



## CITY OF COMMERCE AGENDA REPORT

**TO:** Honorable City Council

**FROM:** City Manager

**SUBJECT:** Presentation Regarding Digital Billboards

**MEETING DATE:** August 12, 2025

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Item No. \_\_\_\_\_

### **RECOMMENDATION:**

That the City Council receive and file this report and take any additional related action as deemed appropriate.

### **BACKGROUND:**

Under the City Manager's signing authority, an agreement was executed to hire Terra Realty Advisors, Inc. (TRA) to assist the City with:

- Evaluating the City's current sign regulations related to advertising displays;
- Drafting recommended ordinance amendments to address billboards;
- Identifying and mapping existing static and digital billboard locations along Interstate 5 (I-5) and Interstate 710 (I-710) freeways;
- Ensuring that any potentially new digital billboards are strategically placed to support Economic Development, promote local businesses, and reduce static billboard clutter; and
- Exploring opportunities for City revenue.

### **ANALYSIS:**

Based on the research conducted by TRA, the following key findings were identified:

- Current zoning regulations do not address operational standards or Caltrans standards related to advertising displays.
- There are currently forty-two (42) static billboards, and three (3) digital billboards (Citadel) identified on I-5 and I-710 freeways.

- Billboard locations are primarily along I-5, I-710, Washington Boulevard, and Atlantic Boulevard.

Key assessments include:

- High concentration of static billboards creates sign clutter.
- Many static billboards are outdated and in poor condition.
- Vinyl signage often appears faded and worn.
- Digital billboards offer a cleaner, modern look with dynamic content.
- LED displays reduce the need for frequent maintenance or vinyl replacement.
- Digital signs have less light impacts than typical static signs with florescent lights

TRA's recommendations include:

1. Allow off-site digital billboard signs and encourage conversion of outdated static billboards into modern digital billboards along freeways and major surface streets.
2. Authorize new digital billboard signs and conversion of existing ones only with removal of older, static billboards promoting a cleaner visual environment.
3. Require development agreements or leases/licenses (for City-owned properties) with billboard sign operators that guarantee tangible benefits to the community that include revenue sharing and branding for the City.
4. Establish operational and development standards to ensure that new and converted digital billboard signs:
  - a. Enhance the City's visual character;
  - b. Minimize visual clutter; and
  - c. Support removal of outdated and poorly maintained signs.

## **FISCAL IMPACT**

This activity may be carried out without additional impact on the current operating budget.

## **RELATIONSHIP TO STRATEGIC GOALS:**

This item relates to the 2016 Strategic Action Plan's goal of: Economic growth - Guiding Principles 1 to "Create and strengthen our identity, as a community that promotes opportunity and success for business that meets the strategic focus for economic growth, will have a positive impact on the quality of life and the City's financial sustainability," and 3

“Support a long-range planning vision through the City's General Plan, zoning ordinance, and related land use planning documents that incorporate community and stakeholder input and provide a compass for strategic economic growth, infrastructure investments and city fiscal planning.”

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