

RESOLUTION NUMBER R- 313268

DATE OF FINAL PASSAGE OCT. 30 2020

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO ESTABLISHING THE NORTH TORREY PINES
BANNER DISTRICT AND AUTHORIZING THE
INSTALLATION AND DISPLAY OF BANNERS IN THE
PUBLIC RIGHT-OF-WAY.

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 Biocom Life Sciences Association of California (BIOCOM) wishes to install a series of street banners in the public right-of-way promoting cultural and civic events, and community activities of the general public interest; and

WHEREAS, the banner district would allow for the installation along public right-of-way within the streets of the North Torrey Pines Subarea of University Community Plan; 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), BIOCOM may install banners along public right-of-way in the following locations: (a) Genesee Avenue from Interstate 5 to North Torrey Pines Road; and (b) North Torrey Pines Road from Genesee Avenue to Torrey Pines Park Road.

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 an approved contractor and 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

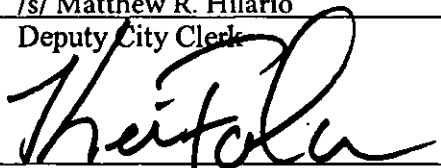
By 
Noah J. Brazier
Deputy City Attorney

NJB:als
02/26/2020
Or.Dept: Council-District 1
Doc. No.: 2336133

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 10/27/2020.

ELIZABETH S. MALAND
City Clerk

By /s/ Matthew R. Hilario
Deputy City Clerk


KEVIN L. FAULCONER, Mayor

Approved: 10/29/2020
(date)

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on OCT 27 2020, 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 OCT 30 2020.

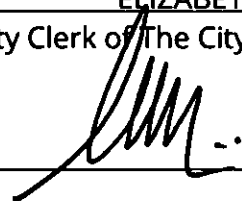
(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

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 , Deputy

Office of the City Clerk, San Diego, California
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