

CITY OF SANTA ANA PLANNING COMMISSION JUNE 22, 2020 AT 5:30 P.M.



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WORK STUDY SESSION:
UPDTE TO THE CITY'S
BILLBOARD ORDINANCE

PURPOSE & GOALS

Update the City's current Off-Premise Commercial Advertising Signs Ordinance to:

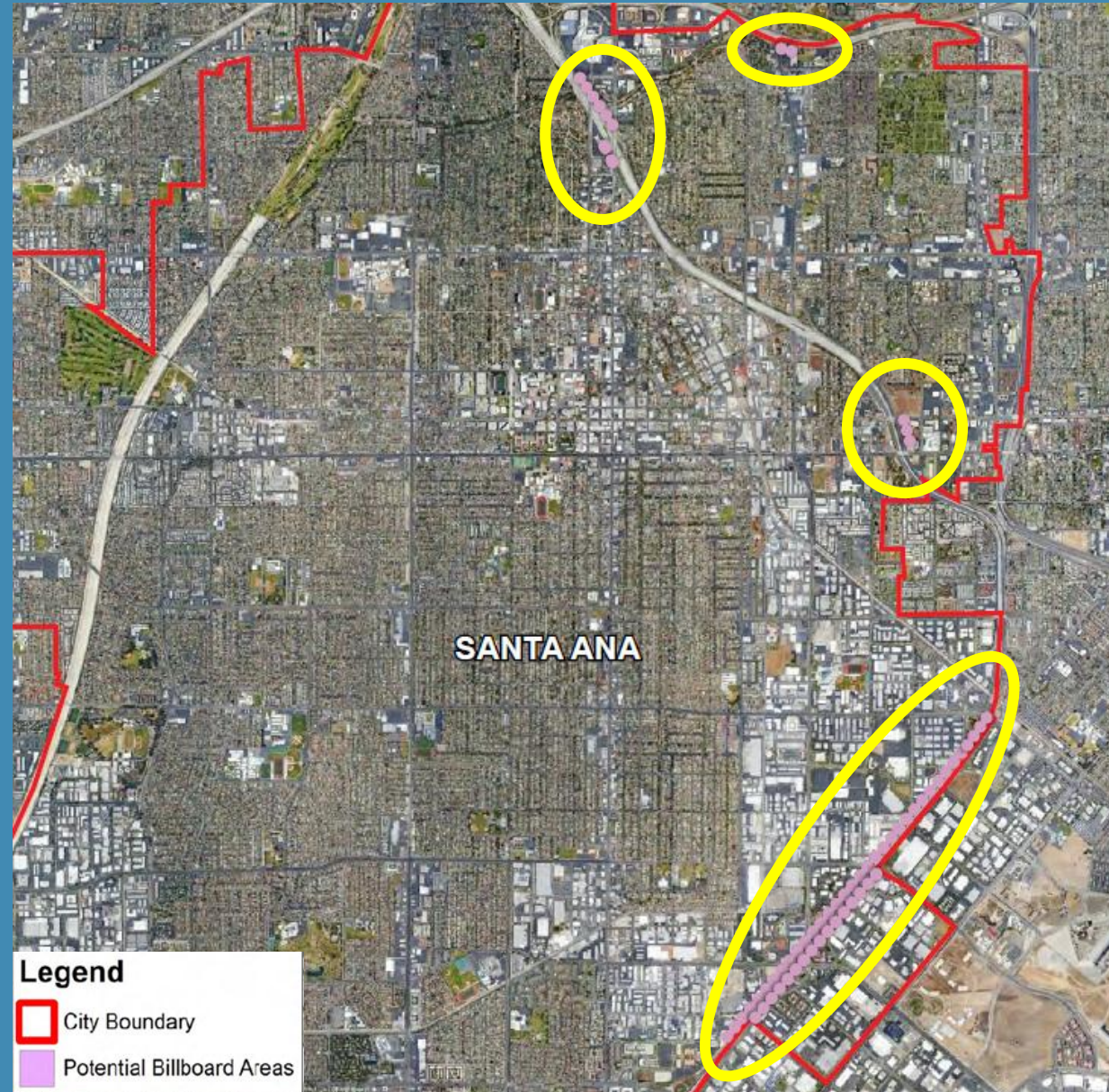
- ❑ modernize existing ordinance (last updated in 1987)
- ❑ eliminate nonconforming billboards from the City, particularly in residential zones and other sensitive areas,
- ❑ allow the construction of new digital display billboards, and
- ❑ allow conversion/reconstruction of existing on/off premise signs to digital billboards

LOCATION OF BILLBOARDS

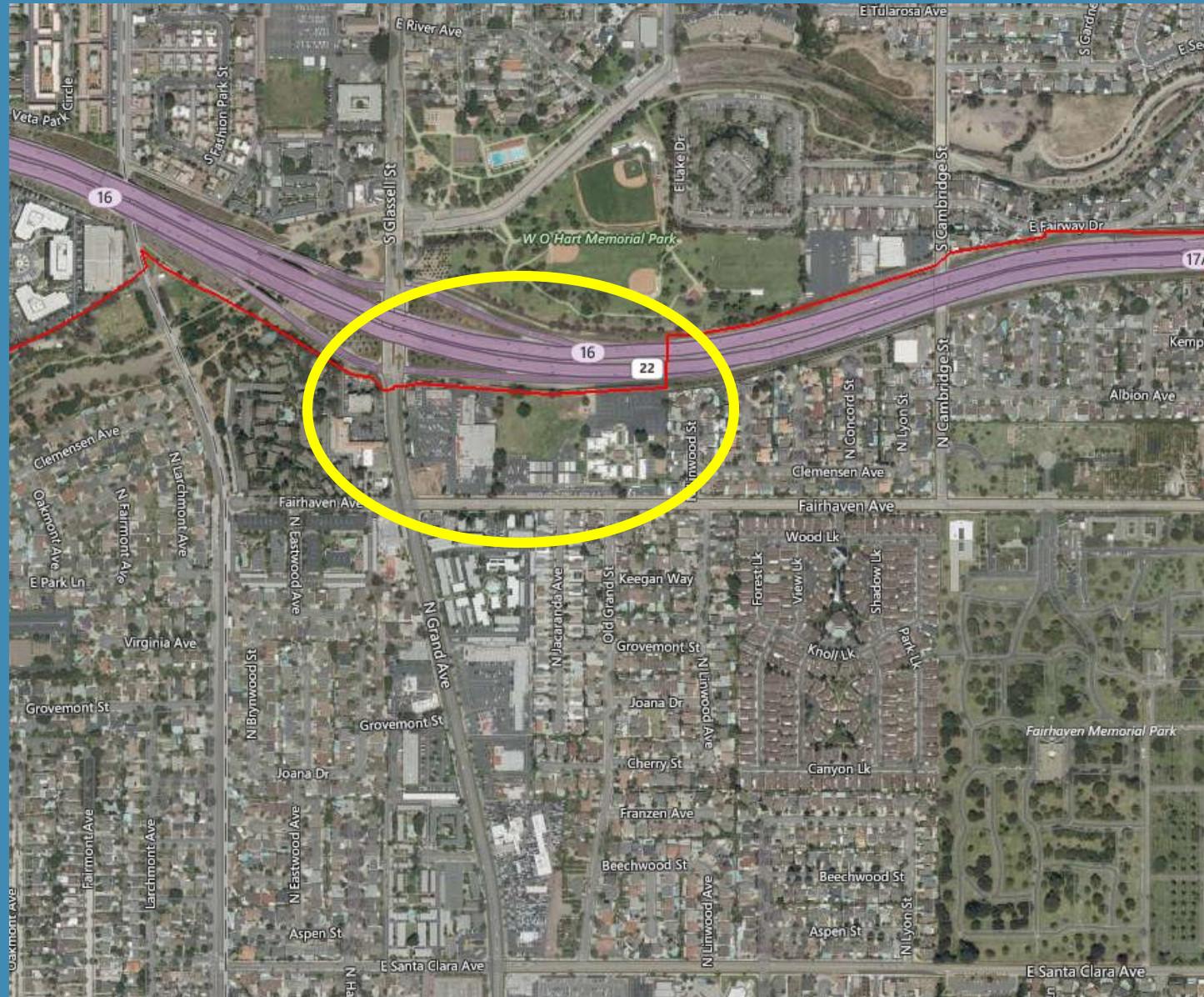
New billboards (including conversion/ reconstruction of static billboards) will only be allowed adjacent to the Interstate 5, State Route 55, and State Route 22 freeways and will have to comply with the following criteria:

- allowed on non-residential properties,
- within 300 feet of the freeway right-of-way,
- minimum 300 feet away from residential properties, and
- comply with Caltrans requirements.

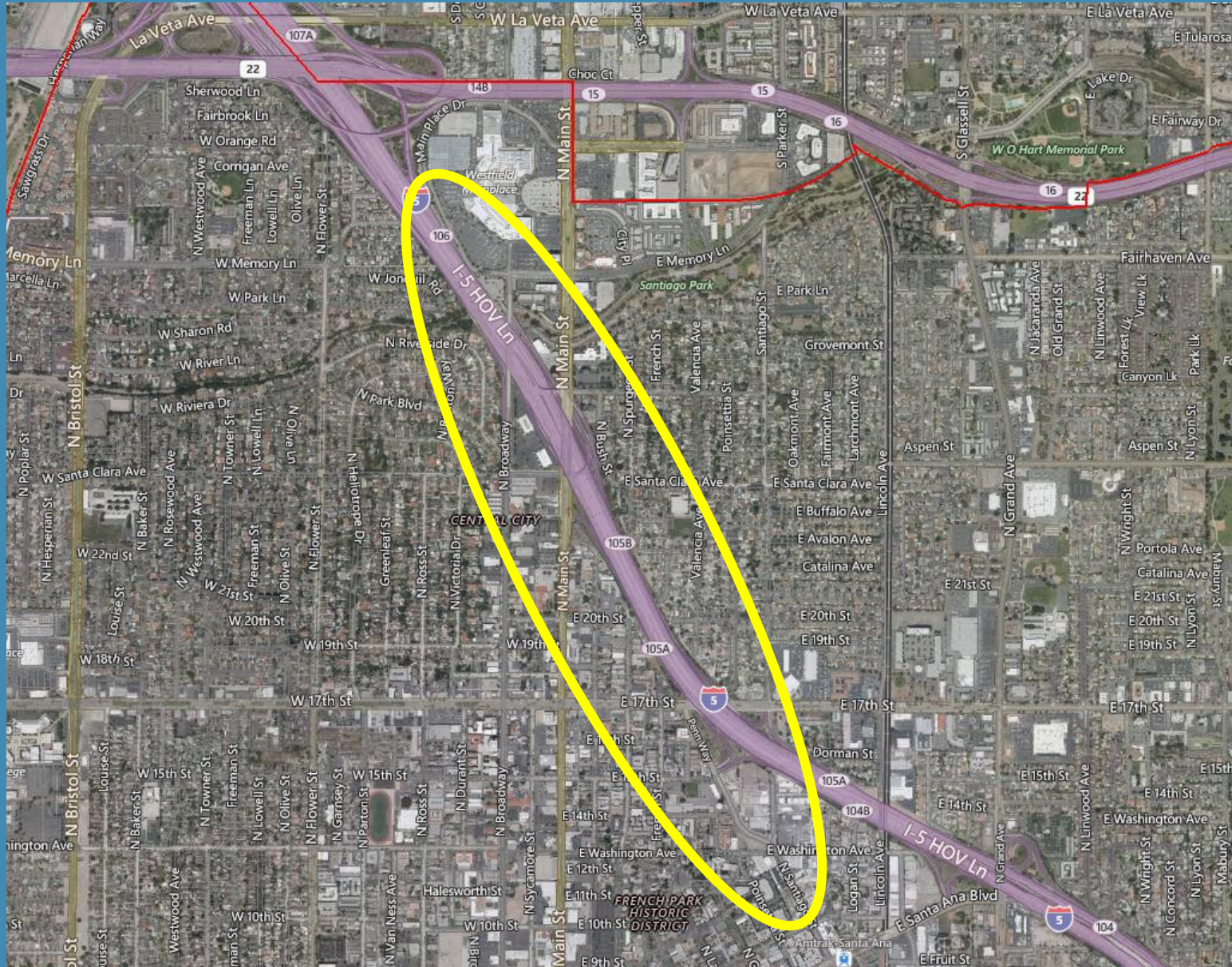
POTENTIAL BILLBOARD SITES



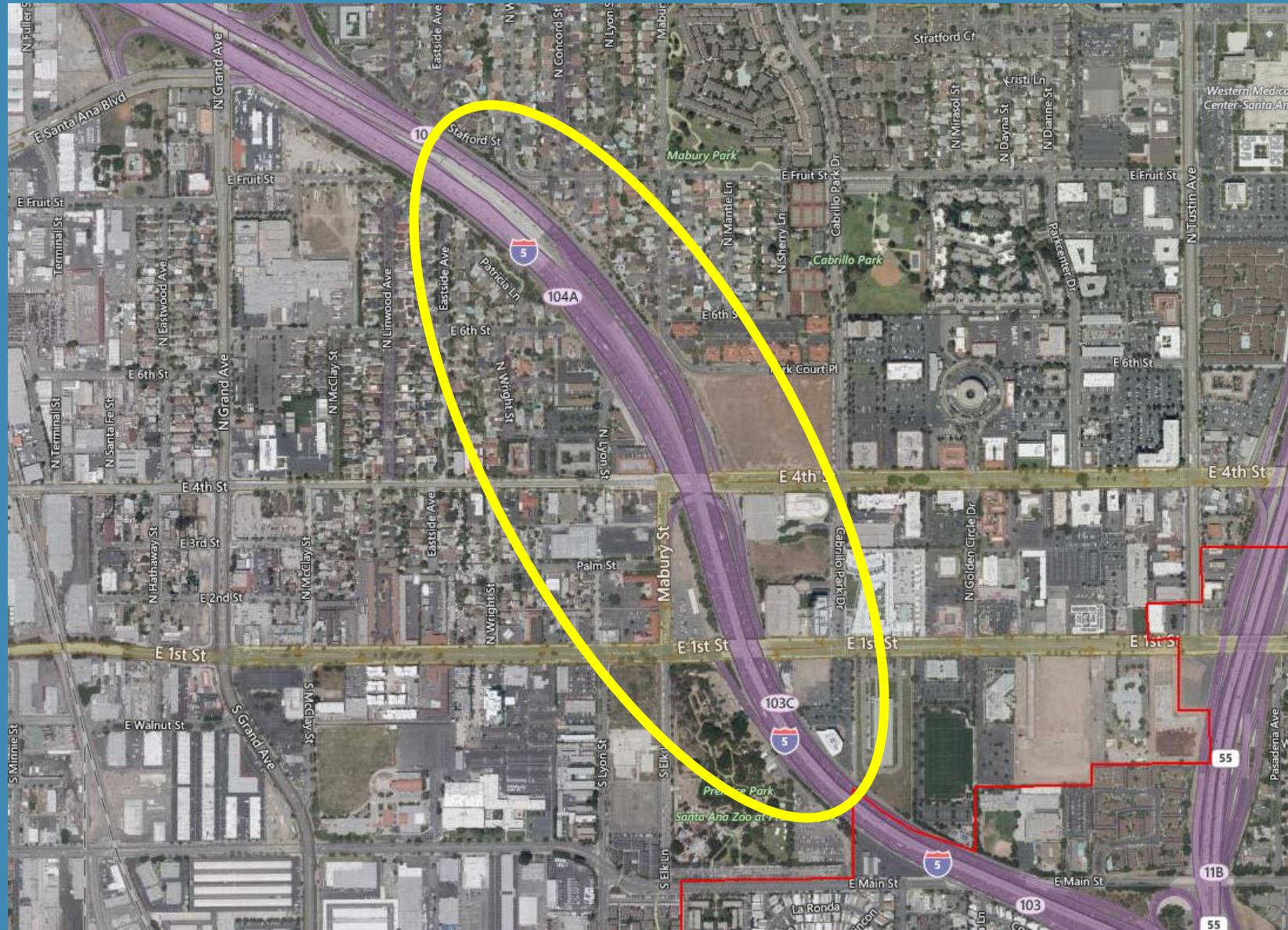
POTENTIAL BILLBOARD SITES – AREA 1



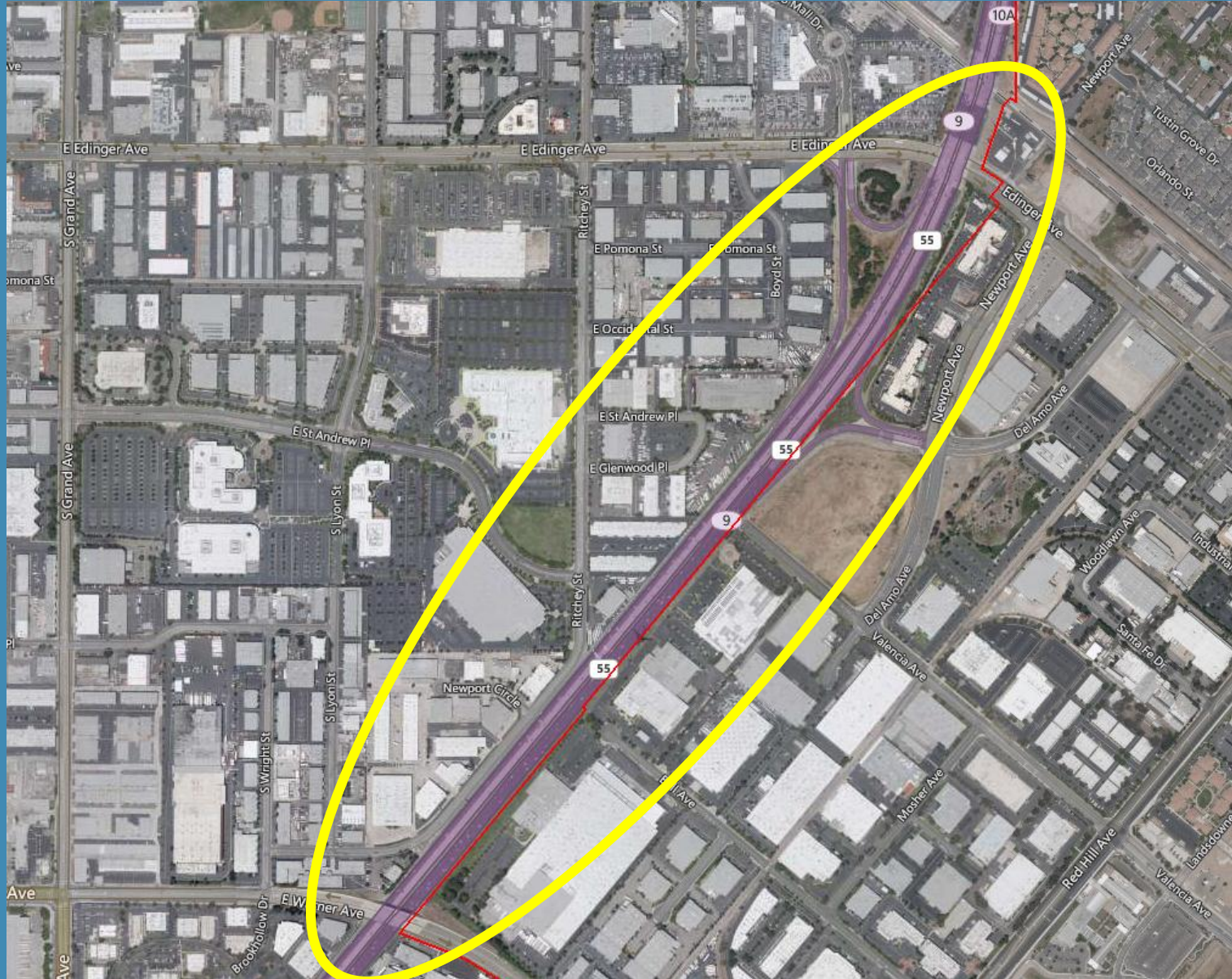
POTENTIAL BILLBOARD SITES – AREA 2



POTENTIAL BILLBOARD SITES – AREA 3



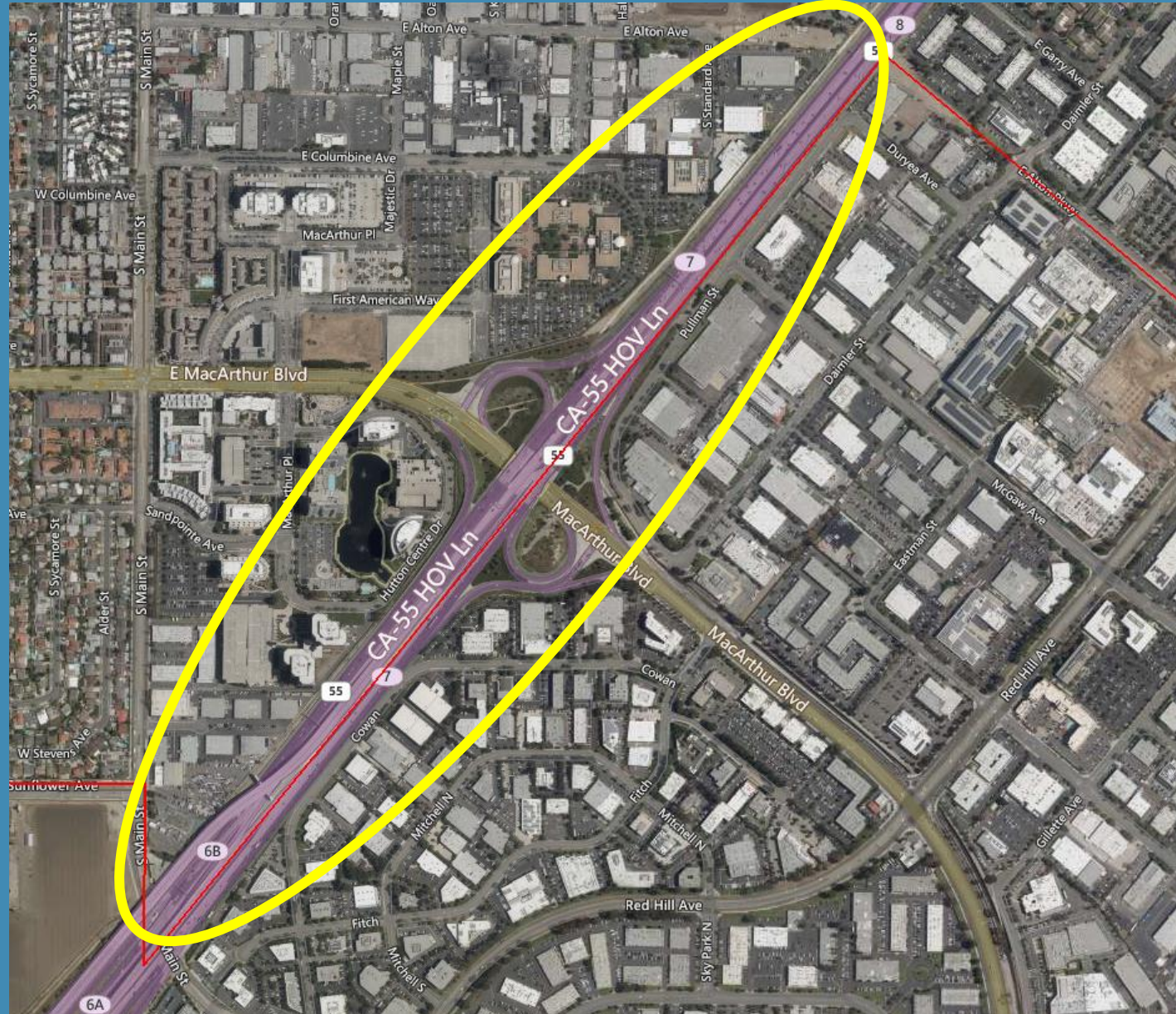
POTENTIAL BILLBOARD SITES – AREA 4



POTENTIAL BILLBOARD SITES – AREA 5



POTENTIAL BILLBOARD SITES – AREA 6



REVIEW PROCESS AND APPROVING BODY

Billboard Type	Development Project Review (Planning Manager)	Operating Agreement (City Manager)	Conditional Use Permit (Planning Commission or City Council on Appeal)
New Billboard	YES	YES	YES
Conversion/ Reconstruction of Existing Off-Premise Advertising	YES	YES	NO
Conversion/ Reconstruction of Existing On-Premise Advertising	YES	YES	YES

EXCHANGE RATIO REQUIREMENT

In order to construct a new digital billboard or convert an existing static billboard, applicant will have to:

- Remove non-conforming billboards (ratios still being analyzed)

OR

- Provide economic and community benefits

ECONOMIC AND COMMUNITY BENEFITS

Applicants electing to provide economic/community benefits will have to meet the following criteria:

- local business with regional attraction,
- provides defined annual taxable sales
- provides physical on-site or off-site improvements,
- can demonstrate an on-going business plan, and
- local and significant employment.

ADDITIONAL REQUIREMENTS

The following operational and development standards will be applicable to new and conversion/reconstruction billboards:

- Design (including height and size)
- Lighting and illumination
- Screening and landscaping
- Maintenance
- Advertisement of PSAs & display “Santa Ana” on billboard

NEXT STEPS

- ❑ Finalize Ordinance & Mitigated Negative Declaration and release for public review
- ❑ Outreach with billboard industry & stakeholders
- ❑ Public Hearings
 - ❑ Planning Commission
 - ❑ City Council

COMMISSION QUESTIONS



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COMMISSION CLOSING COMMENTS

