

1 RESOLUTION NO. RES-14-0048

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3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AMENDING THE MASTER FEE
5 AND CHARGES SCHEDULE BY ADOPTING BILLBOARD
6 INVENTORY FEES
7

8 WHEREAS, the City Council of the City of Long Beach ("City") seeks to
9 establish service fees and charges to recover the full, lawfully recoverable costs incurred
10 by the City in providing services to those who request them by amending the Master Fee
11 and Charges Schedule for specified City services for the City of Long Beach; and

12 WHEREAS, it is the City's policy to set service fees and charges at full cost
13 recovery levels, except where a greater public benefit demonstrates the need to impose a
14 lesser fee or charge to the satisfaction of the City Council, or when it is not cost effective
15 to do so; and

16 WHEREAS, the City has conducted an extensive analysis of its services,
17 the costs reasonably borne by the City in providing those services, the beneficiaries of
18 those services, and the revenues produced by those paying service fees and charges for
19 said services; and

20 WHEREAS, the City Council, at a duly noticed public hearing, took public
21 testimony and input regarding certain proposed new or increased service fees and
22 charges; and

23 WHEREAS, California Government Code Section 66000, et. seq.,
24 authorizes the City to adopt service fees and charges for municipal services, provided
25 such fees do not exceed the cost to the City of providing the service; and

26 WHEREAS, in accordance with the provisions of Government Code Section
27 66016, at least fourteen (14) days prior to the public hearing at which this Resolution is
28 adopted, notice of the time and place of the hearing was mailed to eligible interested

1 parties who filed written requests with the City for mailed notice of meetings regarding
2 new or increased fees or service charges; and

3 WHEREAS, in accordance with the provisions of the Government Code
4 66016, data regarding the estimated cost of the services and the revenue sources
5 anticipated to provide the services was available for public review and comment for ten
6 (10) days prior to the public hearing at which this Resolution was adopted; and

7 WHEREAS, publication of the notice of public hearing was given in
8 accordance with the provisions of Government Code Section 6062a, ten (10) days in
9 advance of the public hearing at which the adoption of this Resolution was considered;
10 and

11 NOW, THEREFORE, the City Council of the City of Long Beach hereby
12 resolves as follows:

13 Section 1. The facts set forth in the Recitals of this Resolution are true
14 and correct and are hereby incorporated by reference herein as though set forth in full.

15 Section 2. The City Council hereby adopts and approves the new,
16 increased, or adjusted fees and charges as set forth and described in Exhibit "A", which
17 is attached hereto and incorporated herein by this reference, as though set forth in full,
18 word for word. The fees and charges set forth in said Exhibit "A" shall thereafter be
19 incorporated into those fees and charges previously adopted and approved by the City
20 Council by Resolution and shall collectively be known as the Master Fee and Charges
21 Schedule of the City of Long Beach and may be made available to the public for its
22 information and review;

23 Section 3. Adoption of the new or increased service fees and charges
24 set forth and described in this Resolution for the specified City services, as shown in
25 Exhibit "A" attached hereto and incorporated herein by this reference, are intended to
26 recover costs necessary to provide the services within the City for which the fees are
27 charged. In adopting the new or increased service fees and charges set forth in this
28 Resolution, the City Council of the City of Long Beach is exercising its powers under

1 Article XI, Section 7 of the California Constitution.

2 Section 4. All requirements of California Government Code Sections
3 66000, et seq., are hereby found to have been satisfied.

4 Section 5. The service fees and charges set forth in Exhibit "A" are
5 reasonable estimates of the costs incurred by the City in providing the services to those
6 who request them. The service fees and charges for such services are necessary to
7 recover the reasonable, estimated cost of providing such services.

8 Section 6. All provisions of prior City Council ordinances and resolutions
9 establishing fees are hereby rescinded and repealed in part or in whole to the extent of
10 any conflict between said ordinances and resolutions and the provisions established by
11 this Resolution.

12 Section 7. The establishment of fees and charges herein is exempt from
13 the requirements of the California Environmental Quality Act (CEQA) pursuant to Public
14 Resources Code Section 21080(b)(8) and the adoption of this Resolution is for the
15 purposes of inter alia: (1) meeting operating expenses; (2) purchasing or leasing
16 supplies, equipment or materials; (3) meeting financial reserve needs and requirements;
17 or (4) obtaining funds for capital projects, necessary to maintain service within the various
18 areas of the City.

19 Section 8. This resolution shall take effect immediately upon its adoption
20 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the
City of Long Beach at its meeting of June 10, 2014, by the following vote:

Ayes: Councilmembers: Lowenthal, DeLong, O'Donnell,
Schipske, Andrews, Johnson, Austin,
Neal.

Noes: Councilmembers: None.

Absent: Councilmembers: Garcia.



City Clerk

EXHIBIT A

List of Proposed Fee Adjustments for Fiscal Year 2014 (FY 14)

Fee Description (Fee Department: DEVELOPMENT SERVICES PLANNING)	Current Fee	Requested Fee	Per	Annual Revenue Change	Fund
BILLBOARD INVENTORY FEES					
Billboard Inventory: 1-29	New	\$8,250.00 per inventory	Inventory	*	Development Services
Billboard Inventory: 30-59	New	\$12,500 per inventory	Inventory	*	Development Services
Billboard Inventory: 60-89	New	\$16,500.00 per inventory	Inventory	*	Development Services
Billboard Inventory: 90+	New	\$20,750.00 per inventory	Inventory	*	Development Services
TOTAL DEVELOPMENT SERVICES					

*Information Not Currently Available
May 20, 2014

City of Long Beach
California

RD
CS

Development Services
Existing Billboard
Areas

(with current
billboard locations)

Map Features

Zoning Classifications

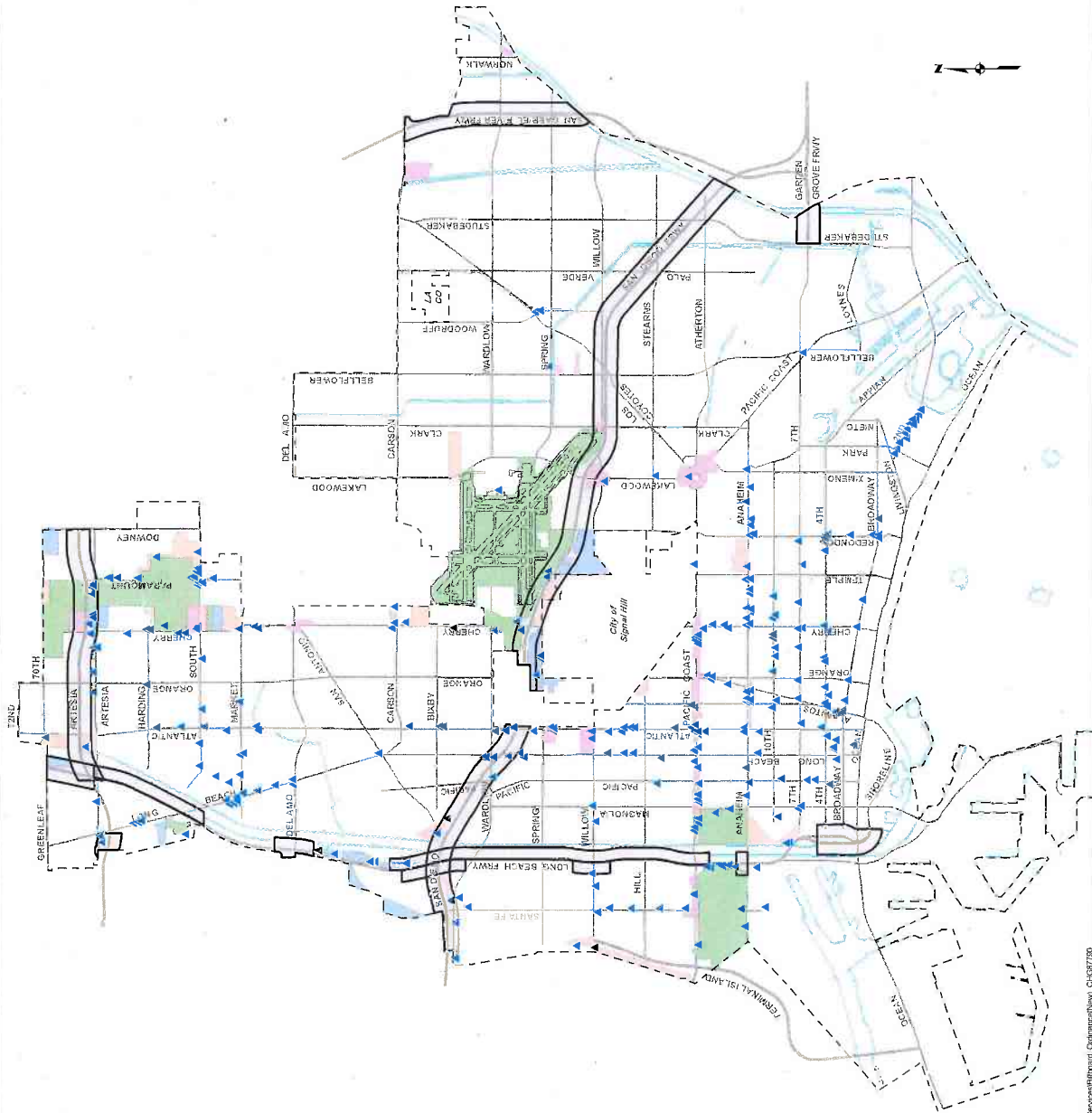
- CHW
- IG
- IL
- IM

Current Billboard Locations

- Freeway Buffer (600 ft.)
- LBMC 21.54.120.B.2



Department of
Technology Services
GIS

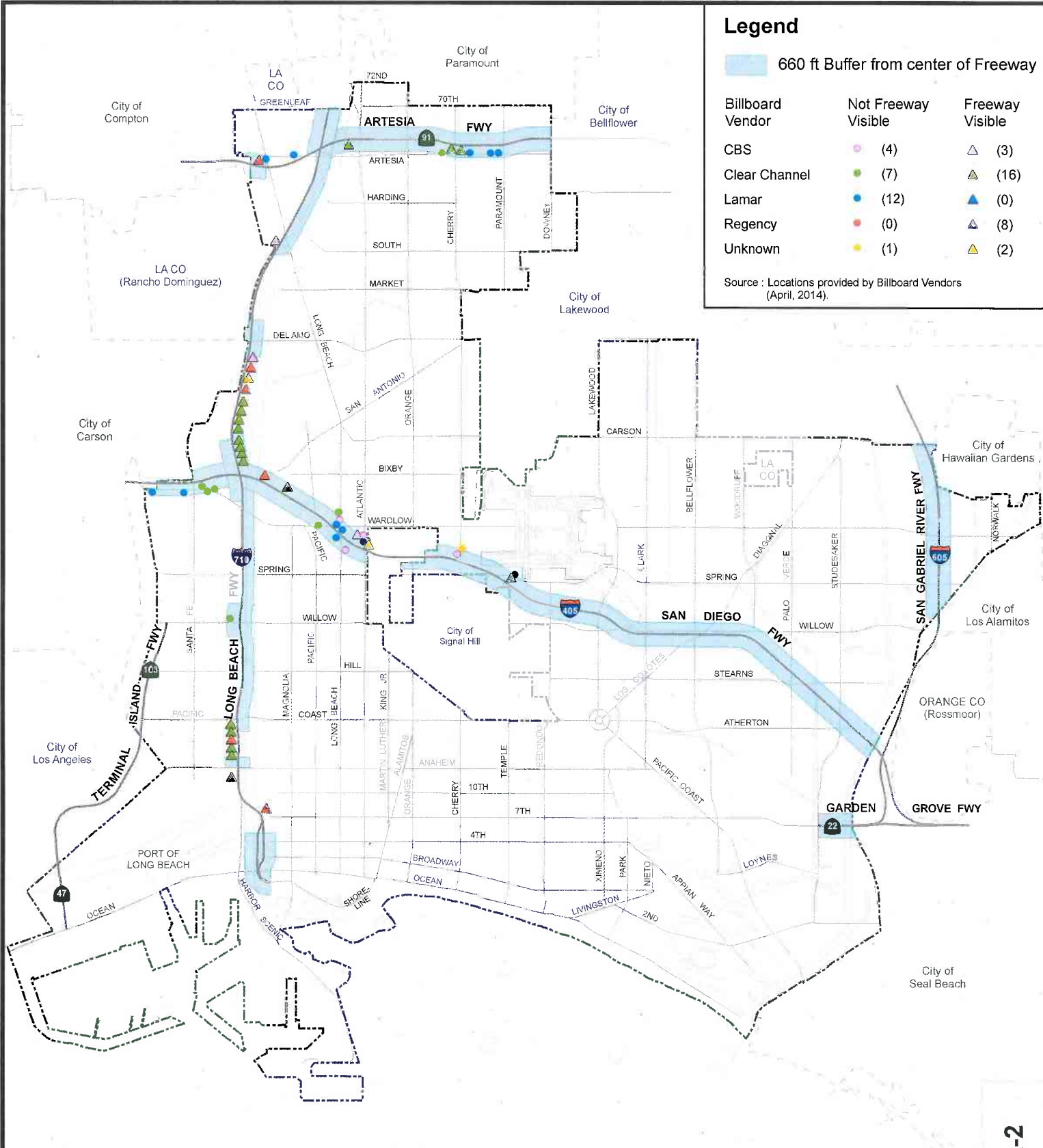


T:\sect\Development_Services\Billboard_Colors.mxd (new) - CHS/7/20

Legend

	660 ft Buffer from center of Freeway	
Billboard Vendor	Not Freeway Visible	Freeway Visible
CBS	(4)	(3)
Clear Channel	(7)	(16)
Lamar	(12)	(0)
Regency	(0)	(8)
Unknown	(1)	(2)

Source : Locations provided by Billboard Vendors (April, 2014).



Long Beach Billboards within Freeway Buffer

As of 3/21/2014

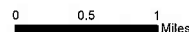


EXHIBIT A-2

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