

RESOLUTION NUMBER R- 312202

DATE OF FINAL PASSAGE FEB 08 2019

ITEM#103

2/5/19

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO TO AUTHORIZE AND ESTABLISH THE LINDA  
VISTA BANNER DISTRICT.

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

WHEREAS, the Linda Vista Town Council is a non-profit civic organization founded to promote the enhancement of the quality of life in the Linda Vista community; and

WHEREAS, the Linda Vista Town Council wishes to install street banners in the public right-of-way promoting cultural and civic events, and 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 City Council of the City of San Diego, as follows:

1. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), the Linda Vista Town Council may install banners along Linda Vista Road from Mesa College Drive to Morena Boulevard, and along Ulric Street from Linda Vista Road to Friars Road in the Linda Vista Community.

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 (5) percent of the banner area.

c. The banners shall be displayed for no more than thirty (30) 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 approved mounting hardware.

e. The banners have received all necessary permits to locate in the public right-of-way.

APPROVED: MARA W. ELLIOTT, City Attorney

By   
Allegra D. Frost  
Deputy City Attorney

ADF:als  
1/18/19  
Or.Dept: City Council – District 7  
Doc. No.: 1865430

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of FEB 05 2019.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 2/8/19  
(date)

  
KEVIN L. FAULCONER, Mayor

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

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

Passed by the Council of The City of San Diego on FEB 05 2019, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery	<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"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gómez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage FEB 08 2019.

**(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.

(Seal)

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

By *Stacy Brady*, Deputy

Office of the City Clerk, San Diego, California

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