

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~~ January 1, 2008 and to prohibit new general advertising**  
6 **signs visible to the public on the exterior of City-owned buildings as of March 5, 2002;**  
7 **adopting environmental and other findings.**

8 Note: The Section is entirely new.

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

10 Section 1. Findings.

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

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

20 (c) In November 2007, the voters approved Proposition K. Proposition K sets forth a  
21 Declaration of Policy that the City should not allow any increase in the number of general  
22 advertising signs on street furniture over the number authorized as of July 1, 2007. As stated  
23 in the Ballot Simplification Committee's Digest for Proposition K, the ordinance adopted by the  
24 voters in 2002 already prohibited new general advertising signs on City buildings. This  
25 prohibition was reinforced by the voters in Proposition K, which states that the City should not

1 allow an increase in the number of general advertising signs visible to the public on the  
2 exterior of City-owned buildings over the number in place as of December 1, 2007.

3 (d) By this legislation, the Board of Supervisors codifies in the Administrative Code  
4 Proposition G's prohibition of new general advertising on the exterior of City-owned buildings.  
5 In addition, it implements the voters' policy declaration that there be no new advertising on  
6 City street furniture, with an operative date that takes into account general advertising  
7 contracts in progress.

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

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

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

16 (b) ~~As set forth in Proposition K, n~~No increase in the number of general advertising  
17 signs shall be allowed on street furniture, including transit shelters, kiosks, benches and  
18 newspaper racks, over the number authorized by City law and negotiated under the provisions  
19 of ~~through~~ City contracts that were in effect as of July 1, 2007 January 1, 2008. These  
20 limitations shall apply to any successor contracts.

1 (c) The term "general advertising sign" shall have the meaning set forth in Section  
2 602.7 of the Planning Code.

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4 APPROVED AS TO FORM:  
5 DENNIS J. HERRERA, City Attorney

6 By: \_\_\_\_\_  
7 JUDITH A. BOYAJIAN  
8 Deputy City Attorney  
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