

RESOLUTION NUMBER R- 312382

DATE OF FINAL PASSAGE APR 17 2019

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO TO AUTHORIZE AND ESTABLISH THE
BALBOA PARK 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 Balboa Park Cultural Partnership is a non-profit civic organization founded to provide expertise, advocacy and resources to envision, enhance and sustain Balboa Park for all visitors in partnership with the City of San Diego and in collaboration with other organizations in the Park and the community; and

WHEREAS, the Balboa Park Cultural Partnership 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, that:

1. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), the Balboa Park Cultural Partnership may install banners in the following locations: (a) along the east side of 6th Avenue from Upas Street to Interstate 5; (b) along the east and west sides of Richmond Street from Upas Street to the exit ramp from the Cabrillo Freeway (State 163); (c) along the south side of Upas Street from Richmond Street to 28th Street; (d) along the east and west sides of Park Boulevard from Upas Street to Interstate 5; (e) along the east and west sides of Zoo Place from Park Boulevard to Florida Drive; (f) along the east and west sides of Florida

Drive from Upas Street to Pershing Drive; (g) along the north and south sides of Morley Field Drive from Park Boulevard to Upas Street; (h) along the east and west sides of Pershing Drive from Interstate 5 to the intersection of Upas Street and 28th Street; (i) along both sides of 26th Street from Pershing Drive to Russ Boulevard; and (j) along both sides of Golf Course Drive from 26th Street to the intersection of 28th Street and Date Street.

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

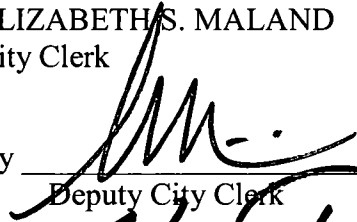
APPROVED: MARA W. ELLIOTT, City Attorney

By 
Allegra D. Frost
Deputy City Attorney

ADF:hm
August 30, 2018
Or.Dept:Council District 3
Doc. No.: 1825562_2
COR.COPY

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 16 2019.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4/17/19
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

APR 16 2019

Passed by the Council of The City of San Diego on _____, 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 APR 17 2019

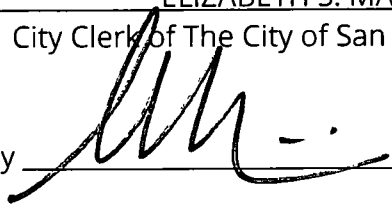
(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

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

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

(Seal)

By , Deputy

<p>Office of the City Clerk, San Diego, California</p> <p style="text-align: center;">312382</p> <p>Resolution Number R-_____</p>
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