

RESOLUTION NO. 2010-1

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWPORT BEACH ADOPTING TEMPORARY STANDARDS FOR THE DISPLAY OF PROMOTIONAL TEMPORARY BANNERS.

WHEREAS, the City Council established the Economic Development Committee to advise it on economic issues affecting the City of Newport Beach;

WHEREAS, the Economic Development Committee, in its discussions regarding how the City might assist business during the current economic downturn, recommended a temporary extension to the length of time businesses are permitted to display promotional temporary banners; and

WHEREAS, the City Council wishes to cooperate with and support local businesses during difficult economic times, and is willing to relax a zoning standard for a limited period of time.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Newport Beach hereby adopts temporary standards for the display of promotional temporary banners, as follows:

Section 1: Temporary Suspension of Standard

Zoning Code Section 20.67.090 (A.)Table 2, Duration of Promotional Temporary Banners: "Up to four (4) times per year, not to exceed sixty (60) days total per year" is suspended.

Section 2: Establishment of Temporary Standard

Zoning Code Section 20.67.090 (A.)Table 2, Duration of Promotional Temporary Banners: "Up to eight (8) times per year, not to exceed one hundred twenty (120) days total per year" is substituted.

Section 3: All Other Standards

All other standards relating to the use, number, placement, maximum area, maximum height and permitting of temporary promotional banners shall remain in full force and effect.

Section 4: Expiration of Temporary Standard

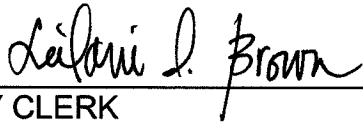
Effective January 1, 2011, Zoning Code Section 20.67.090 (A.) shall return to the provisions in effect prior to the adoption of this Resolution, unless the City Council amends this section of the Municipal Code prior to that date.

ADOPTED this 12th day of January, 2010.



MAYOR

ATTEST:



CITY CLERK

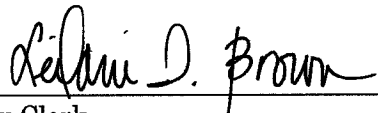


STATE OF CALIFORNIA }
COUNTY OF ORANGE }
CITY OF NEWPORT BEACH } ss.

I, Leilani I. Brown, City Clerk of the City of Newport Beach, California, do hereby certify that the whole number of members of the City Council is seven; that the foregoing resolution, being Resolution No. 2010-1 was duly and regularly introduced before and adopted by the City Council of said City at a regular meeting of said Council, duly and regularly held on the 12th day of January, 2010, and that the same was so passed and adopted by the following vote, to wit:

Ayes: Selich, Rosansky, Henn, Webb, Gardner, Daigle, Mayor Curry
Noes: None
Absent: None
Abstain: None

IN WITNESS WHEREOF, I have hereunto subscribed my name and affixed the official seal of said City this 13th day of January, 2010.



City Clerk
Newport Beach, California

(Seal)

