

RESOLUTION NUMBER R- 304948

DATE OF FINAL PASSAGE JUN 12 2009

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO APPROVING THE INSTALLATION OF BANNERS IN THE MORENA AREA.

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 where designated by resolution of the City Council; and

WHEREAS, the Morena Business Association is an organization of community business people founded to promote the community through a variety of methods and to raise public awareness of the Morena business area; and

WHEREAS, the Morena Business Association 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 Morena Business Association sought and received the approval of the Clairemont Community Planning Group and Linda Vista Community Planning Group to install such street banners; 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:

- 1) SW & NE corners of Morena Blvd. @ Buenos Ave.
- 2) SW & SE corners of Morena Blvd. @ Tecolote Rd.

- 3) SE corner of Morena Blvd. @ Tecolote Rd., on the Tecolote Rd. light pole just east of 1331 Tecolote Rd.
- 4) NE & SW corner of Morena Blvd. @ Savannah St.
- 5) SW & NE corners of Morena Blvd. @ Knoxville St.
- 6) SW & NE corners of Morena Blvd. @ Knoxville St.
- 7) SW corner of Morena Blvd. @ Sherman St.
- 8) NE & SW corners of West Morena Blvd. @ Buenos Ave.
- 9) NE & SW corners of West Morena Blvd. @ Vega St.
- 10) NE & SW corners of West Morena Blvd. @ Ashton St.
- 11) NE & SW corners of Morena Blvd. @ Milton St.
- 12) One sign at the 2600 block on Westside of Morena Blvd.
- 13) SW & NW corners of Morena Blvd. @ Ingulf St.
- 14) NE corner of Napa St. @ Morena Blvd.
- 15) One sign at the corner of Linda Vista Rd. @ Napa St.
- 16) SW & SE corners of West Morena Blvd. @ Morena Blvd.
- 17) One sign at the corner of Linda Vista Rd. @ Morena Blvd.
- 18) One sign on Westside of 2351 Morena Blvd.
- 19) SW & NE corners of Morena Blvd. @ Asher St.

2. The Morena Business Association or, if a business improvement district [BID] is formed which encompasses the above-mentioned locations, the organization responsible for managing the BID will be responsible for funding and managing 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 of sponsoring organizations 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 shall receive all necessary permits to locate in the public right-of-way.

APPROVED: JAN I. GOLDSMITH, City Attorney

By



Adam R. Wander
Deputy City Attorney

ARW:mm:pev
05/19/09
Or.Dept: Council - Frye
R-2009-1173
MMS# 0252

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUN 02 2009

ELIZABETH S. MALAND
City Clerk

By Jana Richards
Deputy City Clerk

Approved: 6.12.09
(date)

JSL
JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor