PLUM October 27, 2026
Item #9: CF 11-1705
Proposed Instructions

1. INSTRUCT the Department of City Planning (DCP), with the assistance of the Department of Building and Safety (DBS) and the City Attorney, to report with recommendations for an updated Citywide Sign Ordinance, including but not limited to:
    a. Whether there have been any changes in the City's legal authority to regulate signage since the DCP's February 25, 2021 Report;
    b. Whether the illumination standards and digital display standards included in the draft ordinance attached to the February 25, 2021 Report reflect current best practices, and whether technology exists to require sign operators to maintain electronic records regarding compliance with these standards;
    c. Whether, given advances in digital technology, the existing distinctions in the City's sign regulations between on-site and off-site signage continue to be meaningful and enforceable and, if not, recommendations for changes in definitions to more effectively distinguish between (a) allowable signage that primarily provides information about the site itself, including general goods and services available at the site, and (b) signage advertising particular products that may have only an incidental connection to the site;
    d. To the extent not addressed in reports back under CF 26-0173 or CF 25-1182,
        i. Establishment of an off-site sign registry that definitively establishes which sign locations are deemed to be permitted or authorized, as well as the size and type of sign permitted or authorized at each location;
        ii. Modifications to the Sign Ordinance to improve effective enforcement of the City's sign regulations;
    e. Options for allowing digital signs on City-owned property (including sites under the control of the Department of Recreation & Parks (RAP) and proprietary departments), including restrictions on size, location and illumination and display standards and incorporating lessons learned from the Transportation Communications Network program (CF 22-0392) and the Convention Center Expansion Project, and analyzing opportunities to generate revenue or other public benefits from such signage;
    f. Options for allowing conversion of existing billboards to digital signs, including restrictions on size, location and illumination and display standards, and analyzing opportunities to generate revenue or other public benefits from such signage;
    g. Limits on the size and standards for on-site signs and supergraphics, to be more consistent with off-site signs and billboards;
    h. Types, size and methods of creating various types of sign districts, based on experience with existing sign districts;
    i. Evaluating projected advertising images onto blank walls;
    j. Potential programs to allow limited off-site signage on private property to enhance the financial feasibility of goods and services that provide an overall

public benefit, such as EV chargers;

2. INSTRUCT the Department of City Planning, with the assistance of the Bureau of Street Services (BSS), Bureau of Street Lighting (BSL), RAP, Library Department and Department of Cultural Affairs (DCA) to report with recommendations regarding signage to acknowledge funding or sponsorship of City facilities, programs or activities;

3. INSTRUCT DBS, with the assistance of DCP, to report with recommendations for improving the Temporary Sign Program, including:
    a. Establishing a bench of City-authorized contractors who may participate in the Program;
    b. Whether to allow Temporary Signs on nuisance and vacant properties;

4. INSTRUCT the Department of City Planning to evaluate the recommended level of environmental review for modifications to the City's sign regulations;

5. INSTRUCT the City Administrative Officer and Chief Legislative Analyst, with the assistance of the City Attorney, to report regarding:
    a. Estimated revenue and value of other public benefits such as takedown requirements or graffiti and litter abatement, from various types of sign programs
    b. Safeguards to ensure that new advertising programs do not cannibalize advertising revenue from existing programs that provide a clear public benefit, including the Street and Transit Amenities Program (STAP);
    c. Options for maximizing the public benefit from any change to the City's sign regulations, including master development agreements, individual development agreements, or other mechanisms;
    d. Recommendations for treatment of revenue from signage, including whether and what percentage of revenue should be deposited into the General Fund, special funds, or discretionary funds.
    e. Ensure recommendations avoid conflicts with existing vendor agreements and contractual obligations, including but not limited to the Street and Transit Amenities Program (STAP).

6. INSTRUCT the Department of City Planning, with the assistance of the City Administrative Officer and Chief Legislative Analyst, to analyze the proposal, attached to CF 11-1705 on October 27, 2026, entitled "Billboard reduction, modernization and inventory management program."