

(O-83-236)

ORDINANCE NUMBER O- 15986 (New Series)

Adopted on JUN 06 1983

AN ORDINANCE AMENDING CHAPTER X, ARTICLE 1,
DIVISION 11 OF THE SAN DIEGO MUNICIPAL CODE BY
ADDING SECTION 101.1101.99 AND AMENDING SECTIONS
101.1116 AND 101.1120.4 RELATING TO SIGNS

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Chapter X, Article 1, Division 11 of the San Diego Municipal Code be, and it is hereby amended by adding Section 101.1101.99 to read as follows:

SEC. 101.1101.99 INFLATABLE DISPLAY

Any three-dimensional ambient air-filled object depicting a container, figure, product or product traddress.

Section 2. That Chapter X, Article 1, Division 11 of the San Diego Municipal Code be, and it is hereby amended by amending Section Nos. 101.1116 and 101.1120.4 to read as follows:

SEC. 101.1116 SECONDARY SIGNS

Signs authorized in this Section are not to be included in calculating the allowable sign area for primary signs.

A. through H. - No amendment.

I. Inflatable Displays. Not more than three (3) inflatable displays, containing an aggregate total of not more than 1500 square feet of cross-section area, may be sited on a premises. The overall height of such displays

shall not exceed 31 feet above the ground. Inflatable displays shall be ground-mounted and shall be air-filled. Inflatable displays shall not be subject to the provisions of Section 101.1112 (Ground Signs) but shall be subject to the provisions of Section 101.1120.4.

SEC. 101.1120.4 BANNERS, PENNANTS, FLAGS, STREAMERS,
INFLATABLE DISPLAYS AND
OTHER SIMILAR DEVICES

The erection and/or maintenance of strings, clusters and groupings of banners, pennants, flags, twirlers, propellers, flares, balloons, noise creating wind devices, inflatable displays and similar devices of carnival character, including wind devices activated by natural or artificial means, are not permitted except as indicated below:

A. through E. - No amendment.

F. Inflatable Displays. Inflatable displays shall be permitted as provided for in paragraph G of this Section and Section 101.1116. No permit for an inflatable display shall be issued after JULY 6, 1984.

G. Special Permit. Wind signs such as streamers, banners, and pennants permitted for purposes other than provided for in paragraph "D" of this Section and inflatable displays may be allowed by Special Permit granted by the Building Official upon written approval by the Zoning Administrator who shall, prior to giving approval, determine that the following conditions are met:

1. Permit Fees. As regulated in Section 95.0107F.

2. Time Limits. Installations of streamers, banners and pennants permitted by Special Permit shall not exceed 60 consecutive calendar days in duration nor more than 120 days total duration in any 12-month period per premises. Inflatable displays shall not exceed 10 consecutive days in duration nor more than 20 days total duration in any 12-month period per premises.

3. Removal Dates. Each Special Permit shall specify a removal date for removal of the streamers, banners, pennants, and inflatable displays. The permittee or owner of the premises, or possessor of the premises, or owner of these devices, shall be jointly and severally responsible for the prompt removal of such devices at the termination of the specified permit period. The Building Official shall be responsible for conducting a field inspection on the third working day after the expiration date. If the inspection reveals noncompliance with the removal date, the posted cash deposit covering the installation shall be forfeited.

4. Posting of Cash Deposit. No Special Permit shall be approved by the Zoning Administrator unless and until the applicant therefor has signed an agreement that all of the permitted devices shall be removed within three working days after expiration of the permit. Said agreement shall be accompanied by a cash deposit equivalent to four times the Permit Fee,

which deposit may be used to defray the costs of removal by the City in the event the permittee defaults upon the agreement. The permittee shall agree to allow, if necessary, City agents, upon five days' notice to the permittee and to the premises' owner of record, to enter said premises to remove such banners, pennants, streamers and inflatable displays. No additional Special Permit for temporary banners, streamers, pennants and inflatable displays shall be approved for use on the premises, or by the permittee involved in a default action covered by this subsection, until the expiration of twelve (12) calendar months from the date of removal of such devices.

5. Nature and quantity. No copy shall appear on any device covered by Special Permit except on inflatable displays. Certain types of devices such as wind propellers, which create rustling, snapping, rattling, whirring, or other distracting sounds are prohibited. Devices which produce glare by reflected natural sunlight or artificial light are also prohibited. The maximum quantity of devices suspended from wire overhanging the premises shall be 0.04 lineal feet of devices per square foot of premises area or 8.0 lineal feet of devices per frontage foot of premises, whichever is lesser.

6. Placement. Banners, streamers, pennants and inflatable displays may not be attached to fences,

trees, shrubbery, utility poles or like items; may not be placed in or project into the public right of way; may not obstruct or obscure primary signs on adjacent premises; may not create a traffic hazard because of the distractive character to motorists of any such device or the cumulative effect of all such devices; and may not be placed closer than 50 feet to adjacent residentially zoned premises, except that inflatable displays shall not be placed closer than 100 feet to adjacent residentially zoned properties. Inflatable displays shall not be located within 300 feet of a freeway right-of-way, nor shall they be permitted in required setbacks.

7. Materials. The permittee or permittee's agent shall specify the materials to be used for each installation. The Zoning Administrator shall consult with the Building Official to determine that the materials used will not fade, tear, rip or otherwise become unsightly during the period of installation. If such a determination cannot be made, the Zoning Administrator shall not issue the Special Permit. Structural materials and installation shall comply with the provisions of California State General Order No. 95.

8. Location Information. The Permit applicant or applicant's agent shall provide the Zoning Administrator with locational diagrams, to scale, indicating both in plan and elevation views, the areas

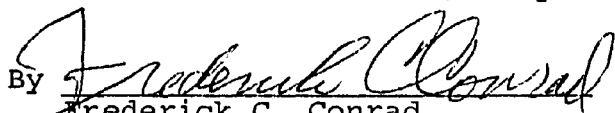
in which or on which the banners, streamers, pennants or inflatable displays are to be displayed. Calculation of square footage of maximum cross-section areas shall be included for inflatable displays. The specified locations may be not changed during the Permit period. The diagrams shall indicate the total number of lineal feet of devices suspended by wire in the air.

9. Conformity of Signs. The Zoning Administrator shall not approve a Special Permit until it is determined that all other existing signs on the premises upon which the banners, streamers, pennants and inflatable displays are to be located fully conform to the provisions of this Code.

10. Status Log and Report. The Zoning Administrator shall maintain a list of the current status of each installation by Special Permit, which shall be made available for public inspection. In addition, a bimonthly report on the current status of each Special Permit installation shall be given to the Planning Division of the Planning Department and to the Building Official.

Section 3. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

APPROVED: John W. Witt, City Attorney

By 
Frederick C. Conrad
Chief Deputy City Attorney

FCC:imb
05/10/83
O-83-236
Or.Dept:Plan.
Form=none

0 - 15986

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the Building Official.

JUN 06 1983

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

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gloria McCall	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Roger Hedgecock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

ROGER HEDGECOCK
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By *Raymond L. Pontecorvo*, Deputy.

I HEREBY CERTIFY that the foregoing ordinance was not finally passed until twelve calendar days had elapsed between the day of its introduction and the day of its final passage, to wit, on

MAY 24 1983

JUN 06 1983

and on _____.

~~I FURTHER CERTIFY that said ordinance was read in full prior to its final passage.~~

I FURTHER CERTIFY that the reading of said ordinance in full was dispensed with by a vote of not less than a majority of the members elected to the Council, and that there was available for the consideration of each member of the Council and the public prior to the day of its passage a written or printed copy of said ordinance.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By *Raymond L. Pontecorvo*, Deputy.

Office of the City Clerk, San Diego, California

Ordinance Number 0-15986 Adopted JUN 06 1983

CERTIFICATE OF PUBLICATION

CITY OF SAN DIEGO
202 C St., 12th Floor
SAN DIEGO, CA 29101

ATTN.: MAYDELL L. PONTECORVO

IN THE MATTER OF

NO.

ORDINANCE NO. 0-15986

ORDINANCE NO. O-15986
(New Series)

AN ORDINANCE AMENDING CHAPTER X, ARTICLE 1, DIVISION 11 OF THE SAN DIEGO MUNICIPAL CODE BY ADDING SECTION 101.1101.00 AND AMENDING SECTIONS 101.1116 AND 101.1120.4 RELATING TO SIGNS

The sign regulations of the City of San Diego are amended to permit the use of inflatable displays which are defined in the amendment. Size, height, location and duration regulations are provided. Permits are required for such displays. Permits shall not be issued for such displays after the expiration of one year from the enactment of the ordinance adding these provisions to the Municipal Code.

A complete copy of the Ordinance is available for inspection in the Office of the City Clerk of the City of San Diego, 12th Floor, City Administration Building, 202 C Street, San Diego, CA 92101.

Introduced on MAY 24, 1983.
Passed and adopted by the Council of The City of San Diego on JUNE 6, 1983.

AUTHENTICATED BY:
ROGER HEDGECOCK,
Mayor of The City of San Diego, California.
CHARLES G. ABDELNOUR,
City Clerk of The City of San Diego, California.

(SEAL)
By MAYDELL L. PONTECORVO, Deputy.
Publish June 20, 1983. 60-6495

I, Carrie Gedeon, am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the San Diego Daily Transcript, a newspaper of general circulation, printed and published daily, except Saturdays and Sundays, in the City of San Diego, County of San Diego, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of San Diego, State of California, under the date of January 23, 1909, Decree No. 14894; and the

ORDINANCE NO. 0-15986
(New Series)

is a true and correct copy of which the annexed is a printed copy and was published in said newspaper on the following date(s), to wit:

June 20, 1983

I certify under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California this 20th day of June, 1983.

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44.35

Carrie Gedeon
(Signature)

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