

File No. 140886

Committee Item No. 4

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date April 11, 2016

Board of Supervisors Meeting

Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Memorandum of Understanding (MOU) |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
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| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 - Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
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| <input type="checkbox"/> | <input type="checkbox"/> | Form 700 |
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Completed by: Andrea Ausberry Date April 7, 2016

Completed by: _____ Date _____

1 [Jerry Garcia Commemorative Plaques - Mission Street at Harrington and Amazon Streets]

2
3 **Ordinance commemorating the Mission Street sidewalk in two locations near**
4 **Harrington Street and near Amazon Street under Public Works Code, Sections 789 et**
5 **seq., the Commemorative Street Plaque Ordinance, in honor of the childhood homes of**
6 **Jerry Garcia, waiving permit and inspection fees for plaque installation, and directing**
7 **official acts in furtherance of this Ordinance.**

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

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

13 Section 1. Findings.

14 (a) As singer, lead guitarist, and unofficial spokesperson for the Grateful Dead, Jerry
15 Garcia became a reluctant cultural icon of psychedelic music and the hippie movement that
16 helped define San Francisco in the 1960s.

17 (b) The excitement and optimism of the San Francisco counterculture in that era was
18 perhaps best summarized by Hunter S. Thompson, who wrote, "there was a fantastic
19 universal sense that whatever we were doing was right, that we were winning. And that, I
20 think, was the handle—that sense of inevitable victory over the forces of Old and Evil. Not in
21 any mean or military sense; we didn't need that. Our energy would simply prevail. There was
22 no point in fighting—on our side or theirs. We had all the momentum; we were riding the crest
23 of a high and beautiful wave."

24 (c) The Grateful Dead were the house band for the Acid Tests organized by Ken
25 Kesey and the Merry Pranksters, where the lines between performers and audience were

1 blurred, and they enjoyed the freedom to experiment with their concept of group
2 improvisation.

3 (d) The Grateful Dead's commitment to group improvisation, their ever-expanding
4 catalog of songs, and the intense connection many fans felt to the music led to the
5 phenomenon of fans, known as "deadheads," following the band on tour, which grew to
6 become an itinerant community whose culture and appearance remained largely unchanged
7 through the 1990s and even onto the modern day following related bands.

8 (e) Throughout their 30-year career, the Grateful Dead pioneered a number of
9 advancements in live audio technology: they were the first band to use onstage monitors in
10 the 1960s; their ambitious 1974 "Wall of Sound" speaker system was the first large-scale
11 example of the line array systems that are now the industry standard; they made extensive
12 use of digital MIDI instruments in the 1980s; and in the 1990s, they were one of the first bands
13 to use in-ear monitors.

14 (f) The Grateful Dead is widely considered to be the most recorded band in history with
15 more than 9,000 different recordings of their shows in public circulation.

16 (g) In recent years, the Grateful Dead has been the subject of much academic study
17 with the establishment of the Grateful Dead Archive at the University of California at Santa
18 Cruz, the publishing of numerous volumes of academic papers, and the convening of multiple
19 symposia to discuss Grateful Dead scholarship.

20 (h) In addition to playing more than 2,000 shows with the Grateful Dead from 1965 to
21 1995, Garcia played a wide array of musical styles from rhythm and blues and reggae with the
22 Jerry Garcia Band, to avant-garde fusion jazz with Howard Wales, to bluegrass banjo with Old
23 and in the Way, to pedal steel guitar with the country rock band, the New Riders of the Purple
24 Sage, to gypsy jazz with mandolinist David Grisman.

1 (i) Bob Dylan once said of the breadth of Garcia's music, "there are a lot of spaces and
2 advances between the Carter family, Buddy Holly and, say, Ornette Coleman, a lot of
3 universes, but he filled them all without being a member of any school.

4 (j) Jerry Garcia was born in San Francisco on August 1, 1942.

5 (k) While Garcia and the Grateful Dead are most commonly associated with the
6 Haight-Ashbury District where they lived in the 1960s, much of Garcia's formative years were
7 spent in the Excelsior District.

8 (l) Garcia lived his first five years at 121 Amazon Avenue in the Excelsior District.

9 (m) After Garcia's father drowned in a fly-fishing accident and his mother began
10 working full-time to provide for the family, Jerry and his brother Tiff moved in with his maternal
11 grandparents at 87 Harrington Street, also in the Excelsior District.

12 (n) The Harrington Street house was such an important part of his childhood that the
13 only book Garcia ever wrote was an illustrated memoir of his childhood, titled *Harrington*
14 *Street*.

15 (o) Garcia's childhood was surrounded by music: his father José was a swing-band
16 leader, his mother Ruth played the piano, and Garcia said he learned to love bluegrass and
17 country music through his grandmother Tille's habit of listening to the Grand Ole Opry on
18 Saturday nights.

19 (p) Garcia was also a gifted visual artist who studied at the California School of Fine
20 Arts and produced nearly 500 pieces of art between 1985 and 1995 using watercolor,
21 gouache, pencil, ink, airbrush and digital media.

22 (q) Garcia attributed his early interest in drawing and pursuing art as a career to
23 encouragement from his third grade teacher at Monroe Elementary School.

24 (r) "Jerry Day" is an annual concert, begun in 2002, celebrating the music of Jerry
25 Garcia at the amphitheater at McLaren Park.

1 (s) On July 21, 2005, the amphitheater at McLaren Park was officially renamed the
2 Jerry Garcia Amphitheater—the first public facility in the United States to be named after Jerry
3 Garcia.

4 (t) Jerry Garcia's legacy lives on through newly released recordings, the new bands
5 formed by the surviving members of the Grateful Dead, and numerous tribute bands, many of
6 which are accompanied across the country by new generations of deadheads

7 (u) Commemorating the childhood homes of Jerry Garcia will celebrate Garcia's
8 unique contributions to the social and cultural life of the City and help promote the significant
9 role the Excelsior District played in the formative years of this unique San Franciscan.

10 (v) Placing commemorative street plaques on the Mission Street commercial district
11 near the homes will bring new attention to the Excelsior Outer Mission Neighborhood
12 Commercial District while minimizing any potential impacts to residents on Harrington and
13 Amazon Streets.

14 (w) The Friends and Advocates of Crocker-Amazon and the Excelsior (FACE)
15 neighborhood group will be the custodians of the plaques and hopes they will be the
16 beginning of an "Excelsior Walk of Fame," honoring other notable residents of the
17 neighborhood.

18 Section 2. Commemoration of Jerry Garcia.

19 The Board of Supervisors declares its intent to commemorate the Mission Street
20 sidewalk in two locations near Harrington Street and near Amazon Street in accordance with
21 Public Works Code Sections 789 et seq., the Commemorative Street Plaque Ordinance, in
22 honor of the childhood homes of Jerry Garcia and to authorize the installation of plaques at
23 those location for this purpose, pending approval of the plaque designs from the Arts
24 Commission.

25 Section 3. Fee Waiver.

1 Notwithstanding any contrary provision of the Public Works Code, the Board of
2 Supervisors hereby waives all permit and inspection fees associated with the installation of
3 the commemorative plaques.


4 Section 4. Requested Official Actions.

5 (a) The Board of Supervisors directs the Department of Public Works to take all
6 actions necessary to implement the intent of this Ordinance, including approval of the
7 installation of the aforementioned plaques.

8 (b) The Board of Supervisors directs the Department of Public Works to add the
9 subject sidewalks and plaques to the Official City Map of commemorative sites.

10 Section 5. Effective Date. This Ordinance shall become effective 30 days from the
11 date of passage.

12
13 APPROVED AS TO FORM:
14 DENNIS J. HERRERA, City Attorney

15 By: 
16 MARLENA BYRNE
17 Deputy City Attorney

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LEGISLATIVE DIGEST
(3/22/2016, Substituted)

[Jerry Garcia Commemorative Plaques - Mission Street at Harrington and Amazon Streets]

Ordinance commemorating the Mission Street sidewalk in two locations near Harrington Street and near Amazon Street under Public Works Code Sections 789 et seq., the Commemorative Street Plaque Ordinance, in honor of the childhood homes of Jerry Garcia, waiving permit and inspection fees for plaque installation, and directing official acts in furtherance of this Ordinance.

Existing Law

The San Francisco Public Works Code allows commemorative plaques to be placed on public streets after public hearings by the Public Works Department and the Board of Supervisors, as well as consultation with the Art Commission. There are certain permit and inspection fees associated with the application and approval of these plaques.

Amendments to Current Law

The proposed legislation indicates the Board of Supervisors' intent to approval street plaques on Mission Street, near Harrington Street and Amazon Street, following approval by the Public Works Department and the Art Commission. The legislation also waives all permit and inspection fees associated with these proposed plaques. The proposed legislation does not amend the Municipal Code.

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From: [Manton, Jill \(ART\)](#)
To: [Ausberry, Andrea](#)
Cc: [Nuru, Mohammed \(DPW\)](#); [Rahaim, John \(CPC\)](#); Frank.lee@sfgov.org; [Rodgers, AnMarie \(CPC\)](#); [Starr, Aaron \(CPC\)](#); [Somera, Alisa \(BOS\)](#); [Calvillo, Angela \(BOS\)](#); [Pollock, Jeremy \(BOS\)](#)
Subject: Referral: BOS File No. 140886
Date: Wednesday, March 30, 2016 12:05:43 PM
Attachments: [image003.png](#)

Dear Andrea:

Jeremy Pollock has been in direct contact with me relative to the Arts Commission's review and approval of the plaque design and its location. I'd advised him the project will be placed on the Consent Calendar for the April 18th meeting of the Civic Design Review Committee. Assuming it is approved by the Arts Commission at its May meeting, the project will be assigned a resolution number and there will be an official record of its approval.

I have conducted an administrative review of the project and think that it is very likely to be approved by the Commission.

This is certain to be a very well visited plaque. Please contact me if I may provide you with any further information.

Best wishes,

Jill

Jill Manton
Director of Public Art Trust and Special Initiatives
San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102
Phone: 415.252.2226
Cell: 415.203.3932
e-mail: jill.manton@sfgov.org

From: Ausberry, Andrea
Sent: Tuesday, March 29, 2016 4:59 PM
To: Nuru, Mohammed (DPW); Rahaim, John (CPC); DeCaigny, Tom (ART)
Cc: Lee, Frank (DPWAndrea:); Rodgers, AnMarie (CPC); Starr, Aaron (CPC); Krell, Rebekah (ART); Page_Ritchie, Sharon (ART); Somera, Alisa (BOS); Calvillo, Angela (BOS)
Subject: Referral: BOS File No. 140886

Attached is a referral for BOS File No. 140886 (Commemorative Street Plaques - Childhood Homes of Jerry Garcia in the Excelsior District), which is being referred to you for informational purposes

since it may affect your department:

140886

Ordinance commemorating the Mission Street sidewalk in two locations near Harrington Street and near Amazon Street under Public Works Code, Sections 789 et seq., the Commemorative Street Plaque Ordinance, in honor of the childhood homes of Jerry Garcia, waiving permit and inspection fees for plaque installation, and directing official acts in furtherance of this Ordinance.

Please forward any comments or reports to me for the file.

Best,

Andrea S. Ausberry

Assistant Clerk

San Francisco Board of Supervisors

Office 415.554.4442

Website | <http://www.sfbos.org/>

Follow US! | [Twitter](#)

[<image003.png>](#) Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.

<140886.pdf>

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From: [Board of Supervisors, \(BOS\)](#)
To: [BOS-Supervisors; Ausberry, Andrea; Somera, Alisa \(BOS\)](#)
Subject: File 140886 FW: Vote yes on Jerry Garcia Plaques
Date: Wednesday, April 06, 2016 9:39:36 AM

-----Original Message-----

From: Scott Taylor [<mailto:heyscott.taylor@gmail.com>]
Sent: Tuesday, April 05, 2016 6:47 PM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Subject: Vote yes on Jerry Garcia Plaques

Dear Supervisors,

From both the historical and an economic factors involved in these plaques and the history of San Francisco, please vote yes on this motion.

When I go to Jerry day in the park, I always stop at local businesses for lunch and to shop around. I love the neighborhood and it will be great to take friends there on a little tour when plaques are installed.

Thanks for honoring Jerry in this way and his contribution to the history and culture of the great city of San Francisco.

Scott Taylor.

Ausberry, Andrea

From: Board of Supervisors, (BOS)
Sent: Tuesday, April 05, 2016 9:45 AM
To: BOS-Supervisors; Somera, Alisa (BOS); Ausberry, Andrea
Subject: File 140886 FW: in support of Jerry Garcia plaques

From: Theresa Garcia [mailto:trxi@mac.com]
Sent: Tuesday, April 05, 2016 12:16 AM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Cc: Pollock, Jeremy (BOS) <jeremy.pollock@sfgov.org>
Subject: in support of Jerry Garcia plaques

Dear San Francisco board of supervisors,

My name is Trixie Garcia, I am Jerry Garcia's daughter, and president of the Jerry Garcia Family LLC which manages my father's legacy and image.

Please approve the installation of this plaque commemorating my Fathers childhood on Mission street in the Excelsior district, Only San Francisco can breed them like Jerry Garcia. The children who live in the Excelsior today can learn about the guy from their neighborhood who changed the world.

The relationship between San Francisco and Jerry Garcia is no mystery to anyone, the Grateful Dead helped make the Haight world famous and San Francisco provided a fertile space for the revolution of the 60's to happen. With the 50th anniversary of the summer of love coming up in 2017, there will be renewed focus on San Francisco and the artists of the era.

On behalf of Annabelle, Heather, Clifford and Trixie Garcia we have reviewed and wholeheartedly approve this design. The Jerry Garcia foundation made sure the chosen images were cleared for use.

Thank you!

Trixie Garcia

President, JGF llc

Ausberry, Andrea

From: Board of Supervisors, (BOS)
Sent: Tuesday, April 05, 2016 9:44 AM
To: BOS-Supervisors; Somera, Alisa (BOS); Ausberry, Andrea
Subject: File 140886 FW: San Francisco Board of Supervisors' Land Use Committee

From: Roger Sideman [mailto:rogersideman@gmail.com]
Sent: Monday, April 04, 2016 11:22 PM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Subject: San Francisco Board of Supervisors' Land Use Committee

To Whom it May Concern,

At the San Francisco Board of Supervisors' Land Use Committee's at the April 11th meeting I support a plan to install plaques commemorating the homes of Jerry Garcia.

Sincerely,
Roger Sideman
2625 24th St. Apt. 5
SF, CA 94110

BOARD of SUPERVISORS



City Hall
1 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: Mohammed Nuru, Director, Department of Public Works
John Rahaim, Director, Planning Department
Tom DeCaigny, Director of Cultural Affairs, Arts Commission

FROM: Andrea Ausberry, Assistant Clerk
Land Use and Transportation Committee

DATE: March 29, 2016

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Transportation Committee has received the following proposed substituted legislation, introduced by Supervisor Avalos on March 22, 2016.

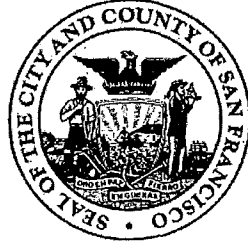
File No. 140886

Ordinance commemorating the Mission Street sidewalk in two locations near Harrington Street and near Amazon Street under Public Works Code, Sections 789 et seq., the Commemorative Street Plaque Ordinance, in honor of the childhood homes of Jerry Garcia, waiving permit and inspection fees for plaque installation, and directing official acts in furtherance of this Ordinance.

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: andrea.ausberry@sfgov.org

c: Frank Lee, Department of Public Works
AnMarie Rodgers, Planning Department
Aaron Starr, Planning Department
Rebekah Krell, Arts Commission
Sharon Page Ritchie, Arts Commission

BOARD of SUPERVISORS



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TDD/TTY No. 554-5227

MEMORANDUM

TO: Mohammed Nuru, Director, Department of Public Works
John Rahaim, Director, Planning Department
Tom DeCaigny, Director of Cultural Affairs, Arts Commission

FROM: Andrea Ausberry, Assistant Clerk, Land Use and Economic Development
Committee, Board of Supervisors

DATE: August 13, 2014

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Economic Development Committee has received the following proposed legislation, introduced by Supervisor Avalos on July 29, 2014:

File No. 140886

Resolution authorizing the placement of sidewalk plaques in front of the two childhood homes of Jerry Garcia located in the Excelsior District in accordance with Public Works Code, Sections 789 et seq., the Commemorative Street Plaque Ordinance.

If you have any additional 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: Frank Lee, Department of Public Works
AnMarie Rodgers, Planning Department
Aaron Starr, Planning Department
Rebekah Krell, Arts Commission
Sharon Page Ritchie, Arts Commission

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
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MEMORANDUM

TO: Mohammed Nuru, Director, Department of Public Works
John Rahaim, Director, Planning Department
Tom DeCaigny, Director of Cultural Affairs, Arts Commission

FROM: Andrea Ausberry, Assistant Clerk, Land Use and Economic Development
Committee, Board of Supervisors

DATE: August 13, 2014

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File No. 140886

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If you have any additional 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: Frank Lee, Department of Public Works
AnMarie Rodgers, Planning Department
Aaron Starr, Planning Department
Rebekah Krell, Arts Commission
Sharon Page Ritchie, Arts Commission

Introduction Form

By a Member of the Board of Supervisors or the 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 [] inquires"
- 5. City Attorney request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [140886]
- 9. Request for Closed Session (attach written motion).
- 10. Board to Sit as A Committee of the Whole.
- 11. Question(s) 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 a Imperative

Sponsor(s):

Supervisor John Avalos

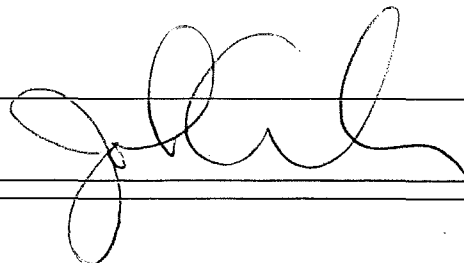
Subject:

Ordinance – Jerry Garcia Commemorative Plaques – Mission Street at Harrington and Amazon Streets

The text is listed below or attached:

[Empty box for text listing]

Signature of Sponsoring Supervisor: _____



For Clerk's Use Only: