

MINUTES OF THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



**21.4**  
(MT26198)

**MEETING DATE:**  
Tuesday, November 5, 2024

10:00 a.m. being the time set for public hearing on the recommendation from Transportation and Land Management Agency/Planning regarding the Public Hearing on Change of Zone No. 2000001 – Intent to Adopt a Negative Declaration – Applicant: Kok Development, Inc – Engineer/Representative: Aream Park. Location: Countywide – REQUEST: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside County, All Districts. The Chairman called the matter for hearing.

Sarah Moore, Planning Department Staff, presented the matter.

The following people spoke on the matter:

Jim Niederecker  
Ruth Brissenden

On motion of Supervisor Jeffries, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is continued to Tuesday, December 3, 2024, at 10:00 a.m. or as soon as possible thereafter.

Roll Call:

Ayes: Jeffries, Spiegel, Washington, Perez and Gutierrez  
Nays: None  
Absent: None

I hereby certify that the foregoing is a full true, and correct copy of an order made and entered on November 5, 2024, of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors  
Dated: November 5, 2024  
Kimberly A. Rector, Clerk of the Board of Supervisors, in  
and for the County of Riverside, State of California.

(seal)

By:  Deputy

AGENDA NO.  
21.4

xc: Planning, COB

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



ITEM: 21.4  
(ID # 26198)

**MEETING DATE:**

Tuesday, November 05, 2024

**FROM :** TLMA-PLANNING

**SUBJECT:** TRANSPORTATION AND LAND MANAGEMENT AGENCY/PLANNING: PUBLIC HEARING ON CHANGE OF ZONE NO. 2000001 – Intent to Adopt a Negative Declaration – Applicant: Kok Development, Inc – Engineer/Representative: Areal Park. Location: Countywide – REQUEST: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside County. All Districts. [Applicant Fees 100%]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. **ADOPT** the **NEGATIVE DECLARATION** based on the findings of the initial study and the conclusion that the project will not have a significant effect on the environment; and,
2. **CONDUCT** a public hearing and **INTRODUCE, read title, waive further reading of, and adopt on successive weeks ORDINANCE NO. 348.5025, in conjunction with CHANGE OF ZONE NO. 2000001**, an amendment to Ordinance No, 348 (Land Use) updating Article XIX Advertising Regulations to establish regulations for the use digital on-site advertising displays in the unincorporated areas of Riverside County and make other non-substantive organizational, formatting, and clarifying revisions.

**ACTION:**Policy

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**MINUTES OF THE BOARD OF SUPERVISORS**

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<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>NET COUNTY COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>SOURCE OF FUNDS:</b> Applicant Fees 100%			<b>Budget Adjustment:</b> No	
			<b>For Fiscal Year:</b> N/A	

**C.E.O. RECOMMENDATION:** Approve

**BACKGROUND**

Ordinance No. 348.5025, associated with Change of Zone No. 2000001, is an amendment to the County's Land Use Ordinance, Ordinance No. 348, to amend Article XIX Advertising Regulations ("Article XIX"), which regulates Outdoor Advertising Displays, On-Site Advertising Structures and Signs, Non-Commercial Structures or Signs, and other policy area signage requirements. The primary focus of the ordinance amendment is to propose new language in Section 19.4 to allow digital signage for on-site advertising only with approval of a plot plan at a public hearing, subject to specific requirements regarding zoning, size, and operations. This amendment does not allow for digital displays to be part of Outdoor Advertising Displays, commonly known as billboards, which allow for off-premises advertising. All other changes proposed in Article XIX are related to technical and language clarifications, adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language.

**PROJECT ELEMENTS**

**Type of Sign**

Digital displays are proposed to be permitted for on-site advertising only, not outdoor advertising displays (commonly known as billboards). Additionally, digital displays are only proposed for free-standing signs (which include pylon signs and ground-mounted monument signs), not signs affixed to buildings. Mobile signs are also prohibited.

**Location**

Allowable Areas

Digital displays are proposed to be allowed in the following areas:

- (1) **Within 660 feet of the freeway**, allowed in the zones where on-site advertising signs are allowed, excluding the Temecula Valley Wine Country Policy Area, as follows: R-R (Rural Residential), C-1/C-P (General Commercial), C-T (Commercial Tourist), C-P-S (Scenic Highway Commercial), C-R (Rural Commercial), C-O (Commercial Office), I-P (Industrial Park), M-SC (Manufacturing Service Commercial), M-M (Manufacturing Medium), M-H (Manufacturing – Heavy), M-R (Mineral Resources), M-RA (Mineral Resources and Related Manufacturing), C/V (Citrus Vineyard), C-C/V (Commercial Citrus Vineyard).

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(2) **Beyond 660 feet of the freeway**, only the within commercial or industrial zones listed above, as follows:

- **Commercial Zones:** C-1/C-P (General Commercial), C-T (Tourist Commercial), C-P-S (Scenic Highway Commercial), C-R (Rural Commercial), C-O (Commercial Office), R-VC (Rubidoux-Village Commercial).
- **Industrial Zones:** I-P (Industrial Park), M-SC (Manufacturing – Service Commercial), M-M (Manufacturing – Medium), M-H (Manufacturing – Heavy), M-R (Mineral Resources), M-R-A (Mineral Resources and Related Manufacturing).

Prohibited Areas

Within the permitted zones, digital displays are further prohibited within the following geographical areas:

- Mount Palomar Special Light District Zone “A” (described in Riverside County Ordinance No. 655);
- Within the proposed Chuckwalla National Monument Area, when established; and,
- Temecula Valley Wine Country Policy Area.

Buffers From Residential and Conservation Zones

Residential and conservation zones will be protected by restricting operating hours for digital displays which are located within 300 feet of residential or conservation zones to between 6 am and 10 pm.

Density Limits for Digital Displays

No more than one freestanding sign is permitted on a property, except for shopping centers, within certain prescribed limitations. Within 660 feet of a freeway, a 1,000-foot buffer is required between signs with digital displays when located on the same street.

**Development Standards**

Development standards for digital signs include the following: size limits to the display face; limitations to a maximum of two display faces; height limitation of 20 feet for signs not located within 660 feet of a freeway,

The permitting process for on-site signage that does not include a digital display will continue to be ministerial provided that all location and development standards are met.

Maximum Height and Surface Area

The allowable height and surface area of a sign that includes digital displays depends on whether the sign is located within 660 feet of a freeway, as follows:

- Within 660 feet of a freeway, the maximum height is 50 feet and maximum surface area is 150 square feet. However, for sites larger than 15 acres, the allowable surface area may be 10 square feet per acre but not to exceed 400 square feet.
- Beyond 660 feet of a freeway and within commercial or industrial zones, the maximum height is 20 feet and maximum surface area is 50 square feet. However, for shopping

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centers, the maximum height may be as much as .25% of the total existing building floor area but not to exceed 200 square feet.

- Beyond 660 feet of a freeway and in non-commercial or industrial zones (R-R (Rural Residential), C/V (Citrus Vineyard), C-C/V (Commercial Citrus Vineyard)), the maximum height is 20 feet and maximum surface area is 50 square feet.

**Design Requirements**

- Signage materials that are non-reflective, black and prevent light refraction and diffusion.
- The entire allowable area of a sign can be comprised of a digital display for the purposes of calculating surface area, however, it is encouraged that a sign with a digital display also include an architectural border and static elements.

**Operational Requirements**

The following requirements regulate aspects of the digital display operation based on:

- Controls that allow adjustment of luminance levels.
- Specified maximum luminance, dimming, and brightness levels which must comply with the California Vehicle Code .
- No operation during the hours of 6am to 10pm if located within 300 feet of residential or conservation zones.
- No sounds, odors, or particulate matter.
- No movement, rotation, blinking, or embellishment of the sign (Static digital images are permitted only).
- No obstruction of traffic signs or impairing vision of drivers approaching, merging, or intersecting with traffic.
- Compliance with Airport Land Use Compatibility Plan, Riverside County Ordinance No. 655 (Regulating Light Pollution), and Riverside County Ordinance No. 915 (Regulating Outdoor Lighting).

**PUBLIC OUTREACH AND ENGAGEMENT**

Outreach for this project included multiple newsletters, social media posts, mailed notices to stakeholders and local jurisdictions. County staff also attended the Temescal Valley Municipal Advisory Council (MAC) meeting on August 11, 2024, presented the draft ordinance, and took comments. A notice of public hearing was published in the Press Enterprise and Desert Sun for the Planning Commission meetings on September 20, 2023 and April 2, 2024 and for the Board of Supervisors meeting on November 5, 2024.

**PLANNING COMMISSION PUBLIC HEARING**

The Riverside County Planning Commission considered Change of Zone (CZ) No. 200001 at a regularly scheduled public hearing held on September 20, 2023, at which time it was continued off calendar. The item was noticed and considered at the April 2, 2024 public hearing.

At the April 2, 2024 public hearing before the Planning Commission, staff presented the item and the Commission held discussion and received public comments. Comments were received

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from seven residents and from the cities of Temecula and Menifee. The City of Temecula requested that digital displays be prohibited within 1,000 feet of the city's boundary and spheres of influence. The City of Menifee requested that digital displays not be allowed adjacent to or on the opposite side of a street from residential zoned properties, or if allowed, that the maximum allowable surface area be reduced.

Three comments were received from residents in Temescal Valley. One comment expressed support for digital displays to promote the competitiveness of local businesses. Two comments raised concerns about the maximum allowable surface area, and maximum brightness levels. A resident of Desert Center, requested a prohibition on digital displays in the Chuckwalla Valley. A resident of Temecula Wine Country, stated that digital displays are not compatible with the rural nature of that area. The Santa Margarita Group of the Sierra Club expressed concerns about aesthetics of the signs and impacts on wildlife and dark skies and recommended decreasing the surface area and restricting nighttime hours of operation.

After discussion, the Planning Commission closed the public hearing and recommended to the Board of Supervisors approval of CZ No. 20001 by a unanimous vote (4-0) with the following additional changes: prohibitions on the establishment of digital signs within sensitive areas such as the Palomar Lighting District Zone "A" and Temescal Valley Wine Country Area and consideration of the Chuckwalla National Monument.

**IMPACT ON RESIDENTS AND BUSINESSES**

The impacts of this project have been evaluated through the environmental review and hearing processes by Planning staff and the Planning Commission. It is expected that there is some general benefit to local businesses by allowing the establishment of digital signs in limited areas. Based on locational, operational, and development standards included in the proposed ordinance, coupled with existing standards applying to all development, the proposed ordinance would not cause an impact on residents.

**CEQA COMPLIANCE:**

An Initial Study and Negative Declaration were prepared for this project, in accordance with the California Environmental Quality Act (CEQA) and represent the independent judgment of Riverside County. A Notice of Intent to Adopt a Negative Declaration was prepared and was circulated for a 20-day public review period from July 27, 2023 to August 28, 2023 per the CEQA Statute and State CEQA Guidelines section 15105. Based on comments received, the draft ordinance amendment was revised to require a public hearing process for any sign containing a digital display and technical corrections. The Negative Declaration was recirculated for a 20-day public review period from March 13, 2024 to April 1, 2024. The documents supporting this determination are located at the Planning Department at 4080 Lemon Street, 12th Floor, Riverside, CA 92502. The Board hereby has determined that based on the entire record before it, including the initial study and all comments received, that there is no substantial evidence that the project will have a significant effect on the environment.

SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
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**ATTACHMENTS:**

- A. Draft Ordinance
- B. Draft Ordinance (Redlined)
- C. Initial Study/Negative Declaration
- D. Planning Commission Package
- E. Public Hearing Notice
- F. Public Comments

  
Jason Farin, Principal Management Analyst 10/31/2024

  
Aaron Gettis, Chief of Deputy County Counsel 10/30/2024



# RIVERSIDE COUNTY PLANNING DEPARTMENT

*John Hildebrand*  
*Planning Director*

**DATE:** October 8, 2024

**TO:** Clerk of the Board of Supervisors

**FROM:** Planning Department – Riverside – Andrew Svitek, Project Planner 951-955-8514 (BOS date 11/5/24)

**SUBJECT:** CZ2000001

(Charge your time to these case numbers)

TRANSPORTATION & LAND MANAGEMENT AGENCY/PLANNING: PUBLIC HEARING ON CHANGE OF ZONE NO. 2000001 and INTENT TO ADOPT A NEGATIVE DECLARATION, PREVIOUSLY CIRCULATED MARCH 13, 2024, TO APRIL 1, 2024 – Applicant: Kok Development, Inc – Engineer/Representative: Arian Park. Location: Countywide – REQUEST: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operation standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of texts sections which do not change the intent of existing requirements withing existing language. These changes apply to unincorporated areas of Riverside County. All Districts.

FOR FURTHER INFORMATION REGARDING THIS PROJECT, PLEASE CONTACT RICHARD MARSHALIAN AT (951) 955-2525 OR EMAIL [AdvancePlanning@rivco.org](mailto:AdvancePlanning@rivco.org).

Planning:

**The attached item(s) require the following action(s) by the Board of Supervisors:**

- Place on Administrative Action
- Set for Hearing (Legislative Action Required, CZ, GPA, SP, SPA)
- Labels provided If Set For Hearing
  - 10 Day  20 Day  30 day
- Publish in Newspaper: 3<sup>rd</sup> District (4th Dist) Desert Sun and Press Enterprise
- Mitigated Negative Declaration
  - 10 Day  20 Day  30 day
- Notify Property Owners (app/agencies/property owner labels provided)

**Designate Newspaper used by Planning Department for Notice of Hearing:**

The project is countywide.

Riverside Office · 4080 Lemon Street, 12th Floor  
P.O. Box 1409, Riverside, California 92502-1409  
(951) 955-3200 · Fax (951) 955-1811

Desert Office · 77-588 Duna Court, Suite H  
Palm Desert, California 92211  
(760) 863-8277 · Fax (760) 863-7040

*"Planning Our Future... Preserving Our Past"*



**NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS**

NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1<sup>st</sup> Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on **Tuesday, November 5, 2024 at 10:00 A.M.** or as soon as possible thereafter, to consider the Planning Commission's recommended approval of **Change of Zone No. 2000001**. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements withing existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside Count. All Districts.

The Planning Commission recommends that the Board of Supervisors **ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001.**

On April 3, 2024 the Planning Commission approved staff recommendation to the Board of Supervisors by a vote of 4-0. The Planning Department meeting documents for the proposed project may be viewed online under the Planning Commission hearing date on the Public Hearing page of the Planning Department website: <https://planning.rctlma.org/Public-Hearings>.

FOR FURTHER INFORMATION REGARDING THIS PROJECT, PLEASE CONTACT RICHARD MARSHALIAN, AT (951) 955- 2525 OR EMAIL [ADVANCEPLANNING@RIVCO.ORG](mailto:ADVANCEPLANNING@RIVCO.ORG).

Any person wishing to testify in support of or in opposition to the project may do so in writing between the date of this notice and the public hearing or may appear and be heard at the time and place noted above. All written comments received prior to the public hearing will be submitted to the Board of Supervisors and the Board of Supervisors will consider such comments, in addition to any oral testimony, before making a decision on the project.

If you challenge the above item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Planning Commission or Board of Supervisors at, or prior to, the public hearing. Be advised that as a result of the public hearing and the consideration of all public comment, written and oral, the Board of Supervisors may amend, in whole or in part, the project and/or the related environmental document. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the project, may be changed in a way other than specifically proposed.

Alternative formats available upon request to individuals with disabilities. If you require reasonable accommodation, please contact Clerk of the Board at (951) 955-1069.

Please send all written correspondence to: Clerk of the Board, 4080 Lemon Street, 1st Floor, Post Office Box 1147, Riverside, CA 92502-1147 or email [cob@rivco.org](mailto:cob@rivco.org)

Dated: October 8, 2024

Kimberly A. Rector, Clerk of the Board  
By: Cindy Fernandez, Clerk of the Board Assistant

2024 OCT 9 10:41 AM  
RIVERSIDE COUNTY CLERK OF THE BOARD



OFFICE OF THE  
CLERK OF THE BOARD OF SUPERVISORS  
1st FLOOR, COUNTY ADMINISTRATIVE CENTER  
P.O. BOX 1147, 4080 LEMON STREET  
RIVERSIDE, CA 92502-1147  
PHONE: (951) 955-1060 FAX: (951) 955-1071

KECIA R. HARPER  
Clerk of the Board of Supervisors

KIMBERLY A. RECTOR  
Assistant Clerk of the Board

October 10, 2024

THE PRESS ENTERPRISE  
ATTN: LEGALS  
P.O. BOX 792  
RIVERSIDE, CA 92501

PH : (951) 368-9229  
E-MAIL: [legals@pe.com](mailto:legals@pe.com)

RE: NOTICE OF PUBLIC HEARING: CZ2000001

To Whom It May Concern:

Attached is a copy for publication in your newspaper for **One (1) time on Tuesday, October 15, 2024.**

We require your affidavit of publication immediately upon completion of the last publication.

Your invoice must be submitted to this office, WITH TWO CLIPPINGS OF THE PUBLICATION.

NOTE: PLEASE COMPOSE THIS PUBLICATION INTO A SINGLE COLUMN FORMAT.

Thank you in advance for your assistance and expertise.

Sincerely,

*Cindy Fernandez*

Clerk of the Board Assistant to:  
KIMBERLY A. RECTOR, CLERK OF THE BOARD

**NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS**

NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1<sup>st</sup> Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on **Tuesday, November 5, 2024 at 10:00 A.M.** or as soon as possible thereafter, to consider the Planning Commission's recommended approval of **Change of Zone No. 2000001**. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements withing existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside Count. All Districts.

The Planning Commission recommends that the Board of Supervisors **ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001**.

On April 3, 2024 the Planning Commission approved staff recommendation to the Board of Supervisors by a vote of 4-0. The Planning Department meeting documents for the proposed project may be viewed online under the Planning Commission hearing date on the Public Hearing page of the Planning Department website: <https://planning.rctlma.org/Public-Hearings>.

FOR FURTHER INFORMATION REGARDING THIS PROJECT, PLEASE CONTACT RICHARD MARSHALIAN, AT (951) 955- 2525 OR EMAIL [ADVANCEPLANNING@RIVCO.ORG](mailto:ADVANCEPLANNING@RIVCO.ORG).

Any person wishing to testify in support of or in opposition to the project may do so in writing between the date of this notice and the public hearing or may appear and be heard at the time and place noted above. All written comments received prior to the public hearing will be submitted to the Board of Supervisors and the Board of Supervisors will consider such comments, in addition to any oral testimony, before making a decision on the project.

If you challenge the above item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Planning Commission or Board of Supervisors at, or prior to, the public hearing. Be advised that as a result of the public hearing and the consideration of all public comment, written and oral, the Board of Supervisors may amend, in whole or in part, the project and/or the related environmental document. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the project, may be changed in a way other than specifically proposed.

Alternative formats available upon request to individuals with disabilities. If you require reasonable accommodation, please contact Clerk of the Board at (951) 955-1069.

Please send all written correspondence to: Clerk of the Board, 4080 Lemon Street, 1st Floor, Post Office Box 1147, Riverside, CA 92502-1147 or email [cob@rivco.org](mailto:cob@rivco.org)

Dated: October 10, 2024

Kimberly A. Rector, Clerk of the Board  
By: Cindy Fernandez, Clerk of the Board Assistant

# CERTIFICATE OF POSTING

(Original copy, duly executed, must be attached to  
the original document at the time of filing)

I, Cindy Fernandez, Clerk of the Board Assistant to Kimberly A. Rector, Clerk of the Board of Supervisors, for the County of Riverside, do hereby certify that I am not a party to the within action or proceeding; that on October 10, 2024, I forwarded to Riverside County Clerk & Recorder's Office a copy of the following document:

## NOTICE OF PUBLIC HEARING

CZ2000001

to be posted in the office of the County Clerk at 2724 Gateway Drive, Riverside, California 92507. Upon completion of posting, the County Clerk will provide the required certification of posting.

**Board Agenda Date:** November 5, 2024 @ 10:00 a.m.

SIGNATURE: Cindy Fernandez DATE: October 10, 2024  
Cindy Fernandez

# CERTIFICATE OF MAILING

(Original copy, duly executed, must be attached to  
the original document at the time of filing)

I, Cindy Fernandez, Clerk of the Board Assistant to Kimberly A. Rector, Clerk of the Board of Supervisors, for the County of Riverside, do hereby certify that I am not a party to the within action or proceeding; that on October 10, 2024, I mailed a copy of the following document:

## NOTICE OF PUBLIC HEARING

CZ2000001

to the parties listed in the attached labels, by depositing said copy with postage thereon fully prepaid, in the United States Post Office, 3890 Orange St., Riverside, California, 92501.

**Board Agenda Date:** November 5 @ 10:00 a.m.

SIGNATURE: Cindy Fernandez DATE: October 10, 2024



**Peter Aldana**  
**Riverside County**  
**Assessor-County Clerk-Recorder**  
2724 Gateway Drive  
Riverside, CA 92507  
(951) 486-7000  
www.rivcoacr.org

Receipt: 24-292369

<b>Product</b>	<b>Name</b>	<b>Extended</b>
FISH	CLERK FISH AND GAME FILINGS	\$0.00
	# Pages	1
	Document #	E-202401123
	Filing Type	8
	State Fee Prev Charged	false
	No Charge Clerk Fee	false
<b>Total</b>		<b>\$0.00</b>
Change (Cash)		\$0.00



State of California - Department of Fish and Wildlife  
**2024 ENVIRONMENTAL DOCUMENT FILING FEE**  
**CASH RECEIPT**  
 DFW 753.5a (REV. 01/01/24) Previously DFG 753.5a

RECEIPT NUMBER: 24-292369
STATE CLEARINGHOUSE NUMBER (if applicable)

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY CLERK OF THE BOARD OF SUPERVISORS	LEAD AGENCY EMAIL COB@RIVCO.ORG	DATE 10/10/2024
COUNTY/STATE AGENCY OF FILING RIVERSIDE		DOCUMENT NUMBER E-202401123
PROJECT TITLE CZ2000001		

PROJECT APPLICANT NAME CLERK OF THE BOARD OF SUPERVISORS	PROJECT APPLICANT EMAIL COB@RIVCO.ORG	PHONE NUMBER (951) 955-1069
PROJECT APPLICANT ADDRESS 4080 LEMON STREET FIRST FLOOR,	CITY RIVERSIDE	STATE CA
		ZIP CODE 92501

PROJECT APPLICANT (Check appropriate box)

- Local Public Agency  
  School District  
  Other Special District  
  State Agency  
  Private Entity

CHECK APPLICABLE FEES:

- Environmental Impact Report (EIR) \$4,051.25 \$ \_\_\_\_\_  
 Mitigated/Negative Declaration (MND)(ND) \$2,916.75 \$ \_\_\_\_\_  
 Certified Regulatory Program (CRP) document - payment due directly to CDFW \$1,377.25 \$ \_\_\_\_\_  
  
 Exempt from fee  
      Notice of Exemption (attach)  
      CDFW No Effect Determination (attach)  
 Fee previously paid (attach previously issued cash receipt copy)  
  
 Water Right Application or Petition Fee (State Water Resources Control Board only) \$850.00 \$ \_\_\_\_\_  
 County documentary handling fee \$ \_\_\_\_\_ \$0.00  
 Other \$ \_\_\_\_\_

PAYMENT METHOD:

- Cash  
  Credit  
  Check  
  Other

TOTAL RECEIVED \$ \_\_\_\_\_ \$0.00

SIGNATURE X	AGENCY OF FILING PRINTED NAME AND TITLE Deputy, Jessica Arevalo
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**NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS**

NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1<sup>st</sup> Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on **Tuesday, November 5, 2024 at 10:00 A.M.** or as soon as possible thereafter, to consider the Planning Commission's recommended approval of **Change of Zone No. 2000001**. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements withing existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside Count. All Districts.

The Planning Commission recommends that the Board of Supervisors **ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001.**

On April 3, 2024 the Planning Commission approved staff recommendation to the Board of Supervisors by a vote of 4-0. The Planning Department meeting documents for the proposed project may be viewed online under the Planning Commission hearing date on the Public Hearing page of the Planning Department website: <https://planning.rctlma.org/Public-Hearings>.

FOR FURTHER INFORMATION REGARDING THIS PROJECT, PLEASE CONTACT RICHARD MARSHALLIAN, AT (951) 955- 2525 OR EMAIL [ADVANCEPLANNING@RIVCO.ORG](mailto:ADVANCEPLANNING@RIVCO.ORG).

Any person wishing to testify in support of or in opposition to the project may do so in writing between the date of this notice and the public hearing or may appear and be heard at the time and place noted above. All written comments received prior to the public hearing will be submitted to the Board of Supervisors and the Board of Supervisors will consider such comments, in addition to any oral testimony, before making a decision on the project.

If you challenge the above item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Planning Commission or Board of Supervisors at, or prior to, the public hearing. Be advised that as a result of the public hearing and the consideration of all public comment, written and oral, the Board of Supervisors may amend, in whole or in part, the project and/or the related environmental document. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the project, may be changed in a way other than specifically proposed.

Alternative formats available upon request to individuals with disabilities. If you require reasonable accommodation, please contact Clerk of the Board at (951) 955-1069.

Please send all written correspondence to: Clerk of the Board, 4080 Lemon Street, 1st Floor, Post Office Box 1147, Riverside, CA 92502-1147 or email [cob@rivco.org](mailto:cob@rivco.org)

Dated: October 10, 2024

Kimberly A. Rector, Clerk of the Board  
By: Cindy Fernandez, Clerk of the Board Assistant

**F I L E D / P O S T E D**

County of Riverside  
Peter Aldana  
Assessor-County Clerk-Recorder

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10/10/2024 03:48 PM Fee: \$ 0.00  
Page 1 of 1

Removed: By: Deputy







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City of Lake Elsinore  
Attn: Planning Division, Community  
Development Department  
130 S. Main St.  
Lake Elsinore, California 92530

City of Wildomar  
Attn: Planning Department  
23873 Clinton Keith Rd., Suite 201  
Wildomar, CA 92595

City of Temecula  
Attn: Planning Department  
41000 Main Street  
Temecula, CA 92590

City of Hemet  
Attn: Planning Division, Community  
Development Department  
445 E Florida Ave  
Hemet, CA 92543

City of Banning  
Attn: Planning Division, Community  
Development Department  
99 E. Ramsey Street  
Banning, CA 92220

City of Beaumont  
Attn: Planning Department  
550 E. 6th Street  
Beaumont, CA 92223

City of Blythe  
Attn: Planning Department  
235 N. Broadway  
Blythe, CA 92225

City of Calimesa  
Attn: Planning Division, Community  
Development Department  
908 Park Avenue  
Calimesa, CA 92320

City of Moreno Valley  
Attn: Planning Division, Community  
Development Department  
14177 Frederick St  
Moreno Valley, CA 92553

City of Canyon Lake  
Attn: Planning Department  
31516 Railroad Canyon Road  
Canyon Lake, CA 92587

City of Cathedral City  
Attn: Planning Department  
68700 Avenida Lalo Guerrero  
Cathedral City, CA 92234

City of Coachella  
Attn: Planning Division, Development  
Services Department  
53990 Enterprise Way  
Coachella, CA 92236

City of Corona  
Attn: Planning Division, Community  
Development Department  
400 S Vicentia Ave, Suite 120  
Corona, CA 92882

City of Desert Hot Springs  
Attn: Planning Division, Community  
Development Department  
11999 Palm Drive  
Desert Hot Springs, CA 92240

City of Eastvale  
Attn: Planning Division, Community  
Development Department  
12363 Limonite Avenue  
Eastvale, CA 91752

City of Rancho Mirage  
Attn: Planning Division, Development  
Services Department  
69825 Highway 111  
Rancho Mirage, CA 92270

City of Indian Wells  
Attn: Planning Department  
44-950 Eldorado Drive  
Indian Wells, CA 92210

City of Indio Planning  
Attn: Planning Division, Community  
Development Department  
100 Civic Center Mall  
Indio, CA 92201

City of Jurupa Valley  
Attn: Planning Division, Development  
Services Department  
8930 Limonite Avenue  
Jurupa Valley, CA 92509

City of La Quinta  
Attn: Planning Division, Design and  
Development Department  
78-495 Calle Tampico  
La Quinta, CA 92253

City of Norco  
Attn: Planning Department  
2870 Clark Avenue  
Norco, CA 92860

City of Palm Desert  
Attn: Planning Division, Development  
Services Department  
73510 Fred Waring Drive  
Palm Desert, CA 92260

City of Palm Springs  
Attn: Planning Services Department  
3200 E Tahquitz Canyon Way  
Palm Springs, CA 92262

City of Perris  
Attn: Planning Division, Development  
Services Department  
101 N. D Street  
Perris, CA 92570

CALTRANS District 8  
Attn: Transportation Planning  
The Rosa Parks Memorial Building  
464 W. 4th Street  
San Bernardino, CA 92401

City of Riverside  
Attn: Planning Division, Community &  
Economic Development Department  
3900 Main Street, 3rd Floor  
Riverside, CA 92522

City of San Jacinto  
Attn: Planning Division, Community  
Development Department  
595 S San Jacinto Ave.  
San Jacinto, CA 92583



Riverside County Clerk of the Board  
County Administrative Center  
4080 Lemon Street, 1<sup>st</sup> Floor Annex  
P. O. Box 1147  
Riverside, CA 92502-1147

**PUBLIC HEARING NOTICE**  
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City of Menifee  
Attn: Planning Division, Community  
Development Department  
29714 Haun Rd.  
Menifee, CA 92586



Riverside County Clerk of the Board  
County Administrative Center  
4080 Lemon Street, 1<sup>st</sup> Floor Annex  
P. O. Box 1147  
Riverside, CA 92502-1147

**PUBLIC HEARING NOTICE**  
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City of Murrieta  
Attn: Planning Division, Development  
Services Department  
1 Town Square  
Murrieta, CA 92562

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County of Riverside - Clerk of the Board  
PO Box 1147  
Riverside, California 92502

*Account Number:* 5209148  
*Ad Order Number:* 0011697352  
*Customer's Reference/PO Number:*  
*Publication:* The Press-Enterprise  
*Publication Dates:* 10/15/2024  
*Total Amount:* \$550.37  
*Payment Amount:* \$0.00  
*Amount Due:* \$550.37  
*Notice ID:* ef8VfasWtouAqReadVt9  
*Invoice Text:*

NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1st Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on Tuesday, November 5, 2024 at 10:00 A.M. or as soon as possible thereafter, to consider the Planning Commission's recommended approval of Change of Zone No. 2000001. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements withing existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside Count. All Districts. The Planning Commission recommends that the Board of Supervisors ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001. On April 3, 2024 the

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The Press-Enterprise  
3512 14 Street  
Riverside, California 92501  
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County of Riverside - Clerk of the Board  
PO Box 1147  
Riverside, California 92502

Publication: The Press-Enterprise

PROOF OF PUBLICATION OF

Ad Desc: 0011697352

FILE NO. 0011697352

## PROOF OF PUBLICATION

I am a citizen of the United States. I am over the age of eighteen years and not party to or interested in the above-entitled matter. I am an authorized representative of THE PRESS-ENTERPRISE, a newspaper of general circulation, printed and published daily in the County of Riverside, and which newspaper has been adjudicated a newspaper of general circulation by the Superior Court of the County of Riverside, State of California, under date of April 25, 1952, Case Number 54446, under date of March 29, 1957, Case Number 65673, under date of August 25, 1995, Case Number 267864, and under date of September 16, 2013, Case Number RIC 1309013; that the notice, of which the annexed is a printed copy, has been published in said newspaper in accordance with the instructions of the person(s) requesting publication, and not in any supplement thereof on the following dates, to wit:

10/15/2024

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.

Date: October 15, 2024.  
At: Riverside, California



Signature

## NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS

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Dated: October 10, 2024  
Kimberly A. Rector, Clerk of the Board

By: Cindy Fernandez, Clerk of the Board Assistant

**The Press-Enterprise**

**Published: 10/15/24**

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ORDINANCE NO. 348.5025

AN ORDINANCE OF THE COUNTY OF RIVERSIDE AMENDING

ORDINANCE NO. 348.5018 PROVIDING FOR LAND USE PLANNING AND ZONING

REGULATIONS AND RELATED FUNCTIONS

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

Section 1. Section 19.2 of Ordinance No. 348.5018 is amended to read as follows:

“SECTION 19.2. DEFINITIONS.

For purposes of this section of the ordinance, the following words or phrases shall have the following definitions.

- A. Abandoned. Any of the following:
  - 1. Any Outdoor Advertising Display that
    - a. Is allowed to continue for more than one year without a poster, bill, printing, painting, or other form of advertisement or message; or,
    - b. Does not appear on the inventory required by Section 19.3.B.12. of this ordinance; or,
  - 2. Any On-Site Advertising Structure or Sign that is allowed to continue for more than 90 days without a poster, bill, printing, painting, or other form of advertising or message for the purposes set forth in Section 19.2.M. of this ordinance.
  
- B. Digital Display. An electronic message display that advertises the business name, business conducted, services rendered, or goods produced or sold upon the property on which the display is placed and exhibits static images through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology, that may be changed remotely through electronic means. The ability to have a digital display only applies to On-Site Advertising Structures or Signs, which are defined in Section 19.2.M. of this ordinance.

- 1 C. Display Face. The surface area available for the purpose of displaying an advertising  
2 message. Display Face does not include the structural supports or lighting.
- 3 D. Edge of the Right-of-Way. A measurement from the Edge of the Right-of-Way line  
4 horizontally along a line normal or perpendicular to the centerline of the Freeway or  
5 Highway.
- 6 E. Free Standing Sign. Any sign which is supported by one or more columns or uprights  
7 imbedded in the ground, and which is not attached to any building or structure.
- 8 F. Freeway. A divided arterial Highway for through traffic with full control of access  
9 and with grade separations at intersections.
- 10 G. Highway. Roads, streets, boulevards, lanes, courts, places, commons, trails, ways or  
11 other rights-of-way or easements used for or laid out and intended for the public  
12 passage of vehicles or persons.
- 13 H. Illegal Outdoor Advertising Display. Any of the following:
- 14 1. An Outdoor Advertising Structure or outdoor advertising sign erected  
15 without first complying with all applicable county ordinances and  
16 regulations in effect at the time of its construction, erection or use.
- 17 2. An Outdoor Advertising Structure or Outdoor Advertising Sign that was  
18 legally erected but whose use has ceased, or the structure upon which the  
19 advertising display is placed has been Abandoned by its owner, and not  
20 maintained or used for a period of not less than one year.
- 21 3. An Outdoor Advertising Structure or Outdoor Advertising Sign that was  
22 legally erected which later became nonconforming as a result of the adoption  
23 of an ordinance; the amortization period for the display provided by the  
24 ordinance rendering the display nonconforming has expired; and  
25 conformance has not been accomplished.
- 26 4. An Outdoor Advertising Structure or Outdoor Advertising Sign which does  
27 not comply with this Article, the Outdoor Advertising Display Permit  
28 referenced in Section 19.3.A. of this ordinance, the State Outdoor



1 Advertising permit referenced in Section 19.3.B.4. of this ordinance or any  
2 related building permit.

3 5. An Outdoor Advertising Structure or Outdoor Advertising Sign which is a  
4 danger to the public or is unsafe.

5 I. Illegal On-Site Advertising Structure or Sign. Any of the following.

6 1. An On-Site Advertising Structure or Sign erected without first complying  
7 with all applicable County ordinances and regulations in effect at the time of  
8 its construction, erection or use.

9 2. An On-Site Advertising Structure or Sign that was legally erected, but whose  
10 use has ceased, or the structure upon which the advertising display is placed  
11 has been Abandoned by its owner, and not maintained or used to identify or  
12 advertise an ongoing business for a period of not less than 90 days.

13 3. An On-Site Advertising Structure or Sign that was legally erected which later  
14 became nonconforming as a result of the adoption of an ordinance; the  
15 amortization period for the display provided by the ordinance rendering the  
16 display nonconforming has expired; and conformance has not been  
17 accomplished.

18 J. Maximum Height. The highest point of the structure or sign measured from the  
19 average natural ground level at the base of the supporting structure.

20 However, within the boundaries of the R-VC Zone (Rubidoux-Village Commercial),  
21 maximum height shall mean the height measured from the average adjacent finish  
22 grade (excluding artificial berms and raised planters) to the uppermost portion of the  
23 border of the surface area of the sign, except that:

24 1. Structural supports and non-sign architectural features may project above the  
25 maximum height limit to the limits prescribed in the applicable zoning  
26 ordinances and,

27 2. Signs affixed to the building may be placed at any height as long as the sign  
28 conforms to the other regulations of this ordinance.

- 1 K. Noise Attenuation Barrier. A sound wall or other structure built by the California  
2 Department of Transportation to reduce noise impacts.
- 3 L. Non-Commercial Structure or Sign. Any structure, housing, sign, device, figure,  
4 statuary, painting, display, message, placard or other contrivance, which is designed,  
5 constructed, created, engineered, intended or used to provide data or information  
6 that does not do any of the following:
- 7 1. Advertise a product or service for profit or for a business purpose;
  - 8 2. Propose a commercial transaction; or,
  - 9 3. Relate solely to economic interests.
- 10 M. On-Site Advertising Structure or Sign. Any structure, housing, sign, device, figure,  
11 statuary, painting, display, message placard, or other contrivance, or any part  
12 thereof, which is designed, constructed, created, engineered, intended, or used to  
13 advertise, or to provide data or information that does either of the following:
- 14 1. Designates, identifies, or indicates the name of the business of the owner or  
15 occupant of the premises upon which the structure or sign is located.
  - 16 2. Advertises the business conducted, services available or rendered, or the  
17 goods produced, sold, or available for sale, upon the premises where the  
18 structure or sign is located.
- 19 N. Outdoor Advertising Display. Commonly known or referred to as an "off-site" or  
20 an "off-premises" billboard, an Outdoor Advertising Structure or Outdoor  
21 Advertising Sign used for outdoor advertising purposes, not including On-Site  
22 Advertising Signs as herein defined and directional sign structures as provided in  
23 Ordinance No. 679, as amended from time to time.
- 24 O. Outdoor Advertising Sign. Any card, cloth, paper, metal, painted, plastic, or wooden  
25 sign of any character placed for outdoor advertising purposes and affixed to an  
26 Outdoor Advertising Display or Outdoor Advertising Structure.
- 27 P. Outdoor Advertising Structure. A structure of any kind or character erected, used or  
28 maintained for outdoor advertising purposes, upon which any poster, bill, printing,

1 painting or other advertisement of any kind whatsoever may be placed, including  
2 statuary, for outdoor advertising purposes. Such structure shall be constructed or  
3 erected upon a permanent foundation or shall be attached to a structure having a  
4 permanent foundation.

5 Q. Scenic Highway. Any officially designated state or county scenic highway as  
6 defined in Streets and Highway Code sections 154 and 261 et seq.

7 R. Shopping Center. A parcel of land not less than three acres in size, on which there  
8 exists four or more separate business uses that have mutual parking facilities.

9 S. Significant Resources. Any County, State or Federal site which has significant or  
10 potentially significant social, cultural, historical, archaeological, recreational or  
11 scenic resources, or which plays or potentially could play a significant role in  
12 promoting tourism. For the purposes of this Article, significant resources shall  
13 include, but not be limited to, the following:

- 14 1. Riverside National Cemetery.  
15 A strip, 660 feet in width, measured from the Edge of the Right-of-Way line  
16 on both sides of I-215 from the intersection of Van Buren Boulevard  
17 southerly to Nance Road, and on both sides of Van Buren Boulevard from  
18 the intersection of I-215 westerly to Wood Road.
- 19 2. Scenic Highways.
- 20 3. A corridor 500 feet in width adjacent to both sides of all Highways within  
21 three-tenths (3/10) of a mile of any Regional, State, or Federal park or  
22 recreation area.
- 23 4. A corridor 500 feet in width adjacent to both sides of State Highway 74 (State  
24 Route 74) extending from its intersection with Interstate 15 to its intersection  
25 with Winchester Road (State Route 79), and from there easterly to the city  
26 limits of the City of Hemet, on both sides of the road.
- 27 5. A corridor 500 feet in width adjacent to both sides of I-15 from the Riverside/  
28 San Diego County line northerly to the city limits of the City of Temecula.

- 1                   6.     A corridor 500 feet in width adjacent to both sides of Grand Avenue from  
2                   the city limits of the City of Lake Elsinore, just northerly of Bonnie Lea  
3                   Drive, to Clinton Keith Road, and adjacent to both sides of Clinton Keith  
4                   Road from Interstate 15 to the city limits of the City of Murrieta.
- 5                   7.     A corridor 550 feet in width, measured from the Edge of the Right-of-Way  
6                   line adjacent to both sides of Interstate 15, extending from its intersection  
7                   with state Highway 60 southerly to the city limits of the City of Norco.”

8     Section 2.     Section 19.3 of Ordinance No. 348 is amended to read as follows:

9     “SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

10            A.     APPLICABILITY

11                   1.     Prohibited Activities

12                   In addition to all other applicable Federal, State, and local laws, rules,  
13                   regulations, and ordinances, no Outdoor Advertising Display shall be placed,  
14                   erected, used, or maintained unless the Outdoor Advertising Display is in  
15                   compliance with all provisions of this ordinance and an Outdoor Advertising  
16                   Display permit has been issued by the County Planning Director in  
17                   accordance with the provisions of this Section.

18                   2.     Zoning

19                   Notwithstanding any other provision in this Ordinance, Outdoor Advertising  
20                   Displays shall be permitted provided the use is permitted in the underlying  
21                   zone and the standards of this Article are met.

22            B.     PERMIT PROCEDURE.

23                   1.     Land Use Entitlement Required.

- 24                   a.     Outdoor Advertising Displays are permitted provided a plot plan is  
25                   approved in accordance with the provisions of this Section.
- 26                   b.     The changing of an advertising message or customary maintenance  
27                   of a legally existing Outdoor Advertising Display shall not require a  
28                   plot plan pursuant to this Section.

1                   2.     Application.

2                   a.     Applications for Outdoor Advertising Displays shall be submitted to  
3                   the Planning Department on a form provided and accompanied by the  
4                   filing fee set forth in Ordinance No. 671, as amended from time to  
5                   time.

6                   b.     The application shall consist of ten copies of a plot plan drawn to  
7                   scale, containing the name, address or telephone number of the  
8                   applicant, a copy of the current valid State Outdoor Advertising  
9                   Display permit referenced in Section 19.3.B.4. of this ordinance and  
10                  a general description of the property upon which the Outdoor  
11                  Advertising Display is proposed to be placed.

12                c.     The plot plan shall show the precise location, type, and size of the  
13                proposed Outdoor Advertising Display, all property lines, zoning,  
14                and the dimensions, location of and distance to the nearest  
15                advertising displays, building, business districts, Significant  
16                Resources as defined by Section 19.2.S. of this ordinance, public and  
17                private roads, and other rights-of-way, building setback lines, and  
18                specifically planned future road right-of-way lines, and any and all  
19                other information required by the Planning Director such that the  
20                proposed display may be readily ascertained, identified, and  
21                evaluated.

22                3.     Issuance/Denial.

23                The Planning Director shall, within forty-five (45) days of the filing of a  
24                complete permit application, approve and issue the Outdoor Advertising  
25                Display permit if the standards and requirements of this ordinance have been  
26                met; otherwise, the permit shall be denied. Judicial review of a decision  
27                denying the permit shall be made by a petition for writ of administrative  
28                mandamus filed in the Riverside County Superior Court, in accordance with

1 the procedure set forth in California Code of Civil Procedure, section 1094.8.

2 4. Building Permit Required.

3 In the event that the Planning Director issues an Outdoor Advertising  
4 Display permit, no person shall place, erect, use, maintain, alter, repair or  
5 relocate an Outdoor Advertising Display or connect an Outdoor Advertising  
6 Display to a power supply without first obtaining a building permit from the  
7 Riverside County Department of Building and Safety.

8 5. Revocation.

9 Any Outdoor Advertising Display permit which has been issued as a result  
10 of a material misrepresentation of fact by the applicant or his agent, whether  
11 or not a criminal prosecution is initiated therefore, or which does not comply  
12 with this Article, the State Outdoor Advertising Display permit referenced  
13 in Section 19.3.B.4. of this ordinance or any related building permit may be  
14 revoked by the Planning Director. The Planning Director shall forthwith give  
15 written notice of revocation to the applicant. Unless the permittee files with  
16 the Planning Department a written request for a hearing within 10 days of  
17 the date the notice was mailed, the Planning Director's decision to revoke  
18 will be considered final. Failure to timely file a written request for a hearing  
19 constitutes a waiver of the right to a hearing. Notice of the hearing shall be  
20 given by mail to the permittee. The timely filing of a written notice to appeal  
21 shall stay the revocation until such time as the Planning Director issues their  
22 decision to grant or deny the appeal. Within 30 days after notice is given, or  
23 if a hearing is requested, within 30 days from the date of mailing the Planning  
24 Director's decision to deny the appeal, any Outdoor Advertising Display  
25 authorized by the Outdoor Advertising Display permit shall be removed at  
26 the permittee's expense. Failure to remove the display within 30 days shall  
27 be deemed a separate violation of this ordinance.

1 C. PERMIT STANDARDS.

2 1. General Plan.

3 Outdoor Advertising Displays shall be consistent with the Riverside County  
4 Comprehensive General Plan.

5 2. Zoning.

6 Outdoor Advertising Displays are permitted only in the C-1/C-P, M-SC, M-  
7 M, and M-H Zones provided that the display meets all of the other  
8 requirements of the zoning classification and this Article. Outdoor  
9 Advertising Displays are expressly prohibited in all other zones.

10 3. Height.

11 The Maximum Height of an Outdoor Advertising Display shall not exceed a  
12 height of 25 feet from the roadbed of the adjacent Freeway or Highway to  
13 which the display is oriented, or a Maximum Height of 25 feet from the grade  
14 on which it is constructed, whichever is greater.

15 4. Setbacks.

16 No Outdoor Advertising Display shall be erected within an established  
17 setback or building line, or within road right-of-way lines or future road  
18 right-of-way lines as shown on any Specific Plan of Highways. A minimum  
19 setback from the property line of one foot shall be required. No person shall  
20 place, erect, use or maintain any Outdoor Advertising Display located within  
21 660 feet from the Edge of the Right of Way line of, and the copy which is  
22 visible from, any primary Highway without first obtaining a valid State  
23 Outdoor Advertising Display permit.

24 5. Poles.

25 A maximum of two steel poles are allowed for support of an Outdoor  
26 Advertising Display.

27 6. Roof Mounts.

28 No Outdoor Advertising Display shall be affixed on or over the roof of any

1 building and no display shall be affixed to the wall of a building so that it  
2 projects above the parapet of the building. For the purposes of this Section,  
3 a mansard style roof shall be considered a parapet.

4 7. Number of Displays.

5 No more than one proposed Outdoor Advertising Display per application  
6 shall be permitted.

7 8. Number of Display Faces.

8 No more than two display faces per Outdoor Advertising Display shall be  
9 permitted. Only single face, back-to-back and V-type displays shall be  
10 allowed provided that they are on the same Outdoor Advertising Structure  
11 and provided that the V-type displays have a separation between display  
12 faces of not more than 25 feet.

13 9. Display Face Size.

14 No Outdoor Advertising Display shall have a total surface area of more than  
15 300 square feet.

16 10. Display Movement.

17 No Outdoor Advertising Display shall move or rotate, to display any moving  
18 and/or rotating parts. No propellers, flags, or other noise creating devices,  
19 and no architectural embellishments which utilize mechanical or natural  
20 forces for motion, shall be permitted. Use of daylight reflective materials or  
21 electronic message boards using flashing, intermittent or moving light or  
22 lights is prohibited, provided, however, that electronic message boards  
23 displaying only time and/or temperature for periods of not less than 30  
24 seconds is permitted.

25 11. Mobile Displays.

26 No person shall place, use, maintain, or otherwise allow a mobile vehicle,  
27 trailer, or other advertising display not permanently affixed to the ground, as  
28 defined in Section 19.2.N. of this ordinance, to be used as an Outdoor



Advertising Display.

12. Display Inventory.

In order to evaluate and assess Outdoor Advertising Displays within the unincorporated area of Riverside County, within 180 days of the effective date of this ordinance and on each fifth anniversary after the effective date of this ordinance, and upon notice, each display company with Outdoor Advertising Displays within the unincorporated area of the County shall submit to the Riverside County Department of Building and Safety, a current Inventory of the Outdoor Advertising Displays they currently own and/or maintain within the unincorporated area of the County. Failure to submit a current or accurate inventory shall be deemed to be a separate violation of this ordinance.

13. Lighting and Illumination of Displays.

An Outdoor Advertising Display may be illuminated, unless otherwise specified, provided that the displays are so constructed that no light bulb, tube, filament, or similar source of illumination is visible beyond the display face. Displays making use of lights to convey the effect of movement or flashing, intermittent, or variable intensity shall not be permitted. Displays shall use the most advanced methods to insure the most energy efficient methods of display illumination. Within the Palomar Observatory Special Lighting Area, all displays shall comply with the requirements of Ordinance No. 655, as amended from time to time.

14. Spacing.

No Outdoor Advertising Display shall be located within 500 feet in any direction from any other Outdoor Advertising Display on the same side of the Highway; provided, however, that if in a particular zone a different interval shall be stated, the spacing interval of the particular zone shall prevail. No Outdoor Advertising Display shall be erected within the

1 boundary of any Significant Resource as defined in Section 19.2.S. of this  
2 ordinance. No Outdoor Advertising Display shall be located within 150 feet  
3 of property for which the zoning does not allow advertising displays;  
4 provided, however, that an Outdoor Advertising Display may be placed  
5 within 150 feet of property for which zoning does not allow displays, if at  
6 the time an application for an Outdoor Advertising Display permit is applied  
7 for, there is no existing residential structure or an approved building permit  
8 for a residential structure within 150 feet of the location of the proposed  
9 Outdoor Advertising Display.

10 15. Identification.

11 No person shall place, erect, use or maintain an Outdoor Advertising Display  
12 and no Outdoor Advertising Display shall be placed, erected, used or  
13 maintained anywhere within the unincorporated area of the County unless  
14 there is securely fastened thereto and on the front display face thereof, the  
15 name of the Outdoor Advertising Display owner in such a manner that the  
16 name is visible from the Highway. Any display placed, erected, or  
17 maintained without this identification shall be deemed to be placed, erected,  
18 and maintained in violation of this Section.

19 D. HEIGHT ADJUSTMENTS.

20 The owner of an existing Outdoor Advertising Display that complied with all  
21 applicable federal, state, and local laws, rules, and regulations in effect at the time it  
22 was erected may apply for a height adjustment on the form provided by the Planning  
23 Department accompanied by the filing fee set forth in Ordinance No. 671, as  
24 amended from time to time. The Planning Director shall, within forty-five (45) days  
25 of the filing of a complete height adjustment application, approve the height  
26 adjustment if the height adjustment standards set forth in Subsection D. of this  
27 Section are met; otherwise, the height adjustment shall be denied.

1 E. HEIGHT ADJUSTMENT STANDARDS.

2 A height adjustment in excess of the Maximum Height authorized under this  
3 ordinance shall be approved if all of the following height adjustment standards are  
4 met:

- 5 1. The Outdoor Advertising Display is not an Illegal Outdoor Advertising  
6 Display;
- 7 2. The Outdoor Advertising Display is oriented towards a Freeway;
- 8 3. The Outdoor Advertising Display is within one hundred (100) feet of the  
9 nearest Edge of the Right-of-Way line of the Freeway;
- 10 4. A Noise Attenuation Barrier was fully constructed between the Outdoor  
11 Advertising Display and the Edge of the Right-of-Way line of the Freeway  
12 after the Outdoor Advertising Display was fully constructed;
- 13 5. A line of sight study shows that the Noise Attenuation Barrier prevents the  
14 display face of the Outdoor Advertising Display from being completely  
15 visible to vehicles in one or more approaching Freeway traffic lanes at a  
16 point six hundred and sixty (660) feet from the Outdoor Advertising Display.  
17 The six hundred and sixty (660) feet shall be measured from the middle of  
18 the display face to the middle of each approaching Freeway traffic lane. The  
19 line of sight study shall be prepared at the owner's expense in accordance  
20 with the Planning Department's line of sight study protocol;
- 21 6. The Maximum Height adjustment shall be no more than what is required to  
22 make the display face of the Outdoor Advertising Display completely visible  
23 to vehicles in all approaching Freeway traffic lanes at a point six hundred  
24 and sixty (660) feet from the display as shown by the line of sight study. In  
25 no event, however, shall the Maximum Height of an Outdoor Advertising  
26 Display adjusted under this Section exceed a height of forty (40) feet from  
27 the roadbed of the adjacent Freeway towards which the Outdoor Advertising  
28 Display is oriented, or a Maximum Height of forty (40) feet from the grade

1 on which it is constructed, whichever is greater;

- 2 7. The owner of any Outdoor Advertising Display that obtains a height  
3 adjustment pursuant to this Section shall also obtain a building permit from  
4 the Riverside County Department of Building & Safety before increasing the  
5 height of the Outdoor Advertising Display;
- 6 8. Other than the increase in height, nothing in this Section shall be deemed to  
7 allow the relocation or enlargement of an existing Outdoor Advertising  
8 Display. Nor shall this Section be deemed to allow the angle of orientation  
9 of the Outdoor Advertising Display to be altered or to allow an increase in  
10 the number of display faces on the existing Outdoor Advertising Display.

11 F. ENFORCEMENT.

12 Wherever the officials responsible for the enforcement of administration of this  
13 ordinance or their designated agents, have cause to suspect a violation of this article,  
14 or whenever necessary to investigate either an application for the granting,  
15 modification, or any action to suspend or revoke an Outdoor Advertising Display  
16 permit, or whenever necessary to investigate a possible violation, such persons may  
17 lawfully gain access to the appropriate parcel of land upon which a violation is  
18 believed to exist. The following provisions shall apply to the violations of this  
19 article:

- 20 1. All violations of this article committed by any person, whether as agent,  
21 employee, officer, principal, or otherwise, shall be a misdemeanor.
- 22 2. Every person who knowingly provides false information on an Outdoor  
23 Advertising Display permit application shall be guilty of a misdemeanor.
- 24 3. Every person who fails to stop work on an Outdoor Advertising Display,  
25 when so ordered by the Director of the Riverside County Building and Safety  
26 Department or the Planning Director, or their designees shall be guilty of a  
27 misdemeanor.
- 28 4. Every person who, having received notice to appear in court to answer a

1 related charge, willfully fails to appear, shall be guilty of a misdemeanor.

2 5. A misdemeanor may be prosecuted by the County in the name of the People  
3 of the State of California or may be redressed by civil action. Each violation  
4 is punishable by a fine of not more than one thousand dollars (1,000.00), or  
5 by imprisonment in the County jail for a term of not more than six months,  
6 or by both fine and imprisonment.

7 6. Every person found guilty of a violation shall be deemed guilty of a separate  
8 offense for every day during a portion of which the violation is committed,  
9 continued, or permitted by such person.

10 7. Every Illegal Outdoor Advertising Display and every abandoned Outdoor  
11 Advertising Display is hereby declared to be a public nuisance and shall be  
12 subject to abatement by repair, rehabilitation, or removal in accordance with  
13 the requirements of Ordinance No. 457, as amended from time to time.

14 G. NONCONFORMING OUTDOOR ADVERTISING DISPLAYS.

15 Every Outdoor Advertising Display which does not conform to this ordinance shall  
16 be deemed to be a nonconforming sign and shall be removed or altered in accordance  
17 with this ordinance as follows:

18 1. Any Outdoor Advertising Display which was lawfully in existence prior to  
19 the effective date of the enactment of Ordinance No. 348.2496 (July 16,  
20 1985) shall be abated or brought into conformance with these provisions by  
21 July 17, 1990.

22 2. Any Outdoor Advertising Display which was lawfully in existence prior to  
23 the effective date of the enactment of Ordinance No. 348.2856 (June 30,  
24 1988) but after the effective date of the enactment of Ordinance No.  
25 348.2496 (July 16, 1985) shall be abated or brought into conformance with  
26 these provisions by July 1, 1993.

27 3. Any Outdoor Advertising Display which was lawfully in existence prior to  
28 the effective date of Ordinance No. 348.2989 but after the effective date of

1 the enactment of Ordinance No. 348.2856 (June 30, 1988) shall be abated or  
2 brought into conformance with these provisions within eleven years of the  
3 effective date of Ordinance No. 348.2989 (June 20, 1989).

- 4 4. If Federal or State law requires the County to pay just compensation for the  
5 removal of any such lawfully erected but nonconforming Outdoor  
6 Advertising Display, it may remain in place until just compensation as  
7 defined in the Eminent Domain Law (Title 7, of Part 3 of the Code of Civil  
8 Procedure) is paid.

9 H. ILLEGAL AND ABANDONED OUTDOOR ADVERTISING DISPLAYS.

- 10 1. All Illegal Outdoor Advertising Displays and all abandoned Outdoor  
11 Advertising Displays shall be removed or brought into conformance with  
12 this ordinance immediately.
- 13 2. The procedures, remedies, and penalties for violation of this Article and  
14 Illegal Outdoor Advertising Displays and Abandoned Outdoor Advertising  
15 Displays for recovery of costs related to enforcement are provided for in  
16 Ordinance No. 725, as amended from time to time, which is incorporated  
17 herein by this reference.
- 18 3. In enforcing Ordinance No. 725 as it relates to Illegal Outdoor Advertising  
19 Displays and Abandoned Outdoor Advertising Displays, the notice required  
20 to be given to owner of the property shall also be given to all of the following:
- 21 a. The owner of the sign, if the identification plate required by Business  
22 and Professions Code sections 5362 and 5363 is affixed; and,
- 23 b. The advertiser, if any, identified on the sign provided the address of  
24 the advertiser can reasonably be determined.

25 I. RELOCATED OUTDOOR ADVERTISING DISPLAYS.

- 26 1. Approved Outdoor Advertising Displays may be relocated to another area  
27 on the same property or another property subject to an approved relocation  
28 agreement with the County in accordance with the provisions of this

1 Subsection. Except as provided in this Subsection, a relocated Outdoor  
2 Advertising Display shall be subject to all the permit procedures and  
3 standards described in this Article.

- 4 2. The County may, at its discretion, enter into a relocation agreement with the  
5 property owner for Outdoor Advertising Display relocation agreement when:
- 6 a. The original location of the Outdoor Advertising Display is within a  
7 contemplated public right-of-way; and,
  - 8 b. The Outdoor Advertising Display complied with all applicable  
9 County ordinances and regulations in effect at the time it was erected.
- 10 3. An Outdoor Advertising Display located on a parcel that is zoned to prohibit  
11 Outdoor Advertising Displays may be relocated to another place on that  
12 same parcel pursuant to a relocation agreement in accordance with the  
13 provisions of this Subsection.
- 14 4. An Outdoor Advertising Display located in an area defined in this Article as  
15 a Significant Resource may also, pursuant to such an agreement, be relocated  
16 to an area defined as a Significant Resource whether the area is on the same  
17 parcel or a different parcel in accordance with the provisions of this  
18 Subsection.”

19 Section 3. Section 19.4 of Ordinance No. 348 is amended to read as follows:

20 “SECTION 19.4. ON-SITE ADVERTISING STRUCTURES AND SIGNS.

21 A. APPLICABILITY

22 1. Prohibited Activities.

23 In addition to all other applicable Federal, State, and local laws, rules,  
24 regulations, and ordinances, no On-Site Advertising Structure or Sign shall  
25 be placed, erected, used, or maintained unless the On-Site Advertising  
26 Structure or Sign is in compliance with all provisions of this ordinance and  
27 an On-Site Advertising Structure or Sign permit has been issued by the  
28 County Planning Director in accordance with the provisions of this Section.

1                                   2.     Zoning

2                                   Notwithstanding any other provision in this Ordinance, On-Site Advertising  
3                                   Structures and Signs shall be permitted provided the use is permitted in the  
4                                   underlying zone and the standards of this Article are met.

5                   B.     PERMIT PROCEDURES.

6                                   1.     Land Use Entitlement Required.

7                                   On-Site Advertising Structures or Signs are permitted provided a plot plan is  
8                                   approved in accordance with the provisions of this Section.

9                                   2.     Application.

10                                  a.     Applications for On-Site Advertising Structures or Signs shall be  
11   submitted to the Planning Department on a form provided and  
12   accompanied by the filing fee set forth in Ordinance No. 671, as  
13   amended from time to time.

14                                  b.     The application for On-Site Advertising Structures or Signs shall  
15   consist of a plot plan drawn to scale, containing the name, address or  
16   telephone number of the applicant, and a general description of the  
17   property upon which the On-Site Advertising Structure or Sign is  
18   proposed to be placed.

19                                  c.     The plot plan shall show the precise location, type, and size of the  
20   proposed On-Site Advertising Structure or Sign, all property lines,  
21   zoning, and the dimensions, location of and distance to the nearest  
22   advertising displays, building, business districts, Significant  
23   Resources as defined by Section 19.2.S. of this ordinance, public and  
24   private roads, and other rights-of-way, building setback lines, and  
25   specifically planned future road right-of-way lines, and any and all  
26   other information required by the Planning Director such that the  
27   proposed structure or sign may be readily ascertained, identified, and  
28   evaluated.



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2. Issuance/Denial.

a. Permit Type.

Approval of plot plans for On-Site Advertising Structures or Signs shall be ministerial, unless the sign has a Digital Display, in which case the plot plan shall require a public hearing pursuant to Subsection c. below.

b. Plot Plans For On-Site Advertising Structures or Signs – Ministerial Approval.

The Planning Director shall, within forty-five (45) days of the filing of a complete permit application, approve and issue the On-Site Advertising Structure or Sign permit if the standards and requirements of this ordinance have been met; otherwise, the permit shall be denied. Judicial review of a decision denying the permit shall be made by a petition for writ of administrative mandamus filed in the Riverside County Superior Court, in accordance with the procedure set forth in California Code of Civil Procedure, Section 1094.8.

c. Plot Plans For On-Site Advertising Structures or Signs – Public Hearing. Plot plans for On-Site Advertising Structures or Signs requiring a public hearing require approval in accordance with the provisions of Section 18.30 of this ordinance.

3. Building Permit Required.

In the event that the Planning Director issues an On-Site Advertising Structure or Sign permit, no person shall place, erect, use, maintain, alter, repair, or relocate an On-Site Advertising Structures or Signs or connect an On-Site Advertising Structures or Signs to a power supply without first obtaining a building permit from the Riverside County Building and Safety Department.

1                   4.     Revocation.

2                   Any On-Site Advertising Structure or Sign permit which has been issued as  
3                   a result of a material misrepresentation of fact by the applicant or his agent,  
4                   whether or not a criminal prosecution is initiated therefore, or which does  
5                   not comply with this Article, or any related building permit may be revoked  
6                   by the Planning Director. The Planning Director shall forthwith give written  
7                   notice of revocation to the applicant. Unless the permittee files with the  
8                   Planning Department a written request for a hearing within 10 days of the  
9                   date the notice was mailed, the Planning Director's decision to revoke will  
10                  be considered final. Failure to timely file a written request for a hearing  
11                  constitutes a waiver of the right to a hearing. Notice of the hearing shall be  
12                  given by mail to the permittee. The timely filing of a written notice to appeal  
13                  shall stay the revocation until such time as the Planning Director issues their  
14                  decision to grant or deny the appeal. Within 30 days after notice is given, or  
15                  if a hearing is requested, within 30 days from the date of mailing the Planning  
16                  Director's decision to deny the appeal, any On-Site Advertising Structure or  
17                  Sign authorized by the On-Site Advertising Structure or Sign permit shall be  
18                  removed at the permittee's expense. Failure to remove the On-Site  
19                  Advertising Structure or Sign within 30 days shall be deemed a separate  
20                  violation of this ordinance.

21                  C.     FREESTANDING SIGNS.

22                  1.     Located within 660 feet of the nearest Edge of the Right-of-Way line of a  
23                  Freeway.

24                  The standards for On-Site Advertising Signs that are Free Standing Signs  
25                  and located within 660 feet of the nearest Edge of the Right-of-Way line of  
26                  a Freeway in any zone are established as follows:

- 27                  a.     The Maximum Height of a sign shall not exceed 50 feet. However, if  
28                  the grade of the Freeway precludes visibility, a variance may be

sought in accordance with Section 18.27 of this ordinance.

- b. The maximum surface area of a sign shall not exceed 150 square feet except that for those project sites having an area in excess of 15 acres, the allowable area of a sign shall be 10 square feet per acre of the project site, up to no more than 400 square feet in surface area. The entire allowable area of a sign can be comprised of a Digital Display, however framing of the Digital Display with architectural elements is encouraged.
- c. No more than two Display Faces per On-Site Advertising Structure or Sign shall be permitted. Only single face, back-to-back, and v-shaped displays shall be allowed. For On-Site Advertising Structures or Signs with two sides, the maximum total sign area that shall be permitted is twice the sign area permitted for the sign. Each side of the sign shall be the same size.
- d. Architectural framing or asymmetrical shapes surrounding the sign, not considered part of the allowable signage area, and not exceeding 25 percent of each Display Face, are permitted provided the following apply:
  - 1) The requested modification does not result in additional glare, light trespass, or nuisance to neighboring properties or surrounding uses; and,
  - 2) With the exception of the requested modification, the proposed sign complies with all other applicable standards.
- e. On-Site Advertising Structures or Signs may not be placed so that they interfere with the effectiveness of, or obscure any official traffic sign, device, or signal. Furthermore, they may not obstruct or physically interfere with the vision of drivers in approaching, merging, or intersecting traffic.

1 f. On-Site Advertising Structures or Signs must meet all other  
2 requirements as required by Federal and State regulations pertaining  
3 to advertising signs within 660 feet of a Freeway.

4 2. Commercial Zones and Industrial Zones.

5 The standards for On-Site Advertising Signs that are Free Standing Signs,  
6 located in commercial zones and industrial zones (C-1/C-P, C-T, C-P-S, C-  
7 R, C-O, R-VC, I-P, M-SC, M-M, M-H, M-R, M-R-A), and not located within  
8 660 feet of the nearest Edge of the Right-of-Way line of a Freeway are  
9 established as follows:

- 10 a. The Maximum Height of a sign shall not exceed 20 feet.
- 11 b. The maximum surface area of a sign shall not exceed 50 square feet  
12 or 0.25 percent ( $\frac{1}{4}$  of 1 percent) of the total existing building floor  
13 area in a Shopping Center, whichever is greater, except that in any  
14 event, no sign shall exceed 200 square feet in surface area. The entire  
15 allowable area of a sign may be comprised of a Digital Display,  
16 however framing of the Digital Display with architectural elements  
17 is encouraged.
- 18 c. No more than two Display Faces per On-Site Advertising Structure  
19 or Sign shall be permitted. Only single face and back-to-back  
20 displays shall be allowed. For On-Site Advertising Structures or  
21 Signs with two sides, the maximum total sign area that shall be  
22 permitted is twice the sign area permitted for the sign. Each side of  
23 the sign shall be the same size.

24 3. All Other Locations.

25 The standards for On-Site Advertising Signs that are Free Standing Signs in  
26 all other zones not identified in Section 19.4.C.2. of this ordinance and not  
27 located within 660 feet of the nearest Edge of the Right-of-Way line of a  
28 Freeway are established as follows:

- 1 a. The Maximum Height of a sign shall not exceed 20 feet.
- 2 b. The maximum surface area of a sign shall not exceed 50 square feet.
- 3 c. The sign shall not have a Digital Display.

4 D. NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE  
5 FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL – ALL  
6 LOCATIONS

- 7 1. Not more than one Free Standing Sign shall be permitted on a parcel of land.
  - 8 a. Exception: For Shopping Centers only, if a Shopping Center has  
9 frontage on two or more streets, two Free Standing Signs may be  
10 permitted provided all of the following standards are met:
    - 11 1) The two signs are not located on the same street;
    - 12 2) The two signs are at least 100 feet apart;
    - 13 3) One sign does not exceed 100 square feet in surface area and  
14 20 feet in height; and,
    - 15 4) Only one of the signs may include a Digital Display.
- 16 2. For Free Standing Signs within 660 feet of a Freeway, a Free Standing Sign  
17 with a Digital Display shall not be located within 1,000 feet of another  
18 Digital Display located on the same street.
- 19 3. Mobile Displays Prohibited.  
20 No person shall place, use, maintain, or otherwise allow a mobile vehicle,  
21 trailer, or other advertising display not permanently affixed to the ground to  
22 be used as an on-site advertisement.

23 E. DIGITAL DISPLAY REQUIREMENTS.

24 Digital Displays shall comply with the following standards:

- 25 1. Prohibited Locations.  
26 Digital Displays are shall not be located within the following areas:
  - 27 a. Mount Palomar Special Light District Zone “A”,
  - 28 b. Within the proposed Chuckwalla National Monument area, when

1 established, or

2 c. Temecula Valley Wine Country Policy Area.

3 2. Controls.

4 All Digital Displays shall be controllable by the combination of a photocell  
5 that measures available daylight and remote adjustment capabilities that  
6 control the luminance levels of the display, and utilize automatic dimming  
7 technology, include a default mechanism that causes the display to revert  
8 immediately to a black screen, if the display malfunctions in a way that  
9 causes the display to wholly or partly flash.

10 3. Hours of Operation.

11 Digital Displays shall be allowed 24-Hours a day, except where the Digital  
12 Display is located within 300 feet of areas that are zoned for residential or  
13 conservation (R-R, R-R-O, R-1, R-1A, R-A, R-2, R-2A, R-3, R-3A, R-T, R-  
14 T-R, R-4, R-5, R-6, R-7, W-2, R-D, N-A, W-2-M, W-1, WC-W, WC-WE,  
15 WC-E, WC-R), the hours of operation shall be limited to between 6 am to  
16 10 pm.

17 4. Design.

18 a. Digital Displays shall have non-reflective, black, consistent, linear  
19 louvers, from end to end, above and below each individual row of  
20 light emitting diodes or similar light producing element.

21 b. Digital Displays shall have a black, ribbed background or an  
22 acceptable alternative, at the discretion of the Planning Director, to  
23 prevent light refraction, reflection, and diffusion.

24 c. Digital Displays shall not emit audible sound, odor, or any type of  
25 particulate matter.

26 5. Dimming and Brightness.

27 a. Digital Displays shall have a consistently maintained photocell with  
28 brightness keyed to an astronomical calendar and capabilities to

1 slowly brighten throughout morning twilight to dawn for a period of  
2 20-30 minutes and to slowly dim throughout evening twilight after  
3 dusk to sunset for a period of 20-30 minutes.

- 4 b. Brightening and dimming will be at a rate of 1% dimming increments  
5 performed approximately every 12 seconds at the fastest speed.
- 6 c. Digital Display dimming capabilities shall be able to be enacted  
7 automatically, in a pre-scheduled fashion or manually (minimum of  
8 64 levels).
- 9 d. Dimming capabilities shall be able to be controlled physically on-site  
10 as well as with software which can be accessed remotely from  
11 operator's location and updated instantly.
- 12 e. Digital Displays shall be able to reach 1% of dimming while  
13 maintaining the full range of the color spectrum.
- 14 f. All Digital Displays must comply with all applicable laws and  
15 regulations concerning brightness, including, without limitation,  
16 California Vehicle Code Section 21466.5.

17 6. Luminance.

18 The luminance of any Digital Display shall transition smoothly at a  
19 consistent rate of speed from the daytime luminance level to the nighttime  
20 luminance level, beginning at sunset and concluding the transition to  
21 nighttime intensity level no less than 15 minutes after sunset. The brightness  
22 of the Digital Display shall not exceed the following:

- 23 a. During Standard Time (1st Sunday in November to 2nd Sunday in  
24 March)
  - 25 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.
  - 26 2) Sunset to 7:30 p.m.: 600 Candelas/meter squared.
  - 27 3) 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.
- 28 b. During Daylight Savings Time (2nd Sunday in March to 1st Sunday

1 in November)

2 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

3 2) Sunset to 10:00 p.m.: 600 Candelas/meter squared.

4 3) 10:00 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

5 c. Beginning 45 minutes prior to sunset and concluding 45 minutes after  
6 sunset, the Digital Display shall transition smoothly at a consistent  
7 rate from the permitted daytime brightness level to the permitted  
8 brightness level during the sunset to 7:30 p.m. or Sunset to 10:00 p.m.  
9 period as applicable. Beginning 15 minutes prior to the required time,  
10 the Digital Display shall also transition smoothly at a consistent rate  
11 from the permitted brightness for the Sunset to 7:30 p.m. or Sunset  
12 to 10:00 p.m. period to the 7:30 p.m. to 2:00 a.m. or 10:00 p.m. to  
13 2:00 a.m. period as applicable.

14 d. Measurement of Brightness.

15 The brightness of the Digital Display shall be measured from ground  
16 level at the nearest residential property outside of the combined  
17 boundaries of the project area. The measured maximum brightness  
18 shall be based on the luminance levels of the white display portion of  
19 the Sign. For Digital Display, the red, green, and blue outputs shall  
20 be turned to full ON at the time of testing. A calibrated luminance  
21 meter shall be used to measure the luminance intensity of the Digital  
22 Display in nits in accordance with the luminance meter  
23 manufacturer's operational instructions. The luminance  
24 measurements should not be taken at oblique angles that exceed 60  
25 degrees off-axis from the face of the Sign.

26 7. Digital Display Transitions.

27 Digital Display transitions shall comply with the following requirements:

28 a. Instantaneous image changes shall not be allowed;



- b. The image refresh shall occur through a seamless transition from one image to the next with no strobing effect and shall not give the appearance of moving text or images;
- c. The sign shall use still images only and shall not use flashing, blinking, scintillating, blinking, traveling, intermittent, or moving lights or produce the optical illusion of movement or use animation or videos;
- d. Refresh rate of a Digital Display shall not be more frequent than one refresh event every six seconds;
- e. Sign image must remain static between refreshes; and,
- f. Display messages are not allowed to scroll.

8. Compliance with Riverside County Lighting Ordinances.

Within the Palomar Observatory Special Lighting Area, all displays shall comply with the requirements of County Ordinance No. 655, as amended from time to time. All displays and lighting shall comply with Ordinance No. 915 Regulating Outdoor Lighting, as amended from time to time.

9. Airport Influence Areas.

Within an Airport Influence Area, the proposed Digital Display shall be submitted to the Airport Land Use Commission for review and compliance with the applicable Airport Land Use Compatibility Plan.

10. Material.

All new signs and support sign support structures shall be made of noncombustible materials or plastics approved by both the Riverside County Fire Department and Building and Safety Department. In the case of new untested materials, the applicant shall submit a sample of material to both the Riverside County Fire Department and Building and Safety Department for approval.

1                    11.    Physical Movement.

2                    No Digital Display, or portion thereof, shall move or rotate, to display any  
3                    moving and/or rotating parts. No propellers, flags, or other noise creating  
4                    devices, and no architectural embellishments which utilize mechanical or  
5                    natural forces for motion, shall be permitted. Use of daylight reflective  
6                    materials, such as mirrored glass, are prohibited.

7                    F.        SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

8                    1.        No On-Site Advertising Sign shall be affixed on, above or over the roof of  
9                    any building, and no On-Site Advertising Sign shall be affixed to the wall of  
10                   a building so that it projects above the parapet of the building. For the  
11                   purposes of this Section, a mansard style roof shall be considered a parapet.

12                   2.        The maximum surface area of signs affixed to a building shall be as follows:

13                   a.        Front wall of building.

14                              The surface area of the sign shall not exceed ten percent of the surface  
15                   area of the front face of the building.

16                   b.        Side walls of a building.

17                              The surface area of the sign shall not exceed ten percent of the surface  
18                   area of the side face of the building.

19                   c.        Rear wall of a building.

20                              The surface area of the sign shall not exceed five percent of the  
21                   surface area of the rear face of the building.

22                   G.        ON-SITE SUBDIVISION SIGNS.

23                   Shall be subject to the following minimum standards:

24                   1.        No sign shall exceed 100 feet in surface area.

25                   2.        No sign shall be within 100 feet of any existing residence that is outside of  
26                   the subdivision boundaries.

27                   3.        No more than two such signs shall be permitted for each subdivision.

28                   4.        No sign shall be artificially lighted.

1 H. ON-SITE IDENTIFICATION SIGNS.

2 On-site identification signs affixed to the surface of walls, windows, and doors of  
3 permanent structures, which do not exceed four inches in letter height and do not  
4 exceed four square feet in area are permitted in addition to any other sign permitted  
5 in this ordinance.

6 I. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN  
7 THE EASTERN COACHELLA VALLEY AND WESTERN COACHELLA  
8 VALLEY AREA PLANS.

9 The provisions of Subsections A. through H. of this Section shall apply to areas  
10 within the boundaries of the adopted Eastern Coachella Valley Area Plan (ECVAP)  
11 and Western Coachella Valley Area Plan (WCVAP), with the following exceptions:

12 1. In areas adjacent to scenic corridors as designated by the ECVAP or  
13 WCVAP, if a business chooses to advertise with a sign affixed to its primary  
14 building in lieu of a Free Standing Sign, then the maximum surface area of  
15 the sign affixed to the building shall not exceed the following:

- 16 a. Front wall of building - ten percent of the surface area of the front  
17 face of the building.  
18 b. Side walls of building - ten percent of the surface area of the side face  
19 of the building.  
20 c. Rear wall of building - ten percent of the surface area of the rear face  
21 of the building.

22 2. Monument Signs.

23 For monument signs, as defined within the policies of the ECVAP or  
24 WCVAP, located along Highway or Freeway scenic corridors:

- 25 a. For a single business or tenant advertised, maximum surface area  
26 shall not exceed 150 square feet, and overall height shall not exceed  
27 10 feet.  
28 b. For multiple businesses or tenants advertised, maximum surface area

1 shall not exceed 200 square feet, and overall height shall not exceed  
2 12 feet.

3 3. Sheathed-Support Signs.

4 For sheathed-support signs, as defined within the policies of the ECVAP or  
5 WCVAP, located along Freeway scenic corridors:

6 a. For locations within 330 feet of the nearest Edge of the Right-of-Way  
7 line of a Freeway:

8 1) For a single business or tenant advertised, maximum surface  
9 area shall not exceed 150 square feet, and overall height shall  
10 be equal to that of the use advertised, up to a maximum of 25  
11 feet.

12 2) For multiple businesses or tenants advertised, maximum  
13 surface area shall not exceed 200 square feet, and overall  
14 height shall be equal to that of the use advertised, up to a  
15 maximum of 25 feet.

16 b. For locations within 660 feet of the terminus of a Freeway exit or the  
17 origination of a Freeway entrance:

18 1) For a single business or tenant advertised, maximum surface  
19 area shall not exceed 150 square feet, and overall height shall  
20 not exceed 35 feet.

21 2) For multiple businesses or tenants advertised, maximum  
22 surface area shall not exceed 200 square feet, and overall  
23 height shall not exceed 35 feet.

24 3) Neither a single-business sheathed-support sign nor a  
25 multiple business sheathed-support sign shall be erected  
26 along a Highway scenic corridor.

27 4) The minimum spacing between Free-Standing Signs located  
28 within 330 feet of the nearest Edge of the Right-of-Way line

1 of the Freeway shall be that distance necessary so as not to  
2 adversely obscure the visibility of adjacent On-Site  
3 Advertising Structures or Signs that are Free Standing Signs.

- 4 5) For the purposes of Article XIX, any sign which would  
5 otherwise meet the definition of "On-Site Advertising  
6 Structures or Signs" in Section 19.2.M. of this ordinance shall  
7 also be deemed to meet this definition if the sign advertises  
8 the business conducted, services available or rendered, or the  
9 goods produced, sold or available for sale on an adjacent  
10 parcel cooperatively on a joint sign, provided that the  
11 business on that adjacent parcel utilizes no other On-Site  
12 Advertising Structure or Sign that is Free Standing located  
13 on its parcel, and that a plot plan is submitted and approved  
14 for the parcel containing the sign.”

15 Section 4. Section 19.5 of this ordinance is amended to read as follows:

16 “SECTION 19.5. NON-COMMERCIAL STRUCTURES OR SIGNS.

17 Non-Commercial Structures or Signs shall be subject to the following provision: anywhere a  
18 display, structure or sign is permitted by this ordinance, a non-commercial message may be placed  
19 on such display, structure, or sign.”

20 Section 5. Existing Section 19.8 of this ordinance is renumbered as Section 19.6 of this  
21 ordinance.

22 Section 6. Section 19.7 of this ordinance is deleted in its entirety.

23 Section 7. Section 19.9 of this ordinance is deleted in its entirety.

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Section 8. EFFECTIVE DATE. This ordinance shall take effect thirty (30) days after its adoption.

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

By: \_\_\_\_\_  
Chairman, Board of Supervisors

ATTEST:  
KIMBERLY RECTOR,  
CLERK OF THE BOARD

By: \_\_\_\_\_  
Deputy

(SEAL)

APPROVED AS TO FORM  
October 30, 2024

By:   
AARON C. GETTIS  
Chief Deputy County Counsel

✓

**Riverside County Board of Supervisors  
Request to Speak**

Submit request to Clerk of Board (right of podium), Speakers are entitled to three (3) minutes, subject to Board Rules listed on the reverse side of this form. The Board may limit the public input on any item, based on the number of people requesting to speak and the business of the Board.

**SPEAKER'S NAME:** JIM NIEDE RECKER

**Address:** PO BOX 890337  
(Only if follow-up mail response requested)

**City:** TEMECULA **Zip:** 92589

**Phone #:** 951-675-3923

**Date:** 11/5/24 **Agenda #** 21.4

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

\_\_\_\_\_ **Support**  \_\_\_\_\_ **Oppose** \_\_\_\_\_ **Neutral**

**Note:** If you are here for an agenda item that is filed for "Appeal", please state separately your position on the appeal below:

\_\_\_\_\_ **Support** \_\_\_\_\_ **Oppose** \_\_\_\_\_ **Neutral**

**I give my 3 minutes to:** \_\_\_\_\_

Parking validations available for speakers only – see Clerk of the Board.

(Revised: 06/13/2024)

## BOARD RULES

### Requests to Address Board on "Agenda" Items:

You may request to be heard on a published agenda item. Requests to be heard must be submitted to the Clerk of the Board before the scheduled meeting time.

### Requests to Address Board on items that are "NOT" on the Agenda:

Notwithstanding any other provisions of these rules, member of the public shall have the right to address the Board during the mid-morning "Oral Communications" segment of the published agenda. Said purpose for address must pertain to issues which are under the direct jurisdiction of the Board of Supervisors. YOUR TIME WILL BE LIMITED TO THREE (3) MINUTES. The Board may limit the public input on any item, based on the number of people requesting to speak and the business of the Board.

### Power Point Presentations/Printed Material:

Speakers who intend to conduct a formalized Power Point presentation or provide printed material must notify the Clerk of the Board's Office by 12 noon on the Monday preceding the Tuesday Board meeting, ensuring that the Clerk's Office has sufficient copies of all printed materials and at least one (1) copy of the Power Point CD. Copies of printed material given to the Clerk (by Monday noon deadline) will be provided to each Supervisor. If you have the need to use the overhead "Elmo" projector at the Board meeting, please ensure your material is clear and with proper contrast, notifying the Clerk well ahead of the meeting, of your intent to use the Elmo. **Speakers are prohibited from bringing signs, placards, or posters into the hearing room.**

### Individual Speaker Limits:

**Individual speakers are limited to a maximum of three (3) minutes.** The Board may limit the public input on any item, based on the number of people requesting to speak and the business of the Board. Please step up to the podium when the Chair calls your name and begin speaking immediately. Pull the microphone to your mouth so that the Board, audience, and audio recording system hear you clearly. Once you start speaking, the "green" podium light will light. The "yellow" light will come on when you have one (1) minute remaining. When you have 30 seconds remaining, the "yellow" light will begin flash, indicating you must quickly wrap up your comments. Your time is up when the "red" light flashes. The Chair adheres to a strict three (3) minutes per speaker. **Note: If you intend to give your time to a "Group/Organized Presentation", please state so clearly at the very bottom of the reverse side of this form.**

### Group/Organized Presentations:

Group/organized presentations with more than one (1) speaker will be limited to nine (9) minutes at the Chair's discretion. The organizer of the presentation will automatically receive the first three (3) minutes, with the remaining six (6) minutes relinquished by other speakers, as requested by them on a completed "Request to Speak" form, and clearly indicated at the front bottom of the form.

### Addressing the Board & Acknowledgement by Chair:

The Chair will determine what order the speakers will address the Board and will call on all speakers in pairs. The first speaker should immediately step to the podium and begin addressing the Board. The second speaker should take up a position in one of the chamber aisles to quickly step up to the podium after the preceding speaker. This is to afford an efficient and timely Board meeting, giving all attendees the opportunity to make their case. Speakers are prohibited from making personal attacks, and/or using coarse, crude, profane or vulgar language while speaking to the Board members, staff, the public and/or meeting participants. Such behavior, at the discretion of the Board Chair may result in removal from the Board Chambers by Sheriff Deputies.



✓

**Riverside County Board of Supervisors  
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Submit request to Clerk of Board (right of podium), Speakers are entitled to three (3) minutes, subject to Board Rules listed on the reverse side of this form. The Board may limit the public input on any item, based on the number of people requesting to speak and the business of the Board.

SPEAKER'S NAME: Ruth Brissenden

Address: \_\_\_\_\_  
(Only if follow-up mail response requested)

City: Temescal Valley Zip: 92883

Phone #: \_\_\_\_\_

Date: 11/5/24 Agenda # 21.4

PLEASE STATE YOUR POSITION BELOW:

Position on "Regular" (non-appealed) Agenda Item:

\_\_\_\_\_ Support  \_\_\_\_\_ Oppose \_\_\_\_\_ Neutral

**Note:** If you are here for an agenda item that is filed for "Appeal", please state separately your position on the appeal below:

\_\_\_\_\_ Support \_\_\_\_\_ Oppose \_\_\_\_\_ Neutral

I give my 3 minutes to: \_\_\_\_\_

Parking validations available for speakers only – see Clerk of the Board.

(Revised: 06/13/2024)

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**Lopez, Daniel**

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**From:** Ruth Brissenden <ruthbrissenden@gmail.com>  
**Sent:** Monday, November 4, 2024 7:58 AM  
**To:** Clerk of the Board  
**Subject:** 11/5/24 Public Hearing Agenda Item 21.4 Sign Ordinance  
**Attachments:** Agenda Item 21.4 Sign Ordinance Comments BOS.pdf

**CAUTION:** This email originated externally from the Riverside County email system. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe.

Good Morning,

Please find attached comments pertaining to Change of Zone 2000001 and Amendment to Sign Ordinance scheduled for tomorrow's Public Hearing at Agenda Item No. 21.4.

Thank you,

Ruth Brissenden, J.D.

**Ruth Brissenden, J.D.**  
PO Box 78824, Corona, CA 92877  
Tel: (949) 212-6292 Fax: (949) 743-0020  
ruthbrissenden@gmail.com

SENT VIA ELECTRONIC MAIL

November 4, 2024

Riverside County Board of Supervisors  
cob@rivco.org

**RE: 11/5/2024 Public Hearing on Change of Zone 200001- Agenda Item 21.4**

Dear Honorable Supervisors,

I am submitting comments on Public Hearing Agenda Item #21.4 appearing on the November 5, 2024 agenda for Change of Zone 200001 and amendment to Ordinance 348 pertaining to On-Site Advertising Structures and Signs.

### **1. Size of Digital Display Face**

My first concern with the proposed rules has to do with Section 3, which amends Section 19.4 regulating On-Site Advertising Structures and Signs.

This section adds provisions for Digital Displays on On-Site Free Standing Signs. These types of signs would be free-standing signs within 660 of a freeway that are also located on the business's property and thus fit the description of an "On-Site Advertising Sign."

The current rules state that the maximum height of a Free-Standing Sign shall not exceed 45 feet and that the area shall not exceed 150 sq. ft.

The new rules purport to change the maximum height to 50 feet and to allow signs up to 400 sq. ft. based on the size of the project site. This 400 sq. ft. sign can potentially become a 500 sq. ft. sign with the addition of a border up to 25% of the the display face under 19.4(C)(1)(d).

This is very concerning. Here in Temescal Valley, there are several properties adjacent to the 1-15 freeway that would meet the criteria for erection of 400 sq. ft. digital signs. 400 sq. ft. of glaring lights in the midst of the 1-15 corridor's serene beauty seems far out of place. I can think of no reason why a smaller display would not accomplish the same goal as one larger. For that reason, I believe the digital display should remain capped at 150 sq. ft.

The maximum height for Outdoor Advertising Displays, i.e. billboards, is 300 sq. ft. I am wondering why you would allow digital advertising displays larger than that allowed for billboards?

### **2. Definition of "Project Site"**

The definition of "project site" in Section 19.4(C)(1)(b) pertaining to the size allowed for On-Site Advertising signs that are Free Standing signs needs to be better defined.

For example, the parcel that Tom's Farms' businesses sit on consists of 18.53 acres. However the owner of Tom's Farms also owns two adjacent parcels (15 acres total), a third 2 acre parcel across Squaw Mountain Rd, and a fourth parcel (10 acres) across the street from Tom's Farms. My question is whether "project site" and thus the size of the sign allowed for Tom's Farms, will be based on the 18.53 acres that its businesses actually occupy or will any of the other parcels be included in the "project site" thereby allowing a much larger sign?

This ambiguity must be cleared up before incorporated into the existing ordinance.

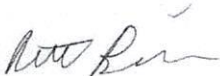
**3. The numbering of Section 19.4(B) needs correcting.**

There are two subsections (2) listed in Section 19.4(B) - Permit Procedures - on the final draft attached to Agenda Item 21.4 as Attachment A.

**Conclusion**

The beautiful views along I-15 are very important to those of us who live in Temescal Valley and I am dismayed by the thought of the freeway lit up with garish signs blighting the landscape. Especially since, while not a designated Scenic Highway, the section of I-15 between Corona and Temecula is eligible to be included in the State Scenic Highway System. As such, everything possible should be done to protect the scenic vistas along that route.

Sincerely,



Ruth Brissenden, J.D.  
Temescal Valley Resident

## Lopez, Daniel

---

**From:** Cathy Talbert <cathytalbert@aol.com>  
**Sent:** Monday, November 4, 2024 11:23 AM  
**To:** Clerk of the Board  
**Subject:** Riverside County Board Agenda Item 24.1

CAUTION: This email originated externally from the Riverside County email system. DO NOT click links or open attachments unless you recognize the sender and know the content is safe.

We would like to see fewer and smaller signage along highways in Riverside County, especially along the 15. We were recently driving south on the 15 with neighbors from Corona to Temecula and all were commenting how the signage was unattractive and distracting from the natural landscape. It seems to be increasing and without any attempt to fit in with the landscape. Embarrassing, rather than promoting community pride.

Thank you for your consideration

Cathy & Joe Talbert  
cathytalbert@aol.com  
630-234-3776



California

PO Box 631437 Cincinnati, OH 45263-1437

GANNETT

**AFFIDAVIT OF PUBLICATION**

Cindy Fernandez  
Riverside County-Board Of Sup.  
4080 Lemon St  
Riverside CA 92501-3609

STATE OF WISCONSIN, COUNTY OF BROWN

The Desert Sun, a newspaper published in the city of Palm Springs, Riverside County, State of California, and personal knowledge of the facts herein state and that the notice hereto annexed was Published in said newspapers in the issue:

10/15/2024

and that the fees charged are legal.  
Sworn to and subscribed before on 10/15/2024

Legal Clerk

Notary, State of WI, County of Brown

10.25.24

My commission expires

Publication Cost:	\$330.15	
Tax Amount:	\$0.00	
Payment Cost:	\$330.15	
Order No:	10668452	# of Copies:
Customer No:	1252599	1
PO #:		

**THIS IS NOT AN INVOICE!**

*Please do not use this form for payment remittance.*

**RYAN SPELLER**  
Notary Public  
State of Wisconsin

**NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON CHANGE OF ZONE ALL SUPERVISORIAL DISTRICTS**

NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1st Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on Tuesday, November 5, 2024 at 10:00 A.M. or as soon as possible thereafter, to consider the Planning Commission's recommended approval of Change of Zone No. 2000001. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements with existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside County. All Districts. The Planning Commission recommends that the Board of Supervisors ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001. On April 3, 2024 the Planning Commission approved staff recommendation to the Board of Supervisors by a vote of 4-0. The Planning Department meeting documents for the proposed project may be viewed online under the Planning Commission hearing date on the Public Hearing page of the Planning Department website: <https://planning.rivco.org>

ten comments received prior to the public hearing will be submitted to the Board of Supervisors and the Board of Supervisors will consider such comments, in addition to any oral testimony, before making a decision on the project.

If you challenge the above item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Planning Commission or Board of Supervisors at, or prior to, the public hearing. Be advised that as a result of the public hearing and the consideration of all public comment, written and oral, the Board of Supervisors may amend, in whole or in part, the project and/or the related environmental document. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the project, may be changed in a way other than specifically proposed.

Alternative formats available upon request to individuals with disabilities. If you require reasonable accommodation, please contact Clerk of the Board at (951) 955-1069.

Please send all written correspondence to: Clerk of the Board, 4080 Lemon Street, 1st Floor, Post Office Box 1147, Riverside, CA 92502-1147 or email [cob@rivco.org](mailto:cob@rivco.org)

Dated: October 10, 2024  
Kimberly A. Rector, Clerk of the Board  
By: Cindy Fernandez, Clerk of the Board Assistant  
October 15, 2024 10668452

**NOTICE OF PUBLIC  
HEARING BEFORE THE  
BOARD OF SUPERVISORS  
OF RIVERSIDE COUNTY  
ON CHANGE OF ZONE  
ALL SUPERVISORIAL  
DISTRICTS**

NOTICE IS HEREBY GIVEN that a public hearing at which all interested persons will be heard, will be held before the Board of Supervisors of Riverside County, California, on the 1st Floor Board Chambers, County Administrative Center, 4080 Lemon Street, Riverside, on Tuesday, November 5, 2024 at 10:00 A.M. or as soon as possible thereafter, to consider the Planning Commission's recommended approval of Change of Zone No. 2000001. Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside Providing for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.2 through 19.5 regarding On-Site Advertising Structures and Signs, technical changes, and language clarifications. Change of Zone No. 2000001 will establish locations, development and operational standards, and a permitting process to allow for on-site digital signage. The intent of the digital signage is to provide information about onsite businesses only and is not for general advertising. Technical changes and language clarifications include the adjustment of formatting for defined terms, and the categorization or reorganization of text sections which do not change the intent or existing requirements within existing language. The public review period for the Negative Declaration was March 13, 2024 to April 1, 2024. These changes apply to unincorporated areas of Riverside County. All Districts. The Planning Commission recommends that the Board of Supervisors **ADOPT the Negative Declaration and APPROVE Change of Zone No. 2000001.**

On April 3, 2024 the Planning Commission approved staff recommendation to the Board of Supervisors by a vote of 4-0. The Planning Department meeting documents for the proposed project may be viewed online under the Planning Commission hearing date on the Public Hearing page of the Planning Department website:

<https://planning.rctlma.org/Public-Hearings>.

FOR FURTHER INFORMATION REGARDING THIS PROJECT, PLEASE CONTACT RICHARD MARSHALIAN, AT (951) 955-2525 OR EMAIL [ADVANCE-PLANNING@RIVCO.ORG](mailto:ADVANCE-PLANNING@RIVCO.ORG).

Any person wishing to testify in support of or in opposition to the project may do so in writing between the date of this notice and the public hearing or may appear and be heard at the time and place noted above. All written comments received prior to the public hearing will be submitted to the Board of Supervisors and the Board of Supervisors will consider such comments, in addition to any oral testimony, before making a decision on the project.



If you challenge the above item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Planning Commission or Board of Supervisors at, or prior to, the public hearing. Be advised that as a result of the public hearing and the consideration of all public comment, written and oral, the Board of Supervisors may amend, in whole or in part, the project and/or the related environmental document. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the project, may be changed in a way other than specifically proposed. Alternative formats available upon request to individuals with disabilities. If you require reasonable accommodation, please contact Clerk of the Board at (951) 955-1069.

Please send all written correspondence to: Clerk of the Board, 4080 Lemon Street, 1st Floor, Post Office Box 1147, Riverside, CA 92502-1147 or email [cob@rivco.org](mailto:cob@rivco.org)

Dated: October 10, 2024  
Kimberly A. Rector, Clerk of the Board  
By: Cindy Fernandez, Clerk of the Board Assistant  
October 15, 2024 10668452