



STAFF REPORT

DATE: 12/04/2024
TO: Honorable Mayor and City Council Members
FROM: Planning and Development Department

2024-162

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

BILLBOARD RELOCATION AGREEMENT BETWEEN OUTDOOR MEDIA GROUP, INC. AND THE CITY OF CORONA

EXECUTIVE SUMMARY:

This staff report asks the City Council to enter into a Billboard Relocation Agreement with Outdoor Media Group.— Outdoor Media Group owns two, double-sided static-faced billboards on Green River Road near the State Route 91 (SR 91) eastbound on-ramp and is proposing to relocate the billboards to other properties adjacent to SR 91. -The visibility of the existing billboards is impacted by the SR 91 and SR 71 Interchange Project. Consistent with Section 17.74.160(H) of the Corona Municipal Code (CMC), Outdoor Media Group is requesting to enter into a Billboard Relocation Agreement with the City for the relocation of the two existing double-sided billboards.

RECOMMENDED ACTION:

That the City Council authorize the Mayor to execute the Billboard Relocation Agreement with Outdoor Media Group, Inc.

BACKGROUND & HISTORY:

The SR 91 and SR 71 Interchange Project is creating a new two-lane direct connector near Green River Road, parallel to eastbound SR 91.- The new direct connector lane will have a raised elevation and will obstruct the visibility of the existing billboards near Green River Road from SR 91.— The freeway improvements will have an impact on the marketability of the advertising space on the billboards. Therefore, Outdoor Media Group

is requesting to relocate the existing billboards from the site near Green River Road to two separate locations adjacent to SR 91.

ANALYSIS:

Section 17.74.070(H) of the CMC allows for the consideration of new outdoor advertising signs (billboards) constructed as part of a relocation agreement between the City and a billboard or property owner.- The purpose of the billboard relocation agreement is to ensure a no net increase in the number of billboards located in the City.- According to the CMC, 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 toward the total square footage.

One double-sided billboard is being relocated to 3035 Palisades Drive and the other is being relocated to 1450 Pomona Road.- Table 1 describes the existing location and size and the proposed location and size of the relocated billboards.

Table 1

ORIGINAL BILLBOARDS		RELOCATED BILLBOARDS	
BILLBOARD #1			
State Route 91 (South Side) & Green River Road		State Route 91 (South Side) & Palisades Drive (3035 Palisades Drive)	
Number of Sign Faces	2 (Static)	Number of Sign Faces	2 (Static)
Max Face Dimensions	16' x 36'	Max Face Dimensions	14' x 48'
Location	Northline, east of Green River Road at SR 91 Eastbound on-ramp	Location	Northline, 3035 Palisades Drive
APN	101-180-018	APN	101-430-009
History	N/A	History	N/A
BILLBOARD #2			
State Route 91 (South Side) & Green River Road		State Route 91 (North Side) & Pomona Road (1450 Pomona Road)	
Number of Sign Faces	2 (Static)	Number of Sign Faces	2 (Static)
Max Face Dimensions	16 x 36	Max Face Dimensions	10 x 28 (west face) 14 x 44 (east face)
Location	Northline, east of Green River Road at SR 91 Eastbound On-ramp	Location	Southline, 1450 Pomona Road
APN	101-180-017	APN	118-090-006
History	N/A	History	N/A
TOTAL SQUARE FOOTAGE OF ALL BILLBOARDS	2,304	TOTAL SQUARE FOOTAGE OF ALL BILLBOARDS	2,296

The overall size of the total number of billboards is being reduced by 8 square feet with the total number of billboards remaining the same.- The current billboards contain static message boards, and the relocated billboards will maintain the static message boards. Unlike the electronic changeable message boards, the static message boards are not subject to the City's annual monetary value payment.- If in the future the billboards are proposed to have an electronic changeable message board, Outdoor Media Group would need to enter into a new billboard relocation agreement with the City, which is consistent with CMC Section 17.74.070(H).

FINANCIAL IMPACT:

There is no financial impact with this request.- Outdoor Media Group is responsible for paying all required plan check and permit fees associated with the relocation of the existing billboards.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. The physical relocation of the existing billboards is not subject to discretionary review and the building permit is a ministerial review; therefore, the execution of this agreement has no possibility of having a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: JOANNE COLETTA, PLANNING & DEVELOPMENT DIRECTOR

ATTACHMENTS:

1. Exhibit 1 – Billboard Relocation Agreement with Outdoor Media Group
2. Exhibit 2 - Billboard Relocation Request by Outdoor Media Group
3. Exhibit 3 - Existing billboard location
4. Exhibit 4 - SR 91 and SR 71 Direct Connector Lane
5. Exhibit 5 – Billboard relocation at 3035 Palisades Drive and 1450 Pomona Road