



# CITY OF LONG BEACH

## DEPARTMENT OF PUBLIC WORKS

# C-13

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June 1, 2004

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

SUBJECT: Amendment to and Reorganization of Section 14.20 of the Long Beach Municipal Code Pertaining to Newsracks (Citywide)

### DISCUSSION

On May 4, 2004, the City Council requested the City Attorney to prepare an amendment to Section 14.20 of the Long Beach Municipal Code creating a Downtown pilot newsrack program. This action will bring the number of defined program areas to three, each of which has requirements that differ from the general citywide requirements in order to address the specific needs of that area. The City Attorney's Office has recommended that the entire newsrack chapter be revised to reduce confusion about the variations in requirements among the different defined program areas. The proposed revisions will define the general citywide requirements as well as those of specific program areas.

It is further recommended that the existing provisions be modified to authorize the City Engineer to give written approval for newsrack placement in locations other than those listed in the Municipal Code, when he finds that such alternative placement better serves the interests of public health and safety.

Deputy City Attorney Lisa Peskay Malmsten reviewed this item on May 18, 2004.

### TIMING CONSIDERATIONS

City Council action is requested on June 1, 2004, to proceed with both the reorganization of newsrack regulations and the creation of the new downtown pilot newsrack program as soon as possible.

### FISCAL IMPACT

None.

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IT IS RECOMMENDED THAT THE CITY COUNCIL:

Request the City Attorney to prepare an amendment to Section 14.20 of the Long Beach Municipal Code, which would reorganize this section pertaining to newsracks.

Respectfully submitted,



CHRISTINE F. ANDERSEN  
DIRECTOR OF PUBLIC WORKS

GMM:SC  
Newsrack pilot program

APPROVED:

  
for GERALD R. MILLER  
CITY MANAGER