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**AGENDA FOR THE CONCURRENT REGULAR MEETINGS OF
THE CITY COUNCIL OF THE CITY OF COMMERCE AND
THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION
SENIOR CITIZENS CENTER
2555 COMMERCE WAY, COMMERCE, CALIFORNIA**

TUESDAY, JANUARY 3, 2012 – 6:30 P.M.

CALL TO ORDER

Mayor/Chairperson Aguilar

PLEDGE OF ALLEGIANCE

Beatriz Sarmiento
Acting Director of Library Services

INVOCATION

Councilmember/Commissioner Robles

ROLL CALL

City Clerk/Assistant Secretary Olivieri

APPEARANCES AND PRESENTATIONS

PUBLIC COMMENT

Citizens wishing to address the City Council/Commission on any item on the agenda or on any matter not on the agenda may do so at this time. However, State law (Government Code Section 54950 et seq.) prohibits the City Council/Commission from acting upon any item not contained on the agenda posted 72 hours before a regular meeting and 24 hours before a special meeting. Upon request, the City Council/Commission may, in their discretion, allow citizen participation on a specific item on the agenda at the time the item is considered by the City Council/Commission. Request to address City Council/Commission cards are provided by the City Clerk/Assistant Secretary. If you wish to address the City Council/Commission at this time, please complete a speaker's card and give it to the City Clerk/Assistant Secretary prior to commencement of the City Council/Commission meeting. Please use the microphone provided, clearly stating your name and address for the official record and courteously limiting your remarks to five (5) minutes so others may have the opportunity to speak as well.

To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

No person shall make any remarks which result in disrupting, disturbing or otherwise impeding the meeting.

CITY COUNCIL/COMMISSION REPORTS

CONCURRENT REGULAR COUNCIL/CDC AGENDA

1/3/12 – 6:30 p.m.

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CONSENT CALENDAR

Items under the Consent Calendar are considered to be routine and may be enacted by one motion. Each item has backup information included with the agenda, and should any Councilmember/Commissioner desire to consider any item separately he/she should so indicate to the Mayor/Chairperson. If the item is desired to be discussed separately, it should be the first item under Scheduled Matters.

1. Approval of Minutes

The **City Council and Commission** will consider for approval, respectively, the minutes of the Concurrent Special Meetings of Tuesday, December 20, 2011, held at 5:00 p.m. and the Concurrent Regular Meetings of Tuesday, December 20, 2011, held at 6:30 p.m.

2. Approval of Warrant Register No. 13

The **City Council and Commission** will consider for approval, respectively, the bills and claims set forth in Warrant Registers No. 13A, dated January 3, 2012, and No. 13B, for the period December 21, 2011, to December 29, 2011.

3. A Resolution of the City Council of the City of Commerce, California, Reviewing and Approving the Annual Financial Status (State of California Housing and Community Development Department – HCD) and Financial Statement of the Commerce Community Development Commission and

A Resolution of the Commerce Community Development Commission (Commission) Reviewing and Approving the Annual Financial Status (State of California Housing and Community Development Department-HCD) and Financial Statement of the Commerce Community Development Commission

The **City Council and Commission** will consider for approval and adoption respective Resolutions reviewing and approving the annual financial status (State of California Housing and Community Development Department-HCD) and Financial Statement of the Commerce Community Development Commission.

PUBLIC HEARINGS

SCHEDULED MATTERS

4. Update - Washington Boulevard Improvement Project

The **City Council** will consider for receipt and filing a status report and presentation on the Washington Boulevard Improvement Project.

5. Update - Green Policy/Green Zones Proposed by the Environment Justice Advisory Task Force

The City Council directed staff to work with the Environmental Justice Advisory Task Force (EJATF) to discuss and potentially develop a series of policy recommendations for consideration.

The **City Council** will consider for receipt and filing an update of the Green Policy/Green Zones proposed by the Environmental Justice Advisory Task Force.

CONCURRENT REGULAR COUNCIL/CDC AGENDA

1/3/12 – 6:30 p.m.

Page 3 of 3

6. Update - Status of Creating Digital Billboard Standards for the City of Commerce

The **City Council** will consider for receipt and filing an update on creating digital billboard standards for the City of Commerce.

ORDINANCES AND RESOLUTIONS

CIP PROGRESS REPORT

LEGISLATIVE UPDATE

I-710 LOCAL ADVISORY COMMITTEE UPDATE

RECESS TO CLOSED SESSION

7. Pursuant to Government Code §54956.8,

- A. The **Commission** will confer with its real property negotiators, Jorge Rifá and Bob Zarrilli, with respect to real estate negotiations with Mayans Development, Inc., including proposed price and other terms, concerning real property located on Eastern Avenue, commonly known as APN 5241-013-900, APN 5241-013-901, APN 5241-013-902, APN 5241-013-903 and APN 5241-014-900; Greenwood Avenue, commonly known as APN 6357-011-909, APN 6357-011-907 and APN 6357-011-910; Nicola Avenue, commonly known as APN 6351-038-900; Neenah Street, commonly known as APN 6356-015-900; Watcher Street, commonly known as APN 6357-014-900, APN 6257-014-901, APN 6357-014-902 and APN 6357-014-903; Gage Avenue, commonly known as APN 6357-016-900, APN 6357-016-901, APN 6357-016-905 and APN 6357-016-002 and Gage Avenue (privately owned), commonly known as APN 6357-016-003.

8. Pursuant to Government Code §54956.9(a),

- A. The **Commission** will confer with its legal counsel and take the appropriate action, with respect to the pending litigation of California Redevelopment Association, et al. v Ana Matasantos, et al., Supreme Court of the State of California, County of Los Angeles, Case No. S19486.

9. Pursuant to Government Code §54956.9(b),

- A. The **City Council** will confer with its legal counsel, and take the appropriate action, with respect to significant exposure to litigation in two potential cases.

- B. The **Commission** will confer with its legal counsel, and take the appropriate action, with respect to significant exposure to litigation in one potential case.

ADJOURNMENT

Adjourn in memory of Joe Aldaco, longtime Commerce resident.

LARGE PRINTS OF THIS AGENDA ARE AVAILABLE UPON REQUEST
FROM THE CITY CLERK'S OFFICE, MONDAY-FRIDAY,
8:00 A.M. - 6:00 P.M.



AGENDA REPORT

DATE: January 3, 2012

TO: HONORABLE CITY COUNCIL AND HONORABLE COMMUNITY DEVELOPMENT COMMISSION

FROM: CITY ADMINISTRATOR/EXECUTIVE DIRECTOR

SUBJECT: RESOLUTIONS OF THE CITY COUNCIL OF THE CITY OF COMMERCE, CALIFORNIA AND THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION APPROVING THE ANNUAL FINANCIAL STATUS (STATE OF CALIFORNIA HOUSING AND COMMUNITY DEVELOPMENT DEPARTMENT – HCD) AND FINANCIAL STATEMENT OF THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION

RECOMMENDATION:

City Council:

1. To approve and adopt the City Council Resolution and assign the number next in order.

Community Development Commission:

1. To approve and adopt the Community Development Commission Resolution and assign the number next in order.

MOTION:

Move to approve the recommendation.

BACKGROUND/ANALYSIS:

Health and Safety Code Sections 33090-33080.7 prescribe requirements that redevelopment agencies must follow in reporting their annual financial status to the State of California Housing and Community Development Department (HCD). Pursuant to the Health and Safety Code, an annual financial report must be presented to the HCD by December 31, 2011. This report was submitted to HCD online by the deadline. In addition, and along with the report, staff submitted a copy of the Commission's Annual Financial Statement / Audit Report and a low and moderate housing statement describing the Commission's activities affecting housing. A description of the Commission's financial activities relating to its ongoing projects and work programs for the Fiscal Year 2010/2011 is included in the report.

The firm of Mayer Hoffman McCann, P.C. (Auditors) has been engaged to perform the audit for the Fiscal Year ending June 30, 2011. A copy of the annual financial report of the Commerce Community Development Commission will be on file in the Finance Department. Using generally accepted accounting standards, the Audit evaluates the Commission's financial statements and has not indicated any significant findings of deficiency. No areas of concern have been noted by the auditors.


FISCAL IMPACT:

This activity can be carried out at this time without additional impact on the current operating budget.

RELATIONSHIP TO 2009 GOALS:

This agenda item is not related to any of the 2009 Strategic Goals.

Respectfully submitted,



Jorge Rifá
City Administrator/Executive Director

Recommended by:



for Bob Zarrilli
Director of Community Development

Prepared by:



for Alex Hamilton
Assistant Director of Community Development

Fiscal impact reviewed by:



Vilko Domic
Director of Finance

Approved as to Form:



Eduardo Olivo
Commission Counsel

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE, CALIFORNIA
APPROVING THE ANNUAL FINANCIAL STATUS (STATE OF CALIFORNIA HOUSING
AND COMMUNITY DEVELOPMENT DEPARTMENT - HCD) AND FINANCIAL
STATEMENT OF THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION

WHEREAS, California Health and Safety Code Section 33080 sets forth requirements that redevelopment agencies must follow in reporting their annual financial status to the State of California Housing and Community Development Department (HCD); and

WHEREAS, Pursuant to the Health and Safety Code, an annual financial report including an audit report including a low and moderate income housing statement describing the Commission's activities affecting housing as well a description of the Commission's financial activities relating to its ongoing projects and work programs for the Fiscal Year 2010/2011 is included in the report; and

WHEREAS, pursuant to the Health and Safety Code the legislative body of the City must be presented with the annual financial report and take any action it deems appropriate; and

WHEREAS, City staff, on behalf of the City Council, is preparing and will submit the annual financial report.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMMERCE DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. The City Council does hereby approve the Fiscal Year 2010/2011 annual financial report of the Commerce Community Development Commission.

PASSED, APPROVED and ADOPTED this _____ day of December, 2011.

Joe Aguilar
Mayor

ATTEST:

Linda Kay Olivieri, MMC
City Clerk

RESOLUTION NO. _____

A RESOLUTION OF THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION
APPROVING THE ANNUAL FINANCIAL STATUS (STATE OF CALIFORNIA HOUSING
AND COMMUNITY DEVELOPMENT DEPARTMENT - HCD) AND FINANCIAL
STATEMENT OF THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION

WHEREAS, California Health and Safety Code Section 33080 sets forth requirements that redevelopment agencies must follow in reporting their annual financial status to the State of California Housing and Community Development Department (HCD); and

WHEREAS, Pursuant to the Health and Safety Code, an annual financial report including an audit report including a low and moderate income housing statement describing the Commission's activities affecting housing as well a description of the Commission's financial activities relating to its ongoing projects and work programs for the Fiscal Year 2010/2011 is included in the report; and

WHEREAS, Commission staff is, on behalf of the Community Development Commission, preparing and will submit the annual financial report.

NOW, THEREFORE, THE COMMERCE COMMUNITY DEVELOPMENT COMMISSION DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. The Commission does hereby approve the Fiscal Year 2010/2011 annual financial report of the Commerce Community Development Commission.

PASSED, APPROVED and ADOPTED this ____ day of _____, 2011.

Joe Aguilar
Chairperson

ATTEST:

Jorge Rifá
Secretary

California Redevelopment Agencies - Fiscal Year 2010/2011
Status of Low and Moderate Income Housing Funds
Sch C Agency Financial Summary
COMMERCE

Adjusted Beginning Balance	Project Area Receipts	Agency Other Revenue	Total Expenses	Net Resources Available	Other Housing Fund Assets	Total Housing Fund Assets	Encum- brances	* Unen- cumbered Balance	Unen- cumbered Designated	Unen- cumbered Not Dsgntd
\$22,333,223	\$3,595,230	\$144,697	\$2,129,435	\$23,943,715	\$2,262,671	\$26,206,386	\$0	\$23,943,715	\$0	\$23,943,715

Expenses	Debt Service	Housing Rehabilitation	Planning and Administration Costs	Property Acquisition	Subsidies	Transfers Out of Agency	Total
2010/2011	\$930,302	\$92,000	\$122,572	\$37,449	\$823,288	\$123,824	\$2,129,435

***The Unencumbered Balance is equal to Net Resources Available minus Encumbrances**

Note: Print this report in Landscape Orientation (Use the Print Icon just above, then Properties then Landscape)

**California Redevelopment Agencies - Fiscal Year 2010/2011
 Status of Low and Moderate Income Housing Funds
 Sch C Agency Financial and Program Detail
 COMMERCE**

	Beginning Balance	\$22,333,223
	Adjustment to Beginning Balance	\$0
	Adjusted Beginning Balance	\$22,333,223
Total Tax Increment From PA(s)	\$3,595,230	Total Receipts from PA(s)
		\$3,595,230
	Other Revenues not reported on Schedule A	\$144,697
	Sum of Beginning Balance and Revenues	\$26,073,150

<u>Expenditure</u>	<u>Subitem</u>	<u>Amount</u>	<u>Remark</u>
Debt Service			
Debt Principal Payments	Tax Allocation, Bonds & Notes	\$930,302	
	Subtotal of Debt Service	\$930,302	
Housing Rehabilitation			
		\$92,000	
	Subtotal of Housing Rehabilitation	\$92,000	
Planning and Administration Costs			
Administration Costs		\$27,993	
Other		\$717	General Law Enforcement \$717
Professional Services		\$93,862	
	Subtotal of Planning and Administration Costs	\$122,572	
Property Acquisition			
Operation of Acquired Property		\$7,707	
Relocation Costs		\$29,657	
Site Clearance Costs		\$85	
	Subtotal of Property Acquisition	\$37,449	
Subsidies from the LMIHF			

**California Redevelopment Agencies - Fiscal Year 2010/2011
 Status of Low and Moderate Income Housing Funds
 Sch C Agency Financial and Program Detail
 COMMERCE**

<u>Expenditure</u>			
<u>Item</u>	<u>Subitem</u>	<u>Amount</u>	<u>Remark</u>
Subsidies from the LMHF			
1st Time Homebuyer Down Payment Assistance		\$599,224	
Other		\$121,064	Neighborhood Fix-up \$55,466; Sr. Yard Maintenance \$27,540; Handyman Program \$38,058.
Rental Subsidies		\$103,000	
	Subtotal of Subsidies from the LMHF	\$823,288	
Transfers Out of Agency			
Other		\$123,824	Rehabilitiion Loan Program \$123,824
	Subtotal of Transfers Out of Agency	\$123,824	
	Total Expenditures	\$2,129,435	

Net Resources Available \$23,943,715

Indebtedness For Setasides Deferred \$1,070,221

<u>Other Housing Fund Assets</u>		
<u>Category</u>	<u>Amount</u>	<u>Remark</u>
SERAF Total Receivable	\$0	
Loan Receivable for Housing Activities	\$139,450	
Value of Land Purchased with Housing Funds	\$1,053,000	
	Total Other Housing Fund Assets	\$1,192,450

Total Fund Equity \$26,206,386

2006/2007	\$3339352			
2007/2008	\$3508153			
2008/2009	\$3913191	sum of 4 Previous Years' Tax Increment for 2010/2011	Prior Year Ending Unencumbered Balance	Excess Surplus for 2010/2011
2009/2010	\$3909670	\$14670366	\$22,333,223	\$7,662,857

Sum of Current and 3 Previous Years' Tax Increments \$14,926,244

**California Redevelopment Agencies - Fiscal Year 2010/2011
 Status of Low and Moderate Income Housing Funds
 Sch C Agency Financial and Program Detail
 COMMERCE**

Adjusted Balance	\$23,943,715
Excess Surplus for next year	\$9,017,471
Net Resources Available	\$23,943,715
Unencumbered Designated	\$0
Unencumbered Undesignated	\$23,943,715
Total Encumbrances	\$0
Unencumbered Balance	\$23,943,715
Unencumbered Balance Adjusted for Debt Proceeds	\$0
Unencumbered Balance Adjusted for Land Sales	\$0
Excess Surplus Expenditure Plan	Yes
Excess Surplus Plan Adoption Date	

Site Improvement Activities Benefiting Households				
<u>Income Level</u>	<u>Low</u>	<u>Very Low</u>	<u>Moderate</u>	<u>Total</u>

Land Held for Future Development					
<u>Site Name</u>	<u>Num Of Acres</u>	<u>Zoning</u>	<u>Purchase Date</u>	<u>Estimated Start Date</u>	<u>Remark</u>
Jardine Property	.09	R-1	05/12/2008	03/01/2012	1 unit
Stein Property	.12	R-2	07/15/2008	06/01/2012	2 units

Use of the Housing Fund to Assist Mortgagees

Income Adjustment Factors	<input type="text"/>	Requirements Completed	<input type="text"/>
Home	\$ <input type="text"/>	Hope	\$ <input type="text"/>

Non Housing Redevelopment Funds Usage *The Commerce Community Development Commission ("CCDC") has not utilized funds other than the 20% set-aside funds for unit development and programs. The 80% of tax increment will not be considered for the development of affordable units although the CCDC may and did utilize Community Development Block Grant ("CDBG") for some activity for households meeting the 80% of median income limits as required. The CCDC used CDBG funds for Home Preservation and Rodent Abatement.*

Resource Needs

California Redevelopment Agencies - Fiscal Year 2010/2011
Status of Low and Moderate Income Housing Funds
Sch C Agency Financial and Program Detail
COMMERCE

LMHF Deposits/Withdrawals

<u>Document Name</u>	<u>Document Date</u>	<u>Custodian Name</u>	<u>Custodian Phone</u>	<u>Copy Source</u>
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Achievements

Description

California Redevelopment Agencies-Fiscal Year 2010/2011
Project Area Contributions to Low and Moderate Income Housing Funds
Sch A Project Area Summary Report
COMMERCE

Project Area	100% of Tax Increment	20% Set Aside Requirement	Tax Increment Allocated	Amount Exempted	Amount Suspended and/or Deferred	Tax Incr. Deposited to Hsng Fund	Percent of Tax Incr Dep	Repayment Deferrals	Other Income	Total Deposited to Housing
PROJECT 1	\$8,858,539	\$1,771,708	\$1,771,708	\$0	\$0	\$1,771,708	20.00%	\$0	\$0	\$1,771,708
PROJECT 2	\$2,808,361	\$561,672	\$561,672	\$0	\$0	\$561,672	20.00%	\$0	\$0	\$561,672
PROJECT III	\$391,896	\$78,379	\$78,379	\$0	\$0	\$78,379	20.00%	\$0	\$0	\$78,379
PROJECT IV	\$5,917,354	\$1,183,471	\$1,183,471	\$0	\$0	\$1,183,471	20.00%	\$0	\$0	\$1,183,471
Agency Totals:	\$17,976,150	\$3,595,230	\$3,595,230	\$0	\$0	\$3,595,230	20%	\$0	\$0	\$3,595,230

Note: Print this report in Landscape Orientation (Use the Print Icon just above, then Properties then Landscape)

California Redevelopment Agencies- Fiscal Year 2010/2011
 Project Area Contributions to Low and Moderate Income Housing Fund
 Sch A Project Area Financial Information

Agency **COMMERCE**
 Address **Commerce Community Development
 Commission
 2535 Commerce Way
 Commerce CA 90040**

Project Area PROJECT 1							
Type: Inside Project Area				Status: Active			
Plan Adoption: 1974				Plan Expiration Year: 2019			
<u>Gross Tax Increment</u>	<u>Calculated Deposit</u>	<u>Amount Allocated</u>	<u>Amount Exempted</u>	<u>Amount Suspended and/or Deferred</u>	<u>Total Deposited</u>	<u>%</u>	<u>Cumulative Def.</u>
\$8,858,539	\$1,771,708	\$1,771,708	\$0	\$0	\$1,771,708	20.00%	\$1,046,895
				Repayment	\$0		
				Category			
				Total Additional Revenue	\$0		
				Total Housing Fund Deposits for Project Area	\$1,771,708		

Project Area PROJECT 2							
Type: Inside Project Area				Status: Active			
Plan Adoption: 1978				Plan Expiration Year: 2018			
<u>Gross Tax Increment</u>	<u>Calculated Deposit</u>	<u>Amount Allocated</u>	<u>Amount Exempted</u>	<u>Amount Suspended and/or Deferred</u>	<u>Total Deposited</u>	<u>%</u>	<u>Cumulative Def.</u>
\$2,808,361	\$561,672	\$561,672	\$0	\$0	\$561,672	20.00%	\$0
				Repayment	\$0		
				Category			
				Total Additional Revenue	\$0		
				Total Housing Fund Deposits for Project Area	\$561,672		

**California Redevelopment Agencies- Fiscal Year 2010/2011
Project Area Contributions to Low and Moderate Income Housing Fund
Sch A Project Area Financial Information**

Project Area PROJECT III							
Type: Inside Project Area		Status: Active					
Plan Adoption: 1984		Plan Expiration Year: 2024					
<u>Gross Tax Increment</u>	<u>Calculated Deposit</u>	<u>Amount Allocated</u>	<u>Amount Exempted</u>	<u>Amount Suspended and/or Deferred</u>	<u>Total Deposited</u>	<u>%</u>	<u>Cumulative Def.</u>
\$391,896	\$78,379	\$78,379	\$0	\$0	\$78,379	20.00%	\$23,326
				Repayment	\$0		
				Category			
				Total Additional Revenue	\$0		
				Total Housing Fund Deposits for Project Area	\$78,379		

Project Area PROJECT IV							
Type: Inside Project Area		Status: Active					
Plan Adoption: 1998		Plan Expiration Year: 2028					
<u>Gross Tax Increment</u>	<u>Calculated Deposit</u>	<u>Amount Allocated</u>	<u>Amount Exempted</u>	<u>Amount Suspended and/or Deferred</u>	<u>Total Deposited</u>	<u>%</u>	<u>Cumulative Def.</u>
\$5,917,354	\$1,183,471	\$1,183,471	\$0	\$0	\$1,183,471	20.00%	\$0
				Repayment	\$0		
				Category			
				Total Additional Revenue	\$0		
				Total Housing Fund Deposits for Project Area	\$1,183,471		

Agency Totals For All Project Areas:

<u>Gross Tax Increment</u>	<u>Calculated Deposit</u>	<u>Amount Allocated</u>	<u>Amount Exempted</u>	<u>Amount Suspended and/or Deferred</u>	<u>Total Deposited</u>	<u>%</u>	<u>Cumulative Def.</u>
\$17,976,150	\$3,595,230	\$3,595,230	\$0	\$0	\$3,595,230	20%	\$1,070,221
				Total Additional Revenue from Project Areas:	\$0		
				Total Deferral Repayments:	\$0		
				Total Deposit to Housing Fund from Project Areas:	\$3,595,230		

California Redevelopment Agencies - Fiscal Year 2010/2011
Sch A/B Project Area Program Information
COMMERCE

Project Area: OUTSIDE PROJECT AREA

FUTURE UNIT CONSTRUCTION

<u>Contract Name</u>	<u>Execution Date</u>	<u>Estimated Completion Date</u>	<u>Very Low</u>	<u>Low</u>	<u>Moderate</u>	<u>Total</u>
Mayans Development	03/17/10	12/15/12	0	0	9	9

Project Area: PROJECT 1

FUTURE UNIT CONSTRUCTION

<u>Contract Name</u>	<u>Execution Date</u>	<u>Estimated Completion Date</u>	<u>Very Low</u>	<u>Low</u>	<u>Moderate</u>	<u>Total</u>
Mayan Development	03/17/10	12/01/12	0	0	8	8



AGENDA REPORT

MEETING DATE: January 3, 2012

TO: HONORABLE CITY COUNCIL

FROM: CITY ADMINISTRATOR

SUBJECT: WASHINGTON BOULEVARD IMPROVEMENT PROJECT – UPDATE

RECOMMENDATION:

Receive and file report and presentation on the Washington Boulevard Improvement Project.

MOTION:

Move to approve recommendation.

BACKGROUND/ANALYSIS:

On July 29, 2005, as part of a special appropriation from Congresswoman Lucille Roybal-Allard, the City of Commerce received \$2,400,000 for the Washington Boulevard Widening and Reconstruction Project under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

On January 25, 2007, the City of Commerce submitted an application with the Los Angeles County Metropolitan Transportation Authority (LACMTA) for their 2007 Call for Projects. The application asked for \$17.8 million of the estimated \$32.0 million required to perform all the improvements associated with widening and reconstructing Washington Boulevard.

On September 27, 2007, the LACMTA Board of Directors approved a one-time grant funds in the amount of \$13,362,000 for Washington Boulevard. The project boundaries are Washington Boulevard from westerly City limits (with Vernon) to the I-5 Freeway.

On February 19, 2008, the City Council approved the execution of the Memorandum of Understanding (MOU) between the City of Commerce and the Los Angeles County Metropolitan Transportation Authority (LACMTA) for said project.

On July 1, 2008, the City Council approved the execution of the Trade Corridors Improvement Fund (TCFI) Project Baseline Agreement between the City of Commerce and the California Department of Transportation, which secured \$5.8 million from the State of California to complete this project.

On May 4, 2010, the City Council approved the Environmental Impact Report (EIR) for the Project.

On December 7, 2010, the City Council approved the Request for Proposal for Design and Engineering Services for this project. On March 10, 2011, staff received twelve proposals from the following engineering firms:

Contractor Name
1. AECOM TECHNICAL SERVICES, INC
2. APA ENGINEERING, INC
3. BKF ENGINEERS, SURVEYORS, PLANNERS
4. HUITT-ZOLLARS
5. JMDIAZ, INC
6. PARSONS

7. RBF CONSULTING
8. RKA CONSULTING GROUP
9. STV INCORPORATED
10. TRANSTECH ENGINEERS, INC
11. URS CORPORATION
12. WILDAN ENGINEERING

City staff reviewed all proposals and created a short list of the top 5 candidates. On April 14, 2011, a panel of outside experts interviewed the top candidates and made a recommendation to City staff. Staff entered into preliminary negotiations with the top bidder.

On November 23, 2011, staff submitted a Pre-Award Letter to Caltrans for review and approval, as required prior to award of any professional services agreement over \$1.0 million. Once approval is received, staff will return to City Council with a recommendation for award of an agreement to the top bidder. Until approval from Caltrans is received, the name of the top bidder cannot be released.

FISCAL IMPACT:

At this time, this activity can be carried out at this time without additional impact on the current operating budget. The approved budget and funding sources for this project are as follows:

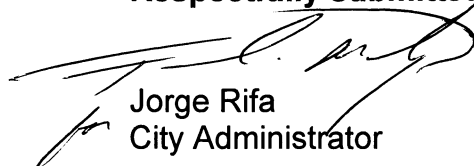
WASHINGTON BLVD RECONSTRUCTION PROJECT	
Preliminary Design & Scope of Work (MTA Prop C 25%)	\$77,000
Preliminary Design & Scope of Work (City Match 35% - 2007 Bonds Funds)	\$46,000
Design Specification 60% RDA*	\$180,000
City Match 40% - 2004 Bond Funds	\$120,000
Construction Management 50% RDA*	\$200,000
City Match 50% - 2004 Bond Funds	\$200,000
Construction (Phase I) Prop C 25% (MTA Funds)	\$13,285,000
Construction Fed. Highway Funds (SAFETEA-LU HPP 3085)	\$2,220,000
SAFETEA-LU Match	\$220,000
California Transportation Commission (CTC Grant)	\$5,800,000
California Transportation Commission (City ROW Match)	\$3,198,000
Construction (Phase I) City Remaining Match (35%) - \$3 million (General Fund Reserves; \$3,453,460 RDA*)	\$6,454,000
	\$32,000,000

*Clarification needed due to recent California Supreme Court Ruling on RDA Funding

RELATIONSHIP TO 2009 STRATEGIC GOALS:

The issue before the Council is applicable to the following Council’s strategic goal: *“Protect and Enhance Quality of Life in the City of Commerce.”* Although, there are no specific objectives connected to this issue, the City is responsible for the maintenance and improvement of the infrastructure.

Respectfully submitted,



Jorge Rifa
 City Administrator

Recommended by:



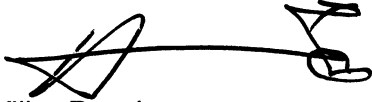
for Robert Zarrilli
 Director of Community Development

Prepared by:



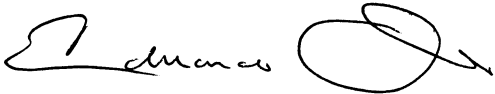
Danilo Batson
Assistant Director of Public Services

Fiscal Impact Reviewed by:



Vilko Domic
Director of Finance

Approved As To Form:



Eduardo Olivo
City Attorney

File: 2012 City Council Agenda Reports
Washington Boulevard Improvement Project Update – Agenda Reports File



AGENDA REPORT

DATE: January 3, 2012

TO: HONORABLE CITY COUNCIL

FROM: CITY ADMINISTRATOR

SUBJECT: AN UPDATE ON THE STATUS OF THE GREEN POLICY/GREEN ZONES AS PROPOSED BY THE ENVIRONMENTAL JUSTICE ADVISORY TASK FORCE.

RECOMMENDATION:

Receive and file.

MOTION:

Receive and file.

BACKGROUND AND ANALYSIS:

The City Council directed staff to work with the Environmental Justice Advisory Task Force (EJATF) to discuss and potentially develop a series of policy recommendations for consideration. These policies could eventually help serve to guide the City in its attainment of green economic development strategies, bringing into balance the human health problems associated with the environmental impacts of industrial and commercial land uses in a predominantly industrial community and the need to improve the environmental quality of life in Commerce.

The Environmental Protection Agency (EPA), Region 9, was asked by the EJATF to collaborate with them and the City on this matter. This task will begin with a series of discussions. EPA pledged to assist with the selecting of and funding for the hiring of a facilitator for these discussions. After meeting with staff and discussing potential candidates, it was determined that MIG is the appropriate firm to handle facilitating this project. MIG was officially hired and is now tasked with leading these discussions. They will also assist with developing a framework for said discussions, as they will provide a detailed agenda and participant objectives for the process. Once goals and objectives are developed, they will help to create a plan of action to meet the goals and objectives of the workgroup.

In the end, MIG will work with the group to achieve consensus on a common vision. Through the formal discussions and with the proper outreach, a final report will be prepared, including the need for a Green policy framework in the City of Commerce. It will include, amongst other things, all the necessary considerations and specific recommendations developed throughout the discussion process. At minimum, this process would take six to twelve months, with at least one meeting taking place per month.

RELATIONSHIP TO 2009 STRATEGIC GOALS:

This agenda report relates to the 2009 strategic planning goal: "*Protect and Enhance the Quality of Life in the City of Commerce*".

FISCAL IMPACT:

The purpose of this report is to provide information to the City Council. Therefore, the program discussed in it will not have an immediate additional impact on the current operating budget. The results of this program and further direction provided by the City Council will determine the future fiscal impact.

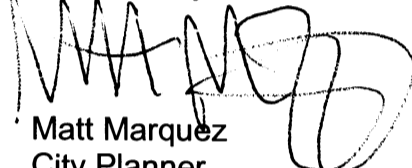
Recommended by:


for Bob Zarrilli
Director of Community Development

Respectfully submitted,


for Jorge Rifa
City Administrator


Prepared by:

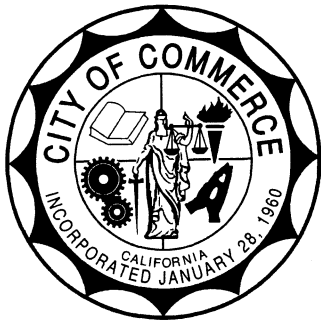

Matt Marquez
City Planner

Reviewed by:


Vilko Domic
Director of Finance

Approved as to Form


Eduardo Olivo
City Attorney



AGENDA REPORT

DATE: January 3, 2012

TO: HONORABLE CITY COUNCIL

FROM: CITY ADMINISTRATOR

SUBJECT: AN UPDATE ON THE STATUS OF CREATING DIGITAL BILLBOARDS STANDARDS FOR THE CITY OF COMMERCE

RECOMMENDATION:

Council discretion.

MOTION:

Council discretion.

BACKGROUND:

The City Council has received a proposal from Clear Channel Outdoor that would include replacing two existing static billboards, with electronic/digital sign displays (i.e. "digital billboards"). In response, the City Council requested that staff conduct a workshop on digital billboards. The workshop took place on October 24, 2011. At that time, the Council received a presentation from staff and representatives from the billboard industry. It was determined that staff would come back to the Council in January of 2012 with an update on this matter.

OPTIONS:

The City of Commerce has a few options related to creating digital billboard standards. The quickest way to do this is by focusing specifically on digital signs. Other sign types, such as roof signs and readerboards, can be dealt with at a later date through a separate ordinance or ordinances. The City Council has the following two options:

1. Direct staff to create standards for digital billboards. Staff anticipates this taking at minimum between 6-8 months to draft an ordinance and have it before the Planning Commission and City Council. Currently, Planning staff has at least 17 other projects that could potentially move forward during the first few months of calendar year 2012. These are all items with formal applications submitted and/or projects that have already been initiated. Although City staff can handle the task of drafting a digital billboard ordinance, the reality is that it will take a significant period of time. The projects mentioned above, do not include staff's daily duties or any new projects that may be submitted.
2. Considering staff's current workload, the quickest way to get these standards developed and adopted would be to hire a consultant to handle the task. A consulting firm would be able to concentrate solely on this task, whereas City staff would have to juggle its current workload, plus any new projects that arise. As mentioned during the Council's initial workshop, this would cost approximately \$8,000 - \$10,000. Staff would estimate this process taking 4-6 months.

THE CITY OF LONG BEACH:

As previously discussed, many other jurisdictions have adopted digital billboard ordinances. Locally, Long Beach was the most recent city to draft such an ordinance. The process is instructive and is being watched by staff because it has and will continue to raise issues applicable to the City of Commerce process. The Long Beach process was initiated with a one-year moratorium on issuing permits for new billboards. The moratorium was extended for another year to allow staff more time to research and develop comprehensive regulations for billboards throughout the city. Some of the basic principles included in the proposed ordinance were as follows:

1. Capping the amount of billboard space in the City.
2. Required removal of a specified amount of existing billboards space before new billboard or electronic billboard space can be constructed – **8:1 ratio for new electronic billboards and 6:1 for new non-electronic billboards**.
3. CUP required for any major billboard project, including new billboards, conversions from a standard to digital billboard, and expansion of an existing billboard.

After Long Beach's Planning Commission examined the proposed ordinance, their City Council reviewed it on December 6 and December 13, 2011. According to draft minutes from the December 13th meeting (see attached), the City Council voted to amend the proposed ordinance with the following changes:

1. Remove the cap and trade system.
2. Ban the conversion of electronic readerboards.
3. Request that the City Manager return in 90 days with a report for additional City Council deliberations regarding the cap and trade system and further discussion related to defining a conforming billboard.

Certain Councilmembers believed in concept, that the ordinance was the correct course of action. However, there was still some reluctance because they felt it could potentially still lead to existing billboards in residential neighborhoods remaining in place. There was also concern with the prioritization of billboards for removal. Some felt there was not sufficient security measures drafted into the ordinance, and that certain Council districts would feel a greater impact than others. Another Councilmember questioned staff on the CEQA process associated with the ordinance and another did not believe the City of Long Beach would gain any significant benefit from the proposed ordinance.

In response, staff informed the Council of their belief that the main benefit would be fewer billboards in residential neighborhoods. They believe the propose cap and trade system would be significant enough to create a reduction. Staff discussed the proposed CUP process for billboards and informed the Council that each application would be subject to its own environmental analysis, potentially triggering the necessity for a CEQA document. Currently, State law and Long Beach's Municipal Code currently provides for a seven year amortization period for billboards. Upon written notice, a nonconforming billboard would have to be removed within the seven year period. However, staff was quick to point out that this is a lengthy process and often times these actions are challenged in court. In essence, the City Council's decision means that no electronic billboards will be constructed in Long Beach and there will be minimal control over the removal of nonconforming billboards.

CURRENT SIGN STANDARDS:

The City of Commerce's current sign standards have been codified since at least 2000. Included is a mechanism that allows sign companies to replace two legal nonconforming billboards and replace them with one new sign. This, along with the required CUP approval, was set up to help control the total number of billboards in the City. To qualify for this relocation, the new sign must comply with all requirements of the City's Zoning Ordinance, except that compliance with spacing requirements may be waived by the Planning Commission. The Planning Commission reviews these proposals and would have to determine the following:

1. Whether or not the area has excessive visual clutter;
2. Whether or not the proposed relocated sign would be compatible with uses and structures on the proposed site and in the surrounding area;
3. Whether or not the proposed site is in an area that is actively contemplated for or actively being upgraded. Among indications of such upgrading are:
 - a. A specific program for beautification or undergrounding of utilities;
 - b. A neighborhood business center revitalization program; and/or
 - c. Inclusion in a redevelopment area.
4. Whether or not the off-site sign would create a traffic or safety problem with regard to on-site access, circulation, or visibility;
5. Whether or not the proposed sign would interfere with on-site parking or landscaping required by city ordinance or permit;
6. Proximity to residential zoning districts or residential housing;
7. Proximity to other off-site signs;
8. Field of vision shared with other off-site signs and on-site signs;
9. Maintenance quality and appearance of the signs proposed for removal; and
10. Aesthetic and visual problems caused in their existing locations by the signs proposed for removal.

According to representatives of the billboard industry, the City of Commerce's current billboard standards were considered very innovative upon adoption. The City's replacement mechanism was one of the first in the area and has had some success in minimizing the number of billboards in the City.

UPDATING THE CITY'S CURRENT STANDARDS:

During the City Council's workshop in October, there was some discussion of "patching" the City's current regulations to include standards for digital billboards. Staff met with members of the billboard industry on a few occasions and they have been extremely helpful in providing information. They continue to express their willingness to assist the City and have provided staff with a potential "patch". Similar approaches were used in cities such as Compton and Lynwood. While thorough, staff does not believe at this time that the "patch" completely addresses all of the City's concerns. For example, it allows for individual sign companies to negotiate separate deals with the City. Therefore, the payments received per billboard may differ from company to company. In the end, a concept like this may turn out

to be the best alternative. However, staff cannot make that determination until further research is conducted. This is just one major component of creating these standards, as many other issues would also have to be examined. Some, but not all, are as follows:

Review Process: Currently the City requires CUP approval for billboards. Any new standards created would have to include a review process. At minimum, staff believes a CUP should be required for digital billboards.

Lengthen dwell time: Typically messages are displayed every six to eight seconds. The more displays shown, the greater the possibility for more revenue. However, quick changes in copy may lead to increased distraction. A Seattle report recommends usage of a "10 second rule".

Prohibit message sequencing: When each screen depicts part of a whole message, drivers may be more inclined to continue watching the sign. "Today, a sequential message can be presented over time on a single sign or on a series of DBBs in close proximity".
(Wachtel, March 2011).

Sign Type: Ordinances must indicate whether the digital display can be used on off-premise billboards only, on on-premise signs only, or on both sign types.

Definitions: Definitions must be updated to include a detailed definition of digital display signage and the sign's functional characteristics that could have an effect on traffic safety and community aesthetics.

Zoning Districts: Ordinances should list the district or districts in which such signs are permitted and where they are prohibited. These signs are typically prohibited in residential and neighborhood commercial districts, historic districts, special design districts, scenic corridors, and in close proximity to schools.

Placement and Orientation: A minimum spacing requirement between signs and residences should be considered. Signs should also be oriented away from residential neighborhoods. One study recommended these signs be limited or prohibited at intersections, in demanding driving environments and in places where they obstruct a driver's view.

Sign Area: A limit should be placed on the area of the sign faces that can be used for digital display.

Illumination and Brightness: Ordinances should address the legibility and brightness of a sign in both the day and night times. During the day, the issue is reducing or minimizing glare while maintaining contrast between the sign and surrounding area. At night the issues are the degree of brightness and its impact on driver distraction and on the light shining into residential areas.

Public Service Announcements: In exchange for permission to use digital displays, owners of billboards in Minnesota and San Antonio have agreed to display emergency information such as Amber Alerts and emergency evacuation information.

Exchange Program: As mentioned earlier in this report, the City currently has a relocation program at a 2:1 ratio. A modified version of this policy can be implemented for digital billboards where one new digital billboard is constructed if a certain number of static billboards are taken down. Digital technology allows for

greater advertisement opportunities per sign. Therefore, a greater ratio would be recommended.

CURRENT FEE STRUCTURE AND WHAT OTHER CITIES ARE DOING:

The following information was included in staff's previous report to the City Council but is important to reiterate. Commerce, like other cities, has in place a licensing scheme which charges outdoor advertisers through the business license division. The fee is under the portion of the ordinance for "all other non-local businesses" and is currently only \$150 per year. There is also a provision in the CMC that provides that the minimum fee is only \$93 per sign. This appears to have been in existence since at least 1992. The City's total signboard revenue for 2010 was a total of \$750.

Each sign company has a different rate structure. Below is an example from Clear Channel Outdoor.

# of Boards	Network Type	Digital Unit Type	Art Pixel Dimensions	Seconds per Spot	Four Week Rate for 1 Position
11	Bulletin Network 4	Digital Bulletin	400 h x 1400 w	8	\$110,000
10	Bulletin Network 3	Digital Bulletin	400 h x 1400 w	8	\$110,000
10	Premiere Network 1	Digital Poster	400 h x 840 w	8	\$42,000
4	Bulletin Freeway Network	Digital Bulletin	400 h x 1400 w	8	\$58,000
10	Bulletin Network 5	Digital Bulletin	400 h x 1400 w	8	\$110,000
10	Bulletin Network 1	Digital Bulletin	400 h x 1400 w	8	\$110,000
10	Bulletin Network 2	Digital Bulletin	400 h x 1400 w	8	\$110,000
10	Premiere Network 3	Digital Poster	400 h x 840 w	8	\$42,000
10	Premiere Network 2	Digital Poster	400 h x 840 w	8	\$42,000
2	Valley Bulletin Network	Digital Bulletin	400 h x 1400 w	3600	\$20,000

As shown above, there is a wide range of rates charged by sign companies. In staff's discussion with these companies, they were told these rates are subject to change and availability. Furthermore, these rates are extremely negotiable, especially during the country's current economic state. Understandably, it is not beneficial for sign companies to have a number of vacancies. Therefore, they are willing to negotiate leases in order to fill any vacancy.

Cities across the country have dealt with or are currently dealing with this issue. Some cities have chosen to embrace these signs; others have been somewhat hesitant, while others have banned them. This technology allows for billboard companies to rent space to multiple advertisers. "A billboard company in San Antonio, for example, estimated that annual revenue from one billboard that had been converted from a static image to a changeable digital image would increase tenfold, from \$300,000 to \$3 million just one year after it went digital" (APA, 2008). The federal Highway Beautification Act prohibits amortization and requires cash compensation for billboard removal. "Some cities and counties have struck deals with billboard companies requiring them to remove two boards for every new one they install. Other jurisdictions have established simple no-net increase policies". (APA, 2008).

In 2007, Minnetonka, Minnesota agreed to terms of an exchange agreement with Clear Channel. Clear Channel agreed to remove 15 of their traditional billboards in exchange for the right to install no more than 8 digital signs. In the same year, the City of San Antonio made some changes to their sign ordinance which now requires the removal of four traditional billboards in exchange for the right to build one digital sign in their place. Before this, the city did not have any standards for these types of signs. They did however have a two for one replacement program in place for traditional billboards. Furthermore, San Antonio has developed “a sliding scale that determines the number of billboards required to be removed in exchange for a single digital billboard. According to the scale, the number of digital signs permitted is determined by the total square footage of static billboard faces removed”. (APA, 2008).

Locally, Cities like Los Angeles have adopted standards for digital billboards, as have cities like Compton and Lynwood. Lynwood’s standards only allow digital billboards in commercial and industrial zones. “The advertising display shall be included as part of a disposition and development agreement with the city or the Lynwood Redevelopment Agency (LRA) and the agreement contains performance, onetime fee, or ongoing revenue provisions that allow the city or the LRA to undertake projects, programs, or other activities that improve the visual environment in a redevelopment project area”. Lynwood’s ordinance also includes distance requirements similar to the State of California’s. No sign can have a face that exceeds 1,200 square feet with a maximum height of 25-feet, nor can its illumination interfere or obstruct traffic signs or devices. Flashing, intermittent, or moving light is prohibited. Digital billboards “may be relocated by mutual agreement between the display owner and the city council on whatever terms are agreeable to both parties under the authority of California Business and Professions Code.

In regards to generating revenue, cities do have the ability to tax advertising signage. These taxes may be based on gross receipts or other factors such as dollars per sign, dollars per square foot of signage or any other rate set by the City Council. Recently, the Sacramento Business Journal reported that the City of Sacramento “negotiated a one-time signing bonus of \$330,000, and receives rent payments totaling \$720,000 a year for all four billboards for the first five years”. This revenue will be generated via a deal with Clear Channel for signs that were built on City owned property. In the end, Sacramento will receive over \$1million dollars in payments. Other cities, like Santa Barbara, require every person engaged in the business of billboard advertising to pay an annual tax of two hundred dollars (\$200.00), or fifty cents (\$0.50) per lineal foot of billboard located in the City, whichever is greater. The City of Grand Terrace charges each person carrying on or conducting any business within the city at the flat rate of \$1500 per side annually. Other cities set up payment structures as shown in the table below:

Gross Annual Receipts	Amount Paid
Less than \$5,000	\$12.50 per quarter
\$5,000.00 and less than \$10,000.00	\$23.50 per quarter;
\$10,000.00 and less than \$15,000.00	\$35.25 per quarter;
\$15,000.00 and less than \$25,000.00	\$58.75 per quarter;
\$25,000.00 and less than \$50,000.00	\$117.50 per quarter
\$50,000.00 and less than \$100,000.00	\$235.00 per quarter;
\$100,000.00 and less than \$200,000.00	\$467.50 per quarter
\$200,000.00 and less than \$300,000.00	\$700.00 per quarter
\$300,000.00 and less than \$400,000.00	\$935.00 per quarter
\$400,000.00 and less than \$500,000.00	\$1,167.50 per quarter
\$500,000.00 and over	\$1,250.00 per quarter

As shown above, the City has the ability to generate revenue from the placement of digital billboards. There are different options available and cities must determine which one will best meet their needs. It is important to note that each of the companies with signs here in Commerce is different in size. Therefore, their revenues differ and their rent structures may also be different.

NEXT STEPS:

The City Council has a few options related to digital billboards and any process undertaken to update the City's sign standards should:

- a. Assess the overall visual character of the community and then set goals.
- b. Involve citizens to determine their concerns and preferences in balancing economic, social, and cultural values.
- c. Engage those most directly affected in deciding what is acceptable.
- d. Promote the positive contribution signs can make in creating a sense of "place" in a district and in a community.
- e. Aim to ensure that whatever regulation results will allow commercial districts to function efficiently and effectively.
(Moore, 2009)

Beyond the items mentioned above, the drafting of a sign ordinance can be a delicate matter. "The updating process should begin with legal counsel explaining the constitutional boundaries and basic legal concepts, so people don't invest good-faith efforts only to have them shot down later when the 'finished product' goes to the lawyers for final approval. It's far better to set the boundaries in advance and then make policy choices within those boundaries". With that said, as stated on the first page of this report, the City Council has the following options available to them:

1. Direct staff to create standards for digital billboards. Staff anticipates this taking at minimum between 6-8 months to draft an ordinance and have it before the Planning Commission and City Council. Currently, Planning staff has at least 17 other projects that could potentially move forward during the first few months of calendar year 2012. These are all items with formal applications submitted and/or projects that have already been initiated. Although City staff can handle the task of drafting a digital billboard ordinance, the reality is that it will take a significant period of time. The projects mentioned above, do not include staff's daily duties or any new projects that may be submitted.
2. Considering staff's current workload, the quickest way to get these standards developed and adopted would be to hire a consultant to handle the task. A consulting firm would be able to concentrate solely on this task, whereas City staff would have to juggle its current workload, plus any new projects that arise. As mentioned during the Council's initial workshop, this would cost approximately \$8,000 - \$10,000. Staff would estimate this process taking 4-6 months.

Once City Council direction is provided, staff can map out a process for achieving the City's goals related to digital billboards. As technology continues to change, it is important for the City of Commerce to have standards that properly address such changes, while considering both the residential and business communities.

FISCAL IMPACT:

The programs discussed in this report can vary in cost. The purpose of this report is to provide information to the City Council and obtain direction. Therefore, the programs and policies discussed will not have additional impact on the current operating budget at this time. The direction provided by the City Council will determine the future fiscal impact. Some potential expenditures are listed in the "Next Steps" section of this report: options for future revenue creation are also detailed.

Recommended by:



for Bob Zarrilli

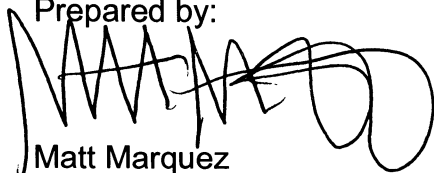
Director of Community Development

Respectfully submitted:



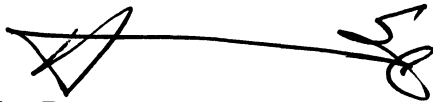
Jorge Rifa
City Administrator

Prepared by:



Matt Marquez
City Planner

Reviewed by:



Vilko Domic
Director of Finance

Approved as to Form:



Eduardo Olivo
City Attorney

ATTACHMENT:

1. Draft Minutes – 12/13/2011 City of Long Beach City Council Meeting

Enactment No: ORD-11-0029

see media

17. 11-1179

Recommendation to declare ordinance amending the Long Beach Municipal Code by amending Sections 21.15.370, 21.15.2980, Table 32-1 of Chapter 21.32, Table 33-2 of Chapter 21.33, and Chapter 21.54; and by adding Sections 21.15.372, 21.15.374, and 21.15.1835, all related to billboards, read and adopted as read. (Citywide)

Motion: Approve recommendation.
Moved by DeLong, seconded by Lowenthal.

Patrick West, City Manager, spoke.

Amy Bodek, Director of Development Services, spoke.

Councilmember Neal spoke.

Councilwoman Schipske spoke.

Councilmember O'Donnell spoke.

Councilmember Johnson spoke.

Councilmember DeLong spoke.

Councilwoman Gabelich spoke.

Vice Mayor Lowenthal spoke.

Councilwoman Schipske spoke.

Councilwoman Gabelich spoke.

Scott Jackson spoke.

Tommy Favre spoke.

Allen Matthews spoke.

Nick Lopez spoke.

Don Geer spoke.

Jonathan Allen spoke.

Ray Baker, Lamar Advertising, spoke and submitted correspondence.

Councilwoman Gabelich spoke.

A substitute motion was made by Councilmember Neal, seconded by Councilwoman Gabelich, to amend the proposed ordinance with the following changes: [a] removal of cap and trade system provisions; [b] banning of the conversion of electronic billboards; and request that the City Manager return in 90 days with a report for additional City Council deliberations regarding the cap and trade system and further discussion of the definition of a "conforming billboard," with the understanding that the City Attorney would provide a revised ordinance for a first reading. The motion carried by the following vote:

Yes: 5 - Schipske, Andrews, Johnson, Gabelich and Neal

No: 3 - Lowenthal, DeLong and O'Donnell

Absent: 1 - Garcia

see media

18. 11-1199

Recommendation to declare ordinance amending the Long Beach Municipal Code by adding Chapter 5.37 relating to Mobile Food Preparation Vehicles, read and adopted as read. (Citywide)

A motion was made by Councilwoman Gabelich, seconded by Councilmember Johnson, to approve recommendation and adopt Ordinance No. ORD-11-0030. The motion carried by the following vote:

Yes: 8 - Lowenthal, DeLong, O'Donnell, Schipske, Andrews, Johnson, Gabelich and Neal

Absent: 1 - Garcia

Enactment No: ORD-11-0030

NEW BUSINESS (11:32 PM)

19. Agenda Item No. 19 is listed under Unfinished Business.

20. Agenda Item No. 20 is listed under Unfinished Business.

see media

21. 11-1249

Recommendation to receive and file the Long Beach Hometown Heroes Banner Program presentation.

Councilwoman Schipske spoke.