

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH AMENDING THE LONG BEACH  
MUNICIPAL CODE BY AMENDING SUBSECTIONS  
21.54.120.B.2 AND 21.54.130.A, AND TABLE 54-1 OF  
CHAPTER 21.54, ALL RELATING TO BILLBOARDS

The City Council of the City of Long Beach ordains as follows:

Section 1. Chapter 21.54.120.B.2 of the Long Beach Municipal Code is amended to read as follows:

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

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
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- 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.

Section 2. Subsection 21.54.130.A of the Long Beach Municipal Code is amended to read as follows:

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 authorized by the Outdoor Advertising Act and/or Caltrans regulations. In the case that the Outdoor Advertising Act and/or Caltrans regulations authorize the City to

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permit construction of a new billboard using such credits, 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.

Section 3. The Long Beach Municipal Code is amended by amending Item 1 of Table 54-1 in Chapter 21.54 to read as follows:

**Table 54-1  
 Billboard Development Standards**

<b>Type of Billboard</b>	<b>Maximum Area (sq. ft.)</b>	<b>Max. Height</b>	<b>Spacing between billboards</b>	<b>Street Classification Types Allowed</b>	<b>Zoning Districts Allowed</b>
1. New freeway-oriented billboard, electronic or non-electronic	675 sq. ft.	50 ft. above nearest freeway lane	As required by California Department of Transportation, otherwise 500 ft.	Freeway, Regional Corridor, or Major Arterial (c)(d)	CHW <sup>(e)</sup> , CS, IL, IM, IG, IP <sup>(f)</sup>

Section 4. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

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I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2016, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor