



SAN FRANCISCO PLANNING DEPARTMENT

New Planning Code Summary:

Projecting Blade Signs in The Fillmore NCT

Amended Sections: 607.1
Case Number: 2015-013682PCA
Board File/Enactment #: 151004/030-16
Initiated by: Supervisors Breed
Effective Date: April 10, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

The Ordinance amended the Planning Code to allow projecting business signs in the Fillmore Street Neighborhood Commercial Transit District of up to 125 square feet in size, and up to 60 feet in height, with maximum height dependent on the features of the building to which the sign is attached.

The Way It Was:

Planning Code Section 607.1 limits the size of a Projecting Business Signs in the Fillmore Street NCT District to 24 square feet. The height of Projecting Business Signs cannot exceed 24 feet, 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. Projecting Business Signs may only project 75 percent of the horizontal distance from the street property line to the curb line, or six feet six inches, whichever is less. Projecting Business Signs may be nonilluminated or indirectly illuminated; or during business hours, may be directly illuminated.

The Way It Is Now:

Within the Fillmore Street NCT District, the size and height limits for Projecting Business Signs specified above may be exceeded, provided all of the following criteria are met:

1. The lettering or other inscription is arranged in a vertical manner.
2. The area of the sign as defined in Section 602.1(a) does not exceed 125 square feet.
3. The height of the sign does not exceed the lowest of the following:
 - a) 60 feet;
 - b) the height of the wall to which it is attached;

- c) the height of the lowest residential windowsill on the wall to which it is attached; or
 - d) the lowest portion of any architectural feature located along the roofline, such as a cornice.
4. The sign does not alter, cover, or obscure any architectural features of the subject building, such as cornice lines or belt courses.
 5. The sign is attached in a reversible manner such that no damage or destruction to any exterior features or cladding materials shall occur as part of the sign's installation or removal.
 6. The sign is for the primary occupant of the building.
 7. The sign employs a remote transformer.
 8. The sign is designed with a minimum profile to be as narrow as is structurally feasible.
 9. Any illumination off the sign is indirect, such as by the use of halo-lit lettering, and such illumination is used only during business hours.

The projection controls stated in “The Way It Was” section still apply to these new Projecting Business Signs.

Link to Signed Legislation:

<https://sfgov.legistar.com/View.ashx?M=F&ID=4305742&GUID=9633CFDA-6083-4E6A-9A54-C72DE1632792>