

# 100  
10/20/2020

(R-2021-154)

RESOLUTION NUMBER R- 313258

DATE OF FINAL PASSAGE OCT 23 2020

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO DESIGNATING THE CONVOY PAN ASIAN  
CULTURAL AND BUSINESS INNOVATION DISTRICT IN  
THE KEARNY MESA COMMUNITY IN THE CITY OF  
SAN DIEGO.

WHEREAS, the City Council (Council) of the City of San Diego (City) has legislative authority to recognize distinct geographic areas of the City for the purpose of fostering local cultural activities and awareness and culturally-based economic development; and

WHEREAS, in addition, California Streets and Highways Code section 101.12 provides that the California Department of Transportation (Cal Trans) may place and maintain, or cause to be placed and maintained, signs on state highways directing drivers to communities within the geographic boundaries of a city when the name of a community is culturally unique and historically significant and other criteria are met, including a designation by the City's governing body; and

WHEREAS, the geographic area on and adjacent to Convoy Street in the Kearny Mesa community of the City, bounded on the west by Interstate 805, on the north by California State Route 52, on the east by Interstate 163, and on the south where Convoy Street becomes Linda Vista Road, includes a large number -- approximately 2,000 -- Pan-Asian businesses; and

WHEREAS, this geographic area, commonly known as the Convoy Street district or area, is a commercial center for the City's and the San Diego region's 500,000 members of the Asian and Pacific Islander community; it is culturally unique and historically significant; and

WHEREAS, the Asian and Pacific Islander community plays a critical role in the City's diversity, strength, and history; and

WHEREAS, in the 1990s, the City saw the rise of Pan-Asian businesses and cultural influences in the Convoy Street area, which includes businesses on Clairemont Mesa Boulevard, Mercury Street, and Balboa Avenue, as described in the new Kearny Mesa Community Plan, released in draft form in July 2020 and scheduled to be considered by the Council in October 2020; and

WHEREAS, the Convoy District Partnership, a non-profit organization, founded in 2014, is overseeing the transformation of the greater Convoy Street area into a vibrant cultural center, dining destination, and innovative economic hub; and

WHEREAS, the Council wishes to promote community economic and cultural development, especially for small businesses, in the Convoy Street area and designate the area as the "Convoy Pan Asian Cultural and Business Innovation District" for the purpose of honoring the hard work and contributions of members of the Asian and Pacific Islander community and for any lawful purposes under California Streets and Highways Code section 101.12 and other related, applicable law and regulations; and

WHEREAS, to the extent required by state law and in accordance with California Streets and Highways Code section 101.12 and related, applicable law and regulations, the Council approves the installation of directional signs by Cal Trans on the state highways adjacent to the Convoy Pan Asian Cultural and Business Innovation District to recognize and provide direction to the district; and

WHEREAS, the Council acknowledges that, under California Streets and Highways Code section 101.12, nonstate funding sources must cover all costs for Cal Trans to place and maintain, or cause to be placed and maintained, these signs on state highways; in this instance, the Council expects funds for the highway signs to be provided by community funding sources. NOW, THEREFORE,

BE IT RESOLVED by the Council of the City of San Diego that the Council designates the “Convoy Pan Asian Cultural and Business Innovation District” as the area on and adjacent to Convoy Street in the Kearny Mesa area of the City, bounded on the west by Interstate 805, on the north by California State Route 52, on the east by Interstate 163, on the south where Convoy Street becomes Linda Vista Road, and including the businesses adjacent to Convoy Street on Clairemont Mesa Boulevard, Mercury Street, and Balboa Avenue.

BE IT FURTHER RESOLVED that the Council authorizes the use of this designation for lawful purposes in accordance with California Streets and Highways Code section 101.12 and related, applicable law and regulations.

APPROVED: MARA W. ELLIOTT, City Attorney

By /s/Joan F. Dawson  
Joan F. Dawson  
Senior Deputy City Attorney

JFD:jdf  
10/05/2020  
Or.Dept: CD 6  
Doc. No.: 2491910\_2

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 10/20/2020.

ELIZABETH S. MALAND  
City Clerk

By /s/ Connie Patterson  
Deputy City Clerk

Approved: 10/23/20  
(date)

  
KEVIN L. FAULCONER, Mayor

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

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on OCT 20 2020, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<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"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<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"/>
Scott Sherman	<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"/>
Georgette Gómez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage OCT 23 2020.

**(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:

KEVIN L. FAULCONER  
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

(Seal)

By Connie Patterson, Deputy

Office of the City Clerk, San Diego, California  
Resolution Number R- 313258