



City of Long Beach
Working Together to Serve

R-16
Office of Dee Andrews
Council Member, Sixth District
Memorandum

Date: February 2, 2010
To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
From: Dee Andrews, Councilmember Sixth District *DA*
Subject: **AGENDA ITEM:** Illegal Posted Signs & Costs of Enforcement

DISCUSSION

The Long Beach Municipal Code makes it illegal to post advertisements, signs or handbills on the public right of way including light and utility poles, trees, fire hydrants, and traffic signs. Illegally posted signs negatively impact our neighborhoods and diminish the quality of life throughout the City.

Although numerous sections in the Long Beach Municipal Code regulate and prohibit placement of signs in the public right-of-way an examination of existing laws and procedures is requested to determine whether streamlining the abatement and cost recovery processes and increasing penalties is feasible.

In addition to signs removed by Public Works, Parks and Recreation and Marine Services, last year Neighborhood Services removed over 22,000 illegal signs from the public right-of-way.

The City Attorney and City Prosecutor will be critical partners in aggressively and consistently holding persons responsible for illegally posted signs accountable, imposing penalties and recovering costs of abatement incurred by the City.

RECOMMENDATION

Recommendation to request that the City Council receive and file the Agenda Item Memorandum, and request the City Manager to report back to City Council, within 60 days, on the effectiveness of streamlining existing departmental procedures, and implementing additional penalties resulting from the Illegal posting of signs in the public right-of-way.



CITY OF LONG BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT
CODE ENFORCEMENT DIVISION
100 LONG BEACH BOULEVARD, 2ND FLOOR, LONG BEACH CA 90802
(562) 570-2633 FAX (562) 570-6034 TDD (562) 570-5794

RE:

OWNER:

NOTICE OF UNPERMITTED SIGN REMOVAL AND COSTS

Pursuant to the Long Beach Municipal Code Section 21.44.090, unpermitted illegal signs placed on public property are declared a public nuisance and may be removed by the City. The person or entity responsible for such illegal posting shall be liable to the City for the costs incurred in the removal.

On June 8, 2006, Long Beach City Code Enforcement responded to complaints of your unpermitted signs displayed in the public right of way. Your business was advised that these signs violated the Long Beach Municipal Code, and Warning Notices were provided. (See Attachment "1") On June 10, 2006, twenty-six of the aforementioned illegal signs remained in the public right of way, and were removed by the City. (See Attachment "2") On June 13, 2006, the City removed an additional unpermitted sign from the public right of way. (See Attachment "3")

Pursuant to the Long Municipal Code, and in accordance with the prior Warning Notices, you are now responsible for the costs incurred by the City for removal of these unpermitted signs. Please remit your payment in the amount of \$467.50 no later than July 17, 2006. Checks shall be made payable to the City of Long Beach, cash payment may be made in person. Payments shall be directed to:

**Department of Community Development
Code Enforcement Citation
333 W. Ocean Blvd, 3rd Floor
Long Beach, CA 90802**

You may retrieve the aforementioned signs by contacting the Code Enforcement Division at the above listed number.

Yours Truly,

Tom Slater
CODE ENFORCEMENT DIVISION OFFICER

INSPECTORS: Gary Tabing
Gregory Bess

WARNING

PURSUANT TO THE LONG BEACH MUNICIPAL CODE, NO PERSON, BUSINESS ENTITY, OR CORPORATION SHALL PLACE A PRIVATE SIGN ON PUBLIC RIGHTS OF WAY (INCLUDING PUBLIC SIDEWALKS, CURBS, STREETS, AND MEDIANS) WITHOUT FIRST OBTAINING A PERMIT FROM THE CITY.

PLEASE BE ADVISED THAT UNPERMITTED PRIVATE SIGNS LOCATED IN THESE AREAS ARE A PUBLIC NUISANCE, MAY BE REMOVED BY THE CITY WITHOUT PRIOR NOTICE, AND THE PERSON OR ENTITY RESPONSIBLE FOR THE ILLEGAL SIGN SHALL BE LIABLE TO THE CITY FOR COSTS INCURRED IN REMOVAL OF THE UNPERMITTED ILLEGAL SIGN.

For more information, please refer to Long Beach Municipal Code Chapters 14.14, 21.15, 21.36, 21.44, & 21.47 which can be found at www.longbeach.gov