

112
9/4

001795	REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	1. CERTIFICATE NUMBER (FOR AUDITOR'S USE)
TO: CITY ATTORNEY	2. FROM (ORIGINATING DEPARTMENT): Council District 5, Brian Maienschein	3. DATE: 07/10/2007

4. SUBJECT:
MIRA MESA BANNER DISTRICT PROGRAM

5. FOR INFORMATION, CONTACT (NAME & MAIL STA.) Khoa Nguyen, MS#10A	6. TELEPHONE NO. (619) 236-6655	7. CHECK HERE IF BOX 1472A "DOCKET" SUPPORTING INFORMATION" HAS BEEN COMPLETED ON PAGE 2: <input checked="" type="checkbox"/>
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8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	DEPT.	ORGANIZATION	OBJECT ACCOUNT	JOB ORDER	C.I.P. NUMBER	AMOUNT	9. ADDITIONAL INFORMATION / ESTIMATED COST: None

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT, COUNCIL DISTRICT 5	<i>[Signature]</i>	7/9/07	7			
2	DEVELOPMENT SERVICES	<i>[Signature]</i>	7/11/07	8			
3	CITY ATTORNEY	<i>Marianne Greene</i>	7/21/07	9			
4				10			
5				MGR. DOCKET COORD: _____ COUNCIL REP. _____			
6				<input checked="" type="checkbox"/> RULES COMMITTEE <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> REFER TO: _____	<input type="checkbox"/> ADOPTION DATE: 9/4/07		

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Resolution repealing the current Mira Mesa Banner District, Resolution Number R-294107, and reestablishing the new Mira Mesa Banner District.

11A. STAFF RECOMMENTATIONS:
Adopt the Resolution

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): 5

COMMUNITY AREA(S): Mira Mesa

ENVIRONMENTAL IMPACT: This activity is exempt from CEQA pursuant to Section 15060 (c)(2) of the State CEQA Guidelines.

HOUSING IMPACT: None

001797

EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE ISSUED: July 10, 2007
ATTENTION: City Attorney
ORIGINATING DEPARTMENT: Council District 5, Brian Maienschein
SUBJECT: Establishing the Mira Mesa Banner District
COUNCIL DISTRICT(S): 5
CONTACT/PHONE NUMBER: Khoa Nguyen (619) 236-6655

REQUESTED ACTION:

Resolution to repeal the current Mira Mesa Banner District established under Resolution Number R-294107, and reestablishing the new Mira Mesa Banner District on Mira Mesa Blvd.

STAFF RECOMMENDATION:

Adopt the Resolution.

EXECUTIVE SUMMARY:

This is a request to approve a resolution repealing the old Mira Mesa Banner District, as adopted per Resolution Number R-294107, and reestablishing a new Mira Mesa Banner District. The new District will be limited to Mira Mesa Blvd. The project will also be reviewed by the Mira Mesa Town Council and Mira Mesa Planning Group 12 months after installation.

FISCAL CONSIDERATIONS:

Mira Mesa Town Council will pay for costs associated with processing this District.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

None

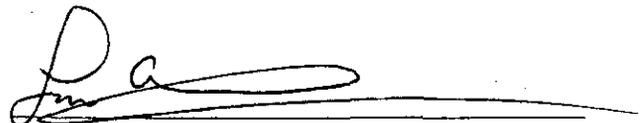
COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

None with this action.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The Mira Mesa Planning group and Mira Mesa Town Council both support the banner district.


Khoa Nguyen
Council Representative


Lance Witmond
Chief of Staff

Banner locations

This is a draft of proposed locations for the first run of 58 banners in the Mira Mesa Banner District. As currently conceived, most banners in the initial run will be located on Mira Mesa Blvd., between I-805 and I-15. All banners will be double-sided and hung from light poles. Though we are starting mainly on Mira Mesa Blvd, we may later expand to other main arteries such as Black Mountain Rd, Camino Ruiz, Camino Santa Fe and Lusk Blvd. Also note that locations may change due to space allowance on the light poles.

All locations are on the East/West-facing poles, unless otherwise noted.

Number	Street – starting from the West
2	Vista Sorrento – median, over welcome sign
4	Scranton
4	Lusk Blvd.
4	Pacific Heights Blvd.
2	Pacific Heights Blvd. – median to East
2	Sequence Drive
2	Genetic Center Drive
2	Flanders
4	Camino Santa Fe
2	Schilling
2	Aderman Ave
2	Parkdale
2	Reagan Road
4	Camino Ruiz
2	New Salem
2	Westonhill Drive
2	Greenford
4	Black Mountain Road
4	Westview Parkway
2	Median over East welcome sign

001799

1805

Scranton Road

Pacific Heights Blvd.

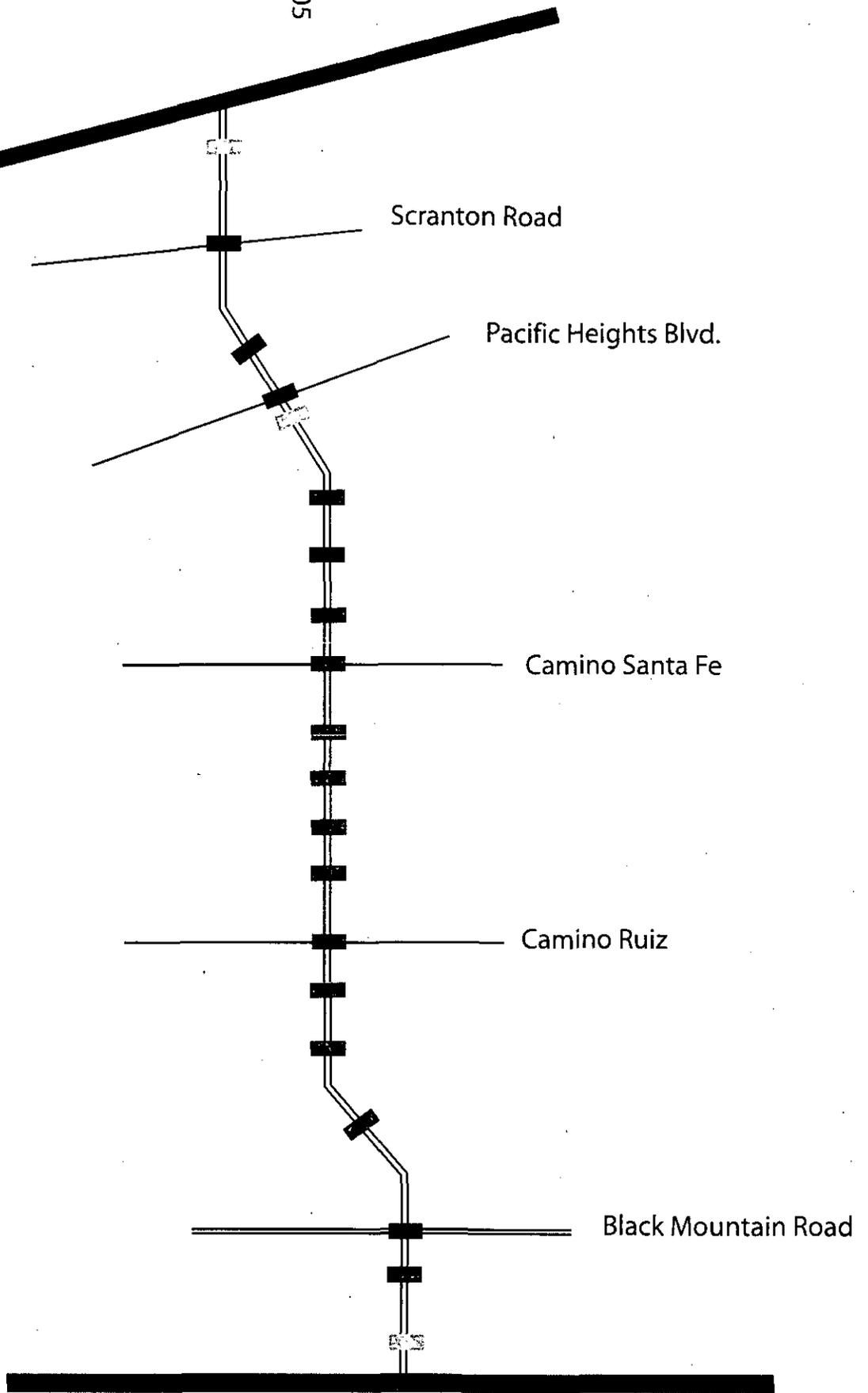
Camino Santa Fe

Camino Ruiz

Black Mountain Road

115

- 4 double-banners at intersection
- 2 double-banners at intersection
- 2 double-banners in median



RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

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

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

WHEREAS, the Mira Mesa Town Council wishes to install banners so they can display street banners in the public right-of-way relating to city, community and community events of general public interest; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego that Resolution No. R-294107, passed on November 14, 2000, is hereby repealed and reestablishing a new Mira Mesa Banner District. The new District will be limited to Mira Mesa Boulevard and said project will be reviewed by the Mira Mesa Planning Group 12 months after installation.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Marianne Greene
Marianne Greene
Deputy City Attorney

MG:as:ca
7/24/07
Or.Dept:Council-Maienschein
R-2008-59
MMS #5124

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor