[Planning Code - Signs in Mixed Use Districts]

Ordinance amending the Planning Code to increase the allowable number and size of signs in Mixed Use Districts on lots over one-half acre and in the Mixed Use-Office District south of Townsend Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare pursuant to 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. Environmental and Land Use 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 of Supervisors in File No. 260679 and is incorporated herein by reference. The Board affirms this determination.

(b) On July 30, 2026, the Planning Commission, in Resolution No. 21942, 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. 260679, and is incorporated herein by reference.

(c) Pursuant to Planning Code Section 302, the Board finds that these Planning Code amendments will serve the public necessity, convenience, and welfare for the reasons set forth in Planning Commission Resolution No. 21942, and the Board incorporates such reasons herein by reference. A copy of said resolution is on file with the Clerk of the Board of Supervisors in File No. 260679.

Section 2. General Findings.

(a) Mixed-Use Districts are characterized by a variety of different co-existing uses, which could include, depending on the district, office, retail, PDR (Production, Distribution, and Repair), and high-density housing. Properties range in size from small buildings on small parcels with one street frontage, to multi-story buildings occupying full city blocks and having multiple frontages.

(b) Some existing sign regulations are generally applicable to all parcels in Mixed-Use Districts, including limits on the number and size of Identifying Signs, Wall Signs, and Projecting Signs per parcel. While these controls are appropriate for smaller sized parcels in the Mixed-Use Districts, these limits do not provide sufficient signage opportunities for large parcels. This ordinance addresses this problem by tying the number and size of signs to the size of the parcel and number of street frontages. Larger parcels that are at least one-half acre are permitted larger Identifying, Wall, and Projecting Signs, an Identifying Sign for each street frontage, and an additional Projecting Sign per street frontage. These signage regulations will assist residents and patrons in identifying buildings, businesses, and services located in different portions of those larger parcels. This improved wayfinding will promote the public welfare by reducing congestion, confusion, and access issues that could otherwise be

caused by individuals being unable to identify the address or location they are seeking within a larger property.

(c) The parcels in the Mixed-Use Office District south of Townsend Street are elongated rectangular parcels occupying full city blocks and are located across major thoroughfares – King Street and Third Street – from the San Francisco Giants baseball stadium. One of the parcels abuts the Mission Creek Channel and Third Street Bridge, with relatively narrow street frontage on Third Street and one longer side of the rectangular parcel abutting a creekside pedestrian walkway, making it a large parcel with limited visibility and signage opportunities.

(d) Businesses in San Francisco have struggled to recover since the COVID-19 pandemic. The Controller's March 2024 report on the "Status of the San Francisco Economy" found that although tourism and commercial vacancy rates are slowly improving, they remain below pre-pandemic levels, as shown in the City's diminished sales tax revenue compared to pre-pandemic years. Amidst troubling economic indicators and a broader shift away from brick and mortar commercial businesses, it is vital that the City encourage vibrant streetscapes to attract and orient pedestrians in our mixed-use districts. This is especially important in the area of the San Francisco Giants baseball stadium and nearby mixed-use developments including Mission Bay and Mission Rock.

(e) Large parcels in mixed-use districts serve an essential role in shaping the area's identity and vitality, often providing anchor businesses, restaurants, entertainment, and services. Identifying Signs, Projecting Signs, and Wall Signs, help attract foot traffic in these areas and orient individuals to their destination and other nearby offerings. This ordinance supports the vitality of these mixed-use areas that continue to struggle to attract tenants, workers, and visitors in the current economic environment.

(f) The ordinance furthers the purposes of Planning Code Sections 101 and 601,

including:

(1) Protecting the character and stability of residential, commercial, and industrial areas within the City, and promoting the orderly and beneficial development of such areas;

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

(3) Ensuring 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;

(4) Promoting the aesthetic and environmental values of San Francisco by providing for signs that serve as effective means of communication while preserving the City's attractiveness as a place to live, work, visit, and shop;

(5) Aiding in the attraction of tourists and other visitors who are so important to the City's economy; and

(6) Enhancing sidewalks as public spaces by preserving sunlight and views and fostering the unobstructed growth of street trees.

Section 3. Article 6 of the Planning Code is hereby amended by revising Section 607.2, to read as follows:

SEC. 607.2. MIXED USE DISTRICTS.

Signs located in Mixed Use Districts shall be regulated as provided herein, except for Signs in Residential Enclave Districts, which are regulated by Section 606, and those Signs which are exempted by Section 603. Signs not specifically regulated in this Section 607.2 shall be prohibited. In the event of conflict between the provisions of Section 607.2 and other

provisions of Article 6, the provisions of Section 607.2 shall prevail in Mixed Use Districts.

* * * *

(c) **Identifying Signs.** Identifying Signs, as defined in Section 602, 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 ~~a~~*A*rea*, except that for lots one-half acre or larger, one Sign for each frontage shall be permitted and each such Sign shall not exceed 100 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~~;~~ *and* a Freestanding Sign shall not exceed 15 feet in ~~h~~*H*eight*, except that for lots one-half acre or larger, both Wall Signs and projecting Signs shall not exceed 40 feet in Height*. Such Signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated.

* * * *

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

* * * *

(3) **Chinatown Community Business District, Eastern Neighborhoods Mixed Use Districts, and Downtown Residential Districts.**

* * * *

(B) **Wall Signs.**

(i) ~~***In districts other than the Urban Mixed Use District.***~~ *Unless otherwise specified in subsections (B)(ii) or (iii):*

a. 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.

b. 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.

*(iii) **Mixed Use-Office District.** In the Mixed Use-Office District, for lots south of Townsend Street, in addition to Wall Signs allowed under subsection (i), one additional Wall Sign for each street frontage shall be permitted, provided it: a. does not exceed a Height of 80 feet; b. does not exceed an Area of 80 square feet; c. does not project more than eight inches; d. is comprised of individual opaque elements for each numeral, letter, insignia, symbol, contiguous word, or other representation used, no element is coterminous with any other, and each element is independently affixed to the wall; and e. if Illuminated, all light sources are affixed to the rear of the Sign where they cannot be easily seen and are positioned to cast illumination toward the wall, not*

outward toward or through the Sign, such that they create a "halo" effect.

(C) **Projecting Signs.** The number of projecting Signs shall not exceed one per business*, or two per business for businesses located on lots one-half acre or larger*. The Area of *any* such ~~s~~Sign or Signs combined when there are multiple Signs shall not exceed ~~32~~ *80* 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% 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.

* * * *

Section 4. 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.

Section 5. Effective Date. This ordinance shall become effective on the 31st day after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within 10 days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: /s/ HEATHER GOODMAN
HEATHER GOODMAN
Deputy City Attorney

4899-8147-0387, v. 1

City and County of San Francisco
Tails
Ordinance

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

File Number: 260679 **Date Passed:** September 29, 2026

Ordinance amending the Planning Code to increase the allowable number and size of signs in Mixed Use Districts on lots over one-half acre and in the Mixed Use-Office District south of Townsend Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare pursuant to Planning Code, Section 302.

September 14, 2026 Land Use and Transportation Committee - RECOMMENDED

September 22, 2026 Board of Supervisors - PASSED, ON FIRST READING

Ayes: 11 - Chan, Chen, Dorsey, Fielder, Mahmood, Mandelman, Melgar, Sauter, Sherrill, Walton and Wong

September 29, 2026 Board of Supervisors - FINALLY PASSED

Ayes: 11 - Chan, Chen, Dorsey, Fielder, Mahmood, Mandelman, Melgar, Sauter, Sherrill, Walton and Wong

File No. 260679

I hereby certify that the foregoing Ordinance was FINALLY PASSED on 9/29/2026 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Daniel Lurie
Mayor

10/2/2026
Date Approved