

Agenda Report

TO: City Council January 18, 2000

THROUGH: Legislative Committee

FROM: City Manager

SUBJECT: Support for Assembly Bill 483 (Wildman) - *Outdoor Advertising Displays: Removal Compensation: Exemptions*

RECOMMENDATION

It is recommended that the City Council:

1. Support Assembly Bill 483 (Wildman) - *Outdoor Advertising Displays: Removal Compensation: Exemptions*, and any subsequent legislation supporting the City's authority to regulate billboards and other signage; and
2. Authorize the Mayor to send letters to the appropriate authorities stating Pasadena's position.

BACKGROUND

In the State of California, the Outdoor Advertising Act prohibits local governments from requiring the removal of any lawfully erected outside advertising displays without fully compensating the billboard companies for certain costs (such as relocation and goodwill). The only exemptions from the act are, (1) if the billboard is located in a residential neighborhood, or (2) if the billboard is located on agricultural lands. Assembly Bill 483 (Wildman) - *Outdoor Advertising Displays: Removal Compensation: Exemptions* establishes additional exemptions through a seven-year amortization program.

The seven-year amortization program establishes the appropriate period of time the billboard is allowed to remain in existence after being given a notice of removal. The schedule is based on the fair market value of the display on the date of the Notice of Removal Requirement and the minimum years the billboard company has before removal is required. Across the nation, state and federal courts have upheld the validity of local governments requiring removal of billboards without compensation when amortization periods of four, five, and seven years are used.

This bill would allow cities to regulate and remove advertising displays located within areas with the following designations:

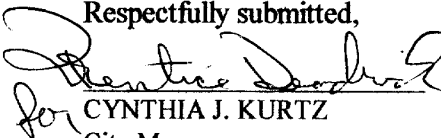
- Redevelopment projects areas;
- Parking and business improvement areas;
- Property and business improvement districts;
- Areas included in the California Main Street Program;
- Areas contiguous to an official state scenic highway; and
- Areas that are immediately adjacent to residential areas.

Assembly Bill 483 will be heard in mid-January in the Assembly Governmental Organization and Assembly Judiciary Committees.

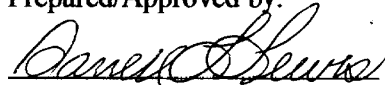
The California League of Cities endorses Assembly Bill 483 because it supports the ability of cities to regulate billboards and other signage. In addition, many cities have complained about the difficulty in removing billboards due to the enormous compensatory demands by billboard companies.

FISCAL IMPACT

If passed, AB 484 would allow the City of Pasadena to require the removal of certain outdoor advertising displays without having to compensate the billboard owners.

Respectfully submitted,

for CYNTHIA J. KURTZ
City Manager

Prepared/Approved by:



Darrell L. Lewis

Director,

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