



SFCDMA

San Francisco Council of District Merchants Associations

Maryo Mogannam
President

Masood Samereie
Vice-President

Al Williams
Vice-President

Tracey Sylvester
Secretary

Keith Goldstein
Treasurer

October 11, 2021,

The Honorable Shamann Walton, President, SF Board of Supervisors
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Letter of Support [Planning Code - Business Signs on Awnings and Marquees]

Dear President Walton,

The San Francisco Council of District Merchants Associations (SFCDMA) has served to protect, preserve and promote small business merchant corridors in San Francisco for 70 years. We represent 34 local merchant associations and advocate for all small business merchants in every one of our neighborhood commercial districts.

The Council of District Merchants Association are very much in favor of making changes to the Planning Code to allow all businesses that currently are in violation of this obscure code regulation, to be in compliance.

We request that you "grandfather" the approximate 400 businesses that may be in violation of this obscure Code that may have been resurrected for disingenuous purposes. We would also like all fines to be waived for those "grandfathered" businesses. Many of these businesses have had the awnings and signs for decades without any complaint.

In these times when businesses are struggling, your intervention is critical.

Thank you for your consideration and please call on me for any further discussion on this every important matter to our neighborhood small businesses.

Sincerely,

A handwritten signature in blue ink, appearing to read "Maryo Mogannam".

Maryo Mogannam, President
San Francisco Council of District Merchants Associations

cc: Clerk of the Board, to be distributed to all Supervisors.