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lbe@longbeach.gov

Zoning Ordinance Amendment for Billboard Regulations

City Council Hearing
May 3, 2016



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Introduction – Overview

- On June 17, 2014, City Council adopted a new billboard ordinance (LBMC 21.54).
- Major changes included:
 - Implementation of a CUP requirement for billboard projects (previously no CUP was required for any billboard project).
 - Requirement for a takedown ratio for billboard construction or conversion.
 - Establishing standards for electronic billboards (new and converted), and allowing them in appropriate locations.
- The main purposes of the new billboard ordinance was to incentivize removal of the 400+ nonconforming billboards in the City through allowance of electronic billboards.



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Progress to Date

- 2 double sided electronic billboards in operation (I-710 and I-91 freeway).
- 1 double sided electronic billboards approved, but not yet converted (MTA site on I-710)
- 2 new single sided electronic billboards have been conditionally approved, contingent upon this Amendment.
 - (If approved, it would allow the removal of 138 static billboards Citywide).
- Process has worked very smoothly so far, with good cooperation from the billboard industry.



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Progress to Date

	2011 Inventory (est.) (All estimates # of faces, not locations)	2015 inventory (est.)	2016 Inventory (est.) with Ordinance Amendment	% Inventory remaining after Ordinance Amendment
Clear Channel	183	105	105	69%
Outfront (formerly CBS Outdoors)	166	166	166	100%
Lama* (pending Ordinance Amendment)	140	138	2	1%
Regency	15	15	15	100%
Bulletin Displays/Misc.	30	30	30	100%
TOTAL	506	456	320	63%
Add 1 application pending (36+/- additional faces)			284	56%



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Before - 1719 Artesia



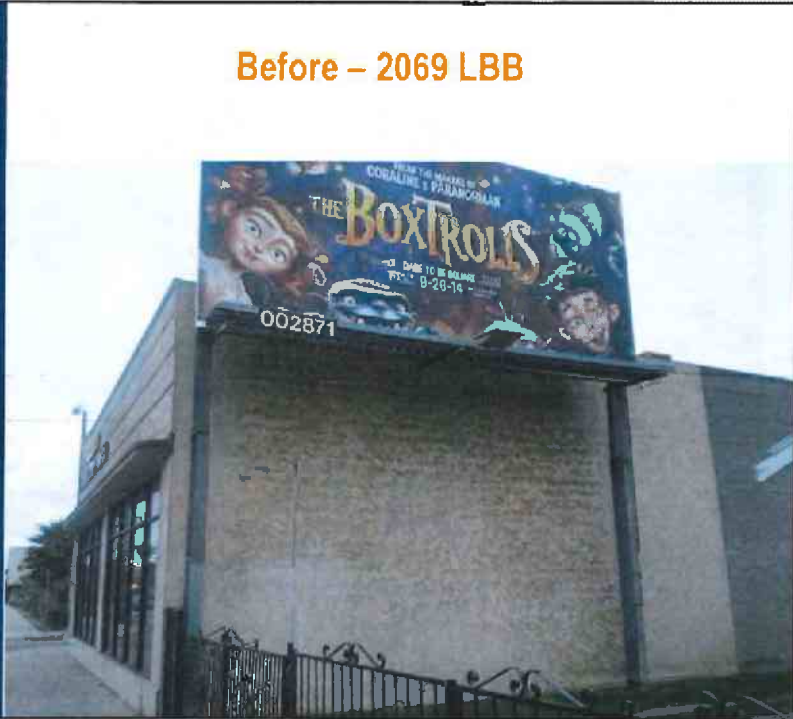
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After - 1719 Artesia



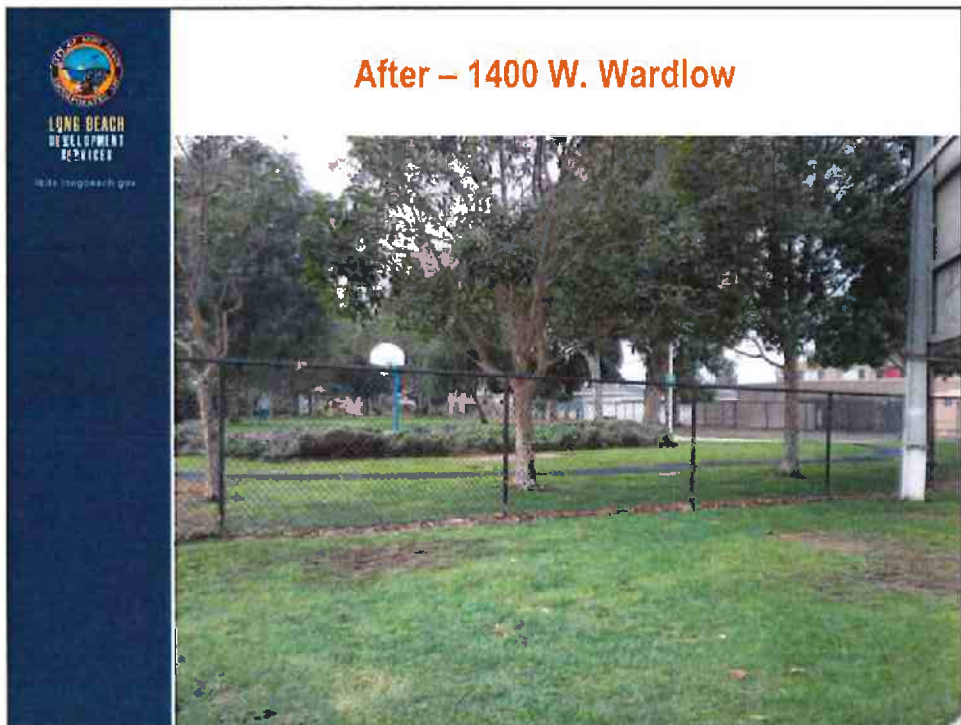


Before – 2069 LBB



After – 2069 LBB







Before – 1320 E. Anaheim



After – 1320 E. Anaheim





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Current Ordinance

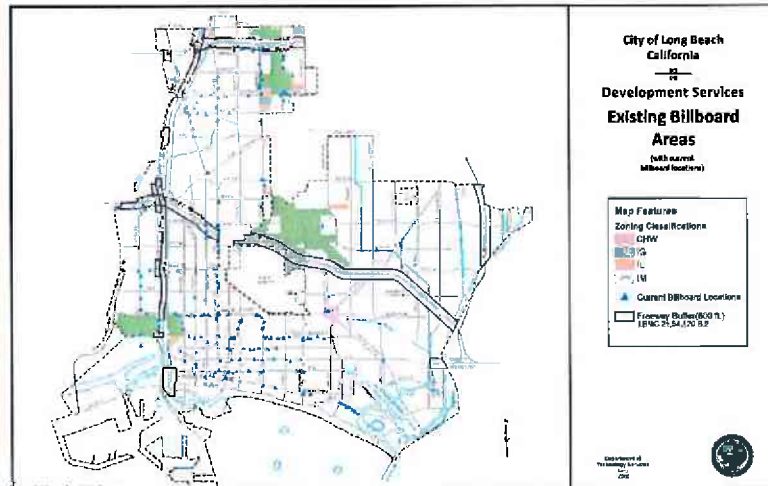
- The current billboard ordinance was very tightly crafted.
- In one area, it is more restrictive than State law, to the point that the City's ordinance hinders its own goal—**incentivizing billboard removal.**
 - State law designates "landscaped freeway segments" with regards to billboard development. Current City code mirrors these designations for clarity.
 - A billboard that is freeway-oriented and within 660 ft. (1/8 mile) of a landscaped freeway segment is considered "adjacent" to a landscaped freeway segment, and subject to additional restrictions.



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Landscaped Freeway Segments and Billboard Zoning Districts





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Landscaped Freeway Credits

- Normally, billboard development is not allowed adjacent to designated landscaped freeway segments.
- However, State law allows Caltrans to give billboard companies “credits” to construct a new billboard (or convert an existing one to electronic) adjacent to a landscaped freeway segment.
- Credits are obtained when a billboard company removes other billboards adjacent to landscaped freeway segments elsewhere in the state.



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Proposal – Landscaped Freeway Segments

- City code is more restrictive – allows use of credits for conversion of an existing billboard to electronic, but *prohibits* use of credits for construction of a new billboard (electronic or static).
- Proposed change would recalibrate the City’s billboard ordinance to match State law, allowing use of Caltrans “credits” for construction of new billboards (electronic or static) adjacent to landscaped freeway segments.
- Construction is not and would not be allowed in the landscaping on the freeway right-of-way, but only on private property within 660 feet. Billboard construction adjacent to a landscaped freeway segment *without* the benefit of Caltrans credits would remain prohibited.



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Landscaped Freeway Segments

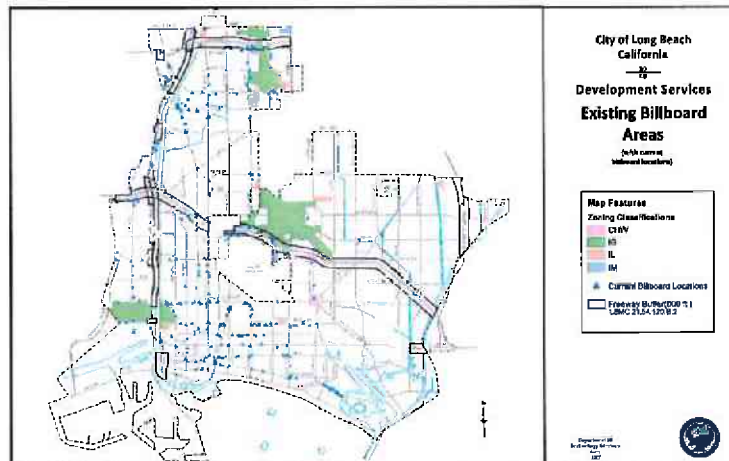
- All other zoning restrictions would continue to apply:
 - New billboards are only allowed at properties in IL (light), IM (medium), IG (general), and IP (port) industrial zones, and CHW (regional highway) and CS (storage) commercial zones.
 - New billboards are only allowed on properties fronting a Major Arterial or higher street classification.
 - All billboard removal requirements.
 - Billboard size and height restrictions.
- Freeways adjacent to residential zones or parks would remain off-limits for billboards.
- The only *affected* areas would be the industrial and commercial freeway-adjacent areas on SR-91 and I-405.



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Landscaped Freeway Segments and Billboard Zoning Districts





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Summary

- Staff recommends that the City Council adopt the proposed amendment into ordinance.
- The proposed amendment consists of minor language changes to the current billboard ordinance to align it with State law, with regards to billboard development adjacent landscaped freeway segments.
- No other zoning restrictions on billboards would change.