



Report to City Council

TO: The City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: December 17, 2024

TITLE: DEVELOPMENT AGREEMENT PEN24-0080. (REPORT OF: COMMUNITY DEVELOPMENT)

TITLE SUMMARY: Development of a Freeway-Oriented Sign.

Recommendation(s)

1. DETERMINE that Development Agreement PEN24-0080 is Categorically Exempt from the provisions of the California Environmental Quality Act (CEQA) and CEQA Guidelines as a Class 32 Exemption (In-Fill Development Projects), in accordance with CEQA Guidelines Section 15332; and
2. INTRODUCE Ordinance No. [next in order] and conduct the first reading by title only approving Development Agreement PEN24-0080.

SUMMARY

Timothy Hobin of William Warren Properties, Inc. ("Applicant") is requesting consideration of Development Agreement PEN24-0080 that establishes standards for the installation of a Freeway-Oriented Sign ("Proposed Project") at 28720 Spruce Avenue, identified as Assessor's Parcel Number (APN) 488-310-011 ("Project Site"), within the Office (O) District.

DISCUSSION

Planning Commission Recommendation

At its November 14, 2024, meeting, the Planning Commission held a duly noticed public hearing and voted 6-1 to adopt Planning Commission Resolutions No. 2024-34 recommending that the City Council determine that Development Agreement PEN24-

0080 is Categorically Exempt from the provisions of the California Environmental Quality Act (CEQA) and CEQA Guidelines as a Class 32 Exemption (In-Fill Development Projects), in accordance with CEQA Guidelines Section 15332, and approve the Proposed Project that includes Development Agreement PEN24-0080. Planning Commission Resolution No. 2024-34 is attached hereto for reference.

Proposed Project

The Applicant proposes Development Agreement PEN24-0080 that establishes standards for the installation of a double-faced digital display Freeway Oriented Sign with light emitting diodes (LED) on both faces. The Proposed Project will be located on the southwest portion of the StorQuest RV and Boat Storage site directly north of Spruce Avenue and State Route 60 (SR-60).

Development Agreement PEN24-0080 that in summary incorporates a negotiated “Public Benefit for the City that includes a one-time donation to the Moreno Valley Foundation, profit-sharing agreement with the City of Moreno Valley, and possible usage of the Freeway Sign for public use.

Site and Surrounding Area

The Project Site is in the northeast portion of the City of Moreno Valley at 28720 Spruce Avenue (APN 488-310-011), which is currently occupied by StorQuest RV and Boat Storage. The Project Site consists of 7.05 acres and fronts SR-60. Spruce Avenue is adjacent and south of the Project Site. Specifically, the Proposed Project will be located within the uncovered parking area near the southwest entrance of the StorQuest site and measures approximately 1,600 SF.

The Project Site has a General Plan land use and zoning designation of Office (O). Surrounding uses, land use designations, and zoning designations for the Project Site are shown in the table below:

	Existing Land Use	General Plan Designation	Zoning Designation
North	RV and boat storage (commercial) followed by vacant land	Office (O); Residential (R1)	Office (O); Large Lot Residential (R1)
West	Truck and vehicle parking/storage (commercial) and vacant land	Office (O); Residential (R2)	Office (O); Residential (R2)
South	Spruce Avenue and SR-60 (transportation) followed by distribution center (industrial)	Business Park (BP)	Light Industrial (LI)
East	Truck and vehicle storage (commercial)	Office (O)	Office (O)

Access/Parking

Regional access to the Project Site is provided by SR 60, which is located 80 feet south of the Project Site. Local access to the Project Site is provided by Spruce Avenue located south of the Project Site. The main entry point for the Project Site is off Spruce Avenue from two (2) driveways.

Design/Landscaping

The Freeway Oriented Sign is proposed to have a maximum height of 50 feet from grade to the top of the sign face. The Freeway Oriented Sign's face dimensions would be 14 feet (height) by 48 feet (width). The Freeway Oriented Sign will be positioned on two 36-foot-tall poles 30 inches in diameter with a fabricated aluminum cover. The design would also include a concrete footing and foundation that would extend approximately 17 feet below grade. A 6-foot by 15-foot logo cabinet with the words "StorQuest RV and Boat Storage" digitally printed on it would be affixed to the poles, under the digital display sign faces.

The digital displays would be oriented facing east and west and would be visible from SR-60. The display would be illuminated 24 hours per day, 365 days per year. The light levels emitted from the digital display would be set to adjust based upon ambient light conditions and will not exceed maximum allowed levels.

Environmental Assessment

The Proposed Project has been evaluated in compliance with the criteria set forth in the California Environmental Quality Act (CEQA) and CEQA Guidelines. The Proposed Project was found to be categorically exempt from the provisions of CEQA, under CEQA Guidelines Section 15332 for In-Fill Development Projects (Class 32 exemption). The In-Fill Development Projects exemption is applicable to the Proposed Project since: 1) the Proposed Project is consistent with the applicable General Plan designation and policies and all applicable zoning designation and regulations and applicable policies; 2) the Project Site is no more than five acres in size and is substantially surrounded by urban uses; 3) the Project Site has no value, as habitat for rare, threatened or endangered species; 4) the Proposed Project will not result in any significant effects related to traffic, noise, air quality, or water quality; and 5) the Project Site can be adequately served by all required utilities and public services.

The Proposed Project is consistent with the Office land use designation of the General Plan and is permitted within the Office (O) District. The Proposed Project will also utilize only 1,600 square feet of the Project Site. Additionally, according to staff's analysis of the Proposed Project, the Project Site has no value as a habitat for endangered, rare, or threatened species. Furthermore, staff's analysis of the Proposed Project, indicates that it will result in a less-than-significant transportation impact. It is also anticipated that noise associated with the Proposed Project will be compliant to the Moreno Valley Municipal Code requirements. Moreover, the Proposed Project will not result in a significant cumulative air quality impact. Finally, a Water Quality Management Plan (WQMP) is not required and all utilities are currently available for the Project Site.

ALTERNATIVES

1. Approve the Proposed Project as recommended by the Planning Commission. (Staff recommends this alternative).
2. Do not approve the Proposed Project as recommended by the Planning Commission. (Staff does not recommend this alternative).
3. Approve the Proposed Project as recommended by the Planning Commission with modifications. (Staff does not recommend this alternative).

FISCAL IMPACT

Development Agreement PEN24-0080 incorporates a negotiated “Public Benefit for the City that includes a one-time donation of \$500,000 to the Moreno Valley Foundation, a twenty percent (20%) profit-sharing with the City of Moreno Valley for 30-years (term of Development Agreement), and access to use the Freeway Sign for public service announcements (PSA) as requested by the City of Moreno Valley and approved by both parties.

NOTIFICATION

Consistent with the Moreno Valley Municipal Code provisions and exceeding the posting and distance requirement of applicable state law, a public notice was sent to all property owners of record within 600 feet of the Project Site, notice was posted on the Project Site and published in the Press Enterprise Newspaper at least 10 days prior to the public hearing. As of the preparation of this Staff Report, no public comment has been received regarding the Proposed Project.

PREPARATION OF STAFF REPORT

Prepared By:
Robert Flores
Planning Official

Department Head Approval:
Angelica Frausto-Lupo
Community Development Director

CITY COUNCIL GOALS

Positive Environment. Create a positive environment for the development of Moreno Valley's future.

Community Image, Neighborhood Pride and Cleanliness. Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

CITY COUNCIL STRATEGIC PRIORITIES

1. **Economic Development**
2. **Public Safety**
3. **Library**

- 4. Infrastructure**
- 5. Beautification, Community Engagement, and Quality of Life**
- 6. Youth Programs**

Report Approval Details

Document Title:	STAFFREPORT_CD_PEN24-0080_.docx
Attachments:	- ORDINANCE_DEVELOPMENT_AGREEMENT_PEN24-0080.pdf - PROJECT_PLANS.pdf - Resolution No. 2024-34.pdf
Final Approval Date:	Dec 11, 2024

This report and all of its attachments were approved and signed as outlined below:

Angelica Frausto-Lupo

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