Mid-Market Special Sign District

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 -- both old and new -- 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 __ is an ordinance that would create a special sign district on and near Market Street between 5th Street and 7th Street and allow new general advertising signs in that district. This area 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 __ would authorize a nonprofit organization called the Central Market Community Benefit District ("CBD") to regulate signs in the special sign district and select the sign companies allowed to install signs. New signs could be no larger than 500 square feet and would be subject to other requirements described in the ordinance.

Proposition __ would require property owners to deposit part of the revenue from signs into a fund managed by the CBD. Money in this fund would be used for youth cultural and arts education, and building and operating a ticket booth at Hallidie Plaza, near the corner of Market and Powell Streets. It could also be used for CBD staff expenses, 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 to allow new general advertising signs there.

A "NO" VOTE MEANS: If you vote "no," you do not want to make these changes.

word count: 300   [suggested word limit: 300]