

From: [Mchugh, Eileen \(BOS\)](#)
To: [Major, Erica \(BOS\)](#)
Subject: FW: STRONGLY OPPOSING BOS LU&TC Agenda Item #2 [Planning Code - Business Signs on Awnings and Marquees] File #210810
Date: Monday, November 15, 2021 10:10:26 AM

From: aeboken <aeboken@gmail.com>
Sent: Monday, November 15, 2021 10:03 AM
To: BOS-Supervisors <bos-supervisors@sfgov.org>; BOS-Legislative Aides <bos-legislative_aides@sfgov.org>
Subject: STRONGLY OPPOSING BOS LU&TC Agenda Item #2 [Planning Code - Business Signs on Awnings and Marquees] File #210810

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TO: Board of Supervisors members

I am strongly opposing this legislation.

San Francisco has spent decades getting rid of excessive commercial signage and billboards.

This legislation would be a major step backwards.

As more retail business is conducted online, San Francisco businesses don't need more signage.

I am strongly opposing this legislation as it pertains to the following neighborhood commercial corridors:

- Inner Sunset
- Irving
- Judah
- Noriega
- Taraval
- Inner Taraval

Eileen Boken
Coalition for San Francisco Neighborhoods*

* For identification purposes only.

Sent from my Verizon, Samsung Galaxy smartphone

From: [Donovan, Dominica \(BOS\)](#)
To: [Major, Erica \(BOS\)](#)
Cc: [Low, Jen \(BOS\)](#)
Subject: FW: Support for Planning Code Amendment on Business Signs on Awnings and Marquees
Date: Monday, November 15, 2021 11:30:44 AM

Hey Erica,

FYI!

-Dominica

From: David Woo <david@somapilipinas.org>
Sent: Monday, November 15, 2021 11:03 AM
To: Melgar, Myrna (BOS) <myrna.melgar@sfgov.org>; Preston, Dean (BOS) <dean.preston@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>
Cc: Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>; Chan, Connie (BOS) <connie.chan@sfgov.org>; Raquel R. Redondiez <raquel@somapilipinas.org>
Subject: Support for Planning Code Amendment on Business Signs on Awnings and Marquees

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Dear Supervisors Melgar, Preston, and Peskin

SOMA Pilipinas Filipino Cultural Heritage District is in support of the ordinance amending the planning code regarding business signs on awnings and marquees (File No. 210810).

Small businesses have been greatly impacted by the pandemic and as a city we must do everything we can to support an equitable recovery, including supporting updates to regulations that make it easier for small businesses to recover. SOMA Pilipinas is working to develop Mission Street in SOMA as a commercial corridor for the cultural district, and the pandemic has greatly impacted our small businesses which were already struggling.

We ask that you please support this ordinance.

Thank you,

David Woo
SOMA Pilipinas

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David Woo
CHHESS Land Use Analyst
SOMA Pilipinas Cultural Heritage District

From: [Arab American Grocers Association \(AAGA\)](#)
To: [Major, Erica \(BOS\)](#)
Subject: File 210810 - Letter of Support
Date: Monday, November 15, 2021 12:04:51 PM
Attachments: [AAGA - File 210810.pdf](#)

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Dear Land Use Clerk and Staff,

Please see public comment below for item #2 on todays agenda.

Thank you.

AAGA Board

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11/15/2021

Re: FILE NO. 210810 ORDINANCE NO. [Planning Code - Business Signs on Awnings and Marquees]

Honorable Committee Members and Supervisors,

The Arab American Grocers Association, which became the Independent Grocers Association in the 1990s, represents over 500 businesses in the convenience, corner store and small grocer sector. We have been a consistent civic partner since our inception in the mid 1970s, while at the same time upholding establishments that are vital parts of neighborhoods.

Stores like ours, are always the first and easiest targets of signage and façade codes and tangential broken-window era policies as most of our members are single story, legacy, brick and mortar businesses. Much of the time our storefront and interior signage is inherited or corporate sponsored and limited in what small business owners can directly control. We find that the bureaucracy and restrictions legislated at the City level in this regard rarely account for the capacity of a small business in addressing façade improvements and compliance.

Please consider this important legislation to help our city move in the direction of ease of compliance versus punitive measures with no paired compliance assistance.

Sincerely,

The Arab American Grocer Association Executive Board

From: [Neighborhood Business Alliance](#)
To: [Major, Erica \(BOS\)](#)
Subject: File 210810 - Letter of Support
Date: Monday, November 15, 2021 12:30:10 PM
Attachments: [File 210810 letter of support.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Clerk,
Please see public comment attached in support of item #2 on todays agenda.

thank you

Neighborhood Business Alliance

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11/15/2021

Re: FILE NO. 210810 ORDINANCE NO. [Planning Code - Business Signs on Awnings and Marquees]

Honorable Supervisors,

The Neighborhood Business Alliance is a 501c6 Non-Profit Trade Association that brings together disproportionately impacted business communities to advocate for sensible, informed solutions to local economic policies and beyond. Ethnic trade associations, family businesses, and workers have joined forces to create a single voice on economic, cultural, and political issues affecting them the most. Officially formed in 2019, we facilitate the growth and development of our members through ongoing government advocacy; legal, financial, and entrepreneurial education; as well as innovative programs that strengthen local merchants, groups, and communities. One of our major goals is to enable members to participate fully in their region's local political landscape and economic development without regard to race, color, religion, creed, or origin.

Our Membership is largely made up of Arab, Africa, South Asian and Black-owned independent retail facing businesses, many of whom have regulatory licenses. Technical assistance and compliance support has become a central functionality of our Trade Association as family businesses continually need assistance in adhering to City policies and codes. Programs like SF Shines are limited in their reach to many small businesses in equity neighborhoods with dated infrastructure and signage.

It is our recommendation that our elected representatives understand the wide set of responsibilities small business owners face and to streamline outdated codes and fees schedules in which small businesses can passively incur fines and violations without notice, mitigation or compliance support.

Therefore, we encourage your passage of this legislation. Broken-window era planning codes, nuisance fees, etc. like the existing signage laws, require serious updating and an equity lens applied, as they disproportionately criminalize businesses that serve low income communities and independent BIPOC owned businesses.

Sincerely,

Neighborhood Business Alliance Advisory & Executive Board





CSFN Resolution Regarding Sign Clutter

Whereas San Francisco, like many cities nationwide, has regulated storefront signs over sidewalks for decades to minimize blight created by excessive signage,

Whereas the work of city officials and activists to reduce sign clutter over five decades should be respected and maintained,

Whereas San Francisco city government is weakening sign regulations, allowing larger storefront signs, allowing more signs per business, allowing unlimited sales and lease signage on residential buildings, allowing large signs on historic buildings, and proposing legislation to allow more signage on awnings and marquees,

Therefore, be it resolved, that the Coalition for San Francisco Neighborhoods opposes legislation that would allow more signs on awnings and marquees, supports the reversal of the section of city ordinance #179-18 that “streamlined” the process of adding signs to historic buildings, decries the installation of two 25-foot-high blade signs on the historic Rincon Annex building and supports their removal, opposes the addition of any new signage to the exterior of the Rincon Annex building, and opposes any current policy allowing the unlimited number of sales and lease signs on residential buildings.

September 2021

SUPPORT MERCHANTS NOT SIGN COMPANIES

- The Stefani ordinance will allow storefronts, including chains, to now have two large signs greatly increasing the amount of visual sign clutter all over SF. They would be allowed to have a projecting sign AND an awning sign. Currently they are allowed one or the other.
- The lettering on projecting signs could be up to 32 ft.² (4' x 8') and the awning signs 20 to 40 ft.² (5' x 8') depending on the area.
- The proponents (including the Planning Dept) have repeatedly emphasized that adding some lettering to an awning is no big deal without mentioning the permissible dimensions of the lettering nor the addition of projecting signs. Artwork provided by the Planning Dept consistently shows awning and projecting signs much smaller than what would be allowed.
- One commissioner stated in the meeting that, after reading the Planning Dept executive summary, she didn't realize businesses would be allowed to have a projecting sign in addition to an awning sign.
- We have warned of "hundreds if not thousands" of new signs. Proponents (including the Planning Dept.) take exception to this estimate but do not provide their own numbers.
- Proponents often reference cultural districts, the city's unique appearance, supporting business, and protecting property values without providing any information that this ordinance would assist with any of those things. We believe most of those things would deteriorate.
- A commissioner during the 10/7 meeting pointed out that it would most likely be chains and downtown businesses that can afford to add signs.
- According to Planning, this effort to weaken sign regulations all over S.F. came about because only one person complained about sign enforcement to Stefani (a merchant named Jim in Dist. 2). According to Planning staff, Jim's signage would still be out of compliance even if the Stefani ordinance passed.

Rev. 11/4/21





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10:34 PM Wed Aug 11

webbie1.sfpl.org

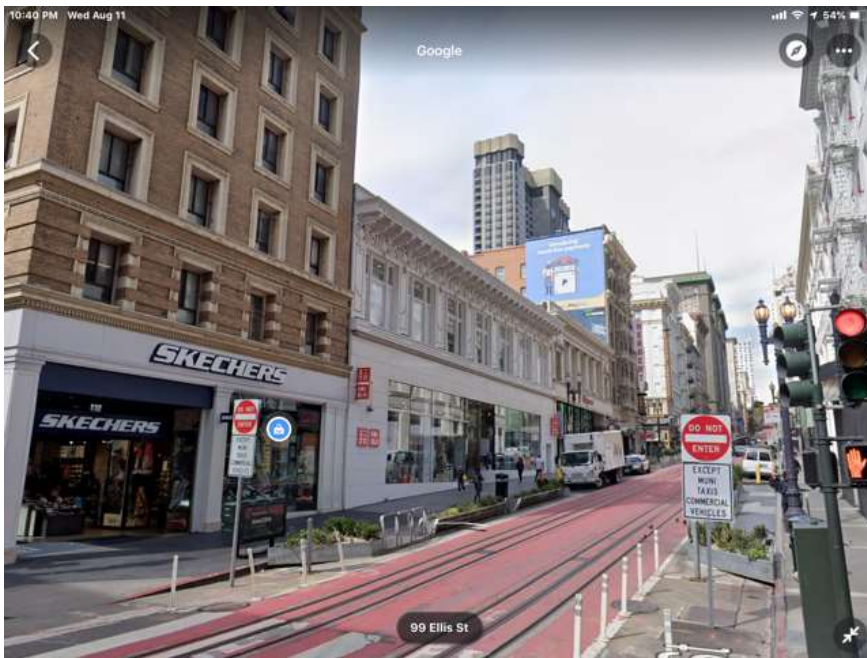
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10:40 PM Wed Aug 11

Google

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From: [Lizzie Bird](#)
To: [Major, Erica \(BOS\)](#)
Subject: Let SF shops have 2 signs!!
Date: Tuesday, November 16, 2021 10:23:11 AM

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I'm a Nob Hill resident/Bay Area native. For crying out loud, let small businesses have 2 signs.

--

Developer Evangelist at Twilio
Bryn Mawr College CS 2018

From: [Luci Laffitte](#)
To: [Major, Erica \(BOS\)](#)
Subject: Let Shops Have Signs
Date: Monday, November 15, 2021 4:32:11 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Please pass Board File 210810, "Let Shops Have Signs". This bill will help small businesses all over San Francisco recover from the ravages of COVID-19, and protect shops from the threat of ruinous fines and tangles with the bureaucracy of San Francisco government. This legislation will help businesses in nearly every commercial corridor in San Francisco, legalizing a practice common in various historic and cultural districts.

--

Luci Laffitte

From: [Jason Jungreis](#)
To: [Peskin, Aaron \(BOS\)](#); [Preston, Dean \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Major, Erica \(BOS\)](#)
Subject: re Land Use Committee Meeting 11-15-21 Agenda Item #210810 re "signage" -- Please vote no, this is so much unnecessary and screwy regulation
Date: Sunday, November 14, 2021 8:48:14 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Ms. Melgar and Messrs. Peskin and Preston,

Please vote no on Agenda Item #210810 re "signage."

There are some speaking points going around, which you've doubtless seen. Here is my point: this is yet another over-regulatory piece of nonsense. Not to mention, it has no internal consistency as it proposes to regulate signage but functionally will actually encourage additional new signage. Just stop putting new onerous regulations in place -- you know, just like each of you always say you want to avoid doing.

Thanks.

Jason Jungreis
San Francisco