

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 make it City policy that there should not be any new general advertising signs on**
5 **street furniture and to prohibit new general advertising signs visible to the public on**
6 **the exterior of City-owned buildings.**

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

16 (b) In November 2007, the voters approved Proposition K. Proposition K sets forth
17 a Declaration of Policy that the City should not allow any increase in the number of general
18 advertising signs on street furniture over the number authorized as of July 1, 2007. As stated
19 in the Ballot Simplification Committee's Digest for Proposition K, the ordinance adopted by the
20 voters in 2002 already prohibited new general advertising signs on City buildings. This
21 prohibition was reinforced by the voters in Proposition K, which states that the City should not
22 allow an increase in the number of general advertising signs visible to the public on the
23 exterior of City-owned buildings over the number in place as of December 1, 2007.

24 (c) This Section 4.20-1 codifies the voters' enactments with respect to general
25 advertising signs on street furniture and on City-owned buildings.

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

3 SEC. GENERAL ADVERTISING – PROHIBITION ON THE EXTERIOR OF CITY
4 BUILDINGS; DECLARATION OF POLICY REGARDING GENERAL ADVERTISING ON
5 STREET FURNITURE.

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

10 (b) As set forth in Proposition K, it shall be City policy that there should be no
11 increase in the number of general advertising signs allowed on street furniture, including
12 transit shelters, kiosks, benches and newspaper racks, over the number authorized by City
13 law and through City contracts as of July 1, 2007.

14 (c) The term "general advertising sign" shall have the meaning set forth in Section
15 602.7 of the Planning Code.

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17 APPROVED AS TO FORM:
18 DENNIS J. HERRERA, City Attorney

19 By: _____
20 JUDITH A. BOYAJIAN
21 Deputy City Attorney

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