



SAN FRANCISCO PLANNING DEPARTMENT

Public Works Code Amendment:

Banners on the Path of Gold

Case Number: Board File No. 10-1445

Initiated by: Supervisor Dufty

Effective Date: February 18, 2011

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The Way It Was:

The Public Works Code Section 184.78(f) allowed the Director of Public Works to permit the posting of banners on the Market Street historic lampposts (aka "Path of Gold") subject to the following two conditions. Banners could be installed where 1) the event results in the closure of all or a portion of Market Street's Path of Gold *and* 2) where banners were not posted for more than 30 days prior to the event nor remain posted for more than 10 days after the event.

The following conditions described in Public Works Section 184.78(g) applied to all banners, including Path of Gold Banners:

- (1) Banners identifying the name of a commercial sponsor must limit that identification to a logo or business name only, located in the top or bottom portion of the banner, and comprising no more than 15% of the total area of the banner.
- (2) Banners shall not be installed for longer than 30 days prior to the event or series of events, nor remain posted for longer than 10 days after the event or series of events.
- (3) Banners shall be limited in size to 36 inches in width by 72 inches in length.
- (4) An application for a banner permit may be submitted to the Department of Public Works no earlier than 90 days prior to the first day for which the banner permit is sought.

The Way It Is Now:

The adopted Ordinance allows for posting of banners on the Path of Gold provided that the banners meet the definition of a "city neighborhood banner" as defined by Public Works Code Section 184.78(c)(5). A "city neighborhood banner" is a banner demarking a neighborhood in San Francisco, placed in that neighborhood, and identifying the neighborhood's name, such as, for example: "The Tenderloin" or a symbolic

identification such as the rainbow flags associated with the Castro on Market Street from Church to Castro Streets.

New requirements provide that:

- City neighborhood banners no longer have a limited installation period.
- All banners be attached with fasteners that are completely reversible and cause no damage; and
- Prior to the issuance of any such permit, the Historic Preservation Commission must issue a Certificate of Appropriateness.

The Link to signed legislation:

Board File No. 101445	Ord. No. 0013-11	Public Works Code - Banners on the Path of Gold http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/ordinances11/o0013-11.pdf
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