

D

Mid-Market Special Sign District

Controller's Statement on "D"

Should this ordinance be approved, in my opinion, it would in and of itself have a minimal impact on the cost of government.

The proposed ordinance would create a new special district allowing general advertising signs in the Mid-Market Street area between 5th and 7th Streets, forming an exception to the bans on general advertising currently in place for those areas. Signs allowed in the area would be subject to various restrictions as to their size and features. A portion of revenues earned from signs would be required to be deposited to a fund for youth and arts education and related purposes in the area. Regulations and processes for signs in the district, and management of the youth arts and education funds resulting from the district would be the responsibility of an existing non-profit organization, the Central Market Community Benefit District, which works on community benefit issues in the Mid-Market area. The Controller's Office would be required to audit the youth arts and education funds annually. City agencies including the Planning Department and the Building Inspection Department would continue to have regulatory and permitting responsibilities and would incur added costs to administer signage allowed in the district, however these costs are typically recovered through fees charged to permit applicants.

How "D" Got on the Ballot

On July 9, 2009 the Department of Elections certified that the initiative petition calling for Proposition D to be placed on the ballot had a sufficient number of valid signatures to qualify the measure for the ballot.

7,168 signatures were required to place an initiative ordinance on the ballot. This number is equal to 5% of the total number of people who voted for Mayor in 2007. A random check of the signatures submitted by the proponents of the initiative petition prior to the July 6, 2009 submission deadline showed that the total number of valid signatures was greater than the number required.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow the facing page. The full text begins on page 58. Some of the words used in the Digest are explained on pages 24-25.

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PROPOSITION D

Shall the City create a Mid-Market Special Sign District where new general advertising signs would be permitted, subject to certain restrictions?

YES



NO



Digest

by the Ballot Simplification Committee

THE WAY IT IS NOW: In 2002, voters adopted an ordinance prohibiting new general advertising signs anywhere in the City. San Francisco's Municipal Code also prohibits all general advertising signs on Market Street between the Embarcadero and Octavia Boulevard (the Market Street Special Sign District).

General advertising signs are outdoor signs that advertise goods or services sold somewhere other than where the sign is displayed. These signs include billboards and signs attached to buildings.

THE PROPOSAL: Proposition D is an ordinance that would create a special sign district on and near Market Street between 5th and 7th streets to allow new general advertising signs in that district. This district would not be subject to the City-wide ban on new general advertising signs or the ban on all general advertising signs in the Market Street Special Sign District.

Proposition D would authorize the existing nonprofit organization, the Central Market Community Benefit District (CBD), to regulate signs in the special district and select companies allowed to install signs.

Signs would be subject to restrictions. New signs could include:

- roof signs
- wind signs
- video signs
- rotating signs

- wall signs
- signs with moving parts, and
- signs with illumination.

Some of the restrictions deal with height, position, movement and total illumination. Each individual sign could be no larger than 500 square feet.

Proposition D would require property owners to deposit a percentage of revenue from signs into a fund managed by the CBD and audited by the City Controller. Properties used for the arts would contribute 20% of sign revenue and all others 40%. This fund would be used for:

- youth cultural and arts education, and
- building and operating a ticket booth at Hallidie Plaza (Market and Powell Streets) for sale of tickets to art, entertainment and cultural venues.

The fund could also be used for:

- CBD staff expenses and administrative expenses in managing the fund, and
- promoting arts in Zip Code areas 94102 and 94103.

A "YES" VOTE MEANS: If you vote "yes," you want to create a new Mid-Market Special Sign District where new general advertising signs would be allowed with restrictions.

A "NO" VOTE MEANS: If you vote "no," you do not want to create this district.

Notice to Voters:

The "Controller's Statement" and "How 'D' Got on the Ballot" information on this measure appear on the opposite (facing) page.

Propositions D and E concern the same subject matter. If both measures are adopted by the voters, and if there is a conflict between provisions of the two measures, then some or all of the measure approved by fewer votes would not go into effect.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow this page. The full text begins on page 58. Some of the words used in the Digest are explained on pages 24-25.

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PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION D

VOTE YES ON PROPOSITION D. SUPPORT THE ARTS AND RENEW MID-MARKET.

Proposition D is a community-sponsored initiative to revitalize Market Street between 5th and 7th streets and rejuvenate this historic arts and theater district while helping neighborhood youth.

These two blocks of Market Street -- once a center for arts, theater and tourism -- are today one of San Francisco's most blighted neighborhoods.

Many former arts venues have been abandoned or converted to other uses, including adult entertainment. Others are vacant or covered at night by metal shutters, creating a dark, unsafe environment.

Proposition D is a community solution, created by an alliance of artists, theaters, property owners, civic groups, businesses, labor and residents.

Voting YES on Proposition D will:

HELP REVITALIZE MID-MARKET by generating revenue through a special sign district on just these two blocks of Market Street.

RESTORE OUR HISTORIC THEATER DISTRICT which can help draw tenants and visitors back into theaters, galleries, stores and restaurants.

COMBAT BLIGHT AND RENEW AREA TOURISM by creating a safe, well-lit corridor for pedestrians between mid-Market and the Civic Center.

PROVIDE FUNDS FOR YOUTH ARTS AND EDUCATION programs for Tenderloin and South of Market children.

ENSURE NEIGHBORHOOD CONTROL by putting control over sign placement in the hands of the nonprofit Central Market Community Benefit District.

Proposition D requires an annual audit to ensure that revenues are used for community benefit, and creates tough regulations on size, placement and illumination of signs so that area and city residents are not negatively impacted.

Please join artists, theaters, residents, community groups, business, labor, the San Francisco Democratic Party, the San Francisco Chamber of Commerce, Board of Supervisors President David Chiu and Supervisors Alioto-Pier, Elsbernd, Dufty, Campos and Maxwell. Vote YES on Proposition D!

*Mid-Market ARTS Alliance
Market Street Association
San Francisco Democratic Party*

REBUTTAL TO PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION D

We can't fight blight with blight -- Vote NO on Prop. D
All San Franciscans will be harmed if we allow massive billboard installations on Market Street:

New Hazards to Pedestrian Safety. Billboards are designed to distract motorists' attention from the road. Federal studies show a positive correlation between billboards and accident rates. Walls of blinking billboards along Market would be even harder for drivers to ignore.

Extreme Environmental Waste. A single digital billboard can consume enough electricity to power 72 households. Such consumption would jeopardize San Francisco's standing as the nation's leader in greening.

Copy Cat Effect. Mid-Market could be the first of numerous "billboard districts." Unless Prop D is defeated, private interests will attempt massive installations in other vulnerable neighborhoods.

Los Angeles had allowed only one billboard district. Then the industry successfully sued to allow 21 more districts in neighborhoods with similar zoning.

Environmental Injustice. Across America, the vast majority of billboards are situated in low-income, minority neighborhoods. However, the greatest economic benefit goes to those who typically live elsewhere, in un-blighted communities. More billboards on Market would only perpetrate that cost-benefit imbalance.

Enough is enough! Vote No on Prop D!

*San Francisco Beautiful
www.sfbeautiful.org/billboards*

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OPPONENT'S ARGUMENT AGAINST PROPOSITION D

No on Proposition D – Who Wants More Billboards?

Commercial interests have sponsored Proposition D in order to erect massive, digital billboards along a two-block stretch of Market Street, between Fifth and Seventh Streets. Only voters can grant the necessary permission for them to do so.

If passed, the most intrusive of billboard technologies would enter San Francisco. From nearby hotels and apartments as well as vantage points like Twin Peaks, one would see ads for commercial products blinking every few seconds, blazing away 24 hours a day.

Digital billboards, measuring up to 500 square feet, would appear on building facades and rooftops. At one location alone, a massive rooftop sign could be erected 200 feet above street level.

Proposition D proponents argue their billboard scheme is the best hope for revitalizing this historically depressed neighborhood. Impatience, not desperation, may be order. This neighborhood requires political leadership that transcends an opportunistic initiative.

Billboard profits are typically huge and could discourage property owners from pursuing attractive retail, office, and

residential opportunities. The increased visual pollution could kill Mid-Market revitalization, too, while increasing the City's carbon footprint.

Though a few local nonprofits would receive a share of billboard profits, the rest of San Francisco, including millions of tourists, would suffer a commercially blighted skyline.

The extreme presence of billboards along those two blocks could destroy prospects for fully restoring the whole of Market Street, San Francisco's grand boulevard, to a world-class standard.

In 2002, 79.1% of the voters approved Proposition G, the measure prohibiting new general advertising on private property. Today, voters are being asked to make an exception to the "No New Billboards" law they had passed resoundingly. The benefits of a possible exception are highly speculative.

Save Mid-Market for a better tomorrow. **Vote No on Prop D!**

San Francisco Beautiful

REBUTTAL TO OPPONENT'S ARGUMENT AGAINST PROPOSITION D

Opponents of Proposition D have a strange idea about what makes San Francisco "beautiful."

They argue to keep the urine-stained streets, graffiti, abandoned storefronts, adult entertainment, poverty and homelessness that exist on Market Street today.

Their opposition is based on a fundamental misunderstanding of Proposition D. Residents of mid-Market strongly support Prop D because it restores our historic theater district, creates funding for children's art education, and pulls up our neighborhood by its own bootstraps.

Here's the truth about Prop D:

- **Proposition D comes from the community, not commercial interests.** Placed on the ballot by 12,512 San Francisco citizens, Prop D is supported by residents, artists, civic organizations, tenant leaders, and business owners from the mid-Market area.
- **Proposition D is controlled by the community, not commercial interests.** The nonprofit Central Market Community Benefit District, representative of the community, will have full control over placement,

content, quantity, and quality of all general advertising signs.

- **Proposition D has strict limits on signage.** Local residents, tourists, and city residents from other neighborhoods are fully protected with strict limitations on the size, brightness, orientation, and height of signs.

Across the city, diverse organizations and leaders such as the San Francisco Democratic Party, San Francisco Chamber of Commerce, District Attorney Kamala Harris, Board President David Chiu and the majority of the Board of Supervisors are proud to support proposition D.

Please join residents, tenants, community groups, business owners, and artists of the mid-Market neighborhood -- and vote YES on D.

Mid-Market ARTS Alliance

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PAID ARGUMENTS IN FAVOR OF PROPOSITION D

VOTE YES ON "D". Mid-Market has been blighted for more than a generation. Proposition D would use revenue generated by re-constructing historic signs and marquees between 5th and 7th Streets to encourage theater and arts groups to locate on Market, fund youth art programs and create a safe pedestrian area. Help revitalize Market Street, Vote YES on "D".

San Francisco Chamber of Commerce

The true source of funds for the printing fee of this argument is the San Francisco Chamber of Commerce.

Prop D will help revitalize Market St. between 5th and 7th with illumination from tasteful, historically inspired attractive signage. The revenue generated will help restore classic older buildings, many of which may return to traditional uses as theatres, arts, entertainment and culinary venues. Revenue produced will also fund arts education for youth in the Tenderloin/South-of-Market neighborhoods. San Franciscans and visitors alike will frequent a well lit and safe Mid-Market neighborhood.

Vote Yes on Prop D!

Citizens for a Better San Francisco
(For more information visit www.CBSF.net)
Edward Poole
Michael Antonini

The true source of funds for the printing fee of this argument is Citizens for a Better San Francisco.

The two contributors to the true source recipient committee are Michael Antonini and Edward Poole.

Proposition D is the first step toward much-needed revitalization of a neighborhood blighted and ignored for years. While making the mid-Market area brighter and more inviting, sign permits will also generate revenue to fund arts programs for disadvantaged youth, without any cost to taxpayers. Vote yes on Proposition D.

San Francisco Young Republicans
www.sfyf.org

The true source of funds for the printing fee of this argument is San Francisco Young Republicans.

Bring ARTS Education to Tenderloin and South of Market Children

Proposition D requires property owners to contribute 20% to 40% of the revenue generated by the measure to fund community benefits including arts and education programs for Tenderloin and South of Market youth. This is a crucial benefit, especially in these tough budget times when arts programs get put on the chopping block. Help kids by voting YES on D!

*Marie-France Ladine, Principal, San Francisco City Academy**, located at Jones and Eddy (part of the San Francisco Rescue Mission)

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source of funds for the printing fee of this argument is the Mid-Market ARTS Alliance.

The three largest contributors to the true source recipient committee are: 1. Warfield Theater, 2. Market Street Association, 3. San Francisco Chamber of Commerce.

PUBLIC SAFETY ADVOCATES SAY "Yes on D"

For a neighborhood which suffers from street crime, graffiti and vandalism, Prop D is a real solution. It will help create a well-lit, safer environment for residents and visitors.

San Francisco District Attorney Kamala D. Harris
San Francisco Police Officers Association

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YES on D: A community-based solution

Proposition D is strongly supported by local residents, small business owners and community groups because it helps revitalize our neighborhood and has strong community controls. Please join us and vote YES on Prop D.

Natalie Berg, President, Market Street Association

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PAID ARGUMENTS IN FAVOR OF PROPOSITION D

VOTE YES ON PROPOSITION D

Proposition D offers an innovative way to help revitalize the mid-Market neighborhood. By allowing new, yet historically appropriate, signage, the area's theater and entertainment roots will be brought back to life. Additionally, the revenue generated will stay in the neighborhood to fund building renovations and theater/art programs for the youth of the Tenderloin/SOMA neighborhoods

San Francisco Republican Party

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Alisa Farenzena

Guy Vaillancourt

Sarah Vallette

Sue C. Woods

The true source of funds for the printing fee of this argument is the San Francisco Republican Party.

The three largest contributors to the true source recipient committee are: 1. James Anderer, 2. William Campbell, 3. S.F. Coalition for Responsible Growth.

Progressive leaders say YES on D

We support Prop D because it is supported by the community, provides art and cultural education for underserved children, devotes sign space to artists and non-profits, and has strong limitations to protect neighborhood and city residents. Join us and vote YES on D!

Board of Supervisors President David Chiu, District 3

Supervisor David Campos, District 9

*Building Inspection Commissioner Debra Walker**

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FOR A BETTER MARKET STREET FROM THE BAY TO THE CASTRO, VOTE YES ON D

With the historic F-line street cars, wide streetscape, beautiful architecture, and vibrant neighborhoods from the Ferry Building to Market & Castro, Market Street is one of the great avenues of the world. Proposition D is an important step to making Market Street even better – revitalizing the blocks from 5th to 7th Streets and connecting downtown to the Civic Center and beyond. Please join us in voting YES on D.

Supervisor Bevan Dufty, District 8

*Laura Spajian, Member, San Francisco Democratic County Central Committee**

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YES ON D HAS THE RIGHT PROTECTIONS

Proposition D requires an annual audit, conducted by the Controller's Office, to ensure that revenues generated are spent without waste or abuse. It is a well-crafted, solid initiative that has the right protections for residents and businesses. It provides real community benefits without raising taxes. Please vote YES on D.

Supervisor Michela Alioto-Pier, District 2

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PAID ARGUMENTS IN FAVOR OF PROPOSITION D

Prop D – an innovative solution without new taxes

It is important that San Francisco find solutions to our challenges that don't break our budget. Proposition D is an innovative approach that can make a concrete difference without raising taxes. I strongly urge a "YES" vote on Proposition D.

Supervisor Sean Elsbernd, District 7

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The three largest contributors to the true source recipient committee are: 1. Warfield Theater, 2. Market Street Association, 3. San Francisco Chamber of Commerce.

SAN FRANCISCO DEMOCRATIC PARTY SAYS YES ON D

In a time of recession and tough economic times, we need innovative solutions that can help underserved neighborhoods such as the Tenderloin and South of Market. Proposition D has real benefits that will promote arts, help neighborhood youth, and take a step towards revitalizing a neglected neighborhood. Please join the San Francisco Democratic Party vote YES on D!

San Francisco Democratic Party

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The three largest contributors to the true source recipient committee are: 1. Warfield Theater, 2. Market Street Association, 3. San Francisco Chamber of Commerce.

A sensible approach for new general advertising signs

As a leader in the effort to pass Proposition G in 2002, which banned new billboards in San Francisco, I understand the need for tough protections against commercialization of public space. I support the Proposition D special sign district because it is extremely limited in size – just two blocks – and because it has strong restrictions that limit the size, placement and orientation of new signs. Proposition D also puts significant control over the advertising signs in the hands of the community – not sign companies – that will benefit from the sign revenue. It is a sensible approach that is in keeping with the spirit of Proposition G. Vote YES on Proposition D!

*Dee Dee Workman, former Executive Director, San Francisco Beautiful**

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PAID ARGUMENTS AGAINST PROPOSITION D

While the goals of Proposition D are laudable, the fact is that this legislation removes a voter-approved billboard ban from a portion of Market Street, and hands decision-making authority to a local business group, with few checks and balances. This is not good government.

Vote No on D

San Francisco Tomorrow

The true source of funds for the printing fee of this argument is San Francisco Tomorrow.