

FILE NO. 012137

RESOLUTION NO. 109-02

1 [General Advertising Signs — ~~Moratorium~~Interim Control.]

2
3 **Resolution imposing interim zoning controls establishing a requirement for conditional**
4 **use authorization for to prohibit new general advertising signs, as defined in Planning**
5 **Code Section 602.7, ~~from being erected or placed on any property in the City and~~**
6 **County of San Francisco ~~for a twelve-month period~~ until the date that the election**
7 **results for the March 5, 2002 Consolidated Primary Election are certified, and making**
8 **findings of consistency with the priority policies of Planning Code Section 101.1.**

9
10 WHEREAS, Objective 4, Policy 14, of the Urban Design Element of the City's General
11 Plan recognizes that signs are a leading cause of street clutter and that the signs often are
12 unrelated to the physical qualities of the buildings on which they are placed; and

13 WHEREAS, Objective 4, Policy 14, further states that where signs are large, garish and
14 clashing, they lose their value as identification or advertising signs and merely offend the
15 viewer and that while signs have an important place in an urban environment, they should be
16 controlled in their size and location; and,

17 WHEREAS, Planning Code Section 602.7 defines a "General Advertising Sign" as "A
18 sign which directs attention to a business, commodity, industry or other activity which is sold,
19 offered or conducted elsewhere than on the premises upon which sign is located, or to which
20 it is affixed, and which is sold, offered or conducted on such premises only incidentally if at
21 all"; and,

22 WHEREAS, The Planning Code's Article 6 controls on general advertising signs are
23 more than thirty-five years old, and the development of new advertising sign technology has a
24 real potential for adversely affecting many parts of the City; and

1 WHEREAS, City officials have received complaints from the public about the proliferation
2 of general advertising signs in the commercial areas of the City and on architecturally
3 significant buildings; and

4 WHEREAS, The Planning Department is surveying the problem and studying potential
5 solutions; and

6 WHEREAS, Planning Code Section 306.7 authorizes the Board to impose interim
7 controls on the ~~to suspend temporarily the processing of building permits or certain~~
8 applications for land use authorizations which may be in conflict with a contemplated zoning
9 proposal which the Board of Supervisors is considering or intends to study; and

10 WHEREAS, The ~~P~~procedure for considering and imposing interim controls is set forth
11 in Planning Code Section 306.7; and

12 WHEREAS, A ~~moratorium~~ requirement for conditional use authorization prior to on the
13 erection, or placement, expansion, or intensification in use of general advertising signs on
14 property in the City and County of San Francisco is necessary ~~to maintain the status quo~~
15 while City officials, together with community organizations, property owners, and interested
16 citizens and business owners, continued to study the problem and develop appropriate
17 permanent regulations; and

18 WHEREAS, The Board of Supervisors has considered the impact on the public health
19 safety, peace and general welfare if the ~~moratorium is~~ interim control is not imposed: and

20 WHEREAS, This interim control is consistent with the purposes of the Planning Code
21 as set forth in Section 101, and with the priority policies of Section 101.1 in that it either has
22 no negative impact on or does not involve: existing neighborhood-serving retail uses, resident
23 employment or business ownership (Policy 1), existing housing and neighborhood character
24 (Policy 2), the City's supply of affordable housing (Policy 3), commuter traffic (Policy 4), the
25 City's industrial and service sectors (Policy 5), earthquake preparedness (Policy 6), or parks

1 and open space (Policy 8). ~~It~~ This control is consistent with Policy 7 (preservation of
2 landmarks and historic buildings) in that it will ~~prohibit~~ allow for additional review of potentially
3 incompatible general advertising signs; and

4 WHEREAS, The Board of Supervisors has balanced the potential hardship on property
5 owners caused by the imposition of the ~~moratorium~~ interim control against the detriment to the
6 public if the ~~moratorium~~ interim control is not adopted; now, therefore, be it

7 RESOLVED, That Board of Supervisors hereby imposes a requirement that temporary
8 ~~moratorium prohibiting any application for a permit to~~ City agency, board, commission, officer,
9 ~~or employee from approving a building permit or otherwise approving the erection, or~~
10 ~~placement of, expand, or intensify the use of~~ any general advertising sign, as defined in
11 Planning Code ~~s~~Section 602.7, on any property in the City and County of San Francisco shall
12 require a conditional use authorization; and, be it

13 FURTHER RESOLVED, That this interim control shall not ~~bar~~ require a conditional use
14 authorization for the approval of a permit to alter, replace or reconstruct any lawfully existing
15 general advertising sign provided that said sign is not expanded or intensified in any way; and,
16 be it

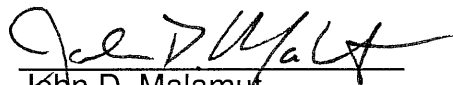
17 FURTHER RESOLVED, That for purposes of this interim control “conditional use” shall
18 have the meaning given that term in Planning Code Section 303; and, be it

19 FURTHER RESOLVED, That this control is consistent with the priority policies of
20 Planning Code Section 101.1 for the reasons specified in the above findings; and, be it

21 FURTHER RESOLVED, That this interim control shall remain in effect ~~for a period of~~
22 ~~twelve (12) months from its effective date~~ until the date that the election results for the March
23 5, 2002 Consolidated Primary Election are certified or until the enactment of permanent
24 Planning Code amendments that regulate general advertising signs as contemplated herein,
25 whichever first occurs.

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

By: 
John D. Malamut
Deputy City Attorney



City and County of San Francisco

City Hall
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Tails

Resolution

File Number: 012137

Date Passed:

Resolution imposing interim zoning controls establishing a requirement for conditional use authorization for general advertising signs, as defined in Planning Code Section 602.7, in the City and County of San Francisco until the date that the election results for the March 5, 2002 Consolidated Primary Election are certified, and making findings of consistency with the priority policies of Planning Code Section 101.1.

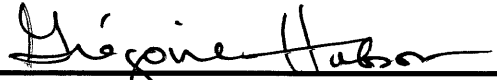
February 19, 2002 Board of Supervisors — ADOPTED

Ayes: 8 - Ammiano, Gonzalez, Leno, Maxwell, McGoldrick, Newsom, Peskin,
Sandoval

Noes: 3 - Daly, Hall, Yee

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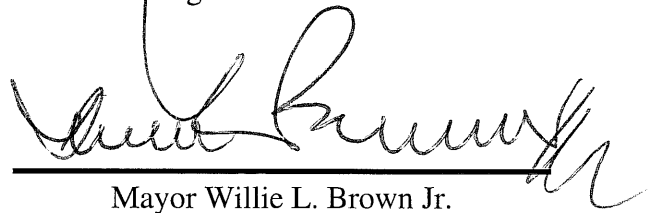
I hereby certify that the foregoing Resolution was ADOPTED on February 19, 2002 by the Board of Supervisors of the City and County of San Francisco.



Gregoire Hobson
Acting Clerk of the Board

MAR 01 2002

Date Approved



Mayor Willie L. Brown Jr.