

**Government Code Section
54957.5 SB 343 Item
Agenda: 07/24/2024 REG CC
Item 18**

Ordinance Adopting Chapter 10.78 of the South San Francisco Municipal Code Regulating Signs on Motor Vehicles

CITY COUNCIL MEETING: JULY 24, 2024

Background

- ▶ The South San Francisco Municipal Code ("SSFMC") does not regulate signs on motor vehicles when vehicles are on public streets or public lands.
- ▶ Placement of signs on vehicles, when signs extend beyond the body of the vehicle, threatens the health, safety and welfare of the public.
- ▶ Creates aesthetic blight that adversely affects the quality of life and traffic safety:
 - ▶ Unsafe driving conditions
 - ▶ Impacts line of sight

Proposed Ordinance

- ▶ Makes it unlawful for any person to park, leave standing or operate a motor vehicle on any public street or public lands in the City when a sign that extends beyond the body of the vehicle is mounted, attached, or painted on the motor vehicle.
- ▶ Exceptions may be made for signs subject to federal or state governmental regulations that may be in conflict with the City's regulation.

First Amendment Considerations

- ▶ Content-neutral, time, place and manner regulation
- ▶ Narrowly tailored to serve a significant government interest
- ▶ Leaves open ample alternative means for communication of the information

First Violation

- ▶ Any person violating the ordinance for the first time must be given an educational notice.

Second and Further Violations

- ▶ Criminal infraction
- ▶ Declared a public nuisance
- ▶ Subject to all remedies available under SSFMC

Ordinance Adoption Timeline



Introduction of Ordinance: July 24, 2024

Adoption of Ordinance: August 14, 2024

Ordinance Effective: September 24, 2024



QUESTIONS?