

**Ballot Simplification Committee
DRAFT for Consideration
Monday, July 27, 2009**

Advertisements on City Property

THE WAY IT IS NOW:

The City regulates, through its Municipal Code, general advertising signs on street furniture, which includes transit shelters, kiosks, 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 in these places 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 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 policy also states that the City should not increase the number of general advertising signs on City-owned buildings above the number in place as of December 1, 2007.

THE PROPOSAL:

Proposition __ is an ordinance that 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.

Proposition __ would also add to the Administrative Code a statement that new general advertising signs are prohibited on City-owned buildings after March 5, 2002.

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: 269 [suggested word limit: 300]