

1 [General Advertising on City Buildings and Street Furniture.]

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3 **Ordinance amending the San Francisco Administrative Code by adding Section 4.20-1**
4 **to prohibit any new general advertising signs on street furniture over the number**
5 **authorized as of July 1, 2007 and to prohibit new general advertising signs visible to**
6 **the public on the exterior of City-owned buildings; adopting environmental and other**
7 **findings.**

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Note: The Section is entirely new.

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10 Be it ordained by the People of the City and County of San Francisco:

11 Section 1. Findings.

12 (a) The Planning Department has determined that the actions contemplated in this
13 ordinance are in compliance with the California Environmental Quality Act (California Public
14 Resources Code section 21000 et seq.). This determination is on file with the Clerk of the
15 Board of Supervisors in File No. _____ and is incorporated into this ordinance
16 by reference.

17 (b) In 2002 the voters approved Proposition G, which adds Section 611 to the
18 Planning Code. Section 611 prohibits new general advertising signs at any location within the
19 City as of March 5, 2002. By its terms, this prohibition on new general advertising included
20 signs on City buildings, but expressly excluded signs on motor vehicles or in the public right-
21 of-way if permitted by local law.

22 (c) In November 2007, the voters approved Proposition K. Proposition K sets forth
23 a Declaration of Policy that the City should not allow any increase in the number of general
24 advertising signs on street furniture over the number authorized as of July 1, 2007. As stated
25 in the Ballot Simplification Committee's Digest for Proposition K, the ordinance adopted by the

1 voters in 2002 already prohibited new general advertising signs on City buildings. This
2 prohibition was reinforced by the voters in Proposition K, which states that the City should not
3 allow an increase in the number of general advertising signs visible to the public on the
4 exterior of City-owned buildings over the number in place as of December 1, 2007.

5 Section 2. The San Francisco Administrative Code is hereby amended by adding
6 Section 420-1, to read as follows:

7 SEC. 420-1. GENERAL ADVERTISING – PROHIBITION ON THE EXTERIOR OF
8 CITY BUILDINGS AND ON STREET FURNITURE.

9 (a) As provided by Section 611 of the San Francisco Planning Code, which was
10 adopted by the voters in November 2002, and by Proposition K, which was adopted by the
11 voters in November 2007, new general advertising signs that are visible to the public are
12 prohibited on the exterior of any City-owned building after March 5, 2002.

13 (b) As set forth in Proposition K, no increase in the number of general advertising
14 signs shall be allowed on street furniture, including transit shelters, kiosks, benches and
15 newspaper racks, over the number authorized by City law and through City contracts as of
16 July 1, 2007.

17 (c) The term "general advertising sign" shall have the meaning set forth in Section
18 602.7 of the Planning Code.

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20 APPROVED AS TO FORM:
21 DENNIS J. HERRERA, City Attorney

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23 By:

JUDITH A. BOYAJIAN
Deputy City Attorney

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