

RESOLUTION NUMBER R- 313833

DATE OF FINAL PASSAGE DEC 17 2021

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO ESTABLISHING THE LOGAN HEIGHTS
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 Logan Heights Development Corporation (Logan Heights CDC) is a non-profit civic organization founded to promote the enhancement of quality of life for residents of the Logan Heights community; and

WHEREAS, the Logan Heights CDC 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 Logan Heights CDC may install banners along the following streets:
 - a. Imperial Avenue from 17th Street to Francis Street;
 - b. Market Street from 17th Street to 36th Street;
 - c. National Avenue from 27th Street to 35th Street;

- d. Oceanview Boulevard from Commercial Street to 35th Street;
 - e. Commercial Street from 17th Street to 32nd Street;
 - f. Cesar E. Chavez Parkway from Commercial Street to Interstate 5;
 - g. 25th Street from F Street to Commercial Avenue;
 - h. 28th Street from Treat Street to Boston Avenue; and
 - i. 32nd Street from National Avenue to Main 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 /s/ Lindsey H. Sebastian
Lindsey H. Sebastian
Deputy City Attorney

LHS:nja
11/18/2021
Or. Dept.: Council District - 8
Doc. No.: 2818755

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC 14 2021

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 12/17/21
(date)


TODD GLORIA, Mayor

Vetoed: _____
(date)

TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on DEC 14 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 DEC 17 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 Cennie Patterson, Deputy

Office of the City Clerk, San Diego, California
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