

Infrastructure Committee

June 3, 2020

Discussion regarding the city's ordinance on billboard relocation agreements, CMC Section 17.74.070(H), and possible amendment.

CMC Title 17, Zoning Ordinance

Chapter 17.74, Signs

Section 17.74.070(H):

- New off-premise signs (aka billboard) prohibited.
 - Exception - allowed by a relocation agreement.
- Relocation agreements are discretionary.
 - Require City Council approval
- Off premise signs can be a static message board or an electronic changeable message board.
- Replacement of a static billboard face to a changeable message board requires a relocation agreement.



Not Covered in CMC Section 17.74.070(H)

Proposed Regulations to Consider for Billboard Relocation Agreements

- City Council currently has discretion to consider relocation agreements on a case-by-case basis.
- Staff believes it is best to establish criteria for consideration of future relocation agreements.



→ Potential Criteria:

- Relocation of surface street billboards to freeways?
 - Note: Allow only w/ overall reduction in billboards
- Relocations resulting in the removal of more than one billboard.
 - Example: 3 billboards removed in exchange for 1 billboard relocated to a different site.
- When a removal to replacement ratio of 3:1 cannot be done, consider allowing relocation within 200' of freeway only if the billboard was already within 100' of freeway, or only on the same surface street as the billboard being relocated.
- Square footage (SF) of relocated billboards is less than the SF of replaced billboards.
 - Note: Each billboard face counted toward the size (single-sided vs double-sided).





City Inventory of Surface Street Billboards

CORONA
SURFACE STREET BILLBOARD SURVEY
(02-21-20)

CURRENT SURFACE STREET BILLBOARDS IN CORONA						
2015 SURVEY MAP #	GENERAL LOCATION	# SIDES	PANEL SQ FT	OWNER	ID #s	NOTES
G4	Magnolia; South Side; East of I-15 before Sixth Street	2	?	Outfront	2844	Near animal shelter. Current Ads: Shelter Pets & i Accident Lawyer. Need to confirm owned by CBS/Outfront.
F2	Sixth Street; South Side; East of I-15 @ Train Tracks	1	?	Outfront	2811	Current Ad: Magnolia Heating & Cooling
F1	Sixth Street; South Side; West of I-15 across from City Park	1	?	Clear Channel	005265	Current Ad: Choze Fitness
G2	Sixth Street; South Side; West of Lincoln	2	?	Outfront	2804 2847	Current Ads: Census & Cannabis

SURFACE STREET BILLBOARDS REMOVED SINCE 2015 THIRD PARTY SURVEY						
2015 SURVEY MAP #	GENERAL LOCATION	# SIDES	PANEL SQ FT	OWNER	ID #s	NOTES
F3	Magnolia & Temescal	1	?	?	765	Dilapidated and appears abandoned.
G3	Sixth Street; South Side; East of I-15 before Radio Road	--	--	--	--	Removed.
G1	Sixth Street; North Side; West of Lincoln	--	--	Outfront	--	Removed.

Surface Street Billboard G4 SEC Magnolia Ave & Downs Way



Surface Street Billboard F2 1410 E. Sixth Street



Surface Street Billboard F1

912 E. Sixth Street





Surface Street Billboard G2
1320 W. Sixth Street



Surface Street Billboard F3
Magnolia Ave & Temescal Street
Unincorporated County in City SOI

→ Recommendation:

- If relocations are to be allowed in the future, staff recommends that criteria be adopted along the following lines:
 - Do not allow the relocation of surface street billboards to freeways unless: (1) at least 3 billboards are removed in exchange for 1 relocated billboard to a different site; and (2) total square footage (SF) of relocated billboards is less than the SF of replaced billboards (each face counted towards SF amount).
 - When a removal to replacement ratio of 3:1 cannot be done, do not allow relocations without the following criteria being met: (1) allow relocation within 200' of freeway only if the relocated billboard was already within 100' of freeway; (2) A billboard currently located on a parcel that does not have freeway frontage may only be relocated to a location with street frontage that is the same street on which it currently fronts; and (3) for all relocations the total SF of relocated billboards must be less than the SF of replaced billboards (each face counted towards SF amount).





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