



**PRJ2021-00005**

**Freeway-Oriented Electronic Billboard**  
**1210 Burton Street**

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October 19, 2021



# Background

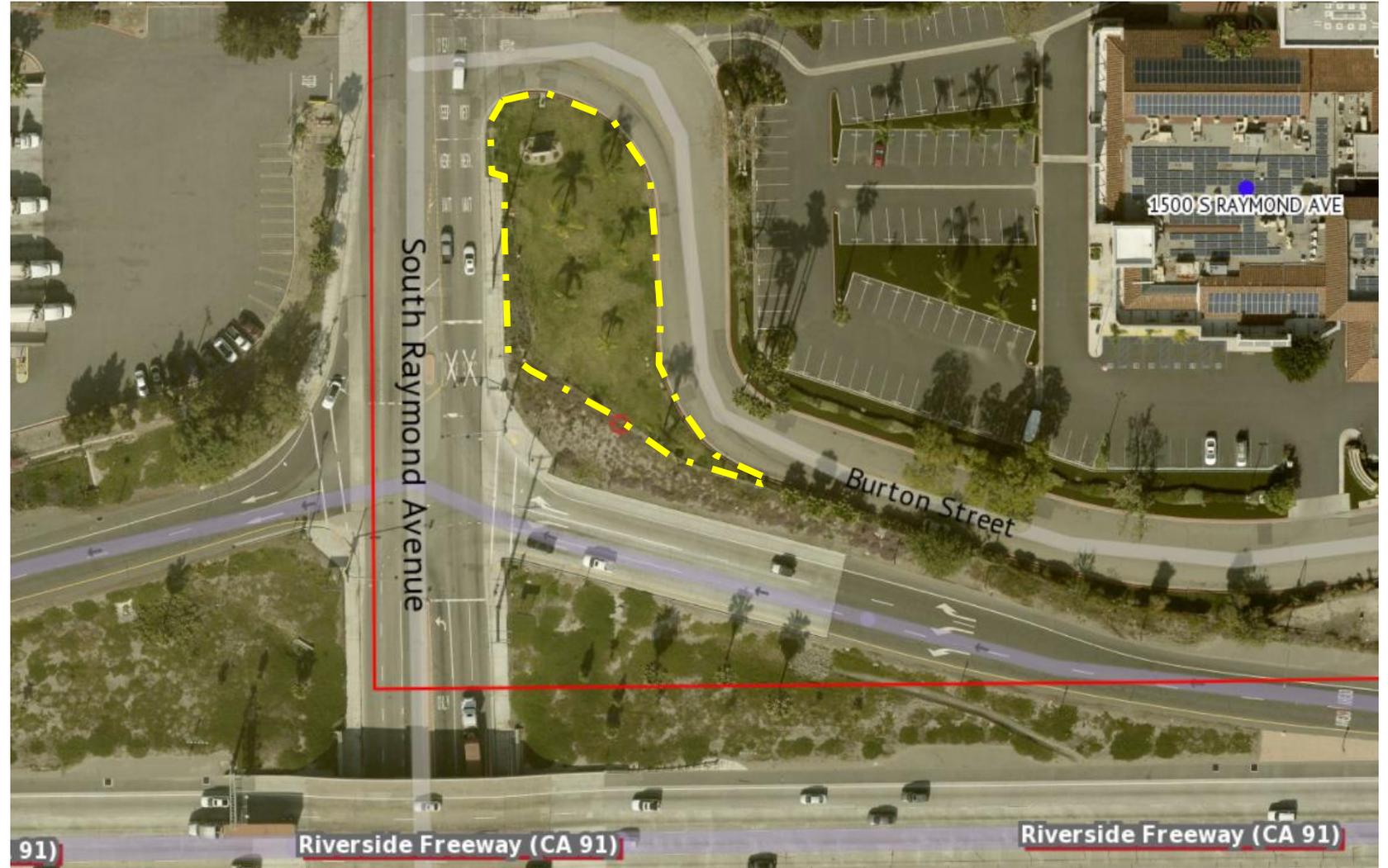
- City Council adopted ordinance August 18, 2020
- Included review procedures and development standards
- Second application since adoption
- Previously approved application along 57-Fwy at 303 N Placentia



# Project Location – 1210 Burton Street

Zone: C-M  
(Commercial Industrial)

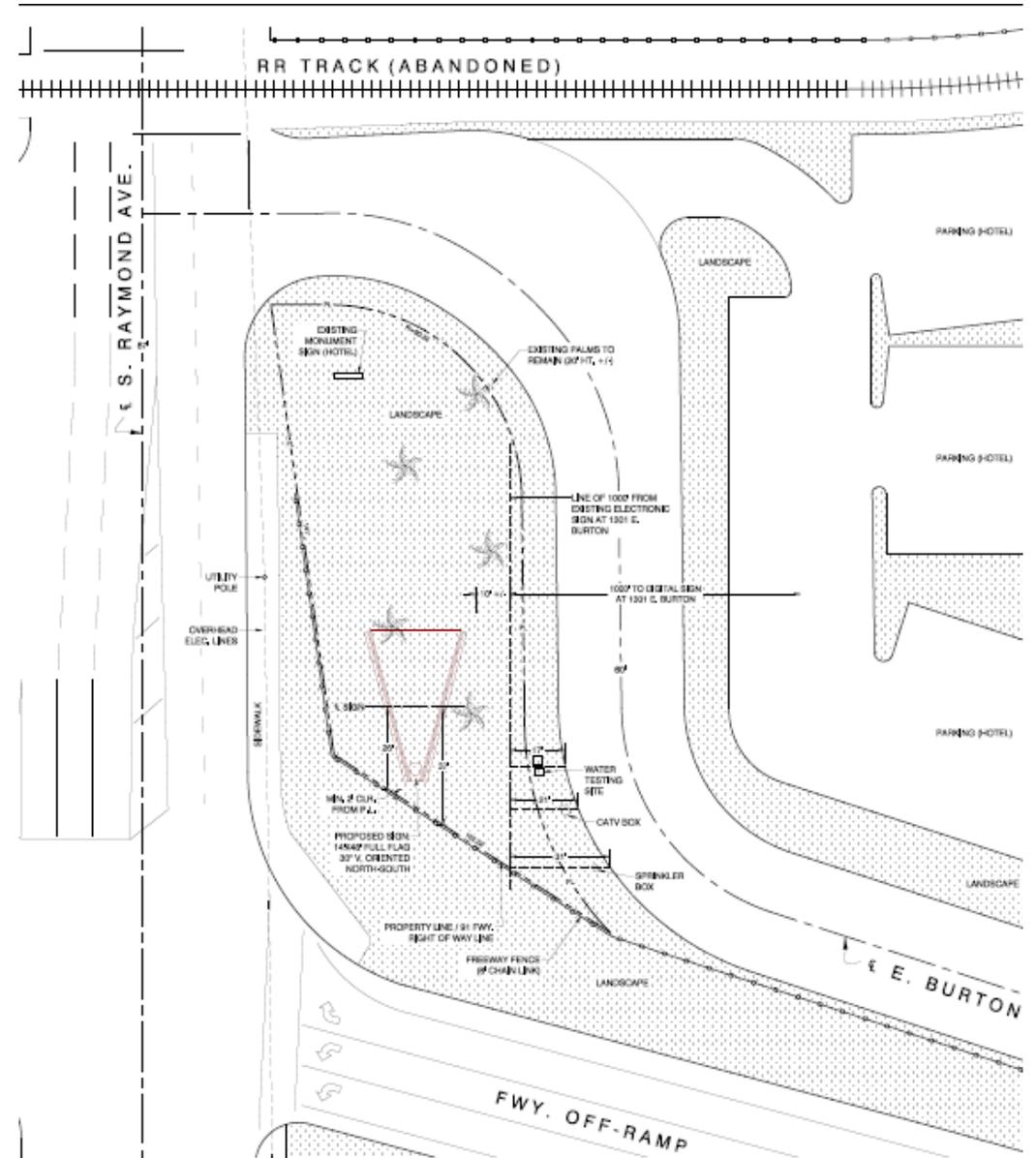
General Plan Land Use:  
Industrial





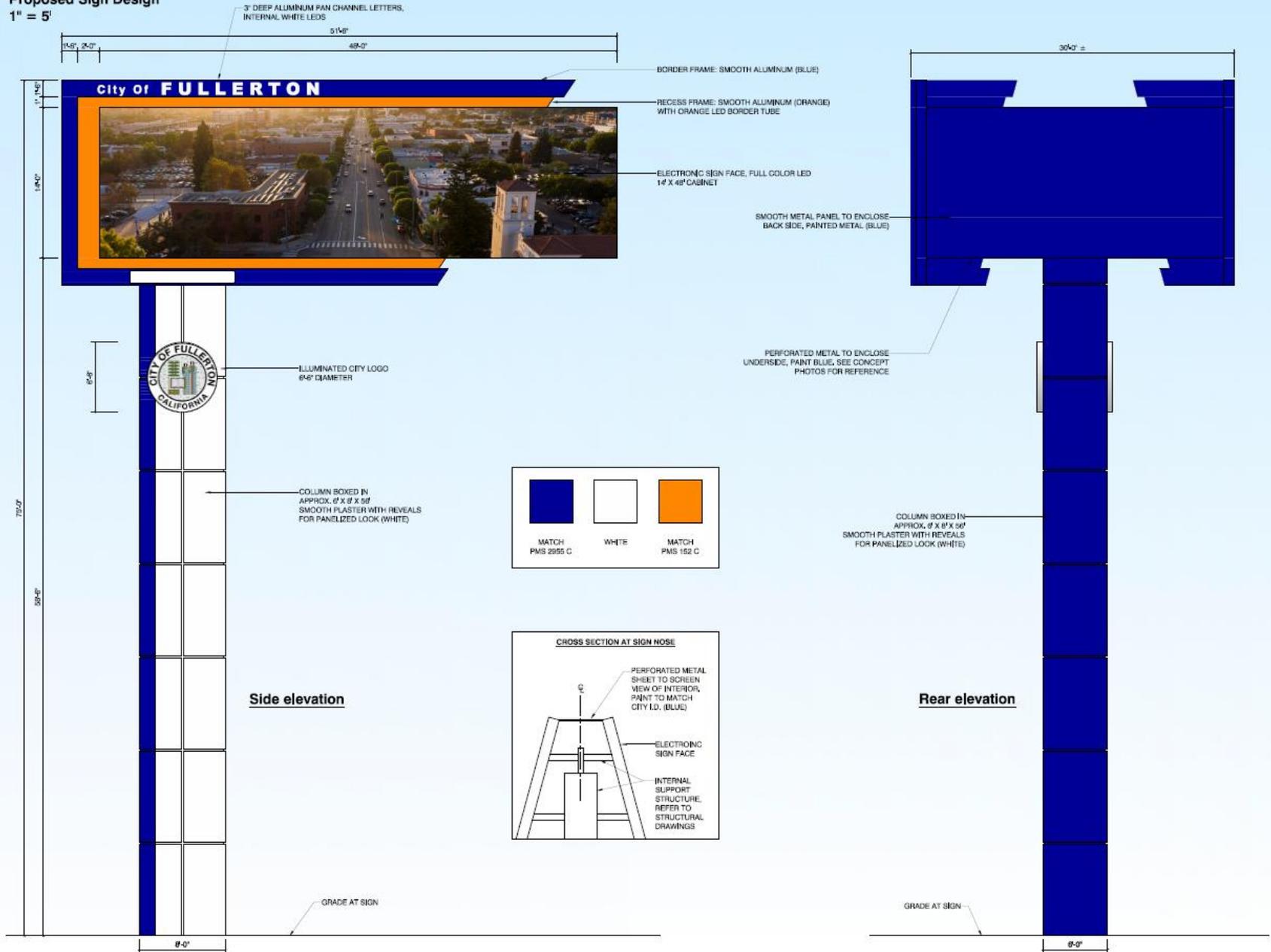
# Project Description

- 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'





# Proposed Location

View Simulation: Westbound 91

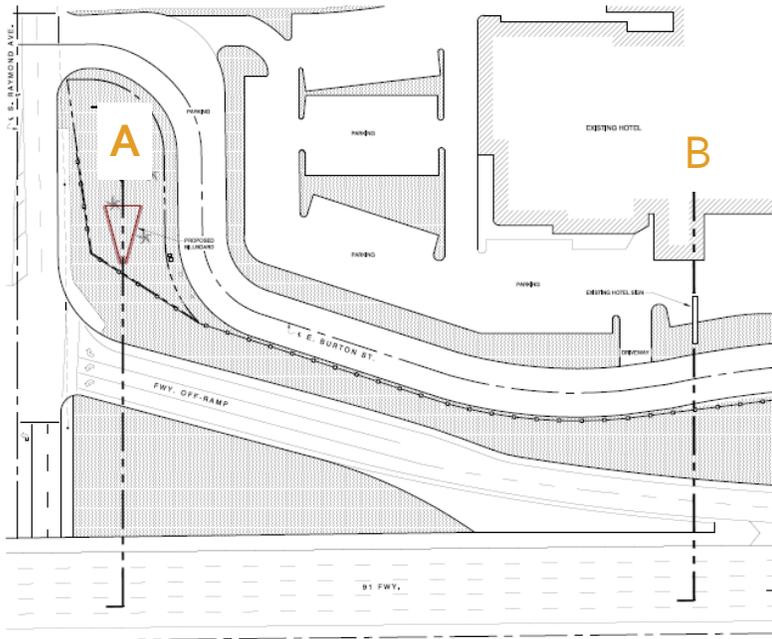
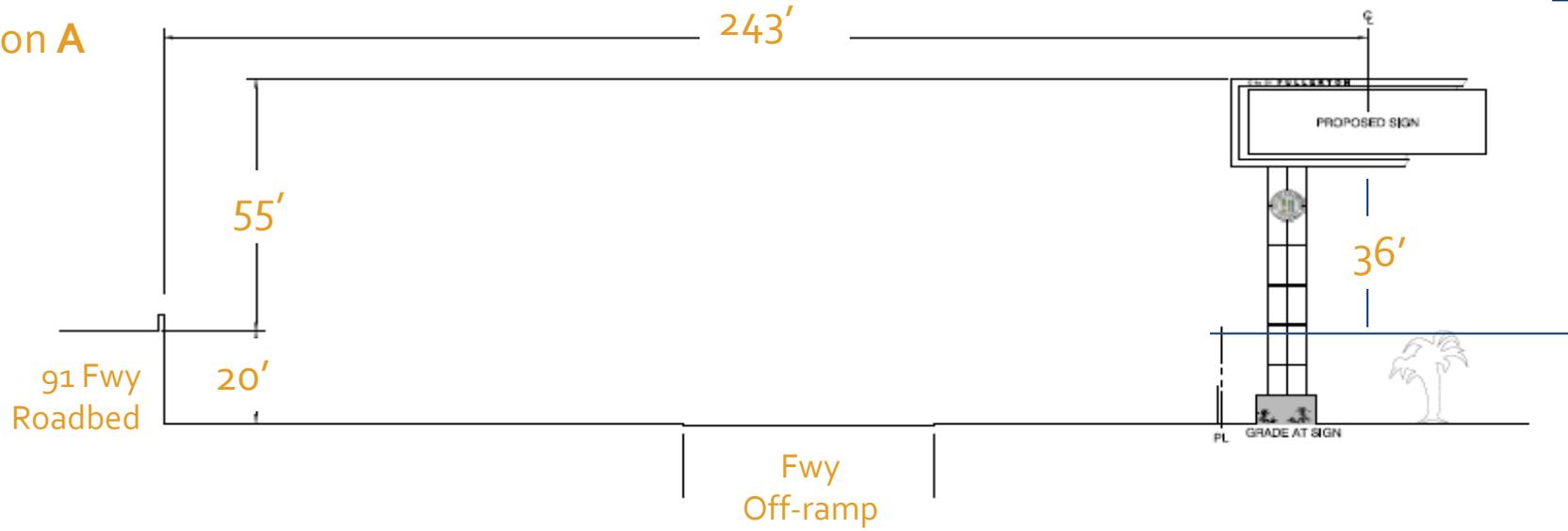


View Simulation: Eastbound 91

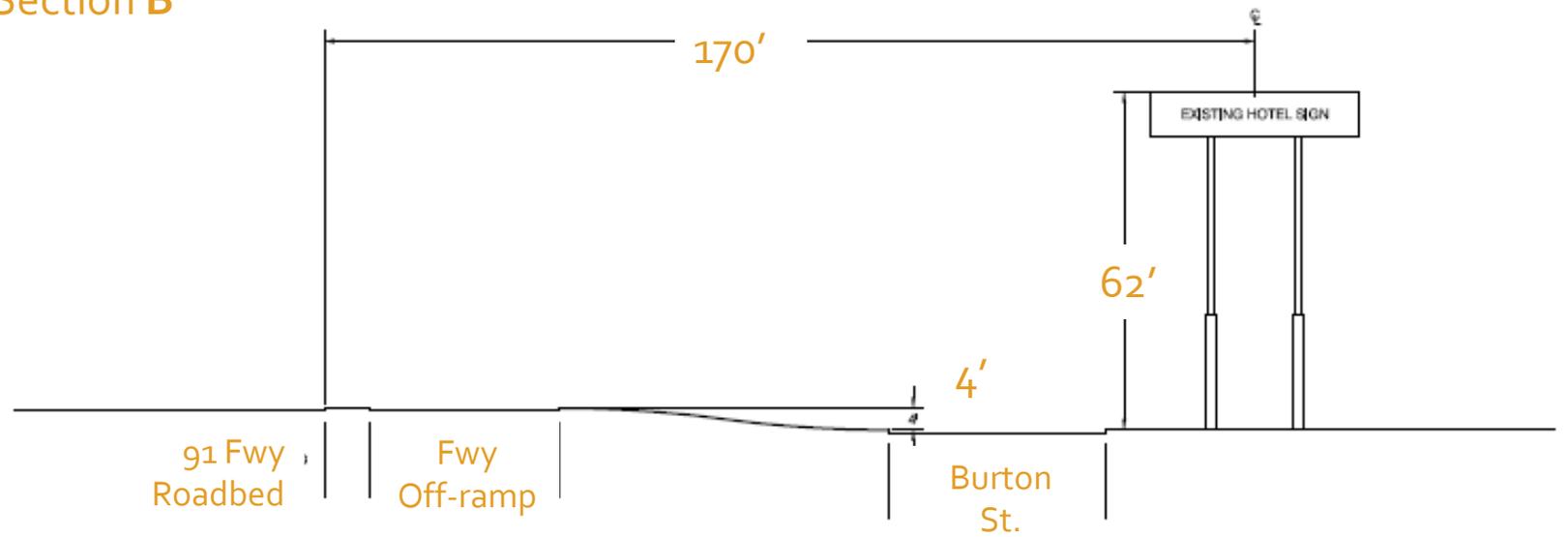




Section A

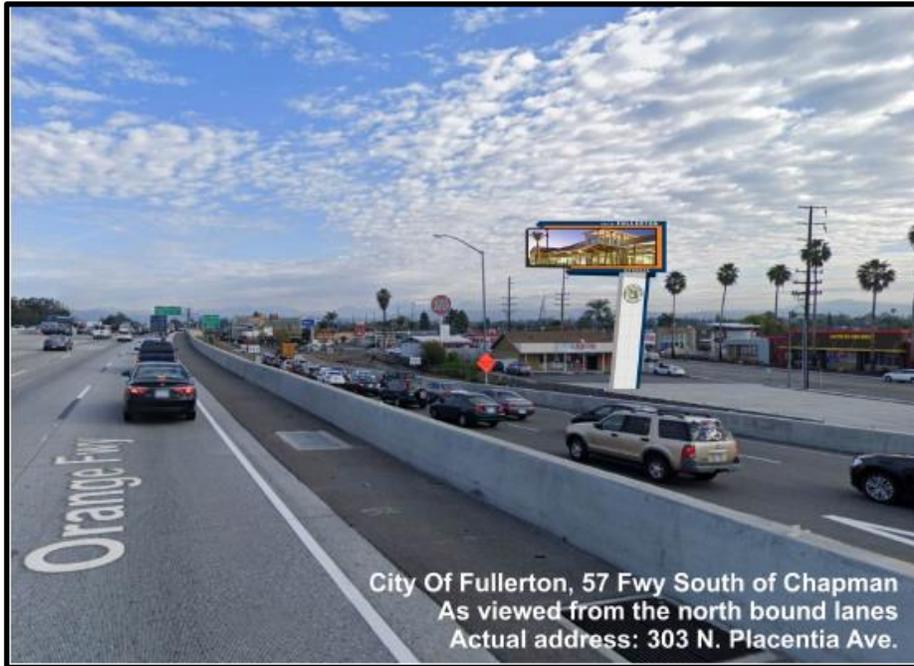


Section B

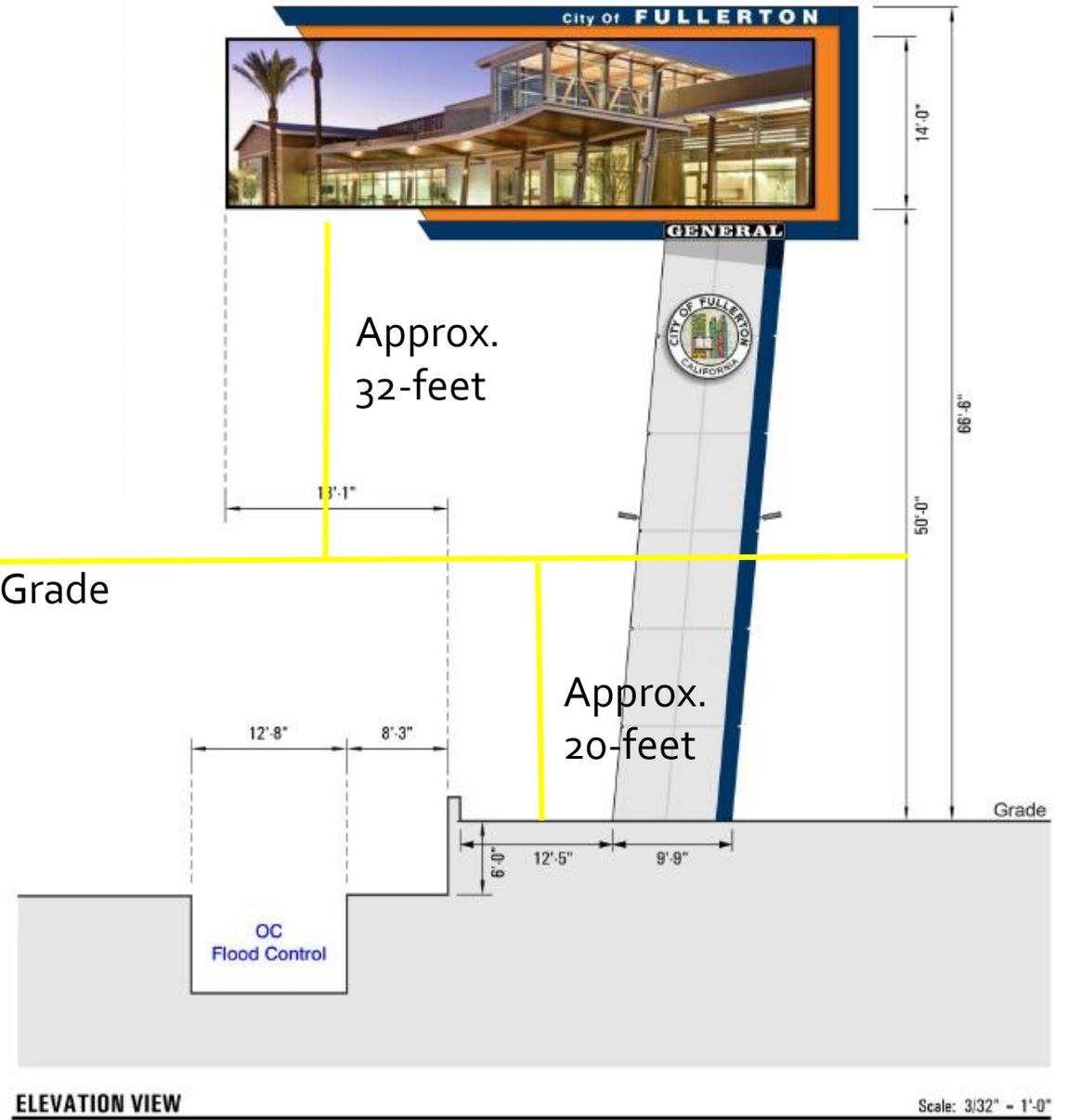




# 303 N Placentia



Freeway Grade





# Existing Electronic Billboards & Fwy Signs



Placentia Billboard #1  
[57-Freeway]



Placentia Billboard #2  
[57-Freeway]



Digital Sign  
[91-Freeway]



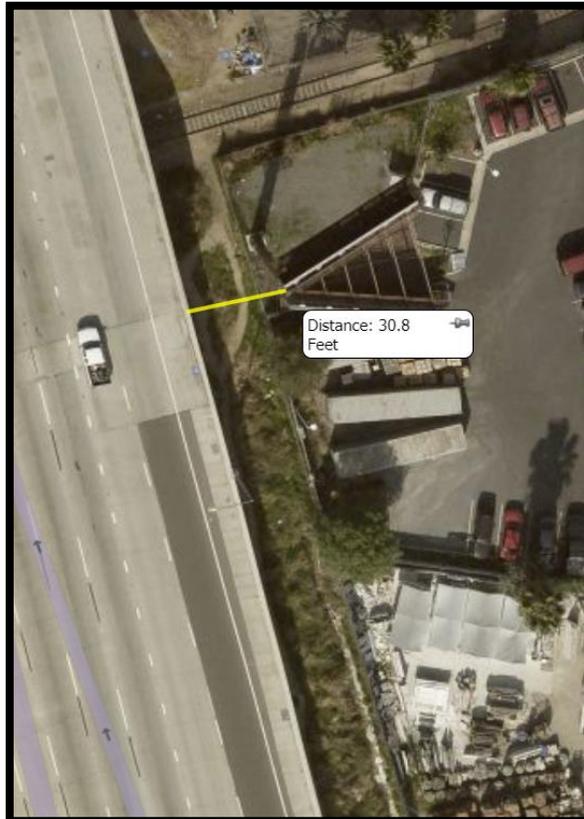
Freeway Sign  
[91-Freeway]



# Existing Electronic Billboards & Fwy Signs



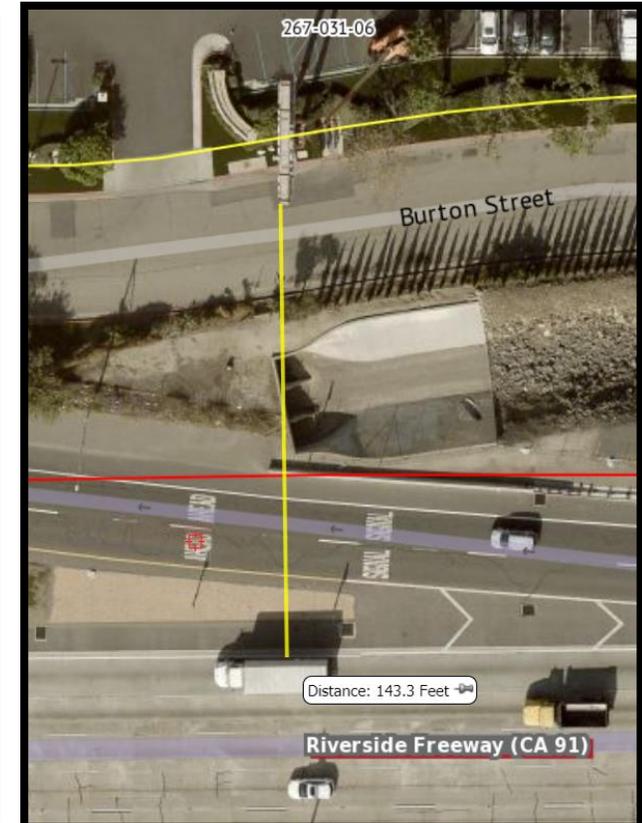
Placentia Billboard #1  
[57-Freeway]



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
<b>Zoning</b>	Permitted in the G-C, C-M, M-P, and M-G zones	C-M	Yes
<b>Minimum Distances between billboards</b>	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
<b>Freeway Adjacency</b>	Must be within 200-feet of SR-57 or SR-91 right-of-way	Approximately 49-feet of SR-91 Fwy off-ramp	Yes
<b>Display Face Orientation</b>	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
<b>Static Display Face</b>	Minimum of 1 electronic display face; 2 <sup>nd</sup> face may be static	2 electronic display faces	Yes
<b>Name of Owner</b>	Must be included on billboard along with billboard ID number	Name included along bottom of display; condition of approval for ID number	Yes
<b>Screening</b>	All bracing, wires, and supporting elements must be screened	All elements have been designed to be screened	Yes
<b>Setbacks</b>	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
<b>Utilities</b>	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 Categorically Exempt from CEQA per Section 15303, New Construction and Conversion of Small Structures and Section 15332, In-Fill Development Projects



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