



Los Angeles County  
Department of Regional Planning

*Planning for the Challenges Ahead*



James E. Hartl, AICP  
Director of Planning

January 13, 2003

TO: Supervisor Yvonne Brathwaite Burke, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

FROM: James E. Hartl, AICP  
Director of Planning

SUBJECT: **REPORT TO THE BOARD OF SUPERVISORS ON POSSIBLE ZONING CODE CHANGES TO ADDRESS THE PROLIFERATION OF OUTDOOR ADVERTISING SIGNS (Motion of 5/14/02-- Syn. No. 5)**

Your Honorable Board, on a motion by Supervisor Yvonne Brathwaite Burke, directed the Department of Regional Planning to prepare a zoning study that would address the proliferation of outdoor advertising signs in the unincorporated areas of Los Angeles County. There have been numerous constituent complaints about the increasing number of outdoor advertising signs and the visual blight and safety concerns associated with them. Furthermore, the recent adoption of more strict outdoor advertising sign regulations by several neighboring cities has caused an increase in applications for outdoor advertising sign permits in the unincorporated areas of the County.

To address these issues, my staff has conducted an extensive study, in which 88 local cities and 58 California counties were surveyed regarding their outdoor advertising sign regulations. We have also analyzed Federal, State, and County laws as they pertain to outdoor advertising signs. In addition, we met with representatives of the outdoor advertising sign industry and solicited input. Attached, you will find the results of this study, along with detailed explanations of our recommendations.

**RECOMMENDATION**

Amend the Zoning Code (Title 22) to further limit the proliferation of outdoor advertising signs.

Four alternative approaches have been identified:

- 1) Prohibit all new outdoor advertising signs in any zone.
- 2) Require a Conditional Use Permit for all new outdoor advertising signs in addition to limiting them to the C-M and M zones.

- 3) Limit new outdoor advertising signs to C-M (Commercial Manufacturing) and M (Industrial) zones.
- 4) Adopt minor modifications to the Zoning Code, such as increasing the distance between outdoor advertising signs and residential zones or decreasing the maximum permitted sign face area.

**Staff recommends the adoption of the first alternative. Our preferred approach would be to prohibit new outdoor advertising signs in all zones.** This would be the quickest and most effective way to end the proliferation of outdoor advertising signs in the unincorporated areas of the County. In addition, this approach would be consistent with recent actions by the Board of Supervisors that banned future billboards in certain Community Standards Districts (CSD's).

We would appreciate any advice and formal direction your Board may offer. If you have any questions regarding these issues please contact John Calas of my staff at (213) 974-6431, or myself at (213) 974-6401, Monday through Thursday. Our offices are closed on Fridays.

JEH:RCH:mrt

Attachments

C: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors

## **OUTDOOR ADVERTISING SIGN REPORT**

## BACKGROUND

The unincorporated areas of Los Angeles County contain a total of 692 legal outdoor advertising signs, of which 332 are in the First District, 245 in the Second District, three in the Third District, 31 in the Fourth District and 81 in the Fifth District.

There has been a significant concentration of applications for outdoor advertising signs (i.e. billboards) within the Second Supervisorial District within the past two and a half years (See Table 1). Of the 80 applications filed within the unincorporated areas of the County from April 20, 2000 to the present date, 59 (74 percent) were for the Second District. The visual impacts resulting from the continued proliferation of outdoor advertising signs in the unincorporated areas, as well as the recent concentration of these signs in the Second District, has led to this review of current conditions, and a projection of future conditions based on existing regulations.

**Table 1**

Billboard Applications (4/20/00-Present)					
SUP. DISTRICT	SUBMITTED	APPROVED	DENIED	WITHDRAWN	PENDING
<i><b>FIRST</b></i>	4	4	0	0	0
<i><b>SECOND</b></i>	59	38	4	3	14
<i><b>THIRD</b></i>	0	0	0	0	0
<i><b>FOURTH</b></i>	5	5	0	0	0
<i><b>FIFTH</b></i>	12	8	1	0	3
<i><b>TOTAL</b></i>	80	55	5	3	17

An outdoor advertising sign is defined in Title 22 of the Los Angeles County Zoning Code as "...any sign directing public attention to a business, profession, product or service that is not a primary business, profession, product or service which is sold, manufactured, conducted or offered on the premises where such sign is erected or maintained. 'Outdoor advertising sign' shall include billboard, but shall not include public transportation sign."

In June 2002, Regional Planning staff evaluated the potential for accommodating additional outdoor advertising signs within the Florence-Firestone and Lennox communities, based on existing County zoning regulations. This study disclosed that potential sites for an additional 81 outdoor advertising signs existed in these communities.

The County Zoning Code currently allows an applicant to erect or maintain an outdoor advertising sign in most commercial and industrial zones. Outdoor advertising signs are prohibited in residential zones. In addition to zone limitations, the County has also adopted siting restrictions to help reduce the clutter of outdoor advertising signs. For example, outdoor advertising signs must be located at least 200 feet from residential zones when both are on the same side of the street.

The Zoning Code also requires a minimum distance between new outdoor advertising signs and existing ones. The minimum distance varies by sign face area. An outdoor advertising sign with less than 80 square feet of total sign face area may be erected and maintained within 100 feet of another sign. However, a new outdoor advertising sign with more than 80 square feet of sign face area requires a greater distance from another sign with equal or greater sign face area (See Table 2).

**Table 2**  
Minimum Distance Between Signs

<b>Size of Proposed Sign</b>	<b>Size of Existing Sign</b>	<b>Signs Shall Be No Closer Than</b>
Greater Than 150 Sq. Ft.	Greater Than 150 Sq. Ft.	500 Feet
Greater Than 150 Sq. Ft.	Greater Than 80 Sq. Ft. & Not Exceeding 150 Sq. Ft.	200 Feet
Greater Than 150 Sq. Ft.	Not Exceeding 80 Sq. Ft.	100 Feet
Greater Than 80 Sq. Ft. & Not Exceeding 150 Sq. Ft.	Greater Than 80 Sq. Ft. & Not Exceeding 150 Sq. Ft.	200 Feet
Greater Than 80 Sq. Ft. & Not Exceeding 150 Sq. Ft.	Not Exceeding 80 Sq. Ft.	100 Feet
Not Exceeding 80 Sq. Ft.	Any size	100 Feet

In 1999, additional standards were added to the Code which prohibited advertisements for tobacco, alcoholic beverages or adult telephone messages to be located 1) within a residential or agricultural zone or 2) within 1,000 feet of any school, park, playground, recreational facility, youth center, child center, entertainment park or church.

The Zoning Code also limits the size and height of new outdoor advertising signs. Outdoor advertising signs may be erected and maintained with a total sign face area up to 800 square feet and a maximum height of 42 feet measured from the ground level. Outdoor advertising signs are not permitted on a roof or permitted to have more than 15 percent of the length of their structure extend over a roof.

The Code includes provisions for a Billboard Exclusion Zone that prohibits all outdoor advertising signs, regardless of the basic zone. This zone is applied to areas where an outdoor advertising sign may be hazardous to pedestrians and motorists, detract from the appearance (places to shop and work), or be detrimental to an important aspect of the economic base of such areas by detracting from the natural beauty and environment of such areas. A zone change procedure is used to add the billboard exclusion zone feature to an existing zone designation.

Another feature of the Zoning Code is the inclusion of several geographically-specific community standard districts that either prohibit outdoor advertising signs or establish more restrictive regulations. There are currently nine community standard districts prohibiting outdoor advertising signs, either throughout the community or within specific areas (See Table 3). Several communities permit outdoor advertising signs in some areas or zones with the requirement that a Conditional Use Permit is first obtained. These zones are also shown in Table 3, along with Transit Oriented Districts and the Marina del Rey Specific Plan District.

**Table 3**  
Community Standards Districts with Outdoor Advertising Sign Regulations

DISTRICTS	Allowed		Designated Billboard Exclusion Zone	Prohibited		
	More Restrictive Regulations	Conditional Use Permit Required		Community Wide	Zone Specific	Area Specific
Acton CSD			<b>X</b>			
Altadena CSD		<b>X</b>			<b>X</b>	
East Compton CSD				<b>X</b>		
East Los Angeles CSD	<b>X</b>					<b>X</b>
E.Pasadena-S.Gab CSD				<b>X</b>		
Leona Valley CSD			<b>X</b>			
Marina del Rey Districts*				<b>X</b>		
SMM North Area				<b>X</b>		
South San Gabriel CSD	<b>X</b>	<b>X</b>				
Willowbrook CSD				<b>X</b>		
Walnut Park CSD				<b>X</b>		
Transit Oriented Districts				<b>X</b>		

\* Specific Plan District

According to the Code, outdoor advertising signs and structures nonconforming due to use or to current standards, shall be discontinued and removed from their sites within five years, except when this time period is either extended or revoked. Federal and State laws require the County to provide compensation when removal of an outdoor advertising sign is ordered.

In addition, outdoor advertising signs oriented toward persons traveling on surface streets are sometimes located close to a freeway or scenic highway. The Code prohibits this visual interference of signs between the motoring public and the freeway or scenic highway.

## **FEDERAL AND STATE REGULATIONS**

### Federal

In 1965, the Federal Government passed the Highway Beautification Act to regulate outdoor advertising signs along federal-aid primary, Interstate, and National Highways System roads. The Act permits a maximum of 21 structures per mile on Interstate Highways, 36 structures per mile on rural primary highways, and 106 structures per mile on urban primary highways. In 1991, the scenic byways provision was added which prohibits the erection of new signs along scenic portions of state designated byways of the Interstate and federal-aid primary highways. The scenic byways provision was amended in 1995 to allow states to exclude from state and federal scenic byways, any portion of a road that a state determines to be inconsistent with the criteria for the designation of scenic highways. The Highway Beautification Act does not prohibit states from establishing standards imposing more strict limitations on outdoor advertising signs. States are permitted to remove legal nonconforming signs under the Highway Beautification Act; however, just compensation is required for the

removal of any lawfully-erected billboard located within 660 feet of an Interstate or primary highway. The act does not allow for amortization as a method of compensation. If a state does not comply with the provisions of the Highway Beautification Act, they can be subject to a 10% reduction in the highway allocations.

### State

The State of California governs outdoor advertising signs by way of the Outdoor Advertising Act. The purpose of the Act is to allow the State to control outdoor advertising signs as is required by the federal Highway Beautification Act of 1965. California law allows outdoor advertising displays to be placed within 660 feet of the edge of the right-of-way of an interstate or primary highway, provided that the sign is not in violation with any other provision of the chapter, is located in a business district, and conforms to the following standards:

**(a)** An advertising display may not be placed if it exceeds 1,200 square feet in display area, is more than a height of 25 feet and exceeds the maximum length of 60 feet, which includes border and trim, and excluding base or apron supports and other structural members.

**(b)** An advertising display may not be placed if it is so illuminated that it obscures or interferes with the effectiveness of any official traffic sign, device, or signal; nor shall any advertising display include or be illuminated by flashing, intermittent, or moving lights (except that part necessary to give public service information such as time, date, temperature, weather, or similar information).

**(c)** An advertising display may not be placed in such a manner as to obstruct, or otherwise physically interfere with, an official traffic sign, signal, or device or to obstruct, or physically interfere with, the vision of drivers in approaching, merging, or intersecting traffic.

**(d)** No advertising display shall be placed within 500 feet from another advertising display on the same side of any portion of an Interstate highway or primary highway that is a freeway. No advertising display shall be placed within 500 feet of an interchange, an intersection at grade, or a safety roadside rest area on any portion of an Interstate highway or primary highway that is a freeway and if the Interstate or primary highway is located outside the limits of an incorporated city and outside the limits of an urban area. No advertising display shall be placed within 300 feet from another advertising display on the same side of any portion of a primary highway that is not a freeway if that portion is located outside the limits of an incorporated city and outside the limits of an urban area. No advertising display shall be placed within 100 feet from another advertising display on the same side of any portion of a primary highway that is not a freeway if that portion of the primary highway is located inside the limits of an incorporated city or inside the limits of an urban area.

Another important provision of State law is Section 5412. Similar to the Highway Beautification Act, this section states that no advertising display that was lawfully erected anywhere in the State shall be removed without payment of just compensation, as defined in the Eminent Domain Law.

State law also permits local governments to adopt ordinances with more restrictive regulations for outdoor advertising signs than those imposed by the State. This is covered in Sections 5230 and 5443 of the Business and Professions Code. Section 5230 permits the governing body of any city or city and county to enact ordinances that require licenses or permits, or both in addition to any required by the State for advertising displays in view of any highway, including a highway in the national system of Interstate and defense highways or the federal-aid primary highway system. Section 5443 allows counties to designate zones or districts in which advertising displays may be placed or prohibited as part of a county land use or zoning ordinance.

## **OUTDOOR ADVERTISING SIGN SURVEY**

A survey was conducted of all local and California County Planning agencies to identify unique approaches to zoning standards and procedures for outdoor advertising signs. Questionnaires were mailed to the 88 cities of Los Angeles County and to 58 counties in California in August of this year. Responses were received from 67 cities and 25 counties. Several cities and counties filled out the questionnaire, while others sent back either a letter or a copy of their ordinance. Also, staff was able to obtain several outdoor advertising sign ordinances via the Internet.

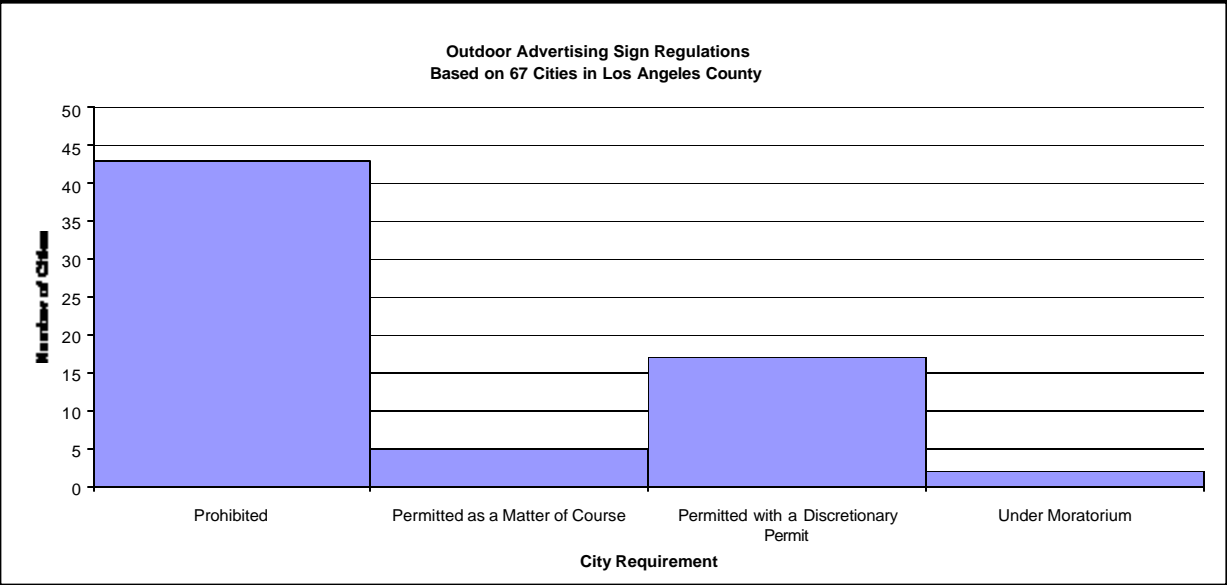
Results of this survey indicate that a majority of Los Angeles County cities have enacted laws prohibiting outdoor advertising signs (See Figure 1). Cities prohibiting outdoor advertising signs represent 64 percent of cities accounted for in this survey. The City of Los Angeles is the largest city in the County, and it prohibits the installation of new billboards within its limits. However, subsection 11 of Section 91.6205.11 of the Los Angeles City Municipal Code allows new off-site signs and the enlargement of existing signs pursuant to a variance, legally adopted specific plan, supplemental use district or approved development agreement.

Furthermore, 25 percent of the cities responded that their provisions would permit an outdoor advertising sign provided that a discretionary permit is first obtained. Outdoor advertising signs are approved through discretionary review which requires a public hearing. Several cities provided staff with standard condition language for outdoor advertising signs; however, they reserved the right to place more conditions on these signs as needed.

In addition to surveying local jurisdictions, we also solicited input from the outdoor advertising sign industry. Their submittal includes a proposal to reduce the number of outdoor advertising signs in sensitive areas of the unincorporated areas of Los Angeles County (See Attachment 4). The proposal indicates that a reduction of outdoor advertising signs can be achieved by establishing a square footage ratio of two-to-one outdoor advertising signs removed to outdoor advertising signs approved. They also suggested in prohibiting outdoor advertising signs in commercial zones (C-2, C-3, C-M) when its location does not meet proposed standards and it is unable to obtain a conditional use permit approved by the Board of Supervisors.



**Figure 1**

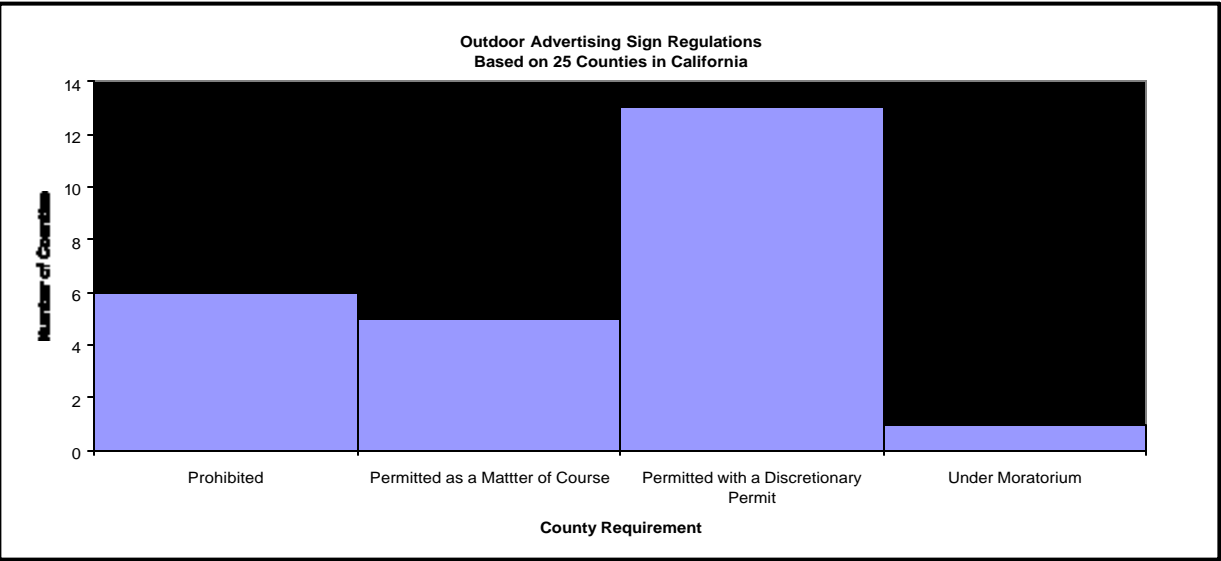


Five cities permit outdoor advertising signs as a matter of course, which represents 7 percent of the cities responding to this survey. Thus, these cities and the unincorporated areas of Los Angeles County have established outdoor advertising sign regulations that permit outdoor advertising signs with administrative permits. Since the County of Los Angeles contains the largest geographic area it potentially provides more locations for outdoor advertising signs than the five cities combined.

The majority of (13 of 25) California counties surveyed permit outdoor advertising signs on the condition that a discretionary permit is first obtained (See Figure 2). Six California counties surveyed prohibit all new outdoor advertising signs within their jurisdiction. Lastly, five of the California counties permit outdoor advertising signs as a matter of course with an administrative review.

The majority of agencies surveyed have more restrictive outdoor advertising sign regulations than Los Angeles County. The County’s current outdoor advertising regulations would allow greater access for development of billboards in the unincorporated areas since existing regulations are more lenient than the majority of cities in the County.

**Figure 2**



**POTENTIAL ZONING CODE ALTERNATIVES**

**Alternative #1**

**Prohibit the Construction of New Outdoor Advertising Signs in All Zones**

Most local cities and some California counties have enacted zoning codes that completely prohibit the construction of all new outdoor advertising signs. Some jurisdictions have also enacted policies for the removal of legally existing outdoor advertising in their areas. It is important to note, however, that both State and Federal law require just compensation for the removal of legally established outdoor advertising signs. State law does allow for amortization to be used as a method of sign removal, but it is only permitted for signs located in residential and agricultural zones.

Of the 25 California counties studied in our survey, 6 (24 Percent) prohibited outdoor advertising signs on a countywide basis. In addition, the majority of the local cities that were reviewed prohibited all new outdoor advertising signs. Specifically, 43 of 67 (64 Percent) of the cities that were studied currently prohibit such signs. An additional two cities, Baldwin Park and Vernon, currently have a moratorium on new outdoor advertising signs.

This alternative is consistent with recent actions by the Board of Supervisors. The Board has approved changes to the ordinance that prohibit future outdoor advertising signs in five Community Standards Districts and the Marina Del Rey and Tranist Oriented Districts. In addition, the Acton and Leona Valley Community Standards Districts have designated billboard exclusion zones.

## **Alternative #2**

### **Require a Conditional Use Permit for New Outdoor Advertising Signs**

In addition to limiting outdoor advertising signs to C-M, M-1, M-1½, M-2, M-3, and M-4 zones, a further restriction could be placed by requiring a Conditional Use Permit (CUP) for all new signs regardless of zone. By requiring a CUP for all future outdoor advertising signs, the County will be able to both limit the number of new signs and lessen the negative aesthetic effects that signs can have on an area. The cost and time required by the CUP process would be a far more effective deterrent to outdoor advertising sign applicants than current County standards, which only require an administrative review and a relatively inexpensive application fee. Furthermore, a Conditional Use Permit would allow for public hearings, which would give constituents the opportunity to express their opinions and provide guidance in design that would help mitigate impacts in the community.

Of the 25 California counties whose ordinances were reviewed, 13 (52 Percent) required a discretionary review for outdoor advertising signs. A discretionary review was also required for new outdoor advertising signs in 17 (25 Percent) of the 67 local cities that were reviewed.

## **Alternative #3**

### **Limit Outdoor Advertising Signs to C-M and M Zones**

Another possible revision to the zoning ordinance to lower the proliferation of outdoor advertising signs would be to restrict outdoor advertising signs to Zones C-M (Commercial Manufacturing), M-1 (Light Manufacturing), M-1½ (Restricted Heavy Manufacturing), M-2 (Heavy Manufacturing), M-3 (Unclassified Zone), and M-4 (Unlimited Manufacturing). Removing the C-2 and C-3 zones from possible locations for outdoor advertising signs would greatly limit the number of possible areas where such signs can be erected. Since Zones C-2 and C-3 are most likely adjacent to or nearby residential properties, eliminating outdoor advertising signs from these zones would reduce visual blight and improve the aesthetic quality of neighborhoods in the unincorporated areas of Los Angeles County.

## **Alternative #4**

### **Minor Ordinance Modifications**

Minor modifications for a more restrictive zoning code would lower the proliferation of outdoor advertising signs in the unincorporated areas of Los Angeles County. For instance, the minimum distance required between large outdoor advertising signs with

a total sign face area greater than 150 square feet could be increased from the current standard of 500 feet. The minimum distance for signs with a total sign face area less than 80 square feet could be increased from the current standard of 200 feet between outdoor advertising signs and residential zones on the same side of the street. In addition, rather than simply limiting the proximity of outdoor advertising signs to residential zones, the ordinance could be modified to limit their proximity to residential uses regardless of zone. This would give homes located in A (Agricultural), C (Commercial) and M (Industrial) zones the same protection afforded to those located in R (Residential) zones. Another important change to the ordinance to limit impacts on residential areas could be to use a radial rather than linear method to measure the distance between signs and residential zones. The County currently uses the linear method to measure distance that potentially allows an outdoor advertising sign directly across the street from a single-family residence. The radial method would prohibit outdoor advertising signs if a residential use fell anywhere within a predefined radius of the sign.

Many of the cities and counties surveyed did not have regulations relating to the minimum distance between outdoor advertising signs and residential areas. The majority of cities with such regulations require a distance of at least 300 feet. However, cities like City of Paramount require a minimum distance of 500 feet. Thus, the larger distance required between outdoor advertising signs and residential uses could reduce visual blight from residential neighborhoods in the unincorporated areas in Los Angeles County.

Another method that could be used to reduce visual blight and mitigate potential hazards to motorists and pedestrians would be to place more restrictive regulations on sign face area and maximum sign height. In the past two-and-a-half years, Regional Planning has received site plan review applications for outdoor advertising signs with a total sign face area up to 672 square feet. The City of Long Beach provides different total sign face area requirements that depend on the zone and the orientation of the sign. For example, freeway-oriented signs have a different allowable total sign face area than street-oriented signs. Specifically, the City of Long Beach limits the total sign face area to 300 square feet for street-oriented signs and 672 square feet for freeway-oriented signs.

## **ATTACHMENT 1**

### **Survey Results for California Counties**

Survey Results for California Counties

	County	Prohibited	Permitted as a matter of course	Permitted with a discretionary permit	Under Moratorium	No Response *
1	Alameda County					X
2	Alpine County					X
3	Amador County			X		
4	Butte County					X
5	Calaveras County			X		
6	Colusa County					X
7	Contra Costa County			X		
8	Del Norte County					X
9	El Dorado County					X
10	Fresno County		X			
11	Glenn County			X		
12	Humboldt County			X		
13	Imperial County					X
14	Inyo County			X		
15	Kern County		X			
16	Kings County		X			
17	Lake County					X
18	Lassen County					X
19	Los Angeles County				X	
20	Madera County					X
21	Marin County	X				
22	Mariposa County					X
23	Mendocino County					X
24	Merced County					X
25	Modoc County		X			
26	Mono County	X				
27	Monterey County					X
28	Napa County					X
29	Nevada County					X
30	Orange County					X
31	Placer County	X				
32	Plumas County					X
33	Riverside County		X			
34	Sacramento County					X
35	San Benito County			X		
36	San Bernardino County			X		
37	San Diego County			X		
38	San Francisco County					X
39	San Joaquin County			X		
40	San Luis Obispo County	X				
41	San Mateo County					X
42	Santa Barbara County					X
43	Santa Clara County					X
44	Santa Cruz County					X
45	Shasta County					X
46	Sierra County	X				

# Survey Results for California Counties

	County	Prohibited	Permitted as a matter of course	Permitted with a discretionary permit	Under Moratorium	No Response *
47	Siskiyou County					X
48	Solano County					X
49	Sonoma County					X
50	Stanislaus County					X
51	Sutter County			X		
52	Tehama County			X		
53	Toulumne County			X		
54	Trinity County					X
55	Tulare County					X
56	Ventura County					X
57	Yolo County					X
58	Yuba County	X				
TOTAL		6	5	13	1	33

\* This column reflects jurisdictions with no response after additional efforts were made to contact them.

## **ATTACHMENT 2**

### **Survey Results for Los Angeles County Cities**



Survey Results for Los Angeles County Cities

	City Name	Prohibited	Permitted as a Matter of Course	Permitted with a Discretionary Permit	Under Moratorium	No Response *
1	City of Agoura Hills	X				
2	City of Alhambra	X				
3	City of Arcadia			X		
4	City of Artesia					X
5	City of Avalon					X
6	City of Azusa					X
7	City of Baldwin Park				X	
8	City of Bell					X
9	City of Bell Gardens					X
10	City of Bellflower			X		
11	City of Beverly Hills	X				
12	City of Bradbury	X				
13	City of Burbank	X				
14	City of Calabasas	X				
15	City of Carson		X			
16	City of Cerritos	X				
17	City of Claremont	X				
18	City of Commerce			X		
19	City of Compton					X
20	City of Covina		X			
21	City of Cudahy					X
22	City of Culver City	X				
23	City of Diamond Bar	X				
24	City of Downey			X		
25	City of Duarte		X			
26	City of El Monte			X		
27	City of El Segundo	X				
28	City of Gardena	X				
29	City of Glendale	X				
30	City of Glendora					X
31	City of Hawaiian Gardens					X
32	City of Hawthorne					X
33	City of Hermosa Beach	X				
34	City of Hidden Hills					X
35	City of Huntington Park	X				
36	City of Industry	X				
37	City of Inglewood			X		
38	City of Irwindale					X
39	City of La Cañada	X				

Survey Results for Los Angeles County Cities

	City Name	Prohibited	Permitted as a Matter of Course	Permitted with a Discretionary Permit	Under Moratorium	No Response *
40	City of La Habra Heights					X
41	City of La Mirada					X
42	City of La Puente	X				
43	City of La Verne	X				
44	City of Lakewood					X
45	City of Lancaster	X				
46	City of Lawndale			X		
47	City of Lomita	X				
48	City of Long Beach		X			
49	City of Los Angeles	X				
50	City of Lynwood			X		
51	City of Malibu	X				
52	City of Manhattan Beach	X				
53	City of Maywood			X		
54	City of Monrovia	X				
55	City of Montebello	X				
56	City of Monterey Park	X				
57	City of Norwalk			X		
58	City of Palmdale			X		
59	City of Palos Verdes Estates	X				
60	City of Paramount			X		
61	City of Pasadena	X				
62	City of Pico Rivera					X
63	City of Pomona	X				
64	City of Rancho Palos Verdes	X				
65	City of Redondo Beach	X				
66	City of Rolling Hills	X				
67	City of Rolling Hills Estates	X				
68	City of Rosemead	X				
69	City of San Dimas	X				
70	City of San Fernando			X		
71	City of San Gabriel	X				
72	City of San Marino	X				
73	City of Santa Clarita			X		
74	City of Santa Fe Springs					X
75	City of Santa Monica	X				
76	City of Sierra Madre	X				
77	City of Signal Hill			X		
78	City of South El Monte					X

Survey Results for Los Angeles County Cities

	City Name	Prohibited	Permitted as a Matter of Course	Permitted with a Discretionary Permit	Under Moratorium	No Response *
79	City of South Gate		<b>X</b>			
80	City of South Pasadena					<b>X</b>
81	City of Temple City	<b>X</b>				
82	City of Torrance			<b>X</b>		
83	City of Vernon				<b>X</b>	
84	City of Walnut					<b>X</b>
85	City of West Covina	<b>X</b>				
86	City of West Hollywood			<b>X</b>		
87	City of Westlake Village	<b>X</b>				
88	City of Whittier					<b>X</b>
TOTAL		<b>43</b>	<b>5</b>	<b>17</b>	<b>2</b>	<b>21</b>

\* This column reflects jurisdictions with no response after additional efforts were made to contact them.

## **ATTACHMENT 3**

### **Outdoor Advertising Sign Survey Results**

## Outdoor Advertising Sign Survey Results

	Prohibited	Permitted as a Matter of Course	Permitted with a Discretionary Permit	Under Moratorium
Counties in California	6	5	13	1
Percentage based on 25 counties	24%	20%	52%	4%
Cities in Los Angeles County	43	5	17	2
Percentage based on 67 cities	64%	7%	25%	3%

## **ATTACHMENT 4**

### **Proposed Outdoor Advertising Sign Regulations From Clear Channel Outdoor**



August 5, 2002

John Calas, Administrator  
Land Use Regulation Division  
County of Los Angeles  
320 West Temple Street  
Los Angeles, CA 90012

Dear John:

Clear Channel Outdoor respectfully submits this letter to begin the process of rewriting the outdoor advertising regulations for the County of Los Angeles. This effort is being made in order to accomplish the reduction of outdoor advertising in sensitive areas of the unincorporated portions of Los Angeles County. This proposal should be considered a draft to be used to begin the process.

Rest assured that Clear Channel Outdoor will be very anxious to accomplish the rewriting and adoption of the ordinance quickly but carefully.

Sincerely,

CLEAR CHANNEL OUTDOOR, INC.

A handwritten signature in cursive script, appearing to read 'Ed Dato'.

Edward Dato  
Vice President/Director of Public Affairs

ED:ar

Encl.

## LOS ANGELES COUNTY PROPOSED ORDINANCE

The purpose of this ordinance is to reduce the number of off-site sign structures in sensitive areas of unincorporated Los Angeles county. The reduction is to be accomplished by the establishment of square footage ratio of two-to-one off-site signs removed to off-site structures approved.

The criteria for 'sensitive' areas will be residential zones and developments, schools, and playgrounds. Off-site signs will be prohibited in commercial zones (C-2, C-3, C-M), unless the location meets the standards herein, and a conditional use permit is approved by the Board of Supervisors. Industrial zones (M-1, M-1-1/2, M-2, M-3, and M-4) will be permitted administratively with the approval of the Supervisor's office in which the application is proposed and a reduction of off-site signs in the Supervisorial District.

All freeway locations will be subject to conditional use permit, regardless of zone, under the standards set herein.



**22.52.840. OUTDOOR ADVERTISING SIGNS -CONDITIONS.**

Outdoor advertising signs may be erected and maintained in Zones C-2, C-3, C-M, all freeway locations by Conditional Use Permit, M-1, M-1-1/2, M-2, M-3 and M-4 subject to the following conditions and standards of development:

A. That the total sign face of such signs shall not exceed 800 square feet, and

B. That the height of such signs shall not exceed 42 feet measured from the ground level at the base of the sign or street to which it is designed to be viewed, whichever is greater.

C. Exceptions to Height and Square Footage: - - - - -

Cutouts, extensions, letter figures, characters or representations in cutout or irregular form may be maintained upon any outdoor advertising structure, provided that the total surface area of the cutout or extension does not exceed 20 percent of the total sign area and provided that said cutouts, extensions, letter figures, characters or representations shall not extend more than 5.5 feet above the top of the sign.

D. Spacing:

Outdoor advertising sign structures are prohibited within 500' of an outdoor advertising sign structure. Spacing is to be measured on the right of way of the same side of the street between the outdoor advertising displays which are designed to be viewed from said street. Under no circumstances will this be interpreted to be radial measurement.

**22.52.820. General Regulations.**

Section B following, to be deleted:

B. Outdoor advertising signs may be single or double-faced, except as otherwise provided in this title, provided that if double-faced the distance between the faces of such signs shall not exceed 48 inches.

E. Freeway Location:

Off-Site signs designed to be viewed from the main-traveled roadway of a freeway will be subject to a Conditional Use Permit.

F. That such signs shall not be permitted on a roof and that not more than 15 percent of the length of the structure of a freestanding sign shall extend over a roof and

G. That such signs shall not be permitted to encroach over public rights-of-way, and

H. That such signs shall not be permitted within 200 feet of a residential zone located on the same side of the street or highway. (Ord 1494 Ch. 7 Art. 7 § 707 6, 1927.)

a. All measurements will be made on the right of way frontage of the street to which the outdoor advertising structure is designed to be viewed.

b. The outdoor advertising sign will be designed to be viewed if the facing is angled 45° or more to the centerline of the subject street.

## **ATTACHMENT 5**

### **Billboard Login Sheet (4/20/2000-Present)**

## BILLBOARD LOGIN SHEET

CASE #	DATE	SITE ADDRESS	APPLICANT	OWNER	AGENT	PHONE#	SIZE	ACTION	DIST.
PP47233	3/5/2001	2126 E. Florence Ave	Gilbert Ayala	Ignacio & Carmen Cano	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	1
PP47410	5/29/2001	8653 Alameda St. L.A.	Eller Media	Los Cuatro Hermanos	Lorna Hobbs	(323) 422-9025	672 sq. ft.	Approved	1
PP41498	2/7/2002	9567-73 E. Garvey Ave	Regency Outdoor	Louis Edna Ponce Family Trust	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Approved	1
PP47409	5/29/2001	8501 S. Alameda St L.A.	Eller Media	DonKlindert	Lorna Hobbs	(323) 422-9025	672 sq. ft.	Approved	1
PP19987	8/3/2000	15115 S. Crenshaw Blvd	Eller Media	James & Rosalyn Taylor	Michelle Lewis	(323) 422-9025	672 sq. ft.	Approved	2
PP46991	10/3/2000	12521 Alameda Street	Thompson Media	Lourdes Salazar	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	2
PP41935	10/19/00	11011 Alameda Street	Thompson Media	Francisco Mercado	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	2
PP47013	10/19/00	12709 S. Alameda St	Thompson Media	Al Butler	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	2
PP47024	10/23/00	10915 Alameda Street	Regency Outdoor	Carmelo Isaia	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Approved	2
PP47042	11/6/2000	20400 Normandie Ave	Eller Media	Jim & Sharon Penir	Michelle Lewis	(323) 422-9025	672 sq. ft.	Approved	2
PP47041	11/7/2000	23308 Normandie Ave	Eller Media	Brenda Freeman	Michelle Lewis	(323) 422-9025	672 sq. ft.	Approved	2
PP47045	11/9/2000	19208 S. Vermont Ave	Van Wagner Goodman		Andy Goodman	(310) 376-3139	672 sq. ft.	Approved	2
PP47090	12/26/00	10709 Hawthorne Blvd	Continental Outdoor	George Porichis	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP34861	1/18/2001	19030 S. Normandie Ave	Regency Outdoor	Edward Greene	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Approved	2
PP47167	2/8/2001	22433 S. Vermont	Continental Outdoor	Kim Family Trust	James Lewis	(323)878-6449	672 sq. ft.	Approved	2
PP47179	2/12/2001	23022 Normandie Ave	Eller Media	Tad Ladowice & Margaret Butler	Lorna Hobbs	(323) 422-9025	672 sq. ft.	Approved	2
PP47213	2/28/2001	1228-32 Sepulveda	Regency Outdoor	Keith Luther	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Approved	2
PP47216	2/28/2001	12610 S. Western Ave	Continental Outdoor	JAE S. CHU	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47217	2/28/2001	11404 S. Western Ave	Continental Outdoor	Seung KIM	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47218	2/28/2001	11404 S. Western Ave	Continental Outdoor	Seung KIM	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47219	2/28/2001	8905 S. Western Ave	Continental Outdoor	Todd Neal	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47226	3/5/2001	24100 S. Vermont Ave	Continental Outdoor	Daniel & Christine Engeln Fam Trust	James Lewis	(323) 878-6771	672 sq. ft.	Approved	2
PP47227	3/5/2001	215 E. Redondo Beach Blvd	Continental Outdoor	Robert Williams	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47225	3/5/2001	252 E. Redondo Beach Blvd	Continental Outdoor	Mario E. Antonini	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP26895	3/12/2001	2403 East Imperial Hwy	Bulletin Display	Mark & Robert Kudler	Robert Kudler	(714) 522-6020	672 sq. ft.	Approved	2
PP47253	3/15/2001	921 W. 223rd St.	Continental Outdoor	Lynn Hale	James Lewis	(323) 878-6771	672 sq. ft.	Approved	2
PP47275	3/20/2001	15315 S. San Pedro St.	Continental Outdoor	Clarence Thomas	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47274	3/20/2001	11214 S. Western Ave (Imperial Hwy)	Continental Outdoor	JC 101 LLC	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47267	3/20/2001	11951 S. Vermont Ave	Continental Outdoor	Juan Carnovali	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47266	3/20/2001	15801 S. Avalon Blvd	Continental Outdoor	Young Mi Cha	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47273	3/21/2001	11214 S. Western Ave	Continental Outdoor	JC 101 LLC	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP43937	3/22/2001	12725 S. Vermont	Continental Outdoor	Margaret Kendrick	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47332	4/19/2001	535 E. Alondra Blvd	Continental Outdoor	TP Industrial IN	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP47341	4/23/2001	11415 S. Vermont	Gilbert Ayala	Nik Ned	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	2
PP47372	5/21/2001	10412 Hawthorne Blvd	Gilbert Ayala	Soon Kang Suk	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	2
PP47399	5/24/2001	1332 E. Florence Ave, L.A.	Premier Billboards	Kim Chang Ho & Whak Yup	Gilbert Ayala	(562) 806-9770	672 sq. ft.	Approved	2
PP47442	6/6/2001	740 190th Street, Torrance	Van Wagner Goodman	Campbell, Campbell, & Campbell	Van Wagner Goodman	(310) 376-3139	672 sq. ft.	Approved	2

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PP47446	6/11/2001	449 E. Alondra Blvd., Gardena	Continental Outdoor	Russell Diaz	George Defrieze	(323) 878-6771	672 sq. ft.	Approved	2
PP44351	6/29/2001	931 W. Sepulveda Blvd.	Infinity Outdoor	McDonald Golden Arch Ltd.	Dave Ryan	(323) 276-7310	672 sq. ft.	Approved	2
PP47522	7/18/2001	13405 Inglewood Ave	Eller Media	Rustico & Lourdes Balderian	Lorna Hobbs	(323) 422-8410	672 sq. ft.	Approved	2
PP47585	8/14/2001	126 W. Redondo Beach Blvd	Infinity Outdoor	Ernestina Alvaredo	Dave Ryan	(323) 276-7310	672 sq. ft.	Approved	2
PP47469	6/18/2001	4601 W. Slauson Ave	Gilbert Ayala	Kasey Lamax	Gilbert Ayala	(562) 806-9770	672 sq. ft.	Approved	2
PP14949	6/27/2000	2787 East Del Amo Blvd	Thompson Media	Nancy Kim			672 sq. ft.	Approved	4
PP47063	11/29/00	21700 Vermont Ave	Andy Goodman	Spencer Chun	Andy Goodman	(310) 376-3139	672 sq. ft.	Approved	4
PP44437	2/28/2001	22107 (22111) Vermont Ave	Eller Media	Thomas Kneafsey	Michelle Lewis	(323) 422-9025	672 sq. ft.	Approved	4
PP47484	6/20/2001	1210 W. 190th L.A.	Regency Outdoor	Patricia Mahaffey	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Approved	4
PP47063	7/9/2001	21700-21718 S. Vermont Ave	Andy Goodman	Spencer Chun	Andy Goodman	(310) 376-3139	672 sq. ft.	Approved	4
PP33118	4/20/2000	NE Corner 87th Street East & Hwy 138	Lamar Martin Adv	James Tanner			672 sq. ft.	Approved	5
PP34068	12/6/2000	3115 Foothill Blvd	Eller Media	Ritz Center Inc	Michelle Lewis	(323) 422-9025	672 sq. ft.	Approved	5
PP47270	3/20/2001	3007-33 Huntington Drive	Van Wagner Goodman	Fong Gu Chang	Peter Raulli	(818) 508-8880	672 sq. ft.	Approved	5
PP47362	5/3/2001	16735 E. Arrow Hwy	Eller Media	LCK Inv c/o George KAO	Lorna Hobbs	(323) 422-9025	672 sq. ft.	Approved	5
PP47516	7/9/2001	4116 E. Live Oak Ave	Van Wagner Goodman	Christina Tang	Peter Raulli	(818) 508-8880	672 sq. ft.	Approved	5
PP47560	7/30/2001	2301 E. Del Amo Blvd.	Michael Teran	Gerald Chanales Ommi Computers	Michael Teran Sign Ind. Inc	(626) 579-4460	672 sq. ft.	Approved	5
PP47802	12/13/01	4488 Live Oak Ave	Van Wagner Goodman	Stephanos Kaparso	Peter Raulli	(818) 508-8880	672 sq. ft.	Approved	5
PP47560	2/4/2002	4251 E. Live Oak Ave	Gilbert Ayala	Kevin Morton	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Approved	5
PP47215	2/28/2001	22325 S. Vermont Ave	Eller Media	Dennis Dineen	Michelle Lewis	(323) 422-9025	672 sq. ft.	Denied	2
PP47228	3/5/2001	10211-13 Vermont Ave	Continental Outdoor	Robert Jones	George Defrieze	(323) 878-6771	672 sq. ft.	Denied	2
PP47325	4/18/2001	22332 Normandie Ave	Eller Media	Julian Pice Lido Mobile Home Park	Michelle Lewis	(323) 422-9025	672 sq. ft.	Denied	2
PP47013	5/5/2001	12709 S. Alameda St	Thompson Media	Al Butler	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Denied	2
PP47330	4/19/2001	4241 E. Live Oak Ave	Van Wagner Goodman	Prime Ent. LLC	Peter Raulli	(818) 508-8880	672 sq. ft.	Denied	5
PP47159	2/6/2001	3741 W. Slauson Ave	Continental Outdoor	Ken Der	George Defrieze	(323) 878-6771	672 sq. ft.	Pending	2
PP35584	2/16/2001	5045 Slauson Ave	Clear Channel Outdoor	Crown Wateridge ASSOC	Lorna Hobbs	(323) 422-9025	672 sq. ft.	Pending	2
PP47214	2/28/2001	21908 S. Vermont Ave	Eller Media	Muhamed Khan Zada	Michelle Lewis	(323) 422-9025	672 sq. ft.	Pending	2
PP47340	4/23/2001	NE Corner Vermont & Lomita	Regency Outdoor	OU YE family Partnership	Bonnie Kingry	(310) 657-8883	672 sq. ft.	Pending	2
PP47358	5/2/2001	15301 S. Avalon Blvd	Continental Outdoor	Jerry David	George Defrieze	(323) 878-6771	672 sq. ft.	Pending	2
PP47431	6/5/2001	16001 S. San Pedro St.	Infinity Outdoor	San Pedro Alondra Realty Allan Jonas	Dave Ryan	(323) 276-7310	672 sq. ft.	Pending	2
PP47426	6/6/2001	22601 S. Normandie Ave	Van Wagner Goodman	Normandie Ind.	Andy Goodman	(310) 376-3139	672 sq. ft.	Pending	2
PP47588	8/12/2001	4701 Slauson (5642 La Brea)	Regency Outdoor	Chevon USA	Bonnie Kingry	(310) 657-8073	672 sq. ft.	Pending	2
PP47610	9/5/2001	19722 S. Alameda St.	Thompson Media	A.C. Industrial Prop	Michelle Lewis	(323) 422-9025	672 sq. ft.	Pending	2
PP47953	3/28/2002	22800 Normandie Ave	Andy Goodman	Frank Randel	Andy Goodman	(310) 376-3139	672 sq. ft.	Pending	2
PP47989	4/15/2002	3668 Slauson Ave	Premier Billboards	Coleman Powell	Gilbert Ayala	(562) 806-9771	672 sq. ft.	Pending	2
PP44687	2/5/2002	955 W. Sepulveda Blvd	Vicon Infinity Outdoor	Richard Schwartz	Dave Ryan	(323) 276-7310	672 sq. ft.	Pending	2
PP47331	4/19/2001	405 E. Rosecrans Ave	Continental Outdoor	Richard Gizzi	George Defrieze	(323) 878-6771	672 sq. ft.	Pending	2
PP48022	5/9/2002	2408 E. Rancho Dominguez	Thompson Media	Algert Co Props	Michelle Lewis	(323) 422-9025	672 sq. ft.	Pending	2
PP47286	3/22/2001	350 S. Rosemead Blvd	Van Wagner Goodman	Julie Fabry	Peter Raulli	(818) 508-8880	672 sq. ft.	Pending	5

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PP19628	2/4/2002	4203 Live Oak Ave	Van Wagner Goodman	Richard Canzoneri	Roncipriani	(818) 508-8880	672 sq. ft.	Pending	5
PP48057	5/13/2002	3324 Colorado Blvd, Pasadena	Van Wagner Goodman	Julia A. Steele	Peter Raulli	(818) 508-8880	672 sq. ft.	Pending	5
PP47091	12/26/00	10500 S. Inglewood Ave	Continental Outdoor	Olga Samara	George Defrieze	(323) 878-6771	672 sq. ft.	Withdrawl	2
PP47134	1/23/2001	10909 Hawthorne Blvd	Continental Outdoor	Joe Yamasaki	George Defrieze	(323) 878-6771	672 sq. ft.	Withdrawl	2
PP47221	2/28/2001	1114 W. 99th Street	Continental Outdoor	Orlo Van Duvall	George Defrieze	(323) 878-6771	672 sq. ft.	Withdrawl	2