



Date: April 22, 2016

To: Patrick H. West, City Manager *T.M.*

From: *A. Bodek*
Amy J. Bodek, Director of Development Services

For: Mayor and Members of the City Council

Subject: **Update on Status and Progress of Billboard Ordinance**

On June 17, 2014, the City Council adopted an Ordinance revising the City's Zoning Regulations for off-premise signs (billboards). A number of major changes were introduced in this new Ordinance, including a Conditional Use Permit (CUP) requirement for all new billboards, allowing new electronic billboards, allowing conversion of existing static billboards to electronic, and a billboard takedown requirement for all billboard projects.

The most significant goal of the 2014 Billboard Ordinance was to incentivize removal of billboards from areas of the City where they are not an appropriate land use, particularly residential areas and mixed-use commercial/residential corridors. Electronic billboards, which had previously been prohibited, are now allowed, subject to location requirements, the CUP process, and the takedown requirement. For each new billboard (or existing static billboard converted to electronic), other existing billboard sign area must first be removed from within the City at a specified ratio, depending on the type of project (4:1, 6:1, or 8:1). The takedown requirement is measured in square feet of billboard area, and not in individual billboards.

This incentive has been effective. To date, two existing double-sided 14-foot by 48-foot static billboards (a total of four faces at 672 square feet each) have been converted to electronic, resulting in the removal of 37 billboards of approximately 300 square feet each. One additional double-sided 14-foot by 48-foot electronic billboard conversion has been approved, but not yet built, though its required removals have been completed. This resulted in the removal of 11 additional billboards between the sizes of 300 square feet and 672 square feet. So far, 48 billboards totaling over 16,000 square feet in area have been removed from the City. Most of these were located in residential and neighborhood commercial/residential mixed-use areas. Two more billboard projects are currently entitled, but pending an enabling code amendment. If approved, this would result in the removal of 138 additional nonconforming billboards, each approximately 72 square feet, totaling at least 9,880 square feet of billboard removal.

If you have any questions regarding this matter, please call Amy Bodek at (562) 570-6428.

AB:LT:SK
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ATTACHMENT: PHOTOS OF BILLBOARD REMOVALS

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
LINDA TATUM, PLANNING BUREAU MANAGER