

**Re: Proposal to Expand Street Artist Spaces on Jefferson St.**

David Berbey [ ]

**Sent:** Friday, August 17, 2012 4:40 PM**To:** Lazar, Howard**Cc:** Edwards, Jay; Hodapp, Dan; Rebecca Delgado [RDelgado@academyart.edu]; Greg Chew ; John Calloway  
Amy Chuang ; Jessica Silverman  
; DeCaigny, Tom; Krell, Rebekah; Licouris, Alyssa**Attachments:** Street Artist Financial Imp~1.xls (39 KB)

Dear Mr. Lazar,

It was unfortunate that the Arts Commission Meeting was canceled last week. I hoped to address the commission on the issues concerning proposed spaces J-9 and LV-2.

I will attend the next meeting in hopes that I can lay out our objections for the two proposed spaces and hopefully convince the commission on why they **should not** move forward with the recommendations to approve these two locations. I've stated my objections to J-9 at the Street Artist Committee meeting on July 11. Since then, I've had a chance to log the impact of location LV-2 to our business, and now, I also object to LV-2. Beyond my prior stated objections that the locations are in front of our doorway, they create unnecessary congestion on the sidewalk and create a safety hazard to pedestrians, I have three additional objections; 1) The proposed Street Artist locations cost our business \$238,000 per year in lost revenues; 2) There are currently 16, "economically viable", unused spaces within one block of the proposed locations; 3) There is already an over-saturation of Street Artists Locations within a two block radius of the proposed locations.

I would like to share with you some of the data I've been able to compile concerning these two spaces.

At the last Street Artist committee meeting on July 11, 2012, one or two of the commissioners questioned the validity of statements concerning the financial impact the artist were having on our business. Since I had the unique opportunity not to have had any artists at the LV-2 location as of July 12, 2012, I was able to do a comparison of its impact to our business. What I found out is that the Street Artist location, (LV-2) depressed sales by 10.42%.

I compared the sales for the store to last year's sales for the three weeks before the July 11 meeting, (from June 18 to July 11) and the three weeks after the July 11 meeting, (from July 12 to August 2). I found that sales increased by 10.42% compared to the same period last year. The only difference between these two periods of time was the absence of the Street Artist Kiosk at location LV-2. (The sales data for these periods are attached). This translates into a total loss of revenues of over \$238,000 on an annual basis. This is the impact the street artist location is having on our business.

Furthermore, there are 16, "economically viable" spaces one block away from the proposed site and there are 94 approved spaces in a two block radius. I took a tour of the immediate area on Sunday, August 5, 2012. This is arguably the busiest day of the year for our area. I found that of the 94 approved spaces only 59 were being used. I know you stated that not all spaces are "economically viable". However, 16 of the unused spaces were the spaces designated on Hyde St. between Jefferson and Beach, (there are 23 designated spaces in this corridor and only 7 were being used). The traffic on this corridor is significant since it's at the Cable Car turnaround so I don't think anyone can argue that these spaces are not "economically viable". My point is simply this: With 16, highly visible and economically viable, unused spaces, during the busiest day of the year, why is the Street Artist Program persisting on acquiring two more spaces in front of our doorway at a cost of \$238,000 in lost revenues to us?

Lastly, it's my contention that there is an over-saturation of street artists within a two block radius of the proposed location. As per the data you provided me, the street artist program currently has 426 designated spaces in the city and 147 spaces are on Fisherman's Wharf. That means that 34.5% of all the spaces in the city are currently on Fisherman's Wharf. Since 94 of them are within two blocks on my storefront, that means that almost 70% of all the Fisherman's Wharf designated locations are within a two block radius of our location. I will argue that the area is suffering from a serious over-saturation of designated spaces.

Consequently, I'm asking that you re-assess the density of street artists in such a small concentrated area and that the commission **not approve** the two spaces currently under consideration. The commission is looking to make an exemption to section 2405, (c), (6) which requires that no street artist kiosk be within 10' of a store entrance. Asking the commission to make that exemption in this particular case is completely inappropriate since I've conclusively proven it affects our business adversely to the tune of \$238,000. Moreover, I've already identified 16 very lucrative spaces that are currently not being used.

I look forward to sharing this information with the commissioners at the next Arts Commission Meeting.

Sincerely,

David Berbey  
V.P/ Partner  
Sfo Forecast Inc/  
d.b.a Wharf Outdoors