

RESOLUTION NUMBER R- 269384

ADOPTED ON SEP 28 1987

RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO TO WAIVE COUNCIL POLICY NO. 200-10 TO ALLOW FOR THE PLACEMENT OF TWELVE (12) COMMUNITY IDENTIFICATION SIGNS IN THE DOWNTOWN AREA ON AN INTERIM BASIS PLUS ONE (1) SIGN AT A LOCATION NEAR THE CONVENTION CENTER ENTRANCE OFF HARBOR DRIVE.

WHEREAS, the Council of The City of San Diego recognized that the various geographical community areas within the City wished to identify their respective communities with community identification signs, the City Council adopted Council Policy No. 200-10, effective December 14, 1974; and

WHEREAS, that policy allows for four (4) community identification signs per geographical community; and

WHEREAS, the Downtown Marketing Consortium determined that community identification signs would be instrumental in promoting downtown; and

WHEREAS, the Downtown Marketing Consortium developed a community identification sign that read, "San Diego's Downtown/Welcome"; and

WHEREAS, the community identification sign developed by the Downtown Marketing Consortium was approved and supported by the Centre City Planning Committee; and

WHEREAS, there are numerous access roads and highways into downtown and a high volume of vehicular traffic using those roads and highways; and

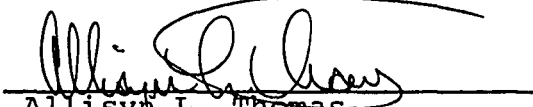
WHEREAS, due to this unique situation, the Downtown Marketing Consortium felt that four (4) community identification signs would be inadequate to promote and identify the downtown area; and

WHEREAS, the Transportation and Land Use Committee reviewed the matter on September 14, 1987, and agreed with the Downtown Marketing Consortium that four (4) signs would be inadequate; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that Council Policy No. 200-10 be waived as to the number of community identification signs in the downtown area and that twelve (12) be allowed in the public right-of-way at locations approved by the City Manager, plus one (1) at a location near the Convention Center entrance off Harbor Drive.

BE IT FURTHER RESOLVED, that City resources be used in the installation of the above-mentioned downtown community identification signs.

APPROVED: John W. Witt, City Attorney

BY   
Allisyn L. Thomas  
Deputy City Attorney

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09/17/87  
Or.Dept:T&LU  
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Passed and adopted by the Council of The City of San Diego on....., by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> VACANT
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"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celia Ballesteros	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR  
Mayor of The City of San Diego, California.

(Seal)

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

By *Maureen G. O'Connor*, Deputy.

Office of the City Clerk, San Diego, California

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