

**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 ONE 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 RD#07-0021/R#710/P#1746R, on the City-owned Miller Way property located at 10120 Miller Way, and RD#07-0021/R#710/P#1864R on the BP Wholesale facility located at 8601 Garfield Avenue; and

**WHEREAS**, pursuant to letters, dated March 22, 2013 and April 12, 2013 from the California Department of Transportation, Division of Traffic Operations, the redevelopment displays, specifically the two I-710 Freeway Message Centers/Readerboards, authorized to advertise businesses and activities within the boundaries of the former Redevelopment Agency must sever to conform to provisions of both State and City Outdoor Advertising Act; and

**WHEREAS**, with the written permission or confirmation of the City of South Gate, acting as Successor Agency to the South Gate Community Development Commission, 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 be removed or be 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 sign operator 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.

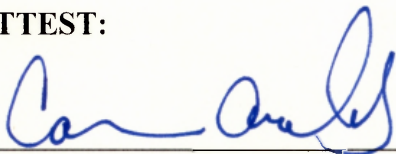
**PASSED, APPROVED and ADOPTED** this 7<sup>th</sup> day of May, 2013.

**CITY OF SOUTH GATE:**



\_\_\_\_\_  
Gil Hurtado, Mayor

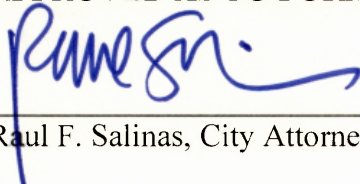
**ATTEST:**



\_\_\_\_\_  
Carmen Avalos, City Clerk

(SEAL)

**APPROVED AS TO FORM:**



\_\_\_\_\_  
Raul F. Salinas, City Attorney



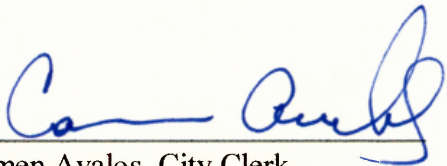
**RESOLUTION CERTIFICATION PAGE**

**STATE OF CALIFORNIA            )**  
**COUNTY OF LOS ANGELES    )     SS**  
**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