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[Advertising on San Francisco Bay]
URGING THE STATE OF CALIFORNIA AND COUNTIES AND CITIES THAT SHARE
THE SAN FRANCISCO BAY COASTLINE WITH SAN FRANCISCO TO ADOPT
PROHIBITIONS ON ADVERTISING ON THE SAN FRANCISCO BAY.

WHEREAS, Floating billboards and other strictly commercial advertising vessels
have been found to cause visual blight, are distracting, create significant safety hazards to
pedestrians and motorists, and reduce the value of the Bay as a pre-eminent public attraction;
and,

WHEREAS, Under the Burton Act (Chapter 1333 of the California Statutes of
1968), appropriate Bay uses include waterborne commerce, navigation and fisheries, and uses
that attract the public to use and enjoy the Bay recreationally; and,

WHEREAS, By Ordinance 205-99, on file with the Clerk of the Board of Supervisors,
and Port Commission Resolution 99-42, San Francisco prohibits commercial advertising on San
Francisco Bay Waters within the jurisdiction of the Port of San Francisco; and,

WHEREAS, The public benefit served by prohibiting advertising on the San Francisco
Bay should be applicable to all Bay users; and,

WHEREAS, Advertising on Bay waters that are under the jurisdiction of other state and
local entities may be visible from the City and County of San Francisco; now therefore, be it

RESOLVED, That the City and County of San Francisco urges the State of California
and counties and cities that share the San Francisco Bay coastline with San Francisco to adopt
prohibitions on advertising on the San Francisco Bay.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 991804

Date Passed:

Resolution urging the State of California and counties and cities that share the San Francisco Bay coastline with San Francisco to adopt prohibitions on advertising on the San Francisco Bay.

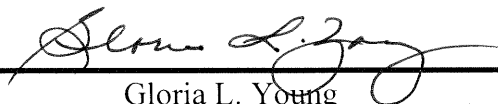
September 27, 1999 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Becerril, Bierman, Katz, Kaufman, Leno, Newsom, Teng,
Yaki, Yee

Absent: 1 - Brown

File No. 991804

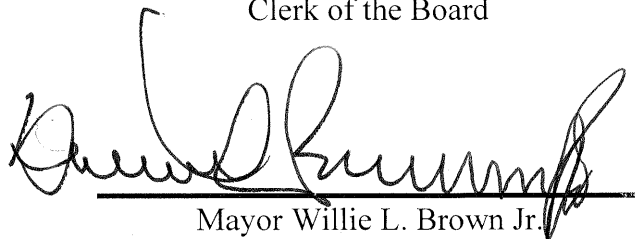
I hereby certify that the foregoing Resolution was ADOPTED on September 27, 1999 by the Board of Supervisors of the City and County of San Francisco.



Gloria L. Young
Clerk of the Board

OCT - 8 1999

Date Approved



Mayor Willie L. Brown Jr.