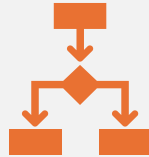


DISCUSSION – REVISIONS TO THE BILLBOARD BEAUMONT MUNICIPAL CODE

November 4, 2025



BACKGROUND

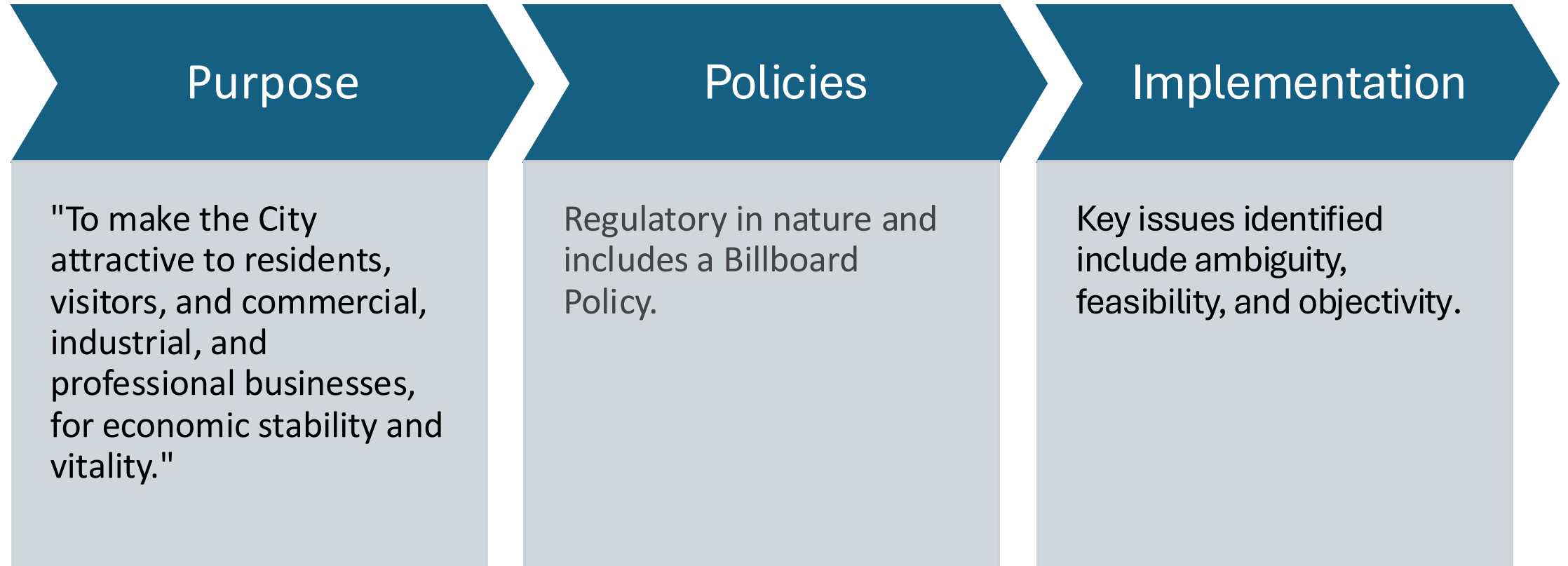


Ordinance No. 1167, adopted November 7, 2023.



Intent: "To establish consistent standards for... electronic signs."

Adopted Ordinance Purpose



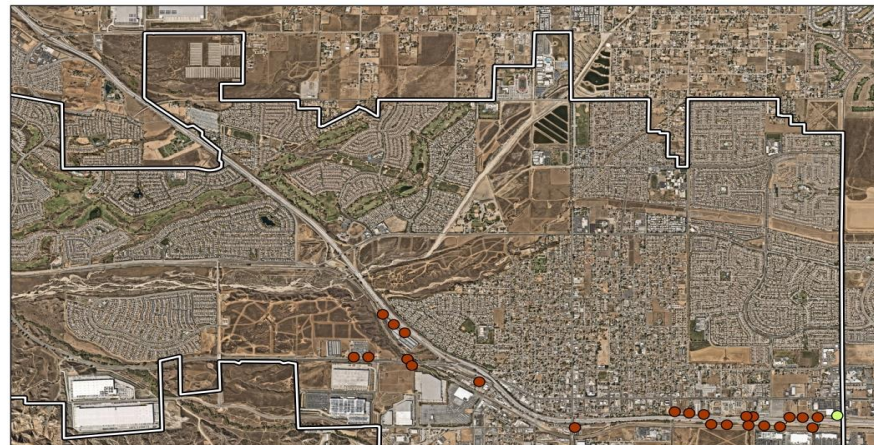
Current Billboard Policy Provisions



10/30/2025

Current Billboards

- Static Board
- future electronic subject to vested relocation agreement
- ▭ City Boundary





















10/30/2025

- Static Board
- future electronic subject to vested relocation agreement
- ▭ City Boundary

- Prohibition.
 - Ownership requirement.
- Relocation and Conversion Agreement and Sign Permit.
 - Nonconforming status limitation could continue.
- Ambiguity.

ELECTRONIC BILLBOARDS IN CITIES

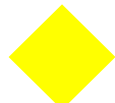
DIGITAL ADVERTISING AND RELOCATION AGREEMENTS

	BEAUMONT	YUCAIPA	CALIMESA	BANNING	PALM SPRINGS	REDLANDS
MOBILE DIGITAL DISPLAY						
PRIVATE PROPERTY				* 		
PUBLIC PROPERTY				* 		

* To downtown commercial land use district only.



Prohibited



Relocation Agreement

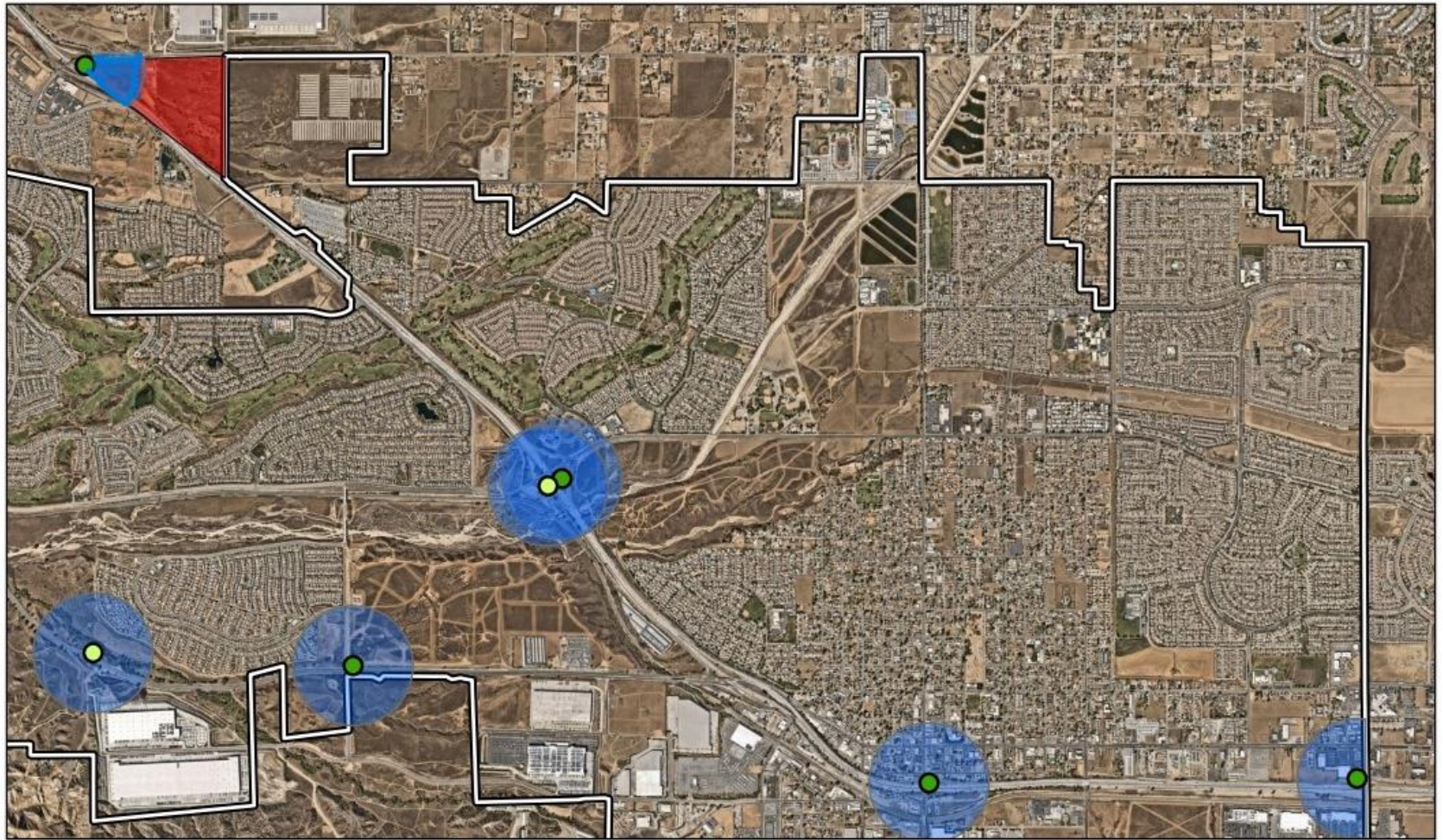


Permitted



No Provisions

Main Potential Billboard Locations



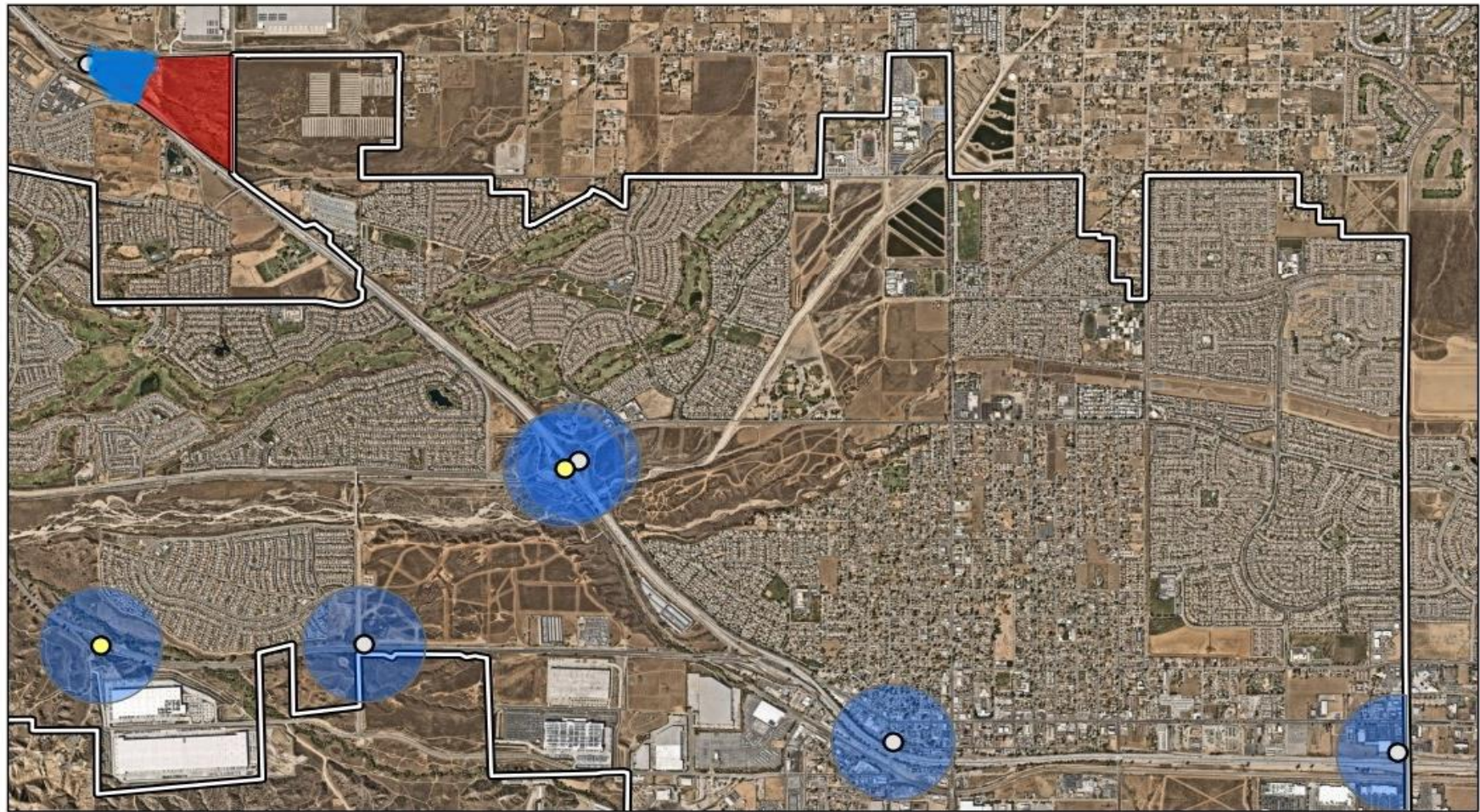
10/30/2025

- Main Potential Billboard Locations
- Development Agreement Vested
- City Boundary
- Main Potential Billboard Radii
- New Annexation Area

Potential Billboard Locations – One Option: an Overlay Zone.

- Freeway Exit or Interchange Overlay
 - Certain radii requirements, relocation and/or development agreements and City processes.
- Caltrans Agreement
- California Outdoor Advertising Act compliance

Likely Billboard Locations



10/30/2025



Likely Locations

- Cherry Valley Boulevard Exit (potential, pending future annexation).
- Regency Center's Oak Valley Village (DA, Oak Valley Parkway Exit).
- Beaumont Bizhub Building (Beaumont Avenue Exit, potential city-owned billboard).
- Beaumont Pointe Projet (DA, Jackrabbit Trail).
- Potrero Boulevard (possible)

Potential Ordinance Goals – What are the regulatory implications?

Reduce visual clutter.

Night sky ordinance compliance challenges.

Revenue sharing negotiation opportunity costs.

Potential Ordinance Goals – How many electronic billboards, if any?

Encourage economic development and generate city revenue.

Balance and ensure community standards.

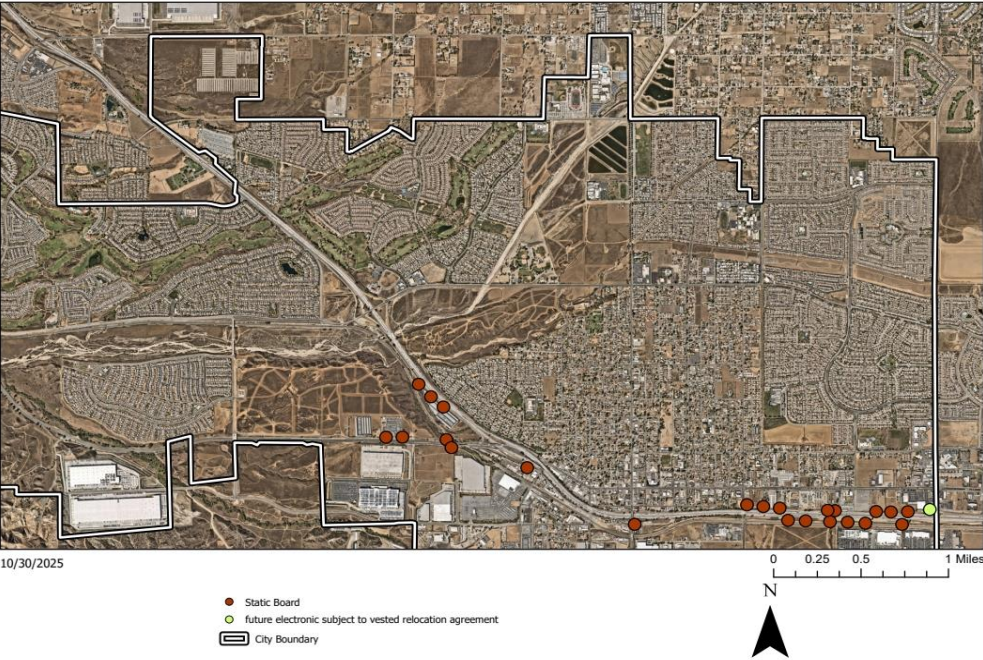
Impose maximum billboard limitation(s).

Recommended 1:1 Ratio Reconsideration

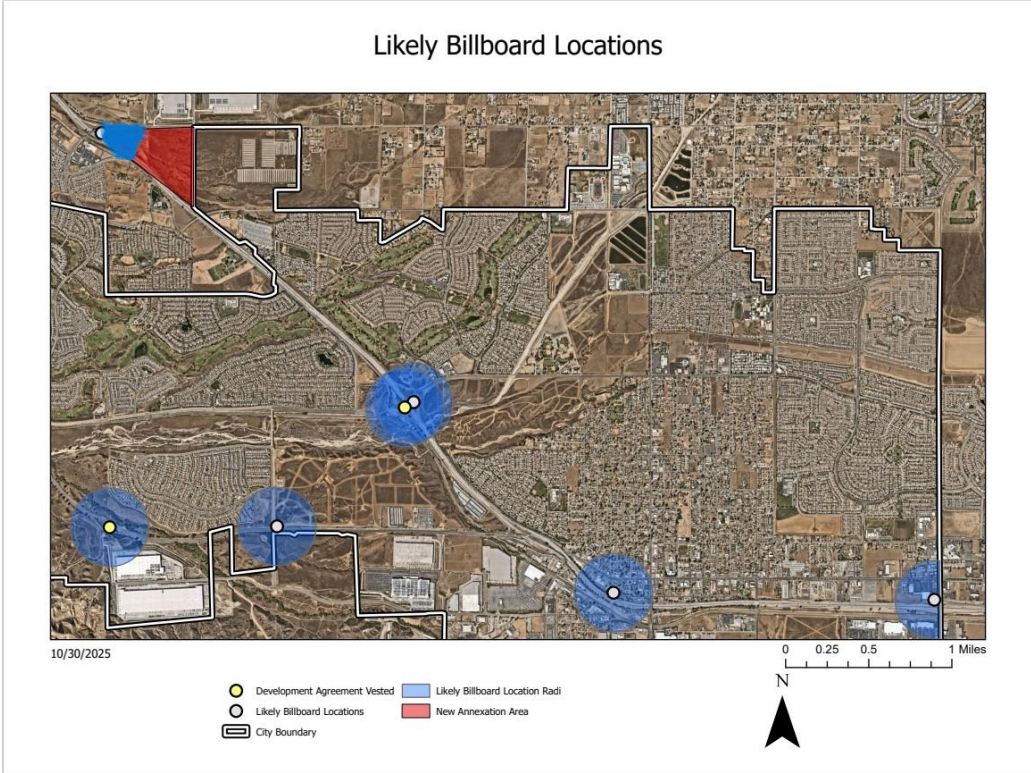
4:1 to expand regulations and partnership opportunities.

Create visual and corridor cohesion through efficiency and impact.

Current Billboards



Likely Billboard Locations



RECCOMENDATION

Discuss potential overlay and appropriate electronic billboard limitations,

- Consider alternatives, or
- No action.

Direct staff to prepare an ordinance,

- Continue discussion, or
- Receive and File.

DISCUSSION – REVISIONS TO THE BILLBOARD BEAUMONT MUNICIPAL CODE

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