



Legislation Text

File #: 10-0129, **Version:** 1

Recommendation to request City Council to receive and file the Agenda Item Memorandum, and request 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.

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.

Approve recommendation.

DEE ANDREWS, COUNCILMEMBER, SIXTH DISTRICT