



SMALL BUSINESS COMMISSION  
OFFICE OF SMALL BUSINESS



CITY AND COUNTY OF SAN FRANCISCO  
EDWIN M. LEE, MAYOR

October 6, 2016

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. 160553 [Planning Code - Signs - Exemptions and General Advertising Sign Penalties]

Small Business Commission Recommendation to the Board of Supervisors: **Approval**

Dear Ms. Calvillo,

On September 26, 2016, the Small Business Commission (SBC) voted (6-1) to recommend that the Board of Supervisors approve BOS File No. 160553.

The Commission recognizes and appreciates the efforts of Supervisor Peskin's office, whose staff conducted research and worked with the Commission to ensure that the implications of the proposed legislation were properly understood and considered.

The Commission recognizes that the City needs more effective enforcement provisions to deal with egregious violations of general advertising sign limits. The Commission is also aware that the law applies to smaller-scale general advertising signs, and appreciates that the Planning Department's approach to small businesses would be to promote compliance through cooperation and education, rather than punitive measures.

Thank you for considering the Commission's comments. Please feel free to contact me should you have any questions.

Sincerely,

Regina Dick-Endrizzi  
Director, Office of Small Business

cc: Aaron Peskin, Board of Supervisors  
Lee Hepner, Office of Supervisor Aaron Peskin  
Nicole Elliott, Mayor's Office  
John Rahaim, Planning Department  
Lisa Pagan, Office of Economic and Workforce Development  
Alisa Somera, Land Use & Transportation Committee