

1 [Planning Code - Business Signs on Awnings and Marquees]

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3 **Ordinance amending the Planning Code to allow business signs on awnings or**  
4 **marquees in addition to projecting signs in various neighborhood commercial and**  
5 **residential-commercial districts, and in certain Chinatown mixed use districts; applying**  
6 **business sign controls to additional Neighborhood Commercial Districts; affirming the**  
7 **Planning Department's determination under the California Environmental Quality Act;**  
8 **and making findings of consistency with the General Plan, and the eight priority**  
9 **policies of Planning Code, Section 101.1, and public necessity, convenience, and**  
10 **general welfare findings pursuant to Planning Code, Section 302.**

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

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

19 Section 1. Environmental and Land Use Findings.

20 (a) The Planning Department has determined that the actions contemplated in this  
21 ordinance comply with the California Environmental Quality Act (California Public Resources  
22 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of  
23 Supervisors in File No. 210810 and is incorporated herein by reference. The Board affirms  
24 this determination.

25 (b) On October 14, 2021, the Planning Commission, in Resolution No. 21010, adopted  
findings that the actions contemplated in this ordinance are consistent, on balance, with the

1 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board  
2 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the  
3 Board of Supervisors in File No. 210810, and is incorporated herein by reference.

4 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
5 actions contemplated in this ordinance will serve the public necessity, convenience, and  
6 welfare for the reasons set forth in Planning Commission Resolution No. 21010.

7  
8 Section 2. Article 6 of the Planning Code is hereby amended by revising Sections  
9 607.1 and 607.2, to read as follows:

10 **SECTION 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
11 **DISTRICTS.**

12 \* \* \* \*

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

16 (1) Cole Valley, Lakeside Village, NC-1 and NCT-1 Districts.

17 \* \* \* \*

18 (D) **Signs on Awnings.** Sign copy may be located on permitted Awnings  
19 in ~~lieu of~~ addition to Wall Signs and projecting ~~s~~ Signs. The Area of such sign copy as defined in  
20 Section 602 shall not exceed 20 square feet. Such sign copy may be Nonilluminated or  
21 Indirectly Illuminated.

22 (2) **RC, NC-2, NCT-2, NC-S, Inner Balboa Street, Outer Balboa Street, Broadway,**  
23 **Castro Street, Inner Clement Street, Outer Clement Street, Cortland Avenue, Divisadero**  
24 **Street, Excelsior Outer Mission Street, Fillmore Street, Upper Fillmore Street, Folsom**  
25 **Street, Glen Park, Inner Sunset, Irving Street, Haight Street, Lower Haight Street, Hayes-**

1 Gough, Japantown, Judah Street, Upper Market Street, Noriega Street, North Beach,  
2 Ocean Avenue, Pacific Avenue, Polk Street, Regional Commercial District, Sacramento  
3 Street, San Bruno Avenue, SoMa, Taraval Street, Inner Taraval Street, Union Street, Valencia  
4 Street, 24th Street-Mission, 24th Street-Noe Valley, and West Portal Avenue  
5 **Neighborhood Commercial Districts.**

6 \* \* \* \*

7 (D) **Signs on Awnings and Marquees.** Sign copy may be located on  
8 permitted Awnings or Marquees in *lieu of addition to* projecting Signs. The Area of such sign  
9 copy as defined in Section 602 shall not exceed 30 square feet. Such sign copy may be  
10 nonilluminated or indirectly illuminated; except that sign copy on Marquees for Movie Theaters  
11 or places of Entertainment may be directly illuminated during business hours.

12 \* \* \* \*

13 (3) Bayview, Geary Boulevard, Mission Bernal, Mission Street, Lower Polk Street,  
14 **NCT, NC-3, and NCT-3 Neighborhood Commercial Districts.**

15 \* \* \* \*

16 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be located  
17 on permitted Awnings or Marquees in *lieu of addition to* projecting Signs. The Area of such Sign  
18 copy, as defined in Section 602, shall not exceed 40 square feet. Such sign copy may be  
19 nonilluminated or indirectly illuminated; except that sign copy on Marquees for Movie Theaters  
20 or places of Entertainment may be directly illuminated during business hours.

21 \* \* \* \*

22 //

23 //

24 //

25 //

1 **SEC. 607.2. MIXED USE DISTRICTS.**

2 \* \* \* \*

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

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

6 \* \* \* \*

7 (D) **Signs on Awnings.** Sign copy may be located on permitted Awnings  
8 in ~~lieu of~~addition to Wall Signs and projecting Signs. The area of such sign copy shall not  
9 exceed 20 square feet. Such sign copy may be nonilluminated or indirectly illuminated.

10 \* \* \* \*

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

12 \* \* \* \*

13 (D) **Signs on Awnings and Marquees.** Sign copy may be located on  
14 permitted Awnings or Marquees in ~~lieu of~~addition to projecting Signs. The area of such sign  
15 copy shall not exceed 30 square feet. Such sign copy may be nonilluminated or indirectly  
16 illuminated, except that sign copy on Marquees for Movie Theaters or places of Entertainment  
17 may be directly illuminated during business hours.

18 \* \* \* \*

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

21 \* \* \* \*

22 (D) **Sign Copy on Awnings and Marquees.** Sign copy may be located  
23 on permitted Awnings or Marquees in lieu of projecting Signs, except that in the Chinatown  
24 Community Business District, sign copy may be located on permitted Awnings or Marquees in addition  
25 to projecting Signs. The area of such sign copy shall not exceed 40 square feet. Such sign copy

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

3 \* \* \* \*

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

9  
10 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
11 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
12 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
13 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
14 additions, and Board amendment deletions in accordance with the "Note" that appears under  
15 the official title of the ordinance.

16  
17 APPROVED AS TO FORM:  
18 DENNIS J. HERRERA, City Attorney

19 By: /s/ Victoria Wong  
20 VICTORIA WONG  
21 Deputy City Attorney

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23  
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**City and County of San Francisco**  
**Tails**  
**Ordinance**

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

**File Number:** 210810

**Date Passed:** December 07, 2021

Ordinance amending the Planning Code to allow business signs on awnings or marquees in addition to projecting signs in various neighborhood commercial and residential-commercial districts, and in certain Chinatown mixed use districts; applying business sign controls to additional Neighborhood Commercial Districts; 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 public necessity, convenience, and general welfare findings pursuant to Planning Code, Section 302.

November 15, 2021 Land Use and Transportation Committee - RECOMMENDED

November 30, 2021 Board of Supervisors - PASSED ON FIRST READING

Ayes: 11 - Chan, Haney, Mandelman, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

December 07, 2021 Board of Supervisors - FINALLY PASSED

Ayes: 10 - Chan, Haney, Mandelman, Mar, Peskin, Preston, Ronen, Safai, Stefani and Walton

Excused: 1 - Melgar

File No. 210810

I hereby certify that the foregoing  
Ordinance was FINALLY PASSED on  
12/7/2021 by the Board of Supervisors of  
the City and County of San Francisco.

Angela Calvillo  
Clerk of the Board

London N. Breed  
Mayor

12/17/21

Date Approved