

CITY AND COUNTY OF SAN FRANCISCO



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July 30, 2009

Barbara Carr
Department of Elections
City Hall, Room 48
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Legal text for "Advertisements on City Property"

Dear Ms. Carr:

Per your request, please find attached formatted legal text for the ballot measure currently identified as "Advertisements on City Property."

This text has been formatted to distinguish additions to and deletions from existing legislation, as required by Municipal Elections Code section 501. Additions and deletions are marked as follows:

- Additions are single-underline italics Times New Roman.
- Deletions are ~~strikethrough italics Times New Roman~~.

Please let me know if you have any questions or if I may be of any further assistance.

Very truly yours,

DENNIS J. HERRERA
City Attorney

A handwritten signature in cursive script, appearing to read "Mollie Lee".

Mollie Lee
Deputy City Attorney

SAN FRANCISCO
FILED
2009 JUL 30 PM 4:36
DEPARTMENT OF ELECTIONS

1 [General Advertising on City Buildings and Street Furniture.]

2
3 **Ordinance amending the San Francisco Administrative Code by adding Section 4.20-1**
4 **to prohibit any new general advertising signs on street furniture over the number**
5 **authorized as of January 1, 2008 and to prohibit new general advertising signs visible**
6 **to the public on the exterior of City-owned buildings as of March 5, 2002; adopting**
7 **environmental and other findings.**

8 Note: The Section is entirely new.

9 Be it ordained by the People of the City and County of San Francisco:

10 Section 1. Findings.

11 (a) The Planning Department has determined that the actions contemplated in this ordinance are in
12 compliance with the California Environmental Quality Act (California Public Resources Code section
13 21000 et seq.). This determination is on file with the Clerk of the Board of Supervisors in File No.
14 090107 and is incorporated into this ordinance by reference.

15 (b) In 2002 the voters approved Proposition G, which adds Section 611 to the Planning Code.
16 Section 611 prohibits new general advertising signs at any location within the City as of March 5,
17 2002. By its terms, this prohibition on new general advertising included signs on City buildings, but
18 expressly excluded signs on motor vehicles or in the public right-of-way if permitted by local law.

19 (c) In November 2007, the voters approved Proposition K. Proposition K sets forth a Declaration
20 of Policy that the City should not allow any increase in the number of general advertising signs on
21 street furniture over the number authorized as of July 1, 2007. As stated in the Ballot Simplification
22 Committee's Digest for Proposition K, the ordinance adopted by the voters in 2002 already prohibited
23 new general advertising signs on City buildings. This prohibition was reinforced by the voters in
24 Proposition K, which states that the City should not allow an increase in the number of general

1 advertising signs visible to the public on the exterior of City-owned buildings over the number in place
2 as of December 1, 2007.

3 (d) By this legislation, the people of San Francisco codify in the Administrative Code Proposition
4 G's prohibition of new general advertising on the exterior of City-owned buildings. In addition, it
5 implements the voters' policy declaration that there be no new advertising on City street furniture, with
6 an operative date that takes into account general advertising contracts in progress.

7 Section 2. The San Francisco Administrative Code is hereby amended by adding Section 420-1, to read
8 as follows:

9 SEC. 420-1. GENERAL ADVERTISING – PROHIBITION ON THE EXTERIOR OF CITY BUILDINGS
10 AND ON STREET FURNITURE.

11 (a) As provided by Section 611 of the San Francisco Planning Code, which was adopted by the
12 voters in November 2002, new general advertising signs that are visible to the public are prohibited on
13 the exterior of any City-owned building after March 5, 2002.

14 (b) No increase in the number of general advertising signs shall be allowed on street furniture,
15 including transit shelters, kiosks, benches and newspaper racks, over the number authorized by City
16 law and negotiated under the provisions of City contracts that were in effect as of January 1, 2008.
17 These limitations shall apply to any successor contracts.

18 (c) The term “general advertising sign” shall have the meaning set forth in Section 602.7 of the
19 Planning Code.

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Member, San Francisco Board of Supervisors

Date

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