

Notice of Intent to Circulate Petition

Notice is hereby given by the persons whose names appear hereon of their intention to circulate the petition with the City of Inglewood for the purpose of qualifying the proposed initiative measure. A statement of the reasons of the proposed action as contemplated in the petition is as follows:

The undersigned hereby submits this Notice of Intent to circulate a petition proposing the following: (1) amendments to the Inglewood Municipal Code to prohibit off-site commercial billboards and advertising structures on public streets, sidewalks, and medians; prioritize public service messaging in the public right-of-way; and prohibit fee-based or revenue-sharing arrangements that allow billboard companies to avoid regulations; and (2) related amendments to the Inglewood General Plan.

In recent years, Inglewood has experienced a rapid expansion of large-scale, highly illuminated commercial billboards placed in public streets, sidewalks and medians, creating a Vegas-style commercial takeover. These signs create light pollution and visual clutter. They degrade the quality of life in surrounding neighborhoods.

This initiative protects Inglewood's neighborhoods, restores balance to the use of public spaces, and reaffirms that the City's streets, sidewalks, and medians serve the people who live here—not private advertising interests.

Public rights-of-way are shared civic spaces. They are meant to promote safety, mobility, and community character. Inglewood should not be for sale to billboard companies for decades at a time -- especially when such arrangements permanently alter the character of our beautiful city and erase the legacy of those who fought to preserve our neighborhoods.

This initiative draws a clear and reasonable distinction between appropriate signage in designated signage overlay zones on private property, and inappropriate use of the public right-of-way for off-site commercial advertising.

Public spaces belong to people, not billboard companies.

This measure also addresses important principles of fairness and governance. Allowing billboard companies to negotiate fees or revenue-sharing arrangements to bypass zoning or signage regulations creates the appearance—and reality—of unequal treatment and undermines the public trust. The City's land-use authority and regulatory standards should apply consistently and should not be subject to private backroom negotiation.

The initiative further ensures that public rights-of-way are used primarily for public purposes. Signs and displays in these spaces should prioritize public service announcements and legally required safety and information messaging—such as emergency alerts, missing or lost children, traffic advisories, and community notices—rather than commercial advertising promoting alcohol and corporate interests.

As Inglewood continues to grow and host major global events, the City should showcase its community values—not overwhelm it. This initiative preserves neighborhood character, protects

BILLBOARD BLIGHT ELIMINATION AND NEIGHBORHOOD PRESERVATION INITIATIVE

(Revisions to the applicable plan or code are underlined. Deleted text shown as ~~strikethrough~~.)

THE PEOPLE OF THE CITY OF INGLEWOOD DO ORDAIN AS FOLLOWS:

SECTION 1. TITLE.

This Initiative shall be known and may be cited as the “BILLBOARD BLIGHT ELIMINATION AND NEIGHBORHOOD PRESERVATION INITIATIVE” (referred to hereinafter as this “Initiative”).

SECTION 2. STATEMENT OF FINDINGS AND DECLARATION OF PURPOSE.

The People of the City of Inglewood declare their findings and purposes in enacting this Initiative to be as follows:

- A. Section 65358 of the Government Code provides that all or part of an adopted general plan may be amended if it is in the public interest to do so.
- B. It is in the public interest to amend the City of Inglewood General Plan (the “General Plan”) to protect our quality of life against massive Vegas-style billboards that create light pollution and visual clutter, while continuing our commitment to support the world class sports and entertainment venues’ ability to contribute meaningful revenue to the City of Champions, by prohibiting any off-site (commercial) advertising kiosks, or billboards on or in public rights-of-way, streets, sidewalks, and medians.
- C. The amendments in this Initiative are necessary, and consistent with the exercise of regulatory authority over the municipal affairs of the City of Inglewood (the “City”).
- D. The General Plan amendments in this Initiative substantially comply with the applicable requirements of state law, will maintain internal consistency of the General Plan and are substantially compatible and in general conformity with the General Plan, as amended by this Initiative.
- E. The General Plan amendments establish appropriate land uses and related development standards for the orderly development of the affected property, and the General Plan amendments are reasonably related to the protection of the public health, safety and welfare of the residents of the City.
- F. The Zoning Code amendments in this Initiative are consistent with and support the land use designation and any other applicable designations and provisions and the intent of the General Plan in that they:
 - 1. Promote the public health, safety, comfort, convenience and general welfare of the City by eliminating visual clutter.
 - 2. Keep public streets, medians and rights-of-way available for public uses.
 - 3. Maintain the integrity of the Inglewood sports, entertainment and performing arts hub serving both the City and the region, at the Kia Forum, Intuit Dome and Hollywood Park.

- G. The Zoning Code amendments in this Initiative will not constitute the granting of a special privilege to a property owner inconsistent with the current or designated uses or limitations of other properties in the vicinity because the proposed zoning changes ensure that public streets, medians and sidewalks are reserved for public (not commercial) uses, and all users of those public spaces are treated alike, and no entity can share revenues or pay fees to avoid zoning regulations.
- H. The Zoning Code amendments in this Initiative are appropriate for the subject property in terms of the adequacy of the site to accommodate land uses permitted by the proposed zone, because the changes will prevent the installation of permanent intrusive billboards, kiosks and similar displays and devices in the public rights-of-way, except for public (not commercial) uses.
- I. The Zoning Code amendments in this Initiative will not constitute the establishment of unique standards, offering special privilege to a particular individual or group of individuals, inconsistent with the general intent of the provisions of Chapter 12 of the Municipal Code concerning zoning, or that may be detrimental to the general welfare of the community because the Zoning Code amendments extend to all public streets, medians, rights-of-way and sidewalks throughout the City and ensure the law applies equally to all potential users.
- J. The purpose of this Initiative is to (a) amend the General Plan and (b) amend the Municipal Code so as to regulate the installation of billboards and all types of off-site advertising in the public rights-of-way, medians, and sidewalks, and to exercise the City’s general police powers necessary to operate and conduct its municipal affairs, so as to regulate any messaging on existing and future signs, displays, devices, kiosks, advertising structures and billboards in the public rights-of-way, medians, and sidewalks (whether such signs, displays, kiosks, advertising structures and billboards are publicly or privately owned) to ensure that such messaging is strictly limited to public service and civic-oriented announcements, and legally required safety and information messaging. This Initiative further conforms the Municipal Code to Article III, Section 4, Thirty-Eighth, of the City Charter of the City of Inglewood (the “City Charter”)—the City Charter calls for the right of any person, firm or corporation to use the public streets, avenues, ways, highways, alleys, places or public property of the City to be revocable by the City Council at any time and without notice, and further, Article III, Section 4, Seventy-First expressly enumerates the right to regulate, license or prohibit the construction and use of billboards and signs, as a municipal power. Nothing in this Initiative is intended to abrogate any existing contracts; rather this Initiative is an appropriate legislative action amending applicable regulations and exercising the expressly and implicitly reserved regulatory municipal functions of controlling advertising and installing and operating structures and signage in the public right-of-way.

SECTION 3. AMENDMENTS TO THE GENERAL PLAN AND ZONING AND MUNICIPAL CODE.

A. General Plan Amendments.

1. It is in the public interest to amend the text of the General Plan land use element concerning Public/Semi-Public Land Use to read as follows (new text shown as **underlined**, and deleted text shown as **~~strikethrough~~**):

D. Public/Semi-Public Land Use

The Land Use Element proposes to reduce the land area designated for public use within the present “civic center”. The new area would generally include only the City Hall, library, police

station, parking structure, health center, county building, fire station, and Inglewood High School. Other areas to be included in the public/semi-public category include the City maintenance yard, water treatment plant, fire stations, water reservoirs, **City held streets, avenues, ways, highways, strips, alleys, islands, rights-of-way, medians, and sidewalks**, and Northrop University. It is customary to place schools in this use category, however by 1990, school facilities changes will be warranted. Reasonable private use of school land is indicated on the map. Hospitals, too, are usually placed in the public/semi-public category. Inglewood has two major hospitals but they are placed in a separate category which is explained below.

City held streets, avenues, ways, highways, strips, alleys, islands, rights-of-way, medians, and sidewalks (whether held by the City in fee, or easement) are to be used for public right-of-way and highway and street purposes only (including bus shelters). Commercial billboards, displays, devices, kiosks, and advertising structures (whether such billboards, displays, devices, kiosks and advertising structures are publicly or privately owned) and off-site advertising or commercial messaging should generally not be permitted on such property. The most appropriate location for large off-site advertising is adjacent to freeways, and in the sports and entertainment venues and associated development.

B. **Zoning and Municipal Code Amendments.**

1. The text of Chapter 12, Article 2 (“R-1” One-Family Zone), Section 12-18 (R-1 Zone, Permitted Uses), subsection (8) of the Inglewood Municipal Code is hereby amended to read as follows (new text shown as **underlined**, and deleted text shown as **~~strikethrough~~**):

(8) Transitional use, subject to the following conditions:

(a) Two-family dwellings when the side of a lot in the R-1 Zone abuts upon property in the R-3, R-M, P-1, C-1, C-2, C-3, C-S, or M-1 Zones. In no case shall the lot on which such transitional use is located have a width of more than sixty feet devoted to the transitional use. In no case shall the lot in which such transitional use is located have a width of more than sixty feet devoted to the transitional use; or

(b) Development of any island, triangular or irregular shaped corner residentially-zoned property shall be permitted where the property abuts two or more major, minor, or collector streets as identified in the Comprehensive General Plan Circulation Element, with a public or private use that provides a primary public benefit or service to adjacent residential properties including public or private pedestrian plazas, public or private corner parks, public or private open air, at-grade or below-grade parking lots, public or private community gardens, or public or private dog/animal parks, ~~or a billboard subject to Section 12-80(1)~~. In no case shall the transitional uses include buildings or structures that exceed the height limit established for the residential zone and the transitional use shall be physically separated from any abutting residential lot by a decorative masonry wall not less than five feet nor more than eight feet high, measured on the parking lot sides; provided, however, that any portion of such wall immediately adjacent to the front yard of an abutting residential property shall be not be less than three feet nor more than three and one-half feet high, measured from the parking lot side. The approval of a transitional use by the City shall give consideration to the following:

(i) The transitional use will provide a primary benefit or service to an adjacent residential neighborhood.

(ii) The transitional use will assist in meeting a goal of the Inglewood General Plan to provide public services and uses for Inglewood residents.

(iii) The transitional use will minimize police, fire, code enforcement and other public service expenditures required to remove graffiti, secure abandoned buildings, remove vagrants and vandals and to correct other adverse conditions that could otherwise occur through extended property vacancy or abandonment.

2. The text of Chapter 12, Article 23 (Sign Regulations), Section 12-80 (Billboards and Off-Site Signs) of the Inglewood Municipal Code is hereby amended to read as follows (new text shown as **underlined**, and deleted text shown as **strikethrough**):

§ 12-80 **Billboards and Off-Site Signs.**

The following standards shall apply to all billboards and other types of off-site advertising:

(A) Prohibited Zones. **Notwithstanding any other provisions of this Code, Billboards and all other types of off-site advertising and commercially sponsored advertisements (whether on a publicly or privately owned billboard, kiosk, display, device, advertising structure or sign) are prohibited (except as provided for in subsections (F) and ~~(H)~~ of this Section) in all residential zones, in the R-M (Residential and Medical), P (Parking), P-1 (Parking), C-1 (Limited Commercial), C-R (Commercial and Recreation), CC (Civic Center), O-S (Open Space), S-1 (Special Cemetery), S-2 (Special Cemetery Restricted) and M-1L (Limited Manufacturing) zones, and in any public, flood control or railroad right-of-way (including but not limited to City held streets, avenues, ways, highways, strips, alleys, islands, rights-of-way, medians, and sidewalks). The prohibitions in this subsection (A) of Section 12-80 shall not apply to: (i) any portion of streets and other rights-of-way that have been vacated under Section 8300 et seq. of the California Streets and Highways Code; (ii) any existing or future special venue freeway signs as authorized in accordance with Section 12-81, as such code section existed on the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City; (iii) any advertising for national or international sports and entertainment special events held in the City (e.g., Super Bowl, Olympics), awarded through a bid process and requiring compliance with host-city or host-venue signage obligations, to promote such special events or their relationships with their sponsors or advertisers, solely during the special event-mandated period; (iv) fully static advertising upon bus benches and bus shelters, if specifically authorized and licensed by the City; and (v) any property located within (a) any Sign Overlay Zone (Article 17.3 of Chapter 12) adopted on or before January 1, 2016, (b) the Hollywood Park Specific Plan Zone (Article 10.1 of Chapter 12), or (c) the Sports and Entertainment Overlay Zone (Article 17.5 of Chapter 12), as each of the foregoing (a)-(c) may be amended from time to time upon application of the applicable property owner.**

(B) Billboard Sign Standards. A billboard sign may be installed only if the following conditions will exist.

(1) A Special Use Permit shall be required for the installation of any new, relocated, or enlarged billboard sign or to allow a second face addition to an existing billboard sign that also complies with subsection (2) of this Section.

(2) The location of any billboard sign installed after the effective date of the ordinance codified in this Chapter shall be limited to a major arterial street as identified in the Inglewood General Plan Circulation Element and no new sign shall be located within one thousand feet of any existing billboard sign. The modification or replacement of any existing billboard frame, poles, posts or similar supporting apparatus on a property that does not face a major arterial street shall be prohibited.

(3) The owner of any new, relocated or enlarged billboard advertising sign shall agree in writing approved as to form and content by the Planning and Building Director, and determined acceptable by the City of Inglewood City Attorney's office to permanently remove, exchange or convey four square feet of illuminated or non-illuminated existing billboard face(s) in the City of Inglewood for each one square foot of sign area being created. The removal, exchange or conveyance of existing billboard sign area will not be required in order to install a super graphic wall sign that is temporary in nature and is subject to a separate negotiated agreement approved by the City Council.

(4) Prior to the issuance of a building permit to allow the installation of a new, relocated, or enlarged sign area of existing sign face(s), a billboard applicant shall agree in writing to remove the existing billboard face(s) including the sign or display surface and all appurtenances of the sign structure within a period specified by the Planning Commission or Planning and Building Director.

(5) Prior to the installation of the new, relocated or enlarged sign area, a billboard applicant shall agree in writing that the City of Inglewood may remove any existing billboard face(s) including the sign or display surface and all appurtenances of the sign structure that are not removed in compliance with this Code Section and the applicant further agrees to pay to the City, the actual cost of sign removal including labor, equipment, materials and any related legal or administrative costs.

(6) The new, relocated or enlarged billboard sign will not be located within a one thousand-foot radius of any other existing outdoor advertising billboards, unless a variance under Section 12-97 of this Chapter has been granted. This separation requirement shall not apply to a super graphic wall sign that is temporary in nature and is subject to a separate negotiated agreement approved by the City Council.

(7) The new, relocated or enlarged billboard sign will be set back from any street public right-of-way a distance not less than the lesser of the following:

- (a) One-third the total height of the sign; or
- (b) The largest setback distance of any building on an abutting parcel on the same street as the subject parcel.

(8) The sign will not be located upon the roof of a building.

(9) The sign structure will not cantilever the sign over a building.

(10) The sign and supports shall be symmetrical, wherever site conditions permit.

(11) A new, relocated, or enlarged ground or wall mounted billboard sign intended as a permanent sign display shall not exceed an area of six hundred seventy-two square feet per sign face and shall not exceed thirty-five feet in height. Exception: A super graphic wall sign that is temporary in nature and that is subject to a separate negotiated agreement approved by the City Council shall also be subject to subsection (G) of this Section.

(12) A new, relocated, or enlarged fixed billboard sign shall not be located within two hundred feet of any residentially zoned land or upon any residentially used land, and shall be designed and located so that it does not substantially impact the visual environment of a residential neighborhood.

(13) A new, relocated, or enlarged fixed billboard sign shall not require the removal of trees or other on-site landscaping or the reduction of any required on-site parking spaces.

(14) The installation and use of any new, relocated or enlarged permanently affixed billboard sign approved after the effective date of the ordinance codified in this Chapter shall be limited to twenty years from the date that a building permit is issued to allow installation of the sign, however in no case shall a billboard sign be used on or after January 1, 2050. The sign area including the sign face(s) or display surface, frame and all appurtenances of the sign structure shall be removed no later than thirty calendar days after the signed agreement has expired. Failure of an applicant, or any person or entity that is legally responsible for billboard ownership to remove the billboard sign including the sign or display surface and all appurtenances of the sign structure within the specified thirty calendar days is unlawful. This requirement shall not apply to a super graphic wall sign that is temporary in nature and is subject to a separate negotiated agreement approved by the City Council.

(15) The installation of and use of any new, relocated or enlarged billboard sign shall be subject to payment of a billboard sign cost recovery fee specified in subsection (H) of this Section.

(C) Special Use Permit Required. A Special Use Permit shall be required prior to the installation of any off-site sign, (except as otherwise provided for billboards) and such off-site sign shall not exceed the requirements for an on-site sign for the respective zone in which it would be located.

(D) Modification upon Existing Billboard Structure. Notwithstanding the provisions of subsection (B) of this Section, a second sign face may be installed, without Special Use Permit approval, upon the rear side of an existing billboard sign, subject to the following provisions:

(1) The size of the second sign face shall not exceed the size of the existing billboard sign face;

(2) There shall be no increase in the size or number of existing sign supports and/or sign poles;

(3) The second sign face shall be attached directly upon and shall be parallel with the rear of the existing sign face;

(4) The top and bottom of the second sign face shall not project above or below the top and bottom, respectively, of the existing sign face, and neither side of the second sign face shall project beyond the corresponding side of the existing sign face;

(5) No second sign face shall be installed upon a billboard structure for which a Special Use Permit has been approved, by the Inglewood Planning Commission or the City Council, with the specific prohibition of a second sign face;

(6) No second sign face shall be installed upon an existing billboard located in a zone or location specified in subsection (A) of this Section or in an adopted plan area approved by the City Council in which billboards are specifically prohibited.

(E) The applicant for any illuminated digital wall sign, tri-vision wall sign or other billboard sign (excluding a super graphic wall sign that is subject to a negotiated agreement) on which artificial light is not maintained stationary and constant in intensity or color at all times when such sign is in use, including, but not limited to, moving, rotating, flashing, oscillating, shuttered or similar signs must submit written documentation to the satisfaction of the City of Inglewood Planning and Building Department that shows that artificial light from within, behind or upon such sign shall not interfere with normal use of adjacent roadways and properties.

(F) Prohibited Billboard Advertising. It is unlawful for any person or entity to place, display, establish, keep, maintain or locate any advertisement for any tobacco product or any alcoholic beverage on any billboard within one thousand feet of, or so oriented that the message portion of the sign is visible from, any property zoned for residential use, school, child care facility, nursery school, hospital, place of worship, park or recreational facility in the City of Inglewood. Exceptions to subsection (F):

(1) These provisions shall not apply to advertising or promotions for tobacco products and/or alcoholic beverages located inside commercial establishments, such as stores and restaurants where tobacco products and/or alcoholic beverages are sold, as long as such advertising or promotions are not visible to the public from the outdoors.

(2) These provisions shall not apply within commercial establishments where access to the premises by persons under eighteen years of age is prohibited by law.

(3) These provisions shall not apply to adult or trade schools that do not educate or train persons under eighteen years of age.

(4) These provisions shall not apply to commercial vehicles used to transport tobacco products and/or alcoholic beverages.

(5) These provisions shall not apply to any advertising or public service message sponsored by a Federal, state or local government entity or by a nonprofit entity, designed to communicate the hazards of smoking or to encourage minors to refrain from smoking or buying cigarettes or other tobacco products, and/or designed to communicate the hazards of the consumption of alcoholic beverages or to encourage minors to refrain from the consumption or purchase of alcoholic beverages.

(G) Super Graphic Wall Sign Standards. Refer to Section 12-80.5.

(H) Billboard Sign Cost Recovery Fee. The following fee(s) shall become due and payable to the City of Inglewood prior to the issuance of any building permit for installation of any new, relocated or enlarged fixed billboard ground or wall sign:

(1) New, Relocated or Enlarged Permanent Ground Mounted or Wall Mounted Billboard Signs. A one-time fee based on the real cost of service for a billboard as specified in the Master Fee Schedule less any site plan review or plan check fees paid by an applicant. Building permit fees shall not be deducted from the real cost of service fee. In no event shall the fee equal a number that is less than zero (negative). This Section of the Code is not intended to apply to super graphic wall signs that are temporary in nature and subject to City Council approval of a negotiated sign agreement. The cost of service fee shall be collected by the Building Division at the time that a building permit is issued and such fee shall be deposited into a City of Inglewood General Fund Account.

~~(I) (Reserved) Exempted Billboards. A billboard that is allowed as part of development of any island, triangular or irregular shaped corner residentially zoned property as set forth in Section 12-18.8(b) (or subject to a negotiated agreement as approved by the City) shall be exempt from the requirements set forth in subsections (B) through (H) of this Section but shall comply with the following:~~

~~(1) Billboard Sign Standards. A billboard sign may be installed only if all the following conditions are met:~~

~~(a) The location shall be limited to a major arterial street as identified in the Inglewood General Plan Circulation Element and no advertising shall be directed towards any City of Inglewood residential use or school site.~~

~~(b) An agreement shall be entered with the City that establishes provisions for the City to receive a percentage of the billboard revenues and sets forth other standards as deemed appropriate and necessary to mitigate any impact to any adjacent property zoned for residential use, school, child care facility, nursery school, hospital, place of worship, park or recreational facility in the City of Inglewood. In negotiating an agreement pursuant to this Section, the City Manager shall consider standards established under subsections (B) through (F) of this Section to mitigate the impact of any proposed billboard. The agreement shall be negotiated by the City Manager and/or designee and thereafter placed on a regular City Council agenda by the City Manager and/or designee.~~

(J) No Commercial Advertisements in the Public Right-of-Way. Effective as of the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City and consistent with the exercise of general police powers necessary to operate and conduct the municipal affairs of the City, including but not limited to City Charter Article III, Section 4, Seventy-First, except as allowed in Articles 2, 9, 10 and 14 of Chapter 10 of this Code, the City shall not authorize or permit off-site advertising and commercially sponsored advertisements (whether on a publicly or privately owned billboard, kiosk, display, device, advertising structure or sign) in any portion of City held (unvacated) public streets, avenues, ways, highways, strips, alleys, islands, rights-of-way, medians, and sidewalks (whether held in easement or fee). The prohibitions in this subsection

(J) of Section 12-80 shall not apply to: (i) any portion of streets and other rights-of-way that have been vacated under Section 8300 et seq. of the California Streets and Highways Code; (ii) any existing or future special venue freeway signs as authorized in accordance with Section 12-81, as such code section existed on the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City; (iii) any advertising for national or international sports and entertainment special events held in the City (e.g., Super Bowl, Olympics), awarded through a bid process and requiring compliance with host-city or host-venue signage obligations, to promote such special events or their relationships with their sponsors or advertisers, solely during the special event-mandated period; (iv) fully static advertising upon bus benches and bus shelters, if specifically authorized and licensed by the City; and (v) any property located within (a) any Sign Overlay Zone (Article 17.3 of Chapter 12) adopted on or before January 1, 2016, (b) the Hollywood Park Specific Plan Zone (Article 10.1 of Chapter 12), or (c) the Sports and Entertainment Overlay Zone (Article 17.5 of Chapter 12), as each of the foregoing (a)-(c) may be amended from time to time upon application of the applicable property owner.

3. The text of Chapter 12, Article 23 (Sign Regulations), Section 12-84 (Authorized Advertising in Public Places) of the Inglewood Municipal Code is hereby amended to read as follows (new text shown as underlined, and deleted text shown as ~~strikethrough~~):

§ 12-84 Authorized Advertising in Public Places.

Fully static ~~Ad~~ advertising upon bus benches, and bus shelters, ~~sidewalk kiosks and the like~~ is permitted if specifically authorized and licensed by the City.

4. The text of Chapter 10, Article 3 (Mapped Roadways) Section 10-24 (Mapped Roadway. Use Limitation) of the Inglewood Municipal Code is amended to further implement the Thirty-Eighth power enumerated in Article III, Section 4 of the City Charter, as follows (new text shown as underlined, and deleted text shown as ~~strikethrough~~):

§ 10-24 Mapped Roadway. Use Limitation.

It shall be unlawful for any person, firm, entity, or corporation to hereafter erect any building or other structure (including but not limited to any billboard, display, kiosk, or sign) within the area of the mapped roadway or public right-of-way, both as defined in this Chapter, held by the City (not including any vacated portion thereof), other than a temporary structure subject to approval by the Public Works Director and permit issued by the Superintendent of Building and Safety, which approval and permit shall be fully revocable by the City Council at any time without notice (consistent with the Thirty-Eighth power enumerated in Article III, Section 4 of the City Charter). All other uses within the mapped roadway shall conform to the provisions of Articles 2, 9, 10 and 14 of this Chapter. Exceptions: municipal and other government facilities and permanent above-ground and underground utility services and facilities may be constructed and/or installed within any mapped roadway subject to approval by the Public Works Director, or designee, so long as such municipal and other government facilities do not contain any off-site advertising or commercially sponsored advertisements, and any messaging on such facilities is strictly limited to public service announcements and legally required safety and information messaging.

SECTION 4. CONFLICT WITH OTHER MEASURES.

In the event that this Initiative and any other initiative addressing in whole or in part the same subject matter as this Initiative are approved by the voters at the same election, and this Initiative receives a greater number of affirmative votes than any other such measure or measures, this measure shall control in its entirety and the other measure or measures shall be rendered void and without any legal effect. If this Initiative is approved by a majority of the voters but does not receive a greater number of affirmative votes than any other conflicting initiative, this Initiative shall take effect to the extent permitted by law.

SECTION 5. IMPLEMENTATION.

- A. This Initiative is not intended to preempt or conflict with state or federal laws or regulations, or impair any valid contracts, and shall be so construed and applied. This Initiative is also intended to be and shall be construed as consistent with each and every element, provision, and map, and the whole of the General Plan. To the extent permitted and required by law, the City shall amend any other elements or provisions of the General Plan and Municipal Code, including all exhibits and figures, and all other City ordinances, policies and implementation programs or policies as soon as possible in order to implement this Initiative and to ensure consistency between this Initiative and other elements of the General Plan and Municipal Code.
- B. Commencing on the effective date of this Initiative, the City is directed to expeditiously and diligently exercise to its fullest extent, all reserved express and implied regulatory authority over the municipal affairs of the City, to immediately prohibit any off-site advertising or billboard in the public right-of-way. To the extent there are existing public or private sign structures in the public right-of-way, their content shall be limited to public service announcements and legally required safety and information messaging.
- C. No agreement entered into in accordance with subsection (I) of Municipal Code Section 12-80 shall be valid if it is approved on or after the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City.
- D. Upon the effective date of this Initiative, the General Plan amendments contained herein are hereby inserted into the City of Inglewood General Plan as amendments thereof; provided, however, that if it is determined that Government Code Section 65358, subdivision (b) applies to general plan amendments adopted by the voters and the maximum number of general plan amendments permitted by state law for a given calendar year have already been enacted prior to the effective date of this Initiative measure, the General Plan amendments adopted by this Initiative shall be inserted into the City of Inglewood General Plan at the earliest possible date that any general plan amendment can be inserted in the City of Inglewood General Plan but in any event not later than January 1 of the year following adoption of this Initiative. The foregoing notwithstanding, the amendments of the City of Inglewood Municipal Code shall be effective upon adoption of this Initiative.
- E. The General Plan in effect as of the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City, and the General Plan as amended by this Initiative, comprises an integrated, internally consistent, and compatible statement of policies for the City. In order to ensure that the General Plan remains an integrated, internally consistent, and compatible statement of policies for the City, the General Plan provisions adopted by this Initiative shall prevail over any conflicting revisions to the General Plan adopted between the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City, and the date this Initiative is adopted. To that end,

any conflicting revisions in the General Plan adopted between the date the notice of intention for this Billboard Blight Elimination And Neighborhood Preservation Initiative was filed with the City, and the date this Initiative is adopted shall be null and void in their entirety and without any legal effect.

SECTION 6. SEVERABILITY.

If any section, subsection, sentence, phrase, or clause of this Initiative is declared invalid by a court of competent jurisdiction, the remaining sections, subsections, sentences, phrases and clauses shall remain valid and enforceable. The voters declare that they would have passed all sections, subsections, sentences, phrases and clauses of this Initiative without the section, subsection, phrase or clause declared invalid by a court of competent jurisdiction.

SECTION 7. AMENDMENTS.

No provision of this Initiative may be amended or repealed except by a vote of the people of the City of Inglewood.

BANK OF AMERICA 

Cashier's Check

No. 6005606094

Notice to Purchaser: In the event this check is lost, misused or stolen, a sworn statement and 90-day waiting period will be required prior to replacement. This check should be negotiated within 90 days.

Void After 90 Days

94-170/1221
NCA

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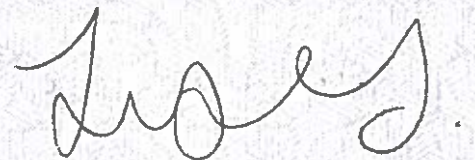
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****\$200.00****

****Two Hundred and 00/100 Dollars****
To The CITY OF INGLEWOOD
Order Of

Remitter (Purchased By) GERARD MCCALLUM II

Bank of America, N.A.
PHOENIX, AZ



AUTHORIZED SIGNATURE

⑈ 6005606094 ⑈ ⑆ 1 2 2 1 0 1 7 0 6 ⑆ 4 5 7 0 0 2 9 3 1 7 1 7 ⑈

THE ORIGINAL DOCUMENT HAS A WHITE REFLECTIVE WATERMARK ON THE BACK. HOLD AT AN ANGLE TO VIEW WHEN CHECKING THE ENDORSEMENT

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CITY OF INGLEWOOD

One W. Manchester Boulevard, Suite 860, Inglewood, CA 90301-1750

Office of the City Attorney

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March 4, 2026

Shannon Roberts
c/o Thomas W. Hiltachk
Bell, McAndrews & Hiltachk, LLP
455 Capitol Mall, Suite 600
Sacramento, CA 95814

tomh@bmhlaw.com

Re: Initiative Measure received February 17, 2026

Dear Ms. Roberts:

The City has determined that the proposed initiative is facially invalid and beyond the voters' power to enact. The measure violates the First Amendment; unlawfully alters the City's land use regulations by conferring preferential zoning treatment in a manner that is arbitrary and anti-competitive; and substantially impairs existing contractual obligations, notwithstanding any contrary recital in the initiative.

Because these defects are fundamental and cannot be cured through the ballot title and summary process, the City will not (and should not) prepare or return a ballot title and summary for the proposed initiative. We take our obligations very seriously.

To assure those obligations are being carried out fairly, properly and most importantly, in conformance with applicable law, we intend to seek prompt judicial relief confirming that the initiative is unlawful and may not be submitted to the electorate, and that City officials are relieved of any obligation to take further action under the Elections Code with respect to the measure.

Nothing in this correspondence should be construed as a complete statement of the City's legal positions. The City expressly reserves all rights, remedies, defenses, and arguments.

Sincerely,

Derald Brenneman

Derald Brenneman
Chief Assistant City Attorney