

RESOLUTION NUMBER R- 299355

ADOPTED ON JUN 21 2004

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 Downtown San Diego Partnership is a non-profit business advocacy organization seeking to enhance economic opportunities in the Downtown community; and

WHEREAS, the Downtown San Diego Partnership wishes 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: Market Street from India Street to 17th Street; F Street from 10th Avenue to 17th Street; J Street from 6th Avenue to 17th Street; Harbor Drive from 5th Avenue to Park Boulevard; Imperial Avenue from Park Boulevard to 17th Street; Park Boulevard from Market Street to Harbor Drive; 6th Avenue from Market Street to L Street; 7th Avenue from Market Street to Tony Gwinn Drive; Tony Gwinn Drive from 7th Avenue to Park Boulevard; 8th Avenue from Market Street to J Street; 9th Avenue from Market Street to J

Street; 10th Avenue from F Street to Park Boulevard; 11th Avenue from Market Street to Park Boulevard; Russ Boulevard from Park Boulevard to 16th Street; B Street from Park Boulevard to 16th Street; C Street from Park Boulevard to 16th Street; 16th Street from Russ Boulevard to C Street; and Park Boulevard from Russ Boulevard to C Street.

2. The Downtown San Diego Partnership will 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.
 - b. The total area of logos and trademarks shall be limited to five percent of the banner length.
 - c. The banners shall be displayed no more than 30 calendar days, with one 30-calendar-day extension.
 - d. The banners shall be installed only on light standards that have been equipped by the City with mounting hardware.
 - e. The banners have received all necessary permits to locate in the public right-of-way.

APPROVED: CASEY GWINN, City Attorney

By 
Lisa A. Foster
Deputy City Attorney

LAF:jab
06/09/2004
Or.Dept: Council-Zucchet
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