

ORDINANCE NO. 3440 C.S.

AN ORDINANCE OF THE COUNCIL OF THE CITY OF MONTEREY, AMENDING CHAPTER 20 TO REGULATE MOBILE BILLBOARD ADVERTISING FOR THE PURPOSE OF PROMOTING PUBLIC SAFETY

THE COUNCIL OF THE CITY OF MONTEREY DOES ORDAIN, as follows:

SECTION 1: Monterey City Code, Chapter 20: Motor Vehicles and Traffic, is hereby amended/added to by adding Section 20-48.6 as follows:

(a) Definitions

1. "Mobile billboard" means any wheeled conveyance which pulls, carries, conveys, or transports any billboard, sign, or other message for the primary purpose of advertising
2. "Advertising" means attracting public attention to a business, product, or organization by using paid announcements through print, broadcast, or other media.

(b) Purpose

1. The purpose of this ordinance is to regulate mobile billboards, whose primary purpose is advertising, within the City limits in order to promote public safety by promoting the safe movement of traffic, improving the aesthetic appearance of the City, and reducing air pollution.

(c) General Requirements

1. Except in situations requiring transport from public to private property, it is unlawful for a person or organization to conduct, or cause to be conducted, a mobile board advertisement upon a street or public place within the city where the public has the right of travel.

(d) Exemptions

1. This section does not apply to vehicles, including buses and taxicabs, which displays an advertisement or business identification for its owner, as long as the vehicle is engaged in the usual business or regular work of the owner. It should not be used to mainly or primarily display advertisements.
2. All taxicabs operated in the City would continue to be regulated in this regard by Monterey City Code Section 36-10, which requires that all signs displayed on any taxicab shall be approved by the Police Chief.

SECTION 2: All ordinances and parts of ordinances in conflict herewith are hereby repealed.

SECTION 3: This ordinance shall be in full force and effect thirty (30) days from and after its final passage and adoption.

Ordinance No. 3440

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 5th day of January, 2010, by the following votes:

| | | | |
|---------|---|-----------------|--|
| AYES: | 5 | COUNCILMEMBERS: | Della Sala, Downey, Haferman, Selfridge, Sollecito |
| NOES: | 0 | COUNCILMEMBERS: | None |
| ABSENT: | 0 | COUNCILMEMBERS: | None |

APPROVED:



Mayor of Said City

ATTEST:

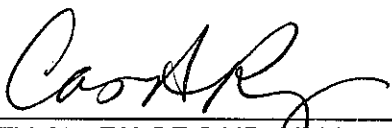


City Clerk thereof

STATE OF CALIFORNIA
COUNTY OF MONTEREY
CITY OF MONTEREY

I, Catherine A. Raynor, ASSISTANT CITY CLERK OF THE CITY OF
MONTEREY, AND EX-OFFICIO CLERK OF THE COUNCIL THEREOF, HEREBY CERTIFY
THAT THE FOREGOING ORDINANCE WAS DULY PASSED TO PRINT IN THE OFFICIAL
NEWSPAPER OF SAID CITY BY THE COUNCIL THEREOF ON THE 15th DAY OF December,
2009 BY THE FOLLOWING VOTE:

| | | | |
|--------|---|-----------------|--|
| AYES: | 5 | COUNCILMEMBERS: | Della Sala, Downey, Haferman, Selfridge, Sollecito |
| NOES: | 0 | COUNCILMEMBERS: | None |
| ABSENT | 0 | COUNCILMEMBERS: | None |



CITY CLERK OF SAID CITY

PUBLICATION: December 27, 2009