



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6383 • FAX (562) 570-6012

September 5, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Request the City Attorney to prepare an ordinance extending the Downtown Newsrack Pilot program. (Districts 1 and 2)

DISCUSSION

On May 4, 2004, the City Council requested the City Attorney to create a pilot program to unify the appearance of newsracks along portions of Pine Avenue and Ocean Boulevard, pursuant to a study that was initiated at the request of Council Districts 1 and 2. On June 1, 2004, the City Council expanded that request to support the City Attorney's recommendation for a revision of newsrack regulations in general, in order to reduce confusion about variations in newsrack pilot programs citywide. Ordinance No. 7929 amending Chapter 14.20 in its entirety as well as enacting the downtown pilot program was adopted on June 22, 2004. A copy of the actions initiating the pilot program is attached as Exhibit A.

As this program is continuing to improve the appearance of these streetscapes, it is desirable to extend it. Deputy City Attorney Lisa Peskay Malmsten reviewed this item on August 14, 2006.

TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

GMM:SC:km
P:\CL\RW Newsrack Pilot Extension.v2.doc

Attachment

APPROVED:



GERALD R. MILLER
CITY MANAGER