

1 [Urging the California State Legislature to Oppose Assembly Bill 830]  
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3 **Resolution urging the California State Legislature to oppose Assembly Bill 830 which**  
4 **would allow for the continued degradation of our public spaces through the**  
5 **conversion of existing billboards along California’s landscaped highways to a digital**  
6 **format.**  
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8 WHEREAS, California’s and San Francisco’s highways are currently lined with  
9 innumerable billboards that commercialize and degrade the public space; and,  
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11 WHEREAS, In March 2002, the voters of San Francisco approved Proposition G,  
12 which authorized the City and County of San Francisco to amend City law to prevent any new  
13 general advertising sign from being erected as of March 5, 2002; and,

14 WHEREAS, Proposition G’s purpose is to enhance the City’s livability and quality of life  
15 by reducing the proliferation of visual clutter and blight that results from general advertising  
16 signs and billboards; and

17 WHEREAS, The City and County of San Francisco has worked to limit the intensification  
18 of signs and billboards within the City limits; and,

19 WHEREAS, Assembly Bill 830 proposes to allow the conversion of existing billboards  
20 to electronic format with an evolving format that would broadcast a new digital advertisement  
21 every 6 seconds; and,

22 WHEREAS, Assembly Bill 830 would allow the conversion of existing billboards to an  
23 electronic format that would intensify the blight caused by existing billboards by increasing  
24 their visual impact, glare and brightness level, as well as waste valuable energy; now,  
25 therefore, be it

1           RESOLVED, That the Board of Supervisors of the City and County of San Francisco  
2 hereby urges the California State Legislature to oppose Assembly Bill 830: and, be it

3           FURTHER RESOLVED, That a copy of this resolution be forwarded to the California  
4 State Senate Committee on Transportation and Housing, Senators Carole Migden and  
5 Leland Yee, and Assemblymembers Mark Leno and Fiona Ma.

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