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The case introduces an administrative situation that needs to be solved amicably. The best way forward is the use of an inclusive process that involves all the stakeholders. As it stands, the some of the important stakeholders include the property owners, the City Council, advertising merchants and the community. It should be noted that the solution should be in the overall interest of the society. In that context, the preservation of the City’s heritage should be upheld and implemented.   
This process is likely to face some problems. First, the advertising merchants would need space for their signs and billboards. These should be located in the non-preserved sections of the City. This should apply for every advertiser to avoid cases of discrimination. In addition, the property owners may want a system that does not limit their future use of the property. A compromise ought to be arrived at in which the city compensates the property owners either through monetary rewards or relocation to other non-preserved regions.   
The implementation should be based on a definite plan with clear ways forward. Of course the city would need funds for the implementation. This can be sourced from the City coffers and additional loans and grants from well-wishers such as environmental conscious organizations in the city.   
In addition, the City Council can introduce park services, amenities, toll charges along the preserved areas to gather revenues that would be used for maintenance and pay the loans. The best way to minimize opposition is the application of an inclusive and consultative approach. The decision should be arrived at collectively. All stakeholders should be given an opportunity to float their ideas for discussion and adoption. The teams must be ready to compromise. Finally the effectiveness of ordinances for resolution of the situation lies in the legal nature in ordinances. Its legal quality would give it legitimacy that enables successful implementation and reception by stakeholders.

## Works Cited

Rose, Nikolas. " Governing " Advanced" Liberal Democracies." Rose , Nikolas and Peter Miller. Governing the Present: Administering Economic, Social and Personal Life. New York: Polity, 2008. 32-64.