



Report to City Council

TO: Mayor and City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: January 20, 2026

TITLE: REVIEW AND DISCUSS A PROPOSAL FROM BULLETIN DISPLAYS, LLC FOR FREEWAY SIGNS ALONG STATE ROUTE 60 AND INTERSTATE 215 FREEWAYS (REPORT OF: COMMUNITY DEVELOPMENT) (DISTRICTS: 1 AND 3)

TITLE SUMMARY: Review And Discuss A Proposal From Bulletin Displays, LLC For Freeway Signs Along State Route 60 Freeway And Interstate 215 Freeway, Consider Entering Into A Development Agreement, And Provide Direction As Necessary.

DISTRICT: District 1 and District 3

Recommendation(s)

That the City Council:

1. Review and discuss a proposal from Bulletin Displays, LLC for freeway signs along State Route 60 and Interstate 215 freeways; and
2. Provide Direction as necessary.

SUMMARY

Bulletin Displays, LLC submitted a proposal to install six freeway signs in the City of Moreno Valley and enter into a development agreement for a term of thirty years with a

payment of \$6 million over the term of the agreement. Four of the six signs are proposed to be Blueline Boards (traditional billboards) and two are proposed to be Landmark Message Centers (digital display boards).

DISCUSSION

The proposal, as submitted by Bulletin Displays, LLC, includes three freeway signs to be installed along State Route 60 and three signs along Interstate 215. Four of the six signs are proposed to be “Blueline” signs which are more traditional billboard signs with company brand colors (blue and white). Bulletin Displays, LLC submitted two “Blueline” concepts for the City’s consideration, Blueline Bulletin, Attachment A, and Blueline Elegance, Attachment A.1. Two of the six signs are proposed to be Landmark Message Centers which are digital display boards designed with elements that reflect Moreno Valley, Attachment B.

The proposed locations are as follows and included as Attachment C:

Sign 1: 25211 Sunnymead Boulevard (APN: 479-040-037)

- Northeast corner of parcel at Rio Rancho Super Mall
- Landmark Message Center
 - Proposed to be a two-sided digital display billboard

Sign 2: 25211 Sunnymead Boulevard (APN: 479-040-033)

- North end of parking lot at Rio Rancho Super Mall
- Proposed location may require use of existing parking stalls
- Blueline Sign
 - Proposed to be a two-sided static billboard

Sign 3: 23302 Olivewood Plaza (APN: 292-241-006)

- Vacant parcel
- Blueline Sign
 - Proposed to be a two-sided static billboard

Sign 4: Eucalyptus Avenue and I-215 Offramp (APN: 263-070-038)

- North end of parcel
- Blueline Sign
 - Proposed to be a three-sided sign with two static billboards and one digital display billboard
 - East facing sign proposed to be digital display billboard

Sign 5: Eucalyptus Avenue and I-215 Offramp (APN: 263-070-038)

- South end of parcel
- Landmark Message Center
 - Proposed to be a two-sided digital display billboard

Sign 6: Old 215 Frontage Road (APN: 263-070-040)

- Northeast corner of Old 215 Frontage Road and Dracea Avenue
- Blueline Sign
 - Proposed to be a two-sided static billboard

Bulletin Displays, LLC is proposing to pay \$6,000,000 as a fixed revenue share for the term of the development agreement (30 years) to the City of Moreno Valley in the following payment structure:

- \$180,000 annually for years 1-10
- \$200,000 annually for years 11-20
- \$220,000 annually for years 21-30

The City’s fiscal policy, 3.02, provides a mechanism for the City of Moreno Valley to accept donations. Therefore, the proposed fixed revenue share would be accepted by the City as donations to the Moreno Valley Community Foundation. Acceptance of any donations with value exceeding \$5,000 must be approved by City Council. The Financial and Management Services Department shall be responsible for managing all donations of cash and for the accounting and inventory of all donated items.

The proposal includes several other benefits including:

- The option for the City to “trade” or take a reduction of \$75,000 of the annual revenue share (donation) for a digital park sign. Attached is an initial concept; final design to be approved by the City, Attachment D.
- Discount of 10% in advertising for Moreno Valley Chamber of Commerce members.
- Free civic and charitable advertising on the digital signs.

Bulletin Displays, LLC will be requesting a variance on the height of their proposed signs once application submittals are formally made. The Moreno Valley Municipal Code (MVMC) limits the height of freeway signs to 45 feet. Bulletin Displays is requesting a 60-foot-high sign, exclusive of architectural elements on the Landmark Message Center signs.

ANALYSIS

Staff has reviewed the proposal and asks the City Council to consider the following items.

Reduction in Number of Signs from 6 to 4

- To reduce number of signs within close proximity
 - a. Staff has posed this suggestion and Bulletin Displays, LLC is willing to eliminate signs #2 and #6
 - b. Total fixed revenue share to City over 30 years for the reduced signs would be \$5.4 Million; revised payment structure for four signs:
 - i. \$160,000 annually for years 1-10
 - ii. \$180,000 annually for years 11-20

- iii. \$200,000 annually for years 21-30

Caltrans Determination

- Applicant to submit a preliminary approval determination prior to any development/permit applications submitted to the City of Moreno Valley.

Revenue Share

- For the term of the agreement, Bulletin Displays, LLC to pay City 20% of the advertising revenue per year or pay the fixed revenue share as proposed, whichever is greater.

Development Fees

- Developer to pay all applicable development/permit fees to build signs, at the rate and amount in effect at the time required to pay or pay \$7,500 as proposed, whichever is greater.

Additional One-time Donation

- Consider requiring a one-time contribution in addition to donation structure as has been the practice for other development agreements for freeway signs.

City Ads “Bumping Rights”

- Prioritize City advertising requests, even if sign is fully leased on digital display billboards.

Next Steps

Staff recommends, City Council to discuss and provide direction as necessary. Should City Council provide staff direction to proceed, staff will work with the City Attorney’s Office to draft a development agreement and schedule a future public hearing(s) at the Planning Commission (for the freeway signs’ entitlement permits) and City Council to approve the development agreement. Then proceed with Construction Plan Check review and permit issuance.

ALTERNATIVES

1. Approve and authorize the recommended actions as presented in this staff report. *Staff recommends this alternative.*
2. Do not approve and authorize the recommended actions as presented in this staff report. Staff does not recommend this alternative.

FISCAL IMPACT

The action of discussing the proposal and providing further direction to staff has no fiscal impact to the City. Should the City Council, at a future date, approve a development agreement for installing signs, the City could receive up to a maximum of \$6 million in revenue to the City over thirty years.

NOTIFICATION

The agenda, staff report and supporting documents were posted at least 72 hours in advance of the meetings for this item, in accordance with the Brown Act for public review and inspection.

PREPARATION OF STAFF REPORT

Prepared By:
Angelica Frausto-Lupo
Community Development Director

CITY COUNCIL GOALS

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. Beautification, Community Engagement, and Quality of Life**

Report Approval Details

Document Title:	STAFFREPORT_CDD_BULLETIN DISPLAYS FREEWAY SIGNS PROPOSAL.docx
Attachments:	<ul style="list-style-type: none">- Attachment A - Proposed Blueline Bulletin Static and Digital Sign.pdf- Attachment A.1 - Proposed Blueline Elegance Static and Digital Sign.pdf- Attachment B - Proposed Landmark Msg Ctr Digital Sign.pdf- Attachment C - Proposed Sign Locations.pdf- Attachment D - MV Proposed Park Sign Concept.pdf
Final Approval Date:	Jan 14, 2026

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

Angelica Frausto-Lupo

Sean Kelleher

Natalia Lopez

Launa Jimenez

Brian Mohan

Patty Rodriguez