

**[Mid-Market Arts Revitalization and Tourism Special (ARTS) Sign District]**

**Initiative Ordinance adding Section 608.16 to the San Francisco Planning Code and amending Sections 608.8 and 611 to create a Mid-Market Arts Revitalization and Tourism Special Sign District on Market Street between 5<sup>th</sup> Street and 7<sup>th</sup> Street to allow new general advertising signs that reflect the arts and entertainment character of the district; to develop a uniform program for the installation of signs in the Special Sign District that satisfy specified conditions for general advertising signs; and, to authorize and expend monies obtained by revenue sharing from sign receipts on non-profit or City-sponsored arts education programs targeted to youth in the Tenderloin and South of Market neighborhoods.**

Note: Additions are single-underlined italics Times Roman.

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

Section 1. Findings.

1. The Mid-Market area of San Francisco, defined as Market Street between 5<sup>th</sup> and 7<sup>th</sup> Streets, has a long and renowned history as a center of the City's arts and entertainment industry. That history is embodied in the area's architecture, streetscape design and publicly visible signage. The area is also adjacent to and situated between the Union Square area, including the Powell Street cable car terminal, Hallidie Plaza and the Powell Street BART/MUNI Station, and the Civic Center area, including the War Memorial Opera House, Davies Symphony Hall, Herbst Theater, Bill Graham Auditorium, Asian Art Museum, City Hall and Main Library.
2. There have been numerous efforts by the City to generate a renaissance of the Mid-Market area through the Mid-Market Draft Redevelopment Plan (Draft Redevelopment Plan) and other concerted public and private planning efforts. Those efforts recognized the important contributions of the Mid-Market area to the City's past, present and future arts and cultural heritage. Draft Redevelopment Plan's Goal 2.2 b is to "create a unique and diverse theater, arts, cultural and entertainment district that celebrates Mid-Market's historic theaters, intermingles new complementary arts and cultural facilities, and caters to the needs of both the local and regional populations."
3. Even though these planning efforts for the Mid-Market area have yet to be adopted, their purpose of reinvigorating the arts and entertainment focus of the Mid-Market area is the primary public policy basis for exempting the Mid-Market area from the prohibition against new general advertising signs as set forth in Section 611 of the Planning Code.
4. Because the Mid-Market area is so well-served by transit, it is ideally suited for pedestrian-oriented activities. This portion of Market Street has been a historical tourist destination. Because of these characteristics, the Mid-Market area has been home to numerous sites for general advertising signs showcasing a variety of products and services. The area's central location and entertainment emphasis, resulting in day and nighttime activities, naturally led to it serving this Citywide and regional function for many years. Over the years, however, neglect, age, and change in economic conditions have taken their toll on the entertainment and arts focus of the Mid-Market area. During the Market Street Beautification program in the 1960's and 1970's, many general advertising signs, marquees, projecting signs and other indicia of the district's entertainment venues were removed. Many entertainment venues have also been converted to other uses, including adult entertainment establishments, and many storefronts are either vacant or occupied by retail establishments that are closed in the evening and covered by metal shutters, creating a dark and depopulated environment at night that fosters a perception that the area is an unsafe destination.

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5. Nevertheless, there remains a vibrant core of entertainment and arts activities embodied in venues including but not limited to the Warfield and the Golden Gate Theaters, continuing to showcase live dramatic and musical entertainment.

6. For these reasons, the Mid-Market area is a distinct segment of downtown San Francisco. Its continued viability as a locale for entertainment and arts institutions and a corridor linking the Union Square area and the Civic Center area depends on a dynamic relationship between its built environment and the streetscape. The more animated and pedestrian-friendly the streetscape is, the more vibrant the economic activity in the area. Because of its locale and long-term role as an arts and entertainment locus, the Mid-Market area is ideally located for the placement of a new general advertising sign program subject to the regulatory framework set forth in this Ordinance.

7. Planning Code Section 611's reasons for imposition of a Citywide prohibition against new general advertising signs stemmed from concerns of blight and clutter raised by residents and commercial owners and operators in neighborhoods that were not as ideally suited as the Mid-Market area to the placement of general advertising signs. Proposition G., the initiative which enacted Section 611, explicitly recognized the negative effects of multiple general advertising signs on parks, the overall quality of streetscapes and on street safety. However, none of those negative effects currently exist in the Mid-Market area nor will they exist in the Mid-Market area if a limited general advertising sign program is permitted in the Mid-Market area.

8. First, there are no parks which would be overshadowed or have their quality of recreational experience diminished by general advertising signs. Second, since the Mid-Market area is almost uniformly commercial, there is less likelihood that an increase in general advertising signs will detract from the quality of the streetscape for residents. Lastly, since the City's "Transit First" policy encourages that portion of Market Street to be accessed most frequently by bus, there are fewer traffic safety hazards that would occur there than in other areas with more intense private vehicular traffic.

9. Section 611's Citywide prohibition against new general advertising signs places an unfair burden on the owners, tenants and users of buildings in the Mid-Market area. Because of its history as the hub of entertainment and arts activities, the Mid-Market area has historically contained numerous locations for signage, whether for business services or for general advertising. The unintended effect of Section 611's prohibition on signage in the Mid-Market area was to remove a historic feature of its arts and entertainment district uses.

10. General Plan policies support lifting the prohibition against general advertising signs in the Mid-Market area. Urban Design Policy 2.5 states that "[a]long commercial streets, the signs placed on building facades must be in keeping with the style and scale of the buildings and street, and must not interfere with architectural lines and details. Compatible signs require the skills of architects and graphics designers. In commercial areas as well as residential neighborhoods, the interest and participation of property owners and occupants should be enlisted in these efforts to retain and improve design quality." In the Urban Design Element's Fundamental Principles for Neighborhood Environment, Item No. 20 states that "[d]ignified and well-maintained signs designed with respect for the scale and character of the street can enhance commercial areas." In addition, Draft Redevelopment Plan Goal B7 is to "enhance and promote Mid-Market's theater, arts, cultural and entertainment activities through the use of marquees and façade lighting." Policy I-2.2 of the Arts Element states: "Continue to support and increase the promotion of the arts and arts activities throughout the City for the benefit of visitors, tourists, and residents." Planning Code Sections 188(e), 602.25, 602.26, 603(o) were enacted by the Board of Supervisors on October 21, 2008 (Ord. No. 242-08), permitting the re-establishment of historic movie theater marquees and projecting signs,

including in the Mid-Market area. These policies, alone and in combination, encourage the use of exterior elements, including general advertising signs, to enhance, preserve and revitalize the Mid-Market area.

11. The area's historic public views and streetscape included lighted signage. Such signs, when regulated to ensure they are not offensive, garish and obtrusive, can positively contribute to the quality of life in the Mid-Market area by providing revenue to property owners to maintain or establish entertainment and arts venues in their buildings, creating a unified and distinctive visual environment.

12. To realize the public policy goals in the General Plan and to revitalize and invigorate the Mid-Market area as a premier entertainment and arts destination consistent with its history, the Citywide prohibition against new general advertising signs must be removed in the Mid-Market area. In its place, there shall be an administrative system of review and approvals to permit new general advertising signs.

13. Urban Design Plan Policy 4.14 states that "signs have an important place in an urban environment, but they should be controlled in their size and location." In order to ensure that there is a unified signage program that is consistent with the purposes of this Ordinance, the Central Market Community Benefit District shall be responsible for implementing the special sign program authorized by this Ordinance.

14. Draft Redevelopment Plan Goal B9 "promotes arts-oriented youth internships, apprenticeships and educational opportunities for youth" in the Mid-Market area. In order to realize these goals, the Central Market Community Benefit District shall be responsible for the administration of the monies collected pursuant to this ordinance for the purpose of funding, among other things, youth-oriented arts and cultural education programs in the residential neighborhoods adjoining the Mid-Market area.

15. Administration and implementation of the Mid-Market ARTS Sign District shall be consistent with the following principles:

- The future of the Mid-Market area centers around arts and entertainment uses that can provide a viable local, regional and tourist destination.

- The Tenderloin and South of Market neighborhoods surrounding the Mid-Market ARTS Sign District have a great need and desire for increased arts and cultural education and activities.

Section 2. The San Francisco Planning Code is hereby amended by adding Section 608.16 to read as follows:

Sec. 608.16. Mid-Market Arts Revitalization and Tourism Special Sign District; Exceptions to General Advertising Sign Prohibition

(a) In general. There is hereby created a Mid-Market Arts Revitalization and Tourism Special Sign District ("Mid-Market ARTS-SD") in which general advertising signs, as defined by Section 602.7 of this Code, shall be permitted and regulated as provided herein, except for those signs which are exempted by Section 603 of this Code. The Mid-Market ARTS-SD shall be generally bounded by 5<sup>th</sup>, Stevenson, 7<sup>th</sup>, McAllister, Jones, Turk, Mason and Eddy Streets, as shown on the Mid-Market ARTS-SD Map as contained on Page F-3 of the amended Sectional Map SSO2 of the Zoning Map, attached hereto as Exhibit A and incorporated herein by reference, consisting of the following Assessor's Lots: Block 0340, Lot 4; Block 0341, Lots 4, 5 and 6; Block 0342, Lots 1, 2, 4, 7, 12 and 13; Block 0349, Lot 3; Block 0350, Lots 1, 2, 3 and 4; Block 0351, Lot 1; Block 3703, Lots 1, 2, 3, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 70 and 76; and Block 3704, Lots 1, 62, 64, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77 and 78.

(b) Purposes of the Mid-Market ARTS-SD. The purposes of Mid-Market ARTS-SD are as follows:

(1) To make the Mid-Market area attractive as a local, regional and tourist destination by the placement, dimensions, and media of general advertising signs.

(2) To reinvigorate the Mid-Market area's historical focus on arts, culture and entertainment.

(3) To ensure that the historic architectural character of many of the buildings in the Mid-Market ARTS-SD is retained and not compromised by any signs permitted by this Section.

(4) To provide educational opportunities for youth in the surrounding Tenderloin and South of Market neighborhoods in the arts and culture.

(5) Any other purposes related to the advancement or promotion of arts in the surrounding Tenderloin and South of Market neighborhoods.

(c) Definitions. The following definitions shall apply for interpretation and administration of this Section.

(1) "DBI" shall mean the Department of Building Inspection.

(3) "DPW" shall mean the Department of Public Works.

(4) "Signage revenue" shall mean the net revenue received by the owner of a building or structure upon which a new general advertising sign is placed from rent, fees, sales and other transactions related to the installation of a general advertising sign permitted by this Section.

(5) "Youth Program" shall mean the Youth Cultural and Arts Education Program funded in part by signage revenue, contributions by private individuals or corporations, grants or loans from private foundations and City, state and federal agencies.

(6) "Program Area" shall mean Zip Code areas 94102 and 94103 as of January 1, 2010, generally known as the Tenderloin and the South of Market areas.

(7) "Fund" shall mean the Mid-Market ARTS-SD Fund funded with Signage Revenue and administered by the CBD.

(8) "CBD" shall mean the Central Market Community Benefit District or its successor agency.

(d) Limitations on New General Advertising Signs. New General Advertising Signs in the Mid-Market ARTS-SD area shall be subject to the following limitations.

(1) Any general advertising signs must reflect and be responsive to the purposes of the Mid-Market ARTS-SD as set forth in Subsection 608.16(b) above as well as all other applicable regulations and limitations generally set forth for general advertising signs in Article 6 of the Planning Code except as specifically provided herein.

(2) Specific limitations on signs in the Mid-Market ARTS-SD are as follows:

(A) Maximum dimensions. No new general advertising sign within the Mid-Market ARTS-SD shall exceed 500 square feet in size.

(B) Roof Signs. Roof signs may be permitted only if:

(i) The sign does not extend more than 25 feet above the roofline of the building on or over which the sign is placed; and

(ii) 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.

(C) Wind Signs. Wind signs shall be permitted subject to the limitations in this Section, provided however that no wind signs shall be permitted below 30 feet from grade.

(D) Moving Parts. Signs that 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), may be permitted 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.

(E) Video Signs. Video signs are permitted subject to the limitations in this Section.

(F) Rotating Signs. Rotating signs are permitted subject to the limitations in this Section.

(G) Illumination. Any sign may be nonilluminated or indirectly or directly illuminated. Such signs shall not be limited in any manner as to type of illumination. To prevent undue glare that could interfere with the livability of residential units in and adjacent to the Mid-Market ARTS-SD, the total illumination measured from any one spot of all signs (including video signs) permitted in the Mid-Market ARTS-SD shall not exceed 500 footcandles of illumination between sundown and midnight, and shall not exceed 200 footcandles of illumination between midnight and sunrise. Further, total illumination of all signs shall not exceed 50 additional footcandles when measured from any spot 100 feet from the ARTS-SD boundary.

(i) Measurement limits for LED message centers shall be as follows. During daytime hours (sunrise to sundown), no LED message center shall exceed 9,000 nanometers per square meter (NITS). From sundown to sunrise, no LED message center shall exceed 1,500 NITS. To ensure compliance with this standard, each LED message center shall have installed a photocell to regulate illumination intensity.

(H) Projection. No sign shall project more than 75 percent of the horizontal distance from the street property line to the curblin and in no case shall a sign project more than 10 feet beyond the street property line or building setback.

(I) Height and Extension Above Roofline. Except for roof signs, no sign attached to a building shall extend or be located above the roofline of the building to which it is attached; except that up to 1/2 the area of a sign attached to the street wall of a building may extend above the roofline, up to the maximum height permitted for freestanding signs in the same district or 10 feet above the roofline, whichever is the lesser.

(J) Wall Signs. Wall signs shall be permitted, provided they do not substantially obstruct character-defining features of historically significant buildings or block the windows of any residential units.

(3) When feasible, signs that are part of a national advertising campaign for products permitted to be advertised in the Mid-Market ARTS-SD should be encouraged to premier inside the Mid-Market ARTS-SD before they are exhibited on signs elsewhere.

(4) When feasible, the signs shall be positioned such that they are viewable by pedestrians on the sidewalk.

(5) Digital signs of the highest quality digital media should be encouraged. Where feasible, digital signage should be linked so that the images generated or broadcast can be shared among one or more such signs.

(A) Up to five percent (5%) of digital signage shall be devoted to arts uses and institutions supported in part by the City, including but not limited to arts organization supported by Grants to the Arts.

(B) Up to five percent (5%) of digital signage shall be available to City agencies for any information or messages deemed appropriate for such media by the Advisory Board.

(e) Ticket booth. The CBD may undertake efforts to provide for the construction and operation of a Mid-Market ARTS ticket booth at the west side of Hallidie Plaza, including identifying necessary funding and property rights for creation of the ticket booth. The CBD may work with City agencies, including but not limited to Real Estate, DPW, Planning Department and DBI on construction, operation and maintenance of the ticket booth either by a City agency or a third party vendor. A portion of the operating and maintenance expenses of the ticket booth may be provided by revenue from digital signage associated with the ticket booth that is consistent with this Section and as deemed appropriate by the CBD.

(f) Public uses of signs. The CBD shall use its best good faith efforts to facilitate making general advertising sign space permitted by this Section available to local, state and/or federal agencies pursuant to a written request to the CBD. Such request can be made by local, state and/or federal law enforcement or public health officials to use sign space on an as-needed or ongoing basis for information, including but not limited to warnings, requests or public announcements regarding the protection of public health or safety.

(g) Storefront illumination. The CBD shall initiate a program to encourage the owners and tenants of ground floor storefronts in the Mid-Market ARTS-SD to (1) remove metal shutters and other devices that interfere with transparency into the storefront from the sidewalk; (2) illuminate the interiors of the storefronts between the hours of sunset and midnight; and (3) provide for the installation of temporary or permanent signs in storefronts visible from the sidewalk consistent with the provisions of this Section.

(h) Establishment of Fund; Administration of Uniform Signage Program; Purposes and Procedures for Collection and Expenditures of Signage Revenues.

(1) Establishment of Fund. There is hereby established a separate fund within the CBD set aside for a special purpose entitled the Mid-Market ARTS-SD Fund ("Fund"). The monies collected pursuant to this Ordinance may be used by the CBD to augment its role in providing or enhancing property-related services, improvements and activities in the area including the Mid-Market ARTS-SD. All monies collected pursuant to Section 608.16(i)(3) shall be deposited in such separate fund. The receipts in the Fund must be appropriated in accordance with law to be used solely to address the uses of this Fund identified in this Section.

(2) Administration of Signage Program. Consistent with and in furtherance of the CBD's authorization to implement a District Identity and Streetscape Improvements/Marketing and Promotions component, the CBD may negotiate and enter contracts with one or more signage companies who desire to erect signs within the Mid-Market ARTS-SD. In order to ensure the uniformity and location of signs that is consistent with the purposes of this Ordinance, the CBD may develop minimum criteria that must be met by any sign proposed by signage companies. Such criteria would be incorporated in requests for proposals for participation in the Mid-Market ARTS-SD.

(3) Amount and Collection of Signage Revenues.

(A) Effect of election by owners to install signs.

Any owner who seeks to erect, install, or place a general advertising sign in the Mid-Market ARTS-SD after the effective date of this ordinance may do so only in conjunction with a signage company and consistent with a signage program approved by the CBD. The owner shall pay a percentage of Signage Revenue as defined herein to the Fund. This Section shall not affect any rights to revenue or to continuing operation of general advertising signs permitted in the Mid-Market ARTS-SD as of the effective date of this Ordinance.

(B) Amount of Signage Revenue that Shall be Collected from Property Owners. At the time of DBI approval for installation or placement of a new general advertising sign in the Mid-Market ARTS-SD, the owner of the property shall notify the CBD in writing that the percentage of Signage Revenue from the sign as set forth herein will be distributed to the Fund. The percentage that the owner shall distribute to the Fund shall be based on whether the property upon which the sign is placed is substantially used as an arts activity or space as defined in Section 102.2 of this Code.

(i) If the ground floor of a property is substantially used as an arts activity or space as defined in Section 102.2 of this Code, the owner who shall contribute 20% of the Signage Revenue for each such new general advertising sign.

(ii) If the ground floor of a property is not substantially used as an arts activity or space as defined in Section 102.2 of this Code, the owner shall contribute 40% of the Signage Revenue for each such new general advertising sign.

(C) Uses of Signage Revenue. All Signage Revenue deposited by property owners pursuant to this Section shall be deposited in the Fund. The CBD shall adopt rules, regulations and procedures concerning collection, deposit and expenditure of monies from the Fund, including but not limited to the method of collection, procedures for expenditures and reporting. The CBD shall also prescribe forms and procedures for application for monies from the Fund.

All monies deposited in the Fund shall be used to fund or assist in funding, in order of priority, the Youth Program and the Hallidie Plaza ticket booth. If there is additional Signage Revenue in any fiscal year which is not already dedicated as set forth in this Section or by the CBD for specific uses, the CBD may use those Signage Revenues to promote arts in the Program Area. Such uses include, but are not limited to, public art displays, licensed artist booths in the Program Area independent of or in conjunction with street fairs and other neighborhood events.

(D) Ticket booth. Upon the effective date of this Ordinance, the CBD may begin developing a plan for the creation of the ticket booth, including dedicating a percentage of the Fund for ongoing operation and maintenance expenses. Any plan for development of the ticket booth must include the right of arts, entertainment and cultural venues inside and outside of the Mid-Market ARTS-SD to sell tickets and advertise events at those facilities at the same costs charged for tickets to events located within the Mid-Market ARTS-SD.

(E) Funds payment of Administrative Expenses.

The receipts in the Fund may be used to pay the expenses of the CBD in connection with staffing the CBD, assisting in administering the Fund and monitoring the use of the Fund.

(F) Annual Report. The CBD shall prepare a Fund annual report describing the previous fiscal year's receipt of revenue and expenditures from the Fund and projected revenue and expenses for the next fiscal year, and shall provide such annual report to the Board of Supervisors and the Controller.

(G) Annual Audit of Fund. The Controller's Office shall conduct an annual audit of the Fund beginning one year after the effective date of this ordinance, which audit shall be submitted to the Board

of Supervisors. The Board of Supervisors may, by resolution, urge the CBD to amend its projected expenditure budget consistent with the provisions of this Section.

Section 3. The San Francisco Planning Code is hereby amended by amending Section 608.8 to read as follows:

**SEC. 608.8. ON AND NEAR MARKET STREET FROM THE EMBARCADERO TO THE CENTRAL SKYWAY OVERPASS.**

There shall be a special sign district known as the "Market Street Special Sign District" in the vicinity of Market Street, from The Embarcadero to the Central Skyway overpass as designated on Sectional Map SSD of the Zoning Map of the City and County of San Francisco except that area subject to the Mid-Market ARTS Sign District in Section 608.16, shall be exempt from this Section. The original copy of said Sectional Map with this Special Sign District indicated thereon is on file with the Clerk of the Board of Supervisors under File No. 112-70.

With respect to said Special Sign District, the following regulations shall apply:

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

(1) In November 1962, the electorate of San Francisco voted approval of an investment in a City and regional rapid transit system that will run beneath Market Street. In June 1968, the electorate approved a bonded indebtedness of \$24,500,000, including payment for reconstruction and improvement of Market Street from The Embarcadero to the Central Skyway overpass. The street is being completely rebuilt at public expense, with special paving, furnishings, plazas and landscaping. When rebuilt, Market Street will be the transit spine of the downtown area, will have heavy concentrations of pedestrians, and will be more than ever a central domain of the people of the City and of the region. It is a purpose of the Market Street Special Sign District to further this public endeavor.

(2) As Market Street is rebuilt, the area is attracting and will continue to attract investments, development and design efforts in reliance upon the promise of a street of high quality. Both existing and new enterprises will be strengthened by the high standards of their environment and by the joint efforts of owners and businessmen.

(3) The character of signs along the street and of other features projecting from buildings is especially significant to street appearance and to the general quality and economic stability of the area. Opportunities exist to relate these signs and projections more effectively to the street design and to the design of buildings, and it is a purpose of these regulations to set a framework that will contribute toward those ends.

(4) The standards established by these regulations are reasonable standards related to the unique nature of the Market Street area and to its present and future needs. Where removal of existing signs and other features is required, the periods for removal are related to the schedule for reconstruction of Market Street, including installation of the street trees with which projecting signs and other features would conflict. The removal periods recognize the revocable nature of past permits for erection of features projecting over public streets, and will help to promote equality among establishments, adding greater significance to the improvement efforts.

(5) The standards established by these regulations are deemed to be minimum requirements, forming a basic framework for development and remodeling. They are not intended in any way to

preclude further design refinement or review by individuals or duly constituted organizations which might consider more restrictive requirements as to any aspects limited herein, or as to additional aspects such as materials, color, graphics, types of representation, relationship of signs to one another and to architectural features, or the general quality of design. It is anticipated that private efforts along such lines will and should be made for the further improvement of Market Street.

(b) General Advertising Signs. Except as specified in Paragraph 608.8(f)(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.

(c) Roof Signs. Notwithstanding the exceptions stated in Subsection 607(b) of this Code, no roof sign shall be permitted within said Special Sign District.

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

(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. This limitation shall not apply to historic movie theater projecting signs and historic movie theater marquees.

(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. This limitation shall not apply to historic movie theater projecting signs and historic movie theater marquees.

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

(1) 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) 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.

(3) Except as provided in Paragraph 608.8(e)(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.

(4) In addition, except as provided in Paragraph 608.8(e)(3) and (4) above, 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.

(5) As to the requirements of Paragraphs 608.8(e)(3) and (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 607(g).

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

(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.

Section 4. The San Francisco Planning Code is hereby amended by amending Section 611 to read as follows:

SEC. 611. GENERAL ADVERTISING PROHIBITED.

(a) No new general advertising signs shall be permitted at any location within the City as of March 5, 2002, except as provided in Subsection (b) of this ordinance *and in Section 608.16*.

(b) Nothing in this ordinance shall be construed to prohibit the placement of signs on motor vehicles or in the public right-of-way as permitted by local law.

(c) Relocation Agreements.

(1) Nothing in this ordinance shall preclude the Board of Supervisors, upon recommendation from a department designated by the Board, from entering into agreements with general advertising sign companies to provide for the relocation of existing legally permitted general advertising signs. Any such agreements shall provide that the selection of a new location for an existing legally permitted general advertising sign be subject to the conditional use procedures provided for in Article 3 of the Planning Code.

(2) Locations where general advertising signs could have been lawfully erected pursuant to the zoning laws in effect prior to the effective date of this ordinance may be considered as relocation sites. Future zoning laws may additionally restrict the locations available for the relocation of existing legally permitted general advertising signs.

(d) Pursuant to Subsection (c)(1) of this ordinance, the selection of a relocation site for an existing legally permitted general advertising sign shall be governed by the conditional use procedures of Section 303 of the Planning Code.

(e) Nothing in this ordinance shall preclude the Board of Supervisors from otherwise amending Article 6 of the Planning Code.

(f) A prohibition on all new general advertising signs is necessary because:

(1) The increased size and number of general advertising signs in the City can distract motorists and pedestrians traveling on the public right of way creating a public safety hazard.

(2) General advertising signs contribute to blight and visual clutter as well as the commercialization of public spaces within the City.

(3) There is a proliferation of general advertising signs visible from, on, and near historically significant buildings and districts, public buildings and open spaces all over the City.

(4) San Francisco must protect the character and dignity of the City's distinctive appearance, topography, street patterns, open spaces, thoroughfares, skyline and architectural features for both residents and visitors.

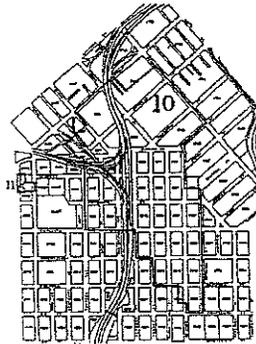
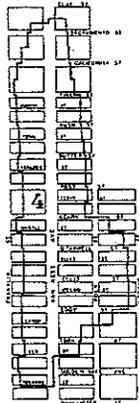
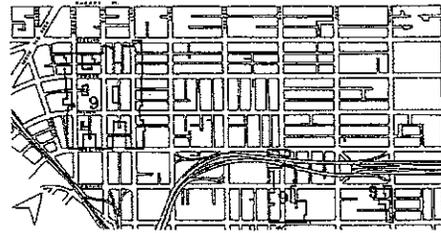
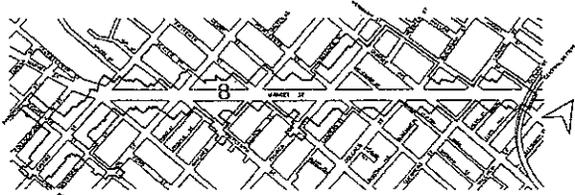
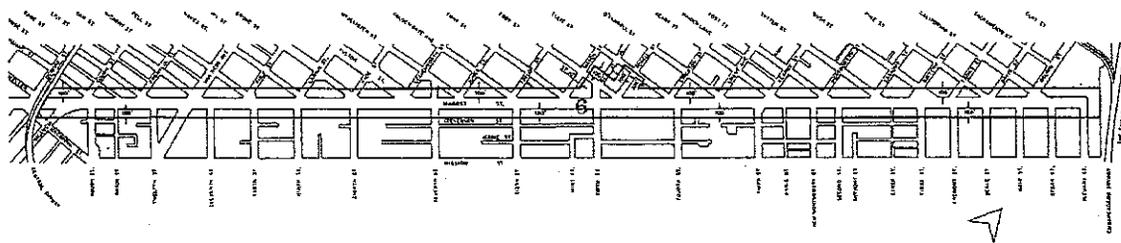
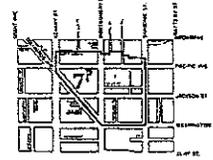
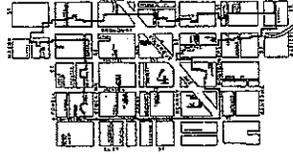
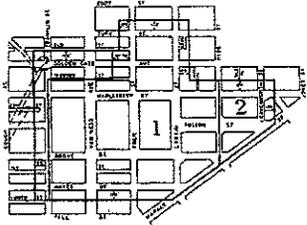
(5) There is currently an ample supply of general advertising signs within the City.

#### Section 5. Severability

If any portion of this measure or the application thereof to any person or circumstances is held invalid, that invalidity shall not affect other provisions or applications of this measure which can be given effect in the absence of the invalid provision or application, and to this end the provisions of this measure are severable.

6/1/09

EXHIBIT A

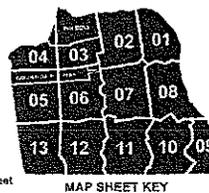
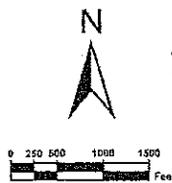


*12. Mid Market Arts  
Revitalization and Tourism SSD  
See next page F-3*

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**SPECIAL SIGN DISTRICTS - DETAILED**

- 1: Civic Center SSD 1
- 2: Civic Center SSD 2
- 4: Special Districts for Sign Illumination
- 5: Market Street SSD
- 7: Jackson Square SSD
- 8: Upper Market Street SSD
- 9: South of Market Special General Advertising SSD
- 10: Showplace Square SSD
- 11: Hamm's Building Historic SSD
- 12: Mid Market Arts Revitalization and Tourism SSD*

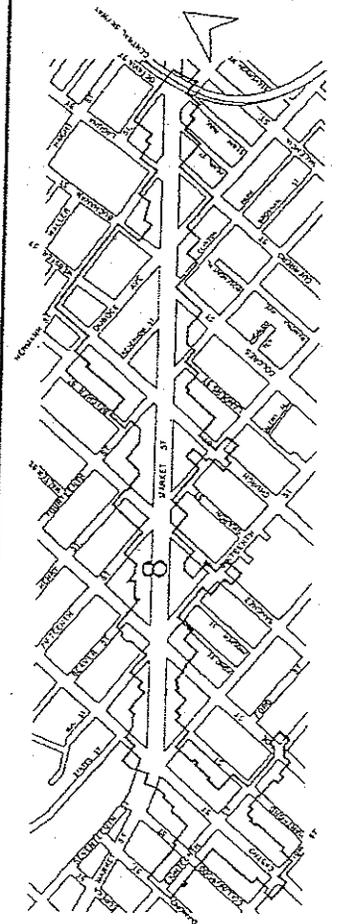
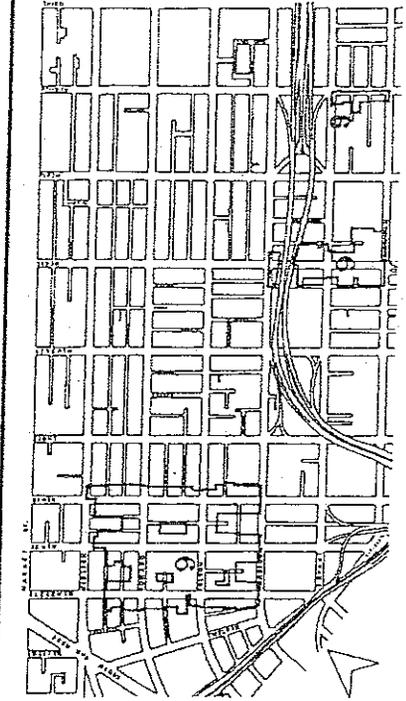
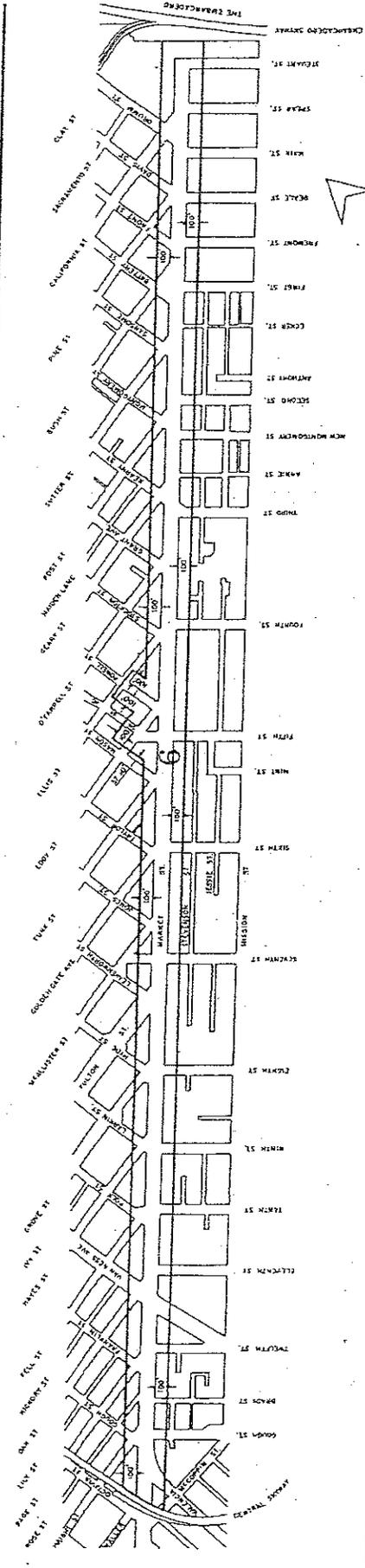
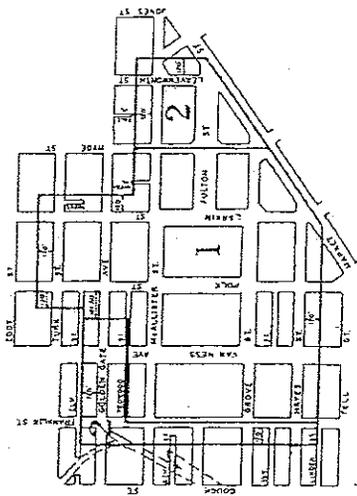
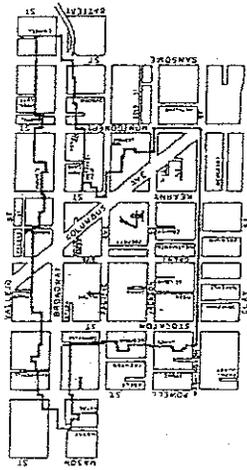
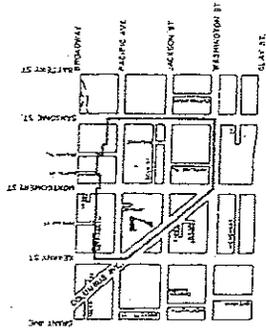


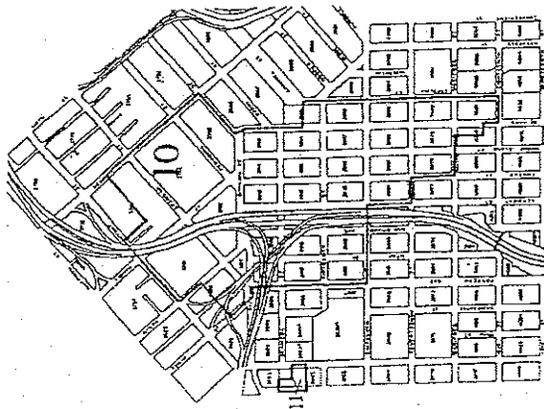
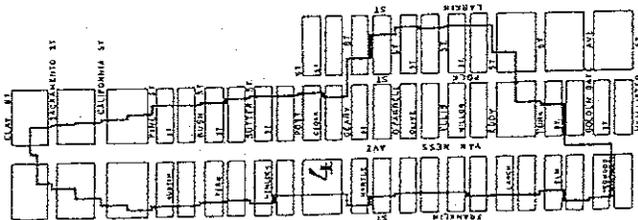
THE ZONING MAP OF THE CITY AND COUNTY OF SAN FRANCISCO IS ESTABLISHED BY SECTIONS 105 AND 106 OF THE PLANNING CODE, A PART OF THE SAN FRANCISCO MUNICIPAL CODE. SPECIAL SIGN DISTRICTS ARE ESTABLISHED BY SECTION 608 AND FOLLOWING OF THE PLANNING CODE. MAP INCORPORATES BOARD OF SUPERVISORS' ORDINANCES ENACTED THROUGH MAY 2008.

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# EXHIBIT A



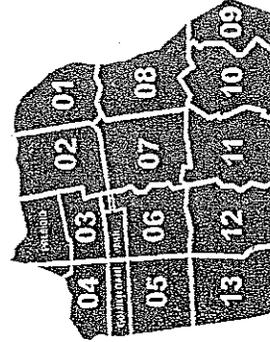


12. Mid Market Arts  
Revitalization and Tourism SSD  
 See next page F-3

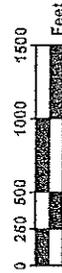
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**SPECIAL SIGN DISTRICTS - DETAILED**

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MAP SHEET KEY



S H E E T  
**SS02**

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ZONING MAP OF THE CITY AND COUNTY OF SAN FRANCISCO • PLANNING DEPARTMENT

# Mid Market Arts Revitalization and Tourism SSD

