

RESOLUTION NO. 206103

JUL 20 1972

WHEREAS, the network of freeways in California is considered as the major transportation and economic lifeline of California; and

WHEREAS, these freeways increasingly pass through residential areas and areas of scenic beauty; and

WHEREAS, in order to accommodate the traveling public it is necessary to advertise certain private freeway-oriented enterprises such as service stations, lodgings and restaurants along these major thoroughfares for the comfort and accommodation of motorists; and

WHEREAS, present State freeway policy prohibits the installation and use of such informational signs within the freeway right of way, thereby stimulating the proliferation of commercial advertising freeway-oriented, high-rise business signs along freeway routes; and

WHEREAS, other jurisdictions in the United States and Europe have found freeway-installed signs of extreme value to the freeway motorist because they are visible and level with the eye and eliminate the necessity for commercial signs that are not placed in such fashion as to provide the greatest benefit for the motorist; and

WHEREAS, the placing of such signs within the freeway right of way for the benefit of the motorists for whom they are intended would enable standardization of commercial signs, symbols and logos; and

WHEREAS, such freeway-located signs would eliminate costly commercial high-rise signs which ultimately are paid for by the traveling public; and

WHEREAS, the accumulation of such freeway-oriented signs visually pollutes the landscape; and

WHEREAS, the City Council and Planning Commission of San Diego, as in a number of other progressive communities, have undertaken a legal program to provide controls on all on- and-off premise signing; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego that said Council does hereby request and urge the State Division of Highways to:

1. Consider augmenting freeway signing to identify such freeway-oriented commercial operations as service stations, lodgings and restaurants;

2. Consider such signing standards as an element of its current study, pursuant to Assembly Concurrent Resolution #55, relating to motorist informational facilities; and

3. To develop a pilot project for such signing on a portion of the Interstate System within California, which, if found successful, may result in uniform signing provisions along freeways.

BE IT FURTHER RESOLVED, that the City Manager be and he is hereby directed to forward copies of this resolution to United States Congressional Representatives, State Assembly and Senate Representatives, the Governor of California, the United States Bureau of Roads, other California cities,

the Automobile Club of Southern California and other
freeway-oriented businesses in an effort to gain their
support of this pilot project for a State Freeway Signing
Policy that will benefit the California motorist and all
peoples of the State of California.

APPROVED: JOHN W. WITT, City Attorney

By *Donald W. Detisch*
Donald W. Detisch, Deputy

DWD:clh
7/13/72

Passed and adopted by the Council of The City of San Diego on JUL 20 1972,
 by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Gil Johnson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Landt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Floyd L. Morrow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Martinet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allen Hitch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jim Bates	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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AUTHENTICATED BY:

PETE WILSON
 Mayor of The City of San Diego, California.

EDWARD NIELSEN
 City Clerk of The City of San Diego, California.

By *Edward Nielsen*, Deputy.

(Seal)

Office of the City Clerk, San Diego, California

Resolution Number 206103 Adopted JUL 20 1972
eh