



## Staff Report

**TO:** City Council  
**FROM:** Katie Jenson, Assistant Planner  
**DATE:** December 17, 2024  
**SUBJECT:** Relocation and Replacement of the Welcome to Beaumont Electronic Billboard Sign Located at 1691 East Sixth Street (APN: 419-180-025) in the Local Commercial (LC) Zone

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**Description** Consideration of application PLAN2024-0108.

### **Background and Analysis:**

The subject site is currently entitled and holds a commercial complex consisting of a grocery store, gas station, drive thru's, and various small retail commercial operations located in the Local Commercial Zone.

The current Welcome to Beaumont sign was approved by City Council in 1997 (Attachment E) and is located on parcel 419-180-013 that holds the Shell gas station at 501 Highlands Springs Ave. In 2014, it came back to City Council under a Conditional Use Permit per a previous condition stating that any modification to the sign would require a Condition Use Permit. The modification was to remove the tri-vision sign portion and create one large signage area. The current sign is 64' in height and 54' wide and displays electronic messages.

The proposed sign will relocate to the adjacent parcel 419-180-025 that holds the Food 4 Less grocery store at 1691 East Sixth Street. The newly proposed V-shaped style electronic billboard dimensions will consist of an overall height and width of 115' x 48'. The sign-face dimensions will be 23' x 48' and the screen dimensions will be 18' x 48' (Attachment A).

Beaumont Municipal Code 17.07.030.G.2 states upon entry into a relocation agreement with the City in accordance with California Business and Professions Code Section 5412, the owner of an existing billboard within the City may convert a static copy billboard to an electronic billboard, subject to approval of a permit application pursuant to Section 17.07.060 and subject to the requirements of Chapter 8.50 (Outdoor Lighting) of the Beaumont Municipal Code. Such agreements may be approved by a resolution of the City Council upon terms that are agreeable to the City, pursuant to administrative

guidelines, as adopted by a City Council resolution. The execution of a relocation agreement shall not operate to change the status of any billboard as a nonconforming use for the purpose of this code.

Beaumont Municipal Code 17.07.050.T defines 'relocated billboard' as an existing billboard that is located in the City that is relocated through a City Council approved relocation agreement, including the replacement of a static billboard face with an electronic message center. The relocated billboard is not considered a new billboard.

The Municipal Code of the City of Beaumont Section 17.07.030.L allows sign programs for specific developments, as well as special sign districts or special sign overlay zones, or in specific plans of land uses, when approved as required by applicable law, may modify the rules stated herein as to sign size, height, illumination, spacing, orientation or other non-communicative aspects of signs, but may not override or modify any of these basic policies unless stricter than these basic policies.

**Fiscal Impact:**

The cost to prepare this staff report is approximately \$500.

**Recommended Action:**

Hold a public hearing; and

Approve PLAN2024-0108 relocation and replacement of the Welcome to Beaumont Electronic Billboard.

**Attachments:**

- A. Application
- B. Site Plan
- C. Draft Resolution
- D. Draft Relocation Agreement
- E. Draft Conditions of Approval
- F. General Plan Land Use Designation Map
- G. Zoning Map
- H. Location on Aerial Photograph
- I. 1997 Sign Permit
- J. 2014 Plans