

Billboard Ordinance Zoning Amendment DRAFT

March 3, 2016

21.54.120—Locations prohibited.

- A. General. No new off-premises sign (billboard) shall be located:
1. On or over a public right-of-way;
 2. Within ninety feet (90') of any residential, institutional or park district;
 3. Within any Planned Development District (PD), unless explicitly allowed by that PD ordinance;
 4. On the roof of any building whether the building is in use or not;
 5. On a wall of a building or otherwise attached or integrated to, or suspended from a building, unless explicitly approved by the Site Plan Review Committee and the Planning Commission;
 6. Overhanging a building; or
 7. Within eight feet (8'), in any direction, of a building, measured at the nearest distance between the sign surface or structure and the building, so as not to provide an attractive nuisance for graffiti and vandalism.
- B. Additional restrictions for freeway-oriented billboards. In addition to the above restrictions, no new freeway-oriented off-premises sign (billboard) shall be placed or maintained:
1. Within three hundred feet (300') of any residential, institutional or park district;
 2. Within six hundred sixty feet (660') of a section of a freeway that has been landscaped, if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway (see "Adjacent," Subsection 21.54.020.D), unless otherwise authorized by the Outdoor Advertising Act and/or Caltrans regulations. This shall include the following landscaped freeway sections:
 - a. 710 Freeway:
 - (1) North City boundary to south side of interchange with 91;
 - (2) South of interchange with 91 to south side of northbound Long Beach Boulevard off-ramp on east side of freeway only;
 - (3) South of north edge of southbound Del Amo Avenue off-

ramp to south edge of northbound Del Amo Avenue off-ramp;

- (4) North edge of southbound transition ramp to 405 Freeway to south edge of the 405 to 710 southbound transition ramp on west side of 710;
- (5) North edge of 405 to 710 transition ramp to south edge of northbound Pacific Coast Highway off-ramp on east side;
- (6) North edge of southbound Willow Street off-ramp to south edge of southbound Willow Street on-ramp on west side of 710;
- (7) North edge of southbound Anaheim Street off-ramp to center line of Anaheim Street;
- (8) South of Fifth Street.

b. 91 Freeway:

- (1) West City boundary to east edge of eastbound Long Beach Boulevard on-ramp;
- (2) Western edge of 710 Freeway right-of-way to eastern City boundary;

c. 405 Freeway- Entire length in City;

d. 605 Freeway- Entire length in City;

e. 22 Freeway-Entire length in City.

21.54.130—Landscaped segment relocation credits.

- A. No new billboard shall be constructed or installed within the City through utilization of credits given by the California Department of Transportation or the Outdoor Advertising Act for relocation of billboards located in landscaped freeway segments, unless so mandated authorized by the Outdoor Advertising Act and/or Caltrans regulations. In the case that the Outdoor Advertising Act requires and/or Caltrans regulations authorize the City to permit construction of a new billboard using such credits, the removal requirements of Subsection 21.54.160.A or B shall apply, unless ~~also~~ preempted by the Outdoor Advertising Act, or unless the conversion is the subject of a development agreement, in which case the provisions of Section 21.54.112 (Development Agreements) shall apply.
- B. Conversion of existing billboards located in landscaped freeway segments to

electronic billboards using such credits shall be allowed, and in this case the removal requirements of Subsection 21.54.160.A or B shall apply, unless preempted by the Outdoor Advertising Act, or unless the conversion is the subject of a development agreement, in which case the provisions of Section 21.54.112 (Development Agreements) shall apply.