

EXHIBIT A

The changes proposed to Section 17.74.070(H) of the CMC are shown below.

“(H) Except as provided in § 17.74.220 (regarding flags, banners, and pennants on city-owned light poles) and in § 17.74.120 (regarding kiosk signs), flags, banners, pennants, festoons, off-premises and outdoor advertising signs (~~Billboards~~billboards). However, notwithstanding any other provision of this chapter, and consistent with the California Business & Professions Code Outdoor Advertising provisions, new ~~offpremises~~outdoor advertising ~~displays,~~signs (billboards), including electronic message centers, electronic message boards, and changeable message boards, may be considered and constructed as part of a relocation agreement requested by the city ~~or redevelopment agency~~ and entered into between the city ~~or redevelopment agency~~ and a billboard and/or property owner. The replacement of a static billboard face with an electronic message center, electronic message board, or changeable message board pursuant to a billboard relocation agreement shall be considered a relocation for purposes of this section. ~~Such agreements may be approved by the City Council upon terms that are agreeable to the city and/or redevelopment agency in their sole and absolute discretion.~~ The execution of a relocation agreement shall not operate to change the status of any billboard as a nonconforming use for purposes of this code. Such billboard relocation agreements may be approved by the City Council within its sole and absolute discretion and upon terms that are acceptable in its sole and absolute discretion; provided, however, that at a minimum the following conditions shall apply:

(1) A billboard may be relocated from a parcel with surface street frontage to a parcel with freeway frontage only if the following occur as part of such relocation: (A) at least three (3) billboards are removed in exchange for the one (1) relocated billboard; and (B) the total combined square footage of the relocated billboard is less than the total combined square footage of the three (3) removed billboards, with each panel or billboard face being counted towards the total square footage.

(2) A billboard may be relocated from a parcel with surface street frontage to another parcel with surface street frontage only if the following occur as part of such relocation: (A) the surface street on which the relocated billboard is located must be the same surface street on which the removed billboard had been located; and (B) the total combined square footage of the relocated billboard is less than the total combined square footage of the removed billboard, with each panel or billboard face being counted towards the total square footage.

(3) A billboard may be relocated from a parcel with freeway frontage to another parcel with freeway frontage only if the total combined square footage of the relocated billboard is less than the total combined square footage of the removed billboard, with each panel or billboard face being counted towards the total square footage.

(4) A billboard located on a parcel with freeway frontage may not be relocated to a parcel with surface street frontage.

(5) For all billboard relocations, the total square footage of the relocated billboard must be less than the total combined square footage of the removed billboard, with each panel or billboard face being counted towards the total square footage.