

## FINDINGS

### Land Use Findings

1. In accordance with Charter Section 556, that the proposed ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan in that it will support Goal 5A of the Citywide General Plan Framework by helping to further shape “a livable city for existing and future residents and one that is attractive to future investment,” by supporting Objective 5.5, to “enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm”; Objective 5.5.3, to “formulate and adopt building and site design standards and guidelines to raise the quality of design Citywide” by protecting and enhancing neighborhood character and livability through appropriate time, place and manner regulations on signage; and Policy 5.8.4 to “encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character” by reducing visual clutter and creating uniform standards for signs that curb over-proliferation and encourage appropriate siting of new signage in appropriate commercial and nonresidential areas; and

2. In accordance with Charter Section 558 (b) (2), that the proposed ordinance is directly related to the General Plan, specific plans or other plans being prepared by the Department of City Planning, in that it supports Goal 3C of the Citywide General Plan Framework by helping to protect and promote “multi-family neighborhoods that enhance the quality of life for the City’s existing and future residents” by restricting intensive sign types that can disrupt the visual environment and detract from quality of life within and near residences; and also supports General Plan Framework Policy 3.7.4, to “improve the quality of new multi-family dwelling units based on the standards in Chapter 5 (Urban Form and Neighborhood Design Chapter) of this Element” by limiting the height, area and spacing of signage citywide, including in the city’s many mixed-use areas where commercial signage can visually impact residential environments.

The proposed ordinance supports the Citywide General Plan Framework’s Livable Neighborhoods Subsection (under the Land Use Section), which provides that “all neighborhoods in the City deserve to have well designed buildings and a safe, secure, and attractive public realm” by establishing restrictive standards for signage citywide that will provide both short and long-term improvements in the quality of the public realm.

The proposed ordinance is in substantial conformance with the public necessity, convenience, general welfare and good zoning practice in that it supports Goal 9P of the Citywide General Plan Framework by helping to “protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare” and Policy 9.40.3, to “develop regulations to ensure quality lighting to minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare for façade lighting, security lighting, and advertising lighting, including billboards” by establishing a baseline citywide prohibition on, and illumination and

operational restrictions of, digital displays and off-site signs, which have been shown to distract drivers and have such land use impacts as light pollution, light trespass, and excessive glare.

The proposed ordinance further supports the Citywide General Plan Framework's Economic Development Objective 7.2 by helping to "establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality" and Policy 7.2.2 to "concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods." This is accomplished by creating clear parameters, rational regulations, and an orderly hierarchy of sign regulations for on-site signs, and instituting a baseline ban on off-site signs with narrow exceptions that support and compliment commercial and industrial development while minimizing and protecting residential properties, Citywide assets, and natural spaces all while ensuring public participation in the process.