



**CITY AND COUNTY OF SAN FRANCISCO**  
**OFFICE OF THE CONTROLLER**

**Ben Rosenfield**  
**Controller**

**Monique Zmuda**  
**Deputy Controller**

*Received  
in Committee  
7/1/09  
J.W.*

July 2, 2009

Ms. Angela Calvillo  
Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett Place Room 244  
San Francisco, CA 94102-4689

RE: File 090107 – Ordinance amending the Administrative Code to prohibit any new general advertising signs on street furniture and on the exterior of City-owned buildings

Dear Ms. Calvillo,

Should this ordinance be approved, in my opinion, it would not in and of itself affect the cost of government.

However, restrictions on general advertising would affect the ability of some public agencies to generate additional revenue. For example, the Municipal Transportation Agency (MTA) currently allows advertising on a portion of its transit shelters which generates over fifteen million dollars annually for the City. The proposed ordinance would prevent any expansion of such advertising.

The ordinance would prohibit any new general advertising signs on street furniture as of January 1, 2008 as well as prohibit new general advertising signs visible to the public on the exterior of City-owned buildings as of March 5, 2002. In 2002, the voters of the City and County of San Francisco approved Proposition G, which updated the Planning Code to prohibit new general advertising. In 2007, the voters approved Proposition K, a policy statement that prohibited the increase in general advertising signs on street furniture. The proposed initiative ordinance implements and codifies Propositions G and K into the City's Administrative Code.

Sincerely,

  
Ben Rosenfield  
Controller

Note: This analysis reflects our understanding of the proposal as of the date shown. At times further information is provided to us which may result in revisions being made to this analysis before the final Controller's statement appears in the Voter Information Pamphlet.