

#103b
09/20/2022

(R-2023-113)

RESOLUTION NUMBER R- 314345

DATE OF FINAL PASSAGE SEP 22 2022

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO AMENDING THE UNIVERSITY CITY BANNER
DISTRICT TO AUTHORIZE AND EXPAND THE AREA OF
THE PUBLIC RIGHT-OF-WAY IN WHICH BANNERS MAY
BE INSTALLED AND DISPLAYED.

WHEREAS, San Diego Municipal Code section 142.1210(b)(5)(C) allows the placement of banners in public rights-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 Council of the City of San Diego (City Council); and

WHEREAS, on January 8, 2002, by San Diego Resolution R-295913 (Resolution R-295913), the City Council authorized and established the University City Banner District with the University City Community Association as the sponsoring organization; and

WHEREAS, the University City Community Association is a non-profit organization founded to promote University City as a destination for visitors and residents; and

WHEREAS, by Resolution R-295913, banners may be installed on the following streets in University City: Governor Drive, Genesee Avenue, and Regents Road; and

WHEREAS, the University City Community Association now wishes to expand the area of the public right-of-way in which street banners may be installed to promote cultural and civic events, and community activities of general public interest; and

WHEREAS, the City Council wishes to aid this civic endeavor; and

WHEREAS, the Office of the City Attorney has drafted this Resolution based on the information provided by City staff (including information provided by affected third parties and

verified by City staff), with the understanding that this information is complete, true, and accurate; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, as follows:

1. That Resolution R-295913, adopted on January 8, 2002, is hereby amended to expand the area of the public right-of-way in which street banners may be installed.
2. In accordance with San Diego Municipal Code section 142.1210(b)(5)(C), the University City Community Association may install banners along the following streets:
 - a. Nobel Drive from Lebon Drive to I-805;
 - b. Genesee Avenue from Nobel Drive to Centurion Way; and
 - c. Towne Centre Drive from Nobel Drive to Excalibur Way.
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. ELLIOTT, City Attorney

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

LHS:nja
 09/06/2022
 Or. Dept: Council District – 1
 Doc. No. 3079665

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of SEP 20 2022

ELIZABETH S. MALAND
 City Clerk

By Carrie Patterson
 Deputy City Clerk

Approved: 9/21/22
 (date)

Todd Gloria
 TODD GLORIA, Mayor

Vetoed: _____
 (date)

 TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on SEP 20 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 SEP 22 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 Connie Patterson Deputy

Office of the City Clerk, San Diego, California
Resolution Number R- 314345