

RESOLUTION NUMBER R- 299356

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 Otay Mesa Chamber of Commerce is a non profit business advocacy organization seeking to enhance employment and economic opportunities in the Otay Mesa community; and

WHEREAS, the Otay Mesa Chamber of Commerce wishes to install 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: Otay Mesa Road from Caliente Avenue to Piper Ranch Road; Siempre Viva Road from La Media Road to Enrico Fermi Drive, Airway Road from Britannia Boulevard to Enrico Fermi Drive, Britannia Boulevard from Siempre Viva Road to Otay Mesa Road, La Media Road from Siempre Viva Road to Otay Mesa Road, and Heritage Road from Camino Maquiladora to Otay Mesa Road.

2. The Otay Mesa Chamber of Commerce or 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.
- 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
06/04/2004
Or.Dept: Council-Inzunza
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