

ORDINANCE NO. 3319

**AN ORDINANCE OF THE CITY OF CORONA,
CALIFORNIA, AMENDING SECTION 17.74.070(H) TO
REFINE THE CONDITIONS FOR THE RELOCATION OF
OUTDOOR ADVERTISING SIGNS (BILLBOARDS). (ZTA
2020-0002)**

WHEREAS, on August 10, 2020, the Planning Commission of the City of Corona ("Planning Commission") conducted a duly noticed public hearing and recommended that the City Council of the City of Corona ("City Council") amend Corona Municipal Code ("CMC") Section 17.74.070(H) to refine the conditions for the relocation of outdoor advertising signs (billboards) ("Zoning Amendment"); and

WHEREAS, the Planning Commission based its recommendation to adopt the Zoning Amendment on the findings set forth below and a finding that adoption of the Zoning Amendment is exempt from compliance with the California Environmental Quality Act; and

WHEREAS, on September 2, 2020, the City Council held a duly noticed public hearing at which all persons wishing to testify in connection with the Zoning Amendment were heard and the Zoning Amendment was comprehensively reviewed.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONA DOES ORDAIN AS FOLLOWS:

SECTION 1. CEQA Findings. As the decision-making body for this Zoning Amendment, the City Council has reviewed and considered the entire record for this Zoning Amendment, including all written and oral evidence presented to the City Council. Based upon the facts and information in the entire record, including all written and oral evidence presented to the City Council, the City Council finds that 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 general rule 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. This Ordinance is solely a Zoning Code text revision to refine the criteria for relocating outdoor advertising signs (billboards) and narrow the types of outdoor advertising signs (billboards) that can be relocated pursuant to a relocation agreement, which will potentially result in a reduction in the overall number of outdoor advertising signs (billboards) in the City, and there is no possibility that adopting this Ordinance will have a significant effect on the environment. Therefore, no further environmental analysis is required, and staff will file a Notice of Exemption with the County of Riverside.

SECTION 2. Zoning Findings. Based on the entire record before the City Council, and all written and oral evidence presented to the City Council, the City Council hereby makes

EXHIBIT 1

and adopts the following findings:

A. The Zoning Amendment is consistent with the General Plan for the following reasons:

(i) The Zoning Amendment will facilitate and promote the reduction in the overall number of outdoor advertising signs (billboards) in the City, which is consistent with General Plan Goal CD-7 to maintain, establish, develop, and protect the City's highways and corridors for scenic purposes.

(ii) The Zoning Amendment will preserve the existing prohibition on the installation or expansion of billboards and will foster the phasing out of signage that may impair scenic views on the City's scenic highways and corridors.

(iii) The Zoning Amendment is consistent with the Corona General Plan because the General Plan establishes a baseline for development in the City, and the Zoning Amendment does not interfere or conflict with the elements, goals, and policies established in the General Plan.

B. The Zoning Amendment is consistent with the intent of Title 17 of the Corona Municipal Code to regulate land use, development standards and performance standards within the City, in that it refines the criteria for relocating outdoor advertising signs (billboards) and narrows the types of outdoor advertising signs (billboards) that can be relocated pursuant to a relocation agreement, which will potentially result in a reduction in the overall number of outdoor advertising signs (billboards) in the City, thereby maintaining an attractive community and quality of life for the residents of the City.

C. The Zoning Amendment promotes the health, safety, and welfare of the community because the Zoning Amendment refines the criteria for relocating outdoor advertising signs (billboards) under CMC Section 17.74.070(H), thereby narrowing the types of outdoor advertising signs (billboards) that can be relocated pursuant to a relocation agreement and perhaps reducing the overall number of outdoor advertising signs (billboards) in the City.

SECTION 3. Prohibited Signs. Paragraph (H) of Section 17.74.070 (Prohibited Signs) is hereby revised in its entirety to read as follows:

“(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). However, notwithstanding any other provision of this chapter, and consistent with the California Business & Professions Code Outdoor Advertising provisions, new outdoor advertising 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 and entered into between the city 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. 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.”

SECTION 4. Severability. If any provision or clause of this Ordinance or any application of it to any person, firm, organization, partnership or corporation is held invalid, such invalidity shall not affect other provisions of this Ordinance which can be given effect without the

invalid provision or application. To this end, the provisions of this Ordinance are declared to be severable.

SECTION 5. Effective Date. The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall within fifteen (15) days of its adoption cause it, or a summary of it, to be published in a general circulation newspaper published in the City of Corona. This Ordinance shall take effect and be in force 30 days after its adoption.

PASSED, APPROVED AND ADOPTED this 16th day of September, 2020.

Mayor of the City of Corona, California

ATTEST:

City Clerk of the City of Corona, California

CERTIFICATION

I, Sylvia Edwards, City Clerk of the City of Corona, California, do hereby certify that the foregoing Ordinance was regularly introduced at a regular meeting of the City Council of the City of Corona, California, duly held on the 2nd day of September, 2020 and thereafter at a regular meeting held on the 16th day of September 16th, 2020, it was duly passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAINED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Corona, California, this 16th day of September, 2020.

City Clerk of the City of Corona, California

[SEAL]