



CITY AND COUNTY OF SAN FRANCISCO
LONDON BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

September 20, 2021

Ms. Angela Calvillo, Clerk of the Board
City Hall Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

RE: BOS File No. BOS File No. 210810: Planning Code – Business Signs on Awnings and Marquees

The Small Business Commission Recommendation to the Board of Supervisors: **Support**

Dear Ms. Calvillo,

On September 13, 2021 the Small Business Commission (SBC) heard BOS File No. 210810: Planning Code – Business Signs on Awnings and Marquees. Dominica Donovan, Legislative Aide to Supervisor Stefani and Audrey Merlone, Senior Legislative Planning in the Planning Department, presented the proposal. The SBC voted (7-0) to recommend that the Board of Supervisors support the legislation.

The SBC discussed the importance of addressing and updating components of the Planning Code that can adversely impact small businesses. Though compliance is complaint driven, this legislation will bring new business districts under clear guidelines for compliance and provide greater flexibility for the signage that businesses are currently utilizing.

The SBC is appreciative of Supervisor Stefani, her staff, and the Planning Department for their continued support of San Francisco's small businesses. Thank you for considering the Commission's recommendation. Please feel free to contact me should you have any questions.

Sincerely,

Regina Dick-Endrizzi
Director, Office of Small Business

cc: Catherine Stefani, Member, Board of Supervisors
Sophia Kittler, Mayor's Liaison to the Board of Supervisors
Rich Hillis, Director, Planning Department
Jonas Ionin, Director of Planning Commission Affairs
Lisa Pagan, Office of Economic and Workforce Development
Linda Wong, Clerk of the Budget and Finance Committee