

RESOLUTION NUMBER R- 314082

DATE OF FINAL PASSAGE MAY 09 2022

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO ESTABLISHING THE MISSION VALLEY  
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; and

WHEREAS, San Diego State University is the State of California acting in its higher education capacity, on behalf of San Diego State University (CSU); and

WHEREAS, San Diego State University 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 Council of the City of San Diego, as follows:

1. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), San Diego State University may install banners along the following streets:
  - a. Hotel Circle South blocks 400-2300;
  - b. Hotel Circle North blocks 100-2400;
  - c. Fashion Valley Road blocks 900-1300, between the intersections of Hotel Circle North and Fashion Valley Road, and Friars Road and Fashion Valley Road;

- d. Mission Center Road blocks 4900-5500, between the intersections of Camino Del Rio North and Mission Center Road, and Friars Road and Mission Center Road;
  - e. Camino De La Reina blocks 500-2200, between 500 Camino De La Reina, and 2200 Camino De La Reina;
  - f. Camino Del Rio North blocks 500-1800, between 500 Camino Del Rio North and 1800 Camino Del Rio North;
  - g. Qualcomm Way blocks 2000-2100 between the intersections of Rio San Diego Drive and Qualcomm, and Camino Del Rio North and Qualcomm Way;
  - h. Friars Road (Central) blocks 6100-8000 between the intersection of Via Las Cumbres and Friars Road, and 7900 Friars Road; and
  - i. Friars Road (East) blocks 8600-9900, between 8600 Friars Road and 9900 Friars 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 the City with approved mounting hardware.

- e. The banners have received all necessary permits to locate in the public right-of-way.

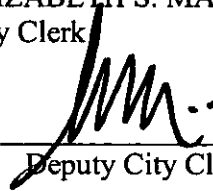
APPROVED: MARA W. ELLIOTT, City Attorney

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

LHS:nja  
 04/07/2022  
 Or. Dept: Council District - 7  
 Doc. No.: 2947159

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of     APR 26 2022    

ELIZABETH S. MALAND  
 City Clerk

By       
 Deputy City Clerk

Approved:     5/5/22      
 (date)

      
 TODD GLORIA, Mayor

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

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

Passed by the Council of The City of San Diego on APR 26 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 MAY 09 2022.

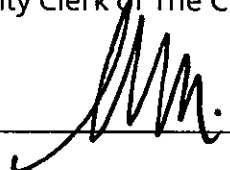
**(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)**

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

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