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CITY COUNCIL AGENDA ITEM REPORT

DATE: September 13, 2023

SUBMITTED BY: Tamara Melton, Legal

ITEM TYPE: Ordinance

AGENDA SECTION: BUSINESS/ADVERTISING, PETITIONS, HEARINGS & COMMUNICATIONS

SUBJECT: Ordinance 4020 - FIRST READING
AN ORDINANCE OF THE CITY OF BRADENTON, FLORIDA, AMENDING CHAPTER 54, ARTICLE I, TO ADD A NEW SECTION 54-7, SIGNS IN THE PUBLIC RIGHTS-OF-WAY, PROHIBITING THE PLACEMENT OF SIGNS IN THE PUBLIC RIGHTS-OF-WAY; PROVIDING FOR EXEMPTIONS; PROVIDING FOR REMOVAL AND DISPOSAL OF SIGNS; PROVIDING FOR PENALTIES; PROVIDING FOR CODIFICATION; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

SUGGESTED ACTION: No action is required at the first reading. The second reading and public hearing is scheduled for September 27, 2023.

Is this item Quasijudicial?

No

Does this item require a public hearing?

No

EXPLANATION:

Ordinance No. 4020 makes it unlawful for a person or entity to cause signs to be placed within the public rights-of-way of the City. Under the proposed Ordinance, persons or entities causing signage to be placed in the right-of-way in violation of this section are liable for potential fines as well as the cost of removal by the City. The person or entity who owns or is advertised or identified by the offending signage is deemed to have caused the placement of the signage, in the absence of evidence to the contrary, and is liable for potential fines and costs to the same

extent as the person or entity who physically placed the sign.

FINANCIAL IMPACT:

N/A

ATTORNEY REVIEW/RECOMMENDATION:

Reviewed by City Attorney.

SUGGESTED MOTION:

No action is required at the first reading. The second reading and public hearing is scheduled for September 27, 2023.

ATTACHMENTS:

[Ordinance 4020](#)