

# CITY OF LONG BEACH

# R-15

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 4<sup>th</sup> Floor Long Beach, CA 90802 (562) 570-5237 Fax: (562) 570-6205

June 21, 2011

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file a presentation on billboards and provide guidance on the proposed changes to the City's billboard regulations. (Citywide)

## DISCUSSION

On December 1, 2009, the City Council instituted a one-year moratorium via minute order, temporarily halting the approval of permits for billboards Citywide. This moratorium included new billboards, "supergraphic" signs, and conversion of existing billboards into electronic or digital billboards. The moratorium subsequently was extended for another year on December 7, 2010. This moratorium expires December 14, 2011. During the moratorium, Department of Development Services staff has conducted studies of other cities' billboard regulations, held several community meetings, and three study sessions with the Planning Commission. Staff also has met extensively with the outdoor advertising industry to obtain their participation in the process.

The product of these efforts is a new understanding of the billboard situation facing the City, as well as a more thorough familiarity with State law governing outdoor advertising, which limits the City's ability to regulate this industry. Staff has identified several major goals for the City Council to consider with regards to a new ordinance regulating billboards:

- Modernize regulations to anticipate and adequately control billboard development in the future.
- Provide incentives for the removal of the nonconforming billboards within the City, especially those in residential areas and other inappropriate locations, resulting in the ultimate removal of all nonconforming billboards from within the City within a time span of less than a decade.
- Deal with the question of electronic/digital billboards, both new and converted from existing billboards, in a City where none currently exist.

Staff has prepared a map showing the proliferation of billboards throughout the City (Exhibit A – Citywide Billboard Location Map). If the City Council so directs, staff is prepared to develop and deploy a proposed framework of new billboard regulations for City

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Council and community review, and subsequently advance a proposed ordinance to the Planning Commission, at the Council's direction.

This letter was reviewed by Assistant City Attorney Heather Mahood on May 26, 2011 and by Budget Management Officer Victoria Bell on June 2, 2011.

TIMING CONSIDERATIONS

The current moratorium on new billboards, supergraphics, and conversion of existing billboards to electronic/digital billboards expires on December 14, 2011, and has already been extended once, thus it cannot be extended again. New billboard regulations must be adopted by the expiration date, or existing regulations, minus the moratorium, will continue to apply.

FISCAL IMPACT

There is no fiscal or job impact associated with this request.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

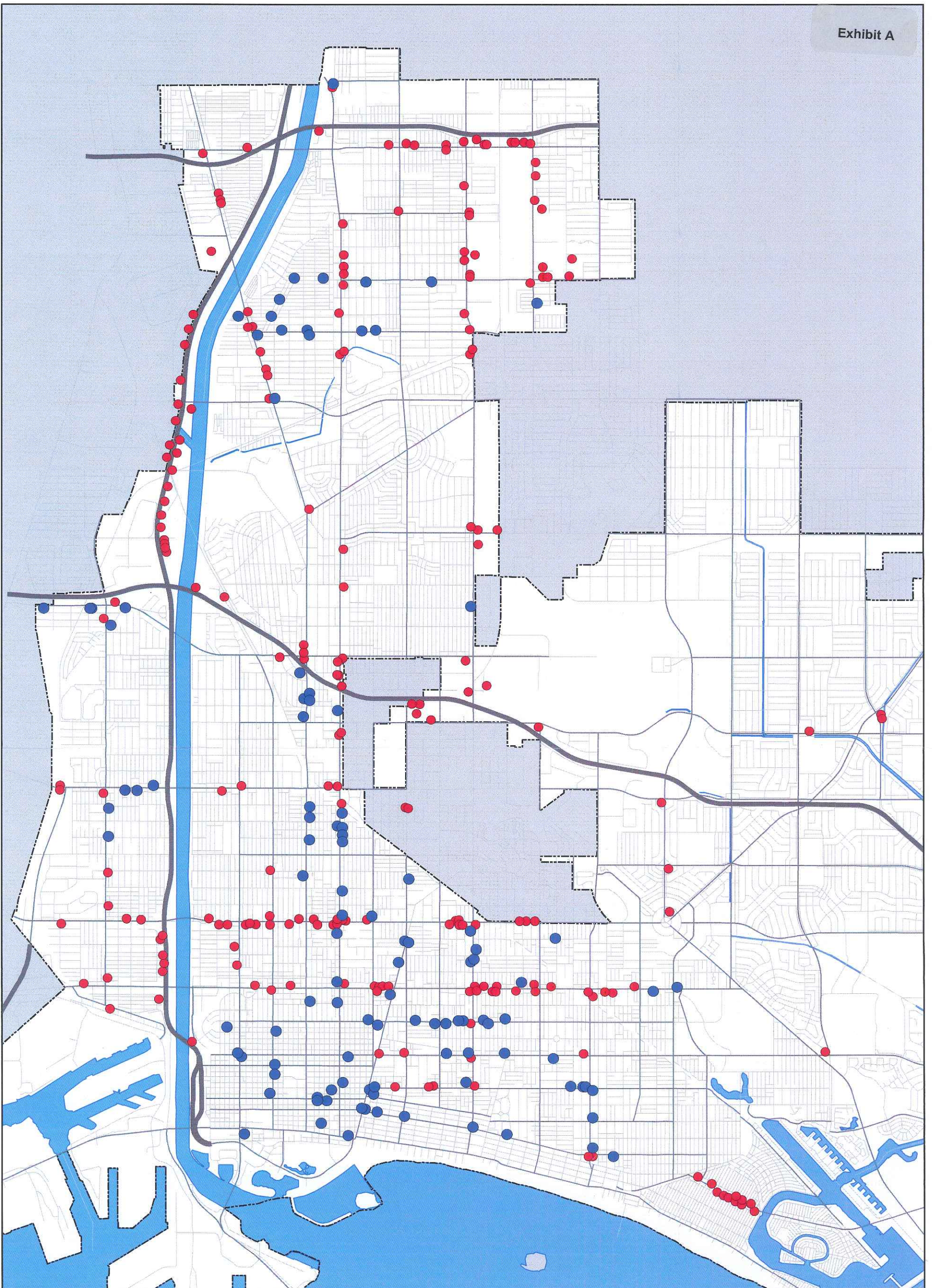
APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER

AJB:DB

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Attachment: Exhibit A – Citywide Billboard Location Map



## Billboard Sites

- Billboards eligible for amortization - approx. 120
- Billboards not eligible for amortization - approx. 250



N



Department of Development Services  
SK

June 2009