

5/24/2022 #108B

(R-2022-484)

RESOLUTION NUMBER R- 314133

DATE OF FINAL PASSAGE JUN 03 2022

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO REPEALING THE MORENA AREA BANNER DISTRICT, AND ESTABLISHING THE CLAIREMONT MORENA 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 rights-of-way 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 Council of the City of San Diego (City Council); and

WHEREAS, on June 12, 2009, by San Diego Resolution R-304948 (Resolution R-304948), the City Council authorized and established the Morena Area Banner District with the Morena Business Association as the sponsoring organization; and

WHEREAS, the Clairemont Town Council Foundation, Inc. (CTC Foundation) is a non-profit community organization whose mission is to promote cultural and civic events, and community activities of general public interest; and

WHEREAS, the CTC Foundation now wishes to sponsor the Clairemont Morena Banner District and 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 City Council wishes to aid this civic endeavor; NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That Resolution R-304948, passed on June 12, 2009, is repealed and a new Clairemont Morena Banner District is established.

2. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), the CTC Foundation may install banners in the following streets:
 - a. Morena Boulevard from Jutland Drive to Tecolote Road.
3. 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.

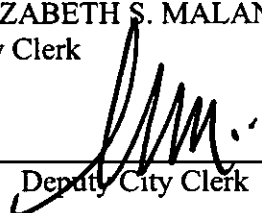
APPROVED: MARA W. ELLIOT, City Attorney

By /s/ Lindsey H. Sebastian
Lindsey H. Sebastian
Deputy City Attorney

LHS: nja
04/20/2022
Or: Dept: Council District - 2
Doc. No. 2958422

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of MAY 24 2022

ELIZABETH S. MALAND
City Clerk

By  _____
Deputy City Clerk

Approved: 6/2/22
_____ (date)

 _____
TODD GLORIA, Mayor

Vetoed: _____
_____ (date)

TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on MAY 24 2022, 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 JUN 03 2022.

(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 , Deputy

Office of the City Clerk, San Diego, California
Resolution Number R- <u>314133</u>