

RESOLUTION NUMBER R- 293101

ADOPTED ON MAY 15 2000

WHEREAS, Section 142.1210 of the Municipal Code of The City of San Diego allows the placement of banners promoting cultural or civic events or activities of general interest in the public right-of-way by resolution of the City Council; and

WHEREAS, the Point Loma Association is a non-profit civic organization founded to promote the enhancement of the quality of life in the Point Loma community; and

WHEREAS, the Point Loma Association in cooperation with the San Diego Unified Port District, the Peninsula Chamber of Commerce, and other community groups, wish to install banners so that they can display street banners in the public right-of-way relating to the community and community events of general public interest; and

WHEREAS, the Council of The City of San Diego wishes to aid this civic endeavor;

NOW, THEREFORE,


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

1. In accordance with San Diego Municipal Code section 142.1210, banners may be installed on the following streets: North Harbor Drive from Nimitz Boulevard to Rosecrans Street; Rosecrans Street from Russell Street to Upshur Street; Scott Street from North Harbor Drive to Upshur Street; and Shelter Island Drive from Rosecrans Street to the traffic circle.
2. The Point Loma Association, or the Peninsula Chamber of Commerce if a business improvement district (BID) is created, will sponsor and manage the banners.
3. The banners shall be installed in accordance with the following:

- a. The banners shall not be used for commercial or political advertising, except that logos and trademarks of sponsoring organizations shall be permitted. The total area of logos and trademarks shall be limited to five percent of the banner area.
- b. The banners shall be displayed no more than 30 calendar days, with one 30-calendar-day extension.
- c. The banners shall be installed only on light standards that have been equipped by the City with mounting hardware.
- d. The banners have received all necessary permits to locate in *the public right-of-way*.

APPROVED: CASEY GWINN, City Attorney

By



Kristin Schenone  
Deputy City Attorney

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