

**REVISED LEGISLATIVE DIGEST**

(7/15/2013, Amended in Committee)

[Police Code - Aerial Signs and Advertising]

**Ordinance amending the Police Code to prohibit the use of aircraft, self-propelled, or buoyant objects to display any sign or advertising device in the airspace over the City and County of San Francisco; and making environmental findings.**

Existing Law

Existing City law does not address the use of aircraft or other airborne objects to display signs or advertising devices in the airspace over the City and County of San Francisco.

Amendments to Current Law

The proposed ordinance would add a new Article 49 to the Police Code that would prohibit the use of any type of aircraft or other self-propelled or buoyant airborne object to display in any manner or for any purpose any sign or advertising device in the airspace over the City and County of San Francisco. (Sec. 4901). The prohibition would not apply to (1) the display of an identifying mark, trade name, trade insignia, or trademark on the exterior of an aircraft or airborne object if the displayed item is under the ownership or registration of the aircraft's or airborne object's owner, or (2) the display of a sign or advertising device placed wholly and visible only within the interior of an aircraft or airborne object. (Sec. 4902).

Persons who violate Article 49 would be subject to criminal and civil penalties. (Sec. 4903). The City Administrator would be authorized to issue administrative citations for violations of Article 49.

Background Information

This legislation would establish restrictions on all aerial signs and advertising in the airspace over the City and County of San Francisco in furtherance of the City's goals of protecting the scenic beauty of San Francisco, reducing visual pollution and noise pollution, and minimizing traffic safety hazards for motorists and pedestrians.