



Staff Report

CITY OF UPLAND
"The City of Gracious Living"

DATE: March 23, 2026
TO: MAYOR AND CITY COUNCIL
FROM: MICHAEL BLAY, CITY MANAGER
PREPARED BY: ROBERT D. DALQUEST, DEVELOPMENT SERVICES DIRECTOR
SUBJECT: CONSIDERATION OF A RELOCATION AGREEMENT WITH LAMAR CENTRAL OUTDOOR, LLC FOR TWO DIGITAL BILLBOARDS IN THE COLONIES AT SAN ANTONIO SPECIFIC PLAN

RECOMMENDED ACTION:

It is recommended that the City Council adopt a Resolution for the Relocation Agreement between the City of Upland and Lamar Central Outdoor, LLC to erect two (2) digital billboards in the Colonies at San Antonio Specific Plan, and direct staff to file a Notice of Exemption pursuant to the California Environmental Quality Act; and authorize the City Manager to execute the agreement.

GOAL STATEMENT

The proposed Agreement supports the City's goal of ensuring actions taken by the City support the retention and attraction of major retail tenants within the Colonies Crossroads Commercial Center and ensure its economic sustainability.

BACKGROUND

On September 22, 2025, the City Council approved a specific plan amendment ("Amendment No. 8") to the Colonies at San Antonio Specific Plan (the "CASASP") that was filed by Colonies Crossroads, Inc. Amendment No. 8 made various changes to the sign regulations (Section 7.7) regarding digital billboards in the CASASP. Digital billboards became a permitted use, subject to approval of a Relocation Agreement, and required to adhere to development regulations regarding height, size, location, number of signs, and operational characteristics. Amendment No. 8 also eliminated two of four permitted secondary freeway pylon signs with an electronic message center displays provided in the Commercial Signage Locations exhibit with two (2) double-sided digital billboards that would be 672 square feet in sign area per face and up to a maximum of 65 feet in height above the elevation of the freeway roadway.

Amendment No. 8 also required the removal of two (2) legal, nonconforming billboards in the City for every new digital billboard constructed. Lamar had a total of 13 existing Billboards located within the City which are legal, nonconforming and have rights to exist under the State's Outdoor Advertising Act (Business and Professions Code § 5200 et seq.) (hereinafter "BPC"). Under BPC Section 5412, existing Billboards may be removed, relocated, replaced and/or reconstructed as part of a "relocation agreement" between a City and an off-premises advertising billboard owner and/or property owner. This section of State law also provides that no Billboard which was lawfully erected can be compelled to be removed without payment of compensation, as defined in the State's Eminent Domain Law.

Concurrently with Amendment No. 8, the Comprehensive Sign Program for the Colonies Crossroads commercial center was also amended consistent with the changes made by Amendment No. 8 which included replacing the exhibit on Page 8(a) in the Sign Program, that depicts various signage locations and types of signage with the two subject digital Billboard locations in lieu of two secondary freeway pylon signs with electronic message center displays. The modification also replaced Page 15(c) with the approved elevations for the two digital Billboards on each site.

ISSUES AND ANALYSIS

Lamar Central Outdoor, LLC ("Lamar") and Colonies Crossroads, Inc. have negotiated leases for two sites within the CASASP which are either owned or under control of Colonies Crossroads, Inc. Site 1, proposed for a digital billboard, is located on the south side of the 210 Freeway, west of the Campus Avenue Eastbound Off-Ramp in Planning Area 18 of the CASASP (See Exhibit B-1 of Relocation Agreement). The site is triangular-shaped and approximately 2,032 square feet in size and is atop the area supported by a large retaining wall that runs along the north side of the Colonies Crossroads commercial center and specifically at the northwest area of the Chick-fil-a parking lot. The proposed digital billboard will be 65 feet in height above the elevation of the adjacent freeway roadway and 100 feet in overall

height due to the site being 35 feet below the elevation of the freeway roadway where the billboard is to be located. The sign face will be 48 feet in width and 14 feet in height for an overall sign area of 672 square feet.

Site 2 is located on the north side of the 210 Freeway, east of the Campus Avenue Westbound Off-Ramp in Planning Area 21 of the CASASP (See **Exhibit B-2** of Relocation Agreement). This site is a large landscape planter approximately 2,220 square feet in size and located in the southerly part of the parking lot of a multiple-tenant commercial building at 1202 E. 20th Street. Colonies Crossroads, Inc., owns a permanent easement on the site and is leasing this to Lamar Advertising. The new digital billboard will be 65 feet in height above the grade of the Freeway roadway. The sign face dimensions, and sign area will be the same as the digital billboard on Site 1.

Both digital billboards will be designed as a pylon sign and are double-faced, and contain a high-resolution LED illumination, similar to the new Lamar billboards constructed several years ago along the 210 Freeway in Rialto. The colors and design will be consistent with the four (4) existing Colonies Crossroads Freeway Pylon signs. The column will contain an aluminum cover with a Texcote finish, which is a high-performance exterior coating known for its durability and ability to protect against the elements.

Relocation Agreement

The terms of the Relocation Agreement (See **Exhibit A** to the Resolution) run concurrent with the lease agreement between Lamar Central Outdoor, LLC and Colonies Crossroads, Inc. Lamar previously owned and maintained thirteen (13) legal, nonconforming billboards with static paper displays on various locations within the City (See **Exhibit A** of the Relocation Agreement). In 2021, as negotiations began to conclude with City staff for two (2) small billboards on City right-of-way along Foothill Boulevard, Lamar at their own risk voluntarily removed five (5) legal, nonconforming Billboards as part of good faith negotiations. However, the negotiated Relocation Agreement was subsequently not approved by the City Council in December 2021. The proposed Relocation Agreement provides a credit for four (4) of the legal, non-conforming billboards that Lamar previously removed, and in return will replace the City Hall reader board with a digital display as described below. Notable provisions in the Relocation Agreement include:

- Revenue sharing is between Lamar Central Outdoor, LLC (Tenant) and Colonies Crossroads, Inc. (Landlord).
- Lamar will replace the City's existing outdated reader board sign at City Hall with a 6-foot by 8-foot, forty-eight (48) square foot high resolution electronic digital display with a minimum resolution pitch of 17mm or better.
- The digital billboards are required to contain an automatic dimmer that maintains a brightness level of 0.3 foot candle over ambient light at 250 feet.
- The City is entitled to place public service announcements and/or other matters of public interest on the relocated Billboards on an "as available" basis at no charge and within forty-eight (48) hours of Lamar receiving the request by the City.
- Section 11 of the Agreement provides restrictions on advertising content in order to preserve the character of the community and prevent exposure of residents to advertising which they might find offensive.

Section 17.15.090 of the UMC provides that Relocation Agreements are reviewed and approved by the City Council and requires that six (6) findings be made. The findings and justification that substantiate the subject Relocation Agreement can be found in the Resolution approving the Relocation Agreement (See **Exhibit A** for the staff report). The City Attorney has reviewed the Relocation Agreement and recommends approval as to form and content.

ENVIRONMENTAL DETERMINATION

On August 13, 2012, an Addendum to the Final EIR (FEIR) for the Colonies at San Antonio Specific Plan was approved for Amendment No. 7 (Ordinance 1866) which allowed LED message center displays as an alternative to standard "can" lighting on four faces of the approved "Primary" and "Secondary" freeway pylon signs located in Planning Area 18, 19, 20 and 21. Prior to rendering a decision on Amendment No. 7, a subsequent or supplemental EIR was not required as none of the conditions described in Section 15162 and Section 15163 of the CEQA Guidelines existed, and preparation of an Addendum to the FEIR meets the requirements of CEQA as follows:

- Major EIR revisions are not required: There is no evidence that major changes to the certified EIR are required. Comparison of the original Specific Plan SPR-7 to the Project indicates that there are no new

significant or more severe environmental impacts, and that the approval of the Project would have the same or reduced impacts as those described in the certified EIR.

- No substantial change in circumstances requiring major EIR revisions due to the involvement of significant new or more severe impacts: There is no information in the record, or otherwise available, that indicates that there are substantial changes in circumstances that would require major changes to the certified EIR. In addition, there is no information in the record that shows there will be new significant effects or more severe impacts than previously identified, or any new information that suggests new mitigation measures or mitigation measures previously identified as infeasible are now, in fact, feasible.
- No new information showing effects of greater significance than identified in the EIR: There is no substantial new information that was not available at the time the EIR was certified, indicating there will be a new and significant impact requiring major revisions to the certified EIR.
- No new information showing ability to reduce significant effects identified in the EIR: There are no new significant impacts requiring identification of new or additional alternatives to the Project, or consideration of new or additional more significant effects identified in the EIR.

Amendment No. 8 to the CASASP approved in 2025 allows billboards as a permitted use and allows two digital billboards to be constructed in place of two secondary freeway pylon signs with LED electric message center displays. Amendment No. 8 was determined not to create a significant change and was consistent with the findings relative to Section 15162 and Section 15163 of the CEQA Guidelines.

The net difference in Amendment 8 than what was previously approved under Amendment No. 7 would result in the proposed two (2) digital Billboards decreasing total sign area by 413 square feet, and an increase of ten (10) feet in height above the adjacent freeway roadway than the two (2) secondary freeway pylon signs being replaced. Both digital billboards will be designed as a pylon sign, and the colors and design will be consistent with the four (4) existing Primary Freeway Pylon signs.

In addition, the Relocation Agreement and the two (2) digital billboards permitted would also be independently a Categorical Exemption from the California Environmental Quality Act (CEQA) pursuant to Section 15303 of the CEQA Guidelines (Class 3 New Construction or Conversion of Small Structures), in that the project involves the installation of two (2) off-premises advertising billboards with electronic displays. None of the exceptions to the Class 3 exemption apply, as the project would not impact an environmental resource of hazardous or critical concern. There are no cumulative impacts, as the two (2) billboards would replace two (2) secondary freeway pylon signs which total sign area is more than the two (2) digital billboards. There are no unusual circumstances surrounding the project sites and the project would not damage resources within a state scenic highway, is not located on a hazardous waste site, and would not impact the significance of a historical resource as the sites are currently within an urbanized commercial corridor along a major highway.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

Provide alternative direction to staff.

CEQA: Determine to be Exempt.