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SB 1199 (Hall) Outdoor Advertising FACT SHEET

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ISSUE

In 2011, the Governor signed AB 26X1 which eliminated redevelopment agencies and established successor agencies to take control of all assets and property. These successor agencies, typically the city or county that originally established the agency are now responsible for administering remaining debt obligations and other assets including advertising displays located in a former redevelopment zone.

The Outdoor Advertising Act (OAA) regulates many aspects of advertising displays located near interstates or highways, including their size, illumination, orientation and location. The OAA does not apply to advertising displays that advertise business conducted, services rendered, or goods produced or sold on a property. These are known as “on-premise” displays. Similarly, an advertising display advertising businesses and activities within the boundary limits of a former redevelopment agency project may be considered an “on-premise” display.

Advertising displays located in former redevelopment agency zones provide a number of benefits to local businesses and local governments. Not only do these displays encourage economic investment in the area, they also provide general fund revenue for the local government successor agency.

SOLUTION

SB 1199 will allow the City of Inglewood to utilize advertising displays located in the former redevelopment zone to advertise business located within the City’s boundaries.

Because redevelopment agencies and their boundaries no longer exist and successor agencies are tasked with managing their assets and property, this bill ensures that the City of Inglewood is able to fully utilize their outdoor advertising displays to promote business located within the City.

SUPPORT

City of Azusa
City of Inglewood