

RESOLUTION NUMBER R- **313513**

DATE OF FINAL PASSAGE **APR 29 2021**

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO ESTABLISHING THE TIERRASANTA 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 in public right of ways that are used for 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 Tierrasanta Community Council and Planning Group is a non-profit civic organization founded to promote the enhancement of quality of life for residents of the Tierrasanta community; and

WHEREAS, the Tierrasanta Community Council and Planning Group wishes to install street banners in the public right-of-way promoting cultural and civic events, community activities of general public interest, and to celebrate the community; 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 Tierrasanta Community Council and Planning Group may install banners along the following streets:
  - a. Tierrasanta Boulevard from .2 miles east of the I-15 North On/Off Ramps to Copperleaf Lane;
  - b. Clairemont Mesa Boulevard from Repecho Road to Rueda Drive;

- c. Aero Drive from .2 miles east of the I-15 North On/Off Ramps to Santo Road;
  - d. Santo Road from Corporal Drive to Portobelo Drive;
  - e. Antigua Boulevard from Santo Road to Via Vallarta; and
  - f. Via Vallarta from Antigua Boulevard to Clairemont Mesa Boulevard.
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 /s/ Lindsey H. Sebastian  
Lindsey H. Sebastian  
Deputy City Attorney

LJS:nja  
03/17/21  
Or. Dept.: Council District - 7  
Doc. No.: 2613641

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 04/27/2021.

ELIZABETH S. MALAND  
City Clerk

By /s/ Connie Patterson  
Deputy City Clerk

Approved: 4/29/21  
(date)

  
TODD GLORIA, Mayor

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

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 27 2021, by the following vote:

| Councilmembers           | Yeas                                | Nays                     | Not Present              | Recused                  |
|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| Joe LaCava               | <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"/> |
| Stephen Whitburn         | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Monica Montgomery Steppe | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Marni von Wilpert        | <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"/> |
| Raul A. Campillo         | <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"/> |
| Sean Elo-Rivera          | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Date of final passage APR 29 2021.

**(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:

TODD GLORIA  
Mayor of The City of San Diego, California.

(Seal)

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

By Connie Patterson, Deputy

Office of the City Clerk, San Diego, California

Resolution Number R- 313513