



CITY OF INGLEWOOD

OFFICE OF THE CITY MANAGER



DATE: December 20, 2022

TO: Mayor and Council Members

FROM: Economic and Community Development Department

SUBJECT: Resolution Finding “Good Cause” for an Extension of the Continued Existence and Operation of Electra Media, Inc. Displays

RECOMMENDATION:

It is recommended that the Mayor and Council Members take the following actions:

- 1) Adopt a Resolution finding “good cause” for an extension of the continued existence and operation of the Electra Media, Inc. (EMI) freeway signs located at 11305 South Prairie Avenue and 8801 South La Cienega Boulevard, Inglewood, California, beyond January 1, 2023, pursuant to Business & Professions Code section 5273.1(b) ("Resolution"); and
- 2) Authorize the Mayor to send the Resolution, along with a letter, to California Department of Transportation, requesting a “good cause” extension for EMI.

BACKGROUND:

The Legislature passed Senate Bill (SB) 684 (Hill), in 2013, and SB 1199 (Hall), in 2016, allowing for the then-existing 11305 South Prairie Avenue and 8801 South La Cienega Boulevard freeway signs (“Display”), operated by Electra Media, Inc. (“EMI”), to continue to exist and operate despite the dissolution of the former Inglewood Redevelopment Agency (memorialized in Business & Professions Code sections 5273 and 5273.1). These bills and statutes allow the Display to currently exist as an on-premises redevelopment display, pursuant to a statutory exemption authorized by the California Outdoor Advertising Act (Redevelopment Advertising Exemption) as a benefit to the Inglewood Redevelopment Project areas. In accordance with the Redevelopment Advertising Exemption, the Display, as an on-premises advertising display, is currently authorized and permitted by the California Outdoor Advertising Act and, therefore, subject to regulation by the California Department of Transportation (“Caltrans”), only with regard to the Display’s compliance with the Redevelopment Advertising Exemption. As the Redevelopment Advertising Exemption is set to expire at the end of this year, the City may request an extension from Caltrans, providing for the Display’s continued operation based upon a “good cause” finding, as established by Business & Professions Code section 5273.1(b). More specifically, such “good cause” finding must be based upon the following:

- (1) There has been a finding by the City of Inglewood that the advertising display has had a positive economic impact on the redevelopment project area and provides a public benefit;

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(2) There have been no violations by the display owner or operator of this section or of any applicable illumination standards in the previous 10 years that have not been corrected within 30 days of the date of mailing of an effective violation notice to the owner or operator by the department; and

(3) There has been compliance by the owner and operator with all other standards adopted by the City of Inglewood or by the department.

DISCUSSION:

As detailed in the proposed Resolution, the “good cause” findings for the Display are fully set forth therein for City Council adoption, provided that the Display continues to be operated by EMI and continue to exist after January 1, 2023.

FINANCIAL/FUNDING ISSUES AND SOURCES:

While there is no financial request or funding required for this finding, as noted in the Resolution, the cessation of operation of the Display will have a significant financial impact and funding loss to the City, as various services funded by the Display benefit the health, safety, and welfare of the Inglewood community.

DESCRIPTION OF ANY ATTACHMENTS:

Attachment No. 1 – Resolution: “Good Cause” Finding–Business & Professions Code §5273.1(b)

PREPARED BY:

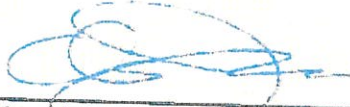
Christopher Jackson, Economic and Community Development Director

COUNCIL PRESENTER:

Christopher Jackson, Economic and Community Development Director

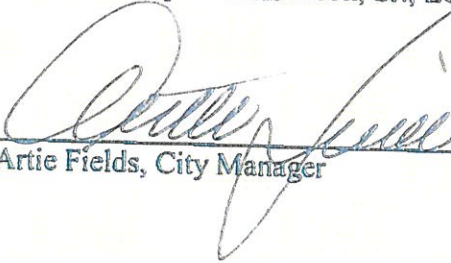
APPROVAL VERIFICATION SHEET

DEPARTMENT HEAD APPROVAL:



Christopher E. Jackson, Sr., ECD Dept. Director

CITY MANAGER APPROVAL:



Artie Fields, City Manager

ATTACHMENT NO. 1

1 (3) The advertising displays are adjacent to Interstates 405 and 105.

2 (4) The advertising displays do not cause the reduction of federal aid highway
3 funds provided pursuant to Section 131 of Title 23 of the United States Code. If
4 an advertising display authorized under this section is subject to a notice from the
5 United States Department of Transportation, the Federal Highway Administration,
6 or any other applicable federal agency to the state that the operation of that
7 display will result in the reduction of federal aid highway funds as provided in
8 Section 131 of Title 23 of the United States Code, the display owner or operator
9 shall remove all advertising copy from the display within 60 days after the date
10 the state notifies the owner or operator, and the City of Inglewood, by certified
11 mail, of the receipt of the federal notice. Failure to remove the advertising copy
12 pursuant to this paragraph shall result in a civil fine, imposed by the California
13 Department of Transportation, of ten thousand dollars (\$10,000) per day until the
14 advertising copy is removed. The department shall not assume any liability in
15 connection with the cessation of operation or removal of an advertising display or
16 advertising copy pursuant to this paragraph. If the name of the owner or operator
17 of the display is not indicated on the display, the state is only required to send the
18 notice to the City of Inglewood.

19 (b) An advertising displays described in subdivision (a) may remain until
20 January 1, 2023, after which date the display shall be removed, unless it otherwise
21 qualifies as a lawful advertising display pursuant to this section, without the
22 payment of any compensation to the owner or operator. On and after
23 January 1, 2022, the City of Inglewood may for good cause request from the
24 department an extension beyond January 1, 2023, not to exceed the expiration of
25 the redevelopment project area. "Good cause" for these purposes means that all of
26 the following are satisfied: (1) there has been a finding by the City of Inglewood
27 that the advertising display has had a positive economic impact on the

1 redevelopment project area and provides a public benefit, (2) there have been no
2 violations by the display owner or operator of this section or of any applicable
3 illumination standards in the previous 10 years that have not been corrected
4 within 30 days of the date of mailing of a violation notice to the owner or operator
5 by the department, and (3) there has been compliance by the owner and operator
6 with all other standards adopted by the City of Inglewood or by the department.

7 WHEREAS, Electra Media, Inc. (“EMI”), (Owner/Operator) constructed said signs
8 according to the regulations of the City of Inglewood.

9 WHEREAS, the Owner/Operator has complied with all provisions of the Act and the City
10 Council now desires to make a “good cause” finding with respect to the EMI Display for submittal to
11 CalTrans for its continued operation beyond January 1, 2023 pursuant to the Act.

12 **NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY**
13 **OF INGLEWOOD DOES HEREBY FINDS AS FOLLOWS:**

14 (1) the EMI Display has had and continues to have a positive economic impact on
15 the redevelopment project area and provides various important public benefits
16 consisting of the following (a) providing revenue used by the City to eliminate
17 blighting influences in the various Inglewood Redevelopment project areas despite
18 the dissolution of the Inglewood Redevelopment Agency, (b) providing revenue
19 for vital public services such as police, fire, and other health and safety services for
20 the City and its residents, and (c) providing revenue required for City Hall
21 operations during the COVID-19 global pandemic. Without such funding, the City
22 would have been unable to address the funding needs of these vital public health,
23 and safety matters. The EMI Display has also been instrumental in promoting local
24 Inglewood businesses located within the various Inglewood Redevelopment
25 project areas and as such, played a critical role in helping these local Inglewood
26 businesses survive the economic hardships and challenges during the global
27 pandemic.

1 (2) there have been no violations by the Owner/Operator of the Act or of any
2 applicable illumination standards in the previous 10 years that have not been
3 corrected within 30 days of the date of mailing of an effective violation notice to
4 the Owner/Operator by CalTrans concerning the EMI Displays, and
5 (3) there has been compliance by the Owner/Operator with all other standards
6 adopted by the City of Inglewood or CalTrans.

7 **PASSED, APPROVED AND ADOPTED** at a meeting of the City Council of the City of
8 Inglewood this ____ day of _____ 2022.

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10 By: _____
11 James T. Butts, Jr., Mayor
12 City of Inglewood

13 ATTEST:

14 By: _____
15 Aisha L. Thompson, City Clerk
16 City of Inglewood
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