

ORDINANCE NO. 1198

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PICO RIVERA, CALIFORNIA, APPROVING DEVELOPMENT AGREEMENT NO. 25-2455 BETWEEN THE CITY OF PICO RIVERA AND OUTFRONT MEDIA LLC FOR THE CONSTRUCTION OF A DIGITAL BILLBOARD LOCATED AT 3900 BAYBAR ROAD (APN 8125-013-020)

WHEREAS, the development agreement for the proposed digital billboard is the result of ongoing efforts by the City to generate additional revenue and enhance advertising opportunities for local businesses; and

WHEREAS, the development agreement is a legally binding contract between the City and Outfront Media, LLC whose function is to vest development rights, allowing the project to proceed in accordance with the rules, regulations, and policies in effect at the time the agreement is executed, regardless of future changes in local laws; and

WHEREAS, the City may negotiate for public benefits that extend beyond standard development requirements; and

WHEREAS, on May 5, 2025, at a regularly scheduled public hearing, the Planning Commission voted unanimously, in favor of recommending that the City Council approve Development Agreement No , and

WHEREAS, on May 27, 2025, the City Council conducted a public hearing on the matter of entering into a Development Agreement between the City of Pico Rivera and Outfront Media LLC, and introduced and waived first reading of this Ordinance, and

NOW THEREFORE, BE IT ORDAINED by the City Council of the City of Pico Rivera as follows:

SECTION 1 The City Council finds that the above recitals are true and correct and incorporated herein as part of the findings.

SECTION 2. On June 24, 2025, the City Council approved Resolution No 7411, adopting a Mitigated Negative Declaration and Mitigation Monitoring Reporting Program for a digital billboard on the subject property The Mitigation Monitoring and Reporting Program shall constitute a condition of approval to mitigate or avoid significant environmental effects.

SECTION 3 The City Council makes the following findings:

- 1 The proposed Development Agreement is consistent with the goals, objectives, purposes and provisions of the General Plan, for the following reasons.

Policy 3.9-1 New Industrial Development. Promote high quality industrial development and redevelopment that is compatible with surrounding uses and

enhances the adjacent streetscape.

Policy 3.9-2 Promote Industrial Development. Promote recruitment of a diverse range of new industrial users and retention and intensification of existing users that offer job opportunities for the city's residents and revenues to the City

Policy 3.9-4 Design and Buffer. Ensure that industrial developments are sited and adequately buffered from surrounding neighborhoods and development to minimize negative impacts such as visual pollution, noise, odors, truck activities, and other such conflicts on non-industrial uses.

Policy 3.13-1 Planning Coordination. Ensure that City planning activities are coordinated with other affected or responsible government agencies as appropriate

- 2 The proposed installation site is compatible with the uses and structures on the site and in the surrounding area. The digital billboard is a permissible use on the subject property based on underlying zoning and compatible with the existing warehouse uses and structures on site and the surrounding area.
- 3 The proposed digital billboard would not create a traffic or safety problem, including problems associated with on-site access circulation or visibility. The digital billboard will be situated within an existing parking lot landscaped planter and will not adversely affect circulation or visibility on the subject property.
- 4 The proposed digital billboard would not interfere with on-site parking or landscaping required by City ordinance or permit. The digital billboard will be situated within an existing parking lot landscaped planter and will not interfere with on-site parking.
- 5 The proposed digital billboard would not otherwise result in a threat to the general health, safety and welfare of city residents. The digital billboard is a permissible use on the subject property based on underlying zoning and compatible with the existing warehouse uses and structures on site and the surrounding area.
- 6 The proposed digital billboard, in addition to its aesthetic treatment, provides substantial public benefits that would not otherwise accrue to the public in the absence of its installation. Benefits to the City will include: 1) The City's use of the digital billboard for up to five percent of the total advertising time to promote civic and public purposes and emergency notifications; and 2) Outfront Media will provide quarterly payments to the City with a minimum annual guarantee of \$100,000, for the first 10 years.

SECTION 4 If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this article, or any part thereof, is for any reason held to be unconstitutional or invalid or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the remaining portions of this article or any part thereof. The City

