

RESOLUTION NUMBER R-301027

ADOPTED ON NOV 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 San Diego North Chamber of Commerce is a non-profit civic organization founded to promote the enhancement of the quality of life in Rancho Bernardo and surrounding communities; and

WHEREAS, the San Diego North Chamber of Commerce, in cooperation with other community groups, wishes to install banners so that they can display street banners in the public right-of-way relating to 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 at the following locations: up to 25 banners along Camino San Bernardo between Camino del Norte and Rancho Bernardo Drive; up to 32 banners along Rancho Bernardo Drive between Camino San Bernardo and Interstate 15; up to 29 banners along West Bernardo Drive between Rancho Bernardo Drive and Interstate 15; up to 31 banners along Pomerado Road between Interstate 15 and Rancho Bernardo Drive; up to 71 banners along Pomerado Road between Rancho Bernardo Drive and Camino del Norte; up to 23 banners along Camino del Norte between Pomerado Road and Interstate 15; up to 28 banners along Camino del Norte between Interstate 15 and Camino San Bernardo; up to 15 banners along Bernardo Center Drive

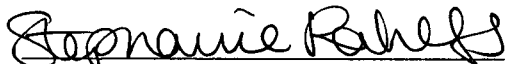
between Camino del Norte and Interstate 15; up to 14 banners along West Bernardo Drive between Bernardo Center Drive and Rancho Bernardo Drive; up to 11 banners along Bernardo Center Drive between Interstate 15 and Rancho Bernardo Drive; up to 15 banners along Bernardo Heights Parkway between Pomerado Road and Bernardo Center Drive; up to 6 banners along Rancho Bernardo Drive between Pomerado Road and Interstate 15; and up to 17 banners along Bernardo Center Drive between Rancho Bernardo Drive and West Bernardo Drive.

2. The San Diego North 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
11/01/2005
Or.Dept:Council-Maienschein
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