



AGENDA
CITY COUNCIL OF THE CITY OF MORENO VALLEY
MORENO VALLEY COMMUNITY SERVICES DISTRICT
CITY AS SUCCESSOR AGENCY FOR THE
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF
MORENO VALLEY
MORENO VALLEY HOUSING AUTHORITY

June 19, 2012

STUDY SESSION – 6:00 P.M.

City Council Closed Session

First Tuesday of each month – 6:00 p.m.

City Council Study Sessions

Third Tuesday of each month – 6:00 p.m.

City Council Meetings

Second and Fourth Tuesdays – 6:30 p.m.

City Hall Council Chamber - 14177 Frederick Street

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, in compliance with the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to Mel Alonzo, ADA Coordinator at 951.413.3027 at least 48 hours before the meeting. The 48-hour notification will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

William H. Batey II, Mayor Pro Tem
Jesse L. Molina, Council Member

Richard A. Stewart, Mayor

Robin N. Hastings, Council Member
Marcelo Co, Council Member

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***THE CITY COUNCIL RECEIVES A SEPARATE STIPEND FOR CSD MEETINGS**

**STUDY SESSION - 6:00 PM
JUNE 19, 2012**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

INVOCATION

ROLL CALL

INTRODUCTIONS

PUBLIC COMMENTS ON MATTERS UNDER THE JURISDICTION OF THE CITY COUNCIL

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council Member, staff member or other person.

SPECIAL ORDER OF BUSINESS

1. CONSIDERATION OF AN ORDINANCE RESTRICTING THE PARKING OF VEHICLES FOR SALE ON ALL THROUGH STREETS IN THE CITY (CA/10 MIN.)
2. DIGITAL ADVERTISING (POWERPOINT PRESENTATION) (CEDD/30 MIN.)
3. CITY COUNCIL REQUESTS AND COMMUNICATIONS

AGENDA
June 19, 2012

(Times shown are only estimates for staff presentation. Items may be deferred by Council if time does not permit full review.)

❖ Oral Presentation only – No written material provided

***Materials related to an item on this Agenda submitted to the City Council/Community Services District/City as Successor Agency for the Community Redevelopment Agency/Housing Authority after distribution of the agenda packet are available for public inspection in the City Clerk's office at 14177 Frederick Street during normal business hours.**

CLOSED SESSION

A Closed Session of the City Council, Community Services District and City as Successor Agency for the Community Redevelopment Agency of the City of Moreno Valley and Housing Authority will be held in the City Manager's Conference Room, Second Floor, City Hall. The City Council will meet in Closed Session to confer with its legal counsel regarding the following matter(s) and any additional matter(s) publicly and orally announced by the City Attorney in the Council Chamber at the time of convening the Closed Session.

- **PUBLIC COMMENTS ON MATTERS ON THE CLOSED SESSION AGENDA UNDER THE JURISDICTION OF THE CITY COUNCIL**

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council member, staff member or other person.

The Closed Session will be held pursuant to Government Code:

1 SECTION 54956.9(b)(1) - CONFERENCE WITH LEGAL COUNSEL -
SIGNIFICANT EXPOSURE TO LITIGATION

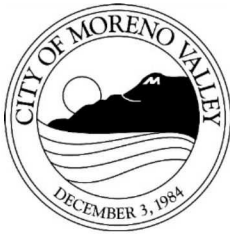
Number of Cases: 5

2 SECTION 54956.9(c) - CONFERENCE WITH LEGAL COUNSEL -
INITIATION OF LITIGATION

Number of Cases: 5

REPORT OF ACTION FROM CLOSED SESSION, IF ANY, BY CITY ATTORNEY

ADJOURNMENT



APPROVALS	
BUDGET OFFICER	<i>caf</i>
CITY ATTORNEY	<i>RMB</i>
CITY MANAGER	<i>msj</i>

Report to City Council

TO: Mayor and City Council

FROM: Robert L. Hansen, City Attorney

AGENDA DATE: June 19, 2012

TITLE: CONSIDERATION OF AN ORDINANCE RESTRICTING THE PARKING OF VEHICLES FOR SALE ON ALL THROUGH STREETS IN THE CITY

RECOMMENDED ACTION

Staff recommends that the City Council consider and discuss a proposed ordinance that would restrict the parking of vehicles "For Sale" on all through streets in the City.

ADVISORY BOARD/COMMISSION RECOMMENDATION

At the direction of the Public Safety Subcommittee, the City Attorney drafted an ordinance to address the ongoing traffic and pedestrian safety issues of vehicles parked on City streets that are being advertised or displayed "For Sale." An ordinance was prepared and presented to the Traffic Safety Subcommittee on April 16, 2012. The Public Safety Subcommittee discussed the proposed ordinance at length at that meeting and directed the City Attorney to calendar the proposed ordinance for discussion and consideration before the City Council at a Study Session.

BACKGROUND

On July 23, 1985, the City Council of the City of Moreno Valley adopted Ordinance 25, which provides that "No person shall park or place any Vehicle upon any Public Street or Public Property for the purpose of selling such Vehicle or displaying such Vehicle for sale, or offering such Vehicle for sale." Ordinance 25 was never codified in the Moreno Valley Municipal Code and there is no evidence that Ordinance 25 has been repealed. Further, Ordinance 25 does not refer to or identify any state law authorizing its enactment. In addition, Ordinance 25 does not set forth any evidence relied upon or findings made by the City Council in its adoption.

In 2000, the U.S. District Court for the Central District of California granted an injunction permanently enjoining the City of Los Angeles from enforcing an ordinance that prohibited “for sale” signs on cars parked on public streets. *Burkow v. City of Los Angeles*, 119 F. Supp. 2d 1076 (2000). In issuing its decision, the court applied the four-part test to analyze the validity of governmental restrictions on commercial speech announced by the U.S. Supreme Court in *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*, 447 U.S. 557 (1980). That four-part test for commercial speech is as follows: (1) is the speech protected by the First Amendment; (2) does the speech concern a lawful activity and is not misleading; (3) is the asserted governmental interest substantial; and (4) is the governmental regulation more extensive than necessary to serve that interest? The *Burkow* court determined that advertising a vehicle for sale is lawful commercial speech protected by the First Amendment, and that the asserted governmental interests of traffic safety and aesthetics are substantial governmental interests, thus satisfying the first three parts of the test. However, according to the court, Los Angeles failed to establish that its regulation was narrowly tailored to serve those interests because it failed to present any studies or evidence demonstrating how the harms it recited were real and how the ordinance alleviated those harms. Following the *Burkow* decision many cities, including Moreno Valley, stopped enforcing their ordinances that prohibited “for sale” signs on cars parked on public streets. Since that time, many such ordinances have been repealed.

DISCUSSION

Over the past several years there has been a proliferation of vehicles parked on numerous City streets for the primary purpose of advertising or displaying such vehicles for sale. This activity has generated numerous complaints from residents and businesses in the City. These complaints include:

- Impairment of sight distance for vehicles and pedestrians
- Littering
- Obstruction of traffic flow due to persons stopping cars in traffic lanes, persons standing in the streets, or persons jaywalking.

These adverse impacts are directly and indirectly caused by the proliferation of vehicles parked on City streets for the primary purpose of advertising or displaying those vehicles for sale. City resources have been negatively impacted by this activity resulting in increased calls for service by public works, code enforcement and the police department. For these reasons, and others, the Public Safety Subcommittee asked the City Attorney to draft an ordinance that would address this activity to reduce these negative impacts.

The City Attorney researched what other cities and counties in southern California have done to address these impacts in their jurisdiction. In 2010, pursuant to CVC Section 22651.9, the City of Riverside enacted Ordinance No. 7085 which prohibits the parking

of a vehicle for the primary purpose of advertising or displaying that vehicle for sale on all streets in the city. In 2011, pursuant to CVC Section 22651.9, Los Angeles County enacted Ordinance No. 2011-0037 which prohibits the parking of a vehicle for the primary purpose of advertising or displaying that vehicle for sale on certain identified streets in the county. Also in 2011, pursuant to CVC Section 22651.9, the Los Angeles City Council enacted an ordinance (Action 11-0450) which prohibits the parking of a vehicle for the primary purpose of advertising or displaying that vehicle for sale on certain identified streets in the city. All of these ordinances were adopted upon the presentation to the respective legislative bodies of reports and studies that set forth detailed data substantiating and detailing the impacts of this activity.

Article XI, Section 7, of the Constitution of the State of California authorizes cities to make and enforce within its limits all local, police, sanitary, and other ordinances not in conflict with the general laws of the state. CVC Section 22507 authorizes cities to enact parking enforcement ordinances within their jurisdiction; however, no such ordinance may be enforced until signs or markings giving adequate notice thereof have been placed. Therefore, if the City Council decides to move forward in the enactment of this type of parking prohibition ordinance, then appropriate signage would have to first be placed before the ordinance could be enforced. California Vehicle Code (CVC) Section 22651.9 provides that any police or code enforcement officer having responsibility for enforcing parking ordinances may remove a vehicle displaying a for sale sign if certain enumerated criteria are met. Those criteria include:

- Because of a sign or placard on the vehicle, it appears that the primary purpose of parking the vehicle at that location is to advertise to the public the private sale of that vehicle;
- Within the past 30 days, the vehicle is known to have been previously issued a notice of parking violation, under local ordinance, which was accompanied by a notice containing all of the following:
 - A warning that an additional parking violation may result in the impoundment of the vehicle
 - A warning that the vehicle may be impounded pursuant to this section, even if moved to another street, so long as the signs or placards offering the vehicle for sale remain on the vehicle
 - A listing of the streets or public lands subject to the resolution or ordinance adopted pursuant to paragraph (4), or if all streets are covered, a statement to that effect;
- The notice of parking violation was issued at least 24 hours prior to the removal of the vehicle; and
- The local authority of the city, county, or city and county has, by resolution or ordinance, authorized the removal of vehicles pursuant to this section from the street or public lands on which the vehicle is located.

CVC Section 22651.9 provides that a city may prohibit the parking of vehicles for sale on designated public streets, or on all streets within that city. The Public Safety Subcommittee did not recommend a comprehensive ban of such parking on all City

streets recognizing that many homeowners on primarily residential streets should not be precluded from parking their own vehicles for sale in front of their residences. Therefore, the proposed ordinance is drafted to only prohibit the parking of vehicles for sale on all “through Streets” of the City pursuant to Chapter 12.22 of the Moreno Valley Municipal Code. Chapter 12.22 sets forth a comprehensive list of all streets in the City constituting a through street. As can be seen from the list, many of these “through streets” are residential.

As in the *Burkow* case, the proposed ordinance has the effect of a time, place and manner regulation of commercial speech. Any judicial review of the proposed ordinance would likely be determined by applying the four-part *Central Hudson* test. I am confident that any reviewing court would determine that advertising a vehicle for sale is lawful commercial speech protected by the First Amendment, and that the asserted governmental interests of traffic safety and aesthetics are substantial governmental interests, thus satisfying the first three parts of the test. The determining issue would likely turn on whether or not the proposed ordinance is narrowly tailored to serve those interests. Therefore, the City Council may want to address whether or not the proposed parking prohibition should be less restrictive than proposed by specifically identifying particular streets by name and segment where this ban should be applied. This would then leave open the opportunity to park such vehicles on public streets in the City where these impacts may not be as pronounced, such as industrially zoned areas. In addition or alternatively, the City Council may want to discuss particular days or times when this ban would be in effect.

Whatever the City Council’s pleasure may be as to the time, place and manner of such parking restrictions, it is recommended that the City Council direct staff of the Police Department, Community and Economic Services Department, and Public Works Department to prepare and present detailed studies and statistics setting forth all of the negative impacts to traffic safety and aesthetics that have occurred as a result of vehicles parked on public streets for the primary purpose of advertising or displaying such vehicles for sale. These studies and statistics should include, but not be limited to, complaints received, problems identified, calls for service, costs to the City, locations where problems have occurred, and any other data or details establishing a need for the proposed parking restriction.

In addition, if the City Council decides to move forward with the introduction and adoption of the proposed ordinance, it is recommended that the City Council consider a repeal of Ordinance 25 at the same time.

ALTERNATIVES

1. Consider and discuss a proposed ordinance that would restrict the parking of vehicles “For Sale” on all through streets in the City.

2. Alternatively, if the proposed ordinance is desired but not on all through streets in the City, discuss which streets and their segments to apply the proposed ordinance and give direction to staff.
3. Direct Police Department, Community and Economic Development Department, and Public Works Department staff to prepare studies and statistics setting forth complaints received, problems identified, calls for service, costs to the City, locations where problems have occurred, and any and all other data and details establishing a need for the proposed parking restriction.
4. Direct staff to make any recommended changes and present the proposed ordinance at a City Council meeting for discussion and introduction.
5. Direct Staff to present to the City Council a repeal of Ordinance 25.
6. Give alternate direction to staff.

ATTACHMENTS/EXHIBITS

1. Proposed Ordinance of the City Council of the City of Moreno Valley, California, Amending the City of Moreno Valley Municipal Code by adding Chapter 12.44 “Parking Restrictions on Vehicles Displaying For Sale Signs while Parked on Public Streets.”
2. Moreno Valley Municipal Code, Chapter 12.22.

Prepared By:
Robert L. Hansen
City Attorney

Concurred By:
Joel Ontiveros
Police Chief

Council Action	
Approved as requested:	Referred to:
Approved as amended:	For:
Denied:	Continued until:
Other:	Hearing set for:

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ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MORENO VALLEY, CALIFORNIA, AMENDING THE CITY OF MORENO VALLEY MUNICIPAL CODE BY ADDING CHAPTER 12.44 "PARKING RESTRICTIONS ON VEHICLES DISPLAYING FOR SALE SIGNS WHILE PARKED ON PUBLIC STREETS."

WHEREAS, the City of Moreno Valley has experienced a proliferation of used vehicles parked on public streets for the purpose of advertising or displaying the vehicle for sale, resulting in a negative impact on the City, its residents, and businesses; and

WHEREAS, California Courts have ruled that a city or county may reasonably regulate the time, place, and manner in which its public streets are used for the sale of vehicles; and

WHEREAS, the California Legislature enacted Section 22651.9 of the California Vehicle Code authorizing cities and counties to remove and impound vehicles advertised or displayed for sale on designated streets or public lands; and

WHEREAS, the City Council finds and determines that the restrictions imposed by this ordinance upon the parking of vehicles upon the designated streets for the purpose of advertising or displaying that vehicle for sale are necessary to protect the general health, safety, and welfare of the community; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes causes passing motorists to slow down or stop to obtain information from the signage on the parked vehicles, causes motorists to illegally park next to such vehicles and get out of their vehicles thereby blocking traffic, and encourages jaywalking across streets by prospective buyers to examine the vehicles advertised or displayed for sale, thereby creating dangerous traffic conditions for other motorists and pedestrians; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes increases the potential for vehicle burglaries or other crimes, stolen vehicle sales, other unlicensed/uninsured/unregulated vehicle activities, attracts illegal street vendors, detrimentally impacts the image of the City, and creates an increased need for police and other services in the areas where the vehicles are parked for sale; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes has brought about health hazards to the community due to urination in public and the dumping of trash in the surrounding community; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes adversely affects the public welfare as it attracts other illegal activity such as the sale of vehicles with mechanical or documentation problems to innocent purchasers; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes detrimentally impacts existing businesses and residents by reducing and/or eliminating the number of parking spaces on public streets that are available to business patrons, residents, occupants, and guests in the areas where such vehicles are parked for sale; and

WHEREAS, the unrestricted parking of vehicles for such commercial purposes is being done by individuals who are conducting business without a state dealers' license or a City business license, in violation of state and City law; and

WHEREAS, although California Vehicle Code Section 22651.9 authorizes cities and counties to remove and impound vehicles parked for the purpose of advertising or displaying that vehicle for sale on all city or county streets, the purpose of this ordinance is to narrowly restrict the parking of vehicles for sale by prohibiting them only on through streets as designated in Chapter 12.22 of the Moreno Valley Municipal Code.

THEREFORE, the City Council of the City of Moreno Valley does ordain as follows:

SECTION 1. MUNICIPAL CODE AMENDED:

1.1 The list of Chapters prefacing Chapter 12 of the City of Moreno Valley Municipal Code is hereby amended by adding thereto "Chapter 12.44 Parking Restrictions On Vehicles Displaying For Sale Signs While Parked On Public Streets."

1.2 Title 12 of the City of Moreno Valley Municipal Code is hereby further amended by adding thereto a new Chapter 12.44 reading as follows:

"Chapter 12.44

Parking Restrictions On Vehicles Displaying For Sale Signs While Parked On Public Streets

Sections:

- 12.44.010 Findings.**
- 12.44.020 Authority.**
- 12.44.030 Definitions.**
- 12.44.040 Parking For On-Street Sales Prohibited.**
- 12.44.050 Notice Of Parking Violation/Authorization For Removal Of Vehicle.**
- 12.44.060 Post Removal Hearing Required For Removed Vehicles.**

- 12.44.010 Findings.**

The City Council of the City of Moreno Valley finds as follows:

A. Persons and businesses are using City streets as de facto used car lots to sell used vehicles.

B. The act of selling a car on public streets invites prospective buyers into the roadway to examine the vehicle. It is well known that prospective buyers examine the condition of vehicles for sale and look for evidence of damage or repairs. When done in the public roadway, this poses an obvious risk to public and traffic safety that the City wishes to avoid.

C. The parking of vehicles for sale on City streets creates a distraction for drivers and pedestrians, thereby creating a public safety hazard. Because drivers may attempt to not only read a for sale sign in or on a vehicle but also commit to memory, write down, or call a telephone number on such a sign, these signs pose a greater risk of accidents than do other types of signs that may be displayed in or on a parked vehicle.

D. The significant increase in vehicles parked for the purpose of sale has created a nuisance by decreasing the parking available for local residents and businesses.

E. The City has an important and substantial public interest in protecting public safety, reducing collisions, removing impediments to the orderly flow of traffic such as illegal and hazardous parking, abating public nuisances, eliminating visual blight, preventing unlawful trafficking in stolen vehicles, and protecting licensed car dealers from unfair competition.

12.44.020 Authority.

This Chapter is adopted pursuant to the authority granted to the City of Moreno Valley by Article XI, Section 7 of the Constitution of the State of California and Section 22651.9 of the California Vehicle Code, which permits the removal of vehicles, under certain conditions, for being illegally parked for purposes of advertising the vehicle for sale. Section 22852 of the California Vehicle Code requires that a post-removal hearing take place after the removal of any vehicle under Section 22651.9 of the California Vehicle Code.

12.44.030 Definitions.

A. "City" means the City of Moreno Valley, California.

B. "Officer" means and refers to any law enforcement officer as set forth by Section 830 of the California Penal Code, or salaried employee of the City of Moreno Valley who is engaged in directing traffic or enforcing parking laws and regulations.

C. "Park" or "parking" means and refers to the standing of a vehicle as set forth by Section 463 of the California Vehicle Code.

D. "Through street" means any street so designated pursuant to Chapter 12.22 of the City of Moreno Valley Municipal Code, as from time to time amended or re-enacted.

E. "Street" or "roadway" means any street, road, alley or highway accepted into the City maintained system.

F. "Vehicle" means and refers to any device as set forth by Section 670 of the California Vehicle Code, which is defined as "a device by which any person or property may be propelled, moved, or drawn upon a highway, excepting a device moved exclusively by human power or used exclusively upon stationary rails or tracks."

12.44.040 Parking For On-Street Sales Prohibited.

A. It is unlawful for any person to park any vehicle on any street that is designated as a through street pursuant to Chapter 12.22 of this Code, as from time to time amended or re-enacted, when it appears because of a sign or placard on the vehicle that the primary purpose of parking the vehicle at that location is to advertise to the public the private sale of that vehicle.

B. It is unlawful for any person to park any vehicle on any street intersecting with or entering into a through street within one hundred (100) feet of

any such intersection or entry when it appears because of a sign or placard on the vehicle that the primary purpose of parking the vehicle at that location is to advertise to the public the private sale of that vehicle.

C. A person shall be deemed guilty of a separate offense for each and every day or portion thereof during which any violation is committed, continued or permitted.

12.44.050 Notice of Parking Violation/Authorization For Removal Of Vehicle.

Any vehicle found to be in violation of this Chapter shall be issued a notice of parking violation. Pursuant to Section 22651.9 of the California Vehicle Code, any officer may issue the notice of parking violation and is hereby authorized to remove the vehicle when it is found upon any prohibited street if all of the following requirements are satisfied:

A. Because of a sign or placard on the vehicle, it appears that the primary purpose of parking the vehicle at that location is to advertise to the public the private sale of that vehicle; and

B. Within the past 30 days, the vehicle is known to have been previously issued a notice of parking violation pursuant to Section 12.44.040, which was accompanied by a notice containing all of the following:

1. A warning that an additional parking violation may result in the impoundment of the vehicle;

2. A warning that the vehicle may be impounded pursuant to this Section, even if moved to another street, so long as the signs or placards offering the vehicle for sale remain on the vehicle; and

3. A statement that all through streets in the City pursuant to Chapter 12.22 of the City of Moreno Valley Municipal Code are subject to the prohibitions of this Chapter, as well as the first one hundred (100) feet of any street intersecting with or entering into a through street; and

C. The notice of parking violation was issued at least 24 hours prior to the removal of the vehicle.

D. A notice of parking violation shall be posted directly on the vehicle and may take any of the following forms:

1. A letter or written notice;

2. An administrative citation; or

3. A parking citation.

12.44.060 Post Removal Hearing Required For Removed Vehicles.

A post-storage hearing pursuant to Section 22852 of the California Vehicle Code applies with respect to the removal of any vehicle pursuant to this Section and is incorporated by reference as if set forth in full herein and provides, in summary, that whenever an authorized member of a public agency directs the storage of a vehicle, the City shall provide the vehicle's registered and legal owner(s) of record, or their agent(s), with the opportunity for a post-storage hearing to determine the validity of the storage. Notice of the storage shall be mailed or personally delivered to the registered and legal

owner(s) within 48 hours, excluding weekends and holidays, as specifically provided for under California Vehicle Code Section 22852. The notice shall include the name, address and telephone number of the agency providing the notice; the location of the place of storage; a description of the vehicle (including the make, model, license number and mileage if possible); the authority and purpose for the removal of the vehicle; and a statement that in order to receive a post-storage hearing, the owner(s) of record, or their agent(s), must request a hearing in person, in writing, or by telephone within 10 days of the date appearing on the notice, excluding weekends and holidays. The notice must also state that failure of the registered or legal owner(s) to request or attend a post-storage hearing shall satisfy the post-storage hearing requirement. The City may authorize its own officer or employee to conduct the hearing within 48 hours of such hearing request, excluding weekends and holidays, as long as the hearing officer is not the same person who directed the storage of the vehicle.”

SECTION 2. EFFECT OF ENACTMENT:

Except as specifically provided herein, nothing contained in this ordinance shall be deemed to modify or supersede any prior enactment of the City Council which addresses the same subject addressed herein.

SECTION 3. NOTICE OF ADOPTION:

Within fifteen days after the date of adoption hereof, the City Clerk shall certify to the adoption of this ordinance and cause it to be posted in three public places within the city.

SECTION 4. EFFECTIVE DATE:

This ordinance shall take effect thirty days after the date of its adoption.

APPROVED AND ADOPTED this _____ day of _____, 2012.

Mayor

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

ORDINANCE JURAT

STATE OF CALIFORNIA)

COUNTY OF RIVERSIDE) ss.

CITY OF MORENO VALLEY)

I, _____, City Clerk of the City of Moreno Valley, California, do hereby certify that Ordinance No. _____ had its first reading on _____, _____ and had its second reading on _____, _____, and was duly and regularly adopted by the City Council of the City of Moreno Valley at a regular meeting thereof held on the _____ day of _____, _____, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

(Council Members, Mayor Pro Tem and Mayor)

CITY CLERK

Chapter 12.22

DESIGNATION OF THROUGH STREETS

Sections:

- 12.22.010** Through streets designated.
- 12.22.020** Signs required at through streets.
- 12.22.030** Through streets.

12.22.010 Through streets designated.

Those streets and parts of streets described in Section 12.22.030 are declared to be through streets for the purpose of this chapter. (Ord. 108 § 1.1 (part), 1986)

12.22.020 Signs required at through streets.

Whenever any ordinance of this city designates and describes any street or portion thereof as a through street, the city traffic engineer shall place and maintain a stop sign on each and every street intersecting such through street unless traffic at any such intersection is controlled at all times by traffic-control signals or unless traffic in a free turn lane is controlled by yield signs. At the intersection of two through streets or at the intersection of a through street and a heavy traffic street not so designated, stop signs shall be erected at the approaches of either of the streets as may be determined by the city traffic engineer upon the basis of an engineering and traffic study. (Ord. 149 § 1.1, 1987; Ord. 108 § 1.1 (part), 1986)

12.22.030 Through streets.

In accordance with Sections 12.22.010 and 12.22.020 and when signs are erected giving notice thereof, drivers of vehicles shall stop at every intersection before entering any of the following streets or parts of streets, unless traffic at such intersection is controlled by traffic using free turn lanes at any such intersection is controlled by yield signs:

Name of Through Street	Inclusive Limits
Alessandro Boulevard	West city limit to east city limit east of Theodore Street
Bay Avenue	West city limit to Heacock Street; Ramsdell Drive to Regis Drive
Brodiaea Avenue	Heacock Street to Lasselle St; Moreno Beach Drive to Redlands Boulevard
Cactus Avenue	West city limit to Redlands Boulevard
Cottonwood Avenue	West city limit to Redlands Boulevard
Day Street	Cactus Avenue to Ironwood Avenue
Delphinium Avenue	Heacock Street to Lasselle Street
Dracaea Avenue	West city limit to Nason Street
Elder Avenue	Terminus west of Perris Boulevard to Nason Street
Elsworth Street	Cactus Avenue to Eucalyptus Avenue
Encilia Avenue	Eucalyptus Avenue (W) to Eucalyptus Avenue (E)
Eucalyptus Avenue	West city limit to Towngate Boulevard; Towngate Boulevard to Nason Street; Nason Street to Gilman Springs Road
Fir Avenue	Heacock Street to Nason Street; Nason Street to Eucalyptus Avenue
Frederick Street	Cactus Avenue to State Highway 60
Graham Street	Cactus Avenue to Sunnymead Boulevard; David Lane to Woodlander Way
Heacock Street	Nandina Avenue to Reche Vista Drive
Hemlock Avenue	Pigeon Pass Road to Kitching Street
Highland Boulevard	Ironwood Avenue to Redlands Boulevard
Indian Street	South city limit to Manzanita Avenue
Iris Avenue	Heacock Street to Moreno Beach Drive
Box Springs Road	Morton Road to Day Street
Ironwood Avenue	Day Street to Theodore Street
John F. Kennedy Drive	West city limit to Lasselle Street; Oliver Street to Redlands Boulevard

Name of Through Street	Inclusive Limits
Kitching Street	Elder Avenue to Jaclyn Avenue; Sunnymead Boulevard to south city limit
Krameria Avenue	Heacock Street to Lasselle Street
Lasselle Street	Sunnymead Boulevard to south city limit
Locust Avenue	Moreno Beach Drive to Redlands Boulevard
Manzanita Avenue	Heacock Street to Perris Boulevard
Moreno Beach Drive	Locust Avenue to Iris Avenue
Morrison Street	Eucalyptus Avenue to Cactus Avenue
Nason Street	Ironwood Avenue to Iris Avenue
Old Lake Drive	Pigeon Pass Road to Sunnymead Ranch Parkway
Perris Boulevard	South city limit to Reche Vista Drive
Pigeon Pass Road	North city limit to State Highway 60
Quincy Street	Locust Avenue to Ironwood Avenue
Quincy Street	Eucalyptus Avenue to Cactus Avenue
Reche Vista Road	Heacock Street to north city limit
Redlands Boulevard	North city limit north of Locust Avenue to Cactus Avenue
San Michele Road	Heacock Street to Perris Boulevard
Sinclair Street	Eucalyptus Avenue to Alessandro Boulevard
Sunnymead Boulevard	Lasselle Street to Frederick Street
Sunnymead Ranch Parkway	Pigeon Pass Road to Perris Boulevard
Theodore Street	Ironwood Avenue to Alessandro Boulevard.

(Ord. 730 § 1.1, 2006: Ord. 298 § 1.1, 1991: Ord. 153 § 1.1, 1987: Ord. 149 § 1.2, 1987: Ord. 108 § 1.1, 1986)

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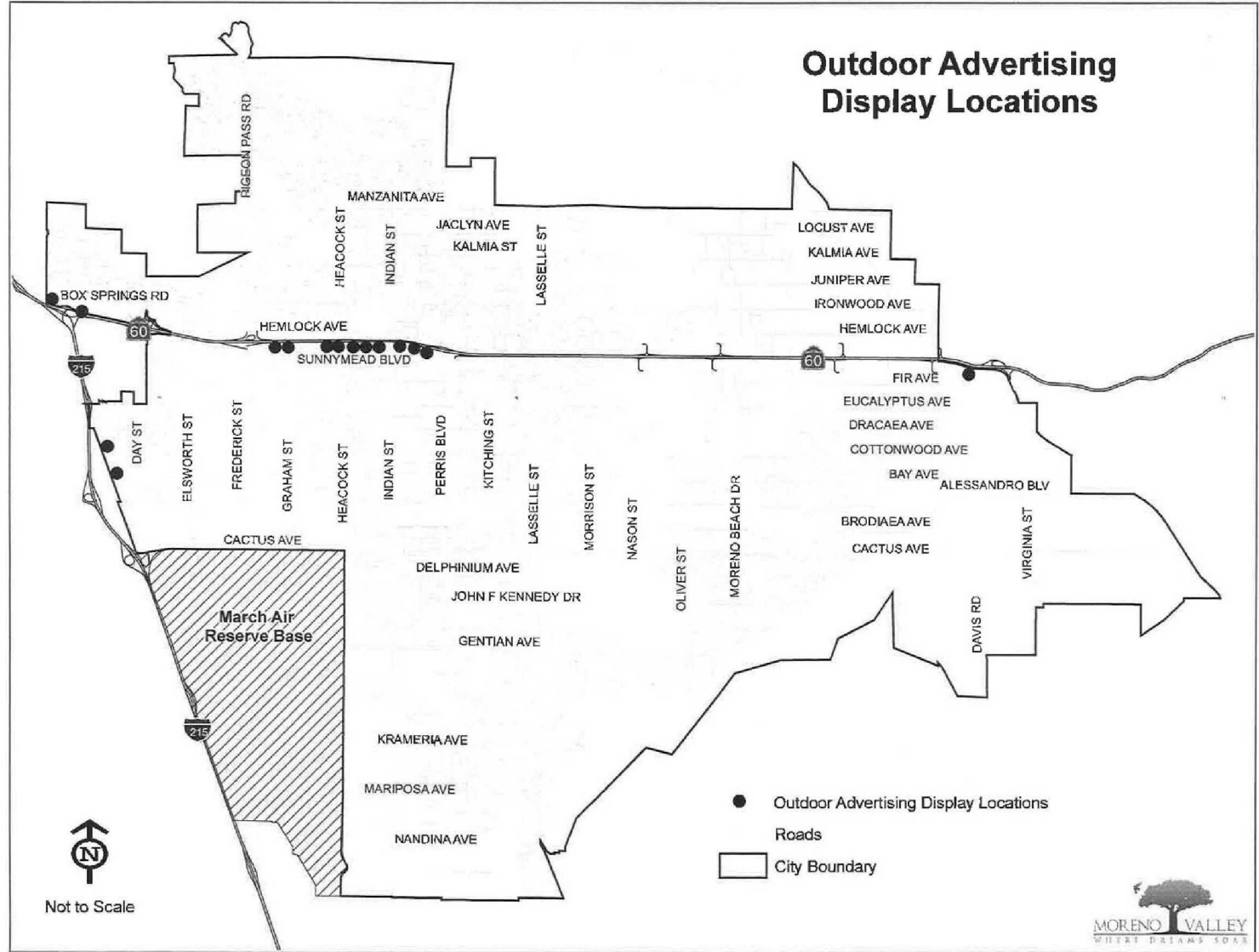
Digital Advertising

Study Session
June 19, 2012

Existing Billboards in Moreno Valley

- Total of 15 legal, non-conforming billboards
- 13 billboards on SR60
- Lamar owns and operates 12 billboards on SR60, with 9 situated in Caltrans Landscape Areas.

Outdoor Advertising Display Locations



Lamar Advertising Proposal

- Lamar requesting to initially change one static billboard – situated at SR60/I-215 intersection digital billboard
- Lamar wishing to explore other digital opportunities, including further negotiations with Caltrans about contracting digital billboards in Landscape Area.
- Explore opportunity to locate new digital billboard on City-owned property at I-215/Cactus



Considerations

- Negotiations with Caltrans and City to include reduction of number of billboards
- Determine valuation of entering into Relocation & Reconstruction Agreements
- Establish criteria for new digital billboards (size, height, double-sided)
- Lamar to grant City ability to post public service announcements on digital billboards



Next Steps

- Advance negotiations with Lamar Advertising
- Lamar to secure Caltrans approval
- Draft changes for Municipal Sign Code to allow for digital billboards