

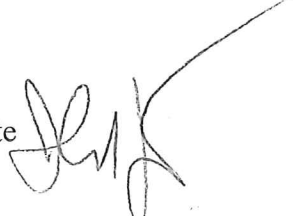


John Updike
Acting Director of Real Estate



MEMORANDUM

Date: March 22, 2012

From: John Updike, Acting Director of Real Estate 

To: Honorable Members of the Board of Supervisors

Subject: **Proposed Revocable Wall Sign Permit for 1650 Mission Street
Board File No. 120141**

Pursuant to direction from the Board of Supervisors on Tuesday, March 6, 2012 the subject permit was referred to the Land Use and Economic Development Committee for consideration on Monday, March 12, 2012. The Committee held a hearing, and staff was directed to seek further public input on this matter and return with the results of that process in two weeks. Staff will present an update to the Committee on Monday, March 26, and the matter is currently slated for a committee referral back to the Board of Supervisors on Tuesday, March 27.

A community meeting was held on March 20th, after invitations were sent to surrounding neighbors and staff secured a follow-up story in the San Francisco Examiner eliciting further community comment. Eight members of the public attended the meeting the evening of March 20th, one opposed to the permit, and seven in favor. Attached are the comments received either at the meeting or through our mailing and/or posting to area residents. San Francisco Beautiful's opposition to the permit is included, along with a petition in favor of the permit (signed by 10 residents or business owners), and nine additional letters or comment cards in favor of the permit.

Included with this memorandum is a fact sheet that might assist you in your decision-making process ahead. Feel free to contact me should you have any questions in this matter, and I look forward to securing your final determination next week.

attachments

c: Alisa Miller, Clerk of the Land Use & Economic Development Committee
Naomi Kelly, City Administrator

Jupdike: /1650 Mission Wall Sign/BOS memo

Terms of Proposed Wall Sign Agreement

Would allow Total Outdoor Corporation to install and maintain a sign 20' x 60' on the northeast face of the exterior wall of 1650 Mission Street, a City-owned building, through a revocable permit. A five year initial term with three 5-year options for renewal would be offered, with a minimum guarantee of income to the City of \$63,000/year for the first five years, plus an initial bonus payment of \$30,000. Additional compensation could be available to the City if the wall sign is permitted to be illuminated (it is currently not so permitted), and if a certain income level is reached by Total Outdoor, those revenues are shared with the City.

There can be no alcohol or tobacco advertising of any sort on the wall sign. If there is an obstruction to view the sign in the future (such as new street trees or a new building constructed where the Enterprise Rent a Car is located, for instance), and an adequate remedy is not found, Total Outdoor may terminate the permit. If there is an emergency declared, or the City is unable to maintain the building in some way in the future as a result of the wall sign, the City may terminate the permit.

The permitted area would be approximately as depicted in the cross-hatched area below (with the display from the prior wall sign shown as well):



March 20, 2012


HIGHLAND TECHNOLOGY
18 Otis Street
San Francisco, California 94103
tel: 415 551-1700
fax: 415 551-5129
www.highlandtechnology.com

Office of Director of Real Estate
Land Use & Economic Development Committee
City and County of San Francisco Board of Supervisors

RECEIVED
MAR 22 2012
REAL ESTATE DIV.

Re: Wall Sign on 1650 Mission Street

To Whom It May Concern:

Highland Technology is a business and property owner located at 18 Otis Street. Our office, which we have owned since 2005, is directly across the street from the wall sign at 1650 Mission Street.

As an employer and property owner in this neighborhood, we have shown a commitment to the neighborhood and its prospects.

I am writing to encourage you to allow the renewal of the lease at 1650 Mission for the following reasons:

- As a property owner in the area, sign income increases property value, something vital in the current economic environment;
- San Francisco should be a place that encourages business growth, which is best served by the even application of regulations and the reduction of red tape;
- Revenue to the city is vital, especially now -- an amount that provides even one additional job or funding for a needed program should not be turned away; and
- For more than a century, wall signs have been a part of this neighborhood's landscape. Reformers, no matter how well-intentioned, should not be allowed to impose their aesthetic without regard to historical context.

Thank you very much for you consideration.

Sincerely,



Rebecca McKee
Vice President

Supervisor Scott Wiener
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Support for Advertising Sign at 1650 Mission Street

Dear Supervisor Wiener,

I am writing to voice my support for the city's lease renewal for the advertising sign at Van Ness and Mission Streets. My name is Mat Schuster and I am the owner and Chef of Canela Bistro Bar at 2273 Market Street in the Castro neighborhood. My partner and I opened Canela in September 2011 and the restaurant is the realization of a dream to be the owner of a restaurant/small business in the neighborhood where I live.

I agree with your position that we must create an "atmosphere of job creation" in San Francisco and I believe that small business owners like me are the primary drivers of job creation. In order for businesses like mine to succeed, we must be able to have a predictable system of permits/licenses.

I care about my community and the city generally. In difficult economic times, San Francisco should not turn away an amount of money that could support full-time city jobs or otherwise provide support for social programs.

Finally, Van Ness and Mission is an intersection with other, legal outdoor advertising signs. It seems logical that the City should be able to take advantage of the same right and for the city to benefit from additional revenue on the building.

Thank you for reading my letter and I look forward to the opportunity of meeting you in the future (and having you try our tapas!).

Best regards,

Mat Schuster

A handwritten signature in black ink that reads "Mat Schuster". The signature is written in a cursive style with a long horizontal flourish extending to the right.

cc: Supervisor Malia Cohen (Land Use Committee)
Supervisor Eric Mar (Land Use Committee)

March 19, 2012

Supervisor Malia Cohen
Supervisor Eric Mar
Supervisor Scott Wiener
Land Use & Economic Development Committee
City and County of San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

RE: Existing Permitted Wall Sign at 1650 Mission Street

Dear Members of the Committee,

Having become aware of a community meeting, to be held on March 20, 2012, regarding a wall sign located at 1650 Mission Street we respectfully submit the following letter.

As members of the community living, working and owning businesses immediately in and around the building and wall sign located at 1650 Mission street we do not find the continued use of the wall sign to be a detriment to our neighborhood or its property value. We understand that the sign will generate a minimum of \$93,000 in revenue to the City in the first year and \$63,000 every year thereafter. We do believe that the voluntary cutting of this revenue from the City's budget will be detrimental to our neighborhood and property value. 2012 is not the time to be voluntarily cutting legal sources of revenue from the City's budget.

On behalf of each one of us below, having signed this letter, please recommend that the Board of Supervisors approve the license between the City and Total Outdoor Corporation for the continued use of the wall sign.

Signature	Address	Email/Phone
<u>Charmen Weeden</u>	<u>1665 Mission St. S.F.</u>	<u>415-626-6246</u>
<u>Michael Muted</u>	<u>1351 Mission St.</u>	<u>415-252-0759</u>
<u>Edward Navarro</u>	<u>140 11TH ST.</u>	<u>415-431-4606</u>
<u>[Signature]</u>	<u>180 12th Ct</u>	<u>415 551-9700</u>



UNITED • PLAYAZ

1038 Howard Street • San Francisco, CA 94103

www.unitedplayaz.org

March 19, 2012

To Whom It May Concern:

My name is Rudy Corpuz Jr. and I am writing this letter of support on behalf of Total Outdoor. I am the Executive Director and Founder of United Playaz, a violence prevention and leadership development organization dedicated to providing youth with positive role models and activities to engage in as an alternative to involvement with gangs, drugs and other high risk behaviors.

I am writing this letter in support of the renewal of the license of the wall sign at 1650 Mission Street. This sign has been there for many years and has consistently provided the city with revenue. This license generates guaranteed dollars and should be renewed immediately. Community organizations such as ours rely upon city funding to provide our vital services and have faced many cuts in the past few years. We would hope that the city is doing all it can to ensure that San Franciscans can receive the support that they need without further cuts to services. In tough economic times, it seems illogical to refuse revenue in place of a project that could end up costing the city to install or maintain.

If you have any questions or require additional information, please feel free to call me at (415) 573-6219.

Sincerely,

Rudy Corpuz Jr.
Founder/ Director United Playaz

Supervisor Malia Cohen
Supervisor Eric Mar
Supervisor Scott Wiener
Land Use & Economic Development Committee
City and County of San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Re: Proposed Wall Sign on Face of 1650 Mission Street

To the Land Use & Economic Development Committee:

My name is Abolfath Hosseinioun and I am a business and property owner of several properties in District 6. The properties I own in the district include 965 Mission Street and 170 South Van Ness (which is just South of 1650 Mission Street). 170 South Van Ness, just South of 1650 Mission Street, has a coffee shop on the property called Java Detour, which has been a thriving business in the neighborhood for a number of years.

I am writing to indicate my support for the approval of the new lease on the wall sign at 1650 Mission. From my understanding, the wall sign fully complies with all ordinances and this would not be an issue if the sign were in private hands. As a property owner/business owner in San Francisco, I believe that we need to make sure that the city is a business friendly place and we can rely on laws and ordinances as they are written.

Also as a property owner, I firmly believe that an asset that brings additional income to a property enhances property value. Because the intersection has other completely legal billboards, I do not believe that this billboard takes away from the aesthetics of the neighborhood in any way.

Finally, at a time when all municipalities are cash constrained, I do not believe that it is prudent to turn away an existing, income producing asset that complies 100% with the City's code.

Thank you for your time.

Respectfully,



Abolfath Hosseinioun
Haven Properties

cc: Jane Kim, District 6 Supervisor

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

Mailed letter previously, Please read.

It's not a new sign.
The city needs the revenue.

My Address: 18 Otis St *

My Name or Organization I represent: Highland Technology *

I wish to be contacted by City staff about this proposal: Phone: _____ * or

Email: rmikee@highlandtechnology.com

*Optional

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

AS AN INSTALLER OF WALLSCAPES & BILLBOARDS THESE SIGNS BENEFIT A LOT OF THE WORKING CLASS PEOPLE. AS WE ARE IN A DOWN ECONOMY I CAN'T SEE WHY PEOPLE WOULD WANT TO TAKE AWAY JOBS AND REVENUE FROM THE CITY. THIS SIGN IS NOT IN A RESIDENTIAL NEIGHBORHOOD AND IS SURROUNDED BY OTHER SIGNS, ALL WITH LEGAL PERMITS.

My Address: 121 KENT #3 KENTFIELD, CA 94904

My Name or Organization I represent: MICHAEL R. KERNAN *

I wish to be contacted by City staff about this proposal: Phone: 415-305-7552 or

Email: MRKERNAN@COMCAST.NET

*Optional

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

This is not new signage. It is in fact smaller than the previous billboard located on 1650 mission. It has not been a problem in the past.

My Address: 80 MAYWOOD DRIVE *

My Name or Organization I represent: _____ *

I wish to be contacted by City staff about this proposal: Phone: _____ * or

Email: _____ *

*Optional

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

From an economical point of view the instalations of signes on the walls is one way to provide to my familie. ~~that~~ Beside the fact that to me on a personal view I don't think that the wall signs make the city look bad. On the contrarie I think makes the city look young and blooming bussines, looks life and dynamic. Besides it Benefits all neighbors around the signs, and the city of San Francisco to...

My Address: 201 D St. # 2 San Rafael CA 94901 *

My Name or Organization I represent: Jairo Rodriguez. *

I wish to be contacted by City staff about this proposal: Phone: 415-745-5307 * or

Email: jlenin72@hotmail.com *

*Optional

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

I think the sign fits in nicely with the cityscape and will not detract from the neighborhood.

The sign has existed at this location for many years and will not have any impact on the area if it stays.

My Address: 345 Franklin Street SF CA 94102 *

My Name or Organization I represent: Brendan V. Hallinan *

I wish to be contacted by City staff about this proposal: Phone: (415) 863-1520 * or

Email: brendan@hallinan-law.com *

*Optional

COMMENT CARD

1650 Mission Street – Proposed Wall Sign (terms on reverse side)

I am opposed to the sign proposal

I favor the sign proposal

I neither favor nor oppose the sign proposal

Specific Comments:

Please see attached March 12 letter
to Land Use Comm. of Bd of Super-
visors.

~~Dear~~

MILLO F. HANKE, PAST PRESIDENT

My Address: 100 BUSH ST., STE. 1675, SFCA 94104 *

My Name or Organization I represent: SAN FRANCISCO BEAUTIFUL *

I wish to be contacted by City staff about this proposal: Phone: (415) 781-6300 * or

Email: milohanke@aol.com *

*Optional



March 12, 2012

The Hon. Eric Mar,
Chair, Land Use Committee
Board of Supervisors
City & County of San Francisco
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

**RE: *Item #4, BoS File 120141; Billboard at 1650 Mission Street;
Requested One-Month Continuance for Adequate Community Outreach***

Dear Chairperson Mar and Supervisors Cohen and Wiener:

So that adequate community outreach may be conducted, San Francisco Beautiful requests that the Land Use Committee continue Item #4, File #120141 – Billboard at 1650 Mission Street, a City-owned property that houses the Planning Department.

Mrs. Friedel Klussmann
Founder

Ms. Kearstin Krehbiel
Executive Director

BOARD OF DIRECTORS

Ed Anderson
Chris Charles
Peter Fortune
Robert C. Friese
Neil Gehani
Will Green
Esther Mallouh
Juan Monsanto
Linda Muir
Newton Oldfather
Byron A. Rodriguez
Sharon Seto
Leigh Wasson

SFB respectfully requests one month's time to allow effected community organizations to contribute to this discussion. Also, the postponement allows exploration of alternatives, such as a mural or wall garden, along with identification of organizations able to guide these potential projects. Regardless of what alternatives emerge, we believe the proposed billboard contract clearly conflict with overriding land use policies and should not be approved.

Without the requested postponement, SFB believes the City may prematurely enter into 20-year contract that would create a major blight in a neighborhood prioritized for major improvements under the larger Market and Octavia Community Planning Process.

In 2008, the area was rezoned NCT-3 (Moderate Scale Neighborhood Commercial Transit). The pre-existing billboard in question, although grandfathered, would be 10 times larger than any relocated sign that would permitted there today, 2,800 versus 300 square feet.

According to the Planning Department's March 9 letter to the Land Use Committee:

- The new zoning “permits a relocated general advertising sign at a maximum size of 300 square feet and a maximum height of 24 feet above grade.”
- The dimension and location of the billboard in question are grandfathered, according to the Planning Department. Therefore, if it chooses, the City, as the landlord, can operate a “wall sign of 28 feet in height by 99 feet in length that rises to a height of 60 feet above grade.”

At 60 feet rather than 24 feet above grade, the proposed 2,800-square-foot billboard would become an inescapable part of an already cluttered skyline along Highway 101.


There are a number of other policy consideration that have yet to be considered, including four occasions in which San Franciscans voted no to new billboards, a clear indication, we believe, that they would want to eliminate this particular billboard rather than jeopardize current and future development of this neighborhood.

Given the larger vision inherent in the Market and Octavia Community Planning Process, this proposed billboard may well jeopardize broader policy objectives, while spawning indirect costs greater than the vastly reduced billboard revenues that would accrue to the City. As noted by the Real Estate Division, the approximate \$63,000 per year billboard revenue would be a 75% reduction from the prior, expired contract. This billboard just isn't worth the tradeoffs.

We are grateful to the Board's courtesy accommodation (on a vote of 8-3 last week) so the proposed contract can be reviewed within a land use context. At the outset, we are hopeful of identifying alternatives to a billboard -- projects that properly exude civic pride, a unique sense of place, and the Planning Department's vision and talent.

We thank you for this opportunity.

With best regards,



Milo F. Hanke,
Past President

