

RESOLUTION NUMBER R- 300409

ADOPTED ON MAY 09 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 Greater Clairemont Chamber of Commerce is a non-profit civic organization founded to promote the enhancement of the quality of life in the Clairemont community; and

WHEREAS, the Greater Clairemont Chamber of Commerce, in cooperation with the Clairemont Community Planning Group and other community groups, wishes to install street banners in the public right-of-way relating to community-specific cultural or civic events and/or community activities of general public interest; and

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

NOW, THEREFORE,

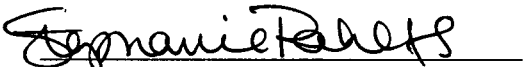
BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. In accordance with San Diego Municipal Code section 142.1210, banners may be installed at the following locations: intersection of Balboa Avenue and Clairemont Drive, intersection of Balboa Avenue and Genesee Avenue, intersection of Clairemont Drive and Burgener Boulevard, intersection of Clairemont Drive and Rappahannock Avenue, Balboa Avenue at Interstate 805, Clairemont Mesa Boulevard at Interstate 805, Genesee Avenue at State

Highway 52, and Clairemont Mesa Boulevard at, or within one hundred feet of, the entrance to Marian Bear Memorial Park.

2. The Greater Clairemont Chamber of Commerce or a business improvement district (BID), if one is created, will fund 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 area.
  - c. The banners shall be displayed for 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   
Stephanie Rahlfs  
Deputy City Attorney

SR:jb  
04/21/2005  
Or.Dept:Council-Frye  
R-2005-1100