

File No. 130744

Committee Item No. 7

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Economic Development Date July 22, 2013

Board of Supervisors Meeting Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- Categorical Exemption Determinations, dtd 7/11/13 & 7/17/13
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Alisa Miller Date July 19, 2013

Completed by: _____ Date _____

1 [Police Code - Aerial Signs and Advertising]

2
3 **Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or**
4 **buoyant objects to display any sign or advertising device in the airspace over the 34th**
5 **~~America's Cup course area~~City and County of San Francisco; and making**
6 **environmental findings.**

7 NOTE: Additions are *single-underline italics Times New Roman*;
8 deletions are *strike-through italics Times New Roman*.
9 Board amendment additions are double-underlined;
10 Board amendment deletions are ~~strikethrough-normal~~.

11 Be it ordained by the People of the City and County of San Francisco:

12 Section 1. The Planning Department has determined that the actions contemplated in
13 this ordinance comply with the California Environmental Quality Act (California Public
14 Resources Code Section 21000 et seq.). Said determination is on file with the Clerk of the
15 Board of Supervisors in File No. 130744 and is incorporated herein by reference.

16 Section 2. Findings. The Board of Supervisors of the City and County of San
17 Francisco hereby finds as follows:

18 ~~1. By Resolution No. 585-10 (File No. 101259), this Board of Supervisors approved the~~
19 ~~terms of a host agreement for the 34th America's Cup and related regattas (the "Event") with~~
20 ~~the America's Cup Event Authority ("Event Authority"), which was executed by the parties on~~
21 ~~December 31, 2010 as the America's Cup Host and Venue Agreement (the "Host~~
22 ~~Agreement") upon the selection of the City and County of San Francisco ("City") as host city~~
23 ~~for the Event.~~

24 ~~2. In Resolution No. 585-10, this Board found that hosting the Event would generate~~
25 ~~significant public benefits for the City including: (i) the generation of significant new jobs and~~

1 economic development in a very short period of time; (ii) substantially increased public access
2 to the waterfront; (iii) new opportunities for people to view and enjoy the San Francisco Bay;
3 and (iv) an extraordinary opportunity to showcase San Francisco and the Bay to the nation
4 and the world.

5 ~~3. Allowing aerial signs and advertising such as towing banners in the airspace above~~
6 ~~the Event during race activities would create visual blight and clutter that would (i) undermine~~
7 ~~the viewing experience for the thousands of spectators who are expected to attend the Event,~~
8 ~~(ii) pollute the visual landscape of the San Francisco waterfront that is being showcased by~~
9 ~~the Event, and (iii) create potentially dangerous visual distractions for the race participants.~~
10 ~~To provide a pleasant viewing experience for spectators by allowing for uninterrupted viewing~~
11 ~~of the Event activities, to protect public safety, and to safeguard the overall success of the~~
12 ~~Event, the Board wishes to protect the airspace above the Event from any and all commercial~~
13 ~~or promotional interruption during the racing events.~~

14 ~~4. In addition, Section 10.3 of the Host Agreement requires the City to work with~~
15 ~~the Event Authority to develop and implement a program to protect the Event from "ambush~~
16 ~~marketing." Specifically, Section 10.3(b) requires the City to take a number of actions on~~
17 ~~behalf of the Event Authority and the Event in general, including seeking "the prohibition of~~
18 ~~use of Event Airspace during the [e]vent, and in respect of appropriately large perimeters~~
19 ~~around the airspace of the [v]enue to prevent any unauthorized aircraft or any other floating or~~
20 ~~flying device (in particular hot air/helium/other gas balloons or blimps) from being used to~~
21 ~~advertise or carry out ambush marketing activities." Ambush marketing refers to unauthorized~~
22 ~~parties taking actions to associate themselves with, and therefore capitalize on, the visibility~~
23 ~~and intellectual property of a particular event without entering appropriate contractual~~
24 ~~relationships to do so.~~

1 ~~5. By adoption of this ordinance, this Board of Supervisors intends to establish~~
2 ~~restrictions on all aerial signs and advertising in the airspace over the Event in furtherance of~~
3 ~~the City's goals of ensuring a successful Event, promoting a pleasant spectator experience,~~
4 ~~and protecting public safety, as well as the City's responsibilities under the terms of the Host~~
5 ~~Agreement.~~

6 1. In recent years, San Francisco voters have consistently sided with initiatives to
7 restrict the amount of advertising allowed in the City and County of San Francisco, including
8 the following:

9 - Approving Measure B in 2002 to prohibit all new general advertising signs
10 on private property.

11 - Approving Measure K in 2007 and Measure E in 2009 to prohibit all new
12 general advertising signs on street furniture and City-owned buildings.

13 - Disapproving Measure D in 2009 which would have created a Mid-Market
14 Special Sign District where new general advertising signs would be permitted.

15 2. Many areas of the City are saturated with general advertising signs. In these areas
16 the general advertising signs are obtrusive, out of scale, and contribute to visual pollution and
17 blight.

18 3. Tourism, San Francisco's largest revenue generating industry, benefits from the
19 preservation of the City's unique character, architecture and vistas. Reducing the amount of
20 advertising in the City will help accentuate its distinctive appearance and the character that
21 tourists visit the City to experience.

22 Section 3. The San Francisco Police Code is hereby amended by adding Article 49, to
23 read as follows:

24
25 **ARTICLE 49. AERIAL SIGNS.**

1
2 **SEC. 4900. DEFINITIONS.**

3 “Director” shall mean the ~~Executive Director of the Port of San Francisco or his or her~~
4 designee.

5 “Event Airspace” shall mean the ~~airspace located above an area extending one-half~~
6 ~~mile laterally in each direction from the Primary Regulated Area established for the 2013 34th~~
7 ~~America’s Cup regattas by the United States Coast Guard under 33 U.S.C. 1233 § 100.T11-~~
8 ~~0551B.~~

9
10 **SEC. 4901. GENERAL PROHIBITION.**

11 Except as allowed under Section 4902, no person shall use any type of aircraft or other self-
12 propelled or buoyant airborne object to display in any manner or for any purpose any sign or
13 advertising device within the event Airspace of the City and County of San Francisco. For the
14 purpose of this section, a “sign or advertising device” includes, but is not limited to, a poster, banner,
15 writing, picture, painting, light, model, display, emblem, notice, illustration, insignia, or symbol. A
16 “sign or advertising device” does not include a sign or advertising device when placed on or attached
17 to any ground, building, or structure. Such a sign or advertising device shall be permitted, prohibited,
18 or otherwise regulated as provided under any applicable law.

19
20 **SEC. 4902. EXCEPTIONS.**

21 (a) Section 4901 shall not prohibit the display of an identifying mark, trade name, trade
22 insignia, or trademark on the exterior of an aircraft or self-propelled or buoyant airborne object if the
23 displayed item is under the ownership or registration of the aircraft’s or airborne object’s owner.

24 (b) Section 4901 shall not prohibit the display of a sign or advertising device placed wholly and
25 visible only within the interior of an aircraft or self-propelled or buoyant airborne object.

1
2 **SEC. 4903. CRIMINAL AND CIVIL PENALTIES.**

3 (a) Criminal Penalty. Any person who violates any provision of this Article shall be deemed
4 guilty of an infraction. Any person who violates this Article more than once prior to its expiration shall
5 be guilty of an infraction or a misdemeanor, at the discretion of the prosecutor. A first violation of this
6 Article is an infraction is punishable by a fine of not more than \$100. A second violation prior to the
7 expiration of this Article is an infraction punishable by a fine of not more than \$200 or a misdemeanor
8 punishable by a fine of not to exceed \$1,000 or by imprisonment in the County Jail for a period not to
9 exceed six months, or by both such fine and imprisonment, at the discretion of the prosecutor. A third
10 or subsequent violation prior to the expiration of this Article is an infraction punishable by a fine of not
11 more than \$500 or a misdemeanor punishable by a fine of not to exceed \$1,000 or by imprisonment in
12 the County Jail for a period not to exceed six months, or by both such fine and imprisonment, at the
13 discretion of the prosecutor. Each day a person engages in conduct in violation of this Article shall
14 constitute a separate violation.

15 (b) Administrative Penalty. The ~~Director~~City Administrator may issue administrative citations
16 for the violation of any provision of this Article. San Francisco Administrative Code Chapter 100,
17 "Procedures Governing the Imposition of Administrative Fines," is hereby incorporated in its entirety
18 and shall govern the amount of fees and the procedure for imposition, enforcement, collection, and
19 administrative review of administrative citations issued under this Article.

20
21 **SEC. 4904. CONFLICT WITH FEDERAL OR STATE LAW.**

22 Nothing in this Article shall authorize the City to impose any duties or obligations in conflict
23 with limitations on municipal authority imposed by federal or State law. This Article shall be construed
24 so as not to conflict with applicable federal or State law. In engaging in enforcement actions pursuant
25

1 to Section 4902, the City is authorized to implement this Article so as to avoid a conflict, if any, with
2 applicable federal or State law.


3
4 **~~SEC. 4905. SUNSET CLAUSE.~~**

5 ~~This Article shall expire on September 30, 2013 or upon the date of receipt of written~~
6 ~~certification from the City Attorney to the Clerk of the Board of Supervisors that the Federal~~
7 ~~Aviation Administration has issued a temporary flight restriction for the Event Airspace under~~
8 ~~14 CFR Sec. 145 that prohibits the use of this airspace by aircraft not authorized or accredited~~
9 ~~by the event, whichever occurs sooner. Upon expiration of this Article, the City Attorney shall~~
10 ~~cause this Article to be removed from the Police Code.~~

11
12 Section 4. Effective Date. This ordinance shall become effective 30 days from the
13 date of passage.

14
15 Section 5. In enacting this Ordinance, the Board intends to amend only those words,
16 phrases, paragraphs, subsections, sections, articles, numbers, punctuation, charts, diagrams,
17 or any other constituent part of the Police Code that are explicitly shown in this legislation as
18 additions, deletions, Board amendment additions, and Board amendment deletions in
19 accordance with the "Note" that appears under the official title of the legislation.

20
21 APPROVED AS TO FORM:
22 DENNIS J. HERRERA, City Attorney

23 By: 
24 FRANCESCA GESSNER
25 Deputy City Attorney

n:\legana\as2013\1400032\00860317.doc

Supervisors Kim, Avalos
BOARD OF SUPERVISORS

REVISED LEGISLATIVE DIGEST
(7/15/2013, Amended in Committee)

[Police Code - Aerial Signs and Advertising]

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in the airspace over the City and County of San Francisco; and making environmental findings.

Existing Law

Existing City law does not address the use of aircraft or other airborne objects to display signs or advertising devices in the airspace over the City and County of San Francisco.

Amendments to Current Law

The proposed ordinance would add a new Article 49 to the Police Code that would prohibit the use of any type of aircraft or other self-propelled or buoyant airborne object to display in any manner or for any purpose any sign or advertising device in the airspace over the City and County of San Francisco. (Sec. 4901). The prohibition would not apply to (1) the display of an identifying mark, trade name, trade insignia, or trademark on the exterior of an aircraft or airborne object if the displayed item is under the ownership or registration of the aircraft's or airborne object's owner, or (2) the display of a sign or advertising device placed wholly and visible only within the interior of an aircraft or airborne object. (Sec. 4902).

Persons who violate Article 49 would be subject to criminal and civil penalties. (Sec. 4903). The City Administrator would be authorized to issue administrative citations for violations of Article 49.

Background Information

This legislation would establish restrictions on all aerial signs and advertising in the airspace over the City and County of San Francisco in furtherance of the City's goals of protecting the scenic beauty of San Francisco, reducing visual pollution and noise pollution, and minimizing traffic safety hazards for motorists and pedestrians.

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

July 17, 2013

File No. 130744

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

On July 15, 2013, the Land Use and Economic Development Committee **duplicated** File No. 130661 (which you've already provided a Categorical Exemption stamp for) and amended it further resulting in the following proposed legislation:

File No. 130744

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in airspace over the City and County of San Francisco; and making environmental findings.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

Handwritten signature of Alisa Miller in cursive.

By: Alisa Miller, Committee Clerk
Land Use & Economic Development Committee

Attachment

c: Monica Pereira, Environmental Planning
Joy Navarrete, Environmental Planning

NON-PHYSICAL EXEMPTION
CEPA SECTION 15060(c)(2)

Handwritten signature of Joy Navarrete in cursive.
7/17/13
JOY NAVARRETE

2013. 0938E

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

July 11, 2013

File No. 130661

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

On July 9, 2013, the Department of Economic and Workforce Development introduced the following proposed legislation:

File No. 130661

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in the airspace over the 34th America's Cup course area; and making environmental findings.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

Alisa Miller

By: Alisa Miller, Committee Clerk
Land Use & Economic Development Committee

Attachment

c: Monica Pereira, Environmental Planning
Joy Navarrete, Environmental Planning

*Non-physical exemption
CEQA Section 15060(c)(2)*

JN 7/11/13
JOY NAVARRETE

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Michael Martin, Project Director, 34th America's Cup
DATE: June 18, 2013
SUBJECT: Police Code - Ordinance
Ordinance Title: Aerial Signs and Advertising

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2013 JUN 19 AM 9:21

Attached for introduction is the ordinance amending the San Francisco Police Code to prohibit the use of aircraft or other self-propelled or buoyant airborne objects to display any sign or advertising device in the airspace over the 34th America's Cup course area; and making environmental findings.

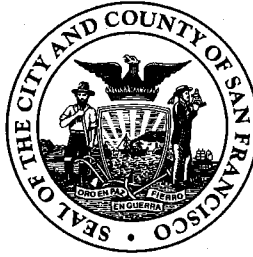
I request a waiver of the 30-day hold and further request a calendar date of July 15th at Land Use and Economic Development Committee.

Departmental representative to receive a copy of the adopted Ordinance:

Name: Michael Martin **Phone:** 554-6937
Interoffice Mail Address: City Hall, Room 448 **Certified copy required:** No.



BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

July 17, 2013

File No. 130744

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

On July 15, 2013, the Land Use and Economic Development Committee **duplicated** File No. 130661 (which you've already provided a Categorical Exemption stamp for) and amended it further resulting in the following proposed legislation:

File No. 130744

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in airspace over the City and County of San Francisco; and making environmental findings.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script that reads "Alisa Miller".

By: Alisa Miller, Committee Clerk
Land Use & Economic Development Committee

Attachment

c: Monica Pereira, Environmental Planning
Joy Navarrete, Environmental Planning

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Monique Moyer, Executive Director, Port
Chief Greg Suhr, Police Department
Naomi Kelly, City Administrator

FROM: Alisa Miller, Clerk, Land Use and Economic Development Committee
Board of Supervisors

DATE: July 17, 2013

SUBJECT: LEGISLATION DUPLICATED AND AMENDED

On July 15, 2013, the Board of Supervisors' Land Use and Economic Development Committee **duplicated** File No. 130661 (which was previously referred to you for information) and amended it further resulting in the following proposed legislation:

File No. 130744

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in airspace over the City and County of San Francisco; and making environmental findings.

This matter is being forwarded to your department for informational purposes. If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: Elaine Forbes, Port
Christine Fountain, Police Department

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

July 11, 2013

File No. 130661

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

On July 9, 2013, the Department of Economic and Workforce Development introduced the following proposed legislation:

File No. 130661

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in the airspace over the 34th America's Cup course area; and making environmental findings.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script that reads "Alisa Miller".

By: Alisa Miller, Committee Clerk
Land Use & Economic Development Committee

Attachment

c: Monica Pereira, Environmental Planning
Joy Navarrete, Environmental Planning

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Monique Moyer, Executive Director, Port
Chief Greg Suhr, Police Department

FROM: Alisa Miller, Clerk, Land Use and Economic Development Committee
Board of Supervisors

DATE: July 11, 2013

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Economic Development Committee has received the following proposed legislation, introduced by the Department of Economic and Workforce Development on July 9, 2013:

File No. 130661

Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in the airspace over the 34th America's Cup course area; and making environmental findings.

This matter is being forwarded to your department for informational purposes. If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: Elaine Forbes, Port
Christine Fountain, Police Department

LEGISLATION RECEIVED CHECKLIST

Date 6/18/13

File Number (if applicable) _____

- Legislation for Introduction (NEW) ▶▶▶ Legislation Clerk
- Legislation Pending in Committee (AMENDED) ▶▶▶ Committee Clerk
- Legislation for Board Agenda (AMENDED) ▶▶▶ Dep Clerk, Legislative Div

Supervisor, Mayor, and Departmental Submittals

Grant Ordinance

- Legislation:** Original and 2 hard copies and 1 electronic copy in word format
- Signature:** Department Head, Mayor or the Mayor's designee, plus the Controller
- Back-up materials:** 2 full sets (see below) and 1 electronic copy in pdf format*
 - Cover letter
 - Grant budget/application
 - Grant information form, including disability checklist
 - Letter of Intent or grant award letter from funding agency
 - Contract, Leases/Agreements (if applicable)
 - Ethics Form 126 (if applicable)*Word format
- E-Copy of legislation/back-up materials: Sent to BOS.Legislation@sfgov.org**

Ordinance

- Legislation:** Original and 2 copies and 1 electronic copy in word format
- Signature:** City Attorney (For Settlement of Lawsuits - City Attorney, Department Head, Controller, Commission Secretary)
- Back-up materials:** 2 full sets (see below) and 1 electronic copy in pdf format
 - Cover letter
 - Settlement Report/Agreement (for settlements)
 - Other (Explain)
- E-Copy of legislation/back-up materials: Sent to BOS.Legislation@sfgov.org**

Grant Resolution

- Legislation:** Original and 2 copies and 1 electronic copy in word format
- Signature:** Department Head, Mayor or the Mayor's designee, plus the Controller
- Back-up materials:** 2 full sets (see below) and 1 electronic copy in pdf format*
 - Cover letter
 - Grant budget/application
 - Grant information form, including disability checklist
 - Letter of Intent or grant award letter from funding agency
 - Contract, Leases/Agreements (if applicable)
 - Ethics Form 126 (if applicable)*Word format
- E-Copy of legislation/back-up materials: Sent to BOS.Legislation@sfgov.org**

Resolution

- Legislation:** Original and 2 copies and 1 electronic copy in word format
- Signature:** None (Required for Settlement of Claims - City Attorney, Department Head, Controller, Commission Secretary)
- Back-up materials:** 2 full sets (see below) and 1 electronic copy in pdf format
 - Cover letter
 - Settlement Report/Agreement (for settlements)
 - Other (Explain)
- E-Copy of legislation/back-up materials: Sent to BOS.Legislation@sfgov.org**

Mike Martin - 554-6937
Name and Telephone Number

Office of Economic & Workforce Development
Department

130661