

Ballot Simplification Committee
FINAL Approved Digest - 12:35 p.m. Monday, July 27, 2009
Approved by: Packard, Fasick, Fraps, Jorgensen

Requests for Reconsideration due by 1:00 p.m. on July 28, 2009

Advertisements on City Property

THE WAY IT IS NOW:

The City regulates general advertising signs on street furniture, which includes transit shelters, kiosks, public toilets, benches and newspaper racks, and other structures on public sidewalks and places. The City contracts with private companies to provide public facilities such as toilets and transit shelters and authorizes those companies to sell advertising space on or around these facilities.

In 2002, San Francisco voters adopted an ordinance amending the Planning Code to prohibit new general advertising signs on all buildings in the City, including City-owned buildings.

In 2007, the voters adopted a declaration of policy that the City not increase the number of general advertising signs on street furniture above the number authorized by City law and City contracts as of July 1, 2007.

THE PROPOSAL:

Proposition __ would prohibit an increase in the number of general advertising signs on street furniture above the number authorized by City law and contracts as of January 1, 2008 (rather than July 1, 2007). This proposition would make the declaration of policy adopted in 2007 into City law.

Proposition __ would also add to the Administrative Code the statement from the Planning Code that new general advertising signs are prohibited on all buildings in the City. It also specifies that the prohibition applies to City-owned buildings.

A “YES” VOTE MEANS: If you vote "yes," you want to prohibit an increase in the number of general advertising signs on street furniture above the number allowed by City law and contracts as of January 1, 2008, and specifically prohibit new general advertising signs on City-owned buildings.

A “NO” VOTE MEANS: If you vote “no,” you do not want to make these changes.

word count: 265 [suggested word limit: 300]