

Proposal to Expand UCCA's Street Banner District to Include Nobel Drive and Towne Centre Drive

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University City Community Association
www.UniversityCityNews.org



UCCA's Banner District History

University City Community Association (UCCA) was founded in 2002 by residents who lived in University City south of Rose Canyon.

In that year City Council approved UCCA's request for a Banner District. The purpose of the Banner District was place identification and event promotion.

For the past 20 years University City was considered by most as the neighborhood area south of Rose Canyon.

Today, as University City undergoes its Community Plan Update, we are realizing that the University City Community area must also identify and promote events in the neighborhood areas north of Rose Canyon.

UCCA's existing Banner District now includes:

- Governor Drive between Stresemann and Greenwich.
- Regents Road between State Route 52 and Governor Drive.
- Genesee Avenue between State Route 52 and Centurion Way.

UCCA is requesting UCPG's support to expand UCCA's Banner District to include:

- Nobel Drive from Lebon Drive to I-805.
- Genesee Avenue from Centurion Way to Nobel Drive.
- Towne Centre Drive from Nobel Drive to Excalibur Way.

The University Community planning area includes two districts north of Rose Canyon.

The Community Plan Update identifies two east/west corridors of interest - Governor Drive and Nobel Drive.

The University City 92122 ZIP Code extends from State Route 52 to La Jolla Village Drive between I-5 and I-805.

UCCA's outreach includes the areas north of Rose Canyon.

UCCA seeks to expand its Banner District to include and unite all of the University City 92122 by expanding it onto the community's two major east/west corridors - Nobel Drive to the north and Governor Drive to the south with Genesee Ave as the north/south connector.

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Expansion Banner District:

- Nobel Drive from Lebon Drive to I-805
- Genesee Avenue from Centurion Way to Nobel
- Towne Centre Drive from Nobel to Excalibur

Existing Banner District:

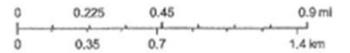
- Governor Drive between Stresemann and Greenwich
- Regents Road between State Route 52 and Governor Drive
- Genesee Avenue between State Route 52 and Centurion Way

Parcel Lookup Tool Map



August 31, 2022

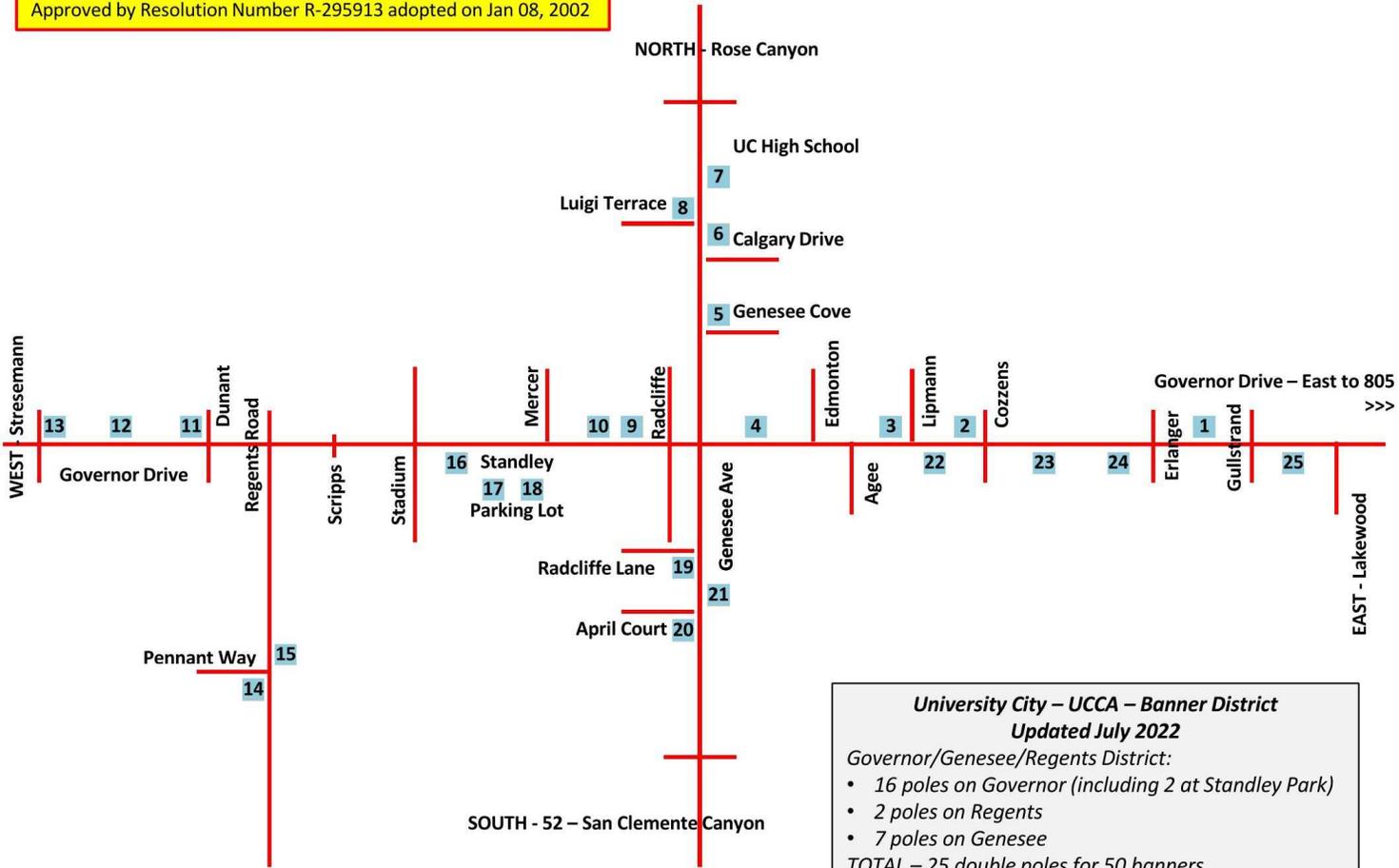
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SanGIS

UCCA's Existing Banner District – 25 city light poles with double banner brackets

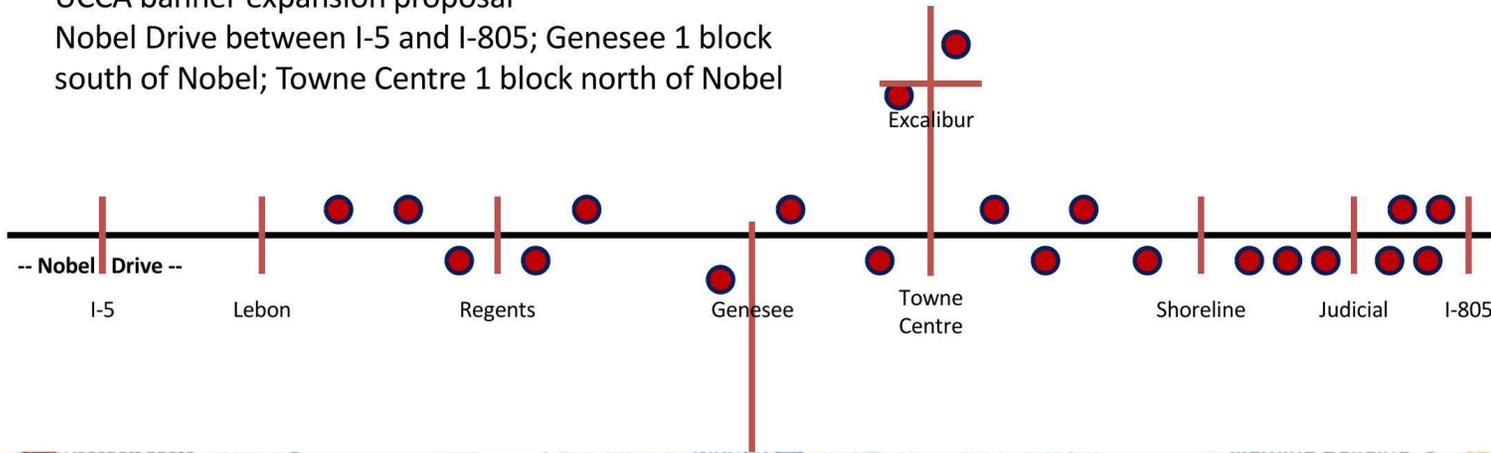
UCCA Banner District – Governor Drive - existing
 Approved by Resolution Number R-295913 adopted on Jan 08, 2002





UCCA's Proposed Nobel Drive Banner District

UCCA banner expansion proposal –
 Nobel Drive between I-5 and I-805; Genesee 1 block south of Nobel; Towne Centre 1 block north of Nobel



Expansion potential -
 - 21 city light poles with double banner brackets

Light Pole Restrictions –
 - Traffic control devices
 - Trees and/or existing interference



All Season – Silhouette - replacement	All Season – Silhouette 1	All Season – Silhouette 2
All Season – Poppies	All Season – Canyon	
Summer – 4 th of July	Summer – Concerts	
Fall – Oktoberfest	Winter - Holiday	All Season – Spatter Paint

Artwork:

- UCCA currently as 8 sets of banners
- Artwork must be approved

Street Banners:

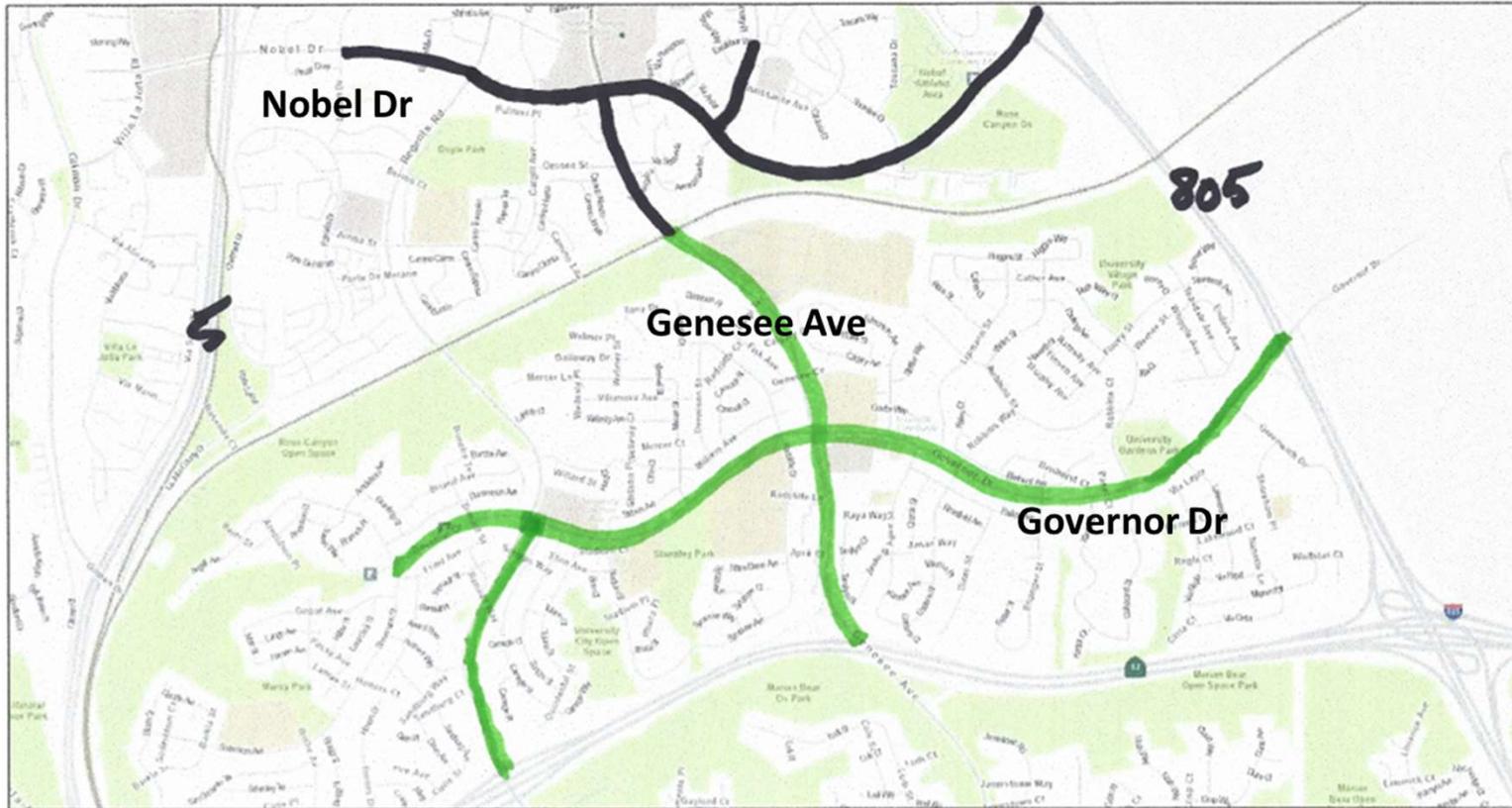
- Regulated under SD Municipal Code - Sign Ordinance – Chapter 14, Article 2, Division 12
- Not permitted on light poles with traffic control devices
- Must be rotated at least every two months
- Permit holder (UCCA) must maintain banners and associated equipment and obtain all permits before installation

UCCA's Banner District Partners and Collaborators – past and present

- City Council District 1 & City of San Diego – approval and permitting
- Economic Development Department – review proposal
- City Attorney's Office – drafts City Council Resolution
- SD Street Banners – City approved vendor provide banner installation and consultation services; coordinates with City for permitting
- AlphaPrint/WikiTiki – provide banner design and production
- Friends of Rose Canyon – banner design for Canyon banners
- Local graphic artists – provide banner design
- San Diego County Board of Supervisors – County grants provide funding to offset costs of banner production and start up costs
- EdUCate! – Design and production for Oktoberfest banners
- University City Parks Council – Design and production for UC Celebration (4th of July) and Summer Concerts banners
- SD County Fair – provide County Fair banners
- MTS – provide Free Ride Day banners
- UCPG – provide feedback and support



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