

CITY AND COUNTY OF SAN FRANCISCO



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TO ALL INTERESTED PARTIES:

Attached is the City Attorney's summary and title for a proposed local initiative measure. In preparing this title, the City Attorney makes no representation regarding the merits or legality of the proposed legislation. Nor does the City Attorney verify or confirm any factual or legal assertion made in the proposal. The title is presented as a "true and impartial statement of the purpose of the proposed measure." Elections Code § 9203.

Very truly yours,

DENNIS J. HERRERA
City Attorney

A handwritten signature in cursive script, appearing to read "Mollie Lee".

Mollie Lee
Deputy City Attorney

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DEPARTMENT OF ELECTIONS

MID-MARKET SPECIAL SIGN DISTRICT

In March 2002, San Francisco voters adopted an ordinance banning new general advertising signs anywhere in the City. General advertising signs are signs that advertise goods or services sold somewhere other than where the sign is displayed. The law imposes a freeze on new signs as of March 5, 2002, but allows signs erected before the adoption of the 2002 ordinance to remain in place or be relocated under limited circumstances.

Also, San Francisco's zoning law prohibits all general advertising signs on Market Street between the Embarcadero and Octavia Boulevard (the "Market Street Special Sign District").

The proposed measure would create exceptions to the City-wide ban on new general advertising signs and the prohibition against general advertising signs in the Market Street Special Sign District. It would allow new general advertising signs in a new special sign district on and near Market Street between 5th Street and 7th Street. The stated purposes of the proposed ordinance include: making the area attractive as a tourist destination; restoring its historic focus on arts, culture and entertainment; retaining the historic architectural character of buildings; providing educational opportunities to neighborhood youth; and any other purpose related to advancement or promotion of arts in the area.

The measure would require the new signs to reflect the ordinance's stated purposes. The signs could include roof signs, wall signs, wind signs, rotating signs, signs with moving parts, video signs, illuminated signs, and projecting signs. The signs could be no larger than 500 square feet each and would be subject to various other limitations described in the ordinance.

The measure would permit local, state and federal agencies to request space on the new signs. It would reserve up to five percent of digital sign space for arts uses and institutions and another five percent of sign space for messages from City agencies.

The measure would require property owners to deposit either 20% or 40% of revenue from signs into a fund managed by the Central Market Community Benefit District (the "CBD"). The CBD is a non-profit organization managed by a board of directors composed of property owners, community-based organizations, and merchants in and around the mid-Market area. The signage revenue fund would be used to support a youth cultural and arts education program and construction and operation of a ticket booth at Hallidie Plaza, near the corner of Market and Powell Streets. It could also be used for CBD staffing, for administrative expenses in managing the fund, and to promote arts in Zip Code areas 94102 and 94103. The ordinance would require the San Francisco Controller's Office to conduct an annual audit of the fund.

The measure would authorize the CBD to regulate signs and enter into contracts with sign companies wishing to erect signs. It would require that property owners who want to install new general advertising signs work with sign companies approved by the CBD.

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