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.

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

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

Section 1. Findings.
(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board ofSUPERVISORS Peskin; Cohen
BOARD OF SUPERVISORS
Supervisors in File No. 160424 and is incorporated herein by reference. The Board affirms this determination.

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

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

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

SEC. 102. DEFINITIONS.

For the purposes of this Code, certain words and terms used herein are defined as set forth in this and the following sections. Additional definitions applicable to Signs are set forth in Section 602. Additional definitions applicable to development impact fees and requirements that authorize the payment of in-lieu fees are set forth in Section 401. Additional definitions applicable to
Article 7, Neighborhood Commercial Districts, and to Article 9, Mission Bay Districts, are set forth in Section 790. Additional definitions applicable only to Article 8, Mixed Use Districts, are set forth in Section 890. Additional definitions applicable only to the Bernal Heights Special Use District are set forth in Section 242. Additional definitions applicable only to Article 9, Mission Bay Districts, are set forth in Section 996. All words used in the present tense shall include the future. All words in the plural number shall include the singular number, and all words in the singular number shall include the plural number, unless the natural construction of the wording indicates otherwise. The word "shall" is mandatory and not directory.

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

SEC. 188. NONCOMPLYING STRUCTURES: ENLARGEMENTS, ALTERATIONS AND RECONSTRUCTION.

(e) Historic Movie Theater Marquees and Projecting Signs. Notwithstanding Subsection (a) of this Section, and in order that certain character-defining architectural elements of Qualified Movie Theaters be preserved and enhanced, a noncomplying Historic Movie Theater Projecting Sign, as defined in Section 602:25, and/or a noncomplying Historic Movie Theater Marquee, as defined in Section 602:26, may be preserved, rehabilitated, or restored. A noncomplying Historic Movie Theater Projecting Sign or a noncomplying Historic Movie Theater Marquee may be preserved, rehabilitated, or restored.
Movie Theater Marquee removed from a Qualified Movie Theater prior to or in absence of an application for replacement may be reconstructed.

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

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

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

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

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

(B) For a Qualified Movie Theater where the Historic Movie Theater Projecting Sign and/or Historic Movie Theater Marquee has been removed and is proposed to be reconstructed, the overall design and signage features shall be limited to the following:
(i) On a Historic Movie Theater Projecting Sign, the historic name associated with a previous theater occupant;

(ii) On a Historic Movie Theater Marquee, the historic name associated with a previous theater occupant and, where applicable, on the signboard, other information that is an Identifying Sign, as defined in Section 602-40, provided such information shall be contained within the signboard, shall not consist of any logos, and shall be in the character of lettering historically found on movie theater signboards in terms of size, font, and detail.

* * * *

SEC. 260. HEIGHT LIMITS: MEASUREMENT.

* * * *

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

* * * *

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

* * * *

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

* * * *

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

(a) Installation. The project sponsor must install the public art in compliance with this Section 429.4 (1) in areas on the site of the building or addition so that the public art is clearly visible from the public sidewalk or the open-space feature required by Section 138, or
(2) on the site of the open-space feature provided pursuant to Section 138, or (3) in a publicly accessible lobby area of a hotel ("On-Site Public Artwork"). Said On-Site Public Artwork shall be installed prior to issuance of the first certificate of occupancy; provided, however, that if the Zoning Administrator concludes that it is not feasible to install the works artwork within that time and that adequate assurance is provided that the works artwork will be installed in a timely manner, the Zoning Administrator may extend the time for installation for a period of not less more than 12 months. Said works of art may include sculpture, bas-relief, murals, mosaics, decorative water features, tapestries or other artworks permanently affixed to the building or its grounds, or a combination thereof, but may not include architectural features of the building, nor artwork designed by the architect, except as permitted with respect to the in lieu contribution regarding publicly owned buildings meeting the criteria described above. Artworks shall be displayed in a manner that will enhance their enjoyment by the general public. The type and location of artwork, but not the artistic merits of the specific artwork proposed, shall be approved by the Zoning Administrator in accordance with the provisions of Section 309 of this Code.

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

(c) Removal, Relocation, or Alteration of Artwork. Once the project sponsor has installed and completed the final Artwork, the project sponsor, building owner and any third party may not remove, relocate or alter the Artwork without notifying and consulting with the Planning Department at least 120 days prior to the proposed removal, relocation or alteration. The Planning Department shall not approve any removal, relocation, or alteration unless it finds any removed Artwork will be replaced with Artwork of equal or greater value or that any
relocation or alteration is only a minor modification. If a project sponsor does remove, relocate, or alter the Artwork without notification and approval of the Planning Department, the Planning Department is authorized to pursue enforcement of this Section under Section 176 or 176.1 of this Code or to pursue any other remedy permitted by law.

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

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

SEC. 601. SPECIAL PURPOSES OF SIGN CONTROLS.

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

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

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

(c) to protect the distinctive appearance of San Francisco which is produced by its unique geography, topography, neighborhoods, street patterns, skyline, and architectural features;
(d) ensure that signs are designed and proportioned in relation to the structures to which they are attached, adjacent structures, and the streets on which they are located;

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

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

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

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

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

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

SEC. 602. SIGN SPECIAL DEFINITIONS.

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

SEC. 602.1. AREA (OF A SIGN).

Area (of a Sign).

(a) All Signs Except on Windows, Awnings and Marquees. The entire area within a single continuous rectangular perimeter formed by extending lines around the extreme limits of writing, representation, emblem, or any figure of similar character, including any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed but including any sign tower.
Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

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

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

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

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

SEC. 602.3. **BUSINESS SIGN.**

**Business Sign.** A sign which directs attention to the primary business, commodity, service, industry or other activity which is sold, offered, or conducted on the premises upon which such sign is located, or to which it is affixed. Where a number of businesses, services, industries, or other activities are conducted on the premises, or a number of commodities, services, or other activities with different brand names or symbols are sold on the premises, up to one-third of the area of a business sign, or 25 square feet of sign area, whichever is the lesser, may be devoted to the advertising of one or more of those businesses, commodities, services,
industries, or other activities by brand name or symbol as an accessory function of the
business sign, provided that such advertising is integrated with the remainder of the
business sign, and provided also that any limits which may be imposed by this Code on the
area of individual signs and the area of all signs on the property are not exceeded. The
primary business, commodity, service, industry, or other activity on the premises shall mean
the use which occupies the greatest area on the premises upon which the business sign is
located, or to which it is affixed.

SEC. 602.4. DIRECTLY ILLUMINATED SIGN.

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

SEC. 602.5. FREESTANDING.

Freestanding. In no part supported by a building.

SEC. 602.6. FREEWAY.

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

SEC. 602.7. GENERAL ADVERTISING SIGN.

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

SEC. 602.8. HEIGHT (OF A SIGN).

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

SEC. 602.25. HISTORIC MOVIE THEATER PROJECTING SIGN.

Historic Movie Theater Projecting Sign. A projecting business sign attached to a Qualified
Movie Theater, as defined in Section 188(e)(1), when such sign was originally constructed in
association with the Qualified Movie Theater or similar historic use. Such signs are typically
characterized by (a) fixed display of the name of the establishment, often in large lettering descending vertically
throughout the length of the sign; (b) a narrow width that extends for a majority of the
vertical distance of a building’s facade, typically terminating at or slightly above the roofline,
and (c) an overall scale and nature such that the sign comprises a significant and
character defining architectural feature of the building to which it is attached. Elimination or
change of any lettering or other inscription from a Historic Movie Theater projecting sign,
such as that which may occur with a change of ownership, change of use, or closure does not
preclude classification of the sign under this Section. For specific controls on the
preservation, rehabilitation, or restoration of these signs, refer to Section 188(e) of this Code.

SEC. 602.26. HISTORIC MOVIE THEATER MARQUEE.

Historic Movie Theater Marquee. A marquee, as defined in Section 102.790.58, attached to a
Qualified Movie Theater, as defined in Section 188(e)(1), when such marquee was originally
constructed in association with a Movie Theater or similar historic use. Elimination or
change of any lettering or other inscription from a Historic Movie Theater Marquee such as
that which may occur with a change of ownership, change of use or closure, does not
preclude classification of the Marquee under this Section. For specific controls on the
preservation, rehabilitation, or restoration of these signs, refer to Section 188(e) of this Code.

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

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

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

**SEC. 602.10. IDENTIFYING SIGN.**

**Identifying Sign.** A Sign for a use listed in Article 2 of this Code as either a principal or a
conditional use permitted in an R District, regardless of the district in which the use itself may
be located, which Sign serves to tell only the name, address and lawful use of the premises
upon which the Sign is located, or to which it is affixed. A bulletin board of a public, charitable or
religious institution, used to display announcements relative to meetings to be held on the premises,
shall be deemed an identifying sign. With respect to shopping malls containing five or more
stores or establishments in NC Districts, and shopping centers containing five or more stores
or establishments in NC-S Districts or in the City Center Special Sign District, identifying
Signs shall include signs which tell the name of and/or describe aspects of the operation of
the mall or center. Shopping malls, as that term is used in this Section, are characterized by a
common pedestrian passageway which provides access to the businesses located therein.

SEC. 602.11. INDIRECTLY ILLUMINATED SIGN.

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

SEC. 602.12. LANDSCAPED FREEWAY.

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

SEC. 602.13. NAME PLATE.

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

SEC. 602.14. NONILLUMINATED SIGN.

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

SEC. 602.15. PROJECTION.

Projection. The horizontal distance by which the furthermost point used in measuring the
area of a sign, as defined in this Section 602.1, extends beyond a street property line or
a building setback line. A sign placed flat against a wall of a building parallel to a street or
alley shall not be deemed to project for purposes of this definition. A sign on an awning,
Canopy or Marquee shall be deemed to project to the extent that such a sign extends beyond a street property line or a building setback line.

SEC. 602.16. ROOFLINE.

Roofline. The upper edge of any building wall or parapet, exclusive of any a sign or tower.

SEC. 602.17. ROOF-SIGN.

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

SEC. 602.18. SALE OR LEASE-SIGN.

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

SEC. 602.19. SIGN.

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

A "area of the a sign as defined in this Section 602.1 of this Code, and in addition the supports, uprights and framework of the
display. Except in the case of General Advertising Signs, two or more faces shall be
deemed to be a single Sign if such faces are contiguous on the same plane, or are placed
back to back to form a single structure and are at no point more than two feet from one
another. Also, on Awnings or Marquees, two or more faces shall be deemed to be a single
Sign if such faces are on the same Awnning or Marquee structure.

SEC. 602.20. SIGN TOWER.

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

SEC. 602.21. STREET PROPERTY LINE.

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

SEC. 602.21A. VIDEO SIGN.

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

Vintage Sign. A Sign that depicts a land use, a business activity, a public activity, a social activity or
historical figure or an activity or use that recalls the City's historic past, as further defined in Section
608.14 of this Code, and as permitted by Sections 303 and 608.14 of this Code.
SEC. 602.22. WALL SIGN.

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

SEC. 602.23. WIND SIGN.

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

SEC. 602.24. WINDOW SIGN.

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

SEC. 607. COMMERCIAL AND INDUSTRIAL DISTRICTS.

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

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

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

(1) — The sign does not extend more than 25 feet above the roofline of the building on or over which the sign is placed; and
(2) All parts of the sign are within 25 feet of, and the sign is mounted at not more than a 45-degree angle from, a wall of a building the roofline of which is at least as high as the top of the sign; and

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

(c) **Wind Signs.** No *wind* sign shall be permitted in any C, M, or PDR District.

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

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

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

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

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

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

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

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

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

In C-3: 100 feet;
In all other C, M, and PDR Districts: 60 feet.
Such signs may contain letters, numbers, a logo, service mark and/or trademark and may be nonilluminated or indirectly illuminated.

(2) Freestanding Signs. The maximum height for freestanding signs shall be as follows:

In C-2: 36 feet;

In all other C and M Districts: 40 feet.

(i)(h) Special Standards for Automobile Automotive Service Stations. For automobile automotive service stations, only the following signs are permitted, subject to the standards in this subsection (i)(h) and to all other standards in this Section 607.

(1) A maximum of two oil company signs, which shall not extend above the roofline if attached to a building, or exceed the maximum height permitted for freestanding signs in the same district if freestanding. The area of any such sign shall not exceed 180 square feet, and along each street frontage all parts of such a sign or signs that are within 10 feet of the street property line shall not exceed 80 square feet in area. No such sign shall project more than five feet beyond any street property line or building setback line. The areas of other permanent and temporary signs as covered in Paragraph subsection 607(i)(h) below shall not be included in the calculation of the areas specified in this subsection (i)(1) paragraph.

(2) Other permanent and temporary business signs, not to exceed 30 square feet in area for each such sign or a total of 180 square feet for all such signs on the premises. No such sign shall extend above the roofline if attached to a building, or in any case project beyond any street property line or building setback line.

(3) General advertising signs meeting the provisions of this Section 607.
SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL
DISTRICTS.

* * * *

(b) Signs or Sign Features Not Permitted in NC and RC Districts. Roof signs as defined in Section 602.16 of this Code, wind signs as defined in Section 602.22 of this Code, and signs on eCanopies, as defined in Section 136.1(b) of this Code, are not permitted in NC and RC Districts. No sign shall have or consist of any moving, rotating, or otherwise physically animated part, or lights that give the appearance of animation by flashing, blinking, or fluctuating, except as permitted by Section 607.1(i) of this Code. In addition, all signs or sign features not otherwise specifically regulated in this Section 607.1 shall be prohibited.

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

(1) One sign per lot shall be permitted and such sign shall not exceed 20 square feet in area. The sign may be a freestanding sign, if the building is recessed from the street property line, or may be a wall sign or a projecting sign. The existence of a freestanding identifying sign shall preclude the erection of a freestanding business sign on the same lot. A wall sign or projecting sign shall be mounted on the first-story level; a freestanding identifying sign shall not exceed 15 feet in height. Such sign may be nonilluminated, indirectly illuminated, or directly illuminated.

(2) One sign identifying a shopping center or shopping mall shall be permitted subject to the conditions in Paragraph subsection (c)(1), but shall not exceed 30 square feet in area. Any sign identifying a permitted use listed in zoning categories .40 through .70 in Section 703.2(a) in an NC District shall be considered a business sign and subject to Section 607.1(f) of this Code. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.
illuminated, or directly illuminated during the hours of operation of the businesses in the shopping center or shopping mall.

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

(e) **General Advertising Signs.** General advertising signs, as defined in Section 602.7, are not permitted in Neighborhood Commercial and Residential-Commercial Districts.

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

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

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

(B) **Wall Signs.** The area of all wall signs shall not exceed one square foot per square foot of street frontage occupied by the business measured along the wall to which the signs are attached, or 50 square feet for each street frontage, whichever is less. The height of any wall sign shall not exceed 15 feet or the height of the wall to which it is attached. Such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(C) **Projecting Signs.** The number of projecting signs shall not exceed one per business. The area of such sign, as defined in Section 602.1(a), shall not exceed 24 square feet. The height of such sign shall not exceed 15 feet or the height of the wall to which it is attached. No part of the sign shall project more than 75\% percentile of the
horizontal distance from the Street property line to the curbline, or six feet six inches, whichever is less. The Sign may be Nonilluminated or Indirectly Illuminated, or during business hours, may be Directly Illuminated.

(D) Signs on Awnings. Sign copy may be located on permitted Awnings in lieu of Wall Signs and projecting Signs. The Area of such sign copy as defined in Section 602.1(e) shall not exceed 20 square feet. Such sign copy may be Nonilluminated or Indirectly Illuminated.

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

(A) Window Signs. The total Area of all Window Signs, as defined in Section 602.1(h), shall not exceed \( \frac{1}{3} \) one-third the area of the window on or in which the Signs are located. Such Signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated.

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

(C) Projecting Signs.

(i) The number of projecting signs shall not exceed one per business.

(ii) No part of the sign shall project more than 75% of the horizontal distance from the property line to the curbline, or six feet six inches, whichever is less.

(iii) Except as provided for in subsection (v) below, such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(iv) Except as provided for in subsection (v) below, the area of such sign, as defined in Section 602-7(a), shall not exceed 24 square feet. The height of such sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lowest.

(v) Within the Fillmore Street Neighborhood Commercial Transit District, one projecting business sign per building may exceed the size and height limits specified in subsection (iv) above, provided all of the following criteria are met:

a. The area of the sign, as defined in Section 602-7(a), does not exceed 125 square feet.

b. The height of the sign does not exceed the lowest of the following:

* * *
(D) ** Signs on Awnings and Marquees.** Sign copy may be located on permitted awnings or marquees in lieu of projecting signs. The area of such sign copy as defined in Section 602.1(e) shall not exceed 30 square feet. Such sign copy may be nonilluminated or indirectly illuminated; except that sign copy on marquees for movie theaters or places of entertainment may be directly illuminated during business hours.

(E) ** Freestanding Signs and Sign Towers.** With the exception of automotive gas and service stations, which are regulated under Paragraph Section 607.1(f)(4), one freestanding sign or sign tower per lot shall be permitted in lieu of a projecting sign, if the building or buildings are recessed from the street property line. The existence of a freestanding business sign shall preclude the erection of a freestanding identifying sign on the same lot. The area of such freestanding sign or sign tower, as defined in Section 602.1(f), shall not exceed 20 square feet nor shall the height of the sign exceed 24 feet. No part of the sign shall project more than 75% percent of the horizontal distance from the street property line to the curbline, or six feet, whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

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

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

(B) ** Wall Signs.** The area of all wall signs shall not exceed three square feet per foot of street frontage occupied by the use measured along the wall to which the signs are attached, or 150 square feet for each street frontage, whichever is less. The
Height of any wall signs shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Such signs may be **Nonilluminated**, **Indirectly Illuminated**, or **Directly Illuminated**.

(C) **Projecting Signs.** The number of projecting signs shall not exceed one per business. The area of such sign, as defined in Section 602-1(h), shall not exceed 32 square feet. The height of the sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. No part of the sign shall project more than 75% percent of the horizontal distance from the street property line to the curbline, or six feet six inches, whichever is less. Such signs may be **Nonilluminated**, **Indirectly Illuminated**, or **Directly Illuminated**.

(D) **Sign Copy on Awnings and Marquees.** Sign copy may be located on permitted awnings or marquees in lieu of projecting signs. The area of such sign copy, as defined in Section 602-1(e), shall not exceed 40 square feet. Such sign copy may be nonilluminated or indirectly illuminated; except that sign copy on marquees for movie theaters or places of entertainment may be directly illuminated during business hours.

(E) **Freestanding Signs and Sign Towers.** With the exception of automotive gas and service stations, which are regulated under Paragraph Section 607.1(f)(4) of this Code, one freestanding sign or sign tower per lot shall be permitted in lieu of a projecting sign if the building or buildings are recessed from the street property line. The existence of a freestanding business sign shall preclude the erection of a freestanding identifying sign on the same lot. The area of such freestanding sign or sign tower, as defined in Section 602-1(h), shall not exceed 30 square feet nor shall the
Height of the sign exceed 24 feet. No part of the sign shall project more than 75% percent of the horizontal distance from the street property line to the curbline, or six feet, whichever is less. Such signs may be nonilluminated or indirectly illuminated, or during business hours, may be directly illuminated.

(4) Special Standards for Automotive Gas-and-Service Stations. For automotive gas-and service stations in Neighborhood Commercial Districts, only the following signs are permitted, subject to the standards in this Paragraph subsection (f)(4) and to all other standards in this Section 607.1.

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

(B) Other permanent and temporary business signs, not to exceed 30 square feet in area for each such sign or a total of 180 square feet for all such signs on the premises. No such sign shall extend above the roofline if attached to a building, or in any case project beyond any street property line or building setback line.

* * * *

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

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

SEC. 607.2. MIXED USE DISTRICTS.

* * * *

(b) Signs or Sign Features Not Permitted in Mixed Use Districts. General

Advertising Signs are not permitted in the Eastern Neighborhoods and South of Market Mixed Use districts, except in the South of Market General Advertising Special Sign District. Roof Signs as defined in Section 602.16 of this Code, Wind Signs as defined in Section 602.21 of this Code, and Signs on Canopies, as defined in Section 136.1(b) of this Code, are not permitted in Mixed Use Districts. No Sign shall have or consist of any moving, rotating, or otherwise physically animated part, or lights that give the appearance of animation by flashing, blinking, or fluctuating. In addition, all Signs or sign features not otherwise specifically regulated in this Section 607.2 shall be prohibited.

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

(1) One Sign per lot shall be permitted and such Sign shall not exceed 20 square feet in area. The Sign may be a Freestanding Sign, if the building is recessed from the Property Line, or may be a Wall Sign or a projecting Sign. The existence of a Freestanding Identifying Sign shall preclude the erection of a Freestanding Business Sign on the same lot. A Wall Sign or projecting Sign shall be mounted on the first-story level; a Freestanding Sign shall not exceed 15 feet in height. Such Signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated.

(2) One Sign identifying a shopping center or shopping mall shall be permitted subject to the conditions in Paragraph subsection (c)(1), but shall not exceed 30 square feet in area. Such Signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated.
illuminated during the hours of operation of the businesses in the shopping center or shopping mall.

(d) **Nameplate.** One nonilluminated or directly illuminated *Nameplate,* as defined in Section 602-13 of this Code, not exceeding an area of two square feet, shall be permitted for each noncommercial use in Mixed Use Districts.

(e) **General Advertising Signs.** General *Advertising Signs,* as defined in Section 602-7, are not permitted in Mixed Use Districts as provided for below. General advertising signs are not allowed in the South of Market and Downtown Residential–Mixed Use Districts, except in the Eastern Neighborhoods and South of Market General Advertising Special Sign District or where a permit was approved by the City prior to January 1, 2001. In Mixed Use Districts where such signs are permitted, general advertising signs may be either a wall sign or freestanding, provided that the surface of any freestanding sign shall be parallel to and within three feet of an adjacent building wall. In either case, the building wall shall form a complete backdrop for the sign, as the sign is viewed from all points from a street or alley from which it is legible. No general advertising sign shall be permitted to cover part or all of any windows. Any extension of the copy beyond the rectangular perimeter of the sign shall be included in the calculation of the sign area, as defined in Section 602-1(a) of this Code.

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

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

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

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

(f) Business Signs. Business signs, as defined in Section 602-3 shall be permitted in all Mixed Use Districts subject to the limits set forth below.

(1) Chinatown Residential Neighborhood Commercial District.

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

(B) Wall Signs. The area of all wall signs shall not exceed one square foot per foot of street frontage occupied by the business measured along the wall to which the signs are attached, or 50 square feet for each street frontage, whichever is less; provided, however, that in no case shall the wall sign or combination of wall signs cover more than 75% percent of the surface of any wall, excluding openings. The height of any wall sign shall not exceed 15 feet or the height of the wall to which it is attached. Such
Signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(C) **Projecting Signs.** The number of projecting signs shall not exceed one per business. The area of such sign, as defined in Section 602.1(a), shall not exceed 24 square feet. The height of such sign shall not exceed 15 feet or the height of the wall to which it is attached. No part of the sign shall project more than 75% of the horizontal distance from the property line to the curbline, or six feet six inches, whichever is less. The sign may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(D) **Signs on Awnings.** Sign copy may be located on permitted awnings in lieu of wall signs and projecting signs. The area of such sign copy, as defined in Section 602.1(e), shall not exceed 20 square feet. Such sign copy may be nonilluminated or indirectly illuminated.

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

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

(B) **Wall Signs.** The area of all wall signs shall not exceed two square feet per foot of street frontage occupied by the use measured along the wall to which the signs are attached, or 100 square feet for each street frontage, whichever is less. The height of any wall sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.
(C) **Projecting Signs.** The number of projecting signs shall not exceed one per business. The area of such signs, as defined in Section 602.1(a), shall not exceed 24 square feet. The height of such signs shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. No part of the sign shall project more than 75% of the horizontal distance from the street property line to the curbline, or six feet six inches, whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(D) **Signs on Awnings and Marquees.** Sign copy may be located on permitted awnings or marquees in lieu of projecting signs. The area of such sign copy, as defined in Section 602.1(c), shall not exceed 30 square feet. Such sign copy may be nonilluminated or indirectly illuminated, except that sign copy on marquees for movie theaters or places of entertainment may be directly illuminated during business hours.

(E) **Freestanding Signs and Sign Towers.** One freestanding sign or sign tower per lot shall be permitted in lieu of a projecting sign, if the building or buildings are recessed from the street property line. The existence of a freestanding business sign shall preclude the erection of a freestanding identifying sign on the same lot. The area of such freestanding sign or sign tower, as defined in Section 602.1(a), shall not exceed 20 square feet nor shall the height of the sign exceed 24 feet. No part of the sign shall project more than 75% percent of the horizontal distance from the street property line to the curbline, or six feet, whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

(3) **Chinatown Community Business District, Eastern Neighborhoods, South of Market Mixed Use Mixed Use Districts, and the Downtown Residential Districts.**
(A) **Window Signs.** The total area of all window signs, as defined in Section 602.1(b), shall not exceed \( \frac{1}{3} \) one-third the area of the window on or in which the signs are located. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

(B) **Wall Signs.**

(i) **In districts other than the Urban Mixed Use District.** The area of all wall signs shall not exceed three square feet per foot of street frontage occupied by the use measured along the wall to which the signs are attached, or 150 square feet for each street frontage, whichever is less; provided, however, that in no case shall the wall sign or combination of wall signs cover more than 75\% of the surface of any wall, excluding openings. The height of any wall sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

(ii) **In the Urban Mixed Use District.** The area of all wall signs shall not exceed three square feet per foot of street frontage occupied by the use measured along the wall to which the signs are attached for up to 50 feet of street frontage, and an additional one square foot per foot of street frontage thereafter; provided, however, that in no case shall the wall sign or combination of wall signs cover more than 75\% of the surface of any wall, excluding openings. The height of any wall sign shall not exceed 60 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Such signs may be nonilluminated, indirectly illuminated, or directly illuminated.

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

(D) Sign Copy on Awnings and Marquees. Sign copy may be located on permitted awnings or marquee in lieu of projecting signs. The area of such sign copy, as defined in Section 602.1(c), shall not exceed 40 square feet. Such sign copy may be nonilluminated or indirectly illuminated; except that sign copy on marquee for movie theaters or places of entertainment may be directly illuminated during business hours.

(E) Freestanding Signs and Sign Towers. One freestanding sign or sign tower per lot shall be permitted in lieu of a projecting sign if the building or buildings are recessed from the street property line. The existence of a freestanding business sign shall preclude the erection of a freestanding identifying sign on the same lot. The area of such freestanding sign or sign tower, as defined in Section 602.1(a), shall not exceed 30 square feet nor shall the height of the sign exceed 24 feet. No part of the sign shall project more than 75% percent of the horizontal distance from the street property line to the curbline, or six feet, whichever is less. Such signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

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SEC. 608.3. WITHIN CIVIC CENTER AREA SPECIAL SIGN DISTRICTS.

No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within the Civic Center Special Sign Districts Numbers 1 and 2, as designated on Sectional Map SSD of the Zoning Map of the City and County of San Francisco. Within
such districts, no sign that is located on publicly owned property, or that is located on a street frontage facing publicly owned property, shall have any moving, rotating or otherwise animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project beyond any street property line or building setback line; or be attached to a building in any manner other than with its entire area flat against a wall of such building that directly faces a street.

SEC. 608.4. WITHIN CANDLESTICK PARK AREA.

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

SEC. 608.5. NEAR FREEWAYS.

Except for historic signs and vintage signs designated pursuant to Section 608.14 of this Code, no general advertising sign, and no other sign exceeding 200 square feet in area, shall be located after the date of determination and designation of the route of a landscaped or nonlandscaped freeway so that it is primarily to be viewed by persons traveling on any portion of such freeway. When located so as to be viewed primarily by persons traveling on any portion of a landscaped freeway, business signs not exceeding 200 square feet in area which are permitted by this Section 608.5, and historic signs, and vintage signs designated pursuant to Section 608.14 which may exceed 200 square feet in area shall, regardless of any other provision of this Code, be limited to signs which designate the name of the owner or occupant of the premises upon which the sign is placed, or which identify...
such premises, or which direct attention to goods manufactured or produced, or services rendered, on the property upon which the sign is placed.

SEC. 608.8. MARKET STREET SPECIAL SIGN DISTRICT.

* * * *

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

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

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

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

(A)(1) No projection shall exceed a horizontal distance of six feet beyond any street property line. This limitation shall apply to signs and to all other features including but not limited to marquees, awnings and canopies, with the sole exception of flagpoles for flags of any nation or political subdivision.

(B)(2) Projecting signs for each establishment shall be limited to one sign on each street frontage occupied by the establishment, in addition to any signs that are placed flat upon or otherwise integrated in the design of marquees and awnings.

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

(1) With the exception of Historic Signs, no sign attached to a building shall extend or be located above the roofline of the building to which it is attached.
(A)(2) A projecting sign with lettering or other inscription arranged in a vertical manner shall have a maximum height of 60 feet; except that a greater height shall be permitted, up to a maximum height of 100 feet, provided the height of the sign shall remain at least 20 feet below the roofline of the building as measured directly above the sign.

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

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

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

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

(3)(1) Temporary Signs. With the exception of holiday decorations, no sign composed of paper or other temporary material shall be placed on the outside of any building or structure or affixed to the glass on the outside or inside of any window, unless such sign is placed in a frame or on a structure specifically designed for this purpose.
(2) **Public Areas.** No sign or other structure or feature shall be placed upon any public street, alley or public plaza, or in any portion of a transit system, except such signs, structures and features as are specifically approved by the appropriate public authorities under applicable laws and regulations not inconsistent with this Code and under such conditions as may be imposed by such authorities.

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

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

* * * *

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

(1) No general advertising sign shall be permitted.

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

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

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

(2)(5) No projection shall exceed a horizontal distance of six feet beyond any street property line. This limitation shall apply to signs and to all other features including but not limited to marquees and awnings, with the sole exception of flagpoles for flags of...
any nation or political subdivision. All signs, marquees, awnings and other features shall be supported entirely by a building; no canopies shall be permitted.

(3)(6) Projecting signs for each establishment shall be limited to one sign on each street frontage occupied by the establishment.

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

(5)(8) No directly illuminated sign shall be permitted.

SEC. 608.12. IN-SHOWPLACE SQUARE.

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

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

(b) Regulations. Within such special sign district:

1. No general advertising sign shall be permitted.

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

Within the boundaries of the Rincon Hill Downtown Residential Mixed Use District set forth in Section 827 and generally bounded by Folsom Street, The Embarcadero, Bryant
Street, and Essex Street, notwithstanding any other provisions of this Code, the existing signs and/or sign towers may be changed, modified or replaced provided that all the following criteria are met:

* * * *

SEC. 608.15. NORTHEAST WATERFRONT SPECIAL SIGN DISTRICT.

* * * *

(b) Regulations within the Special Sign District:

(1) No general advertising sign shall be permitted.

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

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

(4) No projection shall exceed a horizontal distance of six feet beyond any street line. This limitation shall apply to signs and to all other features, including but not limited to, marquees and awnings, with the sole exception of flagpoles for flags. All signs, marquees, awnings, and other features shall be supported entirely by a building. No canopies shall be permitted.

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

(6) No directly illuminated sign, as defined in Section 602.4 of this Code, shall be permitted.
1. **Principal Signs.** Only one principal sign shall be permitted per establishment per street frontage. In addition, the following provisions shall apply to principal signs:

   * * * *

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

   * * * *

3. **Total Area of Signs.** The total area of all signs on a building shall not exceed an area of two square feet for each foot of street frontage occupied by the building; however, in no event shall the total area of all signs on a building's street frontage exceed 50 square feet.

4. **WITHIN CANDLESTICK PARK SPECIAL SIGN DISTRICT.**

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

5. **IN THE ON AND NEAR MARKET STREET SPECIAL SIGN DISTRICT FROM THE EMBARCADERO TO THE CENTRAL SKYWAY OVERPASS.**

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

* * * *

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

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

SEC. 609.13. NONCONFORMING GENERAL ADVERTISING SIGNS IN NEIGHBORHOOD
COMMERCIAL DISTRICTS.

If state and/or federal statutes, as applicable, which currently required local
governments to pay monetary compensation to the owners of nonconforming signs as a
condition of requiring removal of such signs is/are repealed, or amended so as to eliminate
that requirement, then any lawfully existing General Advertising sign within a Neighborhood
Commercial District which does not conform to the provisions of Section 607.1(e), (h), (i), and (j) or
any lawfully existing general advertising sign which directs attention to a business on the same or
directly adjacent property and does not conform to the provisions of Section 607.1(e), (h), (i), and (j)
shall be removed within five years of the effective date of the repeal of the amendment of said
state and/or federal legislation, as applicable; provided, however, if this Code is amended after the
effective date of said repeal or amendment of said state and/or federal legislation, which Code
amendment first makes Section 607.1 applicable to a sign, then such 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

<table>
<thead>
<tr>
<th>No.</th>
<th>Zoning-Control Categories for Building Standards</th>
<th>Section-Number of Standard</th>
<th>Section-Number of Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>803.1.10</td>
<td>Height and Bulk</td>
<td>Zoning Map, § 270</td>
<td>§§ 102.12, 102.21, 270</td>
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<tr>
<td>803.1.11</td>
<td>Lot Size (Per Development)</td>
<td>§ 121.5</td>
<td>§§ 121(e), 890.56</td>
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<tr>
<td>803.1.12</td>
<td>Rear Yard/ Site Coverage</td>
<td>§ 134(a)(e)</td>
<td>§ 134</td>
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<td>803.1.13</td>
<td>Sun Access Setback</td>
<td>§ 132.3</td>
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<tr>
<td>Code</td>
<td>Description</td>
<td>Section</td>
<td>Section</td>
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<tr>
<td>803.1.14</td>
<td>Maximum-Street-Frontage</td>
<td>§145.2</td>
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<tr>
<td>803.1.15</td>
<td>Awning</td>
<td>§136.2(a)</td>
<td>§890.21</td>
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<tr>
<td>803.1.16</td>
<td>Canopy</td>
<td>§136.2(b)</td>
<td>§890.24</td>
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<tr>
<td>803.1.18</td>
<td>Marquee</td>
<td>§136.2(e)</td>
<td>§890.58</td>
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<tr>
<td>803.1.19</td>
<td>Floor Area Ratio</td>
<td>§§123–124</td>
<td>§§102.9,102.11</td>
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<td>803.1.20</td>
<td>Use Size (Nonresidential)</td>
<td>§121.9</td>
<td>§890.130</td>
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<td>803.1.21</td>
<td>Open Space</td>
<td>§135.1</td>
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<td>803.1.22</td>
<td>Off-Street Parking, Commercial and Institutional</td>
<td>§151</td>
<td>§150</td>
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<td>803.1.23</td>
<td>Off-Street Freight-Loading</td>
<td>§152</td>
<td>§150</td>
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<td>803.1.30</td>
<td>General Advertising Sign</td>
<td>§607.2(e)</td>
<td>§602.7</td>
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<td>803.1.31</td>
<td>Business Sign</td>
<td>§607.2(d)</td>
<td>§602.3</td>
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<td>803.1.32</td>
<td>Other Signs</td>
<td>§607.2(g)–(j)</td>
<td>§602.9, §602.2</td>
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<td>803.1.91</td>
<td>Residential Density, Dwelling Units</td>
<td>§207.4</td>
<td>§207.1</td>
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<tr>
<td>803.1.92</td>
<td>Residential Density, Other</td>
<td>§208</td>
<td>§208</td>
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<td>803.1.93</td>
<td>Usable Open Space</td>
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<td>803.1.94</td>
<td>Off-Street Parking, Residential</td>
<td>§151</td>
<td>§150</td>
</tr>
</tbody>
</table>

* * * *

Table 810. CHINATOWN COMMUNITY BUSINESS DISTRICT

ZONING CONTROL TABLE

| Chinatown Community Business District |  |

Supervisors Peskin; Cohen

BOARD OF SUPERVISORS
### Table 811. CHINATOWN VISITOR RETAIL DISTRICT
#### ZONING CONTROL TABLE

<table>
<thead>
<tr>
<th>No.</th>
<th>Zoning Category</th>
<th>§ References</th>
<th>Controls</th>
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</thead>
<tbody>
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<td>* * *</td>
<td>General Advertising Sign</td>
<td>§§ 607.2, 602–604, 608.1; 608.2</td>
<td>NP § 607.2(e)</td>
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</table>

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Zoning Category</th>
<th>§ References</th>
<th>Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>* * *</td>
<td>General Advertising Sign</td>
<td>§§ 607.2, 602–604, 608.1; 608.2</td>
<td>NP § 607.2(e)</td>
</tr>
</tbody>
</table>

Supervisors Peskin; Cohen
BOARD OF SUPERVISORS
Table 817. SLI – SERVICE/LIGHT INDUSTRIAL DISTRICT
ZONING CONTROL TABLE

<table>
<thead>
<tr>
<th>No.</th>
<th>Zoning Category</th>
<th>§ References</th>
<th>Service/Light Industrial District Controls</th>
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</thead>
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<td></td>
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<td>§§ 607.2 602–604, 608.1, 608.2</td>
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</tr>
<tr>
<td>817.76</td>
<td>General Advertising Sign</td>
<td>§ 607.2 (b) and (e)</td>
<td>P-in-South of Market General Advertising Special Sign District, Otherwise NP</td>
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</table>

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

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

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

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

Date Approved