



July 20, 2009

Mr. John Arntz
Director of Elections, City Hall Room 48
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4634

Mr. Arntz:

Thank you for your letter of July 2, 2009 and for your request for a Department of Building Inspection analysis of the "Mid-Market Arts Revitalization and Tourism Special Sign District," which I understand has qualified for this November's ballot.

Below please find a summary analysis by the Department's Deputy Director for Permit Services, Laurence Kornfield, identifying specific concerns raised by this initiative, including:

- Sign permit applicants would need to be provided with additional assistance at the time of DBI permit intake, as our Initial Permit Review (IPR) and other DBI permit intake stations, would be required to spend additional time to screen sign permit applications for conformance with this proposed complex regulation.
- Following permit approval, and prior to permit issuance, permit applicants would be required to be notified of the additional permit conditions – requiring written notification to the Central Market Community Benefit District regarding the proposed regulation's sharing of signage revenue. A mechanism for providing and verifying such notification would have to be developed and implemented.
- Sign permit reporting needs could be increased substantially under this proposed regulation.
- DBI expects that Planning Department plan review would have to be involved under this proposed regulation in order to assure compliance with the many specific requirements triggered by these proposed Planning Code changes.
- Posted and effective sign permit application and permit fees would be required for all signage covered by this proposed legislation.
- Collection of signage revenues, beyond plan review and permit fees, is not anticipated to be performed by the Department of Building Inspection.
- The "ticket booth" proposed in this initiative would be required to obtain all necessary permits, as well as to pay all appropriate fees, and to meet all code requirements – including access for persons with disabilities.
- Enforcement of the specific provisions of this proposed legislation to the Planning Code is expected to be performed by the Planning Department.

I hope this provides helpful information to the Deputy City Attorney working with the Ballot Simplification Committee on this measure. Please let me know if you, or the Ballot Simplification Committee, require any additional assistance.

Thank you for your interest in the Department of Building Inspection.

Sincerely,

Vivian L. Day, C.B.O.

A handwritten signature in black ink, appearing to read "Vivian L. Day", with a long horizontal flourish extending to the right.