

1 [Urging the Golden Gate Bridge, Highway and Transportation District to Oppose the Golden  
2 Gate Bridge Partnership Program]

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4 **Resolution urging the Golden Gate Bridge, Highway and Transportation District Board**  
5 **of Directors to Oppose the Golden Gate Bridge Partnership Program which would**  
6 **allow for the continued degradation of our public spaces by sanctioning, among other**  
7 **things, the placement of corporate logos on way-finding signage, posters, kiosks, and**  
8 **displays on Golden Gate Bridge property.**

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10 WHEREAS, The Golden Gate Bridge is one of this City's most treasured public assets  
11 that millions of people come to see from all over the world; and,

12 WHEREAS, The Golden Gate Bridge is considered one of the "Seven Wonders of the  
13 Modern World" by the American Society of Civil Engineers and has been presented with  
14 numerous other architectural and engineering awards in its 70-year history; and,

15 WHEREAS, Ubiquitous corporate advertising commercializes and degrades our public  
16 spaces while detracting our focus from and ruining our experience of those spaces; and,

17 WHEREAS, Once corporate advertising is introduced into the public environment it is  
18 nearly impossible to remove and in fact tends to increase and expand in its breadth and  
19 scope; and,

20 WHEREAS, San Francisco's streets and public spaces are already over-burdened by  
21 commercial and corporate advertising with more being proposed each year; and,

22 WHEREAS, In March 2002, the voters of San Francisco approved Proposition G,  
23 which authorized the City and County of San Francisco to amend City law to prevent any new  
24 general advertising sign from being erected on private property in the City as of March 5,  
25 2002; and,

1           WHEREAS, The City and County of San Francisco has worked to limit the increase of  
2 commercial advertising signs and billboards in the City since March 2002; and,

3           WHEREAS, The Golden Gate Bridge, Highway and Transportation District is  
4 considering a “Golden Gate Bridge Partnership Program” which would allow for, among other  
5 things, the on-site presence of corporate advertising through special events, product  
6 demonstrations and the placement of corporate logos on way-finding signage, posters,  
7 kiosks, and displays on Golden Gate Bridge property; now, therefore, be it

8           RESOLVED, That the Board of Supervisors of the City and County of San Francisco  
9 hereby urges the Golden Gate Bridge, Highway and Transportation District Board of Directors  
10 to oppose the “Golden Gate Bridge Partnership Program; and, be it

11           FURTHER RESOLVED, That a copy of this resolution be forwarded to the Mayor of  
12 the City and County of San Francisco and the Board of Directors of the Golden Gate Bridge,  
13 Highway and Transportation District.