



City of Corona

400 S. Vicentia Ave.
Corona, CA 92882

Minutes - Draft

Infrastructure Committee

MAYOR JASON SCOTT
COUNCIL MEMBER WES SPEAKE

ADVISORY MEMBER
PLANNING & HOUSING COMMISSIONER

Wednesday, October 2, 2019

8:00 AM

Council Board Room

1. Call To Order

The meeting was called to order by Vice Mayor Jim Steiner at 8:05 a.m. with Mayor Jason Scott. In addition to the Committee Members, the following individuals were in attendance:

Mitch Lansdell, Acting City Manager	Michele Nissen, Asst. City Manager
Joanne Coletta, Com. Dev. Dir.	Naomi Ramirez, Management Svcs. Asst.
Dean Derleth, City Attorney	Jamie Raymond, Chief Deputy City Attorney

Others Present:

Karen Alexander, Planning & Housing Commission
Tim Jones, Planning & Housing Commission
Don Kindred, Resident
Frank Zwayne, Pro Dent Lab

2. Public Comments

None.

3. Agenda Items

- A. [19-0864](#) Discussion regarding relocation criteria for off-site signs governed by CMC 17.74.070 (H).
(Community Development/ Legal & Risk Management)
Action: Information & Discussion

Mr. Dean Derleth, City Attorney, provided an overview of the city's regulations on billboards, including its longstanding prohibition on new billboards. He also reminded the Committee that the city allows for the relocation of existing billboards, a process which is encouraged by state law, and that the city has complete discretion on whether and to what extent to approve relocations through relocation agreements. Mr. Derleth talked

with the Committee about potential criteria that could be added to the municipal code to set better direction for the City Council when considering relocation agreements, if it's the Council's desire to describe legislatively the location and extent to which billboards can be relocated within the city. Examples of the types of criteria can include, for instance: (1) only allowing billboards to be relocated along the freeway if the existing billboard to be relocated is located along the freeway; (2) the size of the relocated billboard must be equivalent to the size of the existing billboard to be relocated; and (3) only allowing a billboard to be relocated along a city street if the existing billboard to be relocated is on the same street.

Mr. Frank Zwayne, owner of Pro Dent Lab, addressed the Committee and explained the previous agreement he had with Empire Advertising to relocate a billboard on his property along the 91 freeway; however, Lamar Advertising bought the rights of the billboard from Empire and eventually decided to relocate the billboard to another location along the freeway. Mr. Zwayne said he now has interest from CBS (Outfront) Advertising to relocate their existing billboards from surface streets to the 91 freeway on his property. In this scenario, Mr. Zwayne indicated more than one billboard owned by Outfront would be removed from surface streets and the billboard replacing those signs would be a double-sided billboard on his property facing the 91 freeway and the size of the relocated billboard would be less than the total size of the billboards being removed by Outfront. Mr. Zwayne indicated that he is concerned with any provision that would restrict his ability to have a billboard relocated from surface streets to his property which has frontage along the freeway.

Staff indicated that they would follow-up with Mr. Zwayne about his proposal, but in the meantime the Ad Hoc Committee recommended that staff prepare a proposed ordinance covering the 3 criteria examples outlined by staff.

4. Adjournment

The meeting was adjourned at 8:28 a.m.