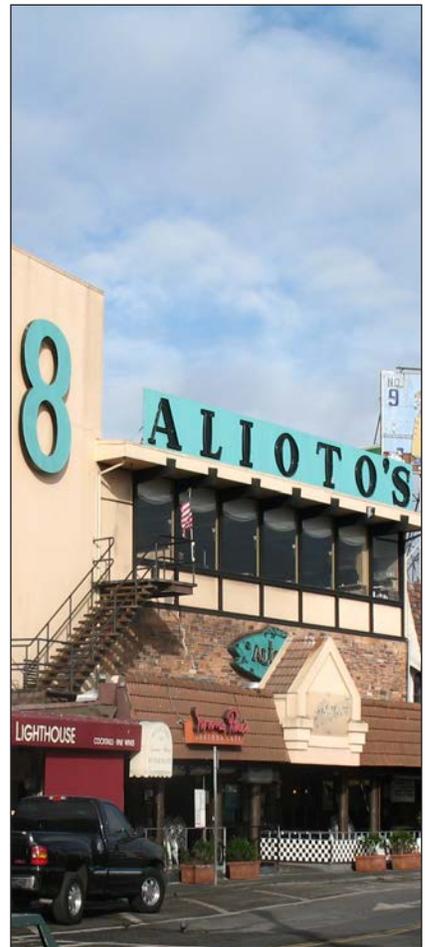


Port of San Francisco Tenant Sign Guidelines



Draft For Distribution

December 14, 2017



Port of San Francisco Tenant Sign Guidelines provide design and regulatory direction for business signs on Port property.

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Fig. 1. Port Property - North of China Basin

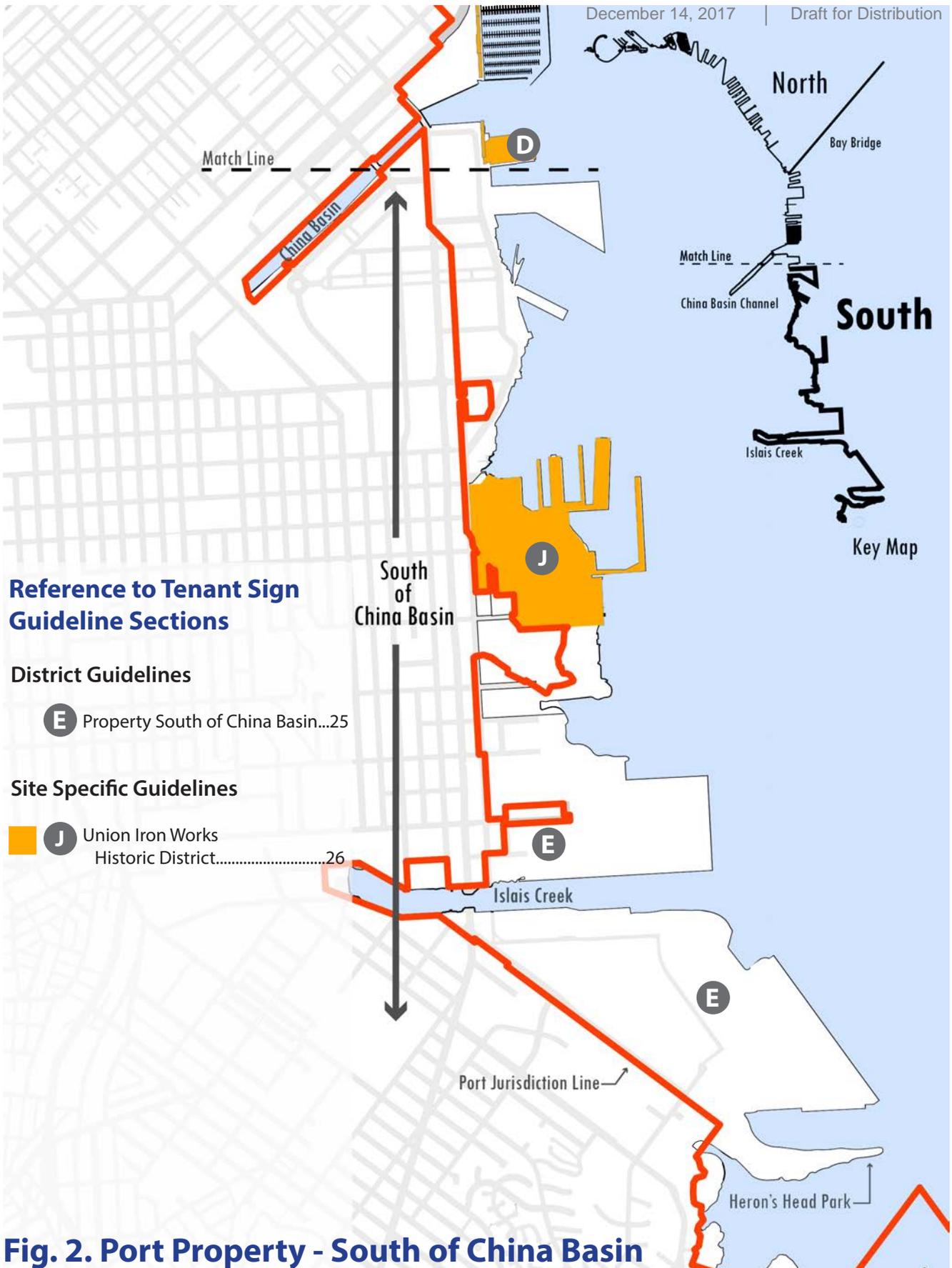


Fig. 2. Port Property - South of China Basin

I. Purpose

Tenant Sign Guidelines

The Port Tenant Sign Guidelines (“Tenant Sign Guidelines” or “Guidelines”) provide design direction for businesses and entities that lease or license properties and facilities owned by the Port of San Francisco. These Guidelines govern the size, design, and placement of “Business” or “Identifying” signs, and will be applied prior to approval of all Port Building Permit or other applications required to implement tenant sign installations.¹

The Port of San Francisco manages a wide variety of property types along 7½ miles of the waterfront, from Fisherman’s Wharf to India Basin. The Tenant Sign Guidelines include General Criteria that will apply to most tenant Business Signs. These include signage criteria for certain geographic areas and facilities, including Port historic districts. Figures 1 and 2 illustrate the geographic areas and specific facilities that correspond to the Guideline categories and criteria, as presented herein.

A. Intent.

These Guidelines support and inform current and prospective Port tenants about business signage requirements, which are applied as part of staff review and approval of Port Building Permit applications for Business Signs. The intent of these Guidelines is to:

- Allow Port tenants to identify themselves;
- Ensure that signs are compatible with the waterfront’s unique setting and character;
- Ensure that signs respect existing views and view corridors, and minimize visual clutter along the waterfront;
- Promote signs that enhance the pedestrian experience of the waterfront;
- Ensure that signs are consistent with applicable historic standards where required;
- Ensure that signs are compatible with adjacent City neighborhoods;
- Ensure that signs installed on historic facilities are consistent with Secretary of the Interior Standards (Secretary Standards) for Historic Rehabilitation, as applicable; and
- Ensure that sign proposals are consistent with applicable Port Building Code requirements.

1. The number, dimensions, and details in these Guidelines are consistent with and are to be applied in lieu of Article 6 of the San Francisco City Planning Code except with respect to portions adopted by the voters and Planning Code Section 608.15.

B. Consistency.

The Tenant Sign Guidelines are informed by and consistent with the Port's Waterfront Land Use Plan (WLUP), the Port's Building Code, the Port Harbor Traffic Code, and Article 6 of the San Francisco Planning Code.

II. Not Covered

These Guidelines are focused on Port Tenant Business Signs, and do not apply to any of the following, which may be subject to other Port or City sign guidelines or requirements:

- A. Official public notices, and notices posted by public officers in performance of their duties;
 - B. Governmental signs for streets, control of traffic, and directional and other public information and safety signage;
 - C. Temporary signs, posters, and murals for temporary and special events² and political campaigns;
 - D. Banners mounted on light poles along the median of The Embarcadero Roadway and along other Port roadways³;
 - E. Flags on new or existing flagpoles, which require separate Port review and approval;
 - F. Information plaques or signs for public open spaces and public art; and
 - G. "Offsite Signs" on vessels, which are generally prohibited by Section 100 of the Harbor Traffic Code;⁴ and
 - H. Other signs as described in San Francisco Planning Code Section 6.03.
2. See Port Special Events Directive, which requires separate Port review and approval of temporary signage.
3. See Port Banner Guidelines, which require separate Port review and approval.
4. See Port Harbor Code for regulations of signage on vessels.

III. Not Permitted

- A. General Advertising Signage is prohibited, except as allowed on specified Port property under certain City contracts approved by the Port Commission⁵;
 - B. Wind signs, Video Signs, revolving signs, balloon signs, and inflatable signs, and signs with high-intensity, unshielded or un-diffused, or blinking/intermittent lights, or any sign that consists of any flashing, blinking, fluctuating, or otherwise animated light, except those for the indication of time of day and temperature;
 - C. Portable signs such as sandwich boards, except for intermittent parking uses (e.g. valet parking); and
 - D. Any sign that obstructs any window, door, fire escape, stairway, ladder, or openings intended to provide light, air, ingress, or egress for any building as required by law.
5. 1) The Municipal Transportation Agency or predecessor agency for the Municipal Railway for advertising kiosks in Muni transit shelters/boarding platforms; 2) the San Francisco Department of Public Works for J.C. Decaux automatic public toilet facilities and associated advertising kiosks; and 3) provisions for advertising placed on fixed pedestal news rack units in accordance with Section 184.12 of the Public Works Code.

IV. Permitted Signs

A. General Criteria

All Port tenant Business Signs should conform to the following General Criteria. Additional criteria apply to signage within defined areas shown in Figs. 1 and 2, and as described in these Guidelines.

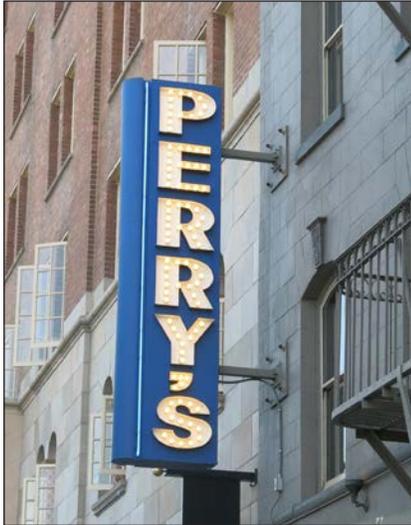


Fig. 3. Projecting Sign along The Embarcadero.

1. Architectural Character/Context

- a. Signs should respect the size, scale, and design of the building to which they are attached;
- b. Signs should be integrated with the architectural design and setting of the building or site;
- c. Signs should complement the character of the waterfront and adjacent neighborhood/districts;
- d. Signs should be attached to the building carefully, both to ensure public safety and to prevent damage to historic fabric where applicable;
- e. Signs should not cover or obscure significant architectural details;
- f. Most signs should have a human scale, oriented to a pedestrian environment;
- g. For multi-tenant facilities, tenant and business directories should be utilized to orient customers and clients and may be designed to affix to buildings or as a Freestanding Sign installation; and
- h. For larger mixed-use projects, a master sign plan may be required to guide project-wide sign design and location decisions.

2. Materials

- a. Signs should be weather and fade resistant;
- b. Appropriate high-quality materials and finishes should be used for all sign elements including text, exposed edges, and surfaces; and
- c. Sign materials and finishes should be complementary of the building to which attached.

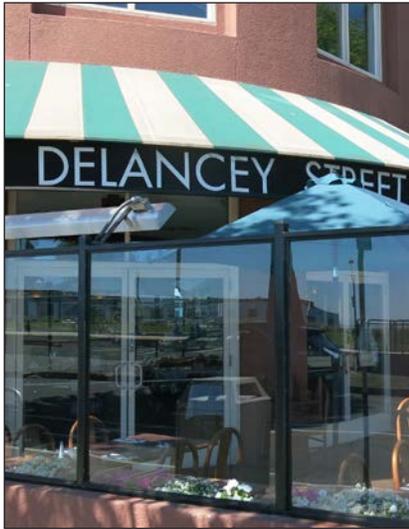


Fig. 4. Tenant sign demonstrating trade name.

3. Text

- a. Wording should be limited to the tenant’s trade names and/or company logo;
- b. The sign should not include: phone numbers, words describing products sold or services rendered, advertising slogans, or prices; and
- c. Letter styles and sizes should be selected that will be compatible with the building or structure.

4. Maintenance

- a. All signs should be maintained in a sound and safe condition;
- b. Historic signs as listed in *Section IV. D.* of these Guidelines should be preserved, maintained, and repaired; and
- c. Permittee will be responsible for maintaining and regularly inspecting signs for any damage. If damage exists, the sign and all its attachments will be required to be removed or repaired immediately by the Permittee at no cost to the Port.



Fig. 5. Location of Fisherman’s Wharf along The Embarcadero.

B. Fisherman’s Wharf Tenant Business Signs – Port property west of Powell Street

In addition to *Section IV. A. General Criteria*, Fisherman’s Wharf Business Signs should be permitted subject to the limits set forth below.

1. Height.

- a. **Mixed Use Buildings.** Signage on buildings that contain more than one business use should not extend higher than the floor height of the use above the use for the proposed sign.
- b. **Signs Attached to Buildings.** No new sign attached to a building should extend or be located above the Roof-line of the building to which it is attached. In addition, no sign attached to a building should exceed 60 feet in height.

2. Window Signs.

The total area of all Window Signs should not exceed 1/3 the area of the window on or in which the signs are located. Such signs may be Non-Illuminated, Indirectly Illuminated, or Directly Illuminated.



Fig. 6. Wall Sign at a restaurant in Fisherman's Wharf.



Fig. 7. Awning Sign along the Embarcadero.



Fig. 8. Port Seawall Lots between Powell St and Second St.

3. Wall Signs.

The area of all Wall Signs should not exceed three square feet per foot of street frontage occupied by the business measured along the wall to which the signs are attached, or 80 square feet for each street frontage, whichever is less; provided, however, that in no case should the Wall Sign or combination of Wall Signs cover more than 75 percent of the surface of any wall, excluding openings. The height of any Wall Sign should not exceed 24 feet or the height of the wall to which it is attached. Such signs may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

4. Projecting Signs.

The number of Projecting Signs should not exceed one per business for each 40 feet of street frontage. The area of a single sign should not exceed 24 square feet, and total area of multiple signs should not exceed 40 square feet. The height of such sign should not exceed 15 feet or the height of the wall to which it is attached. No part of the sign should project more than 75 percent of the horizontal distance from the building wall line to the curblineline, or six feet six inches, whichever is less. The sign may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

5. Signs on Awnings.

Sign copy may be located on permitted Awnings. The area of such sign copy should not exceed 20 square feet. Such sign copy may be Non-Illuminated or Indirectly Illuminated.

C. Tenant Business Signs on Port Seawall Lots west of The Embarcadero between Powell Street and Second Street

Tenant Business Signs may be permitted subject to the criteria set forth below.

1. Height.

- a. Mixed-Use Buildings.** Signage on buildings that contain more than one business use should not extend higher than the floor height of the use above the use for the proposed sign.
- b. Signs Attached to Buildings.** No new sign attached to a building should extend or be located above the Roofline of the building to which it is attached. In addition, no sign attached to a building should exceed 60 feet in height.

2. Freestanding Signs.

One Freestanding Identifying Sign per building may be permitted if the building is recessed from the Street Property Line. Such sign may be Non-Illuminated, Indirectly Illuminated, or Directly Illuminated.



Fig. 9. Window Sign along The Embarcadero.

3. Window Signs.

Limit the total area of all Window Signs to no more than 1/3 the area of the window on or in which the signs are located. Such signs may be Non-Illuminated, Indirectly Illuminated, or Directly Illuminated.

4. Wall Signs.

Limit the area of all Wall Signs to no more than one square foot per foot of street frontage occupied by the business measured along the wall to which the signs are attached, or 50 square feet for each street frontage, whichever is less; provided, however, that in no case should the Wall Sign or combination of Wall Signs cover more than 75 percent of the surface of any wall, excluding openings. Limit the height of any Wall Sign to a maximum of 24 feet or the height of the wall to which it is attached. Such signs may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

5. Projecting Signs.

Limit the number of Projecting Signs to one per business. The area of such sign, or total area of multiple signs, should not exceed 24 square feet. The height of such sign should not exceed 15 feet or the height of the wall to which it is attached. No part of the sign should project more than 75 percent of the horizontal distance from the building wall line to the curblines, or six feet six inches, whichever is less. The sign may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

6. Signs on Awnings.

Sign copy may be located on permitted Awnings in lieu of Wall Signs and Projecting Signs. The area of such sign copy should not exceed 20 square feet. Such sign copy may be Non-Illuminated or Indirectly Illuminated.



Fig. 10. Canopy and Sign on historic bulkhead building.

D. Embarcadero Historic District

Signage in the northern waterfront on the east side of The Embarcadero should balance tenant identity needs with maintenance of the integrity of the Embarcadero Historic District. Structures within the Embarcadero Historic District include Piers, Pier Sheds, Bulkhead Buildings, and accessory structures between and including Pier 45 in Fisherman's Wharf and Pier 48 just south of China Basin Channel. A map of contributing Historic Resources within the Embarcadero Historic District is provided in the Appendix. A listing of the individual resources is available from the Port.

1. General Criteria.

All signs proposed to be affixed to a historic structure will be reviewed by the Port for design compatibility and construction integrity to ensure consistency with the Secretary of the Interior's Standards for Rehabilitation (Secretary Standards). Signage will be evaluated to provide for tenant identity while also ensuring that the cumulative amount of signage, Awnings, Canopies, and/or architectural or graphic improvements displayed by multiple tenant businesses do not overwhelm and are compatible with the historic district. Signage may vary from what is stated in these Guidelines in order to maintain consistency with the Secretary Standards.

Sign proposals should meet the following criteria:

- a. New features such as Canopies, Awnings, and "Business" or "Identifying" signage should be distinguished as new elements, compatible with the defining elements of the building's historic character;
- b. Tenant signs should be distinct yet complementary to the building, generally held away from the wall of the building or Historic Resource to which it is attached; and
- c. Identifying Signs should be minor in size and compatible with the building's architectural features, materials, colors, and spatial relationships.



Fig. 11. Projecting Sign at a restaurant in Fisherman's Wharf.



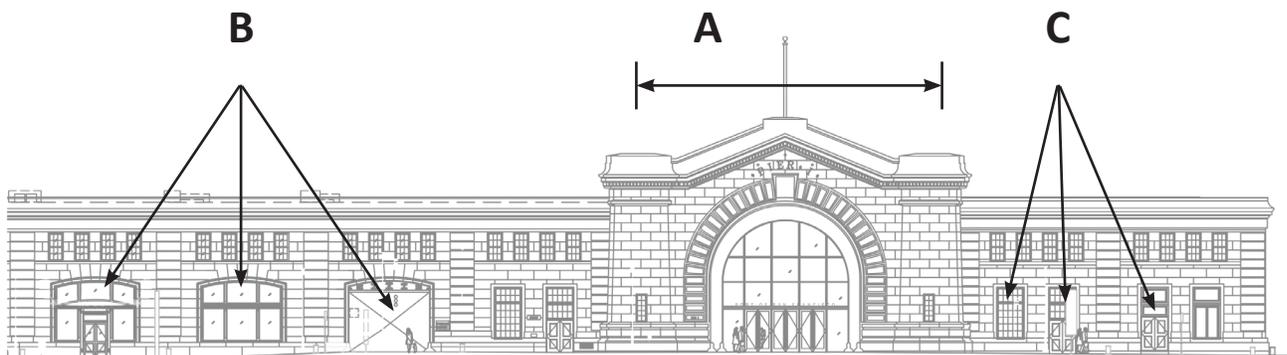
Fig. 12. Pier 3 Bulkhead Building.

2. Bulkhead Buildings

Built adjacent to The Embarcadero Roadway, the Bulkhead Buildings were built to provide a City Beautiful-inspired architectural frontage for the historic finger piers. Bulkhead Buildings are of varying lengths; in some instances, they may stand as an individual structure with its main feature being a large arched entrance to the adjoining Pier Shed. In other contexts, Bulkhead Buildings are integrated with intervening “connector” structures that extend between piers.

Entries and openings on Bulkhead Buildings are described in three categories that reflect the size, intended function, and importance of the openings to the building shown in Fig. 13: (A) Central Arch, (B) Secondary Openings, and (C) Minor Openings. Proposed signage on Bulkhead Buildings will be reviewed by the Port for consistency with Secretary Standards and the General Criteria cited earlier in this section. The Guidelines for Bulkhead Buildings address several possible types of tenant signage, and will be evaluated to determine if the cumulative signage is compatible with the Historic Resource.

Fig. 13. Hierarchy of openings on Bulkhead Building facades.



A. Central Arch

1. Main Entry
2. Retail & Primary Tenant Signage
3. Tenant Directory & Public Signage

B. Secondary Openings

1. Cargo Openings
2. Circulation Openings
3. Large Embarcadero Openings

C. Minor Openings

1. Minor Entries
2. Minor Windows



Fig. 14. Pier 1 Central Arch.



Fig. 15. Pier 1 Canopy and Signage.

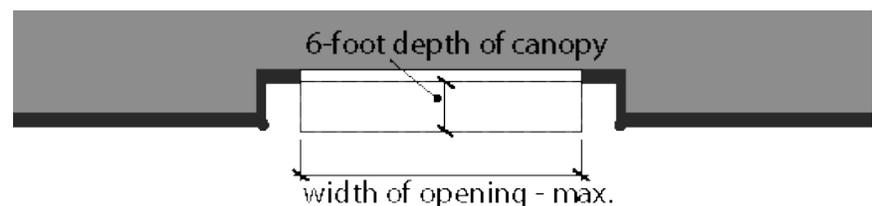


Fig. 16. Drawing of Signage with cutout letters.

a. Central Arch

1. General. The Central Arches have a grand scale that was constructed to accommodate rail and cargo access and continues to function as the primary entry for most adaptive reuse. Central Arch dimensions are typically of 6-foot architectural depth, 30 to 35 feet in width, and 28 to 35 feet tall. Architecturally, the Central Arch is the main point of entry and identity. As the Piers and Bulkheads are rehabilitated, some piers will limit the Central Arch to pedestrian access. As windows and doors are added within the Bulkhead Central Arch, improvements should generally conform to the following:

- a. Windows, doors, and other storefront assemblies should be recessed into the arch area as far as possible;
- b. A horizontal canopy above pedestrian doors may be added and should have a maximum depth of 6 feet, and the width limited to the width of the arch opening;
- c. Canopy materials should be metal and glass;
- d. Signage identifying the Primary Bulkhead or Pier Tenant may be added to a Canopy with cutout letters, having a total height (1 to 2 lines of text) of up to 18 inches, or to the windows within the arch if held away from the windows, and should not exceed 30 square feet; and
- e. Window Signs may be installed only below the transom height at the top of pedestrian doors, or a 10-foot height, whichever is lower.



Plan view of Central Arch



Fig. 18. Banner Signs on Pier 3.



Fig. 19. Identifying Signs on Quoins.

2. Primary Tenant Signage. Adjacent to the Central Arch are wide architectural columns where tenant signs may be added. Primary tenant signage may be added at these areas in a manner that is distinguishable from the building and its historic character defining features as follows:

- a. Banner or Blade Signs may be mounted perpendicular to the building wall or held away from the face of the building;
- b. Appropriate Banner or Blade Sign size is 8 to 14 feet tall by up to 3 feet wide;
- c. Signs should be located above the first level of windows or other architectural features; and
- d. Signs should be installed in pairs.

3. Identifying Sign. Signage to identify tenants within the pier may be added to the Central Arch on the architectural embellishments surrounding the arch known as “quoins.” They also function as building directories and should have the following characteristics:

- a. Signage may be located on the lower three quoins adjacent to the Central Arch;
- b. The signs should be slightly smaller than the quoins to allow the quoin size to be visible; and
- c. The materials and colors of the signs should complement architectural features and colors of the Bulkhead Building.

Primary Tenant Banner Sign Locations
 Identifying Signs

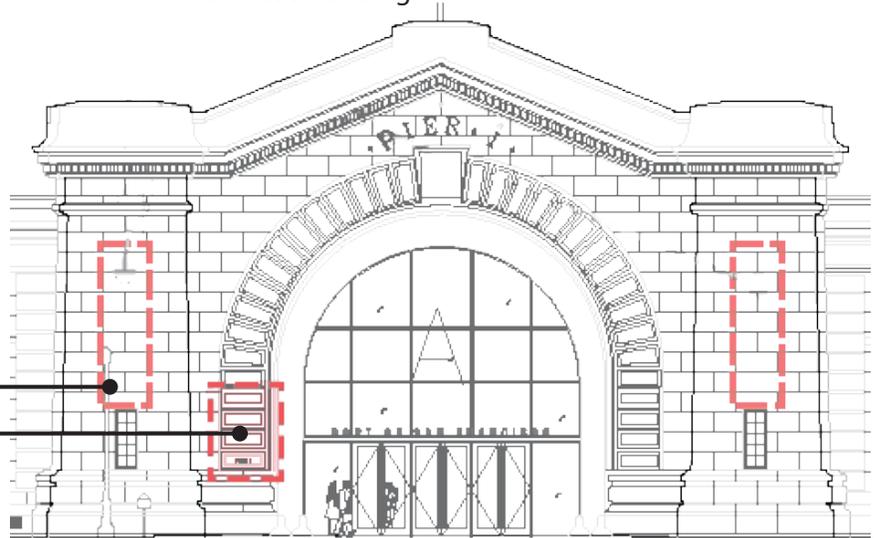


Fig. 20. Primary and Identifying Signs at Bulkhead Arch.



Fig. 21. Cargo Openings at Pier 29 ½.



Fig. 22. Sketch of Cargo Openings with Canopies and Signs.

b. Secondary Openings

The Bulkhead Secondary Openings are large ground-level openings ranging from 16 to 25 feet wide that historically provided rail and truck access to pier uses. As Piers and Bulkheads are rehabilitated, these openings provide opportunities for visual and physical access to Bulkhead uses and pier aprons.

1. Cargo Openings. The largest of the Secondary Openings are the Cargo Openings found on Bulkheads at Piers 5, 29½, 33, 35, and 38. The openings are 18 to 23 feet in height and 18 to 25 feet wide. Where there are doors, Canopies may be added to Bulkheads and should conform to the following:

- a. A horizontal Canopy at a height matching the transom or top of adjacent windows, or other adjacent improvement, may be added with its depth protruding up to 2 feet beyond the adjacent building wall, and the width limited to the width of the opening;
- b. Canopy materials should be metal and glass;
- c. Signage may be added to a Canopy with cutout letters, having a total height (1 to 2 lines of text) of up to 18 inches, or to the windows if held away from the windows, and should not exceed 20 square feet;
- d. Window Signs may be installed only below the transom height at the top of pedestrian doors, or a 10-foot height, whichever is lower; and
- e. Tenant Directory and Wayfinding signage may be added on the building wall adjacent to the openings similar to A3.



Fig. 23. Secondary Openings in Bulkhead Buildings.



Fig. 24. Circulation Opening at Pier 3.



Fig. 25. Sign within Circulation Opening.

2. Circulation Openings. Circulation Openings are passageways to access uses on the Piers or behind The Embarcadero frontage. Circulation Openings are found at Piers 1½, 3, 24½, and 28½. The following improvements and signage may be added to these openings:

- a. Business Signs, up to 12 square feet of sign area per tenant, located within the passageway either flush or perpendicular to the passageway wall and extending no greater than 3 feet, or on added gates; and
- b. Wayfinding signs, up to 2 square feet on The Embarcadero frontage, or 4 square feet within the passageway on the building wall, or on added gates, with the materials and colors of the signs being complementary to the trim features of the Bulkhead Building.



Fig. 26. Sketch of Canopy at a Secondary Opening.

3. Secondary Embarcadero Openings. The largest Secondary Embarcadero Openings are 18 to 22 feet wide and consist of either double pedestrian doors that are flanked by windows, or only first floor windows. Secondary Embarcadero Openings are found at Piers 1½, 3, 33, and 38. Awnings are not permitted at Secondary Embarcadero Openings. Where there are doors, Canopies may be added to the Bulkheads and should conform to the following:

- a. Canopies should be horizontal and be at the transom;
- b. Canopies should have a maximum depth of 6 feet with the width limited to that of the openings;
- c. Vertical dimension of the Canopy should be limited to 12 inches at the building and 8 inches at outside edge;
- d. Canopy materials should be metal and/or glass;
- e. Signage may be added to either the front or sides of the Canopy. Signage exceeding the profile should be with cutout letters, having a total height (1 or 2 lines of text) of up to 16 inches in height, and limited to 80 percent of the horizontal dimension of the Canopy; and
- f. Window Signs may be installed only below the transom height at the top of pedestrian doors.



Fig. 27. Secondary Openings in pier elevation.



Fig. 28. Minor Entry door.



Fig. 29. Canopy at Entry to a Minor Opening.

c. Minor Openings

Minor openings consist of single or double ground-level doors and windows and second-floor windows.

1. Minor Entries. The minor bulkhead entry doors are used to access retail and office tenants, and service uses for the building. Improvements to accommodate identity and weather protection may be allowed at entrances to retail and office uses and should conform to the following:

- a. A Canopy may be added to minor entries on bulkheads at Piers 1-9, 19, 23, 29, 31, 33, and 35 only;
- b. Canopies should be horizontal and located at the transom;
- c. Canopies should have a maximum depth of 5 feet, with the frame width limited to that of the opening. A slightly wider thin top sheathing may be permitted on Canopies;
- d. Vertical dimensions of the Canopy should be limited to 12 inches at the building and 8 inches at the outside edge;
- e. Canopies should be of a consistent design along a building or group of buildings;
- f. Canopy materials should be metal and/or glass;
- g. Signage may be added to either the front or sides of a Canopy. Signage exceeding the profile should be with cutout letters, having a total height (1 to 2 lines of text) or up to 12 inches, and limited to 80 percent of the horizontal dimension of the Canopy;
- h. Tenant Identity and Wayfinding signage may be added on the building wall adjacent to the openings similar to A3; and
- i. Window Signs may be installed only below the transom height at the top of pedestrian doors.



Fig. 30. Minor Openings in pier elevation.



Fig. 31. Pier 31 ground-level Minor Windows.



Fig. 32. Sketch of Awnings at ground-level Minor Windows.

2. Minor Windows. Minor Windows include ground-level windows that allow views into and out of retail and office uses and second-level windows. Awnings may be allowed at ground-level windows to control interior light and heat, and to aid in providing business identity. All Awnings on a Bulkhead Building or series of connected buildings should be consistent in design across all windows and should conform to the following:

- a. Awnings will be considered on Bulkheads only at Piers 1-9, 19, 23, 29, 31, 33, and 35, and only for retail tenants;
- b. Awnings should be horizontal and at the line of the window transom;
- c. Awnings should have a maximum depth of 5 feet with the width limited to that of the opening;
- d. Vertical dimensions of Awning should be limited to 12 inches at the building and 8 inches at the outside edge;
- e. Awning materials may be metal and/or glass, and may include a fabric covering;
- f. Awnings should have a consistent design, although it may be within a range of compatible colors along a building or group of buildings;
- g. If a tenant has a Canopy at a Minor Opening, the design of the Awnings should be consistent in color and materials;
- h. Signage may be added within the profile of the Awning on both the front and sides; and
- i. Window Signs may be installed only below the transom height.



Fig. 33. Cargo Openings with Canopies on Pier 1 Shed.



Fig. 34. Sketch of Canopies and Banners at the Cargo Door Openings.

d. Pier Sheds

The Pier Shed buildings were built to store and handle cargo being moved between ship and rail cars. The Pier Sheds are generally about 500 to 700 feet in length, and most are partly concealed behind the Bulkhead Buildings when viewed from The Embarcadero. (Proposed signage on Pier Sheds will be reviewed by the Port for consistency with Secretary Standards and the General Criteria cited earlier in this section.) The Guidelines for Pier Sheds address several possible types of signage, and will be evaluated to determine if the cumulative signage is compatible with the Historic Resource.

1. Banner and Blade Signs. Banner and Blade Signs may be mounted perpendicular to the building wall or held away from the face of the building on one side of each of the cargo doors. For Pier Sheds with closely spaced cargo doors, fewer would be allowed. Signs should be a minimum of 8 feet above the pier deck and should have a maximum width of 3 feet, and a maximum height no greater than that of the Cargo Opening. Banner size may vary from what is stated in these Guidelines in order to maintain consistency with the Secretary Standards. Banner Signs might not be allowed at openings where there are Canopies.

2. Canopies and Canopy Signs. The Major Cargo Openings along the Pier aprons are generally 18 to 30 feet wide and consist of roll-up doors that are often converted to storefronts to accommodate new uses. Where there are doors, Canopies may be added to the Pier Sheds per the following:

- a. Canopies should be horizontal and located at the transom or top of the Cargo Opening;
- b. Canopies should have a maximum depth of 6 feet with the width limited to that of the openings;
- c. Vertical dimension of the Canopy should be limited to 12 inches at the building and 8 inches at outside edge;
- d. Canopy materials should be metal and/or glass; and
- e. Signage may be added to the sides of the Canopy. Signage exceeding the profile should be with cut-out letters, having a total height of up to 12 inches, and limited to 80 percent of the horizontal dimension of the Canopy.

3. Window Signs. Where Cargo Openings are fitted with windows and/or glass doors, Window Signs may be installed only below the transom height.

4. Wall Signs at Waterside-end of Pier Sheds. A Sign(s) for a Primary Tenant that occupies at least 30% of the Pier Shed or is the primary martime tenant in the Pier Shed may be placed on the Waterside-end of the Pier Shed wall or the adjacent longer Pier Shed side walls within 40 feet of the Waterside-end of the Pier Shed, at a scale necessary for distant viewing. Wall Signs would not be permitted on Pier Sheds 15, 31, and 40. Signs shall be reviewed on an individual basis for conformance with general criteria and appropriateness to location and facility, and should conform to the criteria below:

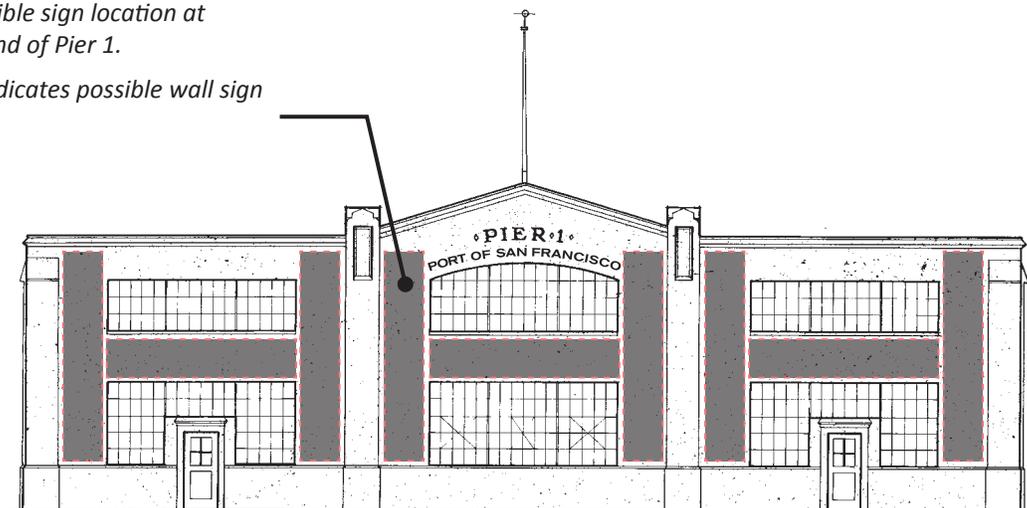


Fig. 35. Wall Sign at Waterside-end of Pier Shed.

- a. Pier Identification. At the end wall, signs should allow for a place to display the pier number preceded by the word "Pier" at a scale common to the Piers Sheds, generally at the top center of the shed wall;
- b. Wall signs should:
 - iii. Display only the name and/or logo of the primary tenant of the Pier or Pier Shed;
 - iv. Not appear to be a mural;
 - v. Not cover significant architectural features such as columns or architectural trim, or windows;
 - vi. May be painted on the Shed wall if the Shed was previously painted, or may be affixed in

Fig. 36. Possible sign location at Waterside-end of Pier 1.

Dark tone indicates possible wall sign locations



e. Freestanding Tenant Signs

Freestanding Signs may be located adjacent to Bulkhead Buildings or Pier Sheds to provide identity to a master tenant or the Primary Tenant within the Bulkhead and Pier. Proposals for Freestanding Signs shall be reviewed individually with the size of the sign relating to the use of the tenant in the building, and should conform to the following:

1. Freestanding Signs should contain the minimum necessary information to provide identity and address to the primary tenant, and should identify the "Port of San Francisco";
2. Up to two Freestanding Signs may be permitted per Pier or Bulkhead, one per side;
3. Freestanding Signs should be located at least 5 feet behind the front of the Bulkhead Building and within 15 to 30 feet of the side of the building, except where circulation needs require otherwise;
4. Freestanding Signs should have simple, narrow, vertical forms. Sign dimensions should conform to the following: have a maximum height of 18 feet; maximum horizontal dimension parallel to The Embarcadero of 3.5 feet; maximum horizontal dimension perpendicular to The Embarcadero of 6 feet; dimension of the two largest horizontals not to exceed 7 feet;
5. Sign cabinet materials should aid in conveying the simple form of the sign. Colors should be compatible with the historic structures; and
6. Signs should be primarily Indirectly Illuminated with internal illumination limited to individual letters, logo, or architectural accent.



Fig. 37. Freestanding Sign at Pier 15.



Fig. 38. Freestanding Sign at Pier 27.

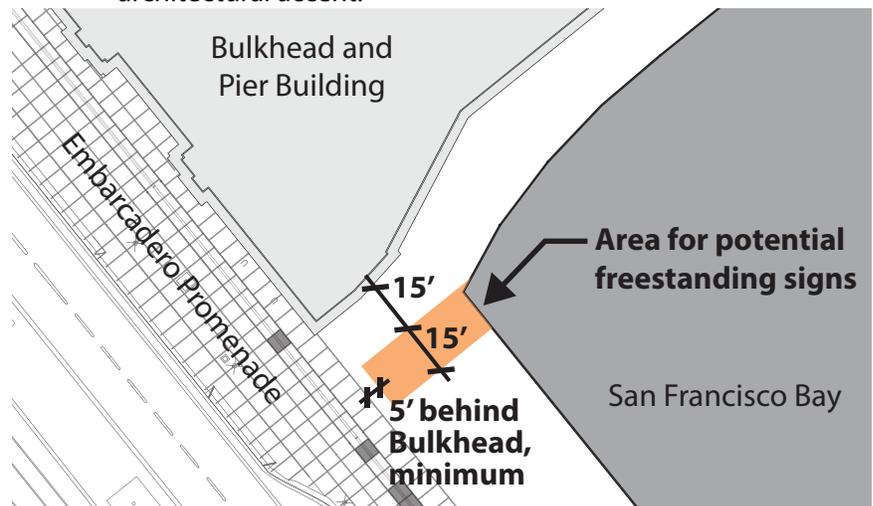


Fig. 39. Possible location for Freestanding Sign.



Fig. 40. Freestanding Directory Sign at Pier 1.

f. Freestanding Directory Signs

A Freestanding Directory Sign identifies multiple tenants within a Bulkhead Building or Pier Shed. If there is also a Freestanding Tenant Sign in the same area, the design of the Freestanding Directory Sign should be complementary and substantially less prominent than the Freestanding Tenant Sign. Proposals for Freestanding Directory Signs shall be reviewed individually with the size of the sign relating to the need for tenant identity and Wayfinding, and should conform to the following:

1. Signs should contain the minimum necessary information to provide identity to multiple tenants or Wayfinding to pier uses;
2. Up to two Directory Signs may be permitted per Pier or Bulkhead, with one per side;
3. Directory Signs should be located at least 15 feet behind the front of the Bulkhead Building and within 30 feet of the side of the building;
4. Directory Signs should be simple, narrow, vertical forms. Sign dimensions should conform to the following: have a maximum height of 14 feet; maximum horizontal dimension parallel to The Embarcadero of 3.5 feet; maximum horizontal dimension perpendicular to The Embarcadero of 6 feet; dimension of the two largest horizontals not to exceed 7 feet; and
5. Signs should be primarily Indirectly Illuminated with internal illumination limited to individual letters, logo, or architectural accent.

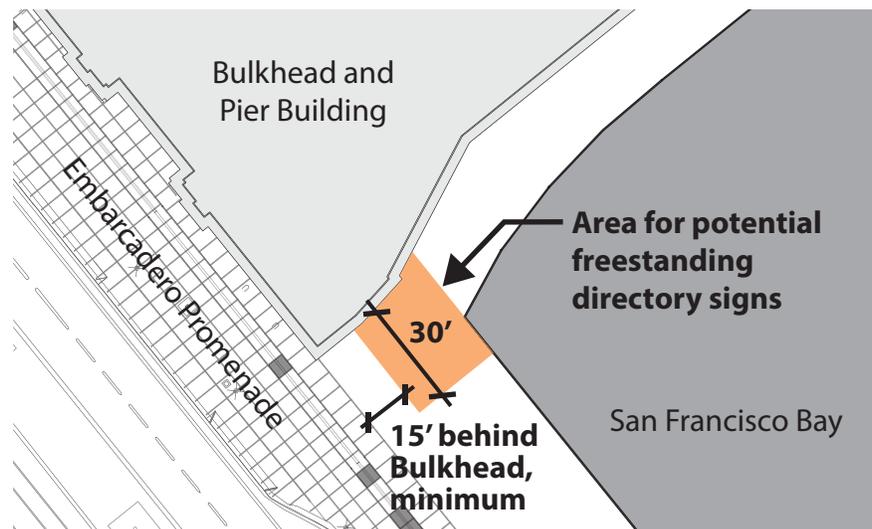


Fig. 41. Possible location for Freestanding Directory Sign.



Fig. 42. Wall Sign south of China Basin Channel.

E. Business Signs on Port property south of China Basin Channel

Tenant Business Signs may be permitted subject to the criteria set forth below.

1. Height.

- a. Mixed Use Buildings. Signage on buildings that contain more than one business use should not extend higher than the floor height of the use above the use for the proposed sign.
- b. Signs Attached to Buildings. No new sign attached to a building should extend or be located above the Roofline of the building to which it is attached. In addition, no sign attached to a building should exceed 60 feet in height.

2. Freestanding Signs.

One Freestanding Sign per lot may be permitted if the building is recessed from the Street Property Line. Such sign may be Non-Illuminated, Indirectly Illuminated, or Directly Illuminated.

3. Window Signs.

The total area of all Window Signs should not exceed 1/3 the area of the window on or in which the signs are located. Such signs may be Non-Illuminated, Indirectly Illuminated, or Directly Illuminated.

4. Wall Signs.

The area of all Wall Signs should not exceed one square foot per foot of street frontage occupied by the business 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 should the Wall Sign or combination of Wall Signs cover more than 75 percent of the surface of any wall, excluding openings. The height of any Wall Sign should not exceed 30 feet or the height of the wall to which it is attached. Such signs may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

5. Projecting Signs.

The number of Projecting Signs should not exceed one per business. The area of such sign or signs combined when there are multiple signs should not exceed 24 square feet. The height of such sign should not exceed 15 feet or the height of the wall to which it is attached. No part of the sign should project more than 75 percent of the horizontal distance from the building wall line to the curbline, or six feet six inches, whichever is less. The sign may be Non-Illuminated, Indirectly Illuminated, or, during business hours, may be Directly Illuminated.

6. Signs on Awnings.

Sign copy may be located on permitted Awnings in lieu of Wall Signs and Projecting Signs. The area of such sign copy should not exceed 20 square feet. Such sign copy may be Non-Illuminated or Indirectly Illuminated.

F. Northeast Waterfront Special Sign District

Business Signs on Port property within the Northeast Waterfront Historic District will be reviewed for consistency with Section 608.15 of the San Francisco Planning Code (“Northeast Waterfront”) by the San Francisco Planning Department. A map of this district is contained in Appendix B, and generally includes property bounded by Broadway Street, Union Street, Sansome Street, and The Embarcadero.

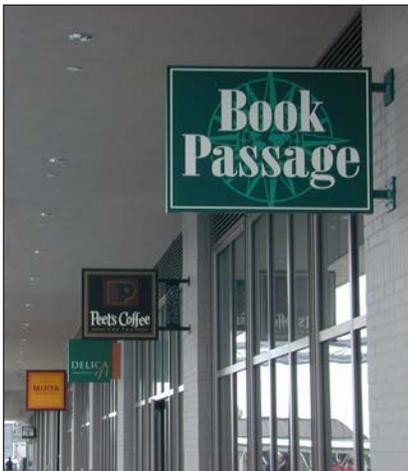


Fig. 43. Projecting Signs at the Ferry Building.

G. Ferry Building Sign Guidelines

Ferry Building Sign Guidelines were approved as part of the Ferry Building Rehabilitation project, which the Port uses in reviewing sign permit applications for the Ferry Building leasehold. The Ferry Building Sign Guidelines are available for review at the Port’s Pier 1 offices.

H. AT&T Ballpark Sign District

Ballpark sign guidelines were approved as part of the City approvals of the San Francisco Giants Ballpark at SWL 46B/King Street, between Second and 4th Streets, and shall be used for review of sign permit applications within the Ballpark sign district.

I. Mission Rock Sign Guidelines

(Future addition to the Sign Guidelines)

J. Union Iron Works Historic District

(Future addition to the Sign Guidelines)

K. Temporary Signs

1. Allowable.

Temporary signs may be allowed for the following purposes:

- a. In anticipation of permanent signs for tenant businesses that are open to the public prior to delivery of a permanent sign;
- b. Lease signs no larger than 16 square feet in area, which serve only to indicate the availability for lease or rental of a lot or building on which it is placed. Duration of sign(s) to be specified in the permit and individually determined based on the project's needs;
- c. Construction signs; and
- d. Temporary signs for special events on Port property are addressed separately in the Special Event Sign Guidelines.

2. Criteria

Temporary Signs should meet the general criteria of this document and conform to the following:

- a. May be permitted for up to 30 days unless otherwise specified in the permit. Construction signs may be permitted for the duration of the active construction period. Time extensions may be granted by the Port's Executive Director;
- b. Should be complementary to the architecture of the building or structure and not cover windows or other functional openings; and
- c. Attachment methods of installing signs should be reversible without causing significant alteration or damage to property.

V. Sign Permit Submittal & Review Process

Permit Application Submittal Requirements

Signs on Port property require finding of consistency with the Port tenant lease and usually issuance of a Port Building Permit or Encroachment Permit. Applications for signs are reviewed for approval by the Port Sign Committee. Applications must include the following information:

- a. Name of the person or organization requesting the permit, including contact person, phone number, mailing and email address, if applicable;
- b. Photographs or drawings of the existing signage setting, including any adjacent signs and other signs in the vicinity of the premises that are to remain in place;
- c. Drawings to scale and other information including:
 1. Exterior site plan and elevation drawings of the building, structure, or principal open space features and landscaping, showing location and dimensions of existing adjacent signs to remain and the proposed sign(s);
 2. Proposed sign dimensions;
 3. Proposed colors and sample of each color;
 4. Material samples and finishes (may be required if deemed necessary to evaluate proposed sign(s));
 5. Letter size and font type/style and the identification of any part of the sign that is part of a registered trademark;
 6. Proposed lighting or illumination;
 7. Name, address, and telephone number of fabricator as well as fabricator's specifications;
 8. All structural and electrical details; provide UL Labels where applicable.

After receipt of a completed application, together with all supporting documentation, the Port Sign Committee will review the application in accordance with the Port Tenant Business Sign Guidelines and the Port's Waterfront Land Use Plan. The Port Sign Committee, upon review of an application, may approve, conditionally approve, or deny such application.

In those instances where the Port Sign Committee has denied an application, the Committee will inform the applicant, in writing, why the application has been denied. The denial will be issued within fifteen (15) business days of receipt of the application.

The applicant may resubmit a revised application addressing the deficiencies that led to the denial of the application or may appeal the Port Sign Committee's decision to the Port Executive Director or his/her Designee. [Any appeal must be in writing and must state the reasons why the application should be approved. The determination of the Executive Director or his/her Designee will be made within fifteen (15) business days of receipt of the written appeal.] Upon review of the Port Executive Director's decision, for any decision that is subject to appeal under the Port Building Code, the applicant may appeal the decision to the Port Building Code Appeals Board, whose decision shall be made in accordance with the provisions of the Port Building Code.

VI. Non-Conforming Signs

Non-conforming signs are those that pre-date the creation of Port Sign Guidelines in February 17, 1997. Unless the non-conforming sign is designated as an Historic Sign per Planning Code Section 608.14 or Port Commission designation, non-conforming signs should be removed or modified to conform with this policy when any of the following occur:

- a. Upon change of land use;
- b. Upon expiration or termination of a lease or license. All signs must be removed at the expiration or termination of a lease or license and the surfaces to which the signs were attached shall be repaired and repainted to the Port of San Francisco's satisfaction;
- c. When a new lease or license is initiated;
- d. When a nonconforming sign is to be altered, moved, enlarged, installed, or displayed; or
- e. When a project application is approved for any other form of development or demolition on the parcel.

VII. Violations and Penalties

No sign shall be placed, erected, or constructed without first obtaining Port Sign Committee approval and permission from the Port as described in Section V. Any sign installed at a site or building within Port jurisdiction for which approval and a Permit have not first been obtained shall constitute an unlawful trespass onto Port property and/or a violation of the Port of San Francisco Building Code.

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IX. Appendices

I. Definitions.

The following definitions shall apply to these guidelines:

A. Area (of a Sign).

1. All signs except on windows, awnings and marquees.

The entire area within a single continuous rectangular perimeter formed by extending lines around the extreme limits of writing, representation, emblem, or any figure of similar character, including any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed but including any sign tower. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

2. On windows.

The area of any sign painted directly on a window shall be the area within a rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the window. The area of any sign placed on or behind the window glass shall be as described above in Paragraph (1).

3. On awnings or marquees.

The area of any sign on an awning or marquee shall be the total of all signage on all faces of the structure. All sign copy on each face shall be computed within one rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the face of the awning or marquee.

B. Annex Buildings. A building generally located over the water on a wharf that is adjacent to and may be connected with a pier shed or bulkhead building.

C. Awning. A light roof-like structure, supported entirely by the exterior wall of a building; consisting of a fixed or movable frame covered with cloth, plastic, glass, or metal; extending over doors, windows, and/or show windows; with the purpose of providing protection from sun and rain and/or embellishment of the façade.

D. Banner. A sign that is not made of rigid material nor enclosed in a rigid frame so as to allow movement, and may be mounted with top and bottom horizontal rods. Only Banners containing business or identifying information are addressed under these Guidelines.

- E. Blade Sign.** A type of Projecting Sign mounted on a building facade or storefront pole or attached to a surface perpendicular to the normal flow of traffic.
- F. Bulkhead Buildings.** A structure generally built at the seawall at the front of piers, which also serve as the entrance to the pier that they are connected.
- G. Business Sign.** A sign which directs attention to a business, commodity, service, industry or other activity which is sold, offered, or conducted on the premises upon which such sign is located, or to which it is affixed. Where a number of businesses, services, industries, or other activities are conducted on the premises, up to 1/3 of the area of a business sign, or 25 square feet of sign area, whichever is the lesser, may be devoted to the advertising of one or more of those businesses, commodities, services, industries, or other activities by brand name or symbol as an accessory function of the business sign, provided that such advertising is integrated with the remainder of the business sign, and provided also that any limits which may be imposed by this Code on the area of individual signs and the area of all signs on the property are not exceeded. The primary business, commodity, service, industry, or other activity on the premises shall mean the use which occupies the greatest area on the premises upon which the business sign is located, or to which it is affixed.
- H. Canopy.** An overhead roof or structure which may or may not be attached to a building, over which a fabric, metal or glass covering is attached, able to provide shade or shelter from weather conditions.
- I. Construction Sign.** A sign that describes or depicts the name and/or nature of the project, identifies the Port, may identify the names of companies directly connected with design or construction of the project, and City and Port agencies and officials associated with the project. Duration and size of sign(s) to be specified in the permit and individually determined with the project's needs. Construction signs may also include graphics on construction barriers, which would be reviewed on an individual basis.
- J. Directly Illuminated Sign.** A sign designed to give forth artificial light directly (or through transparent or translucent material) from a source of light within such sign, including but not limited to neon and exposed lamp signs.
- K. Freestanding Sign.** Is in no part supported by a building.
- L. Freestanding Directory Sign.** A sign that identifies multiple tenants within a building.
- M. General Advertising Sign.** A sign which directs attention to a business, commodity, industry or other activity which is sold, offered or conducted elsewhere than on the premises upon which the sign is located, or to which it is affixed, and which is sold, offered or conducted on such premises only incidentally if at all.
- N. Height (of a sign).** The vertical distance from the uppermost point used in

measuring the area of a sign to the ground immediately below such point or to the level of the upper surface of the nearest curb of a street, alley or highway (other than a structurally elevated roadway), whichever measurement permits the greater elevation of the sign.

O. Identifying Sign. A business sign, which serves to tell only the name, address and lawful use of the premises upon which the sign is located or to which it is affixed.

P. Indirectly Illuminated Sign. A sign illuminated with a light directed primarily toward such sign and so shielded that no direct rays from the light are visible elsewhere than on the lot where said illumination occurs. If not effectively so shielded, such sign shall be deemed to be a directly illuminated sign.

Q. Non-Illuminated Sign. A sign which is not illuminated, either directly or indirectly.

R. Pier. Pile-supported structure over water that extends out from the Seawall.

S. Pier Shed. Building constructed on the deck of a pier.

T. Port Sign Committee. Committee of Port Staff designated by the Executive Director, comprised of qualified professionals in the fields of Urban Design, Historic Preservation, and sign design.

U. Primary Tenant. A tenant that occupies at least 30% of the leasable space of a Port property.

V. Projecting Sign. A sign attached to and projecting more than eighteen (18) inches from the face of a wall of building, but does not project above the parapet or eave line of the building.

W. Projection. The horizontal distance by which the furthestmost point used in measuring the area of a sign extends beyond a Street Property Line or a building setback line. A sign placed flat against a wall of a building parallel to a street or alley shall not be deemed to project for purposes of this definition. A sign on an awning, canopy or marquee shall be deemed to project to the extent that such sign extends beyond a Street Property Line or a building wall line.

X. Roofline. The upper edge of any building wall or parapet, exclusive of any sign tower.

Y. Seawall Lots. Parcels of land, generally located on the City side of the Embarcadero or other waterfront roadways, which were created when the seawall was built.

Z. Secretary of the Interior’s Standards for Rehabilitation (“Secretary Standards”).

A set of standards, issued by the U.S. Department of the Interior, National Park Service, that provide direction on the long-term preservation of a property’s significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building’s site and environment, as well as attached, adjacent, or related new construction.

AA. Sign. Any structure, part thereof, or device or inscription which is located upon, attached to or painted, projected or represented on any land or right-of-way, on the exterior of any building or structure, including an awning, canopy, marquee or similar appendage, or affixed to the glass on the outside or inside of a window so as to be seen from the outside of the building, and which displays or includes any numeral, letter, word, model, banner, emblem, insignia, symbol, device, light, trademark or other representation used as, or in the nature of, an announcement, advertisement or designation by or of any person, firm, group, organization, place, commodity, product, service, business, profession, enterprise or industry. A “sign” is composed of those elements included in the area of the sign as defined in these Guidelines, and in addition the supports, uprights and framework of the display. Two or more faces shall be deemed to be a single sign if such faces are contiguous on the same plane, or are placed back to back to form a single structure and are at no point more than two feet from one another. Also, on awnings or marquees, two or more faces shall be deemed to be a single sign if such faces are on the same awning or marquee structure.

BB. Street Property Line. For purposes of these Guidelines, “Street Property Line” shall mean any line separating private property or property leased by the Port, from either a street or alley.

CC. Video Sign. A sign that displays, emits, or projects or is readily capable of displaying, emitting or projecting a visual representation or image; an animated video, visual representation, or image; or other video image of any kind onto a building, fabric, screen, sidewalk, wall, or other surface through a variety of means, including, but not limited to: camera; computer; digital cinema, imaging, or video; electronic display; fiber optics; film; internet; intranet; light emitting diode screen or video display; microprocessor or micro-controlled based systems; picture frames; plasma display; projector; satellite; scrolling display; streaming video; telephony; television; VHS; wireless transmission; or other technology that can transmit animated or video images.

DD. Wall Sign. A sign painted directly on the wall or placed flat against a building wall with its copy parallel to the wall to which it is attached and not protruding more than the thickness of the sign cabinet.

EE. Wayfinding Sign. A sign what assists poeple in orienting themselves in physical space and navigating from place to place.

FF. Wind Sign. Any sign composed of two or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

GG. Window Sign. A sign painted directly on the surface of a window glass or placed in front of or behind the surface of a window glass.

HH. Wharf. Pile supported structure constructed adjacent to and generally configured parallel to the seawall.

Tenant Sign Guidelines

