

SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

626 B



FROM: TLMA - Planning Department

SUBMITTAL DATE: July 7, 2003

SUBJECT: Ordinance No. 348.4110 (Addressing "Significant Resources" and "Relocation of Outdoor Advertising Displays") – County Initiated – Exempt from CEQA – All Supervisorial Districts.

CONTROVERSIAL ISSUES: None

RECOMMENDED MOTION:

The Planning Department recommended Approval; and  
THE PLANNING COMMISSION, BY A VOTE OF 4-1 (Commissioner Snell was not present), RECOMMENDS:

APPROVAL of the "Significant Resources" amendment to Ordinance No. 348 based on the findings and conclusions contained in the Planning Commission staff report.

The Planning Department recommended Approval; and  
THE PLANNING COMMISSION, BY A VOTE OF 4-1 (Commissioner Porrás was not present), RECOMMENDS:

APPROVAL of the "Relocation Amendment" to Ordinance No. 348 based on the findings and conclusions contained in the Planning Commission staff report.

BACKGROUND:

The Planning Commission considered the proposed ordinance amendment on May 14, 2003, and, on June 25, 2003. No public testimony was given and the Planning Commission recommended approval of the amendment to Ordinance No. 348.

Ron Goldman, Interim Planning Director

RG:kb

(Continued On Attached Page)

Prev. Agn. Ref.

Dist. All

AGENDA NO.

9.5

REVIEWED BY EXECUTIVE OFFICE  
*Jenny J. Pugh*  
DATE 7/8/03

Department Recommendation:  Consent  Policy  
Per Executive Office:  Consent  Policy

The Honorable Board of Supervisors

RE: Ordinance No. 348.4110 (Addressing "Significant Resources" and "Relocation of Outdoor Advertising Displays")

July 7, 2003

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The amendment, attached hereto, proposes the following changes:

1. Adds Subsection (7) to Section 19.2.s., which defines "Significant Resources," to include "a corridor 500 feet in width, measured from the edge of the right-of-way line adjacent to both sides of Interstate 15, extending from its intersection with State Highway 60 southerly to the city limits of the City of Norco."
2. Adds Section 19.9. which establishes provisions that will allow Riverside County to enter into a billboard relocation agreement with an outdoor advertising display owner and/or with the property owner.

**ORDINANCE NO. 348.4110**  
**AN ORDINANCE OF THE COUNTY OF RIVERSIDE**  
**AMENDING ORDINANCE NO. 348**  
**RELATING TO ZONING**

The Board of Supervisors of the County of Riverside Ordains as follows:

Section 1. Subsection (7) is added to Section 19.2. s. of Ordinance No. 348 to read as follows:

“(7) A corridor 500 feet in width, measured from the edge of the right-of-way line adjacent to both sides of Interstate 15, extending from its intersection with State Highway 60 southerly to the city limits of the City of Norco.”

Section 2. Subsection 7. is added to the “Significant resources” definition in Section 17.252.020 of the Riverside County Code to read as follows:

“7. A corridor five hundred (500) feet in width, measured from the edge of the right-of-way line adjacent to both sides of Interstate 15, extending from its intersection with State Highway 60 southerly to the city limits of the City of Norco.”

Section 3. Section 19.9 is added to Ordinance No. 348 to read as follows:

“SECTION 19.9. RELOCATED OUTDOOR ADVERTISING DISPLAYS. Nothing in this Article shall prevent Riverside County from entering into a billboard relocation agreement under the following circumstances with an outdoor advertising display owner and/or with the owner of the land on which that display is constructed or erected.

- a. The billboard relocation agreement concerns an already-existing outdoor advertising display that is being relocated on the same underlying parcel of land because the original location of the display is within an existing or contemplated public right-of-way. A display may be relocated to a portion of the underlying parcel that is zoned so as to prohibit outdoor advertising displays if the already-existing display is located in a zone that prohibits such displays. A display may also be relocated to a portion of the underlying parcel that is within the boundaries of a significant resource as defined in this Article if the already-existing display is located within the boundaries of a significant resource.

- 1           b.    The already-existing outdoor advertising display either complies with all applicable  
2                   Riverside County ordinances and regulations in effect at the time of the relocation, or is a  
3                   legal nonconforming outdoor advertising display in the sense that it complied with all  
4                   applicable Riverside County ordinances and regulations in effect at the time of its  
5                   construction or erection.
- 6           c.    Except as explicitly provided otherwise in this Section 19.9, the relocated outdoor  
7                   advertising display shall be subject to the permit procedures and standards described in this  
8                   Article.”

9    Section 4.    Section 17.252.070 is added to the Riverside County Code to read as follows:

10    **“17.252.070    Relocated outdoor advertising displays.**

11           Nothing in this Chapter shall prevent Riverside County from entering into a billboard  
12           relocation agreement under the following circumstances with an outdoor advertising display  
13           owner and/or with the owner of the land on which that display is constructed or erected.

14           A.    The billboard relocation agreement concerns an already-existing outdoor advertising  
15                   display that is being relocated on the same underlying parcel of land because the original  
16                   location of the display is within an existing or contemplated public right-of-way. A  
17                   display may be relocated to a portion of the underlying parcel that is zoned so as to  
18                   prohibit outdoor advertising displays if the already-existing display is located in a zone  
19                   that prohibits such displays. A display may also be relocated to a portion of the underlying  
20                   parcel that is within the boundaries of a significant resource as defined in this Chapter if  
21                   the already-existing display is located within the boundaries of a significant resource.

22           B.    The already-existing outdoor advertising display either complies with all applicable  
23                   Riverside County ordinances and regulations in effect at the time of the relocation, or is a  
24                   legal nonconforming outdoor advertising display in the sense that it complied with all  
25                   applicable Riverside County ordinances and regulations in effect at the time of its  
26                   construction or erection.

27           C.    Except as explicitly provided otherwise in this Section 17.252.070, the relocated outdoor  
28                   advertising display shall be subject to the permit procedures and standards described in this

1 Chapter.”

2 Section 5. This ordinance shall take effect thirty (30) days after its adoption.

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4 BOARD OF SUPERVISORS OF THE COUNTY OF  
5 RIVERSIDE, STATE OF CALIFORNIA

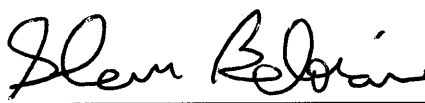
6  
7 By: \_\_\_\_\_  
8 Chairman, Board of Supervisors

9  
10 ATTEST:

11 NANCY ROMERO  
12 Clerk to the Board

13  
14 By: \_\_\_\_\_  
15 Deputy

16  
17 APPROVED AS TO FORM AND CONTENT:  
18 COUNTY COUNSEL  
19 July 8, 2003

20  
21 By:   
22 Glenn Beloian  
23 Deputy County Counsel