RESOLUTION NO. 7551

CITY OF SOUTH GATE
LOS ANGELES COUNTY, CALIFORNIA

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH GATE AUTHORIZING THE RETENTION OF THE TWO (2) I-710 (LONG BEACH FREEWAY) ELECTRONIC MESSAGE CENTERS/READERBOARDS FOR ECONOMIC DEVELOPMENT PURPOSES PURSUANT TO THE STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT, AND APPROVING THE CONTINUED OPERATION OF THE PREVIOUSLY APPROVED DISPLAYS.

WHEREAS, the two redevelopment displays, commonly known as the I-710 Freeway Message Centers/Readerboards, were legally established and licensed pursuant to the State of California’s Outdoor Advertising Act; and

WHEREAS, the State of California, on February 1, 2012 dissolved all redevelopment agencies; and

WHEREAS, the two redevelopment displays are identified as RM#07-1113, on Miller Way and W. Miller Way; RM#07-0621, on the City-owned Miller Way property located at 10120 Miller Way and RM#07-0621/R710/PM184/64R, on the BP Visalia facility located at 8601 Garfield Avenue; and

WHEREAS, the State’s dissolution of the redevelopment agencies was appended by the City that the two displays, formerly known as the South Gate Community Development Corporation Development Project, were in compliance with the law for Outdoor Advertising; and

WHEREAS, pursuant to letters, dated March 22, 2013 and April 12, 2013, the Department of Transportation, Division of Traffic Operations notified the redevelopment displays, specifically the two I-710 Freeway Message Centers, authorized to advertise businesses and activities within the boundaries of the former Redevelopment Agency must revert to conform to provisions of both State and City Premise signs; and

WHEREAS, with the written permission or confirmation of the City of South Gate, serving as Successor Agency to the South Gate Community Development Corporation, the City of South Gate, existing displays/signs will be allowed to remain until the end of the previously approved redevelopment exemption period; advertising only those businesses within the limits of the most current redevelopment project area; and

WHEREAS, at the end of the approved period the displays/signs will need to be removed or brought into compliance with other sections of the State’s Outdoor Advertising Act; and

WHEREAS, the City is required to notify the State of its intentions or the signs must make the signs compliant or remove the signs by May 12, 2013; and
WHEREAS, for nearly twenty-five (25) years, the signs have served as a valuable economic development, marketing tool and promote job and economic activity for the City and businesses within the former redevelopment project area; and

WHEREAS, on June 22, 2010, the City of South Gate City Council and Community Development Commission approved an amended and restated redevelopment plan for the South Gate Redevelopment Project Area No. 1, Plan Amendment No. 13;

NOW THEREFORE THE CITY COUNCIL OF THE CITY OF SOUTH GATE DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council does hereby authorize the retention of the two (2) I-710 (Long Beach) Freeway Electronic Message Centers/Readerboards, and approves the continued operation of the previously approved displays.

SECTION 2. The City Council does hereby recommend that the City of South Gate Serving as Successor Agency to the South Gate Community Development Commission of the City of South Gate authorize the existing signs to remain until the end of the redevelopment exemption period as provided by law.

SECTION 3. The City Clerk shall certify to the adoption of this Resolution which shall be effective upon its adoption.

PASSED, APPROVED and ADOPTED this 7th day of May, 2013.

CITY OF SOUTH GATE:

[Signature]
Gil Hurtado, Mayor

ATTEST:

[Signature]
Carmen Avalos, City Clerk

(SEAL)

APPROVED AS TO FORM:

[Signature]
Raul F. Salinas, City Attorney
STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES  
CITY OF SOUTH GATE  

I, Carmen Avalos, City Clerk of the City of South Gate, California, hereby certify that the whole number of Members of the City Council of said City is five; that Resolution No. 7551 was adopted by the City Council at their Special Meeting held on May 7, 2013, by the following vote:

Ayes: Council Members: Hurtado, Gonzalez, Morales, Davila and De Witt
Noes: Council Members: None
Absent: Council Members: None
Abstain: Council Members: None

Witness my hand and the seal of said City on May 8, 2013.

Carmen Avalos, City Clerk  
City of South Gate, California