

Billboard Survey 2025-26 | Open Comments
City of Beaumont

Eliminate billboards completely. They are an eyesore, and blocks the natural beauty of the mountains and desert. They make Beaumont look dirty and cheap. They are not significant revenue for the city, especially with all the new taxes collected from new residents.

You know I can never pay my payment on your site, I put in the account number, why are you asking for previous amount paid? Who cares! If I don't have the prior bill amount I can't pay online, it won't let me I have to come in a pay my damn bill and am sick of it, fix the website! make it simple to pay our bill Fix it!

Until there is regulations on how bright they can be at night it is very distracting and hurts drivers eyes.

not resident of city but of Cherry Valley and you asked for opinion when I went online to pay the sewer bill

We do NOT have to, nor do you have our permission to use taxpayer funding to support YOUR advertising which benefits us Beaumont Taxpayers a total of 0%!! This is a HARD NO from Americans who are FED UP with every gd penny you suck from Californians! ENOUGH!! Use the funding you use and STOP asking for more, you have more than enough. Actually, CUT your spending while we're on the topic.

I drive past the ones in Yucaipa and I hate them. Don't make our city look cheap and trashy like that! I support in the aspect of revenue, but I feel that billboards are a thing of the past and now-a-days, just take up space, physically and visually. So I would support replacement of current signs, but not adding new signs

There are already so many billboards along the drive through Redlands to Indio. Other jurisdictions, including entire states, have prohibitions on new billboards. In this digital age, we are constantly advertised to through social media and pylon signs. The last thing I want while I'm driving is more advertisements.

While digital billboards are useful for city messages, there is room for abuse regarding advertisements.

Digital billboards are too bright and distracting, especially at night. It's a safety issue

Not to be used for politically divisive messaging. Beaumont is a diverse community with mutual respect amongst citizens. Let's keep it that way!

Doesn't Beaumont have a light pollution city ordinance? Last I asked, the city refused to add some streetlights along a dark street that gets lots of foot traffic at night, due to this policy. So it's okay for the city to blast bright lights 24/7 but we aren't allowed to have lights for safety? Doesn't sound right to me.

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The signs are also too bright, hard on the eyes and interrupt driving, making it dangerous for some drivers.

So ugly and distracting. Don't let them be too bright.

These billboards are highly distracting and DO NOT add to the beauty of our communities - leave Vegas in Vegas and keep our beautiful city comfortable and clean for all.

I live next door in Banning, but do nearly all of my shopping in Beaumont since Banning is so poorly run.

Digital billboards are a nuisance. They're overly bright and distracting, they light up way too much of the space around them. Take a look at the Moreno Valley mall billboard, it is BLINDING driving by at night you can see the lit up sky from miles away, it's unnecessary. The biggest selling point of Beaumont for me was the low light pollution. There is ZERO need to switch to digital billboards.

The billboards are too bright and distracts a driver plus you don't get the message anyway because it's too quick.

These obnoxious signs have no place beside our highways and especially near our neighborhoods. There is sufficient research available for our Council members to read, giving sufficient notice NOT to even consider such nonsense. They should utilize it.

The large billboard on Highland Spring might become a distraction for the I-10 drivers. Digital billboards are bright and not easy on the eyes at night. Otherwise, great opportunity for messaging in the community!

Way way way too bright. If this is related to the construction on oak valley by the 10. The proximity to the surrounding neighborhoods will be a massive eyesore.

Stop wasting money! Fix our parks. Be accountable and be responsible with funding. I think it would be best for our community if you were once again raided by the FBI. You should all resign!
How much revenue do you expect, and will the city own the billboards, or just tax the businesses using them? Who pays for the new billboards?

Wasteful

When you drive East on the 10 freeway, from Fontana area towards Beaumont, there are a couple of bright billboards, so bright they blind you at night. Please do not make them that bright. We do not need more lawsuits claiming the hit something because of these things. Make us money for new park features or signs or fun stuff the residents need, but don't make it bite us in the backside... and you will need to zone these things or else you will get complaints about the dark sky ordinance...

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Follow what the city of Yucaipa has done .

Make a billboard says welcome sign city of Beaumont like the one in Yucaipa.

I live in unincorporated Cherry Valley and drive through and shop in Beaumont almost every day. Digital billboards are driving distractions, if they are LED they can damage vision of viewers (dangerous in community with both older and younger, less experienced drivers) and may ruin the character of the city. (Better to maintain existing separate identity than to 'blend' with one giant blur of bright neon lights and crime that are extending out from Los Angeles more and more as people move out

Introduce the growing city and to attract more business locally.

Drive through Moreno Valley at any hour after sunset and you can see the glow from the digital mall billboard for miles blinding drivers on the 60

Keep things simple as they were.

In all due respect this is a very vague survey. Example: The statement "Beaumont is considering digital billboards" is confusing. I am not aware that the City owns any billboards. Is the City planning on buying new billboards for new locations, or allowing existing privately owned billboards to convert to digital? Is the City contemplating allowing private billboards to convert to digital with the condition that the City rakes a portion of one of the slides? Please explain more detail.

Billboards are not the major issue with the city. Cost of living is way too expensive in Beaumont. One bedroom and two bedroom apartments are not affordable.

Some of the Mello-Roos Taxes should have expired by now and the community need to be updated. We are watching to see when the expiring Mello-Roos will be adequately removed without any litigation.

If this will make revenue for the city and possibly keep our taxes lower I'm all for it

This is great! The old billboard in town look terrible and usually have ads for the billboard company due to not being rented. This would update to consistent ads and a better look for the community. My one concern would be that the Large CoB sign the the Highland Springs exit of the 10 fwy was a digital billboard when constructed and it turned into a normal billboard due to a reason unknow to me. We just wouldn't want the same to happen if we attempted digital billboards again.

It seems contrary to our dark sky community, but the one on highland springs is such an ugly eyesore

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Though I don't reside in Beaumont, I own property there and am in town frequently.

The survey is biased in favor of digital billboards and skews the results; it is also lacking context. Work to remove billboards and clean up the public rights-of-way. Billboard revenue will not generate enough to fund needed infrastructure improvements and supporting more or differently-styled billboards on the hope that they will is simply a mistake. No to existing (amortize them) and no to more billboards.

Simple and pleasant to see. Just shoe Welcome to Beaumont with soothing, pastoral background

I am supportive of less billboards. Our town is like a mutt a mix bag of chips depending on where you are. We have areas that look like our city is meant to host passerbys like the ugly gas station on Pensylvsnia and 6th. I don't want any billboards around my neighborhood or nearby. Clean up and beautify the Oak Valley fwy exit. It's Caltrans so then put pressure on them to beautify. Rialto, Fontana and Colton all have clean fwy exits.

Reduce overall amount of billboards and ensure appropriate advertising

Too many electronic billboards will be a visual overload. The amount we have is good but replacing all with electronic ones and adding will be too much, especially at night while driving. I like that they may help with generating revenue, but if it doesn't help lower my taxes, I'd be concerned what it's paying for.

Love the idea of digital billboards . I hope you guys also modernize the freeway bridges . Beaumont is a big intersection that connects 60 and 10 freeway into one . Let the people know what city they're passing through by putting Beaumont on our FWY bridges . Example Coachella Valley 10 fwy exits , Highland of 210 exits

A digital billboard would be great on the beaumont welcome sign that's right off the freeway at highland springs.

As long as the City of Beaumont has a contingency that they can't be obnoxiously bright, I think they will look nice and modernize the area.

They are new age and I'm sure good

Four years ago I drove from Palm Springs to Redlands for work. The Morongo digital display is blinding due to brightness. It made driving very dangerous. The digital sign outside the Chatigny community center blinks it's bright message all through the night and is a problem for any resident that lives in a house that has a window near there. Digital signs are also don't display their messages long enough for a driver to read. Drivers can safely drive and still read traditional signs.

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A new modern digital billboard will definitely make a statement that our city is keeping up with the times, and growing. Also it will look much nicer and modern.

Billboards are ugly and we do not need the revenue from distractions that cheapen our community. Let us keep Beaumont the Elevated City and let us be a small town atmosphere. History: Originally settled in the mid-1800s as a railroad stop, it was incorporated in 1912. Community: A family-friendly city with a small-town atmosphere, offering a lower cost of living and housing compared to the rest of California. Thank you.

How much is it going to cost?

Feel free to reach out to me whenever there is a community meeting because I have been keeping track and DO want to express my concerns...Trais Buen Dia y Primero Dios.! I think it is a great ideal. I would like to see the billboards only open for advertising by businesses or clubs in our city.

Place them at the Cherry Valley exit and as you are leaving Beaumont at Highland Springs as you travel East on I-10 FWY.ðŸŒ©

If the billboard could be brighter during the day , but dimmed during the night , not bother / disturb family homes in the near vicinity I would be supportive. This works as it helps local.busaoness have more visibility,and also help with the community with local events.

Need to finish the parks and build a high-school if we have money for new billboards then we have money for a new high-school!

Sequential billboards, when synchronized appropriately, can display a message within a second of the next billboard to allow drivers/commuters to catch important messages.

Beaumont used to have the biggest electronic billboard in the area (Highland Springs/10 Freeway). It was great to see advertising for local businesses and messaging. I believe it would benefit the city to add another electronic billboard on the west side of the city near Oak Valley Parkway to welcome visitors from both sides of the city, much like Yucaipa currently has. I see our advertising to pay for new businesses in Beaumont on Yucaipa's billboards. This is disheartening.

Large businesses already bring in a lot of light pollution and digital billboards will only add to that pollution. I moved to Beaumont to get away from brights cities. I do not agree with digital signage as it will take away from the natural light that the city already embraces

City funds need to be used to finish your parks. What about the expensive digital board on Highland Springs that is heavily ignored. Roads and infrastructure needs to be updated to reflect the growing population. These "upgrades" are a waste of time and money.

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I think you should adjust/modify the cities current policies on small business owners being able to advertise immediately outside their place of business if there is room. And allow the advertising big enough so the local residents can read the lettering of the advertisement.

The massive billboard off Highland Springs Ave needs a major upgrade. It's been an eye sore for years. I truly hope that will be upgraded. But I hope it's not like the horrendous digital billboard in Banning. That gives off so much light pollution at night.

This is a money generated decision and will cause distractions on an already congested corridor.

Great questions and length. An option could be to see what type of permitting process would be acceptable to help preserve community character (branding? e.g. staff-level, PC, or council?). If revenue sharing is a part, DA's would need council approval, however, there may need to be provisions requiring the actual digital/electronic billboard to be approved by council too (rather than just a DA).

Beaumont is a small rural community. Even though we are gaining progress with new stores being built, and that's ok, we don't need the blinding LED billboards like major cities. Please allow our community to stay beautiful the way we all know and love.

I would like it if the billboards could be used to communicate public safety information quickly, such as when a resident was missing and the helicopter was relaying the information. The downside is that the ones in the LA area are sometimes too bright! Please do not place them where they face residences, especially in the downtown area where there is the commercial to residential interface.

The only thing that at all would make new billboards worth while is if somehow the city would use the income generated in a proper way. It's gotten out of control here lately

I support modern signs and with screens. The ones with banners attached or the vertical slats that move (like the huge one on the 10/Highland Springs) are eyesores and look dated

Replace several old for each digital one. Distracted drivers shouldn't be driving as it is.

Get rid of that monstrosity at Highland Springs and the westbound 10 on ramp. It was approved to be replaced, probably 2 years ago now!

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How about we fix the already modernized mess this town made for itself on 2nd Street and highland springs. Let businesses pay for billboards. There should be no reason the city pays to erect signage. Look at the existing sign at highland springs. Not updated since I moved here in 2015

Yucaipa has 3 digital signs, that's overkill. 2 digital for Beaumont, placed strategically along the 10. Remove all the old paper billboards! Thank you for asking for the residents input.