

## S. F. VOTES ON PLAN, SMOKE, ENGLISH

SAN FRANCISCO - Voters here will face ballot propositions from A to P this November 8, including some highly controversial measures about development, smoking and language.

The propositions will be prominent in part because the race for mayor has been all but conceded to incumbent Dianne Feinstein, well on her way to a second full term. But three of the proposals are the type that would stand out in a crowd.

### The "Plan"

Perhaps the most sweeping reform is the "San Francisco Plan" initiative, which is Proposition M. In general terms it would institute a new Master Plan for the city -- including zoning changes -- in conformity with a list of priority policies it spells out. These policies include preserving historic features, protecting small businesses, improving housing space, conserving parks and limiting further commercial development. Furthermore, the initiative places financial burdens on commercial developers to provide jobs and housing to accommodate employees hired for new construction, as well as money for the "Muni" bus system that transports them.

### Proponents

The proponents of the measure are "The San Francisco Plan Campaign," a coalition of merchants, small businessmen and environmentalists. They claim support from Assemblyman Art Agnos (D-S.F.); Supervisors Harry Britt, Richard Hongisto and Nancy Walker; 24 commissioners from various boards such as police and housing; labor endorsements from the Graphic Arts Union and the International Longshoremen and Warehousemen's Union.

The campaign manager is David Looman, with headquarters on Pine Street.

Advocates for the initiative contend that the city's Master Plan has not changed substantially for 25 years, and that it is time for major action. Underlying this concern is the problem of the fairly recent development of enormous office buildings and hotels in the downtown section, which residents view as an alarming intrusion. Furthermore, proponents believe that such development pushes out small merchants and ruins the historic charm of San Francisco's neighborhoods. The initiative plan suggests that if large commercial builders do this, they must comply with strong guidelines and be required to pay a price.

Prop. M supporters currently estimate that their budget should be \$100,000.

### Opponents

Opposing Prop. M is "San Franciscans for Responsible Planning," consisting not only of business interests but also labor's Building Trades Council. From their viewpoint, the city should not be locked into a position of discouraging construction and business, which they see as an inevitable consequence of this proposed plan. They point to Chevron, Pacific Telephone and Firemen's Fund Insurance as recent examples of business locating facilities and employees outside of San Francisco because of restrictive growth policies.

The opponents have retained Solem and Associates to manage their campaign, with Jonathan Kaufman as the director. CALPEEK talked with Don Solem, president of the firm, who said that the initiative is not the rational approach to this comprehensive and complex problem. He noted that most of the concerns of the initiative's proponents are being addressed in a new Downtown Plan recently presented by the City Planning Commission.

The "no" on M side is not yet prepared to reveal its budget or strategy, but Solem did point out that he plans to do a public survey on the issue. Solem and Associates defeated two San Francisco rent control proposals, in 1978 and 1979.

Observers not connected to either campaign informed CALPEEK that the Downtown Plan released by the city has been two and a half years in preparation, and may make the ballot plan moot. These insiders note that Prop. M backers do approve the general thrust of the Downtown Plan, and that the majority of voters will be reluctant to leap on the Prop. M wagon.

It seems clear that the leaders and constituents in San Francisco are interested in resolving the question of large-scale commercial development. The city is limited geographically, overlooking some of the most beautiful scenery in California. Whether or not Prop. M is the answer, the debate is an important one for the city by the bay.

### The Smoking Ordinance

Proposition P stands for the approval of an ordinance that restricts smoking in the workplace. A "yes" vote upholds the no-smoking policy of the ordinance.

Essentially, the ordinance provides that employers must help employees work out smoking and non-smoking areas. However, the non-smokers' rights prevail in the case where a deadlock occurs.

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### In Favor

Proponents have formed "San Franciscans for Local Control," located on 18th Street. Their telephone is (415) 861-5693.

Campaign manager Ken Masterton told CALPEEK that he resents large out-of-state tobacco interests funding opposition to a local law which was backed by the mayor and ten out of eleven supervisors. The ordinance was written by the board's president, Supervisor Wendy Nelder.

Chairman of the "yes" effort is Ray Weisberg, M.D.

### Not in Favor

Opposing the smoking ordinance is "Citizens Against Government Intrusion," the group that put the ordinance on the ballot. Their headquarters is on Market Street, telephone (415) 543-8956.

To date, the "no" side has raised about \$117,000 and readily acknowledges tobacco industry support. The campaign director is Jim Foster, a prominent leader in the "gay" community. Co-Chairing the committee are prominent Democratic attorney Fred Furth, stockbroker Sandra Taylor and realtor Blanche Streeter. Hal Larson, a veteran consultant who was once a partner with Woodward, McDowell and Larson, is handling media.

The opponents have the support of the only dissenter on the ordinance vote, Supervisor Nancy Walker. A campaign staffer told CALPEEK that the lopsided vote did not reflect the true division among the supervisors, who almost tabled the ordinance for further discussion.

Citizens Against Government Intrusion point to the support of the San Francisco Labor Council. The theory of this support is that because the ordinance seems to affect worker areas more than management areas, it is thus discriminatory against employees.

### Smokescreen

The fight over smoking in public places has been waged on the statewide ballot in recent years, with non-smokers losing both times. The issue crosses party lines and political philosophies. Smoking is an activity that can cause serious problems for non-smokers, and smokers are rarely in a position to help because the addiction is simply beyond their control.

The answer is that rules and regulations must be devised which are tailored to specific situations. It would be admirable if employers set reasonable policies for everyone's comfort.

San Francisco is the only municipality in the country with trilingual ballots: they are printed in English, Spanish and Chinese. And the near future may bring the addition of another language, the Filipino tongue known as Tagalog.

This has angered San Francisco Supervisor Quentin Kopp, who has sponsored Prop. O. It is stated simply: "The Board of Supervisors shall adopt, and the Mayor shall sign, a resolution urging the Congress and President of the United States to amend federal law so that henceforth the City and County of San Francisco need print ballots, voters' handbooks and other official voting materials only in English."

Specifically, the Congress would have to alter the Civil Rights Act, which provides for separate language materials when populations reach a certain size.

### Kopp's Crew

Proponents have formed a volunteer organization headed by Cheryl Aronsen, at telephone (415) 584-6864. She tells CALPEEK that there is simply no need for more than one language on the ballot, since voters must be proficient in English in order to be a voter at all. She counts as supporters such prominent citizens as former Supervisors John Barbegelata and Terry Francois, Eleanor Rossi Crabtree, Harry Aleo, Lee Dolson and Dr. Thomas Woo.

Currently, the "Yes on O" effort is sending out mailers requesting funds.

### The Opponents

As of late last week, the opposition was meeting to discuss an umbrella organization to fight Prop. O. Leaders of this side include Supervisor Harry Britt, John Trasvina and Stan Criollos of the Mexican-American Legal Defense and Education Fund, and Henry Der of Chinese for Affirmative Action. It should be noted that these two groups do not officially take sides in political campaigns although their members may do so.

The opponents are not worried that the Congress would in fact listen to this resolution, should it pass. They emphasize that two Republican Presidents -- Ford and Reagan -- have approved the language mandate authored by the Democrats. What bothers them is that sentiment could snowball; so, they want to educate voters about the need for the language provision. They say that English proficiency of minority groups can be very poor, especially since immigration and voting

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