

ZTA2020-0002

Amendment to Title 17 of the Corona
Municipal Code - CMC Section 17.74.070(H)

Current CMC Regulation for Billboards

- Regulated by CMC Section 17.74.070(H).
- New billboards prohibited, but CMC has provision for a billboard relocation agreement.
- Billboard relocation agreements entered between the city and billboard operator or property owner.
- No specific criteria in CMC when considering billboard relocations.



BACKGROUND

- City has billboard relocation agreements with two billboard operators.
- Current billboard relocation agreements involved relocating billboards from one freeway frontage to another freeway frontage.
- Municipal Code is silent when it comes to relocating a billboard on a surface street to a parcel with freeway frontage and vice versa.

Background

- Opportunity exists to remove existing surface street billboards in the city to parcels with freeway frontage.
- City currently has 4 billboards on surface streets.
 - Sixth Street (3)
 - Magnolia Avenue (1)
- Proposed billboard relocation criteria discussed at Infrastructure Committee on June 3, 2020.

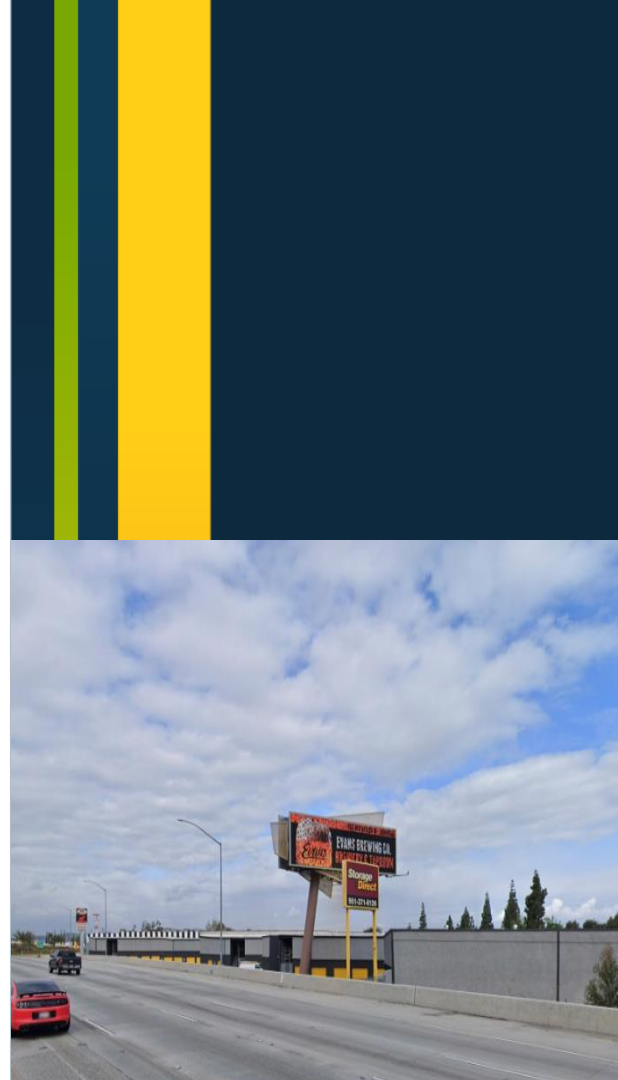


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Minimum conditions to be applied to a billboard relocation agreement.

- A. Relocated from a surface street frontage to a freeway frontage:
 - 3 billboards removed in exchange for 1 relocated billboard,
 - Total square footage of relocated billboard is less than total combined square footage of 3 removed billboards.



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- B. Relocated from a surface street frontage to another parcel with surface street frontage:
- Relocated billboard must be on same surface street where it was once located,
 - Total square footage of relocated billboard is less than total combined square footage of the removed billboards.



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- C. Relocated from a freeway frontage to another parcel with freeway frontage:
 - Total square footage of relocated billboard is less than total combined square footage of the removed billboards.
- D. Billboard with freeway frontage shall not be relocated to a parcel with surface street frontage.

Recommendation

Approval of ZTA2020-0002 to City Council