

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

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 \_\_\_\_\_  
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 \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

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

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

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