

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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ORDINANCE NO.

AN INTERIM ORDINANCE OF THE CITY COUNCIL  
OF THE CITY OF LONG BEACH AMENDING ORDINANCE  
NO. ORD-09-0035 RELATING TO THE EXTENSION OF THE  
TEMPORARY LIMITATION ON THE APPROVAL OF  
PERMITS FOR BILLBOARDS, SUPERGRAPHIC SIGNS  
AND THE CONVERSION OF EXISTING BILLBOARD/SIGN  
DISPLAYS INTO ELECTRONIC OR DIGITAL BILLBOARDS;  
DECLARING THE URGENCY THEREOF; AND DECLARING  
THAT THIS ORDINANCE SHALL TAKE EFFECT  
IMMEDIATELY

WHEREAS, on December 1, 2009, by Ordinance No. ORD-09-0035, the  
City Council of the City of Long Beach imposed, on an urgency basis, a temporary  
moratorium for one (1) year on the approval of permits for billboards, supergraphic signs  
and the conversion of existing billboard/sign displays into electronic or digital billboards  
within the City; and

WHEREAS, additional time is required to study and complete the  
comprehensive regulations for the permitting, placement, design and maintenance of  
billboards, supergraphic signs and the conversion of existing billboard/sign displays into  
electronic or digital billboards in all zones within the City, and to work with local residents  
and representatives in the outdoor advertising industry to review and make revisions to  
the draft ordinance; and

WHEREAS, a duly noticed public hearing was held on December 7, 2010,  
regarding the extension of the moratorium;

NOW, THEREFORE, The City Council of the City of Long Beach ordains as  
follows:

1           Section 1.    Section 4 - "Prohibition" of ORD-09-00035 is  
2 amended to read as follows:

3                   Section 4.    Prohibition.

4                   Notwithstanding any provision of the Long Beach Municipal  
5 Code to the contrary, for a period of two years from the effective date of  
6 this Ordinance, up to and including December 7, 2011, or until a  
7 permanent ordinance becomes effective, whichever occurs first:

8                   A.    No building or other permit for a new billboard or  
9 billboard structure, electronic or digital billboard, or new supergraphic sign  
10 shall be issued.

11                   B.    No person shall erect, place, alter or construct any  
12 new billboard or billboard structure, electronic or digital billboard, or new  
13 supergraphic sign pursuant to a building permit issued prior to the  
14 effective date of this Ordinance.

15                   C.    No building or other permit shall be issued that would  
16 result in the conversion of an existing billboard into an electronic or digital  
17 billboard.

18           Section 2.    Declaration of Urgency. This ordinance is an emergency  
19 measure, and it is urgently required for the reason that, pending completion of the  
20 necessary planning study, and a determination relative to the potential need to amend  
21 the Zoning or Building regulations of the City, it is necessary to temporarily prohibit the  
22 issuance of permits for billboards, supergraphic signs and the conversion of existing  
23 billboard/sign displays into electronic or digital billboards in the City that might be  
24 inconsistent with the pending revisions to the Zoning or Building regulations of the City  
25 being considered during the interim period.

26           Section 3.    This ordinance is an emergency ordinance duly adopted by  
27 the City Council on \_\_\_\_\_, 2010, by a vote of at least five (5) of its  
28 members and shall take effect immediately. The City Clerk shall certify to a separate roll

1 call and vote on the question of the emergency of this ordinance and to its passage by  
2 the vote of five members of the City Council of the City of Long Beach, and cause the  
3 same to be posted in three conspicuous places in the City of Long Beach.

4 Section 4. This ordinance shall also be adopted by the City Council as a  
5 regular ordinance, to the end that in the event of any defect or invalidity in connection  
6 with the adoption of this ordinance as an emergency ordinance, the same shall,  
7 nevertheless, be and become effective on the thirty-first day after it is approved by the  
8 Mayor.

9 Section 5. The City Clerk shall certify to the passage of this ordinance by  
10 the City Council of the City of Long Beach and shall cause the same to be posted in three  
11 (3) conspicuous places in the City of Long Beach.

12 I hereby certify that on a separate roll call and vote which was taken by the  
13 City Council of the City of Long Beach upon the question of emergency of this ordinance  
14 at its meeting of \_\_\_\_\_, 2010, the ordinance was declared to be an  
15 emergency by the following vote:

16	Ayes:	Councilmembers:	_____
17			_____
18			_____
19	Noes:	Councilmembers:	_____
20			_____
21	Absent:	Councilmembers:	_____
22			_____

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I further certify that thereafter, at the same meeting, upon a roll call and vote on adoption of the ordinance, it was adopted by the City Council of the City of Long Beach by the following vote:

Ayes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Noes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
Absent: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_

I further hereby certify that the foregoing ordinance was adopted on final reading by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2010, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Noes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
Absent: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

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 and representatives in the outdoor advertising industry to review and make revisions to  
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3 Section 4. Prohibition.

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7 until a permanent ordinance becomes effective, whichever occurs first:

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22 issuance of permits for billboards, supergraphic signs and the conversion of existing  
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24 inconsistent with the pending revisions to the Zoning or Building regulations of the City  
25 being considered during the interim period.

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27 the City Council on \_\_\_\_\_, 2010, by a vote of at least five (5) of its  
28 members and shall take effect immediately. The City Clerk shall certify to a separate roll

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3 same to be posted in three conspicuous places in the City of Long Beach.

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8 Mayor.

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11 (3) conspicuous places in the City of Long Beach.

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13 City Council of the City of Long Beach upon the question of emergency of this ordinance  
14 at its meeting of \_\_\_\_\_, 2010, the ordinance was declared to be an  
15 emergency by the following vote:

16	Ayes:	Councilmembers:	_____
17			_____
18			_____
19	Noes:	Councilmembers:	_____
20			_____
21	Absent:	Councilmembers:	_____
22			_____

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1 I further certify that thereafter, at the same meeting, upon a roll call and  
2 vote on adoption of the ordinance, it was adopted by the City Council of the City of Long  
3 Beach by the following vote:

4 Ayes: Councilmembers: \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_

7 Noes: Councilmembers: \_\_\_\_\_  
8 \_\_\_\_\_

9 Absent: Councilmembers: \_\_\_\_\_  
10 \_\_\_\_\_

11  
12 I further hereby certify that the foregoing ordinance was adopted on final  
13 reading by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_,  
14 2010, by the following vote:

15 Ayes: Councilmembers: \_\_\_\_\_  
16 \_\_\_\_\_  
17 \_\_\_\_\_

18 Noes: Councilmembers: \_\_\_\_\_  
19 \_\_\_\_\_

20 Absent: Councilmembers: \_\_\_\_\_  
21 \_\_\_\_\_

22  
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24 \_\_\_\_\_  
City Clerk

25  
26  
27 Approved: \_\_\_\_\_  
28 \_\_\_\_\_  
Mayor

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