed the lowest  
23 of the following:

24 \* \* \* \*

1 (D) **Signs on Awnings and Marquees.** Sign copy may be located on  
2 permitted ~~a~~Awnings or ~~m~~Marquees in lieu of projecting ~~s~~Signs. The ~~a~~Area of such sign copy as  
3 defined in Section 602.1(e) shall not exceed 30 square feet. Such sign copy may be  
4 nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for ~~m~~Movie  
5 ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business hours.

6 (E) **Freestanding Signs and Sign Towers.** With the exception of  
7 ~~a~~Automotive ~~gas and s~~Service ~~s~~Stations, which are regulated under ~~Paragraph Section~~  
8 607.1(f)(4), one ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a  
9 projecting ~~s~~Sign, if the building or buildings are recessed from the ~~s~~Street ~~p~~Property ~~t~~Line. The  
10 existence of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding  
11 ~~i~~Identifying ~~s~~Sign on the same lot. The ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, as  
12 defined in Section 602.1(a), shall not exceed 20 square feet nor shall the ~~h~~Height of the ~~s~~Sign  
13 exceed 24 feet. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal  
14 distance from the ~~s~~Street ~~p~~Property ~~t~~Line to the curblineline, or six feet, whichever is less. Such  
15 ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be  
16 ~~d~~Directly ~~i~~lluminated.

17 (3) **Mission Street NCT, NC-3, and NCT-3 Neighborhood Commercial**  
18 **Districts.**

19 (A) **Window Signs.** The total area of all ~~w~~Window ~~s~~Signs, as defined in  
20 Section 602.1(b), shall not exceed ~~1/3~~ one-third the area of the window on or in which the  
21 ~~s~~Signs are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated; or ~~d~~Directly  
22 ~~i~~lluminated.

23 (B) **Wall Signs.** The area of all ~~w~~Wall ~~s~~Signs shall not exceed three  
24 square feet per foot of street frontage occupied by the use measured along the wall to which  
25 the ~~s~~Signs are attached, or 150 square feet for each street frontage, whichever is less. The



1 ~~h~~Height of any ~~w~~Wall ~~s~~Signs shall not exceed 24 feet, or the height of the wall to which it is  
2 attached, or the height of the lowest of any residential windowsill on the wall to which the ~~s~~Sign  
3 is attached, whichever is lower. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly illuminated, or  
4 ~~d~~Directly ~~i~~lluminated.

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 602-1(a), shall not  
7 exceed 32 square feet. The ~~h~~Height of the ~~s~~Sign shall not exceed 24 feet, or the height of the  
8 wall to which it is attached, or the height of the lowest of any residential windowsill on the wall  
9 to which the ~~s~~Sign is attached, whichever is lower. No part of the ~~s~~Sign shall project more than  
10 ~~75% percent~~ of the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curbline, or six  
11 feet six inches, whichever is less. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly illuminated,  
12 or ~~d~~Directly ~~i~~lluminated.

13 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be  
14 located on permitted ~~a~~Awnings or ~~m~~Marquee in lieu of projecting ~~s~~Signs. The ~~a~~Area of such  
15 ~~s~~Sign copy, as defined in Section 602-1(e), shall not exceed 40 square feet. Such sign copy  
16 may be nonilluminated or indirectly illuminated; except that sign copy on ~~m~~Marquees for  
17 ~~m~~Movie ~~t~~Theaters or places of ~~e~~Entertainment may be directly illuminated during business  
18 hours.

19 (E) **Freestanding Signs and Sign Towers.** With the exception of  
20 ~~a~~Automotive ~~gas and~~ ~~s~~Service ~~s~~Stations, which are regulated under Paragraph Section  
21 607.1(f)(4) of this Code, one ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower per lot shall be permitted in  
22 lieu of a projecting ~~s~~Sign if the building or buildings are recessed from the ~~s~~Street ~~p~~Property  
23 ~~l~~Line. The existence of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign shall preclude the erection of a  
24 ~~f~~Freestanding ~~i~~dentifying ~~s~~Sign on the same lot. The ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or  
25 ~~s~~Sign ~~t~~Tower, as defined in Section 602-1(a), shall not exceed 30 square feet nor shall the

1 ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of  
2 the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curbline, or six feet, whichever is  
3 less. Such ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated, or during business hours,  
4 may be ~~d~~Directly ~~i~~lluminated.

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

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

17 (B) Other permanent and temporary ~~b~~Business ~~s~~Signs, not to exceed 30  
18 square feet in ~~a~~Area for each such ~~s~~Sign or a total of 180 square feet for all such ~~s~~Signs on the  
19 premises. No such ~~s~~Sign shall extend above the ~~r~~Roofline if attached to a building, or in any  
20 case project beyond any ~~s~~Street ~~p~~Property ~~l~~Line or building setback line.

21 \* \* \* \*

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

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

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

3 **SEC. 607.2. MIXED USE DISTRICTS.**

4                   \* \* \* \*

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

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

16                   (1) One ~~s~~Sign per lot shall be permitted and such ~~s~~Sign shall not exceed 20  
17 square feet in area. The ~~s~~Sign may be a ~~f~~Freestanding ~~s~~Sign, if the building is recessed from  
18 the ~~s~~Street ~~p~~Property ~~l~~Line, or may be a ~~w~~Wall ~~s~~Sign or a projecting ~~s~~Sign. The existence of a  
19 ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~b~~Business ~~s~~Sign  
20 on the same lot. A ~~w~~Wall ~~s~~Sign or projecting ~~s~~Sign shall be mounted on the first-story level; a  
21 ~~f~~Freestanding ~~s~~Sign shall not exceed 15 feet in height. Such ~~s~~Signs may be ~~n~~Nonilluminated,  
22 ~~i~~Indirectly illuminated, or ~~d~~Directly ~~i~~lluminated.

23                   (2) One ~~s~~Sign identifying a shopping center or shopping mall shall be  
24 permitted subject to the conditions in Paragraph subsection (c)(1), but shall not exceed 30  
25 square feet in area. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly illuminated, or ~~d~~Directly

1 illuminated during the hours of operation of the businesses in the shopping center or  
2 shopping mall.

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

6 (e) **General Advertising Signs.** General ~~a~~Advertising ~~s~~Signs, as defined in Section  
7 602.7, ~~are not shall be~~ permitted in Mixed Use Districts ~~as provided for below. General advertising~~  
8 ~~signs are not allowed in the South of Market and Downtown Residential Mixed Use Districts, except in~~  
9 ~~the Eastern Neighborhoods and South of Market General Advertising Special Sign District or where a~~  
10 ~~permit was approved by the City prior to January 1, 2001. In Mixed Use Districts where such signs are~~  
11 ~~permitted, general advertising signs may be either a wall sign or freestanding, provided that the~~  
12 ~~surface of any freestanding sign shall be parallel to and within three feet of an adjacent building wall.~~  
13 ~~In either case, the building wall shall form a complete backdrop for the sign, as the sign is viewed from~~  
14 ~~all points from a street or alley from which it is legible. No general advertising sign shall be permitted~~  
15 ~~to cover part or all of any windows. Any extension of the copy beyond the rectangular perimeter of the~~  
16 ~~sign shall be included in the calculation of the sign area, as defined in Section 602.1(a) of this Code.~~

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

20 (2) ~~Chinatown Visitor Retail and Chinatown Community Business Districts. No~~  
21 ~~more than one general advertising sign not exceeding 300 square feet in area or two general~~  
22 ~~advertising signs of 72 square feet each shall be permitted per lot. The height of any such wall sign~~  
23 ~~shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of~~  
24 ~~any residential windowsills on the wall to which it is attached, whichever is lower. If the advertising~~

1 ~~sign is a freestanding sign, the height shall not exceed 24 feet or the height of the adjacent wall,~~  
2 ~~whichever is lower.~~

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

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

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

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

15 (A) **Window Signs.** The total ~~a~~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 ~~s~~Signs  
17 are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly  
18 ~~i~~lluminated.

19 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed one  
20 square foot per foot of street frontage occupied by the business measured along the wall to  
21 which the ~~s~~Signs are attached, or 50 square feet for each street frontage, whichever is less;  
22 provided, however, that in no case shall the ~~w~~Wall ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover  
23 more than ~~75%~~ percent of the surface of any wall, excluding openings. The ~~h~~Height of any  
24 ~~w~~Wall ~~s~~Sign shall not exceed 15 feet or the height of the wall to which it is attached. Such  
25

1 ~~s~~Signs may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be  
2 ~~d~~Directly ~~i~~lluminated.

3 (C) **Projecting Signs.** The number of projecting ~~s~~Signs shall not  
4 exceed one per business. The ~~a~~Area of such ~~s~~Sign, ~~as defined in Section 602.1(a)~~, shall not  
5 exceed 24 square feet. The ~~h~~Height of such ~~s~~Sign shall not exceed 15 feet or the height of the  
6 wall to which it is attached. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the  
7 horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line to the curblin, or six feet six inches,  
8 whichever is less. The ~~s~~Sign may be ~~n~~Nonilluminated or ~~i~~Indirectly ~~i~~lluminated; or during  
9 business hours, may be ~~d~~Directly ~~i~~lluminated.

10 (D) **Signs on Awnings.** Sign copy may be located on permitted  
11 ~~a~~Awnings in lieu of ~~w~~Wall ~~s~~Signs and projecting ~~s~~Signs. The area of such sign copy ~~as defined in~~  
12 ~~Section 602.1(e)~~ shall not exceed 20 square feet. Such sign copy may be nonilluminated or  
13 indirectly illuminated.

14 (2) **Chinatown Visitor Retail District.**

15 (A) **Window Signs.** The total ~~a~~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 ~~s~~Signs  
17 are located. Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly  
18 ~~i~~lluminated.

19 (B) **Wall Signs.** The ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed two  
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 100 square feet for each street frontage, whichever is less. The  
22 ~~h~~Height of any ~~w~~Wall ~~s~~Sign 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 ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated,  
25 or ~~d~~Directly ~~i~~lluminated.

1 (C) **Projecting Signs.** The number of projecting *s*Signs shall not  
2 exceed one per business. The *a*Area of such *s*Sign, ~~as defined in Section 602.1(a)~~, shall not  
3 exceed 24 square feet. The *h*Height of such *s*Sign 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 *s*Sign is attached, whichever is lower. No part of the *s*Sign shall project more than  
6 75% ~~percent~~ of the horizontal distance from the *s*Street *p*Property *l*Line to the curblin, or six  
7 feet six inches, whichever is less. Such *s*Signs may be *n*Nonilluminated or *i*Indirectly  
8 *i*lluminated; or during business hours, may be ~~*d*Directly~~ *i*lluminated.

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

14 (E) **Freestanding Signs and *s*Sign *t*Towers.** One *f*Freestanding *s*Sign  
15 or *s*Sign *t*Tower per lot shall be permitted in lieu of a projecting *s*Sign, if the building or  
16 buildings are recessed from the *s*Street *p*Property *l*Line. The existence of a *f*Freestanding  
17 *b*Business *s*Sign shall preclude the erection of a *f*Freestanding *i*Identifying *s*Sign on the same  
18 lot. The area of such *f*Freestanding *s*Sign or *s*Sign *t*Tower, ~~as defined in Section 602.1(a)~~, shall  
19 not exceed 20 square feet nor shall the *h*Height of the *s*Sign exceed 24 feet. No part of the  
20 *s*Sign shall project more than 75% ~~percent~~ of the horizontal distance from the *s*Street *p*Property  
21 *l*Line to the curblin, or six feet, whichever is less. Such *s*Signs may be *n*Nonilluminated or  
22 *i*Indirectly *i*lluminated; or during business hours, may be ~~*d*Directly~~ *i*lluminated.

23 (3) **Chinatown Community Business District, Eastern Neighborhoods,**  
24 **South of Market Mixed Use Mixed Use Districts, and the Downtown Residential**  
25 **Districts.**

1 (A) **Window Signs.** The total ~~a~~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 ~~n~~Nonilluminated, ~~i~~Indirectly ~~i~~lluminated, or ~~d~~Directly  
4 ~~i~~lluminated.

5 (B) **Wall Signs.**

6 (i) **In districts other than the Urban Mixed Use District.** The  
7 ~~a~~Area of all ~~w~~Wall ~~s~~Signs shall not exceed three square feet per foot of street frontage  
8 occupied by the use measured along the wall to which the ~~s~~Signs are attached, or 150 square  
9 feet for each street frontage, whichever is less; provided, however, that in no case shall the  
10 ~~w~~Wall ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover more than ~~75%~~ percent of the surface of any  
11 wall, excluding openings. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall not exceed 24 feet, or the  
12 height of the wall to which it is attached, or the height of the lowest of any residential  
13 windowsill on the wall to which the ~~s~~Sign is attached, whichever is lower. Such ~~s~~Signs may be  
14 ~~n~~Nonilluminated, ~~i~~Indirectly lluminated, or ~~d~~Directly ~~i~~lluminated.

15 (ii) **In the Urban Mixed Use District.** The ~~a~~Area of all ~~w~~Wall  
16 ~~s~~Signs shall not exceed three square feet per foot of street frontage occupied by the use  
17 measured along the wall to which the ~~s~~Signs are attached for up to 50 feet of street frontage,  
18 and an additional one square foot per foot of street frontage thereafter; provided, however,  
19 that in no case shall the ~~w~~Wall ~~s~~Sign or combination of ~~w~~Wall ~~s~~Signs cover more than ~~75%~~  
20 percent of the surface of any wall, excluding openings. The ~~h~~Height of any ~~w~~Wall ~~s~~Sign shall  
21 not exceed 60 feet, or the height of the wall to which it is attached, or the height of the lowest  
22 of any residential windowsill on the wall to which the ~~s~~Sign is attached, whichever is lower.  
23 Such ~~s~~Signs may be ~~n~~Nonilluminated, ~~i~~Indirectly lluminated, or ~~d~~Directly ~~i~~lluminated.

24 (C) **Projecting ~~s~~Signs.** The number of projecting ~~s~~Signs shall not  
25 exceed one per business. The ~~a~~Area of such sign or ~~s~~Signs combined when there are multiple



1 ~~s~~Signs, ~~as defined in Section 602.1(a)~~, shall not exceed 32 square feet. The ~~h~~Height of the ~~s~~Sign  
2 shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the  
3 lowest of any residential windowsill on the wall to which the ~~s~~Sign is attached, whichever is  
4 lower. No part of the ~~s~~Sign shall project more than 75% ~~percent~~ of the horizontal distance from  
5 the ~~s~~Street ~~p~~Property ~~l~~Line to the curblineline, or six feet six inches, whichever is less. Such ~~s~~Signs  
6 may be ~~n~~Nonilluminated, ~~i~~Indirectly illuminated, or ~~d~~Directly ~~i~~lluminated.

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

12 (E) **Freestanding Signs and Sign Towers.** One ~~f~~Freestanding ~~s~~Sign  
13 or ~~s~~Sign ~~t~~Tower per lot shall be permitted in lieu of a projecting sign if the building or buildings  
14 are recessed from the ~~s~~Street ~~p~~Property ~~l~~Line. The existence of a ~~f~~Freestanding ~~b~~Business  
15 ~~s~~Sign shall preclude the erection of a ~~f~~Freestanding ~~i~~Identifying ~~s~~Sign on the same lot. The  
16 ~~a~~Area of such ~~f~~Freestanding ~~s~~Sign or ~~s~~Sign ~~t~~Tower, ~~as defined in Section 602.1(a)~~, shall not  
17 exceed 30 square feet nor shall the ~~h~~Height of the ~~s~~Sign exceed 24 feet. No part of the ~~s~~Sign  
18 shall project more than 75% ~~percent~~ of the horizontal distance from the ~~s~~Street ~~p~~Property ~~l~~Line  
19 to the curblineline, or six feet, whichever is less. Such ~~s~~Signs may be ~~n~~Nonilluminated or  
20 ~~i~~Indirectly ~~i~~lluminated; or during business hours, may be ~~d~~Directly ~~i~~lluminated.

21 \* \* \* \*

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

23 No ~~g~~General ~~a~~Advertising ~~s~~Sign, and no other ~~s~~Sign exceeding 200 square feet in area,  
24 shall be located within the Civic Center Special Sign Districts Numbers 1 and 2, as designated  
25 on Sectional Map SSD of the Zoning Map of the City and County of San Francisco. Within

1 such districts, no sSign that is located on publicly owned property, or that is located on a street  
2 frontage facing publicly owned property, shall have any moving, rotating or otherwise  
3 animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project  
4 beyond any sStreet pProperty line or building setback line; or be attached to a building in  
5 any manner other than with its entire area flat against a wall of such building that directly  
6 faces a street.

7 **~~SEC. 608.4. WITHIN CANDLESTICK PARK AREA.~~**

8 ~~No general advertising sign, and no other sign exceeding 200 square feet in area, shall be~~  
9 ~~located within the Candlestick Park Special Sign District, as designated on Sectional Map SSD of the~~  
10 ~~Zoning Map of the City and County of San Francisco; provided, however, that signs in a parking lot~~  
11 ~~immediately adjacent to or on the exterior of the stadium which are designed primarily to be viewed by~~  
12 ~~patrons arriving at or departing from the stadium, and include directional information for the control~~  
13 ~~of traffic and functions of the stadium, shall be permitted.~~

14 **SEC. 608.5. NEAR FREEWAYS.**

15 Except for hHistoric sSigns and Vintage Signs designated pursuant to Section 608.14 of  
16 this Code, no general aAdvertising sSign, and no other sSign exceeding 200 square feet in  
17 area, shall be located after the date of determination and designation of the route of a  
18 ~~landscaped or nonlandscaped~~ freeway so that it is primarily to be viewed by persons traveling  
19 on any portion of such freeway. When located so as to be viewed primarily by persons  
20 traveling on any portion of a ~~landscaped~~ freeway, business sSigns not exceeding 200 square  
21 feet in area which are permitted by this Section 608.5, and hHistoric sSigns, and Vintage Signs  
22 designated pursuant to Section 608.14 which may exceed 200 square feet in area shall,  
23 regardless of any other provision of this Code, be limited to sSigns which designate the name  
24 of the owner or occupant of the premises upon which the sSign is placed, or which identify  
25

1 such premises, or which direct attention to goods manufactured or produced, or services  
2 rendered, on the property upon which the sSign is placed.

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

4 \* \* \* \*

5 (b) Controls. General Advertising Signs. *Except as specified in Paragraph 608.8(e)(2)*  
6 *below,*

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

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

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

14 (A)(1) No pProjection shall exceed a horizontal distance of six feet beyond  
15 any sStreet pProperty HLine. This limitation shall apply to sSigns and to all other features  
16 including but not limited to mMarquees, aAwnings and eCanopies, with the sole exception of  
17 flagpoles for flags of any nation or political subdivision.

18 (B)(2) Projecting sSigns for each establishment shall be limited to one  
19 sSign on each street frontage occupied by the establishment, in addition to any sSigns that are  
20 placed flat upon or otherwise integrated in the design of mMarquees and aAwnings.

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

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

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

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

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

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

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

22                    ~~(3)(1) Temporary Signs.~~ With the exception of holiday decorations, no s\_Sign  
23 composed of paper or other temporary material shall be placed on the outside of any building  
24 or structure or affixed to the glass on the outside or inside of any window, unless such s\_Sign is  
25 placed in a frame or on a structure specifically designed for this purpose.

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

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

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

11                   \* \* \* \*

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

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

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

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

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

22                   ~~(2)(5) No pProjection shall exceed a horizontal distance of six feet beyond any~~  
23 ~~sStreet pProperty lLine. This limitation shall apply to sSigns and to all other features including~~  
24 ~~but not limited to mMarquees and aAwnings, with the sole exception of flagpoles for flags of~~  
25

1 any nation or political subdivision. All ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings and other features shall  
2 be supported entirely by a building; no ~~e~~Canopies shall be permitted.

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

5 ~~(4)(7)~~ All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or  
6 strong horizontal element located above the ground story of the building, but in no event  
7 higher than three feet above the top of the ceiling level of the ground story.

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

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

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

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

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

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

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

24 Within the boundaries of the Rincon Hill Downtown Residential Mixed Use District set  
25 forth in Section 827 and generally bounded by Folsom Street, The Embarcadero, Bryant

1 Street, and Essex Street, notwithstanding any other provisions of this Code, the existing  
2 ~~s~~Signs and/or ~~s~~Sign ~~t~~Towers may be changed, modified or replaced provided that all the  
3 following criteria are met:

4 \* \* \* \*

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

6 \* \* \* \*

7 (b) **Regulations within the Special Sign District:**

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

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

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

14 (4) No ~~p~~Projection shall exceed a horizontal distance of six feet beyond any  
15 ~~s~~Street ~~p~~Property ~~l~~Line. This limitation shall apply to ~~s~~Signs and to all other features, including  
16 but not limited to, ~~m~~Marquees and ~~a~~Awnings, with the sole exception of flagpoles for flags. All  
17 ~~s~~Signs, ~~m~~Marquees, ~~a~~Awnings, and other features shall be supported entirely by a building. No  
18 ~~e~~Canopies shall be permitted.

19 (2)(5) All ~~s~~Signs shall be placed entirely below the level of the lowest cornice or  
20 strong horizontal element located above the ground story of the building, and in no event  
21 higher than three feet above the top of the ceiling level of the ground story.

22 (3)(6) No ~~a~~Directly ~~i~~Illuminated ~~s~~Sign, as defined in Section 602.4 of this Code,  
23 shall be permitted.

1            ~~(4)~~ ~~(7)~~ **Principal Signs.** Only one principal sign shall be permitted per  
2 establishment per street frontage. In addition, the following provisions shall apply to principal  
3 signs:

4            \* \* \* \*

5            ~~(5)~~ ~~(8)~~ **Secondary Signs.** Only one secondary sign shall be permitted per  
6 establishment per street frontage. A secondary sign is intended to be viewable close-up. In  
7 addition, the following provisions shall apply to secondary signs:

8            \* \* \* \*

9            ~~(6)~~ ~~(9)~~ The total area of all ~~s~~Signs on a building shall not exceed an area of two  
10 square feet for each foot of street frontage occupied by the building; however, in no event  
11 shall the total area of all signs on a building's street frontage exceed 50 square feet.

12 **~~SEC. 609.2. WITHIN CANDLESTICK PARK SPECIAL SIGN DISTRICT.~~**

13            ~~Any lawfully existing sign which does not conform to Section 608.4 of this Code shall be~~  
14 ~~removed or altered to conform therewith within five years after the effective date of this Article 6 or~~  
15 ~~such later date as the sign becomes nonconforming; unless such sign was made subject to removal or~~  
16 ~~alteration within five years after July 23, 1960, by Section 4722.D of the San Francisco Building Code,~~  
17 ~~as that Section was in effect immediately prior to the effective date of this Article 6, in which case such~~  
18 ~~earlier date shall prevail.~~

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

21            (a) **General Advertising Signs.** Any lawfully existing ~~g~~General ~~a~~dvertising ~~s~~Sign  
22 within the Market Street Special Sign District, other than such a ~~s~~Sign located on a wall  
23 immediately adjacent to the establishment to which it directs attention, shall be removed  
24 within five years after the effective date of said Special Sign District or such later date as the  
25 location of such ~~s~~Sign may be designated as part of said Special Sign District; provided,



1 however, that if the public street and plaza improvements within any of the sections of the  
2 Market Street Special Sign District listed below have not been substantially completed at the  
3 end of said five-year period in accordance with the architectural plans entitled "Market Street  
4 Reconstruction," Transit Task Force File No. 810.00R1 through 810.28R1, dated September  
5 10, 1970, and "Surface Plan - Hallidie Plaza," Transit Task Force File No. 1000, dated July  
6 15, 1970, including permanent pavement of sidewalk and roadway areas, planting of trees  
7 and placement of furnishings, then said gGeneral advertising sSigns within any such section  
8 need not be removed until 30 days after the date of substantial completion of said  
9 improvements in the section in which said sSigns are located:

10 \* \* \* \*

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

12 Any lawfully existing sSign which does not conform to Section 608.9 of this Code shall  
13 be removed or altered to conform therewith within five years after the effective date of said  
14 Section or such later date as the sSign becomes nonconforming.

15 **SEC. 609.13. NONCONFORMING GENERAL ADVERTISING SIGNS IN NEIGHBORHOOD**  
16 **COMMERCIAL DISTRICTS.**

17 If state and/or federal statutes, as applicable, which currently required local  
18 governments to pay monetary compensation to the owners of nonconforming sSigns as a  
19 condition of requiring removal of such sSigns is/are repealed, or amended so as to eliminate  
20 that requirement, then any lawfully existing gGeneral advertising sSign within a Neighborhood  
21 Commercial District ~~which does not conform to the provisions of Section 607.1(e), (h), (i), and (j) or~~  
22 ~~any lawfully existing general advertising sign which directs attention to a business on the same or~~  
23 ~~directly adjacent property and does not conform to the provisions of Section 607.1(e), (h), (i), and (j)~~  
24 shall be removed within five years of the effective date of the repeal of the amendment of said  
25 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 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**

<b>No.</b>	<b>Zoning Control Categories for Building Standards</b>	<b>Section Number of Standard</b>	<b>Section Number of Definition</b>
803.1.10	Height and Bulk	Zoning Map, § 270	§§ 102.12, 102.21, 270
803.1.11	Lot Size (Per Development)	§ 121.5	§§ 121(e), 890.56
803.1.12	Rear Yard/Site Coverage	§ 134(a) (e)	§ 134
803.1.13	Sun Access Setback	§ 132.3	

1	803.1.14	Maximum Street Frontage	§ 145.2	
2	803.1.15	Awning	§ 136.2(a)	§ 890.21
3	803.1.16	Canopy	§ 136.2(b)	§ 890.24
4	803.1.18	Marquee	§ 136.2(e)	§ 890.58
5	803.1.19	Floor Area Ratio	§§ 123 - 124	§§ 102.9, 102.11
6	803.1.20	Use Size (Nonresidential)	§ 121.9	§ 890.130
7	803.1.21	Open Space	§ 135.1	
8	803.1.22	Off-Street Parking, Commercial and Institutional	§ 151	§ 150
10	803.1.23	Off-Street Freight Loading	§ 152	§ 150
11	803.1.30	General Advertising Sign	§ 607.2(e)	§ 602.7
12	803.1.31	Business Sign	§ 607.2(d)	§ 602.3
13	803.1.32	Other Signs	§ 607.2(g) - (j)	§ 602.9, § 602.2
14	803.1.91	Residential Density, Dwelling Units	§ 207.4	§ 207.1
15	803.1.92	Residential Density, Other	§ 208	§ 208
16	803.1.93	Usable Open Space	§ 135(d)	§ 135
17	803.1.94	Off-Street Parking, Residential	§ 151	§ 150

\* \* \* \*

**Table 810. CHINATOWN COMMUNITY BUSINESS DISTRICT**

**ZONING CONTROL TABLE**

	<b>Chinatown Community Business District</b>
--	--

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

**Table 811. CHINATOWN VISITOR RETAIL DISTRICT  
ZONING CONTROL TABLE**

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

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

			Chinatown Residential Neighborhood Commercial District
No.	Zoning Category	§ References	Controls
**** .30	General Advertising Sign		<u>NP § 607.2(e)</u>

****		§§ <del>607.2 602 – 604, 608.1,</del> 608.2	
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**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.~~

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

Delete the Candlestick Park Area Special Sign District from Map SS01.

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

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

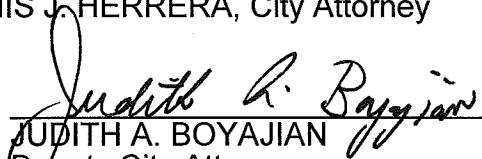
3 Delete the Hamm's Building Historic Special Sign District from Map SS02.  
4

5 Section 4. Effective Date. This ordinance shall become effective 30 days after  
6 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
7 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
8 of Supervisors overrides the Mayor's veto of the ordinance.  
9

10 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
11 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
12 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
13 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
14 additions, and Board amendment deletions in accordance with the "Note" that appears under  
15 the official title of the ordinance. Notwithstanding the previous sentence, the Board intends to  
16 relocate existing Planning Code Sections 602.25 and 602.26 within the alphabetical sequence  
17 of Section 602, as indicated in the sequencing within Section 602 in this ordinance.  
18

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

21 By:

  
22 JUDITH A. BOYAJIAN  
23 Deputy City Attorney

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# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails Ordinance

**File Number:** 160424

**Date Passed:** November 01, 2016

Ordinance amending the Planning Code to correct and update provisions, delete obsolete or redundant sections, amend the definitions of Historic Sign and Wind Sign, reinstate the distinction between Historic and Vintage Signs, and further restrict the areas where General Advertising Signs are permitted; amending the Zoning Map to delete the Showplace Square Special Sign District, the South of Market General Advertising Special Sign District, the Hamm's Building Historic Special Sign District, and the Candlestick Park Special Sign District, and to delete the related Code sections; 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.

October 24, 2016 Land Use and Transportation Committee - RECOMMENDED AS COMMITTEE REPORT

October 25, 2016 Board of Supervisors - PASSED, ON FIRST READING

Ayes: 11 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Mar, Peskin, Tang, Wiener and Yee

November 01, 2016 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Mar, Peskin, Tang, Wiener and Yee

File No. 160424

**I hereby certify that the foregoing Ordinance was FINALLY PASSED on 11/1/2016 by the Board of Supervisors of the City and County of San Francisco.**

Angela Calvillo  
Clerk of the Board

  
Mayor

11/10/2016

Date Approved