



SAN FRANCISCO
PLANNING
DEPARTMENT

ZONING ADMINISTRATOR BULLETIN NO. 8

Privately-Owned Public Open Spaces Informational Plaque

Section 307 of the Planning Code mandates the Zoning Administrator to issue and adopt such rules, regulations and interpretations as are in the Zoning Administrator's opinion, necessary to administer and enforce the provisions of the Planning Code. [Section 7.502 of the San Francisco Charter charges the Zoning Administrator with the responsibility of administering and enforcing the Planning Code.]

Date:
June 2012

Relevant Code Sections:

Section 138 *Open Space Requirements In C-3 Districts*

Section 135 (h) *POPOS as Usable Open Space for Dwelling Units in DTR and EN Mixed Use Districts*

Section 135.3 *POPOS as Usable Open Space for Uses Other than Dwelling units in DTR and EN Mixed Use Districts*

TOPIC:

The following provisions are aimed to regulate the design of Privately-Owned Public Open Spaces (POPOS) Informational Plaques.

PURPOSE:

Section 138 of the Planning Code regulates the design, content and location of POPOS in C-3 Districts in the Downtown Area Plan. Sections 135(h) and 135.3 regulate POPOS when they are provided to fulfill the usable open space requirements in DTR and EN Mixed Use Districts. The standards in this bulletin provide detailed provisions on designing POPOS Informational Plaque.

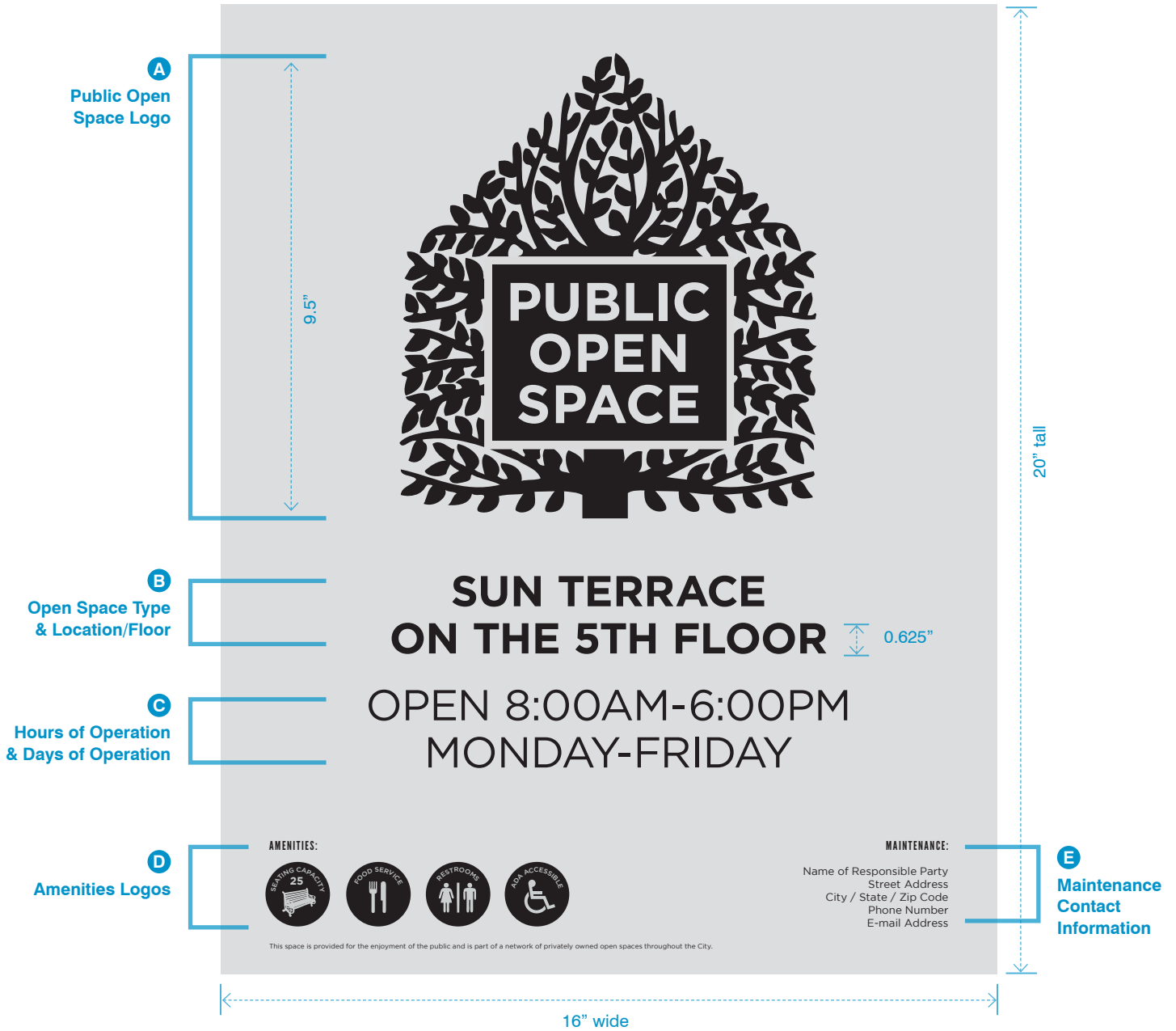
RULING:

Section 138 (i) (A) of the Planning Code regulate the content of POPOS Signage. The San Francisco Planning Department has adopted and shall implement this Code setion based on the following standards. *Figure 1* shows the signage template including all required content.

SIGNAGE TEMPLATE & USAGE DESIGN GUIDELINES:

The San Francisco Planning Department has developed a template for these plaques in conjunction with the guidelines in this bulletin. Project sponsors can obtain a design toolkit which can be downloaded from the Planning Department web site at: <http://popos.sfplanning.org>. The toolkit contains the sign template artwork in vectorized formats (Illustrator and EPS files), along with the design and usage guidelines set forth

Figure 1
Sign Template and Dimensions



NOTE:

All signs are required to be 16" wide x 20" high, as set forth in the artwork template, and may not be modified.

The Public Open Space logo may not be modified.

This template is available on-line at: <http://popos.sfplanning.org>

in this bulletin. All POPOS Informational Plaques should use the template and may not modify the detailed dimensions or graphics set forth in this template (see *Figure 1*) and described below:



A Public Open Space Logo:

- The logo art and placement **may not be modified**, and must remain 9.5” high and 7.5” wide, and occupy half of the total signage area.
- The “Public Open Space” text framed within the logo may not be modified. The template provides this logo with such provisions as default.

B Open Space Type & Location/Floor:

- The open space type and location/floor text shall be set on two lines centered below the logo.
- For *Open Space Type*, choose from: Urban Garden, Urban Park, Plaza, View and/or Sun Terrace, Greenhouse, Snippet, Atrium, Indoor Park, Public Sitting Area.
- *Location/Floor* text only needed in cases that the space is not visible from the sidewalk. State the floor level where the space is located.
- Recommended font usage: Gotham Bold (or a bold sans serif font); upper case; at least 0.625” high.

C Hours of Operation & Days of Operation:

- The hours and days of operation shall be set on two lines centered below the Open Space Type and Location/Floor text.
- Line one shall state *Open* followed by the hours of operation. Line two should state days of operation.
- Recommended font usage: Gotham Book or Regular (or a regular sans serif font); upper case; at least 0.625” high.

D Amenities:

- Logos for features in the space (**use only if applicable**), as exactly provided in the template.
 - Seating logo (it is recommended that the number of seating spaces/capacity should be stated within the logo)
 - Food service logo (availability of cafes, food carts or other types of food vendors within the space)
 - Restroom logo
 - Universal accessibility logo
- These amenities logos provided in the artwork template may not be modified and or scaled smaller than at 1.25” diameter in height.



E Maintenance Contact Information:

- Contact information shall be provided in five lines of text on the bottom right corner of the sign. The text should be right aligned with 1 inch margin from the right edge as displayed in the template.
- Please provide full information for: the name/entity of the party responsible for maintenance of the space; mailing address; phone number; and e-mail.
- Recommended font usage: Gotham Book or Medium (or a regular sans serif font); at least 16 point font size (or letter height 0.15" high).

Directional Signs:

If the open space is located inside a building, or if the open space is located outside a building but is primarily accessed through a building, or if the open space is not otherwise easily visible from the nearest public sidewalk, additional directional signs shall be placed as required by the Planning Code subsection 138(i)(C)(2). Such directional signs shall be placed in the lobby, elevators, directly outside the elevator exit at the level where the open space is located, and hallways to create a clear path to the open space. These signs shall be made of opaque, non-reflective material, and provide a clear contrast between the lettering and the background. The directional sign shall be placed so that the midpoint of the sign is positioned at a height between four and one-half to six feet above grade level. Directional signs shall use templates shown in *Figure 2*, wherever applicable and shall include the following:

- Public Open Space Logo
- Open Space Type & Location of Open Space
- How to Access the Open Space (2 lines of text max.)
example: "Access via elevators at the end of this hallway"
- Direction Arrows (where necessary)

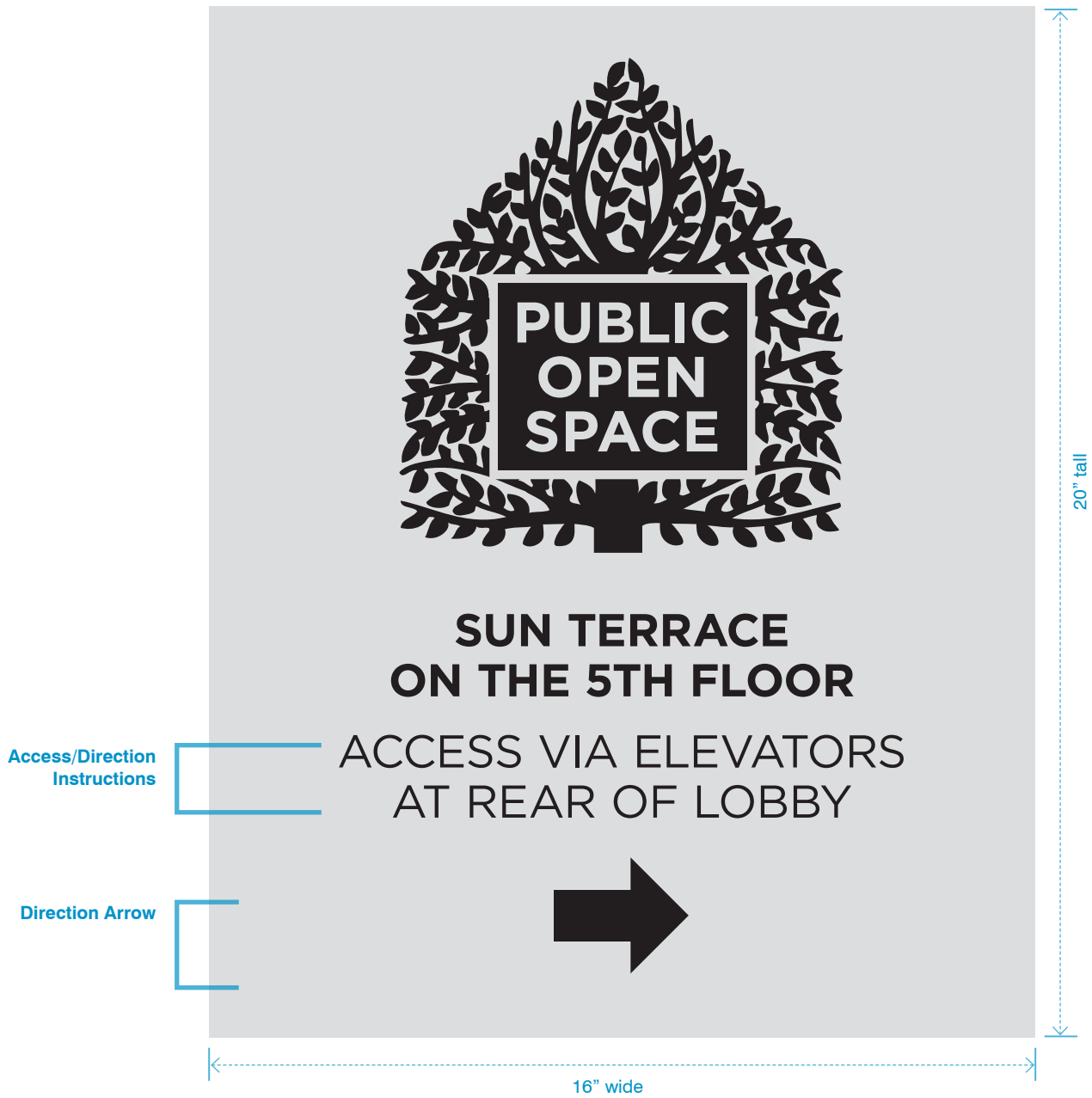
This policy shall be implemented through the Design Review Process. Failure to comply with the requirements of this subsection shall be grounds for enforcement under this Code, including but not limited to the provisions of Sections 176 and 176.1

**SIGN TEMPLATE AVAILABLE
FOR DOWNLOAD:**

The template with artwork needed for designing
POPOS signs (available in vector file formats) can be
downloaded on the Planning Department's web site:

<http://popos.sfplanning.org>

Figure 2
Directional Sign Template and Dimensions





**SAN FRANCISCO
PLANNING
DEPARTMENT**

**FOR MORE INFORMATION:
Call or visit the San Francisco Planning Department**

Central Reception

1650 Mission Street, Suite 400
San Francisco CA 94103-2479

TEL: **415.558.6378**

FAX: **415.558.6409**

WEB: **<http://www.sfplanning.org>**

Planning Information Center (PIC)

1660 Mission Street, First Floor
San Francisco CA 94103-2479

TEL: **415.558.6377**

*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*