

(O-89-210)

ORDINANCE NUMBER O- 17315 (NEW SERIES)

ADOPTED ON JUN 19 1989

AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5,  
DIVISION 1, OF THE SAN DIEGO MUNICIPAL CODE BY  
AMENDING SECTION 95.0101 RELATING TO SIGNS.

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

Section 1. That Chapter IX, Article 5, Division 1, of the San Diego Municipal Code be and the same is hereby amended by amending section 95.0101 to read as follows:

**SEC. 95.0101 PUBLIC PROPERTY LIMITATIONS**

A. through D. No Change.

E. No person shall construct or install street banners or decorations over public property except as herein permitted and only after the issuance of a valid permit therefor.

1. No Change.

2. The Planning Director may issue the permit for decorations in accordance with the conditions herein imposed. The permit shall state the purpose of the decorations, the maximum duration that any set or series of decorations may be posted; the dates on which such decorations must be removed.

Conditions of approval include, but are not limited to, the following:

a. Banners which include copy shall be subject to the following:

(1) Copy shall be limited to copy denoting the purpose and occasion of the placement, and unifying or directional symbols, colors and design;

(2) Banners shall be used for the purpose of promoting cultural or civic events or activities of general public interest. Banners shall not be used for commercial or political advertising, except for such trademarks, logotypes and/or references as permitted and limited in subparagraph 3, below;

(3) Commercial or corporate trademarks or logotypes, identification of or references to sponsoring or supporting organizations, agencies or businesses shall be limited to a maximum size of thirty-six (36) square inches, to be located in the lower-right quadrant of each banner;

(4) Banners authorized by this subdivision shall not be displayed for more than 30 days, with one 30 day extension which may be granted by the Planning Director;

(5) Banners authorized by this subdivision may be installed only on Broadway, between 17th Street and Harbor Drive, and shall

89 MAY 10 PM 3:40

CITY CLERK'S OFFICE  
SAN DIEGO, CA

[Faint, mostly illegible text, likely a letter or official communication]

only be installed on those light standards on which mounting hardware has been authorized and placed by the City. Each application for a banner showing shall be for a single event, and shall result in banners being placed on all of the available mounting locations authorized by this paragraph.

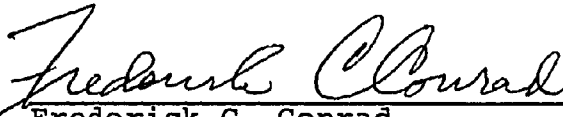
b. No Change.

3. No Change.

a. through c. No Change.

Section 2. 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:mrh  
05/01/89  
Or.Dept:Plan.  
0-89-210  
Form=o.code

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CITY CLERK'S OFFICE  
SAN DIEGO, CA

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(0-89-210)

OLD LANGUAGE: STRIKEOUT  
NEW LANGUAGE: UNDERLINED

**17315**

ORDINANCE NUMBER O-\_\_\_\_\_ (NEW SERIES)

ADOPTED ON \_\_\_\_\_

AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5,  
DIVISION 1, OF THE SAN DIEGO MUNICIPAL CODE BY  
AMENDING SECTION 95.0101 RELATING TO SIGNS.

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

Section 1. That Chapter IX, Article 5, Division 1, of the San Diego Municipal Code be and the same is hereby amended by amending section 95.0101 to read as follows:

**SEC. 95.0101 PUBLIC PROPERTY LIMITATIONS**

A. through D. No Change.

E. No person shall construct or install street banners or decorations over public property except as herein permitted and only after the issuance of a valid permit therefor.

1. No Change.

2. The Planning Director may issue the permit for decorations in accordance with the conditions herein imposed. The permit shall state the purpose of the decorations, the maximum duration that any set or series of decorations may be posted; the dates on which such decorations must be removed.

Conditions of ~~approval~~ approval include, but are not limited to, the following:

a. Banners which include copy shall be subject to the following:

(1) Copy shall be limited to copy denoting the purpose and occasion of the placement, and unifying or directional symbols, colors and design;

(2) Banners shall be used for the purpose of promoting cultural or civic events or activities of general public interest. Banners shall not be used for commercial or political advertising, except for such trademarks, logotypes and/or references as permitted and limited in subparagraph 3, below;

~~(2)~~ Copy shall not include (3) Commercial or corporate trademarks or logotypes, identification of or references to sponsoring or supporting organizations, or agencies or businesses shall be limited to a maximum size of thirty-six (36) square inches, to be located in the lower-right quadrant of each banner;

~~(3)~~ (4) Banners authorized by this subdivision shall not be displayed for more than 30 days, with one 30 day extension which may be granted by the Planning Director;

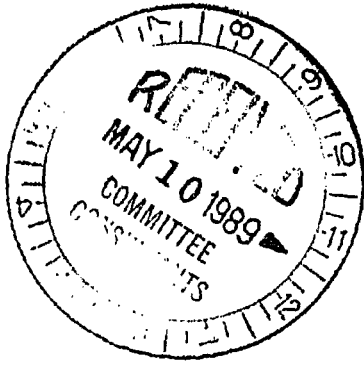
~~4~~ (5) Banners authorized by this subdivision may be installed only on Broadway, between 17th Street and Harbor Drive, and shall only be installed on those light standards on which mounting hardware has been authorized and placed by the City. Each application for a banner showing shall be for a single event, and shall result in banners being placed on all of the available mounting locations authorized by this paragraph.

b. No Change.

3. No Change.

a. through c. No Change.





Passed and adopted by the Council of The City of San Diego on ..... JUN 19 1989 .....  
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"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H. Wes Pratt	<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"/>
J. Bruce Henderson	<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"/>
Bob Filner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

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

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

(Seal)

By: *Charles G. Abdelnour*, 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

JUN 06 1989

JUN 19 1989

....., 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: *Charles G. Abdelnour*, Deputy.

Office of the City Clerk, San Diego, California

Ordinance **0-17315** JUN 19 1989  
Number ..... Adopted .....

89 MAY 10 PM 3:41

CITY CLERK'S OFFICE  
SAN DIEGO, CA

MAY 10 1989

MAY 10 1989

MAY 10 1989

CERTIFICATE OF PUBLICATION

CITY OF SAN DIEGO  
202 C STREET, SECOND FLOOR  
SAN DIEGO, CA 92101  
ATTN: MAYDELL L. PONTECORVO

IN THE MATTER OF  
AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5, DIVISION  
1, OF THE SAN DIEGO MUNICIPAL CODE BY AMENDING SECTION  
95.0101 RELATING TO SIGNS.

NO.

THOMAS D. KELLEHER

**ORDINANCE NUMBER 0-17315 (NEW SERIES)**  
AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5, DIVISION 1, OF THE SAN DIEGO MUNICIPAL CODE BY AMENDING SECTION 95.0101 RELATING TO SIGNS.  
This ordinance amends the provisions of Municipal Code section 95.0101 relating to street banners to allow such banners to be used to promote cultural or civic events or activities of general public interest. Sponsoring or supporting organizations may be identified on such banners in a prescribed manner. Banners may be displayed only on light standards equipped with appropriate mounting facilities installed by The City of San Diego.  
A complete copy of the Ordinance is available for inspection in the Office of the City Clerk of the City of San Diego, 2nd Floor, City Administration Building, 202 C Street, San Diego, CA 92101.  
INTRODUCED ON JUNE 6, 1989  
Passed and Adopted by the Council of The City of San Diego on JUNE 19, 1989  
AUTHENTICATED BY: MAUREEN O'CONNOR  
Mayor of The City of San Diego, CA  
CHARLES G. ABDELNOUR  
City Clerk of The City of San Diego, CA  
(SEAL)  
By MAYDELL L. PONTECORVO, Deputy.  
Pub. July 3 148900

I, \_\_\_\_\_, 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

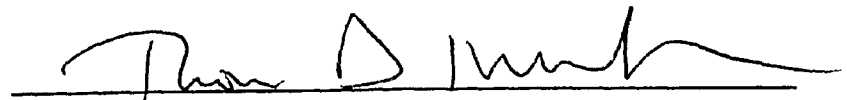
ORDINANCE NUMBER 0-17315 (NEW SERIES)

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:

JULY 3

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

Dated at San Diego, California this 3 day of JULY, 19 89.



(Signature)

$2 \frac{3}{8}'' \times 2 \times 26.91 = \$53.56$