

1 [Urging Completion of General Advertising Signs Survey]
2 URGING THE SAN FRANCISCO PLANNING DEPARTMENT TO COMPLETE ITS SURVEY
3 OF GENERAL ADVERTISING SIGNS WITHIN SIXTY DAYS.

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5 WHEREAS, Objective 4, Policy 14, of the Urban Design Element of the City's General
6 Plan recognizes that signs are a leading cause of street clutter and that the signs often are
7 unrelated to the physical qualities of the buildings on which they are placed; and,

8 WHEREAS, Objective 4, Policy 14, further states that where signs are large, garish,
9 and clashing, they lose their value as identification or advertising signs and merely offend the
10 viewer and that while signs have an important place in an urban environment, they should be
11 controlled in their size and location; and,

12 WHEREAS, Planning Code Section 602.7 defines a "General Advertising Sign" as "A
13 sign which directs attention to a business, commodity, industry or other activity which is sold,
14 offered or conducted elsewhere than on the premises upon which sign is located, or to which
15 it is affixed, and which is sold, offered or conducted on such premises only incidentally if at
16 all"; and,

17 WHEREAS, The Planning Code's Article 6 controls on general advertising signs are
18 more than thirty years old, and the development of new advertising sign technology has a real
19 potential for adversely affecting many parts of the City; and,

20 WHEREAS, City officials have received complaints from the public about the
21 proliferation of general advertising signs in the commercial areas of the city and on
22 architecturally significant buildings; and,

23 WHEREAS, The Planning Department is surveying the problem and studying potential
24 solutions; now, therefore, be it

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1 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
2 urges the San Francisco Planning Department to complete its survey of general advertising
3 signs within sixty days.
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SUPERVISOR LENO, *Newsom*
BOARD OF SUPERVISORS



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 991888

Date Passed:

Resolution urging the San Francisco Planning Department to complete its survey of general advertising signs within sixty days.

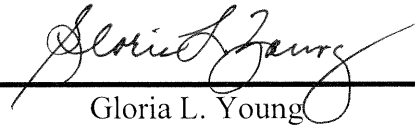
October 12, 1999 Board of Supervisors — ADOPTED

Ayes: 9 - Ammiano, Becerril, Bierman, Brown, Kaufman, Leno, Newsom, Teng,
Yee

Absent: 2 - Katz, Yaki

File No. 991888

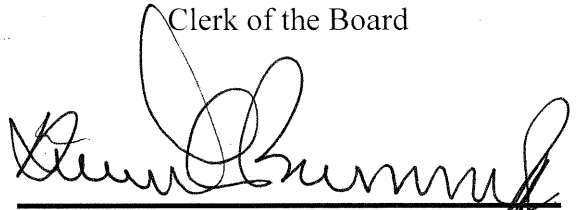
I hereby certify that the foregoing Resolution was ADOPTED on October 12, 1999 by the Board of Supervisors of the City and County of San Francisco.



Gloria L. Young
Clerk of the Board

OCT 22 1999

Date Approved



Mayor Willie L. Brown Jr.