

ORDINANCE NO. 1671 (AMENDED)

**AN ORDINANCE AMENDING CHAPTER 7.28, "SIGNS," OF THE
EUREKA SPRINGS MUNICIPAL CODE**

WHEREAS, the City Council of the City of Eureka Springs, Arkansas, recently passed Ordinance No. 1660, amending Chapter 7.28, "Signs," of the Eureka Springs Municipal Code to prevent businesses, particularly lodging facilities, from posting outdoor signs containing misleading information and requiring lodging facilities which choose to post rates on outdoor signs in the City to disclose all relevant information regarding the rates charged by such lodging facilities; and,

WHEREAS, the City Council has determined that Section 7.28 of the Municipal Code, as amended by Ordinance No. 1660 requires further clarification or revision; and,

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF
THE CITY OF EUREKA SPRINGS, ARKANSAS, THAT:**

Section One: Section 7.28.04 To Be Amended

Section 7.28.04, "Prohibited Signs," Paragraph C. of the Eureka Springs Municipal Code is hereby amended by replacing it with the following paragraph:

C. It shall be unlawful for any Lodging Facility or any Operator thereof to erect, place, paint, maintain, or use any face of an Outdoor Sign within the City which includes rates charged at any such Lodging Facility unless such Outdoor Sign face shall also include the rates for all rooms available for rent in said Lodging Facility and the dates (month, day, and year) during which such rates are in effect. For each and every rate posted on an Outdoor Sign, the following information shall also be posted on the same line or on consecutive lines and in letters and figures of the same size and typeface:

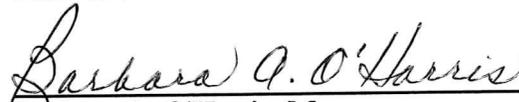
1. The number and types of beds in the room (single, double, queen, king, etc.)
2. The maximum number of persons permitted to stay in the rooms or units at the advertised rate.

Section Two: Repeal Clause

If this Ordinance is in conflict with any other Ordinance or Resolution of the City of Eureka Springs, Arkansas, then such other Ordinance is hereby repealed to the extent of such conflict.

**PASSED AND ORDAINED BY THE CITY COUNCIL OF THE CITY OF
EUREKA SPRINGS, ARKANSAS, THIS 22ND DAY OF AUGUST, 1995.**

APPROVED:



Barbara A. O'Harris, Mayor

ATTEST:



Mary Ann Lee, City Clerk