

REPORT TO CITY COUNCIL

DATE: OCTOBER 10, 2007

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: LOUIS CELAYA, ASSISTANT TO THE CITY MANAGER

SUBJECT: ADOPTION OF ORDINANCE NO. 07-348; AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, REGARDING NEWSRACKS AND AMENDING THE AGOURA HILLS MUNICIPAL CODE

At the September 26, 2007, City Council meeting, the Council introduced, read by title only, and waived further reading of Ordinance 07-348 and approved Resolution No. 07-1464 establishing limitations on the fees that may be charged for newsracks.

The proposed Ordinance establishes procedures and processes for regulation of newsracks, includes standards for design, operation, maintenance, location, and concentrations for the purpose of improving aesthetics and control of unpermitted newsrack placement within the City of Agoura Hills.

The City Council was also presented with two options for consideration relating to implementation of the Ordinance. Option one consisting of permitting of existing newsracks and removal of newsracks not currently in the six approved locations, and option two, purchase and installation of City owned "newsrack bank systems", and removal of all current newsracks within the City. Permitting would also occur under option two. After deliberating the options, the Council directed staff to utilize option one for implementation.

Following adoption of the Ordinance, City staff will begin the notification process of all affected news publication vendors advising of the new ordinance and its permitting requirements, and begin preparation of a City specification sheet identifying design standards (including color) to assist the news publication vendors with compliance.

RECOMMENDATION

Staff respectfully recommends the City Council adopt Ordinance No. 07-348 regarding newsracks and amending the Agoura Hills Municipal Code.

Attachment: Ordinance No. 07-348