

RESOLUTION NUMBER R- 300208

ADOPTED ON MAR 14 2005

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: Island Avenue from 1st Avenue to 3rd Avenue, J Street from 1st Avenue to 4th Avenue, K Street from 3rd Avenue to 4th Avenue, and 3rd Avenue from Market Street to K 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: MICHAEL J. AGUIRRE, City Attorney

By 
Lisa A. Foster
Deputy City Attorney

LAF:jab
02/15/2005
Or.Dept:Council-Zucchet
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