

Adopting a Policy to Restrict Advertising on Street Furniture and City Buildings



PROPOSITION K

Shall it be City policy that the City should not increase the number of general advertising signs on street furniture and City-owned buildings?

YES ←
NO ←

Digest

by the Ballot Simplification Committee

THE WAY IT IS NOW: The City regulates, through its Municipal Code, general advertising signs on structures in public spaces, such as transit shelters, kiosks, benches and newspaper racks. The City also contracts with private companies to provide facilities such as toilets and transit shelters in public places and authorizes those companies to sell advertising space on or around these facilities.

In 2002, the voters adopted an ordinance that prohibits new general advertising signs on all buildings in the City, including City-owned buildings, that were not on the buildings as of March 5, 2002.

THE PROPOSAL: Proposition K is a Declaration of Policy that the City should not allow any increase in the number of general advertising signs on street furniture, including transit shelters, kiosks, benches and newspaper racks, over the number authorized by City law and through City contracts as of July 1, 2007.

Proposition K also states that the City should not allow an increase in the number of general advertising signs visible to the public on the exterior of City-owned buildings over the number in place as of December 1, 2007.

A “YES” VOTE MEANS: If you vote “yes,” you want it to be City policy that the City not increase the number of general advertising signs on street furniture and City-owned buildings.

A “NO” VOTE MEANS: If you vote “no,” you do not want to adopt this Declaration as City policy.

Controller’s Statement on “K”

City Controller Edward Harrington has issued the following statement on the fiscal impact of Proposition K:

Should the proposed policy statement be approved by the voters, in my opinion, it would not in and of itself impact the cost of government.

However, if the City chose to enact the restrictions on general advertising in the policy statement, it could affect some programs that public agencies use to generate revenue. For example, the Municipal Transportation Agency (MTA) currently allows advertising on a portion of its transit shelters and is developing a new contract that would expand the program. If no new shelters with advertising are allowed, the amount of lost revenue to MTA could be more than one million dollars annually for the 20-year period of the contract.

How “K” Got on the Ballot

On August 3, 2007 the Department of Elections received a proposed declaration of policy with supporting signatures from Supervisors Daly, McGoldrick, Mirkarimi and Peskin.

The City Elections Code allows four or more Supervisors to place a declaration of policy on the ballot in this manner.

THIS MEASURE REQUIRES 50%+1 AFFIRMATIVE VOTES TO PASS.

ARGUMENTS FOR AND AGAINST THIS MEASURE IMMEDIATELY FOLLOW THIS PAGE. THE FULL TEXT BEGINS ON PAGE 115.

SOME OF THE WORDS USED IN THE BALLOT DIGEST ARE EXPLAINED ON PAGE 36.

