

LEGISLATIVE DIGEST
(6/1/15 - Amended in Committee)

[Administrative Code - Prohibiting Advertisements for Sugar-Sweetened Beverages on City Property]

Ordinance amending the Administrative Code to prohibit advertising of sugar-sweetened beverages on City property.

Existing Law

Existing law prohibits advertising cigarettes or tobacco products or alcoholic beverages on property owned by or under the control of the City and requires all leases, permits or agreements awarded by the City that allow any person to use City property to specifically provide that there shall be no advertising of cigarettes or tobacco products or alcoholic beverages on such property, subject in each case to certain limited exceptions for alcoholic beverage advertising. The prohibition includes the placement of the name of a company producing, selling, or distributing cigarettes, tobacco products, or alcoholic beverages, or the name of any cigarette or tobacco product, or alcoholic beverages, in any promotion of any event or promotion of any product or beverage on property owned by or under the control of the City

Amendments to Current Law

The proposed legislation would do the following:

1. Prohibit advertising Sugar-Sweetened Beverages on property owned by or under the control of the City, subject to similar exceptions that apply for alcoholic beverage advertising.
2. Prohibit the placement of the name of a company producing Sugar-Sweetened Beverages, or the name of any Sugar-Sweetened Beverage, in any promotion of any event or promotion of any product or beverage on property owned by or under the control of the City, subject to an exception to allow the inclusion of a company's name on signage listing sponsors of a charitable event occurring on City property.

Background

Revised in Land Use and Transportation Committee on June 1, 2015 to (1) modify the proposed restrictions on advertising Sugar-Sweetened Beverages on property owned by or under the control of the City by eliminating the proposed restriction on advertising companies that distribute or sell Sugar-Sweetened Beverage, while retaining restrictions on advertising the products themselves and the companies that manufacture them, and (2) modify the proposed restriction on the placement of the name of a company producing Sugar-Sweetened

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Beverages on City property to allow the inclusion of a company's name on signage listing sponsors of a charitable event.