

RESOLUTION NUMBER R- 310838

DATE OF FINAL PASSAGE DEC 16 2016

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO AUTHORIZING AND ESTABLISHING THE LA  
JOLLA SHORES BANNER DISTRICT.

WHEREAS, Section 142.1210(b)(5)(C) of the Municipal Code of the City of San Diego allows the placement of banners promoting cultural or civic events or activities of general public interest on streets and public rights-of-way designated by resolution of the City Council; and

WHEREAS, the La Jolla Shores Business Association is an organization whose mission is to promote economic vitality and community involvement in the La Jolla Shores area; and

WHEREAS, the La Jolla Shores Business Association wishes to install street banners in the public right-of-way promoting cultural or civic events of general public interest; and

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

NOW, THEREFORE,

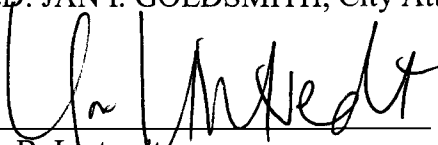
BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), the La Jolla Shores Business Association may install banners at the following locations: north and south sides of Torrey Pines Road between Princess Street and Hidden Valley Road; the south side of La Jolla Parkway between Hidden Valley Road and the Ardath Road onramp onto La Jolla Parkway; and the north side of La Jolla Parkway between Hidden Valley Road and the La Jolla Scenic Drive N onramp onto La Jolla Parkway.

2. 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 thirty calendar days, with one thirty-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: JAN I. GOLDSMITH, City Attorney

By

  
\_\_\_\_\_  
Inga B. Lintvedt  
Deputy City Attorney

IBL: mm  
November 18, 2016  
Or.Dept: Council District 1  
Doc. No.: 1393415

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC 06 2016.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 12/14/16  
(date)

  
KEVIN L. FAULCONER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on DEC 06 2016, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District 3 - (Vacant)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage DEC 16 2016.

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

KEVIN L. FAULCONER  
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

(Seal)

By Ginda Brown Deputy

Office of the City Clerk, San Diego, California  
Resolution Number R- 310838