

1 [Urging the California State Legislature to Oppose Assembly Bill 830]
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3 **Resolution urging the California State Legislature to oppose Assembly Bill 830 which**
4 **would allow for the continued degradation of our public spaces through the**
5 **conversion of existing billboards along California's landscaped highways to a digital**
6 **format.**
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8 WHEREAS, California's and San Francisco's highways are currently lined with
9 innumerable billboards that commercialize and degrade the public space; and,
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11 WHEREAS, In March 2002, the voters of San Francisco approved Proposition G,
12 which authorized the City and County of San Francisco to amend City law to prevent any new
13 general advertising sign from being erected as of March 5, 2002; and,

14 WHEREAS, Proposition G's purpose is to enhance the City's livability and quality of life
15 by reducing the proliferation of visual clutter and blight that results from general advertising
16 signs and billboards; and

17 WHEREAS, The City and County of San Francisco has worked to limit the intensification
18 of signs and billboards within the City limits; and,

19 WHEREAS, Assembly Bill 830 proposes to allow the conversion of existing billboards
20 to electronic format with an evolving format that would broadcast a new digital advertisement
21 every 6 seconds; and,

22 WHEREAS, Assembly Bill 830 would allow the conversion of existing billboards to an
23 electronic format that would intensify the blight caused by existing billboards by increasing
24 their visual impact, glare and brightness level, as well as waste valuable energy; now,
25 therefore, be it

1 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
2 hereby urges the California State Legislature to oppose Assembly Bill 830: and, be it

3 FURTHER RESOLVED, That a copy of this resolution be forwarded to the California
4 State Senate Committee on Transportation and Housing, Senators Carole Migden and
5 Leland Yee, and Assemblymembers Mark Leno and Fiona Ma.

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City and County of San Francisco
Tails
Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 070957

Date Passed:

Resolution urging the California State Legislature to oppose Assembly Bill 830 which would allow for the continued degradation of our public spaces through the conversion of existing billboards along California's landscaped highways to a digital format.

July 10, 2007 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Jew, Maxwell,
McGoldrick, Mirkarimi, Peskin, Sandoval

File No. 070957

I hereby certify that the foregoing Resolution was ADOPTED on July 10, 2007 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Date Approved

Mayor Gavin Newsom

Date: July 20, 2007

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

Clerk of the Board