

1 [Waiver of Banner Fee - "Shop & Dine in the 49" Campaign]

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3 **Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the**
 4 **placement of up to 300 banners per year, for three years starting on November 20,**
 5 **2021, by the Office of Economic and Workforce Development to publicize the City's**
 6 **"Shop & Dine in the 49" campaign; and affirming the Planning Department's**
 7 **determination under the California Environmental Quality Act.**

8 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
 9 **Additions to Codes** are in *single-underline italics Times New Roman font*.
 10 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
 11 **Board amendment additions** are in double-underlined Arial font.
 12 **Board amendment deletions** are in ~~strikethrough Arial font~~.
 13 **Asterisks (* * * *)** indicate the omission of unchanged Code
 14 subsections or parts of tables.

12

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

14

15 Section 1. Background and Findings.

16 (a) The Planning Department has determined that the actions contemplated in this
 17 ordinance comply with the California Environmental Quality Act (California Public Resources
 18 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
 19 Supervisors in File No. 211099 and is incorporated herein by reference. The Board affirms
 20 this determination.

21 (b) Annually, in collaboration with Shop Small and San Francisco's Buy Local
 22 campaign, the Office of Economic and Workforce Development ("OEWD") coordinates the
 23 "Shop & Dine in the 49" campaign (the "Campaign") to promote local businesses and
 24 challenge local residents to do their shopping and dining within San Francisco. To help
 25 publicize the Campaign in major merchant corridors, OEWD has been posting banners

1 publicizing the Campaign in major merchant corridors, subject to approval by San Francisco
2 Public Works (“Public Works”), with banner fees otherwise required by Public Works Code
3 Section 184.78 waived in accordance with Ordinance No. 80-19. Small Business Saturday,
4 the annual marquee event of the Campaign aimed at promoting small businesses, takes place
5 on the first Saturday after the Thanksgiving holiday.

6 Section 2. Fee Waiver. The fees set forth in Public Works Code Section 184.78 shall
7 be waived for OEWD for up to 300 banners posted per year on City-owned utility poles to
8 publicize the Campaign in major merchant corridors, commencing November 20, 2021 and
9 concluding three years later, on November 19, 2024. All other provisions of Public Works
10 Code Section 184.78 shall remain in full effect for the duration of the fee waiver period
11 authorized in this ordinance.

12 Section 3. Effective Date; Retroactivity.

13 (a) This ordinance shall become effective 30 days after enactment. Enactment occurs
14 when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not
15 sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the
16 Mayor’s veto of the ordinance.

17 (b) It is the intent of the Board of Supervisors that, notwithstanding the November 19,
18 2021 end date of Ordinance No. 80-19, there be no gap in the waiver of banner fees
19 otherwise required under Public Works Code Section 184.78 for OEWD’s placement of
20 banners publicizing the Campaign in major market corridors. Accordingly, as indicated in
21 Section 2 of this ordinance, the ordinance shall be retroactive to November 20, 2021. It is the
22 intent of the Board of Supervisors that Public Works exercise administrative discretion to not
23 charge said banner fees to OEWD for placement of said banners in the period between the
24 termination of Ordinance No. 80-19 and the effective date of this ordinance. Upon the
25 effective date of this ordinance, Public Works shall be obligated to refund any fees collected

1 from OEWD pursuant to Public Works Code Section 184.78 for banners publicizing the
2 Campaign placed in major merchant corridors during that interim period.

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4 APPROVED AS TO FORM:
5 DENNIS J. HERRERA, City Attorney

6 By: /s/ Christopher T. Tom
7 CHRISTOPHER T. TOM
8 Deputy City Attorney

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LEGISLATIVE DIGEST

[Waiver of Banner Fee - “Shop & Dine in the 49” Campaign]

Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20, 2021, by the Office of Economic and Workforce Development to publicize the City’s “Shop & Dine in the 49” campaign; and affirming the Planning Department’s determination under the California Environmental Quality Act.

Existing Law

Public Works Code Section 184.78 specifies a process and conditions under which banners may be placed on City-owned utility poles. Ordinance 80-19 waives the banner fees under this section from November 20, 2018 to November 19, 2021.

Amendments to Current Law

This ordinance would waive banner fees for an additional three years beginning on November 20, 2021.

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CITY AND COUNTY OF SAN FRANCISCO
LONDON BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

November 16, 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. 211099 – Waiver of Banner Fee – “Shop and Dine in the 49” Campaign

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

Dear Ms. Calvillo,

On November 8, 2021 the Small Business Commission heard a presentation by Marianne Thompson from the Office of Economic and Workforce Development regarding BOS File No. 211099 – Waiver of Banner Fee – “Shop and Dine in the 49” Campaign. Ms. Thompson explained that this legislation renews past legislation which waived banner fees for signs supporting the local economy through the “Shop and Dine in the 49 Campaign.”

The Commission engaged in a discussion with Ms. Thompson about how important this campaign is and thanked her for organizing it. The Commission is grateful to Supervisor Stefani and her staff for supporting OEWD on initiatives such as this and unanimously voted to support it. Thank you for considering the Commission’s recommendation. Please feel free to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Regina Dick-Endrizzi".

Regina Dick-Endrizzi
Director, Office of Small Business

cc: Catherine Stefani, Member, Board of Supervisors
Tom Paulino, Mayor’s Liaison to the Board of Supervisors
Brent Jalipa, Clerk, Budget and Finance Committee

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

October 26, 2021

File No. 211099

Lisa Gibson
Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

On October 19, 2021, Supervisor Catherine Stefani introduced the following legislation:

File No. 211099

Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20, 2021, by the Office of Economic and Workforce Development to publicize the City's "Shop & Dine in the 49" campaign; and affirming the Planning Department's determination under the California Environmental Quality Act.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

Brent Jalipa

By: Brent Jalipa, Assistant Clerk
Budget and Finance Committee

Attachment

c: Devyani Jain, Environmental Planning
Joy Navarrete, Environmental Planning
Don Lewis, Environmental Planning
Laura Lynch, Environmental Planning

Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.

10/27/2021

Joy Navarrete

BOARD of SUPERVISORS



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

October 26, 2021

File No. 210999

Lisa Gibson
Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

On October 19, 2021, Supervisor Catherine Stefani introduced the following legislation:

File No. 211099

Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20, 2021, by the Office of Economic and Workforce Development to publicize the City's "Shop & Dine in the 49" campaign; and affirming the Planning Department's determination under the California Environmental Quality Act.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

Brent Jalipa

By: Brent Jalipa, Assistant Clerk
Budget and Finance Committee

Attachment

c: Devyani Jain, Environmental Planning
Joy Navarrete, Environmental Planning
Don Lewis, Environmental Planning
Laura Lynch, Environmental Planning

BOARD of SUPERVISORS



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

MEMORANDUM

TO: Carla Short, Interim Director, Public Works
Kate Sofis, Director, Office of Economic and Workforce Development

FROM: Brent Jalipa, Assistant Clerk
Budget and Finance Committee

DATE: October 26, 2021

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Budget and Finance Committee has received the following proposed legislation, introduced by Supervisor Catherine Stefani:

File No. 211099

Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20, 2021, by the Office of Economic and Workforce Development to publicize the City's "Shop & Dine in the 49" campaign; and affirming the Planning Department's determination under the California Environmental Quality Act.

If you have 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 or by email at: brent.jalipa@sfgov.org.

c: David Steinberg, Public Works
Jeremy Spitz, Public Works
Lena Liu, Public Works
J'Wel Vaughan, Office of Economic and Workforce Development
Anne Taupier, Office of Economic and Workforce Development
Lisa Pagan, Office of Economic and Workforce Development

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: Regina Dick-Endrizzi
Small Business Commission, City Hall, Room 448

FROM: Brent Jalipa, Assistant Clerk
Budget and Finance Committee

DATE: October 26, 2021

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS
Budget and Finance Committee

The Board of Supervisors' Budget and Finance Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation.

File No. 211099
Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20, 2021, by the Office of Economic and Workforce Development to publicize the City's "Shop & Dine in the 49" campaign; and affirming the Planning Department's determination under the California Environmental Quality Act.

Please return this cover sheet with the Commission's response to Brent Jalipa, Budget and Finance Clerk, by email to: brent.jalipa@sfgov.org.

RESPONSE FROM SMALL BUSINESS COMMISSION - Date: _____

No Comment
 Recommendation Attached

Chairperson, Small Business Commission

President, District 10
BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. 554-6516
Fax No. 554-7674
TDD/TTY No. 544-6546

Shamann Walton

PRESIDENTIAL ACTION

Date: 10/21/2021

To: Angela Calvillo, Clerk of the Board of Supervisors

Madam Clerk,

Pursuant to Board Rules, I am hereby:

Waiving 30-Day Rule (Board Rule No. 3.23)

File No.

211099

Stefani

(Primary Sponsor)

Title. [Waiver of Banner Fee - "Shop & Dine in the 49" Campaign]

Transferring (Board Rule No 3.3)

File No.

(Primary Sponsor)

Title.

From:

Committee

To:

Committee

Assigning Temporary Committee Appointment (Board Rule No. 3.1)

Supervisor:

Replacing Supervisor:

For:

(Date)

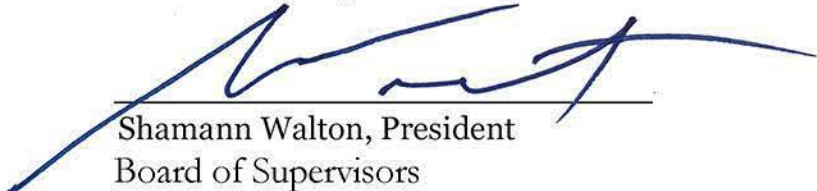
(Committee)

Meeting

Start Time:

End Time:

Temporary Assignment: Partial Full Meeting


Shamann Walton, President
Board of Supervisors

Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor inquiries"
- 5. City Attorney Request.
- 6. Call File No. from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.

Sponsor(s):

Stefani

Subject:

Waiver of Banner Fee - "Shop & Dine in the 49" Campaign

The text is listed:

Ordinance waiving the banner fees under Public Works Code, Section 184.78, for the placement of up to 300 banners per year, for three years starting on November 20 , 2021, by the Office of Economic and Workforce Development to publicize the City's "Shop & Dine in the 49" campaign; for three years, starting retroactively on November 19, 2021 and affirming the Planning Department's determination under the California Environmental Quality Act.

Signature of Sponsoring Supervisor: /s/ Catherine Stefani

For Clerk's Use Only