



DEPARTMENT: CITY ATTORNEY  
DIRECTOR: BRADFORD R. JERBIC

☐ Consent ☒ Discussion

SUBJECT: RECOMMENDING COMMITTEE: IS ELIGIBLE FOR ADOPTION AT THIS MEETING:

Bill No. 2010-35 Repeals certain outdoor advertising restrictions concerning hotels, motels, and other lodging establishments, and repeals similar restrictions concerning wedding chapels.

Proposed by: Bradford R. Jerbic, City Attorney

**Fiscal Impact**

☐ No Impact ☐ Augmentation Required  
☐ Budget Funds Available

Amount:

Funding Source:

Dept./Division:

**PURPOSE/BACKGROUND:**

This bill will repeal certain outdoor advertising restrictions concerning hotels, motels, and other lodging establishments, as well as similar restrictions concerning wedding chapels. These provisions have not been regularly enforced by the City for many years and it has been determined that they would not be enforceable under applicable case law.

**RECOMMENDATION:**

ADOPTION at 9/1/2010 City Council meeting pursuant to the 8/17/2010 Recommending Committee.

First Reading 8/4/2010; First Publication 8/20/2010

**BACKUP DOCUMENTATION:**

1. Bill No. 2010-35
2. Business Impact Statement

Motion made by RICKI Y. BARLOW to Approve

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, GARY REESE, STEVEN D. ROSS, STAVROS S. ANTHONY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-OSCAR B. GOODMAN)

Minutes:

Second reading and bill adopted as introduced as Ordinance 6108.