

*City of San José, California*

**COUNCIL POLICY**

<b>TITLE</b> BILLBOARDS ON CITY-OWNED LAND	<b>PAGE</b> 1 of 1	<b>POLICY NUMBER</b> 6-4
<b>EFFECTIVE DATE</b> June 28, 1971	<b>REVISED DATE</b>	
<b>APPROVED BY COUNCIL ACTION</b>		January 10, 1972

**BACKGROUND**

On June 28, 1971, the City Council, being concerned with the visual image of the community, adopted a policy regarding the use of billboards on City-owned land. The City is thus setting the standard for community development by discontinuing the use of billboards on City-owned land.

**PURPOSE**

To state Council Policy regarding existing and future billboards on City-owned land.

**POLICY**

1. The City shall prohibit the future use of billboards on City-owned land.
2. All existing billboards on City-owned land shall be removed within a period of five (5) years.