



Edwin M. Lee, Mayor
Naomi M. Kelly, City Administrator



John Updike
Director of Real Estate

July 27, 2015

**Digital Light Displays on the East Façade of City Hall
Planning & Administrative Code Amendments**

Through Naomi Kelly,
City Administrator

Honorable Board of Supervisors
City & County of San Francisco
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102

Dear Board Members:

Attached for your consideration is an Ordinance amending the Administrative and Planning Codes to facilitate the use of digitally projected light and multi-media displays on the east façade of City Hall. Following the successful trial of a multi-media projection show on the east façade of City Hall as part of our Centennial Celebration on June 19, 2015, approval of code amendments is now sought to enable a permanent installation of the projection system. Installation remains dependent upon the City meeting its City Hall Centennial fundraising goal.

The proposed Ordinance authorizes the City Administrator (or designee) to oversee review and approval of digitally projected or emitted light displays, consistent with rules and regulations prescribed pursuant to Section 4.1 of the Administrative Code. The content of displays shall be City-approved government speech. This ordinance does not open the east façade of City Hall as a public forum, or non-public forum, for non-governmental speech, nor shall it be open to general advertising signs.

The Ordinance also clarifies that this digital light display on the east façade of City Hall shall not be subject to any potentially applicable sign code references.

We believe this display option can enhance special events held at City Hall, the Main Library and the Asian Art Museum, thus affording the City's General Fund a revenue opportunity from event sponsors. More importantly, the digital projection system will enhance our ability to acknowledge and celebrate certain community or cultural events such as Pride Week, Chinese New Year and many others, enriching the Civic Center experience during those periods.

If you have questions regarding this matter, please do not hesitate to contact me.

Respectfully,

John Updike
Director of Property