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PRJ2021-00005

Freeway-Oriented Electronic Billboard

1210 Burton Street

October 19, 2021



Background

- City Council adopted ordinance August 18, 2020
- Included review procedures and development standards
- Second application since adoption
- Previously approved application along 57-Fwy at 303 N Placentia



Project Location – 1210 Burton Street

Zone: C-M
(Commercial Industrial)

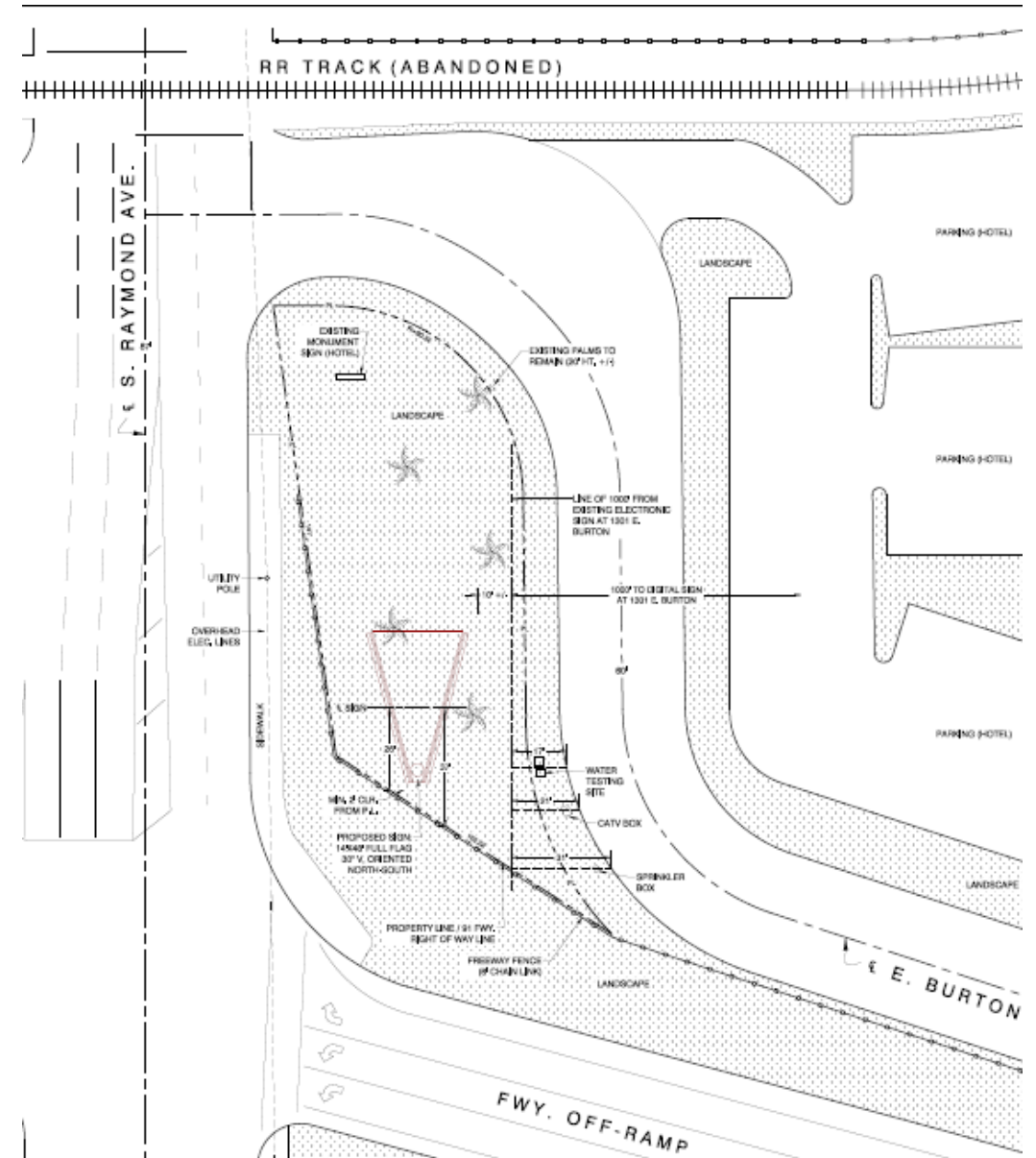
General Plan Land Use:
Industrial





Project Description

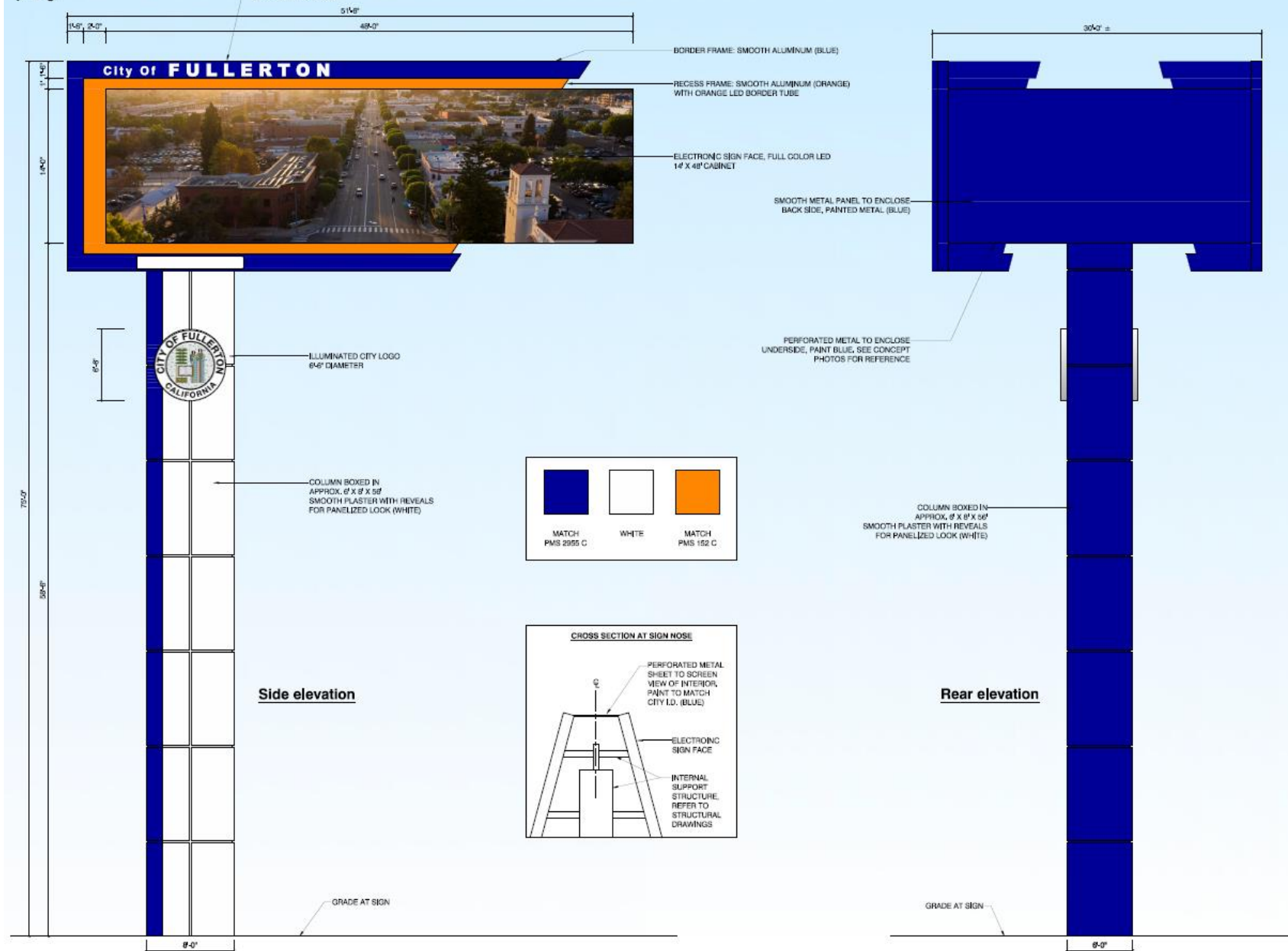
- Request for a **Conditional Use Permit** and **Development Agreement** for a freeway-oriented electronic billboard facing 91-Freeway
 - Display Faces – V-shape configuration – 14-feet by 48-feet
 - Visible Height above freeway roadbed – 55-feet, Overall Height – 75-feet
 - Framed Modern design, blue, white accents, City identity and logo



Proposed Sign Design

 $1'' = 5'$

3" DEEP ALUMINUM PAN CHANNEL LETTERS,
INTERNAL WHITE LEOS



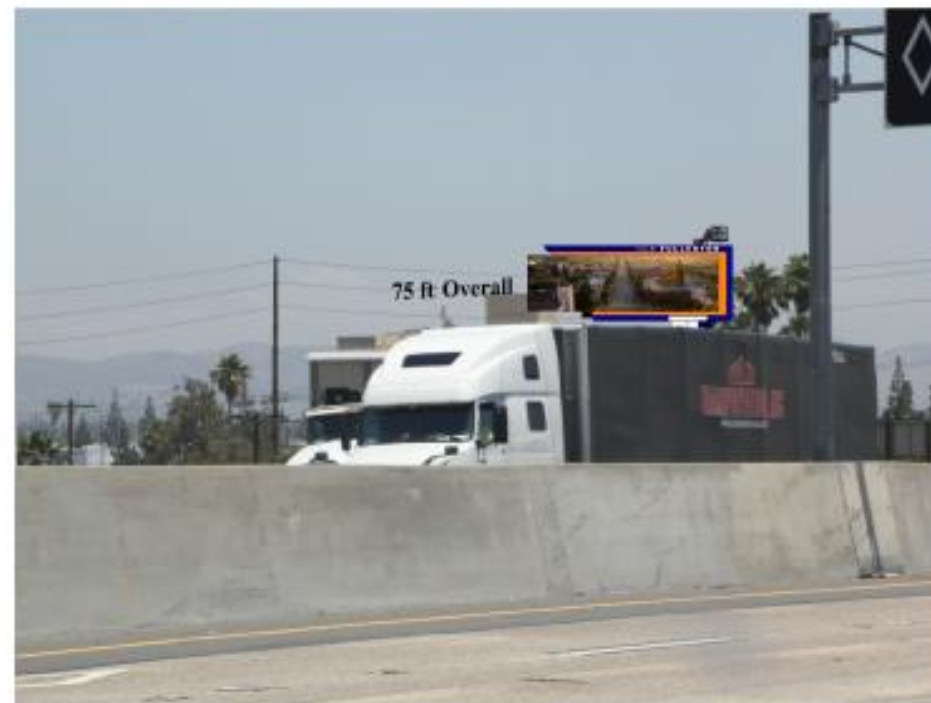


Proposed Location

View Simulation: Westbound 91

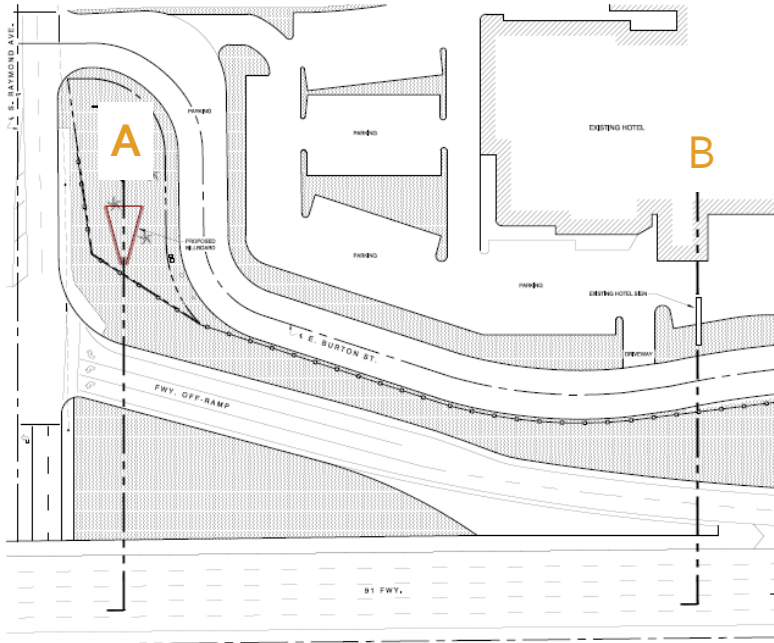
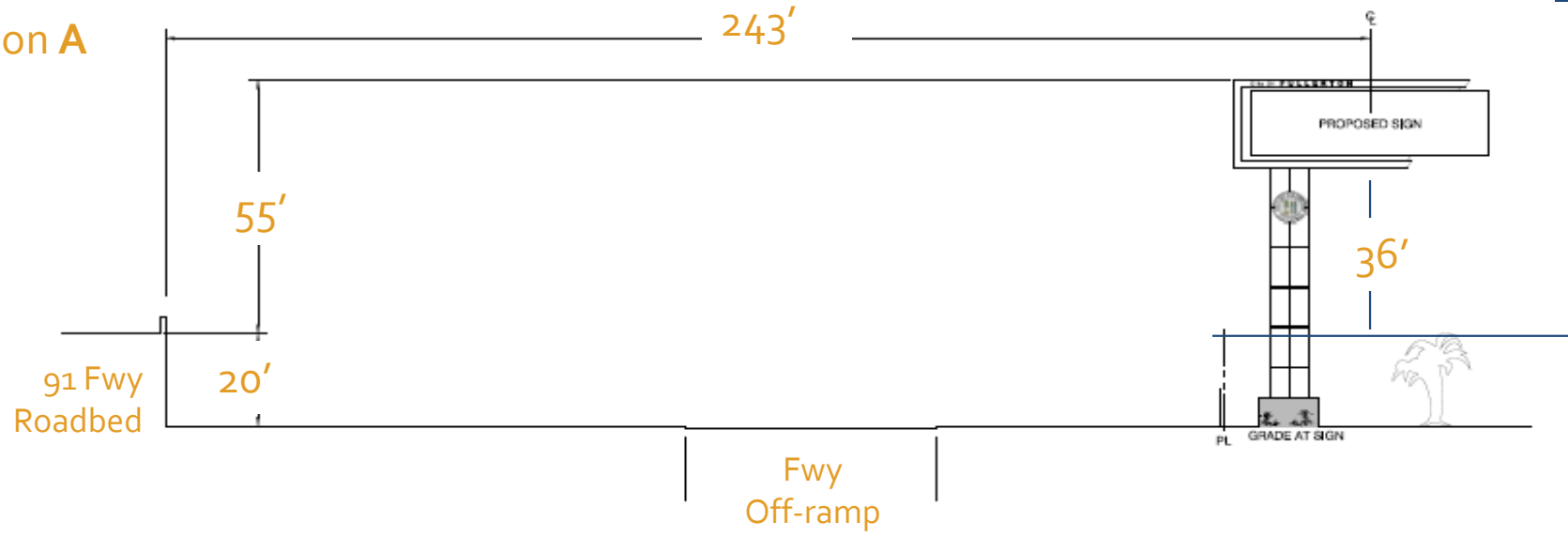


View Simulation: Eastbound 91

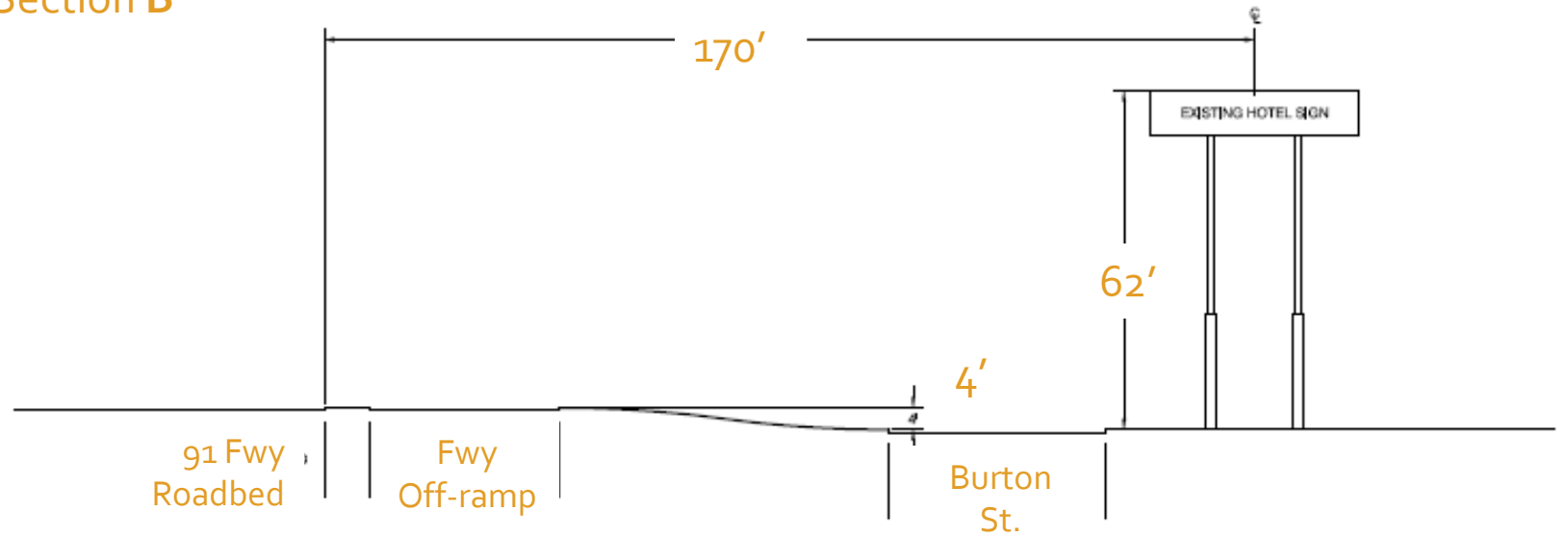




Section A



Section B

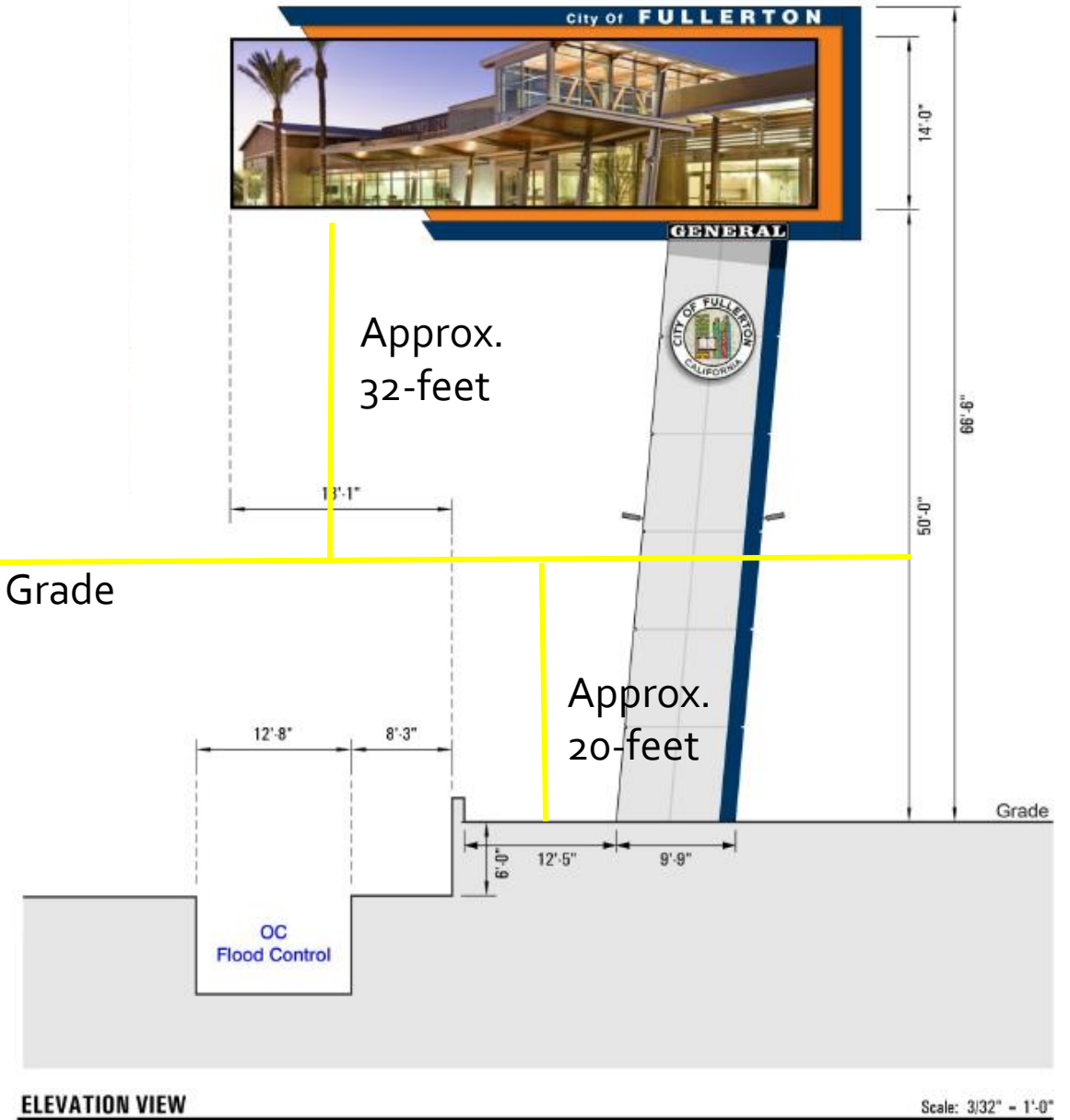




303 N Placentia



Freeway Grade





Existing Electronic Billboards & Fwy Signs



Placentia Billboard #1
[57-Freeway]



Placentia Billboard #2
[57-Freeway]



Digital Sign
[91-Freeway]



Freeway Sign
[91-Freeway]



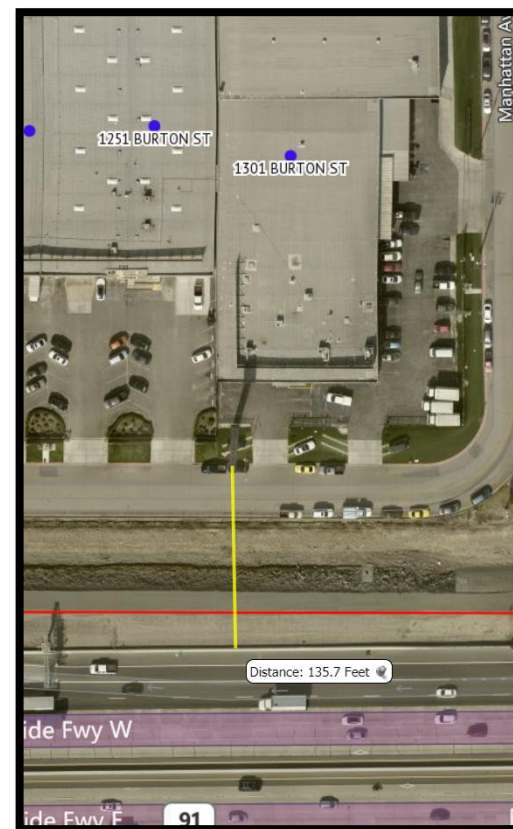
Existing Electronic Billboards & Fwy Signs



Placentia Billboard #1
[57-Freeway]



Placentia Billboard #2
[57-Freeway]



Electronic On-Site Advertising
[91-Freeway]



Freeway Sign
[91-Freeway]



Physical/Site Requirements

	Physical/Site Requirements	Proposed	Meets or Exceeds Standards
Zoning	Permitted in the G-C, C-M, M-P, and M-G zones	C-M	Yes
Minimum Distances between billboards	1,000-feet on same side of freeway	1,010-feet away from the existing electronic sign at 1301 East Burton Street (electronic on-site advertising)	Yes
Freeway Adjacency	Must be within 200-feet of SR-57 or SR-91 right-of-way	Approximately 49-feet of SR-91 Fwy off-ramp	Yes
Display Face Orientation	No more than 2 display faces, 1 per vertical plane, in back-to-back or V-shape configuration	2 display faces in V-shape configuration	Yes
Static Display Face	Minimum of 1 electronic display face; 2 nd face may be static	2 electronic display faces	Yes
Name of Owner	Must be included on billboard along with billboard ID number	Name included along bottom of display; condition of approval for ID number	Yes
Screening	All bracing, wires, and supporting elements must be screened	All elements have been designed to be screened	Yes
Setbacks	Support structure shall not be placed within right-of-way or roadway as shown by City or Caltrans	Billboard support structure is located on private property	Yes
Utilities	All utilities shall be underground to the extent feasible	All conduit is routed underground to an above-ground meter pedestal located within the screen fenced area	Yes



Development Agreement

1. Architectural features & design elements related to billboard & supporting structures
2. Compensation to be paid to the City as a result of the installation and operation of the billboard
3. Access by the City to a portion of the total available display time to allow the City to present messages of community interest and information and public safety
4. Quality & Maintenance Standards
5. Any other applicable provisions



Recommended Actions

- Adopt Resolution No. 2021-XX approving the Conditional Use Permit for a freeway-oriented electronic billboard (ZON-2021-0029)
- Introduce Ordinance No. XXXX approving the request for a Development Agreement for a freeway-oriented electronic billboard (LRP-2021-0005)
- Find the project Categorical Exempt from CEQA per Section 15303, New Construction and Conversion of Small Structures and Section 15332, In-Fill Development Projects

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