



Los Angeles County  
Department of Regional Planning



*Planning for the Challenges Ahead*

March 23, 2004

James E. Hartl, AICP  
Director of Planning

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

HEARING ON AMENDMENTS TO COUNTY CODE TITLE 22 (PLANNING AND ZONING) RELATING TO ESTABLISHMENT OF NEW RESTRICTIONS FOR OUTDOOR ADVERTISING SIGNS  
(ALL SUPERVISORIAL DISTRICTS) (3-VOTES)

**IT IS RECOMMENDED THAT THE BOARD, AFTER THE PUBLIC HEARING:**

1. Consider the attached Negative Declaration together with any comments received during the public review process, find on the basis of the entire record before the Board that there is no substantial evidence the proposed amendments will have a significant effect on the environment, find that the Negative Declaration reflects the independent judgment and analysis of the Board, and adopt the Negative Declaration.
2. Approve the recommendation of the Regional Planning Commission for new restrictions and case processing procedures for outdoor advertising signs.
3. Adopt the attached ordinance, previously approved as to form by County Counsel, to amend Title 22 of the Los Angeles County Code as recommended by the Regional Planning Commission and determine that it is compatible with and supportive of the goals and policies of the Los Angeles County General Plan and the County's Strategic Plan.
4. Find that the adoption of the proposed amendments to Title 22 of the Los Angeles County Code is *de minimus* in its effect on fish and wildlife resources; and authorize the Director of Planning to complete and file a Certificate of Fee Exemption for the proposed amendments.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The proposed ordinance amendments are in response to your Board's motion instructing the Department of Regional Planning to conduct a zoning study on potential land use controls to address impacts associated with outdoor advertising signs. Your Board noted that outdoor advertising signs negatively impact the aesthetic quality of neighborhoods and create hazards for pedestrians and motorists. The attached proposed ordinance, which contains the recommendations of the Regional Planning Commission, constitutes our response to your directions.

At the time of the motion, the Board also adopted Interim Urgency Ordinance No. 2002-0031U, which temporarily prohibited the establishment and expansion of outdoor advertising signs in the unincorporated areas of Los Angeles County. On June 25, 2002, the Board extended the Interim Urgency Ordinance for a period of ten and one half months with the adoption of Urgency Ordinance No. 2002-0045U. The Board extended the moratorium for a second time on April 22, 2003, with the adoption of Urgency Ordinance 2003-0020U. The moratorium on the establishment and expansion of outdoor advertising signs will expire on May 14, 2004, and cannot be extended again.

Historically, the County of Los Angeles has had less restrictive zoning requirements for outdoor advertising signs than the majority of other California Counties and the majority of cities located in Los Angeles County. (See Attached Study) This has resulted in an increasing number of applications for outdoor advertising signs within the unincorporated areas of Los Angeles County over the past few years. The proposed ordinance would reduce the negative aesthetic impacts and hazards associated with these signs by limiting the establishment or expansion of such signs to industrial zones.

### **Implementation of Countywide Strategic Plan Goals**

The proposed ordinance amendments promote the County's Strategic Plan goal of Organizational Effectiveness. Requiring the approval of a Conditional Use Permit prior to the establishment of an outdoor advertising sign will allow the department to more effectively monitor and regulate such signs.

### **FISCAL IMPACT/FINANCING**

Implementation of the proposed ordinance amendments will result in minimal if any new costs to the County or Department of Regional Planning. The proposed amendment will not require requests for financing.

### **FACTS AND PROVISIONAL/LEGAL REQUIREMENTS**

The proposed amendments will limit the establishment or expansion of outdoor advertising signs to M (Industrial) zones and require a Conditional Use Permit to first be obtained before the erection of such signs. Currently, outdoor advertising signs are permitted in the C-2 (Neighborhood Business), C-3 (Unlimited Commercial), and C-M (Commercial Manufacturing) zones, and all industrial zones, provided that a plot plan has first been approved.

The Honorable Board of Supervisors  
March 23, 2004

Planning staff conducted research to insure that limiting outdoor advertising signs to industrial zones would still provide the outdoor advertising sign industry with reasonable locations in which to place their signs. Accordingly, a random sampling of industrially zoned parcels in the unincorporated county revealed parcels with significantly high traffic counts in the areas of Altadena, Avocado Heights, the Bandini Islands, East Los Angeles, Lennox, Rancho Dominguez and Willowbrook.

The Regional Planning Commission conducted a public hearing on January 7, 2004 and subsequently recommended approval of the draft ordinance. The commission endorsed the concept of limiting the establishment or expansion of outdoor advertising signs to industrial zones and requiring a Conditional Use Permit prior to erection of such signs. The commission agreed that limiting outdoor advertising signs to industrial zones would help protect neighborhoods from the negative aesthetic impacts and safety hazards that such signs pose to pedestrians and motorists.

The attached ordinance contains these proposed modifications and has been approved as to form by County Counsel.

A public hearing is required pursuant to Section 22.16.200 of the County Code and Sections 65856 and 66016 of the Government Code. Required notice must be given pursuant to the requirements set forth in Section 22.60.174 of the County Code. These procedures exceed the minimum standards of Government Code Sections 6061, 65090, 65856, and 66016 relating to notice of public hearing.

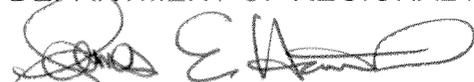
### **ENVIRONMENTAL DOCUMENTATION**

The attached Initial Study concludes that there is no substantial evidence that the adoption of the proposed ordinance may have a significant effect on the environment. Therefore, in accordance with Section 15070 of the State CEQA guidelines, a Negative Declaration was prepared. A copy of the proposed Negative Declaration has been transmitted to 88 public libraries for public review. Public notice was published in 10 newspapers of general circulation pursuant to Public Resources Code Section 21092. No comments on the proposed Negative Declaration were received during the public review period.

### **IMPACTS ON CURRENT SERVICES (OR PROJECTS)**

Approval of the proposed ordinance is not anticipated to have an impact on current services. The ability to recover costs associated with the Conditional Use Permit will offset staff processing time in administering the new procedures.

Respectfully submitted,  
DEPARTMENT OF REGIONAL PLANNING



James E. Hartl, AICP  
Director of Planning

JEH:JDC:MRT

The Honorable Board of Supervisors  
March 23, 2004

Attachments:

1. Resolution of the Regional Planning Commission
2. Project Summary
3. Ordinance Approved by the Regional Planning Commission
4. Negative Declaration
5. Board Motions
6. Summary of Proceedings
7. Legal Notice of Board Hearing
8. List of Persons to be Notified
9. Outdoor Advertising Sign Study
10. Complaint Letter regarding Outdoor Advertising Signs
11. Staff Report Sent to Regional Planning Commission

c: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors  
Auditor - Controller

## RESOLUTION

### REGIONAL PLANNING COMMISSION

#### COUNTY OF LOS ANGELES

**WHEREAS**, the Regional Planning Commission of the County of Los Angeles has conducted a public hearing on January 7, 2004 on the matter of amendments to Title 22 (Planning and Zoning) of the Los Angeles County Code relating to: limiting the placement or enlargement of outdoor advertising signs to industrial zones, and requiring the approval of a Conditional Use Permit (CUP) prior to the erection of any outdoor advertising sign; and

**WHEREAS**, the Commission finds as follows:

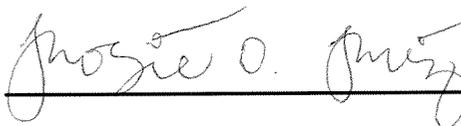
1. The Zoning Ordinance presently allows outdoor advertising signs in C-2, C-3, C-M, M-1, and M-1 1/2, M-2, M-3 and M-4 zones as a permitted use.
2. The proposed amendments to the Code will restrict the establishment or expansion of outdoor advertising signs to industrial zones and will require that a Conditional Use Permit first be obtained prior to the erection of such signs.
3. The proposed ordinance would address constituents' concerns about the negative effects that the proliferation of outdoor advertising signs has on commercial areas and their surrounding sensitive areas.
4. The suggested ordinance revisions are compatible with and are supportive of the policies of the Los Angeles County General Plan, implementing appropriate locational restrictions to insure that the future development of outdoor advertising signs is compatible with the natural and man-made environment.
5. The State of California has authorized local legislative efforts to place restrictions on outdoor advertising signs.
6. An Initial Study was prepared for the proposed amendments in compliance with the California Environment Quality Act. The Initial Study showed that there is no substantial evidence that the proposed amendments will have a significant effect on the environment. Based on the Initial Study, the Department of Regional Planning has prepared a Negative Declaration for the proposed amendments. The Commission finds that the proposed amendments to the County Code will not have a significant effect on the environment pursuant to the California Environmental Quality Act, the State CEQA Guidelines and the Los Angeles County Environmental Document and Reporting Procedures and Guidelines. The Commission further finds that the proposed amendments

are *de minimus* in their effect on fish and wildlife resources and the amendments are exempt from the payment of State Department of Fish and Game and fees pursuant to section 711.2 of the California Fish and Game Code.

**THEREFORE, BE IT RESOLVED THAT** the Regional Planning Commission recommend to the Board of Supervisors of the County of Los Angeles as follows:

1. That the Board hold a public hearing to consider the proposed amendments to Title 22 of the Los Angeles County Code to restrict the establishment of outdoor advertising signs to industrial zones and to require a Conditional Use Permit prior to the erection of such signs;
2. That the Board certify completion of and approve the attached Negative Declaration and find that the proposed amendments to Title 22 will not have a significant effect on the environment;
3. That the Board of Supervisors find that the adoption of the proposed amendments is *de minimus* in their effect on fish and wildlife resources, and authorize the Director of Planning to complete and file a Certificate of Fee Exemption for the project; and
4. That the Board adopt an ordinance containing modifications to Title 22 as recommended by this Commission, and determine that the modifications are compatible with and supportive of the goals and policies of the Los Angeles County General Plan.

I hereby certify that the foregoing resolution was adopted by the Regional Planning Commission of the County of Los Angeles on January 7, 2004.



---

Rosie O. Ruiz, Secretary  
Regional Planning Commission  
County of Los Angeles

COUNTY OF LOS ANGELES  
DEPARTMENT OF REGIONAL PLANNING

**PROJECT SUMMARY**

**PROJECT IDENTIFICATION:** Proposed amendments to Title 22 (Zoning Ordinance) to restrict the establishment or expansion of outdoor advertising signs to industrial zones and to require that a Conditional Use Permit first be obtained prior to the erection of such signs.

**REQUEST:** Approve the proposed amendments to Title 22.

**LOCATION:** Countywide application.

**APPLICANT/SOURCE:** Board of Supervisor's Motion.

**STAFF CONTACT PERSON:** Mr. Alex Garcia at (213) 974-6483.

**RPC HEARING DATE:** January 7, 2004.

**RPC RECOMMENDATION:** Board hearing and approval of proposed ordinance amendments.

**MEMBERS VOTING AYE:** Bellamy, Rew, Valadez, and Helsley.

**MEMBERS ABSENT:** Modugno.

**KEY ISSUES:** Amendments would help alleviate the proliferation of outdoor advertising signs that has occurred in recent years.

**MAJOR POINTS FOR:** Amendments will lessen the negative aesthetic impacts and safety hazards that outdoor advertising signs have on neighborhoods by limiting the establishment or expansion of such signs to industrial zones.

**MAJOR POINTS AGAINST:** A representative of the outdoor advertising sign industry suggested that the C-3 (Unlimited Commercial) and C-M (Commercial Manufacturing) zones should also be included in the areas where the establishment and expansion of outdoor advertising signs will be permitted.



COUNTY OF LOS ANGELES  
OFFICE OF THE COUNTY COUNSEL

648 KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET  
LOS ANGELES, CALIFORNIA 90012-2713

LLOYD W. PELLMAN  
County Counsel

February 11, 2004

TDD  
(213) 633-0901  
TELEPHONE  
(213) 974-1857  
TELECOPIER  
(213) 617-7182

James E. Hartl, Director  
Department of Regional Planning  
1390 Hall of Records  
320 W. Temple Street  
Los Angeles, California 90012

**Re: Outdoor Advertising Signs Ordinance**

Dear Mr. Hartl:

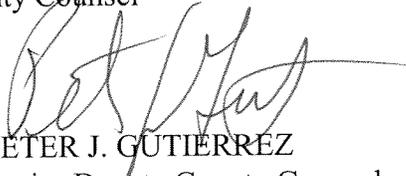
As requested, enclosed are the analysis and ordinance amending Title 22 - Planning and Zoning of the Los Angeles County Code to establish revised land use restrictions for outdoor advertising signs.

This ordinance and its analysis may be presented to the Board of Supervisors for its consideration.

Very truly yours,

LLOYD W. PELLMAN  
County Counsel

By

  
PETER J. GUTIERREZ  
Senior Deputy County Counsel  
Public Works Division

PJG:asm

Enclosures

HOA.220685.1

## ANALYSIS

This ordinance amends Title 22 – Planning and Zoning of the Los Angeles County Code to establish revised land use restrictions for outdoor advertising signs.

LLOYD W. PELLMAN  
County Counsel

By:   
PETER J. GUTIERREZ  
Senior Deputy County Counsel  
Public Works Division

PJG:asm

2/2/04 (requested)

2/3/04 (revised)

**ORDINANCE NO. \_\_\_\_\_**

An ordinance amending Title 22 – Planning and Zoning of the Los Angeles County Code to establish revised land use restrictions for outdoor advertising signs.

The Board of Supervisors of the County of Los Angeles ordains as follows:

**SECTION 1.** Section 22.08.190 is hereby amended to read as follows:

- Sign, Outdoor Advertising. "Outdoor advertising sign" means 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 a portable outdoor advertising sign and billboard, but shall not include a public transportation sign.

...

**SECTION 2.** Subsections 22.28.130.A.2, 22.28.180.A.2, and 22.28.230.A.2 are hereby amended to delete the following:

~~\_\_\_\_\_ Signs, outdoor advertising, subject to the provisions of Part 10 of Chapter 22.52.~~

**SECTION 3.** Subsections 22.32.070.A, 22.32.130.A, and 22.32.190.A.4 are hereby amended to add, in alphabetical order, the following:

- Signs, outdoor advertising, subject to the provisions of Part 10 of Chapter 22.52.

**SECTION 4.** The first paragraph of Section 22.52.840 is hereby amended to read as follows:

**Outdoor advertising signs – Conditions.** Outdoor advertising signs may be erected and maintained in Zones ~~C-2, C-3, C-M,~~ M-1, M-1-1/2, M-2, M-3, and M-4 provided a conditional use permit has first been obtained and subject to the following conditions of use:

...

**SECTION 5.** Subsection 22.52.850.A is hereby amended to read as follows:

**Portable outdoor advertising signs – Conditions.** A. ~~If site plans are first submitted to and approved by the director, as provided in Part 12 (Section 22.56.1660 et seq.) of Chapter 22.56, p~~Portable outdoor advertising signs may be placed and maintained in conformance with the provisions of Section 22.52.840 as well as Zones C-2, C-3, C-M, M-1, M-1-1/2, M-2, M-3 and M-4 subject to the following additional conditions of use:

1. That such signs shall be placed in compliance with provisions of this Part 10 of Chapter 22.52;
2. That placement of such signs shall not constitute a potential hazard to pedestrian or vehicular traffic, or be placed in any area where the erection of buildings or structures is prohibited;
3. That such signs shall not be placed within a public right-of-way; and
4. That an official site-approval card shall be visibly attached to the sign during its placement at the approved location.

...

**SECTION 6.** Upon the effective date of this ordinance, Interim Ordinance No. 2002-0031U, as amended by Interim Ordinance Nos. 2002-0045U and 2003-0020U, shall terminate and shall be of no further force and effect.

[OutdoorAdPGCOC]

COUNTY OF LOS ANGELES  
DEPARTMENT OF REGIONAL PLANNING  
320 WEST TEMPLE STREET  
LOS ANGELES, CALIFORNIA 90012

**NEGATIVE DECLARATION**

**PROJECT NUMBER:** **OUTDOOR ADVERTISING SIGN AMENDMENT**

1. DESCRIPTION: The draft ordinance will restrict the placement or enlargement of outdoor advertising signs in the unincorporated County of Los Angeles to industrial zones, and require a Conditional Use Permit (CUP) to first be obtained prior to the erection of such signs.
2. LOCATION: The draft ordinance would apply Countywide.
3. PROPONENT: Initiated by the County of Los Angeles Board of Supervisors.

4. FINDINGS OF NO SIGNIFICANT EFFECT:

BASED ON THE ATTACHED INITIAL STUDY, IT HAS BEEN DETERMINED THAT THE PROJECT WILL NOT HAVE A SIGNIFICANT EFFECT ON THE ENVIRONMENT.

5. LOCATION AND CUSTODIAN OF RECORD OF PROCEEDINGS:

**THE LOCATION AND CUSTODIAN OF THE RECORD OF PROCEEDINGS ON WHICH ADOPTION OF THIS NEGATIVE DECLARATION IS BASED IS:  
DEPARTMENT OF REGIONAL PLANNING, 320 WEST TEMPLE STREET, LOS ANGELES, CA 90012**

**PREPARED BY:** Michael Tripp/Jose De La Rosa  
**DATE:** December 3, 2003

**STAFF USE ONLY**

PROJECT NUMBER: Outdoor Advertising Sign

CASES: Ordinance Amendment



\*\*\*\* INITIAL STUDY \*\*\*\*

**COUNTY OF LOS ANGELES  
DEPARTMENT OF REGIONAL PLANNING**

GENERAL INFORMATION

I.A. Map Date: N/A

Staff Members Michael Tripp and Jose De La Rosa

Thomas Guide: Countywide

USGS Quad: Countywide

Location: Countywide

Description of Project: Draft Ordinance— Limiting placement or enlargement of outdoor advertising signs to industrial zones provided that a conditional use permit is first obtained.

Gross Area: Countywide

Environmental Setting: Countywide.

Zoning: Industrially designated and zoned properties countywide.

General Plan: Countywide

Community/Areawide Plan: Countywide

**Major projects in area:**

<u>Project Number</u>	<u>Description &amp; Status</u>
<u>N/A</u>	

NOTE: For EIRs, above projects are not sufficient for cumulative analysis.

**REVIEWING AGENCIES**

Responsible Agencies

- None
- Regional Water Quality Control Board
  - Los Angeles Region
  - Lahontan Region
- Coastal Commission
- Army Corps of Engineers
- \_\_\_\_\_

Trustee Agencies

- None
- State Fish and Game
- State Parks
- 
- 

Special reviewing Agencies

- None
- Santa Monica Mountains Conservancy
- National Parks
- National Forest
- Edwards Air Force Base
- Resource Conservation District of the Santa Monica Mountains
- \_\_\_\_\_
- \_\_\_\_\_

Regional Significance

- None
- SCAG Criteria
- Air Quality
- Water Resources
- Santa Monica Mtns Area

County Reviewing Agencies

- None
- Subdivision Committee
- Public Works Building & Safety
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**IMPACT ANALYSIS MATRIX**

		ANALYSIS SUMMARY (See individual pages for details)			
		Pg			
				Less than Significant Impact/No Impact	
				Less than Significant Impact with Project Mitigation	
				Potentially Significant Impact	
				Potential Concern	
<b>HAZARDS</b>	1. Geotechnical	5	✓		
	2. Flood	6	✓		
	3. Fire	7	✓		
	4. Noise	8	✓		
<b>RESOURCES</b>	1. Water Quality	9	✓		
	2. Air Quality	10	✓		
	3. Biota	11	✓		
	4. Cultural Resources	12	✓		
	5. Mineral Resources	13	✓		
	6. Agriculture Resources	14	✓		
	7. Visual Qualities	15	✓		
<b>SERVICES</b>	1. Traffic/Access	16	✓		
	2. Sewage Disposal	17	✓		
	3. Education	18	✓		
	4. Fire/Sheriff	19	✓		
	5. Utilities	20	✓		
<b>OTHER</b>	1. General	21	✓		
	2. Environmental Safety	22	✓		
	3. Land Use	23	✓		
	4. Pop./Housing/Empl./Recr.	24	✓		
	Mandatory Findings	25	✓		

**DEVELOPMENT MONITORING SYSTEM (DMS) \***

As required by the Los Angeles County General Plan, DMS shall be employed in the Initial Study phase of the environmental review procedure as prescribed by state law.

- Development Policy Map Designation: The ordinance amendment will apply countywide.
- Yes  No Is the project located in the Antelope Valley, East San Gabriel Valley, Malibu/Santa Monica Mountains or Santa Clarita Valley planning area?
- Yes  No Is the project at urban density and located within, or proposes a plan amendment to, an urban expansion designation?

**If both of the above questions are answered "yes", the project is subject to a County DMS analysis.**

- Check if DMS printout generated (attached)      Date of printout: \_\_\_\_\_
- Check if DMS overview worksheet completed (attached)

\* EIRs and/or staff reports shall utilize the most current DMS information available.

**Environmental Finding:**

FINAL DETERMINATION: On the basis of this Initial Study, the Department of Regional Planning finds that this project qualifies for the following environmental document:

- NEGATIVE DECLARATION, in as much as the proposed project will not have a significant effect on the environment.

An Initial Study was prepared on this project in compliance with the State CEQA Guidelines and the environmental reporting procedures of the County of Los Angeles. It was determined that this project will not exceed the established threshold criteria for any environmental/service factor and, as a result, will not have a significant effect on the physical environment.

- MITIGATED NEGATIVE DECLARATION, inasmuch as the changes required for the project will reduce impacts to insignificant levels (see attached discussion and/or conditions).

An Initial Study was prepared on this project in compliance with the State CEQA Guidelines and the environmental reporting procedures of the County of Los Angeles. It was originally determined that the proposed project may exceed established threshold criteria. The applicant has agreed to modification of the project so that it can now be determined that the project will not have a significant effect on the physical environment. The modification to mitigate this impact(s) is identified on the Project Changes/Condition Form included as part of this Initial Study.

- ENVIRONMENTAL IMPACT REPORT\*, inasmuch as there is substantial evidence that the project may have a significant impact due to factors listed above as "significant".

- At least one factor has been adequately analyzed in an earlier document pursuant to legal standards, and has been addressed by mitigation measures based on the earlier analysis as described on the attached sheets (see attached Form DRP/IA 101). The EIR is required to analyze only the factors not previously addressed.

Reviewed by: Michael Tripp/Jose De La Rosa *M Tripp J De La Rosa* Date: 12/3/03

Approved by: Alex Garcia *AG* Date: 12/3/03

- Determination appealed -- See attached sheet.

\*NOTE: Findings for Environmental Impact Reports will be prepared as a separate document following the public hearing on the project.

- This proposed project is exempt from Fish and Game CEQA filling fees. There is no substantial evidence that the proposed project will have potential for an adverse effect on wildlife or the habitat upon which the wildlife depends. (Fish & Game Code 753.5).

## **HAZARDS - 1. Geotechnical**

### **SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in an active or potentially active fault zone, Seismic Hazards Zone, or Alquist-Priolo Earthquake Fault Zone?<br><u>Determined on a case by case basis</u> |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in an area containing a major landslide(s)?<br>_____   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in an area having high slope instability?<br>_____   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site subject to high subsidence, high groundwater level, liquefaction, or hydrocompaction?<br>_____   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the proposed project considered a sensitive use (school, hospital, public assembly site) located in close proximity to a significant geotechnical hazard?<br>_____                  |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project entail substantial grading and/or alteration of topography including slopes of over 25%?<br>_____   |
| g. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?<br>_____               |
| h. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____  |

### **STANDARD MITIGATION MEASURES**

Building Ordinance No. 2225  Sections 308B, 309, 310 and 311 and Chapters 29 and 70.

### **OTHER CONSIDERATIONS/MITIGATIONS**

Lot Size             Project Design             Approval of Geotechnical Report by DPW

Structures are not habitable  
\_\_\_\_\_  
\_\_\_\_\_

### **CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be impacted by, **geotechnical** factors?

Potentially significant     Less than significant with project mitigation     Less than significant/No impact

## HAZARDS - 2. Flood

### SETTING/IMPACTS

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is a major drainage course, as identified on USGS quad sheets by a dashed line, located on the project site?<br><hr/>  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located within or does it contain a floodway, floodplain or designated flood hazard zone?<br><hr/> |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in or subject to high mudflow conditions?<br><hr/>   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project contribute or be subject to high erosion and debris deposition from run-off?<br><hr/>                |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project substantially alter the existing drainage pattern of the site or area?<br><hr/>                      |
| f. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors (e.g., dam failures)? <hr/> <hr/>  |

### STANDARD MITIGATION MEASURES

- Building Ordinance No. 2225  Section 308A  Ordinance No. 12,114 (Floodways)  
 Approval of Drainage Concept by DPW

### OTHER CONSIDERATIONS/MITIGATIONS

- Lot Size  Project Design
- 

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be impacted by **flood (hydrological)** factors?

- Potentially significant  Less than significant with project mitigation  Less than significant/No impact

## HAZARDS - 3. Fire

### SETTING/IMPACTS

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in a high fire hazard area (Fire Zone 4)?<br>_____   |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site in a high fire hazard area and served by inadequate access due to lengths, widths, surface materials, turnarounds or grade?<br>_____               |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project site have more than 75 dwelling units on a single access in a high fire hazard area? _____  |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in an area having inadequate water and pressure to meet fire flow standards? _____   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in close proximity to potential dangerous fire hazard conditions/uses (such as refineries, flammables, explosives manufacturing)?<br>_____ |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the proposed use constitute a potentially dangerous fire hazard?<br>_____   |
| g. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____  |

### STANDARD MITIGATION MEASURES

- Water Ordinance No. 7834       Fire Ordinance No. 2947       Fire Prevention Guide No. 46

### OTHER CONSIDERATIONS/MITIGATIONS

- Project Design       Compatible Use
- \_\_\_\_\_
- \_\_\_\_\_

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be impacted by **fire hazard** factors?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**HAZARDS - 4. Noise**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located near a high noise source (airports, railroads, freeways, industry)?<br><hr/>  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the proposed use considered sensitive (school, hospital, senior citizen facility) or are there other sensitive uses in close proximity?<br><hr/>   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project substantially increase ambient noise levels including those associated with special equipment (such as amplified sound systems) or parking areas associated with the project?<br><br><u>Signs emitting or amplifying sounds for the purpose of attracting attention are already prohibited in all unincorporated areas of the County. (Los Angeles County Code 22.52.990(H))</u><br><hr/> |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels without the project?<br><hr/>   |
| e. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br><hr/><br><hr/>  |

**STANDARD MITIGATION MEASURES**

- Noise Ordinance No. 11778       Building Ordinance No. 2225--Chapter 35

**OTHER CONSIDERATIONS/MITIGATIONS**

- Lot Size       Project Design       Compatible Use
- 

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be adversely impacted by **noise**?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

## **RESOURCES - 1. Water Quality**

### **SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located in an area having known water quality problems and proposing the use of individual water wells?<br><hr/>  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the proposed project require the use of a private sewage disposal system?<br><hr/>   |
|    | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | If the answer is yes, is the project site located in an area having known septic tank limitations due to high groundwater or other geotechnical limitations or is the project proposing on-site systems located in close proximity to a drainage course?<br><hr/> |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the projects associated construction activities significantly impact the quality of groundwater and/or stormwater runoff to the stormwater conveyance system and/or receiving water bodies?<br><hr/>  |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the projects post-development activities potentially degrade the quality of stormwater runoff and/or could post-development non-stormwater discharges contribute potential pollutants to the stormwater conveyance system and/or receiving bodies?<br><hr/> |
| e. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? <hr/>  |

### **STANDARD MITIGATION MEASURES**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Industrial Waste Permit | <input type="checkbox"/> Health Code        | <input type="checkbox"/> Ordinance No. 7583, Chapter 5            |
| <input type="checkbox"/> Plumbing Code           | <input type="checkbox"/> Ordinance No. 2269 | <input type="checkbox"/> NPDES Permit CAS 614001 Compliance (DPW) |

### **OTHER CONSIDERATIONS/MITIGATIONS**

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Lot Size | <input type="checkbox"/> Project Design |
|-----------------------------------|---|
- 

### **CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be impacted by, **water quality** problems?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Potentially significant | <input type="checkbox"/> Less than significant with project mitigation | <input checked="" type="checkbox"/> Less than significant/No impact |
|--|--|---|

## RESOURCES - 2. Air Quality

### SETTING/IMPACTS

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the proposed project exceed the State's criteria for regional significance (generally (a) 500 dwelling units for residential uses or (b) 40 gross acres, 650,000 square feet of floor area or 1,000 employees for non-residential uses)?  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the proposal considered a sensitive use (schools, hospitals, parks) and located near a freeway or heavy industrial use?   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project increase local emissions to a significant extent due to increased traffic congestion or use of a parking structure or exceed AQMD thresholds of potential significance per Screening Tables of the CEQA Air Quality Handbook?   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project generate or is the site in close proximity to sources which create obnoxious odors, dust, and/or hazardous emissions?   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project conflict with or obstruct implementation of the applicable air quality plan?   |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project violate any air quality standard or contribute substantially to an existing or projected air quality violation?  |
| g. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)? |
| h. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors: _____   |

### STANDARD MITIGATION MEASURES

- Health and Safety Code                       Section 40506

### OTHER CONSIDERATIONS/MITIGATIONS

- Project Design     Air Quality Report

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on, or be impacted by, **air quality**?

- Potentially significant     Less than significant with project mitigation     Less than significant/No

**RESOURCES - 3. Biota**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site located within a Significant Ecological Area (SEA), SEA Buffer, or coastal Sensitive Environmental Resource (ESHA, etc.), or is the site relatively undisturbed and natural?<br><hr/> |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will grading, fire clearance, or flood related improvements remove substantial natural habitat areas?<br><hr/>  |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is a major drainage course, as identified on USGS quad sheets by a blue, dashed line, located on the project site?<br><hr/>   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project site contain a major riparian or other sensitive habitat (e.g., coastal sage scrub, oak woodland, sycamore riparian woodland, wetland, etc.)?<br><hr/>                                   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project site contain oak or other unique native trees (specify kinds of trees)?<br><hr/>   |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site habitat for any known sensitive species (federal or state listed endangered, etc.)?<br><hr/>  |
| g. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors (e.g., wildlife corridor, adjacent open space linkage)? _____<br><hr/>  |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Lot Size       Project Design       Oak Tree Permit       ERB/SEATAC Review
- 
- 

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on **biotic resources**?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**RESOURCES - 4. Archaeological/Historical/Palaeontological**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site in or near an area containing known archaeological resources or containing features (drainage course, spring, knoll, rock outcroppings, or oak trees) which indicate potential archaeological sensitivity?<br><hr/> |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project site contain rock formations indicating potential palaeontological resources?<br><hr/>   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project site contain known historic structures or sites?<br><hr/>  |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project cause a substantial adverse change in the significance of a historical or archaeological resource defined in Section 15064.5?<br><hr/>  |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project directly or indirectly destroy a unique palaeontological resource or site or unique geologic feature?<br><hr/>  |
| f. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? <hr/> <hr/>  |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Lot Size                       Project Design                       Archaeology Report
- 
- 
- 

**CONCLUSION**

Considering the, above information, could the project leave a significant impact (individually or cumulatively) on **archaeological, historical, or palaeontological** resources?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**RESOURCES - 5. Mineral Resources**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?<br>_____  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in the loss of availability of a locally-important mineral resource discovery site delineated on a local general plan, specific plan or other land use plan?<br>_____<br>_____ |
| f. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____   |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Lot Size                       Project Design

---

---

---

---

---

---

---

---

---

---

**CONCLUSION**

Considering the, above information, could the project leave a significant impact (individually or cumulatively) on **mineral** resources?

- Potentially significant                       Less than significant with project mitigation                       Less than significant/No impact

**RESOURCES - 6. Agriculture Resources**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project convert Prime Farmland, Unique Farmland or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?<br><hr/> |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project conflict with existing zoning for agricultural use, or a Williamson Act contract?<br><hr/>  |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?<br><hr/>   |
| d. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? <hr/> <hr/>  |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Lot Size                       Project Design
- 
- 
- 
- 
- 

**CONCLUSION**

Considering the, above information, could the project leave a significant impact (individually or cumulatively) on **agriculture** resources?

- Potentially significant                       Less than significant with project mitigation                       Less than significant/No impact

## RESOURCES - 7. Visual Qualities

### SETTING/IMPACTS

- Yes No Maybe
- a.    Is the project site substantially visible from or will it obstruct views along a scenic highway (as shown on the Scenic Highway Element), *or* is it located within a scenic corridor, *or* will it otherwise impact the viewshed?  
Outdoor advertising signs are prohibited in scenic highways according to both the Land Use Element and the Scenic Highway Element.
- b.    Is the project substantially visible from or will it obstruct views from a regional riding or hiking trail?  
\_\_\_\_\_
- c.    Is the project located in an undeveloped or undisturbed area which contains unique aesthetic features?  
\_\_\_\_\_
- d.    Is the proposed use out-of-character in comparison to adjacent uses because of height, bulk, or other features?  
Outdoor advertising sign structures are most compatible to industrial uses than to commercial or residential uses.
- e.    Is the project likely to obstruct unique views from surrounding residential uses?  
Limiting outdoor advertising signs to industrial zones will reduce the number of potential sites close to residential uses.
- f.    Is the project likely to create substantial sun shadow, light or glare problems?  
Current development standards and general sign regulations limit the size of outdoor advertising sign and prohibit signs that may cause glare or reflection that may create a traffic hazard or nuisance.
- g.    Other factors (e.g., grading or landform alteration)?

### MITIGATION MEASURES/OTHER CONSIDERATIONS

- Lot Size       Project Design       Visual Report       Compatible Use
- 

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on **scenic** qualities?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**SERVICES - 1. Traffic/Access**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project contain 25 dwelling units or more and is it located in an area with known congestion problems (mid-block or intersections)?<br><hr/>   |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project result in any hazardous traffic conditions?<br><u>Reducing the number of potential sites for outdoor advertising signs doesn't have an adverse effect on traffic conditions. Removing potential uses for outdoor advertising signs from commercially zoned areas will reduce additional distractions for motorists while driving.</u><br><hr/> |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project result in parking problems with a subsequent impact on traffic conditions?<br><hr/>  |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will inadequate access during an emergency (other than fire hazards) result in problems for emergency vehicles or residents/employees in the area?<br><hr/>   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the congestion management program (CMP) Transportation Impact Analysis thresholds of 50 peak hour vehicles added by project traffic to a CMP highway system intersection or 150 peak hour trips added by project traffic to a mainline freeway link be exceeded?<br><hr/>  |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?<br><hr/>  |
| g. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br><hr/>   |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Project Design     Traffic Report     Consultation with Traffic & Lighting Division
- 

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on the physical environment due to **traffic/access** factors?

- Potentially significant impact     Less than significant with project mitigation     Less than significant/No

**SERVICES - 2. Sewage Disposal**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | If served by a community sewage system, could the project create capacity problems at the treatment plant?<br>_____ |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create capacity problems in the sewer lines serving the project site?<br>_____                    |
| c. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____<br>_____  |

**STANDARD MITIGATION MEASURES**

- Sanitary Sewers and Industrial Waste  Ordinance No. 6130  
 Plumbing Code  Ordinance No. 2269

**OTHER CONSIDERATIONS/MITIGATIONS**

---

---

---

---

---

---

---

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on the physical environment due to **sewage disposal** facilities?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**SERVICES - 3. Education**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create capacity problems at the district level?<br>_____                                   |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create capacity problems at individual schools which will serve the project site?<br>_____ |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create student transportation problems?<br>_____   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create substantial library impacts due to increased population and demand?<br>_____        |
| e. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____<br>_____   |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

- Site Dedication     Government Code Section 65995
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) relative to **educational** facilities/services?

- Potentially significant     Less than significant with project mitigation     Less than significant/No impact

**SERVICES - 4. Fire/Sheriff Services**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create staffing or response time problems at the fire station or sheriff's substation serving the project site?<br>_____ |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Are there any special fire or law enforcement problems associated with the project or the general area?<br>_____                           |
| c. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____<br>_____   |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

Fire Mitigation Fees

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) relative to **fire/sheriff** services?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**SERVICES - 5. Utilities/Other Services**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site in an area known to have an inadequate public water supply to meet domestic needs or to have an inadequate ground water supply and proposes water wells?<br><hr/>  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Is the project site in an area known to have an inadequate water supply and/or pressure to meet fire fighting needs?<br><hr/>  |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project create problems with providing utility services, such as electricity, gas, or propane?<br><hr/>  |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Are there any other known service problem areas (e.g., solid waste)?<br><hr/>  |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any public services or facilities (e.g., fire protection, police protection, schools, parks, roads)?<br><hr/> |
| f. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br><hr/>  |

**STANDARD MITIGATION MEASURES**

- Plumbing Code     Ordinance No. 2269     Water Code     Ordinance No. 7834

**OTHER CONSIDERATIONS/MITIGATIONS**

- Lot Size     Project Design
- 
- 

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) relative to **utilities/services**?

- Potentially significant     Less than significant with project mitigation     Less than significant/No impact

**OTHER FACTORS - 1. General**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project result in an inefficient use of energy resources?<br>_____   |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project result in a major change in the patterns, scale, or character of the general area or community?<br>_____ |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the project result in a significant reduction in the amount of agricultural land?<br>_____                           |
| d. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br>_____<br>_____  |

**STANDARD MITIGATION MEASURES**

- State Administrative Code, Title 24, Part 5, T-20 (Energy Conservation)

**OTHER CONSIDERATIONS/MITIGATIONS**

- Lot size                       Project Design                       Compatible Use
- \_\_\_\_\_
- \_\_\_\_\_

**CONCLUSION**

Considering the above information, could the project have a significant impact (individually or cumulatively) on the physical environment due to any of the above factors?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

**OTHER FACTORS - 2. Environmental Safety**

**SETTING/IMPACTS**

- |    | Yes                      | No                                  | Maybe                    |   |
|----|--------------------------|-------------------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Are any hazardous materials used, transported, produced, handled, or stored on-site?<br>_____   |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Are any pressurized tanks to be used or any hazardous wastes stored on-site?<br>_____   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Are any residential units, schools, or hospitals located within 500 feet and potentially adversely affected?<br>_____   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Have there been previous uses which indicate residual soil toxicity of the site?<br>_____   |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project create a significant hazard to the public or the environment involving the accidental release of hazardous material into the environment?<br>_____  |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project emit hazardous emissions or handle hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?<br>_____  |
| g. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would create a significant hazard to the public or environment?<br>_____ |
| h. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project result in a safety hazard for people in a project area located within an airport land use plan, within two miles of a public or public use airport, or within the vicinity of a private airstrip?<br>_____                    |
| i. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?<br>_____   |
| j. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____  |

**MITIGATION MEASURES/OTHER CONSIDERATIONS**

Toxic Clean-up Plan

**CONCLUSION**

Considering the above information, could the project have a significant impact relative to **public safety**?

Potentially significant       Less than significant with project mitigation       Less than significant/No impact

### OTHER FACTORS - 3. Land Use

#### SETTING/IMPACTS

Yes No Maybe

- a.    Can the project be found to be inconsistent with the plan designation(s) of the subject property?  
\_\_\_\_\_
- b.    Can the project be found to be inconsistent with the zoning designation of the subject property?  
\_\_\_\_\_
- c. \_\_\_\_\_ Can the project be found to be inconsistent with the following applicable land use criteria:
- Hillside Management Criteria?
- SEA Conformance Criteria?
- Other? \_\_\_\_\_
- d.    Would the project physically divide an established community?  
\_\_\_\_\_
- e.    Other factors? \_\_\_\_\_  
\_\_\_\_\_

#### MITIGATION MEASURES/OTHER CONSIDERATIONS

Outdoor advertising signs will be subject to a conditional use permit which will require public hearing and review for compatibility.  
\_\_\_\_\_  
\_\_\_\_\_

#### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on the physical environment due to **land use** factors?

Potentially significant     Less than significant with project mitigation     Less than significant/No impact

## OTHER FACTORS - 4. Population/Housing/Employment/Recreation

### SETTING/IMPACTS

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project cumulatively exceed official regional or local population projections?<br><hr/>  |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project induce substantial direct or indirect growth in an area (e.g., through projects in an undeveloped area or extension of major infrastructure)?<br><hr/> |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project displace existing housing, especially affordable housing?<br><hr/>   |
| d. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project result in substantial job/housing imbalance or substantial increase in Vehicle Miles Traveled (VMT)?<br><hr/>  |
| e. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Could the project require new or expanded recreational facilities for future residents?<br><hr/>   |
| f. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Would the project displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?<br><hr/>                                      |
| g. | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | Other factors? _____<br><hr/>  |

### MITIGATION MEASURES/OTHER CONSIDERATIONS

---

---

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on the physical environment due to **population, housing, employment, or recreational** factors?

- Potentially significant     Less than significant with project mitigation     Less than significant/No impact

## MANDATORY FINDINGS OF SIGNIFICANCE

Based on this Initial Study, the following findings are made:

- |    | Yes                      | No                                  | Maybe                    |  |
|----|--------------------------|-------------------------------------|--------------------------|--|
| a. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?<br><br>_____<br><br>_____ |
| b. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the project have possible environmental effects which are individually limited but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of an individual project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)<br><br>_____<br><br>_____   |
| c. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Will the environmental effects of the project cause substantial adverse effects on human beings, either directly or indirectly?<br><br>_____   |

### CONCLUSION

Considering the above information, could the project have a significant impact (individually or cumulatively) on the environment?

- Potentially significant       Less than significant with project mitigation       Less than significant/No impact

MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA



Violet Varona-Lukens, Executive Officer  
Clerk of the Board of Supervisors  
383 Kenneth Hahn Hall of Administration  
Los Angeles, California 90012

→ County Counsel  
Director of Planning



At its meeting held May 14, 2002, the Board took the following action:

5

Supervisor Burke made the following statement:

"My office has received many complaints from constituents objecting to the continued proliferation of billboards. There are currently pending in my District alone, at least a dozen applications for new billboards. Recently, the City of Los Angeles adopted an ordinance banning billboards citywide. Future development of billboards in the unincorporated areas negatively impacts the aesthetic quality of neighborhoods creating visual blight, hazards to motorists and pedestrians and detracts from the appearance of such neighborhoods as places to shop, work and live. A zoning study is appropriate to consider additional land use controls to protect our neighborhoods from the impacts associated with billboards. While the study is being conducted, it is necessary to institute an urgency measure to temporarily prohibit all new billboards in the unincorporated areas."

Therefore, on motion of Supervisor Burke, seconded by Supervisor Antonovich, duly carried by the following vote: Ayes: Supervisors Molina, Burke, Knabe, Antonovich, and Yaroslavsky; Noes: None, the Board took the following actions:

1. Introduced, waived reading and adopted the attached interim Ordinance No. 2002-0031U, entitled, "An interim urgency ordinance temporarily prohibiting the establishment or enlargement of outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take immediate effect";

(Continued on Page 2)

Syn. 5 (Continued)

2. Set June 25, 2002 at 9:30 a.m. for public hearing to consider an extension of this urgency measure; and
3. Instructed the Director of Planning to initiate a zoning study and recommend land use controls to address impacts associated with outdoor advertising signs in order to preserve the aesthetic qualities of our neighborhoods and address the traffic impacts, visual blight and visual clutter associated with outdoor advertising signs; and report back to the Board within six months with a status report.

02051402-5

Attachment

Copies distributed:

Each Supervisor

Chief Administrative Officer

## ANALYSIS

This ordinance temporarily prohibits the placement or enlargement of outdoor advertising signs in the County of Los Angeles pending a zoning study to consider additional land use controls regulating outdoor advertising signs.

This ordinance is an urgency measure and requires a four-fifths vote by the Board of Supervisors for adoption.

This ordinance expires forty-five (45) days after its adoption, unless extended pursuant to Government Code section 65858.

LLOYD W. PELLMAN  
County Counsel

By:   
PETER J. GUTIERREZ  
Senior Deputy County Counsel  
Public Works Division

PJG:asm

05/06/02 (requested)

05/07/02 (revised)

**ORDINANCE NO. 2002-0031U**

An interim urgency ordinance temporarily prohibiting the establishment or enlargement of outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take immediate effect.

The Board of Supervisors of the County of Los Angeles ordains as follows:

**SECTION 1.** No outdoor advertising sign shall be placed or enlarged in the unincorporated territory of the County of Los Angeles while this interim ordinance is in effect.

**SECTION 2.** Section 65858 of the Government Code provides that an urgency measure in the form of an initial interim ordinance may be adopted without prior public notice by a four-fifths vote of the Board of Supervisors, which shall be effective for only forty-five (45) days following its date of adoption. Government Code section 65858 further provides that such an urgency measure may be extended, following compliance with that section, for up to an additional twenty-two (22) months and fifteen (15) days beyond the original forty-five (45) day period.

**SECTION 3.** The definitions and penalties for land-use violations which are prescribed in Title 22 of the Los Angeles County Code shall apply to violations of the provisions of this interim ordinance.

**SECTION 4.** A zoning study is pending to consider possible permanent ordinance amendments to address impacts associated with outdoor advertising signs. While the zoning study is being conducted, it is necessary to institute an urgency measure to temporarily prohibit any and all outdoor advertising sign permit applications from being approved in order to protect the public safety, health and welfare. Future placement or enlargement of outdoor advertising signs may impact the aesthetic quality of neighborhoods in the unincorporated area, creating visual blight, and hazards to motorists and pedestrians, and detracting from the appearance of the such neighborhoods as places to shop, work and live. The United States Supreme Court has recognized that traffic safety and the reduction of visual blight are legitimate, substantial government objectives. Unless this interim ordinance takes immediate effect as provided for herein, the approval of outdoor advertising sign permit applications resulting in the placement or enlargement of outdoor advertising signs will reasonably occur, resulting in an incompatibility of land uses which may continue in existence after and be in conflict with any permanent ordinance amendments that may be adopted as a result of the zoning study, all to the detriment of public health, safety and general welfare. Accordingly, the Board of Supervisors finds that there is a current and immediate threat to the public health, safety or welfare from the approval of additional outdoor advertising sign permit applications during the pending zoning study.

**SECTION 5.** If any provision of this interim ordinance or the application thereof to any persons or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without the invalid provision or application, and to this end the provisions of the interim ordinance are hereby declared to be severable.

**SECTION 6.** This interim ordinance is urgently needed for the immediate protection of the public health, safety and general welfare, and it shall take effect immediately upon adoption, and it shall be of no further force and effect forty-five (45) days following the date of its adoption unless extended in accordance with the provisions set forth in Government Code section 65858.

[051402UrgIntOrdBillboards]

HOA122293v1

SECTION 7. This ordinance shall be published in The Daily Commerce a newspaper printed and published in the County of Los Angeles:

*Zev Yaroslavsky*  
Chairman



ATTEST:

*Violet Varona-Lukens*  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles

I hereby certify that at its meeting of May 14, 2002, the foregoing ordinance was adopted by the Board of Supervisors of said County of Los Angeles by the following vote, to wit:

Ayes

Noes

Supervisors Gloria Molina  
Yvonne Brathwaite Burke  
Don Knabe  
Michael D. Antonovich  
Zev Yaroslavsky

Supervisors None  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Effective Date: May 14, 2002

Operative Date: \_\_\_\_\_

*Violet Varona-Lukens*  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles

hereby certify that pursuant to section 25103 of the Government Code. Delivery of this document has been made.  
VIOLET VARONA-LUKENS  
Executive Officer  
Clerk of the Board of Supervisors

By Heath Dean  
Deputy



APPROVED AS TO FORM:  
LLOYD W. PELLMAN  
County Counsel

By Raymond G. Fortner, Jr.  
Chief Deputy County Counsel



MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer-  
Clerk of the Board of Supervisors  
383 Kenneth Hahn Hall of Administration  
Los Angeles, California 90012

Director of Planning

At its meeting held June 25, 2002, the Board took the following action:

24

At the time and place regularly set, notice having been duly given, the following item was called up:

Hearing on extension of Interim Urgency Ordinance No. 2002-0031U, which temporarily prohibits the placement or enlargement of outdoor advertising signs in the unincorporated areas of the County pending a zoning study to consider additional land use controls regulating outdoor advertising signs (All District), as further described in the attached letter dated June 4, 2002 from the Director of Planning.

Opportunity was given or interested persons to address the Board. Saul Reiss, Maria Calleros and Ed Dato addressed the Board. Written correspondence was presented.

On motion of Supervisor Molina, seconded by Supervisor Burke, duly carried by the following vote: Ayes: Supervisors Molina, Burke, Knabe, Antonovich and Yaroslavsky; Noes: None, the Board closed the hearing and adopted the attached Ordinance No. 2002-0045U entitled, "An ordinance extending Interim Ordinance No. 2002-0031U, regarding outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take effect on June 28, 2002."

02062502-24

Attachments

Copies distributed  
Each Supervisor  
Chief Administrative Officer  
County Counsel

## ANALYSIS

This ordinance extends Interim Ordinance No. 2002-0031U for a period of 10 months and 15 days. Interim Ordinance No. 2002-0031U, adopted on May 14, 2002, and effective for 45 days only, temporarily prohibits the placement or enlargement of outdoor advertising signs in the County of Los Angeles pending a zoning study to consider additional land use controls regulating outdoor advertising signs. This extension ordinance is an urgency measure and requires a four-fifths vote by the Board of Supervisors for adoption.

This ordinance expires on May 14, 2003, unless extended pursuant to Government Code section 65858.

LLOYD W. PELLMAN  
County Counsel

By:

  
PETER J. GUTIERREZ  
Senior Deputy County Counsel  
Public Works Division

PJG:asm

05/30/02 (requested)

05/30/02 (revised)

**ORDINANCE NO. 2002-0045U**

An ordinance extending Interim Ordinance No. 2002-0031U, regarding outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take effect on June 28, 2002.

The Board of Supervisors of the County of Los Angeles ordains as follows:

**SECTION 1.** Pursuant to section 65858 of the Government Code, the Board of Supervisors, having held a public hearing, hereby extends Ordinance No. 2002-0031U to May 14, 2003. Ordinance No. 2002-0031U provides that no outdoor advertising signs shall be placed or enlarged on any property which is located in the unincorporated territory of the County of Los Angeles.

**SECTION 2.** Ordinance No. 2002-0031U was adopted on May 14, 2002. Section 65858 of the Government Code provides that such an ordinance may be extended beyond an initial 45-day effective period only after adoption of an extending ordinance. Unless this extending ordinance takes effect on or before June 28, 2002, Ordinance No. 2002-0031U will expire.

**SECTION 3.** A comprehensive zoning study to consider a possible permanent zoning ordinance amendment establishing additional land use controls regulating outdoor advertising signs is pending. Future development of outdoor advertising signs may impact the aesthetic quality of neighborhoods in the unincorporated area creating visual blight, hazards to motorists and pedestrians and detract from the appearance of such neighborhoods as places to shop, work and live. The United States Supreme Court has recognized that traffic safety and the reduction of visual blight are legitimate,

substantial government objectives. Unless this ordinance takes effect on or before June 28, 2002, Ordinance No. 2002-0031U will be of no further force or effect, and the approval of outdoor advertising sign permit applications or other applicable entitlements resulting in the placement or enlargement of outdoor advertising signs will reasonably occur, resulting in an irreversible incompatibility of land use to the detriment of the public health, safety, and general welfare. Accordingly, the Board of Supervisors finds that there is a current and immediate threat to the public health, safety, or welfare from the approval of additional outdoor advertising sign permit applications or any other applicable entitlement and from the placement or enlargement of outdoor advertisement signs during the pending zoning study. If this interim ordinance does not take immediate effect, such uses that may be incompatible with the surrounding neighborhoods may be established or enlarged, and these may continue in existence after any permanent rezoning of the properties described that may occur as a result of the comprehensive study.

By reason of the foregoing, this ordinance is urgently needed for the immediate protection of the public health, safety, and general welfare and shall take effect on June 28, 2002, the scheduled expiration date of Ordinance No. 2002-0031U.

**SECTION 4.** If any provision of this interim ordinance or the application thereof to any persons or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without the invalid provision or application, and to this end the provisions of the interim ordinance are hereby declared to be severable.

SECTION 5. This ordinance shall be published in The Daily Commerce a newspaper printed and published in the County of Los Angeles.

Zev Yaroslavsky  
Chairman



ATTEST:

Violet Varona-Lukens  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles

I hereby certify that at its meeting of June 25, 2002, the foregoing ordinance was adopted by the Board of Supervisors of said County of Los Angeles by the following vote, to wit:

Ayes

Noes

Supervisors Gloria Molina  
Yvonne Brathwaite Burke  
Don Knabe  
Michael D. Antonovich  
Zev Yaroslavsky

Supervisors None  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Effective Date: June 28, 2002

Operative Date: \_\_\_\_\_

Violet Varona-Lukens  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles

I hereby certify that pursuant to section 25103 of the Government Code, delivery of this document has been made.  
VIOLET VARONA-LUKENS  
Executive Officer  
Clerk of the Board of Supervisors



By Matthew Juan

Cert Form (Rev 12/01)

APPROVED AS TO FORM:  
LLOYD W. PELLMAN  
County Counsel

By Raymond G. Fortner, Jr.  
Chief Deputy County Counsel



MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer-  
Clerk of the Board of Supervisors  
383 Kenneth Hahn Hall of Administration  
Los Angeles, California 90012



Director of Planning

At its meeting held April 22, 2003, the Board took the following action:

1

At the time and place regularly set, notice having been duly given, the following item was called up:

Hearing on extension of Interim Ordinance No. 2002-0031U previously extended by Interim Ordinance No. 2002-0045U, which temporarily prohibits the placement or enlargement of outdoor advertising signs in the unincorporated areas of the County pending a zoning study to consider additional land use controls regulating outdoor advertising signs (All Districts), as further described in the attached letter dated March 25, 2003 from the Director of Planning.

Rose Hamilton, representing the Department of Regional Planning was duly sworn and testified. Opportunity was given for interested persons to address the Board. Ed Dato representing ClearChannel Outdoor addressed the Board.

After discussion, on motion of Supervisor Antonovich, seconded by Supervisor Knabe, duly carried by the following vote: Ayes: Supervisors Molina, Yaroslavsky, Knabe, Antonovich and Burke, Noes: None, the Board closed the hearing and adopted the attached Ordinance No. 2003-0020U entitled, "An ordinance extending Interim Ordinance No. 2002-0031U, regarding outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take effect on May 14, 2003."

Further, the Board instructed the Department of Regional Planning staff to consult with representatives of ClearChannel in the development of an ordinance that is beneficial to the County as well as outdoor advertising companies.

02042203-1

Attachments

Copies distributed:

Each Supervisor  
Chief Administrative Officer  
Contact, Regional Planning Commission

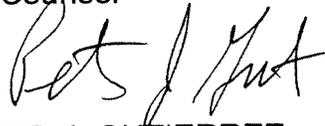
## ANALYSIS

This ordinance extends Interim Ordinance No. 2002-0031U for a period of 12 months. Interim Ordinance No. 2002-0031U is scheduled to expire on May 14, 2003. Interim Ordinance No. 2002-0031U, which was adopted on May 14, 2002, and extended by Ordinance No. 2002-0045U, temporarily prohibits the placement or enlargement of outdoor advertising signs in the County of Los Angeles pending a zoning study and consideration of additional land use controls regulating outdoor advertising signs. This extension ordinance is an urgency measure and requires a four-fifths vote by the Board of Supervisors for adoption.

This ordinance expires on May 14, 2004.

LLOYD W. PELLMAN  
County Counsel

By:

  
PETER J. GUTIERREZ  
Senior Deputy County Counsel  
Public Works Division

PJG:asm

3/24/03 (requested)

3/25/03 (revised)

**ORDINANCE NO. 2003-0020U**

An ordinance extending Interim Ordinance No. 2002-0031U, regarding outdoor advertising signs in the unincorporated territory of the County of Los Angeles, declaring the urgency thereof and that this ordinance shall take effect on May 14, 2003.

The Board of Supervisors of the County of Los Angeles ordains as follows:

**SECTION 1.** Pursuant to section 65858 of the Government Code, the Board of Supervisors, having held a public hearing, hereby extends Ordinance No. 2002-0031U to May 14, 2004. Ordinance No. 2002-0031U provides that no outdoor advertising signs shall be placed or enlarged on any property which is located in the unincorporated territory of the county of Los Angeles.

**SECTION 2.** Ordinance No. 2002-0031U was adopted on May 14, 2002, and thereafter extended by Ordinance No. 2002-0045U until May 14, 2003. Pursuant to section 65858 of the Government Code, Interim Ordinance No. 2002-0031U may be extended for an additional term of one year.

**SECTION 3.** A comprehensive zoning study to consider a possible permanent zoning ordinance amendments establishing additional land use controls regulating outdoor advertising signs has been prepared and is currently being reviewed. Future development of outdoor advertising signs may impact the aesthetic quality of neighborhoods in the unincorporated area of the county of Los Angeles by creating visual blight, hazards to motorists and pedestrians; and detracts from the appearance of such neighborhoods as places to shop, work, and live. The United States Supreme Court has recognized that traffic safety and the reduction of visual blight are

legitimate, substantial government objectives. Unless this ordinance takes effect on or before May 14, 2003, Ordinance No. 2002-0031U will be of no further force or effect, and the approval of outdoor advertising sign permit applications or other applicable entitlements resulting in the placement or enlargement of outdoor advertising signs will reasonably occur, resulting in an irreversible incompatibility of land use to the detriment of the public health, safety, and general welfare. Accordingly, the board of supervisors finds that there is a current and immediate threat to the public health, safety, or welfare from the approval of additional outdoor advertising sign permit applications or any other applicable entitlement and from the placement or enlargement of outdoor advertisement signs during the review of the zoning study. If this interim ordinance does not take immediate effect, such uses that may be incompatible with the surrounding neighborhoods may be established or enlarged, and these may continue in existence after any permanent rezoning of the properties described that may occur as a result of the comprehensive study.

By reason of the foregoing, this ordinance is urgently needed for the immediate protection of the public health, safety, and general welfare and shall take effect on May 14, 2003, the scheduled expiration date of Ordinance No. 2002-0031U.

**SECTION 4.** If any provision of this interim ordinance or the application thereof to any persons or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without the invalid provision or application, and, to this end, the provisions of the interim ordinance are hereby declared to be severable.

SECTION 5. This ordinance shall be published in The Daily Commerce a newspaper printed and published in the County of Los Angeles.

Yvonne Brathwaite Burke  
Chair

ATTEST:

Violet Varona-Lukens  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles



I hereby certify that at its meeting of April 22, 2003, the foregoing ordinance was adopted by the Board of Supervisors of said County of Los Angeles by the following vote, to wit:

Ayes

Noes

Supervisors Gloria Molina  
Zev Yaroslavsky  
Don Knabe  
Michael D. Antonovich  
Yvonne Brathwaite Burke

Supervisors None  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Effective Date: May 14, 2003

Operative Date: \_\_\_\_\_

Violet Varona-Lukens  
Executive Officer - Clerk of the Board of Supervisors of the County of Los Angeles

I hereby certify that pursuant to section 25103 of the Government Code, a copy of this document has been made.  
VIOLET VARONA-LUKENS  
Executive Officer  
Clerk of the Board of Supervisors

By Martha Jean  
Deputy



APPROVED AS TO FORM:  
LLOYD W. PELLMAN  
County Counsel

By Raymond G. Fortner, Jr.  
Chief Deputy County Counsel

Cert Form (Rev 12/01)



MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer-  
Clerk of the Board of Supervisors  
383 Kenneth Hahn Hall of Administration  
Los Angeles, California 90012



→ Director of Planning

At its meeting held October 14, 2003, the Board took the following action:

2

Supervisor Burke made the following statement:

"The continued proliferation of billboards has resulted in numerous constituent complaints to my office. My constituents are concerned that further proliferation of billboards will result in negative impacts to the aesthetic quality of neighborhoods and will create additional hazards to pedestrians and motorists.

"To address these concerns, our Board adopted Urgency Ordinance No. 2002-0045U and requested that the Department of Regional Planning conduct a comprehensive zoning study to consider additional land use controls to protect our neighborhoods from the impacts associated with billboards. On April 22, 2003, our Board extended for a period of 12 months this Urgency Ordinance, which prohibits the placement or enlargement of outdoor advertising signs in the unincorporated County of Los Angeles. This ordinance will expire on May 14, 2004. After reviewing the study submitted by the Department of Regional Planning, it has become quite clear that additional land use controls must be placed upon outdoor advertising signs."

(Continued on Page 2)

2 (Continued)

Therefore, on motion of Supervisor Burke, seconded by Supervisor Antonovich, unanimously carried (Supervisor Yaroslavsky being absent), the Board instructed the Director of Planning to draft an ordinance, for review by the Regional Planning Commission, that would limit the establishment or enlargement of outdoor advertising signs to M (Industrial) Zones, provided that a conditional use permit first be obtained; and to study the feasibility of collecting an annual inspection fee to cover the costs of reinspecting legally existing outdoor advertising signs located in the unincorporated areas of Los Angeles County.

In addition, Regional Planning Department staff was instructed to continue discussions with representatives of the billboard industry and to solicit their input.

02101403-2

Copies distributed:

Each Supervisor

Chief Administrative Officer

President, Regional Planning Commission

**REGIONAL PLANNING COMMISSION  
PUBLIC HEARING PROCEEDINGS  
DRAFT OUTDOOR ADVERTISING SIGN ORDINANCE**

January 7, 2004

Mr. Tripp presented the draft Outdoor Advertising Sign Ordinance to the Commission. The ordinance will limit the establishment or expansion of outdoor advertising signs to M (Industrial) zones and will require the approval of a Conditional Use Permit (CUP) prior to the erection of any outdoor advertising sign. He advised the Commission that the draft ordinance was the result of a Board motion instructing the Department of Regional Planning to place further restrictions on outdoor advertising signs to alleviate the negative aesthetic impacts and hazards caused by the proliferation of such signs. Mr. Tripp informed the commission that at the time the motion was approved, the Board also adopted an urgency ordinance that temporarily prohibited the placement and enlargement of outdoor advertising signs in the unincorporated areas of Los Angeles County. That ordinance was extended on June 25, 2002 and April 22, 2003. The moratorium on the placement and expansion of outdoor advertising signs will expire on May 14, 2004 and cannot be extended.

Mr. Edward Dato, Vice President of Clear Channel Outdoor, Inc., testified in opposition of the ordinance. He disagreed with the proposal to no longer permit outdoor advertising signs in any commercial zones. He then suggested the ordinance should contain language that would allow a development agreement to authorize the establishment of outdoor advertising signs in some commercial zones in exchange for the removal of existing legally established outdoor advertising signs.

Members of the Commission engaged in a discussion on the proposed ordinance and on Mr. Dato's testimony. The Commission determined that the ordinance should be approved and sent to the Board of Supervisors as soon as possible before the current moratorium on the establishment or expansion of outdoor advertising signs expires. However, the Commission stressed that the Board should consider entering into a discussion relating to possible development agreements that authorize the removal of existing outdoor advertising signs in order to reduce the number of outdoor advertising signs. The Commission also recommended that staff look into the aspect of including the C-3 and C-M zones in addition to the industrial zones in the areas where the establishment or expansion of outdoor advertising signs would be permitted. County Counsel then advised the Commission that they could move to approve the ordinance before them in its current form, then direct staff to prepare a report on the feasibility of including the concept of development agreements in future ordinance. The Commission then directed staff to prepare the study and include an examination of the potential advantages and disadvantages of including the C-3 and C-M

zones in the areas where the establishment or expansion of outdoor advertising signs would be permitted

The Commission voted for the approval of the draft ordinance amendments that would place further land use restrictions on outdoor advertising signs. The Commission also approved a second motion directing staff to prepare a report to the Board of Supervisors recommending an ordinance amendment which would allow outdoor advertising signs in C-3 or C-M zones, pursuant to a development agreement that would require the applicant to remove a particular square footage of existing signage in an effort to reduce the number of existing outdoor advertising signs in the unincorporated areas of the County.

**NOTICE OF PUBLIC HEARING**  
ON PROPOSED AMENDMENTS TO TITLE 22 OF  
THE LOS ANGELES COUNTY CODE (ZONING ORDINANCE)

**NOTICE IS HERBY GIVEN** that the Regional Planning Commission, County of Los Angeles, has recommended certain amendments to the Zoning Ordinance that affect the unincorporated areas of Los Angeles County.

**NOTICE IS ALSO HERBY GIVEN** that a public hearing will be held before the Board of Supervisors, Hall of Administration, 500 West Temple Street, Los Angeles, California at \_\_\_\_\_ a.m. on \_\_\_\_\_ pursuant to said Title 22 of the Los Angeles County Code and Title 7 of the Government Code (the Planning and Zoning Law) for the purpose of hearing testimony relative to the adoption of the following amendments:

1. Amendments to establish new restrictions for outdoor advertising signs.
2. Such other amendments which, in the opinion of the Board of Supervisors, should be considered at this time.

Written comments may be sent to the Executive Office of the Board of Supervisors at the above address. If you do not understand this notice or need more information, please call Mr. Alex Garcia at (213) 974-6483.

**“ADA ACCOMODATIONS:** If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disabilities Act) Coordinator at (213) 974-6488 [VOICE] or (213) 617-2292 [TDD], with at least three business days notice.”

Si no entiende esta noticia o necesita mas información por favor llamar a este numero de teléfono: (213) 974-6483.

Woodcrest Library  
1340 W. 106<sup>th</sup> Street  
Los Angeles, CA 90044

Alondra Library  
11949 Alondra Boulevard  
Norwalk, CA 90650

Artesia Library  
18722 S. Clarkdale Avenue  
Artesia, CA 90701

A.C. Bilbrew Library  
150 E. El Segundo Boulevard  
Los Angeles, CA 90061

Clifton M. Brakensiek Library  
9945 E. Flower Street  
Bellflower, CA 90706

Compton Library  
240 W. Compton Boulevard  
Compton, CA 90220

East Rancho Dominguez Library  
4205 E. Compton Boulevard  
E. Rancho Dominguez, CA 90221

Florence Library  
1610 E. Florence Avenue  
Los Angeles, CA 90001

Graham Library  
1900 E. Firestone Boulevard  
Los Angeles, CA 90001

Hawaiian Gardens Library  
12100 E. Carson Street, #E  
Hawaiian Gardens, CA 90716

Hollydale Library  
12000 S. Garfield Avenue  
South Gate, CA 90280

Angelo M. Iacaboni Library  
4990 Clark Avenue  
Lakewood, CA 90712

Norwalk Regional Library  
12350 Imperial Highway  
Norwalk, CA 90650

George Nye, Jr. Library  
6600 Del Amo Boulevard  
Lakewood, CA 90713

Paramount Library  
16254 Colorado Avenue  
Paramount, CA 90723

La Mirada Library  
13800 La Mirada Boulevard  
La Mirada, CA 90638

Lynwood Library  
11320 Bullis Road  
Lynwood, CA 90262

South Whittier Library  
14433 Leffingwell Road  
Whittier, CA 90604

Leland R. Weaver Library  
4035 Tweedy Boulevard  
South Gate, CA 90280

Willowbrook Library  
11838 Wilmington Avenue  
Los Angeles, CA 90059

Bell Library  
4411 E. Gage Avenue  
Bell, CA 90201

Bell Gardens Library  
7110 S. Garfield Avenue  
Bell Gardens, CA 90201

City Terrace Library  
4025 E. City Terrace Drive  
Los Angeles, CA 90063

Cudahy Library  
5218 Santa Ana Street  
Cudahy, CA 90201

East Los Angeles Library  
4801 E. 3<sup>rd</sup> Street  
Los Angeles, CA 90022

El Camino Real Library  
4264 E. Whittier Blvd.  
Los Angeles, CA 90023

Chet Holifield Library  
1060 S. Greenwood Avenue  
Montebello, CA 90640

Huntington Park Library  
6518 Miles Avenue  
Huntington Park, CA 90255

Los Nietos Library  
11644 E. Slauson Avenue  
Whittier, CA 90606

Maywood Cesar Chavez Library  
4323 E. Slauson Avenue  
Maywood, CA 90270

Montebello Regional Library  
1550 W. Beverly Boulevard  
Montebello, CA 90026

Pico Rivera Library  
9001 Mines Avenue  
Pico Rivera, CA 90660

Anthony Quinn Library  
3965 Cesar Chavez Avenue  
Los Angeles, CA 90063

Rivera Library  
7828 S. Serapis Avenue  
Pico Rivera, CA 90660

Rosemead Library  
8800 Valley Boulevard  
Rosemead, CA 91770

San Gabriel Library  
500 S. Del Mar Avenue  
San Gabriel, CA 91776

Charter Oak Library  
20540 E. Arrow Hwy., Ste. K  
Covina, CA 91724

Claremont Library  
208 N. Harvard Avenue  
Claremont, CA 91711

Diamond Bar Library  
1061 S. Grand Avenue  
Diamond Bar, CA 91765

Duarte Library  
1301 Buena Vista Street  
Duarte, CA 91010

El Monte Library  
3224 N. Tyler Avenue  
El Monte, CA 91731

Hacienda Heights Library  
16010 La Monde Street  
Hacienda Heights, CA 91745

La Puente Library  
15920 E. Central Avenue  
La Puente, CA 91744

La Verne Library  
3640 "D" Street  
La Verne, CA 91750

Live Oak Library  
4153-55 E. Live Oak Avenue  
Arcadia, CA 91006

Norwood Library  
4550 N. Peck Road  
El Monte, CA 91732

Rowland Heights Library  
1850 Nogales Street  
Rowland Heights, CA 91748

San Dimas Library  
145 N. Walnut Avenue  
San Dimas, CA 91733

South El Monte Library  
1430 N. Central Avenue  
South El Monte, CA 91733

Sunkist Library  
840 N. Puente Avenue  
La Puente, CA 91746

Walnut Library  
21155 S. La Puente Road  
Walnut, CA 91789

West Covina Regional Library  
1601 West Covina Parkway  
West Covina, CA 91790

Masao W. Satow Library  
14433 S. Crenshaw Boulevard  
Gardena, CA 90249

Victoria Library  
17906 S. Avalon Boulevard  
Carson, CA 90746

West Hollywood Library  
715 N. San Vicente Boulevard  
West Hollywood, CA 90069

Wiseburn Library  
5335 W. 135<sup>th</sup> Street  
Hawthorne, CA 90250

Gardena Mayme Dear Library  
1731 W. Gardena Boulevard  
Gardena, CA 90247

Lennox Library  
4359 Lennox Boulevard  
Lennox, CA 90304

Lomita Library  
24200 Narbonne Avenue  
Lomita, CA 90717

Manhattan Beach Library  
1320 Highland Avenue  
Manhattan Beach, CA 90266

Hawthorne Library  
12700 S. Grevillea Avenue  
Hawthorne, CA 90250

Hermosa Beach Library  
550 Pier Avenue  
Hermosa Beach, CA 90254

Lawndale Library  
14615 Burin Avenue  
Lawndale, CA 90260

Calabasas Library  
23975 Park Sorrento  
Calabasas, CA 91302

Canyon Country Jo Anne Darcy  
Library  
18601 Soledad Canyon Road  
Santa Clarita, CA 91351

La Canada Flintridge Library  
4545 N. Oakwood Avenue  
La Canada Flintridge, CA 91011

La Crescenta Library  
4521 La Crescenta Avenue  
La Crescenta, CA 91214

Lake Los Angeles Library  
16921 E. Avenue O, #A  
Palmdale, CA 93591

Lancaster Library  
601 W. Lancaster Boulevard  
Lancaster, CA 93534

Agoura Hills Library  
29901 Ladyface Court  
Agoura Hills, CA 91301

Littlerock Library  
35119 80<sup>th</sup> Street East  
Post Office Box 218  
Littlerock, CA 93543

Malibu Library  
23519 W. Civic Center Way  
Malibu, CA 90265

Newhall Library  
22704 W. Ninth Street  
Santa Clarita, CA 91321

Quartz Hill Library  
42018 N. 50<sup>th</sup> Street West  
Quartz Hill, CA 93536

San Fernando Library  
1050 Library Street  
San Fernando, CA 91340

Valencia Library  
23743 W. Valencia Blvd.  
Santa Clarita, CA 91355

Westlake Village Library  
4371 Park Terrace Drive  
Westlake Village, CA 91361

Avalon Library  
Post Office Box 585  
Avalon, CA 90704

Attn: Lydia Wang  
Carson Library  
151 E. Carson Street  
Carson, CA 90745

Culver City Library  
4975 Overland Avenue  
Culver City CA 90230

Altadena Library  
600 East Mariposa Street  
Altadena, CA 91001

View Park Library  
3854 W. 54<sup>th</sup> Street  
Los Angeles, CA 90043

Palmdale Library  
700 E. Palmdale Boulevard  
Palmdale, CA 93550

Peninsula Center Library  
701 Silver Spur  
Rolling Hills Estates, CA 90274

Chatsworth Public Library  
21052 Devonshire Street  
Chatsworth, CA 91311

Temple City Library  
5939 Golden West Avenue  
Temple City, CA 91780

Sorenson Library  
11405 E. Rose Hedge Drive  
Whittier, CA 90606

Bob Lucas Memorial Library  
2659 N. Lincoln Avenue  
Altadena, CA 91001

Agua Dulce Town Council  
33201 Agua Dulce Canyon Rd  
Box #8  
Agua Dulce, CA 91350

Vince Daly, President  
Daly and Associates  
31324 Via Colinas, Ste. 110  
Westlake Village, CA 91362

Campus View Condominium  
Homeowners Association  
24345 Baxter Drive  
Malibu, CA 90265

Acton Town Council  
P.O. Box 810  
Acton, CA 93510

Steve Bass  
Altadena Town Council  
2303 Glen Canyon Road  
Altadena, CA 91001

Llano Community Assoc., Inc.  
P.O. Box 7  
Llano, CA 93544

Littlerock Town Council  
P.O. Box 766  
Littlerock, CA 93543

Bernice Oderinlo  
Olive Circle Homeowners Assn.  
P.O. Box 363  
Gardena, CA 90248

Arthur Houston, Jr.  
View Park Community Council  
4649 Crenshaw Blvd.  
Los Angeles, CA 90043

David Kyle  
View Park Community Council  
4323 Mt. Vernon Drive  
Los Angeles, CA 90043

Tony Nicholas  
United Homeowners Assn.  
P.O. Box 43338  
Los Angeles, CA 90043

Green Valley Town Council  
P.O. Box 846  
Green Valley, CA 91350

Chairman, Land Use Committee  
Castaic Area Town Council  
P.O. Box 325  
Castaic, CA 91310

Warren Stone, President  
Twin Lakes Property Owners Assn  
11416 Creek Trail  
Chatsworth, CA 91311

City Terrace Coordinating Council  
1435 N. Rollins Drive  
Los Angeles, CA 90063

Michillinda Park Association  
3830 E. California Boulevard  
Pasadena, CA 91107

Pam Bolenbaugh, President  
Chapman Woods Homeowners  
3471 Yorkshire Rd.  
Pasadena, CA 91107

Hacienda Heights Improvement Assn  
P.O. Box 5235  
Hacienda Heights, CA 91745

Ronni Cooper  
Ladera Heights Civic Association  
5383 Centinela  
Los Angeles, CA 90045

Lennox Coordinating Council  
10319 Firmona Avenue  
Lennox, CA 90304

Liberty Cyn. Homeowners Assn.  
ATTN: Fran Foster  
27290 Country Glen  
Agoura, CA 91301

Robert Ynaz, Vice President  
Crescenta Valley Town Council  
2727 Foothill Boulevard  
La Crescenta, CA 91214-3514

O.G. Werner  
E. Altadena Improvement Assn.  
2422 Galbrath Road  
Pasadena, CA 91104

Floyd Dominguez, President  
Walnut Park Community Assn  
2651 Grand Avenue  
Walnut Park, CA 90255

Workman Homeowners Assn.  
P.O. Box 2146  
La Puente, CA 91746

Leona Valley Improvement Assn.  
Land Use Committee  
P.O. Box 783  
Leona Valley, CA 93551

Doug Burgis  
Quartz Hill Town Council  
42263 N. 50th St. West, #1111  
Quartz Hill, CA 93536

Agua Dulce Chamber of Commerce  
P.O. Box 6034  
Agua Dulce, CA 91350

Littlerock Property Owners  
Association  
35959 N. 77<sup>th</sup> St  
Littlerock, CA 93543

Agua Dulce Civic Assn., Inc.  
33201-1 Agua Dulce Cyn. Rd.  
Agua Dulce, CA 91350

La Habra Heights Improvement  
Assoc., inc.  
P.O. Box 241  
La Habra, CA 90631

Workman Mill Assn., Inc.  
P.O. Box 2146  
La Puente, CA 91746

Wildwood Canyon Homeowners  
Association  
23149 Oakbridge Lane  
Newhall, CA 91321

Puente Hills Community Coalition  
P.O. Box 8501  
Rowland Heights, CA 91748

Henry Porter  
Southwest Community Association  
1641 W. 108th Street  
Los Angeles, CA 90047

Ruby Daniels  
Willowbrook Homeowners Assn.  
1671 E. 122nd Street  
Los Angeles, CA 90059

Woodland Homeowners' Assn.  
4128 Morro Drive  
Woodland Hills, CA 91364

Malibu Canyon Park HOA  
Martin Atkinson-Barr  
26038 Edenpark  
Calabasas, CA 92302

Woodland Hills Property Owners  
Association  
23120 Mulholland Drive  
Woodland Hills, CA 91364

Greenwood Homeowners  
Association  
2549 Oneida  
Pasadena, CA 91107

Windsor Hills Homeowners  
Association  
5130 Dawnview Place  
Los Angeles, CA 90043

Placerita Canyon Property Owner's  
Association  
P.O. Box 245  
Newhall, CA 91322

Crystal Springs Ranch Homeowners  
Association  
15668 Live Oak Springs Cyn. Rd.  
Santa Clarita, CA 91355

Nancy Mecum  
P.O. Box 190  
Sunland, CA 91041

Northeast San Gabriel Property  
Owners  
6840 La Presa Dr.  
San Gabriel, CA 91775

Mountain View Estate Owners  
Association  
31416 Agoura Rd., Suite 250  
Westlake Village, CA 91359

Walnut Park Community Association  
2720 Olive St.  
Walnut Park, CA 90255

Lee Richardson  
Quartz Hill Community Association  
5112 W. Avenue L-12  
Quartz Hill, CA 93536

Judy Root  
El Camino Community Association  
15427 Patronella Ave  
Gardena, CA 90249

Wakefield Homeowners Association  
917 Lindenclyff St.  
Torrance, CA 90502

Larry Jones  
WFF #3 Homeowners Association  
40433 25th St. West  
Palmdale, CA 93551

Greater Mulwood Homeowners  
Association  
P.O. Box 8921  
Calabasas, CA 91372

Viewridge Homeowners, Inc.  
3185 Rossini Place  
Topanga, CA 90290

Topanga Skyline Homeowners  
Association  
P.O. Box 1631  
Topanga, CA 90290

Topanga Creekside Homeowners  
Association  
P.O. Box 1531  
Topanga, CA 90290

Ramirez Canyon Homeowners  
Association  
6208 Delaplane Road  
Malibu, CA 90265

Malibu Knolls Homeowners  
Association  
23915 Malibu Knolls Road  
Malibu, CA 90265

Malibu Canyon Homeowners  
Association  
P. O. Box 8023  
Calabasas, CA 91302

Las Virgenes Homeowners  
Federation  
PO Box 353  
Agoura Hills, CA 91301

Sunset Pointe Homeowners Assn.  
15740 Millmeadow Rd.  
Canyon Country, CA 91351

Homeowners Association of  
Viewridge Estates  
3131 Voltaire Drive  
Topanga, CA 90290

Homeowners Assoc. of Topanga  
P.O. Box 352  
Topanga, CA 90290

Radoslav L. Sutnar  
Sutnar & Sutnar  
634 N. Cherokee Avenue  
Los Angeles, CA 90004

Ray Pearl, Deputy Director  
Building Industry Association  
24005 Ventura Blvd.  
Calabasas, CA 91302

The Newhall Land & Farming  
Company  
23823 Valencia Boulevard  
Valencia, CA 91355-2134

Sandy Zundell  
3020 Old Ranch Parkway  
Suite 250  
Seal Beach, CA 90740-2751

Supervisor Yvonne B. Burke  
866 K. Hahn Hall of Admin.  
500 W. Temple St.  
Los Angeles, CA 90012

Supervisor Don Knabe  
822 K. Hahn Hall of Admin.  
500 W. Temple St.  
Los Angeles, CA 90012

Supervisor Michael D. Antonovich  
869 K. Hahn Hall of Admin.  
500 W. Temple St.  
Los Angeles, CA 90012

Supervisor Zev Yaroslavsky  
821 K. Hahn Hall of Admin.  
500 W. Temple St.  
Los Angeles, CA 90012

Supervisor Gloria Molina  
856 K. Hahn Hall of Admin.  
500 W. Temple St.  
Los Angeles, CA 90012

City of Los Angeles  
Code Studies Section Room 1500  
221 N. Figueroa Street  
Los Angeles, CA 90012-2601

Stephen J. Buswell  
CA Dept. of Transportation  
120 S. Spring St  
Los Angeles, CA 90012

Claire Butler  
Clear Channel Outdoor  
626 San Juan Avenue  
Venice, CA 90291

Scott Carper  
Infinity Outdoor  
1731 Workman Street  
Los Angeles, CA 90031

Scott Christiansen  
Infinity Outdoor  
1731 Workman Street  
Los Angeles, CA 90031

L. Ronald Cipriani  
Business Affairs Manager  
Van Wagner Outdoor  
11829 Ventura Blvd, 2<sup>nd</sup> Floor  
Studio City, CA 91604

Edward Dato Vice President  
Director of Public Affairs  
Clear Channel Outdoor  
1550 West Washington Boulevard  
Los Angeles, CA 90007

Frank Dellecese  
Van Wagner Outdoor  
11829 Ventura Blvd, 2<sup>nd</sup> Floor  
Studio City, CA 91604

Brent Dufine  
Clear Channel Outdoor  
1550 W. Washington Boulevard  
Los Angeles, CA 90007

Lorna Hobbs  
Clear Channel Outdoor  
626 San Juan Avenue  
Venice, CA 90291

David Kabashima  
City Planning Department  
200 North Spring Street  
Room 763 CH  
Los Angeles CA 90012

Brian Kennedy, President  
Regency Advertising, Inc  
8820 Sunset Blvd, 2<sup>nd</sup> Floor  
West Hollywood, CA 90069

Noah King, Sales Manager  
Summit Media LLC  
1445 Fifth Street  
Santa Monica, CA 90401

Bonnie Kingry, Public Affairs Mgr  
Regency Advertising, Inc  
8820 Sunset Boulevard, 2<sup>nd</sup> Floor  
West Hollywood, CA 90069

J. Anthony Kouba  
Summit Media LLC  
1445 Fifth Street  
Santa Monica, CA 90401

Dennis Kuhl  
Infinity Outdoor  
1731 Workman Street  
Los Angeles, CA 90031

Layne Lawson  
Clear Channel Outdoor  
1550 W. Washington Blvd  
Los Angeles, CA 90007

Michelle Lewis  
Clear Channel Outdoor  
626 San Juan Avenue  
Venice, CA 90291

Rod Lynch  
General Outdoor Advertising  
632 South Hope Avenue  
Ontario, CA 91761

Amy O'Brien  
Regency Advertising Inc  
8820 Sunset Blvd, 2<sup>nd</sup> Floor  
West Hollywood, CA 90069

Rebecca Prechtl  
Clear Channel Outdoor  
1550 W. Washington Blvd  
Los Angeles, CA 90007

Peter Raulli  
Van Wagner Outdoor  
11829 Ventura Blvd, 2<sup>nd</sup> Floor  
Studio City, CA 91604

Mike Reehouse  
Clear Channel Outdoor  
1550 W. Washington Blvd  
Los Angeles, CA 90007

Jerry Rustad  
Regency Advertising Inc  
8820 Sunset Boulevard, 2<sup>nd</sup> Floor  
West Hollywood, CA 90069

Dave Ryan  
Real Estate Representative  
Infinity Outdoor  
1731 Workman Street  
Los Angeles, CA 90031

Robert L. Scott, President  
City Planning Commission  
City of Los Angeles Room 1600  
221 N. Figueroa Street  
Los Angeles, CA 90012

Paul Scrivano  
Summit Media LLC  
1445 Fifth Street  
Santa Monica, CA 90401

Lars Skugstat  
Foster Media  
Pier 26 Annex  
The Embarcadero  
San Francisco, CA 94105

Chris Steinbacher  
Infinity Outdoor  
1731 Workman Street  
Los Angeles, CA 90031

Darren Stern  
Regency Advertising Inc  
8820 Sunset Boulevard, 2<sup>nd</sup> Floor  
West Hollywood, CA 90069

Dash Stolarz  
Public Affairs Representative  
Clear Channel Outdoor  
1550 West Washington Boulevard  
Los Angeles, CA 90007

Ted Wu  
Citizens Against Blight  
2700 Military Avenue  
Los Angeles, CA 90064

Michael Teran  
Sign Industries  
1918 Potrero Avenue  
South El Monte, CA 91733

Jim Elmore, President  
Quality Outdoor Advertising  
2702 N. Rivertrail Road  
Orange, CA 92865

Juan D. Levy  
STI Outdoor, LLC  
445 South Figueroa St, Suite 2600  
Los Angeles, CA 90071

Gilbert Ayala  
Premier Billboards  
Outdoor Advertising  
10031 Tecum Road  
Downey, CA 90240

Crown Wateridge Associates LP  
20101 SW Birch St #260  
Newport Beach, CA 92660

Muhamed Khan Zada  
800 W. Carson St. #40  
Torrance, CA 90502

Ouye Family Partnership  
5952 Kentland Ave  
Woodland Hills, CA 91367

Jerry David  
8328 Willoughby Ave  
Los Angeles, CA 90069

Allan Jonas  
San Pedro Alondra Realty  
10313 W. Pico Blvd  
Los Angeles, CA 90064

Normandie Industrial Park  
1303 W. 228<sup>th</sup> St  
Torrance, CA 90501

Chevron USA Inc  
P.O. Box 285  
Houston, TX 77001

A.C. Industrial Prop  
8081 Orangethorpe Ave  
Buena Park, CA 90621

Frank Randall  
3355 Via Lido #235  
Newport Beach, CA 92663

Coleman Powell  
10530 Penridge St  
San Diego, CA 92126

Richard Schwartz  
955 Sepulveda Blvd  
Torrance, CA 90502

Richard Canzoneri  
2060 Gardi St  
Bradbury, CA 91010

Richard Gizzi  
201 Saw Mill River Rd  
Yonkers, NY 10701

Algert Co Props  
2351 E. Del Amo Blvd  
Compton, CA 90220

Ken Der  
3753 W. Slauson Ave  
Los Angeles, CA 90043

Joan Heinemann  
603 E. Broadway  
San Gabriel CA 91776

Paul Pistulka, President  
Continental Outdoor Advertising  
250 Park Avenue South, Ste. 610  
Winter Park, FL 32789

Tana Lampton, Secretary  
Agua Dulce Civic Association  
33201 Agua Dulce Cyn Rd.,  
Box #1  
Agua Dulce, CA



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:mt

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)					
<b>SUP. DISTRICT</b>	<b>SUBMITTED</b>	<b>APPROVED</b>	<b>DENIED</b>	<b>WITHDRAWN</b>	<b>PENDING</b>
<b>FIRST</b>	4	4	0	0	0
<b>SECOND</b>	59	38	4	3	14
<b>THIRD</b>	0	0	0	0	0
<b>FOURTH</b>	5	5	0	0	0
<b>FIFTH</b>	12	8	1	0	3
<b>TOTAL</b>	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**

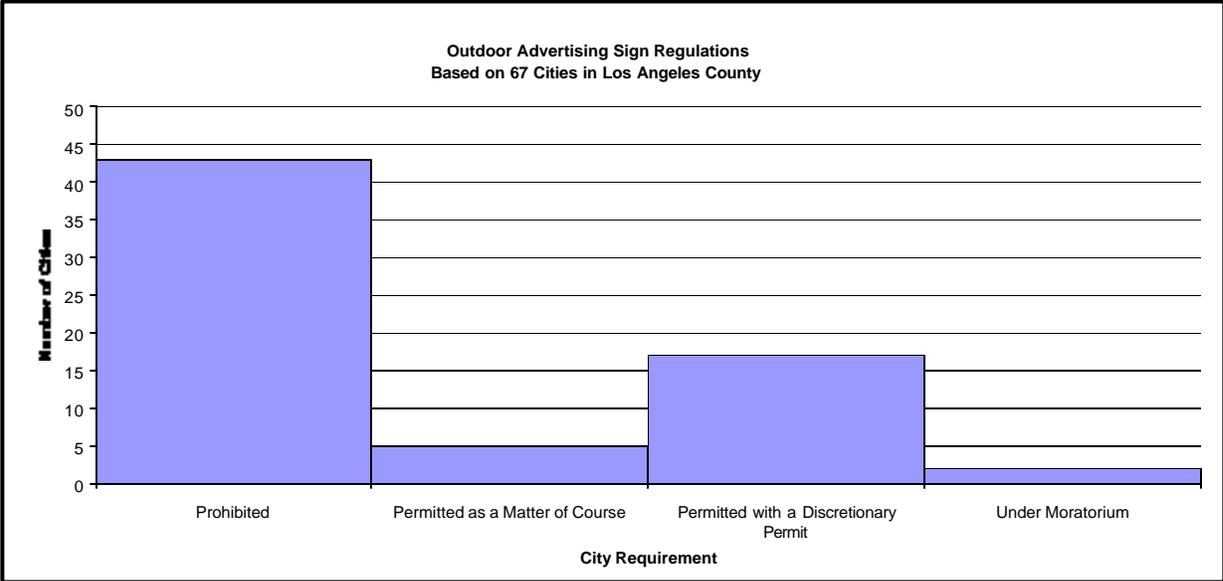
A survey was conducted of all local and California County Planning agencies to identify unique approaches to zoning standards and procedures for outdoor advertising signs. Questionnaires were mailed to the 88 cities of Los Angeles County and to 58 counties in California in August of this year. Responses 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

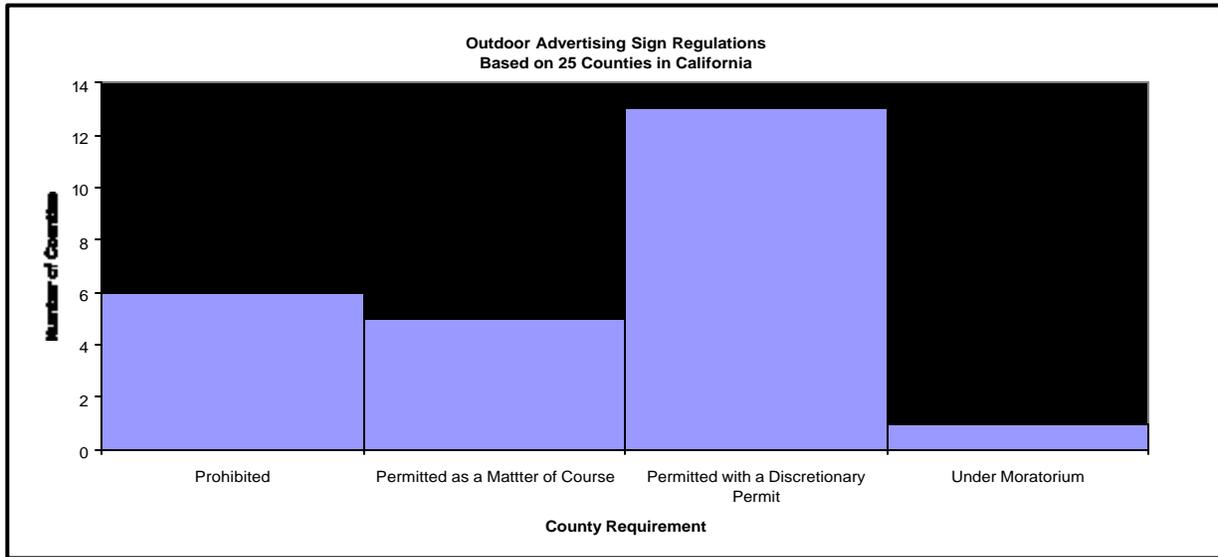


Five cities permit outdoor advertising signs as a matter of course, which represents 7 percent of the cities responding to this survey. Thus, these cities and the unincorporated areas of Los Angeles County have established outdoor advertising sign regulations that permit outdoor advertising signs with 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		X			
80	City of South Pasadena					X
81	City of Temple City	X				
82	City of Torrance			X		
83	City of Vernon				X	
84	City of Walnut					X
85	City of West Covina	X				
86	City of West Hollywood			X		
87	City of Westlake Village	X				
88	City of Whittier					X
	TOTAL	43	5	17	2	21

\* 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 'E. 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

CASE #	DATE	SITE ADDRESS	APPLICANT	OWNER	AGENT	PHONE#	SIZE	ACTION	DIST.
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

<b>CASE #</b>	<b>DATE</b>	<b>SITE ADDRESS</b>	<b>APPLICANT</b>	<b>OWNER</b>	<b>AGENT</b>	<b>PHONE#</b>	<b>SIZE</b>	<b>ACTION</b>	<b>DIST.</b>
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 Rauli	(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

# CITY OF HAWTHORNE

Office of the Mayor/Council



4455 West 126th Street • Hawthorne, California 90250-4482

(310) 970-7900

Fax (310) 970-7058

September 19, 2002

Supervisor Yvonne Brathwaite Burke  
Second Supervisory District  
Los Angeles County Board of Supervisors  
Hahn Hall of Administration  
500 West Temple Street, Room 866  
Los Angeles, CA 90012

Dear Supervisor Burke:

On September 9<sup>th</sup> we began to receive angry calls from Hawthorne residents living in neighborhoods bordering on Inglewood Avenue between El Segundo Boulevard and Rosecrans Avenue who were irate about a gigantic billboard being installed on the Los Angeles County side of Inglewood Avenue between 134<sup>th</sup> and 135<sup>th</sup> streets.

Upon further inspection it was noted that a smaller billboard at 13405 S. Inglewood Avenue was being dismantled and then being replaced by this huge billboard that appeared to be 50 feet tall. We are enclosing digital photographs of this eyesore which will prove to be a blight to the surrounding residential areas.

The City of Hawthorne has been working hard to reduce and/or eliminate unsightly billboards within its' boundaries. We are dismayed to see that Los Angeles County has been unwilling to follow suit. The result is an ugly and unsightly billboard that will be highly visible to homeowners in Hawthorne and Del Air.

We urge you to restrict the permitting of billboards along Hawthorne's boundaries when these types of permits are being considered. Ideally, we would like to see this particular billboard taken down.

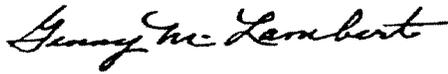
Billboard problems are exacerbated when the County's less-restrictive zoning ordinance permits this kind of unattractive and obtrusive visual pollution to be erected in clear sight of prosperous and comfortable Hawthorne neighborhoods whose residents have told our City Council to eliminate billboards whenever possible.

In summary, this particular billboard is stirring-up complaints from our residents. It would not surprise us one iota to wake up one morning and see alcohol and tobacco ads staring down at us.

We request a meeting with an appropriate L.A. County official to discuss our concerns.



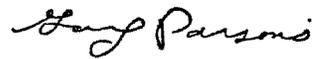
*Mayor Larry Guidi*



*Mayor Pro Tem Ginny M. Lambert*



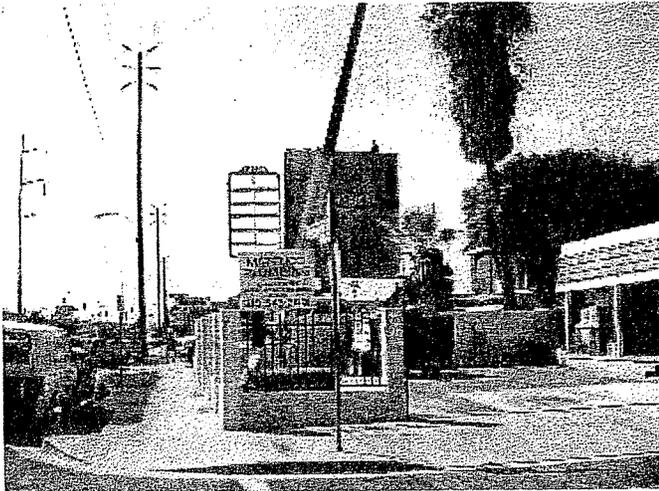
*Councilman Mark Schoenfeld*



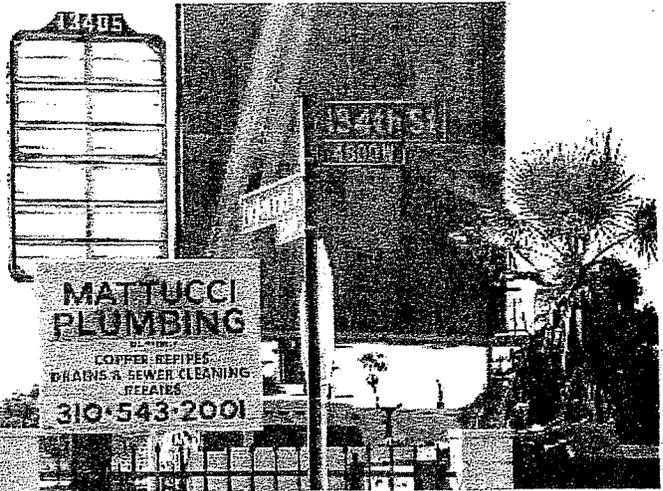
*Councilman Gary D. Parsons*



*Councilman Pablo H. Cataño*



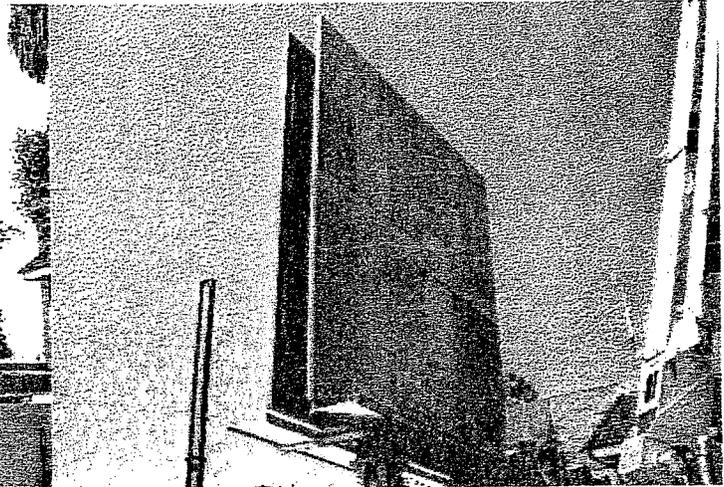
DSC00021.JPG  
2002/09/09 10:52:54



DSC00022.JPG  
2002/09/09 10:53:00



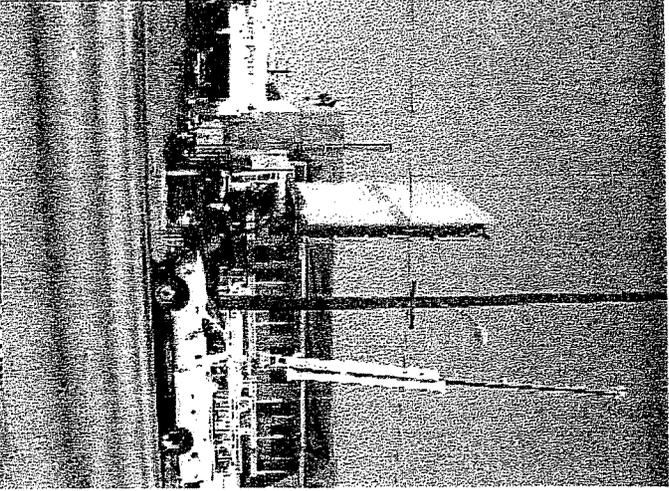
DSC00023.JPG  
2002/09/09 10:53:16



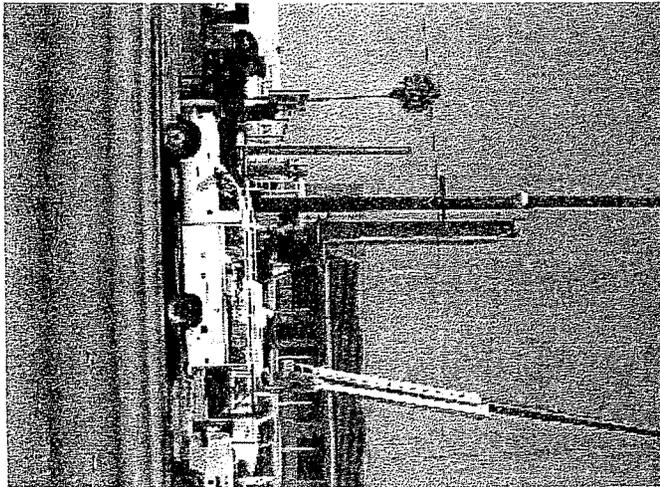
DSC00024.JPG  
2002/09/09 10:53:56



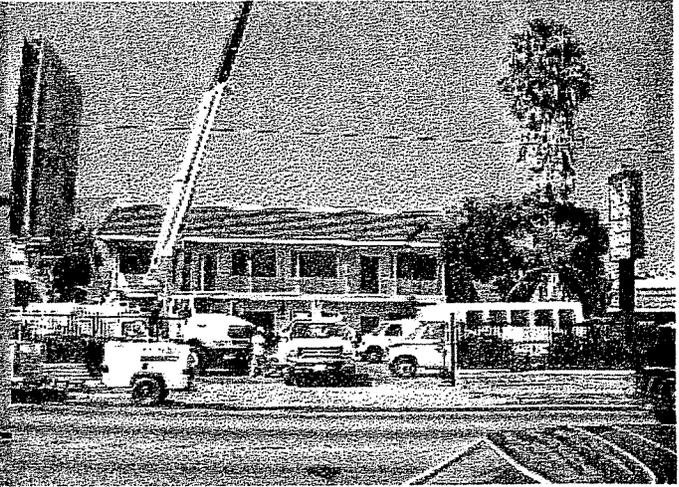
DSC00029.JPG  
2002/09/09 10:55:58



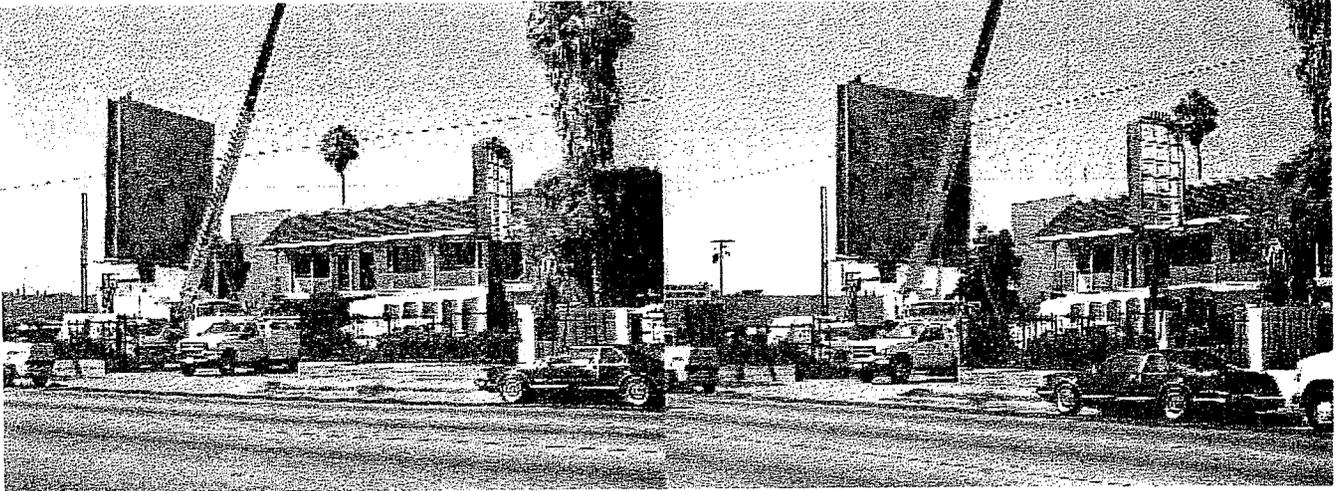
DSC00030.JPG  
2002/09/09 10:56:10



DSC00031.JPG  
2002/09/09 10:56:34

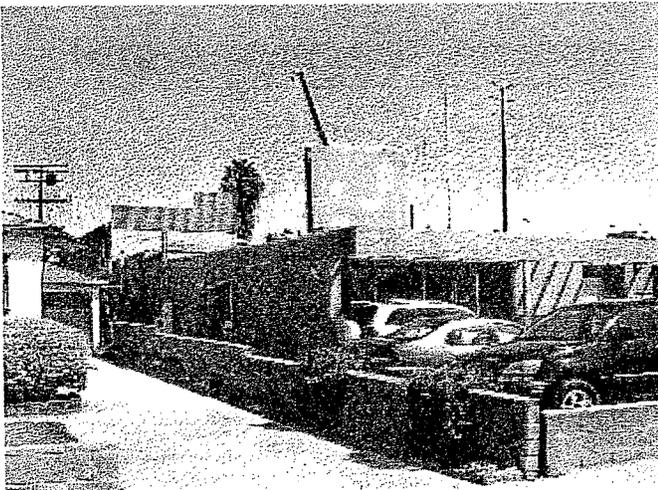


DSC00032.JPG  
2002/09/09 10:56:54



DSC00033.JPG  
2002/09/09 10:57:24

DSC00034.JPG  
2002/09/09 10:57:50



DSC00035.JPG  
2002/09/09 10:59:42

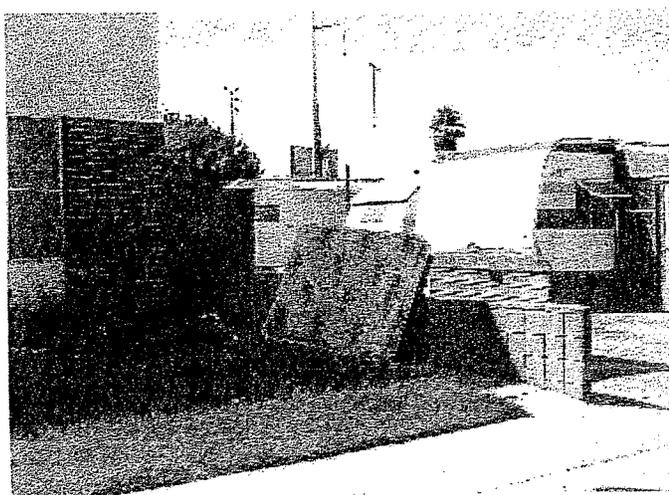


DSC00037.JPG  
2002/09/09 11:01:38

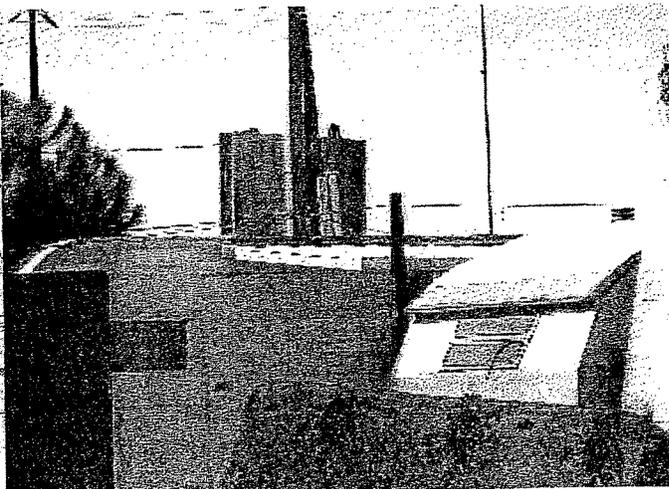


DSC00038.JPG  
2002/09/09 11:02:46

DSC00039.JPG  
2002/09/09 11:04:18



DSC00040.JPG  
2002/09/09 11:06:20



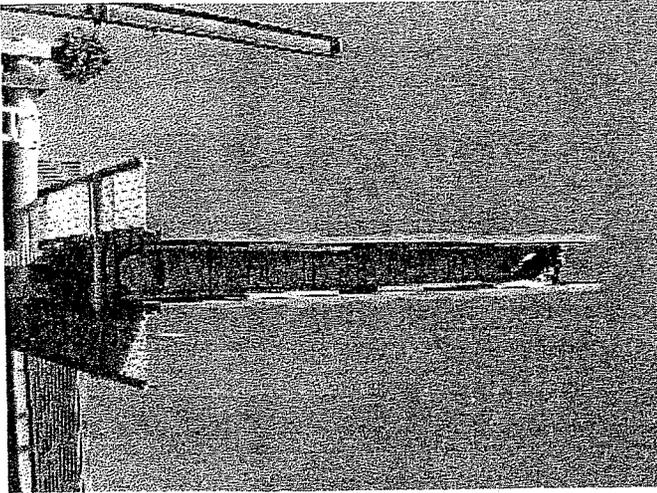
DSC00041.JPG  
2002/09/09 11:06:26



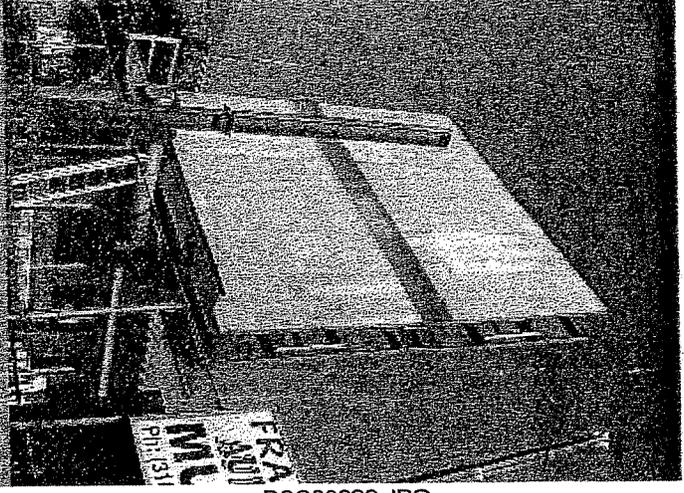
DSC00042.JPG  
2002/09/09 11:06:50



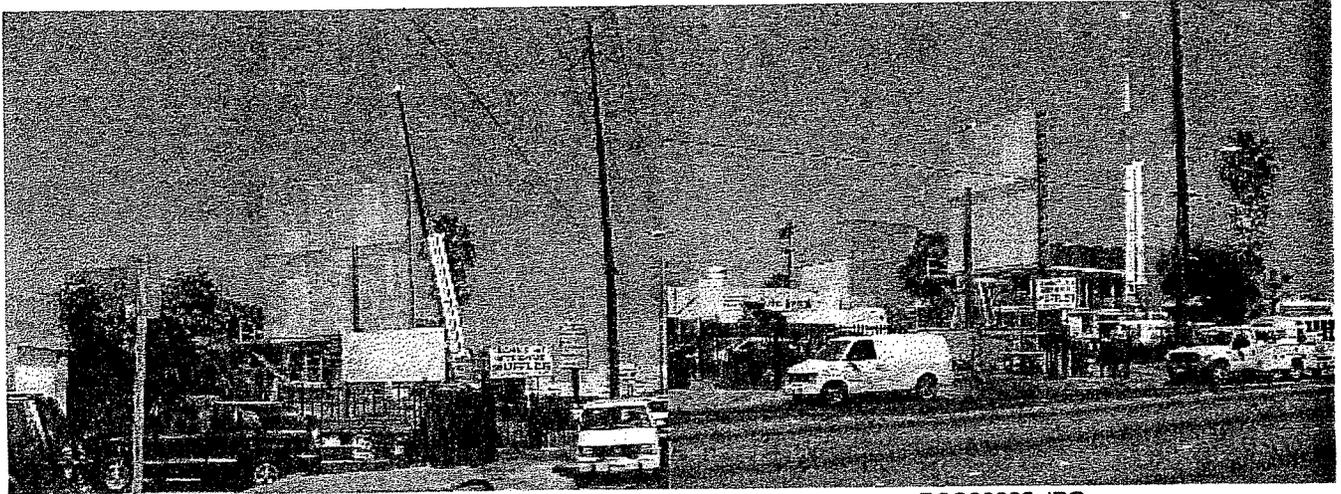
DSC00043.JPG  
2002/09/09 11:07:18



DSC00025.JPG  
2002/09/09 10:54:20



DSC00026.JPG  
2002/09/09 10:54:34



DSC00027.JPG  
2002/09/09 10:55:08

DSC00028.JPG  
2002/09/09 10:55:34

## DEPARTMENT OF REGIONAL PLANNING

### PROPOSED AMENDMENT TO COUNTY CODE TO CREATE ADDITIONAL LAND USE CONTROLS FOR THE PLACEMENT AND ENLARGEMENT OF OUTDOOR ADVERTISING SIGNS IN THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY

#### Staff Report

#### **SUMMARY**

The proposed ordinance will limit the placement or enlargement of new outdoor advertising signs to M (Industrial) Zones and will require the approval of a conditional use permit (CUP) prior to the placement or enlargement of any outdoor advertising sign. The proposed ordinance also creates an annual inspection fee for all legally established outdoor advertising signs built after August 31, 1973. The ordinance will cover all unincorporated areas in the County of Los Angeles.

#### **BACKGROUND**

On May 14, 2002, the Board of Supervisors requested that the Department of Regional Planning conduct a comprehensive study of potential additional land use controls which would protect neighborhoods from the negative impacts of outdoor advertising signs. On that date, the Board also adopted Interim Urgency Ordinance No. 2002-0031U, which temporarily prohibited the placement and enlargement of outdoor advertising signs in the unincorporated areas of the County of Los Angeles. The Board's actions were prompted by numerous constituent complaints about the visual clutter and safety hazards resulting from the proliferation of outdoor advertising signs. On June 25, 2002, the Board of Supervisors extended Interim Urgency Ordinance No. 2002-0031U for a period of ten and one half months. The Department of Regional Planning submitted the requested study to the Board of Supervisors on January 13, 2003.

The moratorium was extended a second time on April 22, 2003, when the Board of Supervisors adopted Urgency Ordinance No. 2002-0045U. This urgency ordinance extended the prohibition on the placement or enlargement of outdoor advertising signs in the unincorporated County of Los Angeles for a period of 12 additional months.

The study included a survey of 88 local cities and 58 California counties regarding their outdoor advertising sign regulations. The study also analyzed Federal, State, and County laws as they pertain to outdoor advertising signs. Planning staff also met with a representative of the outdoor advertising sign industry to solicit their input.

Regional Planning Commission  
Amendment to Outdoor Advertising Sign Ordinance

The study found that, in the unincorporated areas of Los Angeles County, there are currently 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. The study also revealed that there has recently been a significant concentration of applications for outdoor advertising signs within the Second Supervisorial District. Of the 80 applications filed within the unincorporated areas of the County between April 20, 2000 and the present, 59 (74 percent) were for the Second District. If current County zoning regulations are not amended, the Florence-Firestone and Lennox communities alone have enough potential sites for an additional 81 outdoor advertising signs. In addition, the number of applications for outdoor advertising signs has also increased in recent years. The 80 applications that were filed between April 20, 2000 and the present, if approved, would represent a 10 percent increase in the total number of legally existing outdoor advertising signs in the in the unincorporated areas of Los Angeles County.

The survey of local cities and California counties revealed that Los Angeles County's current regulations are more lenient than the majority of the cities and counties that were surveyed. Outdoor advertising signs were prohibited outright by 64 percent of the cities and 24 percent of the counties that responded to the survey. Furthermore, a discretionary permit was required for outdoor advertising signs by 25 percent of the cities and 52 percent of the counties that responded to the survey. Only 7 percent of the cities and 20 percent of the counties that responded to the survey permit outdoor advertising signs with an administrative review similar to that required by the County of Los Angeles. The study, prompted by constituent complaints to Supervisor Burke, recommended that further restrictions be placed on outdoor advertising signs in the unincorporated areas of Los Angeles County to alleviate the negative aesthetic impacts caused by the proliferation of such signs.

Additional research was conducted to insure that limiting outdoor advertising signs to M (Industrial) Zones will still provide the outdoor advertising sign industry with reasonable locations in which to place their signs. A random sampling that was conducted of industrially zoned parcels throughout the unincorporated County yielded M Zoned parcels with significantly high traffic counts in the areas of Rancho Dominguez, Avocado Heights, Florence-Firestone, Lennox, Altadena, Willowbrook, the Bandini Islands, and East Los Angeles.

## **PROPOSED ORDINANCE**

The proposed ordinance will limit the placement or enlargement of outdoor advertising signs to M (Industrial) Zones and will require a CUP to be obtained before the placement or enlargement of such signs. The ordinance will also

Regional Planning Commission  
Amendment to Outdoor Advertising Sign Ordinance

establish an annual inspection fee for all legally established signs built after August 31, 1973. The proceeds from this fee will be used to finance the costs of compiling and maintaining a database on outdoor advertising signs, and to monitor ordinance compliance and related costs, including but not limited to, reviewing site plans, commuting to and from inspection sites, performing inspections and preparing related reports. Staff has determined that the proposed ordinance effectively addresses the constituents' concerns regarding the effects of proliferating outdoor advertising signs in the unincorporated areas of the County of Los Angeles.

**ENVIRONMENTAL DOCUMENTATION**

An Initial Study was prepared for the proposed ordinance in compliance with the California Environmental Quality Act. The initial study showed that there is no substantial evidence that the proposed ordinance will have a significant effect on the environment. Based on the Initial Study, the Department of Regional Planning has prepared a related Negative Declaration for this project.

**RECOMMENDATION**

Staff recommends approval of the draft ordinance amendment to place further land use restrictions on outdoor advertising signs by limiting new outdoor advertising signs to M (Industrial) Zones and requiring a conditional use permit to first be obtained before the construction or expansion of such signs. Staff also recommends approval of the annual inspection fee for all legally established outdoor advertising signs built after August 31, 1973.

We will be present at the January 7, 2004 Regional Planning Commission public hearing to answer any questions your Commission may have on the proposed ordinance.