

ORDINANCE NO. 21-973

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LA PUENTE, CALIFORNIA, ADOPTING A NEW CHAPTER 2.36 OF THE LA PUENTE MUNICIPAL CODE ESTABLISHING REGULATIONS FOR THE USE OF THE OFFICIAL CITY SEAL AND CITY LOGO

WHEREAS, the City of La Puente was incorporated on August 1, 1956, and regulations identifying the proper use and permissions for the official City seal and City logo have not been established and codified; and

WHEREAS, the City Council seeks to ensure that the official City seal and City logo are used for appropriate circumstances only, and that unauthorized, deceptive, or fraudulent use, which may be harmful to the public, safety, and welfare, be made unlawful.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LA PUENTE DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Findings.

The City Council finds that the above Recitals are true and correct and are incorporated herein by reference.

Section 2. La Puente Municipal Code Amendment.

A new Chapter 2.36 of Title 2 of the La Puente Municipal Code is hereby amended to read in its entirety as follows:

Chapter 2.36 Official City Seal and City Logo

2.36.010 Purpose

The city seal and the city logo are the property of the City of La Puente. The seal is used for purposes of certifying official records and instruments of the City of La Puente. The logo is a graphic symbol used to identify city programs, initiatives, partnerships and sponsorships.

2.36.020 Official City Seal and City Logo Use Policy

The city council has approved the use of city seal and logo policy. The city manager is authorized to implement and administer said policy for use of the city logo, including without limitation use in multi communication mediums by authorized outside entities. Any person granted consent to use the city logo shall fully comply with such policies and guidelines.

2.36.020 Use of official City seal and City logo.

(a) The City Clerk has charge of the official City seal and City logo and will affix the official City seal to all certificates and documents as may be required by law or by this Code.

(b) All other uses of the official City seal and City logo are restricted to official City business and such other appropriate uses that further the operations of the City as may be authorized in writing by the City Clerk, or as otherwise specifically permitted in this Code.

(c) No person may make or use the official City seal and City logo, or any cut, facsimile, or reproduction thereof of any of them, or to make or use of any seal and logo, or any design which is an imitation, in the design of, or which may be mistaken for the official City seal and City logo or the design of the official City seal and logo without the written authorization of the City Manager or the City Manager's designee.

(d) City officers, City employees, members of the City Council, and members of City boards and commissions may use stationery, printed materials and other articles with the official City seal and City logo, or facsimile of the official City seal and City logo, while acting within the scope of their office or employment.

(e) No person, including any elected officer of the City, may use the official City seal and City logo, or facsimile of the official City seal and City logo, in any correspondence or other printed materials distributed in favor of or against any ballot measure or in favor of or against any candidate for public office.

(f) It shall be unlawful for any person to make or use the official City seal and City logo of the City of La Puente deceptively, fraudulently, or without express written permission from the City of La Puente.

(g) Unauthorized use of the official City seal, City logo, or City flag is declared a public nuisance and the City can abate or enjoin such use pursuant to this Code. Upon issuance of a notice of violation, any person engaged in an unauthorized use shall cease use and destroy any documents, files, or images containing the unauthorized use within forty-eight (48) hours. Failure to comply with the City's demand shall result in an administrative citation pursuant to Chapter 1.12.060 of the La Puente Municipal Code. Multiple copies or publications involving a single instance of an unauthorized use shall be deemed a single offense. The City's remedies under this section are not exhaustive and the City may seek any relief available by law.

(h) From time to time, the Mayor or an individual City Council member may wish to incorporate the official City seal, City logo, or City flag into a pin, insignia, or other article for use in ceremonial occasions or for other civic purposes but not for sale or commercial purposes. Each such proposed design must be submitted to the City Manager for approval, and the production of such items after approval shall be at the sole expense of the creator of the design. The decision of the City Manager may be appealed within fourteen (14) days by a City Council member. Ownership of the design shall be retained by the City.

Section 3. CEQA Findings.

The City Council finds that the Ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines, as it is not a “project” and has no potential to result in a direct or reasonably foreseeable indirect physical change to the environment. (Cal. Code Regs., tit.14, § 15378, subd. (a).) Further, this Urgency Ordinance is exempt from CEQA as there is no possibility that it or its implementation would have a significant negative effect on the environment. (Cal. Code Regs., tit.14, § 15061, subd. (b)(3).)

Section 4. Clerical Errors.

The City Council directs the City Clerk to correct any clerical errors found in this Ordinance including, but not limited to, typographical errors, irregular numbering and incorrect section references.

Section 5. Severability.

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance, including the application of such part or provision to other persons or circumstances shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this ordinance are severable. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase hereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses, or phrases be held unconstitutional, invalid, or unenforceable.

Section 6. Effective Date.

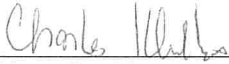
In accordance with California Government Code section 36937, this Ordinance shall take effect and be in force thirty (30) days from passage and adoption.

Section 7. Publication.


The City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published according to law.

PASSED, APPROVED AND ADOPTED this 25th day of May, 2021, by the following vote:

AYES: COUNCILMEMBERS: Klinakis, Munoz, Argudo, Quinones
NOES: COUNCILMEMBERS: None
ABSENT: COUNCILMEMBERS: Lewis
ABSTAIN: COUNCILMEMBERS: None



Charlie Klinakis, Mayor

ATTEST: 

Sheryl Garcia, City Clerk