

## Google Groups

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### Council File CF11-1705

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**Lena Hensley** <lena@stacymillerpa.com>

Aug 26, 2019 10:01 AM

Posted in group: **Clerk-PLUM-Committee**

Hello,

We would like the attached added to council file CF11-1705. Please confirm receipt.

Thank you,

Lena



August 12, 2019

Honorable Councilmembers  
Planning and Land Use Management Committee  
City of Los Angeles  
200 N. Spring Street, Room 430  
Los Angeles, CA 90012

Dear Honorable Chair Harris-Dawson and Honorable Councilmembers:

On behalf of the Los Angeles Advertising Coalition (LAAC), we appreciate the City Council's ongoing efforts to update the City's signage regulations and look forward to continued collaborative efforts to update these regulations as soon as possible.

We understand and support the City's goal to encourage takedowns and public benefits through a modernized signage ordinance for Los Angeles. The Coalition's members have worked with numerous California cities to implement effective and meaningful sign reduction programs using relocation agreements authorized by state law under section 5412 of the Business and Professions Code. As these other municipalities' actions demonstrate, relocation agreements are not limited to use for eminent domain, and provide extensive precedent for how relocation agreements can be used to reduce existing off-site signage.

We previously provided the enclosed chart to City staff, which details public benefits received by other California cities through relocation agreements including takedowns and other important public policy goals. As these examples show, relocation agreements are not limited to eminent domain, and many cities have derived benefits of signage reductions, signage revenue, public safety benefits and opportunities for promotion of local civic messaging through such agreements.

In addition, we look forward to working with the City to ensure orderly implementation of the modernized sign ordinance, including takedowns to benefit neighborhoods and a clear framework for the pacing of applications for relocation agreements. The key substantive concepts for such a framework should be set forth in the ordinance itself.

We look forward to supporting the City's efforts to achieve a substantial reduction of existing signs and opportunities for improvements to aesthetics and public safety in Los Angeles. The conclusion can be reached soon, using relocation agreements, for modernizing the City's sign regulations for the benefit of all City residents.

Sincerely,

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Stacy Miller  
Los Angeles Advertising Coalition

Enclosure

**Relocation Agreements Under the California Outdoor Advertising Act  
(Bus. & Prof. Code § 5412)**

<b>Jurisdiction</b>	<b>Permitting Summary</b>	<b>Public Benefits (Sign Reduction)</b>	<b>Public Benefits (Services)</b>	<b>Public Benefits (Funding)</b>
<b>Baldwin Park</b>	<ul style="list-style-type: none"> <li>2 double-sided digital</li> <li>- 2013, Clear Channel Outdoor</li> <li>- Private property</li> <li>- Includes freeway-facing signs (I-605 and I-10)</li> </ul>	<ul style="list-style-type: none"> <li>4 signs (8 displays)</li> </ul>	<ul style="list-style-type: none"> <li>- Free advertising space for public service announcements equal to two 4-week periods per year</li> </ul>	<ul style="list-style-type: none"> <li>- Annual fees over 30 years totaling approx. \$3.1M</li> </ul>
<b>Beaumont</b>	<ul style="list-style-type: none"> <li>3 double-sided digital; 2 traditional</li> <li>- 2014</li> <li>- Public and private property</li> <li>- Includes freeway-facing signs (I-10 and SR-60)</li> </ul>	<ul style="list-style-type: none"> <li>12 signs</li> </ul>	<ul style="list-style-type: none"> <li>- Construction and maintenance of "Welcome to Beaumont" sign</li> <li>- Restrictions on content (no adult material)</li> </ul>	<ul style="list-style-type: none"> <li>- 20% of gross advertising revenue from signs on City property</li> </ul>
<b>Berkeley</b>	<ul style="list-style-type: none"> <li>1 double-sided digital</li> <li>- 2007, CBS Outdoor</li> <li>- Private property</li> <li>- Includes freeway-facing signs (I-80/580)</li> </ul>	<ul style="list-style-type: none"> <li>6 signs</li> </ul>	<ul style="list-style-type: none"> <li>- Restricted content (no tobacco or alcohol advertising)</li> <li>- Allow reprogramming for Amber alerts, local emergency notices, release of hazardous materials, or other emergency notice at the City's request</li> </ul>	<ul style="list-style-type: none"> <li>- One-time payment of \$2M for athletic fields project</li> <li>- Annual payments to City general fund totaling approx. \$1.8M</li> </ul>
<b>Carson</b>	<ul style="list-style-type: none"> <li>1 double-sided digital; and 1 double-sided traditional</li> <li>- 2012, Clear Channel Outdoor</li> <li>- Public and private property</li> <li>- Includes freeway-facing signs (I-405)</li> </ul>	<ul style="list-style-type: none"> <li>2 signs</li> </ul>	<ul style="list-style-type: none"> <li>- City use of space-available advertising space on any display within a 10-mile radius of the City</li> <li>- 10% discount for businesses located within the City and in good standing with the Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>- (Clear Channel) Annual fees totaling approximately \$2.2M over 20 years</li> <li>- (Bulletin Displays) \$500,000 guaranteed, projected \$2M fees over 20 years</li> </ul>
<b>Colfax</b>	<ul style="list-style-type: none"> <li>2 double-sided digital</li> <li>- 2012, Sierra Property Development</li> <li>- Public property</li> <li>- Includes freeway-facing signs (I-80)</li> </ul>	<ul style="list-style-type: none"> <li>2 signs</li> </ul>	<ul style="list-style-type: none"> <li>- Free City use of 1/8 time for emergency and other public service messaging</li> </ul>	<ul style="list-style-type: none"> <li>- Initial payment of \$95,000</li> <li>- Rental income of \$24,000 per year</li> </ul>
<b>Daly City</b>	<ul style="list-style-type: none"> <li>1 double-sided digital</li> <li>- 2014, Clear Channel Outdoor</li> <li>- Private property</li> <li>- Includes freeway-facing signs (Hwy 80)</li> </ul>	<ul style="list-style-type: none"> <li>6 signs (7 displays)</li> <li>- Used CalTrans credit relocated from Emeryville</li> </ul>	<ul style="list-style-type: none"> <li>- Free City use of space-available advertising</li> <li>- Limited, guaranteed free City use of space on digital sign</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Emeryville</b>	<ul style="list-style-type: none"> <li>1 traditional sign</li> <li>- 2008, Clear Channel Outdoor</li> <li>- Private property</li> </ul>	<ul style="list-style-type: none"> <li>1 sign</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>City relieved of payment of just compensation for taking of original sign, which was valued at \$5M in eminent domain</li> </ul>

Jurisdiction	Permitting Summary	Public Benefits (Sign Reduction)	Public Benefits (Services)	Public Benefits (Funding)
	- Includes freeway-facing signs (I-80)			proceedings
<b>Fontana</b>	3 double-sided digital - 2013, Lamar Central Outdoor - Public and private property - Includes freeway-facing signs (I-10)	9 signs (18 displays)	- Free City use of space-available advertising for nonprofit service messaging  - Free emergency messaging  - Restrictions in content (no adult content, alcohol, political advertising, among others)	- (Public property sign) Greater of \$360,000 in annual fees over 20 years or 20% share of gross receipts
<b>Hayward</b>	1 double-sided digital - 2010, Clear Channel Outdoor - Private property - Includes freeway-facing signs (Hwy 92)	5 signs (8 displays)	- Provide at least 12.5% time for the promotion of local civic uses and additional time on a space available basis.	N/A
<b>Los Angeles</b>	The 15th Street Supplemental Use District was created in order to accommodate the construction of two double-sided signs (each sign having one digital display) pursuant to an agreement between Clear Channel Outdoor and the L.A. County MTA. Although these signs were permitted through an SUD and not a relocation agreement, it was functionally the same as a relocation agreement.	14 signs along Santa Monica Blvd.	N/A	N/A
<b>Martinez</b>	1 double-sided digital - 2011, CBS Outdoor - Private property - Includes freeway-facing sign (I-680)	1 sign	Limited free advertising as well as access to the display for emergency alerts	City to receive quarterly revenue share equal to 11% of net receipts (estimated \$120,00 to \$160,00 annually) up to a max limit of 16.66% of gross receipts.
<b>Newark</b>	3 double-sided digital - 2012, Clear Channel Outdoor - Public and private property - Includes freeway-facing signs (I-880 and Hwy 84)	24 displays in Orange, L.A., San Diego, and Alameda Counties	- Guaranteed at least 5% time to advertise City events	- Annual fees over 25 years totaling approx. \$4M
<b>Oakland</b>	1 double-sided traditional; 1 digital conversion; and Digital conversion of tri-vision - 2010, Clear Channel Outdoor - Public and private property - Includes freeway-facing sign (I-580)	20 signs (37 displays)	- Limited free advertising time	- Pre-payment of 11 years of fees (approx. \$1M)

**Relocation Agreements Under the California Outdoor Advertising Act (Bus. & Prof. Code § 5412)**

Jurisdiction	Permitting Summary	Public Benefits (Sign Reduction)	Public Benefits (Services)	Public Benefits (Funding)
<b>Perris</b>	<ul style="list-style-type: none"> <li>6 double-sided digital</li> <li>- 2013, Lamar Central Outdoor</li> <li>- Public and private property</li> <li>- Includes freeway-facing signs (I-215)</li> </ul>	12 signs (24 displays)	- Two free public service announcements on new billboards for duration of CUP term	N/A
<b>Rancho Cucamonga</b>	<ul style="list-style-type: none"> <li>1 double-sided digital</li> <li>- 2009, San Diego Outdoor Advertising</li> <li>- Private property</li> <li>- Includes freeway-facing sign (I-15)</li> </ul>	2 signs	- 10% free time to City for public service messages; additional time as available	TBD
<b>Rancho Cordova</b>	<ul style="list-style-type: none"> <li>1 double-sided digital</li> <li>- 2013, Clear Channel Outdoor</li> <li>- Private property</li> <li>- Includes freeway-facing signs (Hwy 50)</li> </ul>	3 signs (2 traditional, 1 electronic)	- City access to sign for community safety alert messaging	<ul style="list-style-type: none"> <li>- Annual fee of approx. \$50,000 (initial 25 year term plus option for additional 25 year term)</li> <li>- \$75,000 signing bonus</li> </ul>
<b>Riverside County</b>	<ul style="list-style-type: none"> <li>1 single-sided digital</li> <li>- 2009, Lamar Central Outdoor</li> <li>- Public property</li> <li>- Includes freeway-facing signs (Hwy 80)</li> </ul>	- 2 signs	N/A	Relieved of payment of just compensation for taking of original sign,
<b>Rocklin</b>	<ul style="list-style-type: none"> <li>2 double-sided digital</li> <li>- 2012, Clear Channel Outdoor</li> <li>- Public and private property</li> <li>- Includes freeway-facing signs (Hwy 65)</li> </ul>	3 signs	Free advertising on space-available basis, as well as access to display for emergency alerts	<ul style="list-style-type: none"> <li>- One-time \$25,000 signing bonus paid to City</li> <li>- Annual fees of \$54,000 per year, with 12% increase every five years</li> </ul>
<b>Roseville</b>	<ul style="list-style-type: none"> <li>1 double-sided digital</li> <li>- 2013, Clear Channel Outdoor</li> <li>- Public property</li> <li>- Includes freeway-facing signs (I-80)</li> </ul>	1 sign	City use of available sign time for promotion of City events and programs	Guaranteed minimum of \$4.4M in general fund revenue over 25-year term of agreement
<b>Sacramento (City)</b>	<ul style="list-style-type: none"> <li>4 digital and 2 traditional</li> <li>- 2010, 2012, Clear Channel Outdoor</li> <li>- Public property (2010); Private property (2012)</li> <li>- Includes freeway-facing signs (I-80; I-5; Hwy 99)</li> </ul>	<ul style="list-style-type: none"> <li>- 15 signs (19 displays)</li> <li>- Net reduction of 4,000 s.f. of sign area</li> </ul>	N/A	<ul style="list-style-type: none"> <li>- Initial \$330,000 payment</li> <li>- Annual payments of at least \$720,000 per year for 25 years</li> </ul>

<b>Jurisdiction</b>	<b>Permitting Summary</b>	<b>Public Benefits (Sign Reduction)</b>	<b>Public Benefits (Services)</b>	<b>Public Benefits (Funding)</b>
<b>San Francisco</b>	This agreement approved a process for the City's consideration of proposals to relocate larger signs to convert into smaller panel signs. No specific signs or sites were identified.	The process agreed upon was designed to achieve a 75% reduction in existing square footage owned by the sign company.	N/A	- One-time upfront \$1.75M payment
<b>Santa Clara</b>	1 new double-sided digital billboard - 2011, Clear Channel Outdoor - Private property - Includes freeway-facing signs (Hwy 101)	4 signs (6 displays)	- At least 10% time to City and nonprofits (with at least half the messages shown between 6 a.m. and 9 p.m.)	- \$140,000 fee payment
<b>Victorville</b>	2 single-sided traditional - 2013, Lamar Central Outdoor - Private property - Includes freeway-facing signs (I-15)	- 2 signs - Conversion to digital shall require 2:1 takedown ratio	N/A	N/A