

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



ITEM: 21.3  
(ID # 26659)

**MEETING DATE:**

Tuesday, December 03, 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,

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**ACTION:Policy**

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Gutierrez seconded by Supervisor Jeffries and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended and that the above Ordinance is approved as introduced with a waiver of the reading.

Ayes: Jeffries, Spiegel, Washington, Perez and Gutierrez  
Nays: None  
Absent: None  
Date: December 3, 2024  
xc: TLMA-Planning, COB

Kimberly A. Rector  
Clerk of the Board

By:   
Deputy

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

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.

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 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 the existing language.

**PUBLIC HEARING ON NOVEMBER 5, 2024**

On November 5, 2024, the Board of Supervisors (“Board”) conducted a public hearing to consider the proposed revision to Article XIX of Ordinance No. 348. Public comments were related to enhanced concentration limits for Digital Displays, lumens (brightness) level of the Digital Displays, and the size of the Digital Display. The Board requested additional changes to the ordinance and continued the public hearing to December 3, 2024.

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**REVISIONS SINCE NOVEMBER 5, 2024**

Based on the Board's requests during the November 5, 2024 public hearing, Ordinance No. 348.5025 was revised to include the following changes related to Digital Displays:

1. Concentration Limits Near Freeways. (Section 19.4.D.)

In order to allow for more flexibility, the following concentration limit was removed:

"For Free Standing Signs within 660 feet of a Freeway, a Free Standing Sign with a Digital Display shall not be located within 1,000 feet of another Digital Display located on the same street."

Since Digital Displays must be approved with a plot plan at a public hearing, the Director still has the discretion to approve or deny the sign based on compatibility and concerns about overconcentration.

2. Location Exceptions for Public Facilities. (Section 19.4.C.4.c.)

Language was added to allow Digital Displays for a Child Day Care Center, K-12 school, public park, Youth Center, Place of Public Assembly, or public facility in areas that do not otherwise allow Digital Displays, subject to requirements for Digital Displays.

3. Colocation of Digital Displays. (Sections 19.2.M. & 19.4.E.4.a.)

The definition of "On-Site Advertising Structure or Sign" was amended to allow the content of the sign to include not just the business information or goods/services sold onsite but also that of an immediately adjacent property owner.

4. Maximum Surface Area of a Digital Display. (Section 19.4.C.2.b.)

The standard for maximum surface area for Digital Displays within 660 feet of a freeway was clarified to not exceed 150 square feet except that for those project sites in excess of 15 acres, subject to the following formula:

- 1) Sites less than or equal to 15 acres shall not exceed 150 square feet;
- 2) Sites larger than 15 acres but less than 20 acres shall not exceed 200 square feet;
- 3) Sites 20 acres or more but less than 30 acres shall not exceed 300 square feet; and,
- 4) Sites 30 acres or more shall not exceed 400 square feet."

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5. Emergency Information and County Announcements. (Section 19.4.E.4)

- Language was added to allow the County to utilize Digital Displays in the case of an emergency, as follows:

“Upon reasonable request by the County, the Digital Display may be required to display emergency information on behalf of the County.”

- Language was also added allowing the applicant to voluntarily display community information on behalf of the County, as follows:

“The applicant may request to have their Digital Display become part of a County-maintained list to voluntarily display community information on behalf of the County.”

6. Hours of Operation Near Residential Zones or Conservation Areas. (Section 19.4.E.6.)

Language was added clarifying the 300-foot setback for Digital Displays from residential or conservation zones or *areas described for conservation*. Additional language was added clarifying how to measure the 300-foot setback, as follows:

“The 300 foot distance is measured from the nearest points of the respective property lines, using a direct straight line measurement without regard to intervening structures.”

7. Transitions Between Brightness Levels. (Section 19.4.E.9.)

The proposed ordinance amendment prescribes specific daytime and two specified nighttime brightness levels for Digital Displays (7,500, 600, and 450 Candelas/meter squared, respectively). Language was modified to prescribe a 15 minute transition period between different brightness levels, with the exception of the nighttime to daytime transition period taking at least 45 minutes, as follows:

“The luminance of any Digital Display shall transition smoothly from one luminance level to another, beginning 15 minutes before the next luminance level, with the exception of the transition from the nighttime luminance level to daytime luminance, which shall begin no sooner than 7:00 am and conclude no sooner than 7:45 am.”

8. Additional Staff Clarifications.

In addition to the requested changes, staff made additional clarifications, as follows:

- Added language explicitly clarifying Outdoor Advertising Displays (billboards) may not have Digital Displays (Section 19.3.C.13.),
- Added language explicitly clarifying Digital Displays are only allowed for Free Standing Signs (Section 19.4.E.),
- Reorganized the multiple sections regarding Display Face requirements in one section under Digital Displays (Section 19.4.E.3.),
- Reorganized the sections stating On-Site Advertising Structures and Signs and Digital Displays may not be placed to interfere with the effectiveness of official traffic control devices or signs or the vision or drivers (Section 19.4.C.1. & 19.4.E.2.), and,

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- Reorganized and added language clarifying that the current standards for signage for Shopping Center uses remain in place as an alternative to the maximum surface area per the location (Section 19.4.C.5.).

**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).
- (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).
- (3) **All other locations**, only allowed for a Child Day Care Center, K-12 school, public park, Youth Center, Place of Public Assembly, or public facility.

Prohibited Areas

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

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

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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.

**Permitting and Development Standards**

Digital Displays are permitted pursuant to a discretionary public hearing at Director's Hearing. Development standards for Digital Displays include maximum height and surface area limits to the display face, limits to number of display faces, design requirements, and operational requirements, as follows:

- Maximum luminance, dimming, and brightness levels.
- 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).

**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 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.

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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.

**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.

**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.

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**ATTACHMENTS:**

- A. Revised Ordinance No. 348.5025 (Clean)
- B. Revised Ordinance No. 348.5025 (Redlined)
- C. Initial Study/Negative Declaration
- D. Planning Commission Package
- E. Public Hearing Notice
- F. Public Comments

  
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Jason Farin, Principal Management Analyst 11/25/2024

  
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Aaron Gettis, Chief of Deputy County Counsel 11/22/2024





- 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

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

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

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

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

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

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

J. Maximum Height. The highest point of the structure or sign measured from the average natural ground level at the base of the supporting structure. However, within the boundaries of the R-VC Zone (Rubidoux-Village Commercial), Maximum Height shall mean the height measured from the average adjacent finish grade (excluding artificial berms and raised planters) to the uppermost portion of the border of the surface area of the sign, except that:

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

2. Signs affixed to the building may be placed at any height as long as the sign 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 or an  
16 immediately adjacent property with consent of the owner or occupant of that  
17 property.
  - 18 2. Advertises the business conducted, services available or rendered, or the  
19 goods produced, sold, or available for sale, upon the premises where the  
20 structure or sign is located or an immediately adjacent property with consent  
21 of the owner or occupant of that property.
- 22 N. Outdoor Advertising Display. Commonly known or referred to as an "off-site" or  
23 an "off-premises" billboard, an Outdoor Advertising Structure or Outdoor  
24 Advertising Sign used for outdoor advertising purposes, not including On-Site  
25 Advertising Signs, as herein defined, and directional sign structures, as provided in  
26 Ordinance No. 679, as amended from time to time.
- 27 O. Outdoor Advertising Sign. Any card, cloth, paper, metal, painted, plastic, or wooden  
28 sign of any character placed for outdoor advertising purposes and affixed to an

1 Outdoor Advertising Display or Outdoor Advertising Structure.

2 P. Outdoor Advertising Structure. A structure of any kind or character erected, used or  
3 maintained for outdoor advertising purposes, upon which any poster, bill, printing,  
4 painting or other advertisement of any kind whatsoever may be placed, including  
5 statuary, for outdoor advertising purposes. Such structure shall be constructed or  
6 erected upon a permanent foundation or shall be attached to a structure having a  
7 permanent foundation.

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

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

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

17 1. Riverside National Cemetery.

18 A strip, 660 feet in width, measured from the Edge of the Right-of-Way line  
19 on both sides of I-215 from the intersection of Van Buren Boulevard  
20 southerly to Nance Road, and on both sides of Van Buren Boulevard from  
21 the intersection of I-215 westerly to Wood Road.

22 2. Scenic Highways.

23 3. A corridor 500 feet in width adjacent to both sides of all Highways within  
24 three-tenths (3/10) of a mile of any Regional, State, or Federal park or  
25 recreation area.

26 4. A corridor 500 feet in width adjacent to both sides of State Highway 74 (State  
27 Route 74) extending from its intersection with Interstate 15 to its intersection  
28 with Winchester Road (State Route 79), and from there easterly to the city

1 limits of the City of Hemet, on both sides of the road.

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

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

12 “SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

13 A. APPLICABILITY.

14 1. Prohibited Activities

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

21 2. Zoning

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

25 B. PERMIT PROCEDURE.

26 1. Land Use Entitlement Required.

27 a. Outdoor Advertising Displays are permitted provided a plot plan is  
28 approved in accordance with the provisions of this Section.

1 b. The changing of an advertising message or customary maintenance  
2 of a legally existing Outdoor Advertising Display shall not require a  
3 plot plan pursuant to this Section.

4 2. Application.

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

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

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

25 3. Issuance/Denial.

26 The Planning Director shall, within forty-five (45) days of the filing of a  
27 complete permit application, approve and issue the Outdoor Advertising  
28 Display permit if the standards and requirements of this ordinance have been

1 met; otherwise, the permit shall be denied. Judicial review of a decision  
2 denying the permit shall be made by a petition for writ of administrative  
3 mandamus filed in the Riverside County Superior Court, in accordance with  
4 the procedure set forth in California Code of Civil Procedure, section 1094.8.

5 4. Building Permit Required.

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

11 5. Revocation.

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



1 the permittee's expense. Failure to remove the display within 30 days shall  
2 be deemed a separate violation of this ordinance.

3 C. PERMIT STANDARDS.

4 1. General Plan.

5 Outdoor Advertising Displays shall be consistent with the Riverside County  
6 Comprehensive General Plan.

7 2. Zoning.

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

12 3. Height.

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

17 4. Setbacks.

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

26 5. Poles.

27 A maximum of two steel poles are allowed for support of an Outdoor  
28 Advertising Display.

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6. Roof Mounts.

No Outdoor Advertising Display shall be affixed on or over the roof of any building and no display shall be affixed to the wall of a building so that it projects above the parapet of the building. For the purposes of this Section, a mansard style roof shall be considered a parapet.

7. Number of Displays.

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

8. Number of Display Faces.

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

9. Display Face Size.

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

10. Display Movement.

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

11. Mobile Displays.

No person shall place, use, maintain, or otherwise allow a mobile vehicle,

1 trailer, or other advertising display not permanently affixed to the ground, as  
2 defined in Section 19.2.N. of this ordinance, to be used as an Outdoor  
3 Advertising Display.

4 12. Display Inventory.

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

15 13. Lighting and Illumination of Displays.

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

26 14. Spacing.

27 No Outdoor Advertising Display shall be located within 500 feet in any  
28 direction from any other Outdoor Advertising Display on the same side of

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

13 15. Identification.

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

22 D. HEIGHT ADJUSTMENTS.

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

1 adjustment if the height adjustment standards set forth in Subsection D. of this  
2 Section are met; otherwise, the height adjustment shall be denied.

3 E. HEIGHT ADJUSTMENT STANDARDS.

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

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

1 the roadbed of the adjacent Freeway towards which the Outdoor Advertising  
2 Display is oriented, or a Maximum Height of forty (40) feet from the grade  
3 on which it is constructed, whichever is greater;

4 7. The owner of any Outdoor Advertising Display that obtains a height  
5 adjustment pursuant to this Section shall also obtain a building permit from  
6 the Riverside County Department of Building & Safety before increasing the  
7 height of the Outdoor Advertising Display;

8 8. Other than the increase in height, nothing in this Section shall be deemed to  
9 allow the relocation or enlargement of an existing Outdoor Advertising  
10 Display. Nor shall this Section be deemed to allow the angle of orientation  
11 of the Outdoor Advertising Display to be altered or to allow an increase in  
12 the number of display faces on the existing Outdoor Advertising Display.

13 F. ENFORCEMENT.

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

22 1. All violations of this article committed by any person, whether as agent,  
23 employee, officer, principal, or otherwise, shall be a misdemeanor.

24 2. Every person who knowingly provides false information on an Outdoor  
25 Advertising Display permit application shall be guilty of a misdemeanor.

26 3. Every person who fails to stop work on an Outdoor Advertising Display,  
27 when so ordered by the Director of the Riverside County Building and Safety  
28 Department or the Planning Director, or their designees shall be guilty of a



- 1                   3.     Any Outdoor Advertising Display which was lawfully in existence prior to
- 2                             the effective date of Ordinance No. 348.2989 but after the effective date of
- 3                             the enactment of Ordinance No. 348.2856 (June 30, 1988) shall be abated or
- 4                             brought into conformance with these provisions within eleven years of the
- 5                             effective date of Ordinance No. 348.2989 (June 20, 1989).
- 6                   4.     If Federal or State law requires the County to pay just compensation for the
- 7                             removal of any such lawfully erected but nonconforming Outdoor
- 8                             Advertising Display, it may remain in place until just compensation as
- 9                             defined in the Eminent Domain Law (Title 7, of Part 3 of the Code of Civil
- 10                            Procedure) is paid.

11           H.     ILLEGAL AND ABANDONED OUTDOOR ADVERTISING DISPLAYS.

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

27           I.     RELOCATED OUTDOOR ADVERTISING DISPLAYS.

- 28                   1.     Approved Outdoor Advertising Displays may be relocated to another area



1 on the same property or another property subject to an approved relocation  
2 agreement with the County in accordance with the provisions of this  
3 Subsection. Except as provided in this Subsection, a relocated Outdoor  
4 Advertising Display shall be subject to all the permit procedures and  
5 standards described in this Article.

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

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

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

23 A. APPLICABILITY.

24 1. Prohibited Activities.

25 In addition to all other applicable Federal, State, and local laws, rules,  
26 regulations, and ordinances, no On-Site Advertising Structure or Sign shall  
27 be placed, erected, used, or maintained unless the On-Site Advertising  
28 Structure or Sign is in compliance with all provisions of this ordinance and

1 an On-Site Advertising Structure or Sign permit has been issued by the  
2 County Planning Director in accordance with the provisions of this Section.

3 2. Zoning

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

7 B. PERMIT PROCEDURES.

8 1. Land Use Entitlement Required.

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

11 2. Application.

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

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

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

1 proposed structure or sign may be readily ascertained, identified, and  
2 evaluated.

3 2. Issuance/Denial.

4 a. Permit Type.

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

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

11 The Planning Director shall, within forty-five (45) days of the filing  
12 of a complete permit application, approve and issue the On-Site  
13 Advertising Structure or Sign permit if the standards and  
14 requirements of this ordinance have been met; otherwise, the permit  
15 shall be denied. Judicial review of a decision denying the permit shall  
16 be made by a petition for writ of administrative mandamus filed in  
17 the Riverside County Superior Court, in accordance with the  
18 procedure set forth in California Code of Civil Procedure, Section  
19 1094.8.

20 c. Plot Plans For On-Site Advertising Structures or Signs – Public  
21 Hearing.

22 Plot plans for On-Site Advertising Structures or Signs requiring a  
23 public hearing require approval in accordance with the provisions of  
24 Section 18.30 of this ordinance.

25 3. Building Permit Required.

26 In the event that the Planning Director issues an On-Site Advertising  
27 Structure or Sign permit, no person shall place, erect, use, maintain, alter,  
28 repair, or relocate an On-Site Advertising Structures or Signs or connect an

1 On-Site Advertising Structures or Signs to a power supply without first  
2 obtaining a building permit from the Riverside County Building and Safety  
3 Department.

4 4. Revocation.

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

24 C. FREE STANDING SIGNS.

25 1. General.

26 a. All Free Standing Signs may not be placed so that they interfere with  
27 the effectiveness of, or obscure any official traffic sign, device, or  
28 signal. Furthermore, they may not obstruct or physically interfere

1 with the vision of drivers in approaching, merging, or intersecting  
2 traffic.

3 b. All Free Standing Signs must meet all other requirements as required  
4 by Federal and State regulations pertaining to advertising signs.

5 2. Located within 660 feet of the nearest Edge of the Right-of-Way line of a  
6 Freeway.

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

10 a. Maximum Height.

11 The Maximum Height of a sign shall not exceed 50 feet. However, if  
12 the grade of the Freeway precludes visibility, a variance may be  
13 sought in accordance with Section 18.27 of this ordinance.

14 b. Maximum Surface Area.

15 The maximum surface area of a sign shall not exceed the following  
16 allowable area based on the acreage or development area of the  
17 project site:

18 1) Sites less than or equal to 15 acres shall not exceed 150 square  
19 feet;

20 2) Sites larger than 15 acres but less than 20 acres shall not  
21 exceed 200 square feet;

22 3) Sites 20 acres or more but less than 30 acres shall not exceed  
23 300 square feet; and,

24 4) Sites 30 acres or more shall not exceed 400 square feet.

25 c. Digital Display.

26 The sign may include a Digital Display subject to the provisions of  
27 Subsection 19.4.E.  
28

1                   3.       Commercial Zones and Industrial Zones.

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

7                   a.       Maximum Height.

8                   The Maximum Height of a sign shall not exceed 20 feet.

9                   b.       Maximum Surface Area.

10                  The maximum surface area of a sign shall not exceed 50 square feet.

11                  c.       Digital Display.

12                  The sign may include a Digital Display subject to the provisions of  
13                  Subsection 19.4.E.

14                  4.       All Other Locations.

15                  The standards for On-Site Advertising Signs that are Free Standing Signs in  
16                  all other zones not identified in Section 19.4.C.2. or Section 19.4.C.3. of this  
17                  ordinance are established as follows:

18                  a.       Maximum Height.

19                  The Maximum Height of a sign shall not exceed 20 feet.

20                  b.       Maximum Surface Area.

21                  The maximum surface area of a sign shall not exceed 50 square feet.

22                  c.       Digital Display.

23                  The sign shall not have a Digital Display, except for a Child Day Care  
24                  Center, K-12 school, public park, Youth Center, Place of Public  
25                  Assembly, or public facility which may include a Digital Display,  
26                  subject to the provisions of Subsection 19.4.E.

27                  5.       Shopping Centers.

28                  Notwithstanding the maximum surface area standards of Subsections

1 19.4.C.2.b., 19.4.C.3.b., and 19.4.C.4.b., Shopping Centers may utilize the  
2 following alternative standards for calculating the maximum surface area of  
3 a sign:

4 a. Maximum Surface Area.

5 The maximum surface area of a sign may not exceed 50 square feet  
6 or 0.25 percent (1/4 of 1 percent) of the total existing building floor  
7 area in a Shopping Center, whichever is greater, except in any event,  
8 no sign shall exceed 200 sq. ft. in surface area.

9 D. NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE  
10 FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL – ALL  
11 LOCATIONS.

12 1. Not more than one Free Standing Sign shall be permitted on a parcel of land.

13 a. Exception: For Shopping Centers only, if a Shopping Center has  
14 frontage on two or more streets, two Free Standing Signs may be  
15 permitted provided all of the following standards are met:

- 16 1) The two signs are not located on the same street;
- 17 2) The two signs are at least 100 feet apart;
- 18 3) One sign does not exceed 100 square feet in surface area and  
19 20 feet in height; and,
- 20 4) Only one of the signs may include a Digital Display.

21 2. Mobile Displays Prohibited.

22 No person shall place, use, maintain, or otherwise allow a mobile vehicle,  
23 trailer, or other advertising display not permanently affixed to the ground to  
24 be used as an on-site advertisement.

25 E. DIGITAL DISPLAY REQUIREMENTS.

26 Digital Displays are only permitted for Free Standing Signs and shall comply with  
27 all of the following standards:

28 1. Prohibited Locations.

Digital Displays shall not be located within the following areas:

- a. Mount Palomar Special Light District Zone “A”,
- b. Within the proposed Chuckwalla National Monument area, when established, or
- c. Temecula Valley Wine Country Policy Area.

2. Orientation of Digital Display.

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.

3. Display Face.

a. Number of Display Faces. 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.

b. Size of Digital Display.

- 1) The Maximum Height and maximum surface area of a Digital Display shall conform with the standards for Free Standing Signs within Section 19.4.C.
- 2) The entire allowable area of a sign can be comprised of a Digital Display, however architectural framing of the Digital Display is encouraged.
- 3) 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:



- i. The requested modification does not result in additional glare, light trespass, or nuisance to neighboring properties or surrounding uses; and,
- ii. With the exception of the requested modification, the proposed sign complies with all other applicable standards.

4. Content.

a. General.

The content of a Digital Display shall be consistent with the definition of “On-Site Advertising Structure or Signs” in Section 19.2. of this ordinance.

b. Emergency Information.

Upon reasonable request by the County, the Digital Display may be required to display emergency information on behalf of the County.

c. Community Information.

The applicant may request to have their Digital Display become part of a County-maintained list to voluntarily display community information on behalf of the County.

5. Controls.

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

6. Hours of Operation.

Digital Displays shall be allowed 24-Hours a day, except where the Digital Display is located on a property within 300 feet of another property that is

1 zoned for residential or conservation (R-R, R-R-O, R-1, R-1A, R-A, R-2, R-  
2 2A, R-3, R-3A, R-T, R-T-R, R-4, R-5, R-6, R-7, W-2, R-D, N-A, W-2-M,  
3 W-1, WC-W, WC-WE, WC-E, WC-R) or is described for conservation, the  
4 hours of operation shall be limited to between 6 am to 10 pm. The 300 foot  
5 distance is measured from the nearest points of the respective property lines,  
6 using a direct straight line measurement without regard to intervening  
7 structures.

8 7. Design.

- 9 a. Digital Displays shall have non-reflective, black, consistent, linear  
10 louvers, from end to end, above and below each individual row of  
11 light emitting diodes or similar light producing element.
- 12 b. Digital Displays shall have a black, ribbed background or an  
13 acceptable alternative, at the discretion of the Planning Director, to  
14 prevent light refraction, reflection, and diffusion.
- 15 c. Digital Displays shall not emit audible sound, odor, or any type of  
16 particulate matter.

17 8. Dimming and Brightening.

- 18 a. Digital Displays shall have a consistently maintained photocell with  
19 brightness keyed to an astronomical calendar and capabilities to  
20 slowly brighten throughout morning twilight to dawn for a period of  
21 20-30 minutes and to slowly dim throughout evening twilight after  
22 dusk to sunset for a period of 20-30 minutes.
- 23 b. Brightening and dimming will be at a rate of 1% dimming increments  
24 performed approximately every 12 seconds at the fastest speed.
- 25 c. Digital Display dimming capabilities shall be able to be enacted  
26 automatically, in a pre-scheduled fashion or manually (minimum of  
27 64 levels).
- 28 d. Dimming capabilities shall be able to be controlled physically on-site

1 as well as with software which can be accessed remotely from  
2 operator's location and updated instantly.

3 e. Digital Displays shall be able to reach 1% of dimming while  
4 maintaining the full range of the color spectrum.

5 f. All Digital Displays must comply with all applicable laws and  
6 regulations concerning brightness, including, without limitation,  
7 California Vehicle Code Section 21466.5.

8 9. Luminance.

9 a. Luminance Levels. The brightness of the Digital Display shall not  
10 exceed the following:

11 1) During Standard Time (1st Sunday in November to 2nd  
12 Sunday in March)

13 i. 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

14 ii. Sunset to 7:30 p.m.: 600 Candelas/meter squared.

15 iii. 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

16 2) During Daylight Savings Time (2nd Sunday in March to 1st  
17 Sunday in November)

18 i. 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

19 ii. Sunset to 10:00 p.m.: 600 Candelas/meter squared.

20 iii. 10:00 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

21 b. Luminance Transitions.

22 The brightness of any Digital Display shall transition smoothly from  
23 one luminance level to another, beginning 15 minutes before the next  
24 luminance level, with the exception of the transition from the  
25 nighttime luminance level to daytime luminance, which shall begin  
26 no sooner than 7:00 am and conclude no sooner than 7:45 am.

27 c. Luminance Measurement.

28 The brightness of the Digital Display shall be measured from ground

1 level at the nearest residential property outside of the combined  
2 boundaries of the project area. The measured maximum brightness  
3 shall be based on the luminance levels of the white display portion of  
4 the Sign. For Digital Display, the red, green, and blue outputs shall  
5 be turned to full ON at the time of testing. A calibrated luminance  
6 meter shall be used to measure the luminance intensity of the Digital  
7 Display in nits in accordance with the luminance meter  
8 manufacturer's operational instructions. The luminance  
9 measurements should not be taken at oblique angles that exceed 60  
10 degrees off-axis from the face of the Sign.

11 10. Digital Display Transitions.

12 Digital Display transitions shall comply with the following requirements:

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

25 11. Compliance with Riverside County Lighting Ordinances.

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

915 Regulating Outdoor Lighting, as amended from time to time.

12. 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.

13. 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.

14. Physical Movement.

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

F. SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

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

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

a. Front wall of building.

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

b. Side walls of a building.

1 The surface area of the sign shall not exceed ten percent of the surface  
2 area of the side face of the building.

3 c. Rear wall of a building.

4 The surface area of the sign shall not exceed five percent of the  
5 surface area of the rear face of the building.

6 G. ON-SITE SUBDIVISION SIGNS.

7 Shall be subject to the following minimum standards:

- 8 1. No sign shall exceed 100 feet in surface area.
- 9 2. No sign shall be within 100 feet of any existing residence that is outside of  
10 the subdivision boundaries.
- 11 3. No more than two such signs shall be permitted for each subdivision.
- 12 4. No sign shall be artificially lighted.

13 H. ON-SITE IDENTIFICATION SIGNS.

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

18 I. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN  
19 THE EASTERN COACHELLA VALLEY AND WESTERN COACHELLA  
20 VALLEY AREA PLANS.

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

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

28 a. Front wall of building.

1 Ten percent of the surface area of the front face of the building.

2 b. Side walls of building.

3 Ten percent of the surface area of the side face of the building.

4 c. Rear wall of building.

5 Ten percent of the surface area of the rear face of the building.

6 2. Monument Signs.

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

9 a. For a single business or tenant advertised, maximum surface area  
10 shall not exceed 150 square feet, and overall height shall not exceed  
11 10 feet.

12 b. For multiple businesses or tenants advertised, maximum surface area  
13 shall not exceed 200 square feet, and overall height shall not exceed  
14 12 feet.

15 3. Sheathed-Support Signs.

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

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

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

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

28 b. For locations within 660 feet of the terminus of a Freeway exit or the

1 origination of a Freeway entrance:

- 2 1) For a single business or tenant advertised, maximum surface  
3 area shall not exceed 150 square feet, and overall height shall  
4 not exceed 35 feet.
- 5 2) For multiple businesses or tenants advertised, maximum  
6 surface area shall not exceed 200 square feet, and overall  
7 height shall not exceed 35 feet.
- 8 3) Neither a single-business sheathed-support sign nor a  
9 multiple business sheathed-support sign shall be erected  
10 along a Highway scenic corridor.
- 11 4) The minimum spacing between Free-Standing Signs located  
12 within 330 feet of the nearest Edge of the Right-of-Way line  
13 of the Freeway shall be that distance necessary so as not to  
14 adversely obscure the visibility of adjacent On-Site  
15 Advertising Structures or Signs that are Free Standing Signs.
- 16 5) For the purposes of Article XIX, any sign which would  
17 otherwise meet the definition of "On-Site Advertising  
18 Structures or Signs" in Section 19.2.M. of this ordinance shall  
19 also be deemed to meet this definition if the sign advertises  
20 the business conducted, services available or rendered, or the  
21 goods produced, sold or available for sale on an adjacent  
22 parcel cooperatively on a joint sign, provided that the  
23 business on that adjacent parcel utilizes no other On-Site  
24 Advertising Structure or Sign that is Free Standing located  
25 on its parcel, and that a plot plan is submitted and approved  
26 for the parcel containing the sign.”

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

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



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

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

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

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

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

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

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

14 ATTEST:  
15 KIMBERLY RECTOR,  
16 CLERK OF THE BOARD

17 By: \_\_\_\_\_  
18 Deputy

19 (SEAL)

20  
21 APPROVED AS TO FORM  
22 November 22, 2024

23 By:   
24 AARON C. GETTIS  
25 Chief Deputy County Counsel  
26  
27  
28



- 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 ~~m~~Maximum ~~h~~Height shall mean the height measured from the average adjacent  
22 finish grade (excluding artificial berms and raised planters) to the uppermost portion  
23 of the 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 or an  
16 immediately adjacent property with consent of the owner or occupant of that  
17 property.
  - 18 2. Advertises the business conducted, services available or rendered, or the  
19 goods produced, sold, or available for sale, upon the premises where the  
20 structure or sign is located or an immediately adjacent property with consent  
21 of the owner or occupant of that property.
- 22 N. Outdoor Advertising Display. Commonly known or referred to as an "off-site" or  
23 an "off-premises" billboard, an Outdoor Advertising Structure or Outdoor  
24 Advertising Sign used for outdoor advertising purposes, not including On-Site  
25 Advertising Signs, as herein defined, and directional sign structures, as provided in  
26 Ordinance No. 679, as amended from time to time.
- 27 O. Outdoor Advertising Sign. Any card, cloth, paper, metal, painted, plastic, or wooden  
28 sign of any character placed for outdoor advertising purposes and affixed to an

1 Outdoor Advertising Display or Outdoor Advertising Structure.

2 P. Outdoor Advertising Structure. A structure of any kind or character erected, used or  
3 maintained for outdoor advertising purposes, upon which any poster, bill, printing,  
4 painting or other advertisement of any kind whatsoever may be placed, including  
5 statuary, for outdoor advertising purposes. Such structure shall be constructed or  
6 erected upon a permanent foundation or shall be attached to a structure having a  
7 permanent foundation.

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

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

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

17 1. Riverside National Cemetery.

18 A strip, 660 feet in width, measured from the Edge of the Right-of-Way line  
19 on both sides of I-215 from the intersection of Van Buren Boulevard  
20 southerly to Nance Road, and on both sides of Van Buren Boulevard from  
21 the intersection of I-215 westerly to Wood Road.

22 2. Scenic Highways.

23 3. A corridor 500 feet in width adjacent to both sides of all Highways within  
24 three-tenths (3/10) of a mile of any Regional, State, or Federal park or  
25 recreation area.

26 4. A corridor 500 feet in width adjacent to both sides of State Highway 74 (State  
27 Route 74) extending from its intersection with Interstate 15 to its intersection  
28 with Winchester Road (State Route 79), and from there easterly to the city

1 limits of the City of Hemet, on both sides of the road.

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

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

12 “SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

13 A. APPLICABILITY.

14 1. Prohibited Activities

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

21 2. Zoning

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

25 B. PERMIT PROCEDURE.

26 1. Land Use Entitlement Required.

27 a. Outdoor Advertising Displays are permitted provided a plot plan is  
28 approved in accordance with the provisions of this Section.

1 b. The changing of an advertising message or customary maintenance  
2 of a legally existing Outdoor Advertising Display shall not require a  
3 plot plan pursuant to this Section.

4 2. Application.

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

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

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

25 3. Issuance/Denial.

26 The Planning Director shall, within forty-five (45) days of the filing of a  
27 complete permit application, approve and issue the Outdoor Advertising  
28 Display permit if the standards and requirements of this ordinance have been



1 met; otherwise, the permit shall be denied. Judicial review of a decision  
2 denying the permit shall be made by a petition for writ of administrative  
3 mandamus filed in the Riverside County Superior Court, in accordance with  
4 the procedure set forth in California Code of Civil Procedure, section 1094.8.

5 4. Building Permit Required.

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

11 5. Revocation.

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

1 the permittee's expense. Failure to remove the display within 30 days shall  
2 be deemed a separate violation of this ordinance.

3  
4 C. PERMIT STANDARDS.

5 1. General Plan.

6 Outdoor Advertising Displays shall be consistent with the Riverside County  
7 Comprehensive General Plan.

8 2. Zoning.

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

13 3. Height.

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

18 4. Setbacks.

19 No Outdoor Advertising Display shall be erected within an established  
20 setback or building line, or within road right-of-way lines or future road  
21 right-of-way lines as shown on any Specific Plan of Highways. A minimum  
22 setback from the property line of one foot shall be required. No person shall  
23 place, erect, use or maintain any Outdoor Advertising Display located within  
24 660 feet from the Edge of the Right of Way line of, and the copy which is  
25 visible from, any primary Highway without first obtaining a valid State  
26 Outdoor Advertising Display permit.

27 5. Poles.

28 A maximum of two steel poles are allowed for support of an Outdoor

Advertising Display.

6. Roof Mounts.

No Outdoor Advertising Display shall be affixed on or over the roof of any building and no display shall be affixed to the wall of a building so that it projects above the parapet of the building. For the purposes of this Section, a mansard style roof shall be considered a parapet.

7. Number of Displays.

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

8. Number of Display Faces.

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

9. Display Face Size.

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

10. Display Movement.

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

11. Mobile Displays.

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

5 12. Display Inventory.

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

16 13. Lighting and Illumination of Displays.

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

27 14. Spacing.

28 No Outdoor Advertising Display shall be located within 500 feet in any

1 direction from any other Outdoor Advertising Display on the same side of  
2 the Highway; provided, however, that if in a particular zone a different  
3 interval shall be stated, the spacing interval of the particular zone shall  
4 prevail. No Outdoor Advertising Display shall be erected within the  
5 boundary of any Significant Resource as defined in Section 19.2.S. of this  
6 ordinance. No Outdoor Advertising Display shall be located within 150 feet  
7 of property for which the zoning does not allow advertising displays;  
8 provided, however, that an Outdoor Advertising Display may be placed  
9 within 150 feet of property for which zoning does not allow displays, if at  
10 the time an application for an Outdoor Advertising Display permit is applied  
11 for, there is no existing residential structure or an approved building permit  
12 for a residential structure within 150 feet of the location of the proposed  
13 Outdoor Advertising Display.

14 15. Identification.

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

23 D. HEIGHT ADJUSTMENTS.

24 The owner of an existing Outdoor Advertising Display that complied with all  
25 applicable federal, state, and local laws, rules, and regulations in effect at the time it  
26 was erected may apply for a height adjustment on the form provided by the Planning  
27 Department accompanied by the filing fee set forth in Ordinance No. 671, as  
28 amended from time to time. The Planning Director shall, within forty-five (45) days

1 of the filing of a complete height adjustment application, approve the height  
2 adjustment if the height adjustment standards set forth in Subsection D. of this  
3 Section are met; otherwise, the height adjustment shall be denied.

4  
5 E. HEIGHT ADJUSTMENT STANDARDS.

6 A height adjustment in excess of the Maximum Height authorized under this  
7 ordinance shall be approved if all of the following height adjustment standards are  
8 met:

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

1 no event, however, shall the Maximum Height of an Outdoor Advertising  
2 Display adjusted under this Section exceed a height of forty (40) feet from  
3 the roadbed of the adjacent Freeway towards which the Outdoor Advertising  
4 Display is oriented, or a Maximum Height of forty (40) feet from the grade  
5 on which it is constructed, whichever is greater;

6 7. The owner of any Outdoor Advertising Display that obtains a height  
7 adjustment pursuant to this Section shall also obtain a building permit from  
8 the Riverside County Department of Building & Safety before increasing the  
9 height of the Outdoor Advertising Display;

10 8. Other than the increase in height, nothing in this Section shall be deemed to  
11 allow the relocation or enlargement of an existing Outdoor Advertising  
12 Display. Nor shall this Section be deemed to allow the angle of orientation  
13 of the Outdoor Advertising Display to be altered or to allow an increase in  
14 the number of display faces on the existing Outdoor Advertising Display.

15 F. ENFORCEMENT.

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

- 24 1. All violations of this article committed by any person, whether as agent,  
25 employee, officer, principal, or otherwise, shall be a misdemeanor.
- 26 2. Every person who knowingly provides false information on an Outdoor  
27 Advertising Display permit application shall be guilty of a misdemeanor.
- 28 3. Every person who fails to stop work on an Outdoor Advertising Display,

1 when so ordered by the Director of the Riverside County Building and Safety  
2 Department or the Planning Director, or their designees shall be guilty of a  
3 misdemeanor.

4 4. Every person who, having received notice to appear in court to answer a  
5 related charge, willfully fails to appear, shall be guilty of a misdemeanor.

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

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

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

18 G. NONCONFORMING OUTDOOR ADVERTISING DISPLAYS.

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

22 1. Any Outdoor Advertising Display which was lawfully in existence prior to  
23 the effective date of the enactment of Ordinance No. 348.2496 (July 16,  
24 1985) shall be abated or brought into conformance with these provisions by  
25 July 17, 1990.

26 2. Any Outdoor Advertising Display which was lawfully in existence prior to  
27 the effective date of the enactment of Ordinance No. 348.2856 (June 30,  
28 1988) but after the effective date of the enactment of Ordinance No.



1 348.2496 (July 16, 1985) shall be abated or brought into conformance with  
2 these provisions by July 1, 1993.

3 3. Any Outdoor Advertising Display which was lawfully in existence prior to  
4 the effective date of Ordinance No. 348.2989 but after the effective date of  
5 the enactment of Ordinance No. 348.2856 (June 30, 1988) shall be abated or  
6 brought into conformance with these provisions within eleven years of the  
7 effective date of Ordinance No. 348.2989 (June 20, 1989).

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

13 H. ILLEGAL AND ABANDONED OUTDOOR ADVERTISING DISPLAYS.

14 1. All Illegal Outdoor Advertising Displays and all abandoned Outdoor  
15 Advertising Displays shall be removed or brought into conformance with  
16 this ordinance immediately.

17 2. The procedures, remedies, and penalties for violation of this Article and  
18 Illegal Outdoor Advertising Displays and Abandoned Outdoor Advertising  
19 Displays for recovery of costs related to enforcement are provided for in  
20 Ordinance No. 725, as amended from time to time, which is incorporated  
21 herein by this reference.

22 3. In enforcing Ordinance No. 725 as it relates to Illegal Outdoor Advertising  
23 Displays and Abandoned Outdoor Advertising Displays, the notice required  
24 to be given to owner of the property shall also be given to all of the following:

25 a. The owner of the sign, if the identification plate required by Business  
26 and Professions Code sections 5362 and 5363 is affixed; and,

27 b. The advertiser, if any, identified on the sign provided the address of  
28 the advertiser can reasonably be determined.

1 I. RELOCATED OUTDOOR ADVERTISING DISPLAYS.

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

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

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

25 A. APPLICABILITY.

26 1. Prohibited Activities.

27 In addition to all other applicable Federal, State, and local laws, rules,  
28 regulations, and ordinances, no On-Site Advertising Structure or Sign shall

1 be placed, erected, used, or maintained unless the On-Site Advertising  
2 Structure or Sign is in compliance with all provisions of this ordinance and  
3 an On-Site Advertising Structure or Sign permit has been issued by the  
4 County Planning Director in accordance with the provisions of this Section.

5 2. Zoning

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

9 B. PERMIT PROCEDURES.

10 1. Land Use Entitlement Required.

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

13 2. Application.

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

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

23 c. The plot plan shall show the precise location, type, and size of the  
24 proposed On-Site Advertising Structure or Sign, all property lines,  
25 zoning, and the dimensions, location of and distance to the nearest  
26 advertising displays, building, business districts, Significant  
27 Resources as defined by Section 19.2.S. of this ordinance, public and  
28 private roads, and other rights-of-way, building setback lines, and

1 specifically planned future road right-of-way lines, and any and all  
2 other information required by the Planning Director such that the  
3 proposed structure or sign may be readily ascertained, identified, and  
4 evaluated.

5 2. Issuance/Denial.

6 a. Permit Type.

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

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

13 The Planning Director shall, within forty-five (45) days of the filing  
14 of a complete permit application, approve and issue the On-Site  
15 Advertising Structure or Sign permit if the standards and  
16 requirements of this ordinance have been met; otherwise, the permit  
17 shall be denied. Judicial review of a decision denying the permit shall  
18 be made by a petition for writ of administrative mandamus filed in  
19 the Riverside County Superior Court, in accordance with the  
20 procedure set forth in California Code of Civil Procedure, Section  
21 1094.8.

22 c. Plot Plans For On-Site Advertising Structures or Signs – Public  
23 Hearing.

24 Plot plans for On-Site Advertising Structures or Signs requiring a  
25 public hearing require approval in accordance with the provisions of  
26 Section 18.30 of this ordinance.

27 3. Building Permit Required.

28 In the event that the Planning Director issues an On-Site Advertising

1 Structure or Sign permit, no person shall place, erect, use, maintain, alter,  
2 repair, or relocate an On-Site Advertising Structures or Signs or connect an  
3 On-Site Advertising Structures or Signs to a power supply without first  
4 obtaining a building permit from the Riverside County Building and Safety  
5 Department.

6 4. Revocation.

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

26 C. FREE STANDING SIGNS.

27 1. General.

28 a. All Free Standing Signs may not be placed so that they interfere with

1 the effectiveness of, or obscure any official traffic sign, device, or  
2 signal. Furthermore, they may not obstruct or physically interfere  
3 with the vision of drivers in approaching, merging, or intersecting  
4 traffic.

5 b. ~~f.~~ All Free Standing Signs On-Site Advertising Structures or  
6 Signs must meet all other requirements as required by Federal and  
7 State regulations pertaining to advertising signs within 660 feet of a  
8 Freeway.

9  
10 2. Located within 660 feet of the nearest Edge of the Right-of-Way line of a  
11 Freeway.

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

15 a. Maximum Height.

16 The Maximum Height of a sign shall not exceed 50 feet. However, if  
17 the grade of the Freeway precludes visibility, a variance may be  
18 sought in accordance with Section 18.27 of this ordinance.

19 b. Maximum Surface Area.

20 The maximum surface area of a sign shall not exceed the following  
21 allowable area based on the acreage or development area of the  
22 project site:

23 1) Sites less than or equal to 15 acres shall not exceed 150 square  
24 feet; ~~Less than 10 acres shall not exceed 100 square feet;~~

25 2) Sites larger than 15 acres but less than 20 acres shall not  
26 exceed 200 square feet;

27 3) Sites 20 acres or more but less than 30 acres shall not exceed  
28 300 square feet; and,



1 ~~2) With the exception of the requested modification, the proposed sign~~  
2 ~~complies with all other applicable standards.~~

3 ~~e. On Site Advertising Structures or Signs may not be placed so that~~  
4 ~~they interfere with the effectiveness of, or obscure any official traffic~~  
5 ~~sign, device, or signal. Furthermore, they may not obstruct or~~  
6 ~~physically interfere with the vision of drivers in approaching,~~  
7 ~~merging, or intersecting traffic.~~

8 ~~f. On Site Advertising Structures or Signs must meet all other~~  
9 ~~requirements as required by Federal and State regulations pertaining~~  
10 ~~to advertising signs within 660 feet of a Freeway.~~

11 23. Commercial Zones and Industrial Zones.

12 The standards for On-Site Advertising Signs that are Free Standing Signs,  
13 located in commercial zones and industrial zones (C-1/C-P, C-T, C-P-S, C-  
14 R, C-O, R-VC, I-P, M-SC, M-M, M-H, M-R, M-R-A), and not located within  
15 660 feet of the nearest Edge of the Right-of-Way line of a Freeway are  
16 established as follows:

17 a. Maximum Height.

18 The Maximum Height of a sign shall not exceed 20 feet.

19 b. Maximum Surface Area.

20 The maximum surface area of a sign shall not exceed 50 square feet  
21 ~~or 0.25 percent (¼ of 1 percent) of the total existing building floor~~  
22 ~~area in a Shopping Center, whichever is greater, except that in any~~  
23 ~~event, no sign shall exceed 200 square feet in surface area.~~

24 c. Digital Display.

25 The sign may include a Digital Display subject to the provisions of  
26 Subsection 19.4.E. The entire allowable area of a sign may be  
27 comprised of a Digital Display, however framing of the Digital  
28 Display with architectural elements is encouraged.



1 e. ~~— No more than two Display Faces per On-Site Advertising~~  
2 ~~Structure or Sign shall be permitted. Only single face and back to~~  
3 ~~back displays shall be allowed. For On-Site Advertising Structures~~  
4 ~~or Signs with two sides, the maximum total sign area that shall be~~  
5 ~~permitted is twice the sign area permitted for the sign. Each side of~~  
6 ~~the sign shall be the same size.~~

7 ~~d. Architectural framing or asymmetrical shapes surrounding~~  
8 ~~the sign, not considered part of the allowable signage area, and not~~  
9 ~~exceeding 25 percent of each Display Face, are permitted provided~~  
10 ~~the following apply:~~

11 ~~1) The requested modification does not result in additional glare,~~  
12 ~~light trespass, or nuisance to neighboring properties or surrounding~~  
13 ~~uses; and,~~

14 ~~2) With the exception of the requested modification, the~~  
15 ~~proposed sign complies with all other applicable standards.~~

16 ~~e. On-Site Advertising Structures or Signs may not be placed so~~  
17 ~~that they interfere with the effectiveness of, or obscure any official~~  
18 ~~traffic sign, device, or signal. Furthermore, they may not obstruct or~~  
19 ~~physically interfere with the vision of drivers in approaching,~~  
20 ~~merging, or intersecting traffic.~~

21  
22 **34. All Other Locations.**

23 The standards for On-Site Advertising Signs that are Free Standing Signs in  
24 all other zones not identified in Section 19.4.C.2. or Section 19.4.C.3. of this  
25 ordinance and not located within 660 feet of the nearest Edge of the Right-  
26 of-Way line of a Freeway are established as follows:

27 a. **Maximum Height.**

28 The Maximum Height of a sign shall not exceed 20 feet.

1                   b.     Maximum Surface Area.

2                                   The maximum surface area of a sign shall not exceed 50 square feet.

3                   c.     Digital Display.

4                                   The sign shall not have a Digital Display, except for a Child Day Care  
5                                   Center, K-12 school, public park, Youth Center, Place of Public  
6                                   Assembly, or public facility which may include a Digital Display,  
7                                   subject to the provisions of Subsection 19.4.E.:

8                   5.     Shopping Centers.

9                                   Notwithstanding the maximum surface area standards of Subsections  
10                                  19.4.C.2.b., 19.4.C.3.b., and 19.4.C.4.b., Shopping Centers may utilize the  
11                                  following alternative standards for calculating the maximum surface area of  
12                                  a sign::

13                   a.     Maximum Surface Area.

14                                  The maximum surface area of a sign may not exceed 50 square feet  
15                                  or 0.25 percent (1/4 of 1 percent) of the total existing building floor  
16                                  area in a Shopping Center, which-ever is greater, except in any event,  
17                                  no sign shall exceed 200 sq. ft. in surface area.

18           D.     NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE  
19                   FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL – ALL  
20                   LOCATIONS.

21           1.     Not more than one Free Standing Sign shall be permitted on a parcel of land.

22                   a.     Exception: For Shopping Centers only, if a Shopping Center has  
23                                   frontage on two or more streets, two Free Standing Signs may be  
24                                   permitted provided all of the following standards are met:

- 25                                   1)     The two signs are not located on the same street;  
26                                   2)     The two signs are at least 100 feet apart;  
27                                   3)     One sign does not exceed 100 square feet in surface area and  
28                                   20 feet in height; and,



1 for the sign. Each side of the sign shall be the same size.

2 b. SurfaceSize Area-of Digital Display.

3 1) The Maximum Height and maximum surface area of a Digital  
4 Display shall conform with the standards for Free Standing  
5 Signs within Section 19.4.C.

6 2) The entire allowable area of a sign can be comprised of a  
7 Digital Display, however architectural framing of the Digital  
8 Display ~~with architectural elements~~ is encouraged.

9 3) Architectural framing or asymmetrical shapes surrounding  
10 the sign, ~~are~~ not considered part of the allowable signage area,  
11 and not exceeding 25 percent of each Display Face, are  
12 permitted provided the following apply:

13 i. The requested modification does not result in  
14 additional glare, light trespass, or nuisance to  
15 neighboring properties or surrounding uses; and,

16 ii. With the exception of the requested modification, the  
17 proposed sign complies with all other applicable  
18 standards.

19 4. Content.

20 a. General.

21 The content of a Digital Display shall be consistent with the  
22 definition of “On-Site Advertising Structure or Signs” in Section  
23 19.2. of this ordinance.

24 b. Emergency Information.

25 Upon reasonable request by the County, the Digital Display may be  
26 required to display emergency information on behalf of the County.

27 c. Community Information.

28 The applicant may request to have their Digital Display become part

1 of a County-maintained list to voluntarily display community  
2 information on behalf of the County.

3 5. 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 36. Hours of Operation.

11 Digital Displays shall be allowed 24-Hours a day, except where the Digital  
12 Display is located on a property within 300 feet of another property -areas  
13 that isare zoned for residential or conservation (R-R, R-R-O, R-1, R-1A, R-  
14 A, R-2, R-2A, R-3, R-3A, R-T, R-T-R, R-4, R-5, R-6, R-7, W-2, R-D, N-A,  
15 W-2-M, W-1, WC-W, WC-WE, WC-E, WC-R) or is described for  
16 conservation, the hours of operation shall be limited to between 6 am to 10  
17 pm. The 300 foot distance is measured from the nearest points of the  
18 respective two-property lines, using a direct straight line measurement  
19 without regard to intervening structures.

20 47. Design.

- 21 a. Digital Displays shall have non-reflective, black, consistent, linear  
22 louvers, from end to end, above and below each individual row of  
23 light emitting diodes or similar light producing element.
- 24 b. Digital Displays shall have a black, ribbed background or an  
25 acceptable alternative, at the discretion of the Planning Director, to  
26 prevent light refraction, reflection, and diffusion.
- 27 c. Digital Displays shall not emit audible sound, odor, or any type of  
28 particulate matter.



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

2 ii.) Sunset to 7:30 p.m.: 600 Candelas/meter squared.

3 iii.3) 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

4 2)b. During Daylight Savings Time (2nd Sunday in March to 1st  
5 Sunday in November)

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

7 ii.) Sunset to 10:00 p.m.: 600 Candelas/meter squared.

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

9 be. Luminance Transitions.

10 The brightnessluminance of any Digital Display shall transition  
11 smoothly from one luminance level to another, beginning 15 minutes  
12 before the next luminance level, with the exception of the transition  
13 from the nighttime luminance level to daytime luminance, which  
14 shall begin no sooner than 7:00 am and conclude no sooner than 7:45  
15 am.~~Beginning 45 minutes prior to sunset and concluding 45 minutes~~  
16 ~~after sunset, the Digital Display shall transition smoothly at a~~  
17 ~~consistent rate from the permitted daytime brightness level to the~~  
18 ~~permitted brightness level during the sunset to 7:30 p.m. or sunset~~  
19 ~~to 10:00 p.m. period, as applicable. For all other transitions,~~  
20 ~~B~~beginning 15 minutes prior to the required time, the Digital Display  
21 shall also transition smoothly at a consistent rate from the permitted  
22 brightness level to the next brightness level permitted between the  
23 next time of day. ~~for the Sunset to 7:30 p.m. or Sunset to 10:00 p.m.~~  
24 ~~period to the 7:30 p.m. to 2:00 a.m. or 10:00 p.m. to 2:00 a.m. period~~  
25 ~~as applicable.~~

26 cd. Luminance Measurement.nt of Brightness.

27 The brightness of the Digital Display shall be measured from ground  
28 level at the nearest residential property outside of the combined

1 boundaries of the project area. The measured maximum brightness  
2 shall be based on the luminance levels of the white display portion of  
3 the Sign. For Digital Display, the red, green, and blue outputs shall  
4 be turned to full ON at the time of testing. A calibrated luminance  
5 meter shall be used to measure the luminance intensity of the Digital  
6 Display in nits in accordance with the luminance meter  
7 manufacturer's operational instructions. The luminance  
8 measurements should not be taken at oblique angles that exceed 60  
9 degrees off-axis from the face of the Sign.

10 **710.** Digital Display Transitions.

11 Digital Display transitions shall comply with the following requirements:

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

24 **811.** Compliance with Riverside County Lighting Ordinances.

25 Within the Palomar Observatory Special Lighting Area, all displays shall  
26 comply with the requirements of County Ordinance No. 655, as amended  
27 from time to time. All displays and lighting shall comply with Ordinance No.  
28 915 Regulating Outdoor Lighting, as amended from time to time.



1                    ~~9~~12. Airport Influence Areas.

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

5                    ~~1~~03. Material.

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

12  
13                   ~~1~~4. Physical Movement.

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

19                   F.        SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

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

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

25                   a.        Front wall of building.

26                                      The surface area of the sign shall not exceed ten percent of the surface  
27                                      area of the front face of the building.

28                   b.        Side walls of a building.

1 The surface area of the sign shall not exceed ten percent of the surface  
2 area of the side face of the building.

3 c. Rear wall of a building.

4 The surface area of the sign shall not exceed five percent of the  
5 surface area of the rear face of the building.

6 G. ON-SITE SUBDIVISION SIGNS.

7 Shall be subject to the following minimum standards:

- 8 1. No sign shall exceed 100 feet in surface area.
- 9 2. No sign shall be within 100 feet of any existing residence that is outside of  
10 the subdivision boundaries.
- 11 3. No more than two such signs shall be permitted for each subdivision.
- 12 4. No sign shall be artificially lighted.

13 H. ON-SITE IDENTIFICATION SIGNS.

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

18 I. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN  
19 THE EASTERN COACHELLA VALLEY AND WESTERN COACHELLA  
20 VALLEY AREA PLANS.

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

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

28 a. Front wall of building.

1                                    ~~ten~~Ten percent of the surface area of the front face of the building.

2                                   b.    Side walls of building.

3                                   ~~ten~~Ten percent of the surface area of the side face of the building.

4                                   c.    Rear wall of building.

5                                   ~~ten~~Ten percent of the surface area of the rear face of the building.

6                                   2.    Monument Signs.

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

9                                   a.    For a single business or tenant advertised, maximum surface area  
10                                   shall not exceed 150 square feet, and overall height shall not exceed  
11                                   10 feet.

12                                   b.    For multiple businesses or tenants advertised, maximum surface area  
13                                   shall not exceed 200 square feet, and overall height shall not exceed  
14                                   12 feet.

15                                   3.    Sheathed-Support Signs.

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

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

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

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

28                                   b.    For locations within 660 feet of the terminus of a Freeway exit or the

1 origination of a Freeway entrance:

- 2 1) For a single business or tenant advertised, maximum surface  
3 area shall not exceed 150 square feet, and overall height shall  
4 not exceed 35 feet.
- 5 2) For multiple businesses or tenants advertised, maximum  
6 surface area shall not exceed 200 square feet, and overall  
7 height shall not exceed 35 feet.
- 8 3) Neither a single-business sheathed-support sign nor a  
9 multiple business sheathed-support sign shall be erected  
10 along a Highway scenic corridor.
- 11 4) The minimum spacing between Free-Standing Signs located  
12 within 330 feet of the nearest Edge of the Right-of-Way line  
13 of the Freeway shall be that distance necessary so as not to  
14 adversely obscure the visibility of adjacent On-Site  
15 Advertising Structures or Signs that are Free Standing Signs.
- 16 5) For the purposes of Article XIX, any sign which would  
17 otherwise meet the definition of "On-Site Advertising  
18 Structures or Signs" in Section 19.2.M. of this ordinance shall  
19 also be deemed to meet this definition if the sign advertises  
20 the business conducted, services available or rendered, or the  
21 goods produced, sold or available for sale on an adjacent  
22 parcel cooperatively on a joint sign, provided that the  
23 business on that adjacent parcel utilizes no other On-Site  
24 Advertising Structure or Sign that is Free Standing located  
25 on its parcel, and that a plot plan is submitted and approved  
26 for the parcel containing the sign.”

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

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

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

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

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

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

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

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

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

19 ATTEST:  
20 KIMBERLY RECTOR,  
21 CLERK OF THE BOARD

22 By: \_\_\_\_\_  
23 Deputy

24 (SEAL)

25  
26 APPROVED AS TO FORM  
27 ~~October 30,~~ November 22, 2024

28 By: \_\_\_\_\_

AARON C. GETTIS  
Chief Deputy County Counsel

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# COUNTY OF RIVERSIDE

## ENVIRONMENTAL ASSESSMENT FORM: INITIAL STUDY

**Environmental Assessment (CEQA / EA) Number:** N/A  
**Project Case Type (s) and Number(s):** CZ2000001  
**Lead Agency Name:** County of Riverside Planning Department  
**Address:** 4080 Lemon Street 12<sup>th</sup> Floor, Riverside, CA 92501  
**Contact Person:** Richard Marshalian  
**Telephone Number:** 951-494-7555  
**Applicant's Name:** KoK Development, Inc  
**Applicant's Address:** 24020 Lawson Road, Corona, CA 92883

### I. PROJECT INFORMATION

**Project Description:** CHANGE OF ZONE NO. CZ2000001 – Intent to Adopt a Negative Declaration – provided a plot plan is approved at a public hearing in accordance with Section 18.30 of Ordinance No. 348. Applicant: Kok Development, Inc – Engineer/Representative: Areal Park. Location: Countywide.

**REQUEST:** Change of Zone No. CZ2000001 is an amendment to Ordinance No. 348.4978, 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. CZ2000001 will establish locations, development, and operation standards for various signs, and a permitting process to allow for on-site digital signage. 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.

Digital signage would be permitted for on-site advertising only (not general advertising) in various commercial and manufacturing/industrial zones provided all location and development standards are met and a plot plan is approved at a public hearing in according with Section 18.30 of Ordinance No. 348.

Location standards for digital signs include the following: limiting the distance between digital signs, including limits on free standing signs located within 660 feet of a freeway to 1,000 feet from another digital sign (applies to digital and non-digital signs); restrictions on location of signs; limitations on mobile displays; compliance standards where signs are located within special lighting areas or Airport Influence Areas.

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; , limitations to brightness/luminance, including specific brightness constraints tied to hours of the day; display controls, with the ability to control luminance levels and automatic dimming technology; display face is limited to 50 square feet in area, which can be increased for the building area of a shopping center up to a maximum of 200 square feet; limiting hours of operation for digital signs located within 300 feet of residential or conservation areas; materials must be non-reflective, black background and designed to further prevent light refraction and diffuse the light; all sounds or odors generation are not allowed; and limiting the number of freestanding signs to one sign per parcel, unless increased to two signs for certain shopping centers (applied to both digital and non-digital signs). No digital signs will be allowed to rotate or have other embellishments (e.g. propellers, flags). Lastly, no digital signs will be allowed that obstruct any traffic sign, signals, or cause any other traffic risks, including the vision of drivers approaching, merging, or intersecting traffic.

Along with other clarification changes, approval of all other On-Site Advertising Structures or Signs will remain ministerial provided all location and development standards are met. Updates to the On-Site Advertising

Structures or Signs sections shall apply to new signs and include the following: Increased maximum height of freestanding signs from 45 to 50 feet when located within 660 feet from the edge of a highway line, increased maximum allowable sign area, and architectural framing in excess of allowable sign area, provided a permit is obtained. The maximum surface area of a sign shall not exceed 150 square feet except for project sites with an area in excess of 15 acres, the sign area shall be 10 square feet per acre of the site up to a maximum of 400 square feet. Moreover, for onsite advertising freestanding signs not located within 660 feet of a freeway and located within a commercial or manufacturing/industrial zone, the signs will be limited to the following: signs shall be limited to 20 feet in height; sign areas shall range between 50 to 200 square feet (limited to a maximum of 50 feet for all other zones). These changes apply to unincorporated areas of Riverside County. Refer to Appendix A for the proposed Ordinance revisions.

**A. Type of Project:** Site Specific ; Countywide  Community ; Policy .

**B. Total Project Area:** Countywide

<b>Residential Acres:</b>	<b>Lots:</b>	<b>Units:</b>	<b>Projected No. of Residents:</b>
<b>Commercial Acres:</b>	<b>Lots:</b>	<b>Sq. Ft. of Bldg. Area:</b>	<b>Est. No. of Employees:</b>
<b>Industrial Acres:</b>	<b>Lots:</b>	<b>Sq. Ft. of Bldg. Area:</b>	<b>Est. No. of Employees:</b>
<b>Other:</b>			

**C. Assessor's Parcel No(s):** Countywide

**Street References:** Countywide

**D. Section, Township & Range Description or reference/attach a Legal Description:**  
Countywide

**E. Brief description of the existing environmental setting of the project site and its surroundings:** Countywide

**F. Other Public Agency Involvement and Required Permits:**

## II. APPLICABLE GENERAL PLAN AND ZONING REGULATIONS

**A. General Plan Elements/Policies:** Countywide for all below

1. Land Use:
2. Circulation:
3. Multipurpose Open Space:
4. Safety:
5. Noise:
6. Housing:
7. Air Quality:
8. Healthy Communities:
  - a) Environmental Justice Summary:



**B. General Plan Area Plan(s):**

**C. Foundation Component(s):**

**D. Land Use Designation(s):**

**E. Overlay(s), if any:**

**F. Policy Area(s), if any:**

**G. Adjacent and Surrounding:**

**1. General Plan Area Plan(s):**

**2. Foundation Component(s):**

**3. Land Use Designation(s):**

**4. Overlay(s), if any:**

**5. Policy Area(s), if any:**

**H. Adopted Specific Plan Information**

**1. Name and Number of Specific Plan, if any:**

**2. Specific Plan Planning Area, and Policies, if any:**

**I. Existing Zoning:**

**J. Proposed Zoning, if any:**

**K. Adjacent and Surrounding Zoning:**

### **III. ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED**

The environmental factors checked below ( x ) would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" or "Less than Significant with Mitigation Incorporated" as indicated by the checklist on the following pages.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Aesthetics                     | <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Recreation                         |
| <input type="checkbox"/> Agriculture & Forest Resources | <input type="checkbox"/> Hydrology / Water Quality     | <input type="checkbox"/> Transportation                     |
| <input type="checkbox"/> Air Quality                    | <input type="checkbox"/> Land Use / Planning           | <input type="checkbox"/> Tribal Cultural Resources          |
| <input type="checkbox"/> Biological Resources           | <input type="checkbox"/> Mineral Resources             | <input type="checkbox"/> Utilities / Service Systems        |
| <input type="checkbox"/> Cultural Resources             | <input type="checkbox"/> Noise                         | <input type="checkbox"/> Wildfire                           |
| <input type="checkbox"/> Energy                         | <input type="checkbox"/> Paleontological Resources     | <input type="checkbox"/> Mandatory Findings of Significance |
| <input type="checkbox"/> Geology / Soils                | <input type="checkbox"/> Population / Housing          |   |
| <input type="checkbox"/> Greenhouse Gas Emissions       | <input type="checkbox"/> Public Services               |   |

#### IV. DETERMINATION

On the basis of this initial evaluation:

<b>A PREVIOUS ENVIRONMENTAL IMPACT REPORT/NEGATIVE DECLARATION WAS NOT PREPARED</b>
<input checked="" type="checkbox"/> I find that the proposed project <b>COULD NOT</b> have a significant effect on the environment, and a <b>NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/> I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project, described in this document, have been made or agreed to by the project proponent. <b>A MITIGATED NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/> I find that the proposed project <b>MAY</b> have a significant effect on the environment, and an <b>ENVIRONMENTAL IMPACT REPORT</b> is required.

<b>A PREVIOUS ENVIRONMENTAL IMPACT REPORT/NEGATIVE DECLARATION WAS PREPARED</b>
<input type="checkbox"/> I find that although the proposed project could have a significant effect on the environment, <b>NO NEW ENVIRONMENTAL DOCUMENTATION IS REQUIRED</b> because (a) all potentially significant effects of the proposed project have been adequately analyzed in an earlier EIR or Negative Declaration pursuant to applicable legal standards, (b) all potentially significant effects of the proposed project have been avoided or mitigated pursuant to that earlier EIR or Negative Declaration, (c) the proposed project will not result in any new significant environmental effects not identified in the earlier EIR or Negative Declaration, (d) the proposed project will not substantially increase the severity of the environmental effects identified in the earlier EIR or Negative Declaration, (e) no considerably different mitigation measures have been identified and (f) no mitigation measures found infeasible have become feasible.
<input type="checkbox"/> I find that although all potentially significant effects have been adequately analyzed in an earlier EIR or Negative Declaration pursuant to applicable legal standards, some changes or additions are necessary but none of the conditions described in California Code of Regulations, Section 15162 exist. An <b>ADDENDUM</b> to a previously-certified EIR or Negative Declaration has been prepared and will be considered by the approving body or bodies.
<input type="checkbox"/> I find that at least one of the conditions described in California Code of Regulations, Section 15162 exist, but I further find that only minor additions or changes are necessary to make the previous EIR adequately apply to the project in the changed situation; therefore a <b>SUPPLEMENT TO THE ENVIRONMENTAL IMPACT REPORT</b> is required that need only contain the information necessary to make the previous EIR adequate for the project as revised.
<input type="checkbox"/> I find that at least one of the following conditions described in California Code of Regulations, Section 15162, exist and a <b>SUBSEQUENT ENVIRONMENTAL IMPACT REPORT</b> is required: (1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; (2) Substantial changes have occurred with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any the following:(A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;(B) Significant effects previously examined will be substantially more severe than shown in the previous EIR or negative declaration;(C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measures or alternatives; or,(D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR or negative declaration would substantially reduce one or more significant effects of the project on the environment, but the project proponents decline to adopt the mitigation measures or alternatives.

*Richard Marshalian*

Signature

3/12/2024

Date

Richard Marshalian

Printed Name

For: John Hildebrand  
*Planning Director*

**V. ENVIRONMENTAL ISSUES ASSESSMENT**

In accordance with the California Environmental Quality Act (CEQA) (Public Resources Code Section 21000-21178.1), this Initial Study has been prepared to analyze the proposed project to determine any potential significant impacts upon the environment that would result from construction and implementation of the project. In accordance with California Code of Regulations, Section 15063, this Initial Study is a preliminary analysis prepared by the Lead Agency, the County of Riverside, in consultation with other jurisdictional agencies, to determine whether a Negative Declaration, Mitigated Negative Declaration, or an Environmental Impact Report is required for the proposed project. The purpose of this Initial Study is to inform the decision-makers, affected agencies, and the public of potential environmental impacts associated with the implementation of the proposed project.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
<b>AESTHETICS</b> Would the project:				
<b>1. Scenic Resources</b>				
a) Have a substantial effect upon a scenic highway corridor within which it is located?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings and unique landmark features; obstruct any prominent scenic vista or view open to the public; or result in the creation of an aesthetically offensive site open to public view?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) In non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from publicly accessible vantage points.) If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure C-8 "Scenic Highways"

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment in regard to scenic resources. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the

development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage application would be separately examined in accordance with CEQA as part of the plot plan process, as well as be required to comply with federal, State and County of Riverside policies and regulations governing scenic quality. The ordinance amendment, as discussed in the project description and shown in the updated ordinance, includes digital display requirements such as, but not limited to, size, location, digital display controls, hours of operation, design, dimming/brightness, luminance, transitions, materials used, physical movement and compliance with lighting ordinances. The minor increase in height from 45 to 50 feet for non-digital signs would be minimal, as well as the potential increase in sign area at shopping centers. The ordinance amendment includes regulations for Scenic Highways for distances and widths within roadway right-of-way (see Appendix A, Section 1-S, Significant Resources 1-7). The ordinance amendment also includes regulations and requirements for on-site signage on buildings, monument signs and sheathed-support signs along scenic corridors designated within the Eastern Coachella Valley and Western Coachella Valley Community Plans (refer to Appendix A, Section 3-I, On-Site Signage Along Scenic Corridors Designated within the Eastern Coachella Valley and Western Coachella Valley Community Plans, 1 - 5). However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, as illustrated in the proposed ordinance amendment, multiple controls, and restrictions (height, location, zone restrictions, limitations to hours of operations for projects located close to residential or conservation zones, etc.) have been included within the ordinance to help reduce any potential impacts, including aesthetic and lighting impacts. Thus, the proposed ordinance amendment would not have a substantial effect upon scenic resources. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**2. Mt. Palomar Observatory**

a) Interfere with the nighttime use of the Mt. Palomar Observatory, as protected through Riverside County Ordinance No. 655?

**Source(s):** GIS database, Ord. No. 655 (Regulating Light Pollution)

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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proposed ordinance amendment would not cause a direct physical change in the environment in regard to scenic resources. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA (if required), as well as be required to comply with federal, State and County of Riverside policies and regulations, including compliance with Ordinance No. 655 that regulates light pollution. The ordinance amendment has lighting and illumination requirements to control the display design, luminance/brightness, display transitions, signage movement, hours of operation and the requirement to comply with Riverside County Lighting Ordinances. These controls/restrictions will greatly reduce any potential physical environmental impacts for future digital signs related to lighting. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a substantial effect upon the nighttime use of the Mt. Palomar Observatory. Impacts would be considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**3. Other Lighting Issues**

a) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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b) Expose residential property to unacceptable light levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Ord. No. 655 and Ord. No. 915.

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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in regard to creating substantial light, glare or unacceptable light levels. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

Please see responses above and the project description for additional details. The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations, including compliance with Ordinance No. 655 that regulates light pollution. This would include compliance with Riverside County Ordinance No. 915. Ordinance No. 915 requires that all outdoor luminaries shall be located, adequately shielded, and directed such that no direct light falls outside the parcel of origin, or onto the public right-of-way. Outdoor luminaries shall not blink, flash or rotate. Adherence to Ordinance No. 955 and Ordinance No. 655 (where it would apply) along with design review and approvals by the County would ensure that certain levels of light, light trespass, and associated glare would not jeopardize the health, safety, general welfare, or degrade the quality of life of the existing land uses within the surrounding community. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause other lighting issues. Impacts would be considered less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**AGRICULTURE & FOREST RESOURCES** Would the project:

4. Agriculture	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland) as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with existing agricultural zoning, agricultural use or with land subject to a Williamson Act contract or land within a Riverside County Agricultural Preserve?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Cause development of non-agricultural uses within 300 feet of agriculturally zoned property (Ordinance No. 625 "Right-to-Farm")?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Riverside County General Plan Figure OS-2 "Agricultural Resources," GIS database, Project Application Materials, Ord. No. 625 (Right to Farm)

Findings of Fact:

a-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would convert farmland to non-agricultural use, nor impair properties zoned for agricultural uses. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance with Riverside County Ordinance No. 625, Right to Farm. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. The proposed ordinance amendment would not involve changes in the existing environment that would result in conversion of Farmland to non-agricultural uses. Thus, the proposed ordinance amendment would not convert farmland, nor impair agricultural zoned properties. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**5. Forest**

a) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Govt. Code section 51104(g))?



	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure OS-3a "Forestry Resources Western Riverside County Parks, Forests, and Recreation Areas," Figure OS-3b "Forestry Resources Eastern Riverside County Parks, Forests, and Recreation Areas," Project Application Materials

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would convert forest land to non-forest use, nor impair properties zoned for timberland production. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance with Public Resources Code section 12220(g)), Public Resources Code section 4526, or Govt. Code section 51104(g)) that relate to forestland, native trees and timberland. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. The proposed ordinance amendment would not involve changes in the existing environment that would result in conversion of Farmland to non-agricultural uses. Thus, the proposed ordinance amendment would not convert forest or timberland, nor impair timberland zoned properties. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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<b>AIR QUALITY</b> Would the project:				
<b>6. Air Quality Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Expose sensitive receptors, which are located within one (1) mile of the project site, to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), SCAQMD CEQA Air Quality Handbook

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not conflict with or obstruct implementation of an applicable air quality plan, result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance/consistency with the Riverside County Climate Action Plan and the South Coast Air Quality Management District air quality emissions regulations. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Further, digital signage implementation would not create any particular air quality

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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impacts beyond a typical signage installation, the construction of which would be anticipated to be very minimal in nature. Operation would utilize electricity, which would not emit any particulates that could impact air quality. It's unlikely that the project would have significant regional air quality impacts. Thus, the proposed ordinance amendment would not conflict with an air quality management plan or generate new sources of air emissions. Impacts would be less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not expose people to substantial pollutant concentrations, or result in other emissions (such as those leading to odors) adversely affecting a substantial number of people. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance/consistency with the Riverside County Climate Action Plan and the South Coast Air Quality Management District air quality emissions regulations. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Further, digital signage implementation would not create any particular air quality impacts beyond a typical signage installation, the construction of which would be anticipated to be very minimal in nature. Operation would utilize electricity, which would not emit any particulates that could impact air quality. It's unlikely that the project would have significant regional air quality impacts. Thus, the proposed ordinance amendment would not expose people to substantial pollutant concentrations, or result in other emissions (such as those leading to odors) adversely affecting a substantial number of people. Impacts are considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**BIOLOGICAL RESOURCES** Would the project:

<b>7. Wildlife &amp; Vegetation</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, or other approved local, regional, or state conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have a substantial adverse effect, either directly or through habitat modifications, on any endangered, or threatened species, as listed in Title 14 of the California Code of Regulations (Sections 670.2 or 670.5) or in Title 50, Code of Federal Regulations (Sections 17.11 or 17.12)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U. S. Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, and regulations or by the California Department of Fish and Game or U. S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Have a substantial adverse effect on State or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** GIS database, WRCMSHCP and/or CVMSHCP

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a substantial adverse effect, either directly or

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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through habitat modifications, on any endangered, or threatened species because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or agency regulatory permitting issues. This would include compliance/consistency with the MSHCP and other wildlife agency requirements. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. Thus, the proposed ordinance amendment would not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, or other approved local, regional, or state conservation plan. Impacts are considered less than significant.

b-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not modify any habitat and would not cause a substantial adverse effect on any endangered, or threatened species. The ordinance amendment would not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites because no physical development would occur processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or regulatory permitting issues. Depending on the disturbance/nature of a subsequent digital signage project, which may be required to comply with the following:

- MSHCP Consistency
- Regional Conservation Agency (RCA) Review/Process
- Habitat Evaluation and Acquisition Strategy (HANS) Review/Process
- US Fish and Wildlife Service Regulatory Permitting Requirements
- California Department of Fish and Wildlife Regulatory Permitting Requirements
- Regional Water Quality Control Board Regulatory Permitting Requirements
- Payment of Development Impact Fees, for example, but not limited to, Ordinance 663
- Migratory Bird Treaty Act

This is a brief listing of potential biological requirements that a future digital signage project may be required to comply with. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Because of mandatory compliance with biological regulations, the ordinance amendment would not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites. As stated prior, any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. Impacts would be less than significant.

e-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. No direct wetland removal, filling, or hydrological interruption would occur because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or agency regulatory permitting issues. This would include compliance/consistency with the MSHCP and other wildlife agency requirements. However, to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a substantial adverse effect, either directly or through habitat modifications that would impact riparian habitat or protected wetlands. Any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. No direct wetland removal, filling, or hydrological interruption would occur because no physical development would occur as part of the ordinance amendment and impacts would be less than significant.

g) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing tree preservation. This would include compliance/consistency with the County of Riverside Ordinance No. 599, which regulates the removal of trees and the Riverside County Oak Tree Management Guidelines. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance because no physical development would occur with the ordinance amendment and impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**CULTURAL RESOURCES** Would the project:

**8. Historic Resources**

a) Alter or destroy a historic site?

b) Cause a substantial adverse change in the significance of a historical resource, pursuant to California Code of Regulations, Section 15064.5?

Source(s): Digital aerial photograph Inspection, Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not alter or destroy a historic site, nor cause a substantial adverse change in the significance of a historical resource cultural or historic resources because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing cultural or historic resources. This would include any State or federal signage regulations governing historic buildings and historic districts. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not alter or destroy a historic site, nor cause a substantial adverse change in the significance of a historical resource cultural or historic resources because of compliance with regulations mentioned above and impacts would be less than significant.



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

9. Archaeological Resources	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Alter or destroy an archaeological site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource, pursuant to California Code of Regulations, Section 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not alter or destroy an archaeological site, nor cause a substantial adverse change in the significance of an archaeological resource because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing cultural or archaeological resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any stand-alone digital sign application would likely be on previously impacted land, or would only involve minimal grading, greatly reducing the potential for any impacts to cultural resources. Thus, the proposed

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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ordinance amendment would not alter or destroy an archaeological site, nor cause a substantial adverse change in the significance of an archaeological resource because of compliance with regulations mentioned above and impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require review and approval from the County and compliance with CEQA, if deemed warranted. The proposed ordinance amendment would not disturb any human remains, including those interred outside of formal cemeteries because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving the discovery of human remains. More specifically, any digital signage applications will be required to adhere to State Health and Safety Code Section 7050.5 if in the event that human remains are encountered and by ensuring that no further disturbance occur until the County Coroner has made the necessary findings as to origin of the remains. Furthermore, pursuant to Public Resources Code Section 5097.98 (b), remains shall be left in place and free from disturbance until a final decision as to the treatment and their disposition has been made. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not disturb any human remains because of compliance with regulations discussed above. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>ENERGY</b> Would the project:				
<b>10. Energy Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) Result in potentially significant environmental impacts due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction or operation?

b) Conflict with or obstruct a State or Local plan for renewable energy or energy efficiency?

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in potentially significant environmental impacts due to wasteful, inefficient or unnecessary consumption of energy resources, nor conflict with renewable energy or energy efficiency plans because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA (if required), as well as be required to comply with federal, State and County of Riverside policies and regulations governing energy consumption or energy wastefulness. Also, any subsequent proposed digital signage application would be required to comply with the latest EPA and CARB engine emissions standards, as well as compliance with Title 24 energy efficiency standards. Further, most digital display signage is composed of Light-emitting diode (LED) lighting, which have a longer lifespan, are more energy efficient and have lower maintenance cost than the outdated incandescent lighting signage. The ordinance amendment states that displays shall use the most advanced techniques to insure the most energy efficient methods of display illumination, further ensuring any impacts related to energy are less than significant. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a substantial effect upon energy resources. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**GEOLOGY AND SOILS** Would the project directly or indirectly:

<b>11. Alquist-Priolo Earthquake Fault Zone or County Fault Hazard Zones</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Be subject to rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault?				

**Source(s):** Riverside County General Plan Figure S-2 “Earthquake Fault Study Zones,” and seismic hazards discussion, GIS database

**Findings of Fact:**

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to rupture due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Also, any subsequent proposed digital signage applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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substantial effect upon potential rupture due to seismic/earthquake events. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**12. Liquefaction Potential Zone**

a) Be subject to seismic-related ground failure, including liquefaction?

Source(s): Riverside County General Plan Figure S-3 "Generalized Liquefaction,"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to liquefaction due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Any digital signage application would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to seismic-related ground failure, including liquefaction. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>13. Ground-shaking Zone</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Be subject to strong seismic ground shaking?				

**Source(s):** Riverside County General Plan Figure S-4 “Earthquake-Induced Slope Instability Map,” and Figures S-13 through S-21 (showing General Ground Shaking Risk)

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to strong seismic ground shaking due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Any digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. To conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to seismic-related ground shaking. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**14. Landslide Risk**

a) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, collapse, or rockfall hazards?

**Source(s):** On-site Inspection, Riverside County General Plan Figure S-5 "Regions Underlain by Steep Slope,"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to landslide risks because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing landslide issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to landslide risk. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**15. Ground Subsidence**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in ground subsidence?

**Source(s):** Riverside County General Plan Figure S-7 “Documented Subsidence Areas Map,”

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to subsidence risks because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing ground subsidence issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to ground subsidence. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**16. Other Geologic Hazards**

a) Be subject to geologic hazards, such as seiche, mudflow, or volcanic hazard?



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Digital aerial inspections, Project Application Materials

**Findings of Fact:**

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to geologic hazard risk or would not be subject to seiches, mudflows or volcanic hazards because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing geologic hazard issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to geologic hazards such as seiche, mudflow, or volcanic hazard. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

17. Slopes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Change topography or ground surface relief features?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create cut or fill slopes greater than 2:1 or higher than 10 feet?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in grading that affects or negates subsurface sewage disposal systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Digital aerial photo review, Riv. Co. 800-Scale Slope Maps, Project Application Materials

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the existing topography or ground surface, or the creation of cut and fill slopes because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations grading and engineering design requirements. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. If a digital signage application required grading plans, the grading plans would be required to be designed by a licensed engineer and approved by the County. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not change topography or ground surface relief features, nor would it create cut or fill slopes greater than 2:1 or higher than 10 feet. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change from grading that would affect or negate any subsurface sewage disposal systems because no physical

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations grading and engineering design requirements. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. If a digital signage application required grading plans, the grading plans would be required to be designed by a licensed engineer and approved by the County. Further, In the unlikely event that a digital signage facility would impact a septic system, the County would require soils reports for grading that affects or negates subsurface sewage disposal systems. The Riverside County Department of Health would require review and approvals for installation or removal of a septic system. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in grading that affects or negates subsurface sewage disposal systems. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

18. Soils	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Be located on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Have soils incapable of adequately supporting use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): U.S.D.A. Soil Conservation Service Soil Surveys, Project Application Materials

Findings of Fact:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change from grading that would result in signage development being placed on expansive soils because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing soil erosion or loss of topsoil. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in substantial soil erosion or the loss of topsoil. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not locate a project on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Any digital sign project applications would be required to comply with the most current California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not locate a digital signage project on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change and would not be subject to the effects of soils being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. It is unlikely that any digital sign project application would require septic system facilities that would be subject to the effects of soils being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater. This would only be an issue if the digital sign was merely a component of a larger development, as it would not contribute in and of itself to any such impacts. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. It is anticipated that any digital signage project would not require septic system facilities. Thus, the proposed ordinance amendment would not be subject to the effects of soils

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**19. Wind Erosion and Blowsand from project either on or off site.**

a) Be impacted by or result in an increase in wind erosion and blowsand, either on or off site?

**Source(s):** Riverside County 2019 General Plan Safety Element Figure S-8 “Wind Erosion Susceptibility Areas,” Ord. No. 460, Article XV & Ord. No. 484

Findings of Fact:

a) **Less Than Significant Impact**

***Ordinance Amendment – Change of Zone No. CZ2000001***

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in ground disturbance or grading that may result in exposure to or cause an increase in wind erosion and blowsand, either on- or off-site because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing measures to control or reduce the potential for blowsand. Future digital signage proposals would also be required to comply with standard engineering practices for erosion control and all grading operations, land clearing, loading, stockpiling, landscaping, vehicular track-out and haul routes would be required to comply with SCAQMD Rule 403, Fugitive Dust Emissions. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to the effects of blowsand issues. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**GREENHOUSE GAS EMISSIONS** Would the project:

**20. Greenhouse Gas Emissions**

a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?

b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?

**Source(s):** Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), Project Application Materials,

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment – Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in the generation of greenhouse gas emissions, nor conflict with plans, policy or regulations pertaining to greenhouse gas reductions because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Future digital signage projects would be required to comply with plans, policies, and regulations pertaining to greenhouse gas reductions Future digital signage proposals would also

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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be required to comply with The County's Climate Action Plan (CAP) to assist with the reduction of greenhouse gas emissions. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any construction and operation of a future digital sign would only contribute minimal potential for greenhouse gas emissions, or any air quality emissions overall. Thus, the proposed ordinance amendment would not result in the generation of greenhouse gas emissions, nor conflict with plans, policy or regulations pertaining to greenhouse gas reductions. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>HAZARDS AND HAZARDOUS MATERIALS</b> Would the project:				
<b>21. Hazards and Hazardous Materials</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter (1/4) mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials, Riverside Department of Waste Resources Countywide Integrated Waste Management Plan. County of Riverside Emergency Management Department. Riverside County General Plan. California Department of Toxic Substance Control.

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, or create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Future digital signage projects would be required to comply with hazardous material policies, regulations and safety plans so that the release of hazardous materials during transportation, disposal or accidental release would not occur. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any grading for such designs would be minimal. Thus, the proposed ordinance amendment would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, or create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan because no physical development or operational activities would occur with the processing an ordinance amendment.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing emergency access and evacuation. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan. Impacts would be less than significant.

d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within ¼ mile of an existing or proposed school because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing the potential to emit hazardous emissions or materials ¼ mile from a existing or proposed school. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any of these future digital signs would not emit any hazardous materials and would not be anticipated to create any hazardous impacts. Thus, the proposed ordinance amendment would not emit hazardous emissions or

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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hazardous materials within ¼ mile of an existing or proposed school. Impacts would be less than significant.

e) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be located on a site which is included on a list of hazardous materials sites because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing hazardous sites. If required, a project site for digital signage would need to be researched utilizing the California Environmental Protection Agency’s website to determine if it is on any of the lists which constitute the Cortese List. A soils report may also be required to verify no hazardous materials exist on site. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be located on a site which is included on a list of hazardous materials sites. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>22. Airports</b>					
a)	Result in an inconsistency with an Airport Master Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b)	Require review by the Airport Land Use Commission?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c)	For a project located within an airport land use plan or, where such a plan has not been adopted, within two (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?

d) For a project within the vicinity of a private airstrip, or heliport, would the project result in a safety hazard for people residing or working in the project area?

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan Figure S-20 "Airport Locations," GIS database, Riverside County Airport Land Use Commission (ALUC) Development Review – Directors Determination letter dated May 22, 2023

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in an inconsistency with an Airport Master Plan because no physical development or operational activities would occur with the processing an ordinance amendment. The ALUC stated that the proposed amendments to the ordinance do not involve changes in development standards or allowable land uses that would be in conflict with the underlying compatibility criteria. Therefore, the amendments would not impact the safety of air navigation within the County of Riverside.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). If required, a project site for digital signage would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. The ordinance amendment states that within an Airport Influence Area, the proposed Digital Display shall be submitted to the Airport Land Use Commission for review and compliance with applicable Airport Land Use Compatibility Plan. The ordinance amendment has requirements for digital display transitions that would not allow instantaneous image changes, seamless transitions from one image to the next with no strobing effect, and no moving text or images are allowed. Still images only shall be allowed without flashing, blinking scintillating, traveling, intermittent or moving lights. The digital display would not be allowed to produce the optical illusion of movement, or use animation/videos. Regardless, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was found consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment would not result in an inconsistency with an Airport Master Plan. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not require review by ALUC because no physical development or operational activities would occur with the processing an ordinance amendment. The ALUC stated that the proposed amendments to the ordinance do not involve changes in development standards or allowable land uses that would be in conflict with the underlying compatibility criteria. Therefore, the amendments would not impact the safety of air navigation within the County of Riverside.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). A project site for digital signage would require review by ALUC if located within an Airport Land Use Compatibility Plan. Also, a proposed digital sign project would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was reviewed by ALUC and found to be consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment has been reviewed by ALUC and impacts are considered less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in a safety hazard for people residing or working in airport land use plan areas, or within the vicinity of a private airstrip/heliport because no physical development or operational activities would occur with the processing an ordinance amendment.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). A project site for digital signage would require review by ALUC if located within an Airport Land Use Compatibility Plan. Also, a proposed digital sign project would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was reviewed by ALUC and found to be consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment has been reviewed by ALUC and impacts are considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**HYDROLOGY AND WATER QUALITY** Would the project:

**23. Water Quality Impacts**

a) Violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?

b) Substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in substantial erosion or siltation on-site or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Substantially increase the rate or amount of surface runoff in a manner which would result in flooding on-site or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h) In flood hazard, tsunami, or seiche zones, risk the release of pollutants due to project inundation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure S-9 “Special Flood Hazard Areas,” Figure S-10 “Dam Failure Inundation Zone,” Riverside County Flood Control District Flood Hazard Report/ Condition, GIS database

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the State/Regional Water Regional Quality Control Board. Any future digital signage projects would be reviewed by the County to see if the project would be required to provide a Water Quality Management Plan to identify Best Management Practices to control runoff and treatment of

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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source water to reduce pollutants, including compliance with the provisions of the National Pollution Discharge Elimination System (NPDES) Grading Permit. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the State/Regional Water Regional Quality Control Board. Any future digital signage projects would be reviewed by the County to see if the project would impact the County’s projected water supply. It is unlikely that implementation of a digital signage project would have an impact on water supply due to the nature of such a project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin. Impacts would be less than significant.

c-e) **Less Than Significant Impact**



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would substantially alter existing drainage patterns of a site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces; result in substantial erosion or siltation on-site or off-site; or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site of a subject property because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering design and drainage requirements, as applicable, to ensure that adverse effects pertaining to drainage, erosion or siltation, or changes in stormwater runoff do not occur. All future digital signage projects would be subject to conformance with the County’s engineering design requirement for drainage and stormwater quality, as appropriate. In addition, the utilization of best management practices and compliance with relevant regulating agencies would further reduce potential effects of erosion and siltation resulting from any ground disturbing activities. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would substantially alter existing drainage patterns of a site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces; result in substantial erosion or siltation on-site or off-site; or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site of a subject property. Impacts would be less than significant.

f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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that would create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering drainage design requirements, as applicable, to ensure that adverse effects pertaining to changes in stormwater runoff or quality do not occur and that stormwater runoff can be adequately accommodated via the County’s stormwater infrastructure systems. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff. Impacts would be less than significant.

g) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would impede or redirect flood flows because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering drainage design requirements, as applicable, to ensure that adverse effects pertaining to flooding do not occur. The placement of any signage on a site

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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would be reviewed by the County to verify that any structure to support a sign would not be located in an area that would impede or redirect flood flows. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would impede or redirect flood flows. Impacts would be less than significant.

h) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would cause the risk of release of pollutants due to inundation where properties are located in a flood hazard, tsunami, or seiche zone because no physical development or operational activities would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to flooding, as applicable, and to ensure that adverse effects such as the release of pollutants due to inundation does not occur. The placement of any signage on a site would be reviewed by the County to verify that any structure to support a sign would not be located in an area that would impede or redirect flood flows. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would cause the risk of release of pollutants due to inundation where properties are located in a flood hazard, tsunami, or seiche zone. Impacts would be less than significant.

i) **Less Than Significant Impact**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in a direct physical change in the environment that would cause a conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan because no development is proposed. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to stormwater quality (i.e., conformance with mandatory requirements of the NPDES General Permit, approval of a Water Quality Management Plan, etc.), as applicable, to ensure that adverse effects do not occur. Potential effects on groundwater may also be evaluated, as appropriate, depending on the nature and location of the proposed signage structure. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in a direct physical change in the environment that would cause a conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

<b>LAND USE AND PLANNING</b>	<b>Would the project:</b>			
<b>24. Land Use</b>				
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, GIS database, Project Application Materials

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not disrupt or divide the physical arrangement of an established community because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations so that proposed digital signs would not create barriers (roadways, storm channels, utility transmission lines, etc.) that would divide an established community. Digital signage proposals would be required to apply for a Plot Plan, which would be reviewed and approved by the County. The changing of an advertising message or customary maintenance of a legally existing Outdoor Advertising Display shall not require a Plot Plan and would be ministerially reviewed and approved. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not disrupt or divide the physical arrangement of an established community. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause a direct physical change in the environment that would cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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environmental effect because no development is proposed. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with applicable State and County of Riverside policies and regulations governing land use, including those aimed at reducing a potentially significant environmental effect. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**MINERAL RESOURCES** Would the project:

**25. Mineral Resources**

a) Result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Potentially expose people or property to hazards from proposed, existing, or abandoned quarries or mines?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure OS-6 "Mineral Resources Area."

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State, nor result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan, because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing mining and mineral resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State, nor result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not expose people or property to hazards from proposed, existing, or abandoned quarries or mines because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing mining and mineral resources. A digital signage project is not the type of project that would involve surface mining or other mining activities that would expose people or property to hazards from quarries or mines. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not expose people or property to hazards from proposed, existing, or abandoned quarries or mines Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>NOISE</b> Would the project result in:				
<b>26. Airport Noise</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) For a project located within an airport land use plan or, where such a plan has not been adopted, within two (2) miles of a public airport or public use airport would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) For a project located within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Riverside County General Plan Figure S-20 "Airport Locations," County of Riverside Airport Facilities Map

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not expose people residing or working in the project area to excessive airport noise levels because no development is proposed. Impacts would be less than significant.



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing airport noise levels, including potential ALUC review. The ordinance amendment states that within and Airport Influence Area, proposed Digital Display signage shall be submitted to the Airport Land Use Commission for review and compliance with the applicable Airport Land Use Compatibility Plan. The ordinance amendment also states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in exposing people residing or working in the project area to excessive airport noise levels. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**27. Noise Effects by the Project**

a) Generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Generation of excessive ground-borne vibration or ground-borne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Table N-1 ("Land Use Compatibility for Community Noise Exposure"), Project Application Materials

**Findings of Fact:**

- a) **Less Than Significant Impact**  
**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause the generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing construction and operational noise levels. The ordinance amendment states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. However, any future digital signs would not be anticipated to require significant levels of construction noise levels and operationally would not be anticipated to generate significant amounts of noise. Thus, the proposed ordinance amendment would not result in the generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause the generation of excessive ground-borne vibration or ground-borne noise levels because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing construction and operational vibration levels. The ordinance amendment states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. Because these devices are not allowed, noise and vibration impacts are not anticipated to occur. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in the generation of excessive ground-borne vibration or ground-borne noise levels. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**PALEONTOLOGICAL RESOURCES:**

<b>28. Paleontological Resources</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature?				

**Source(s):** Riverside County General Plan Figure OS-8 "Paleontological Sensitivity"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing paleontological or geologic resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Additionally, most sign permits would only involve minor ground disturbance. Thus, the proposed ordinance amendment would not directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**POPULATION AND HOUSING** Would the project:

**29. Housing**

a) Induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Create a demand for additional housing, particularly housing affordable to households earning 80% or less of the County's median income?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials, GIS database, Riverside County General Plan Housing Element

**Findings of Fact:**

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not induce population growth directly or indirectly, displace people from housing, or create a demand for housing because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing housing needs and population growth. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, the implementation of digital signs would not lead to any population growth, displacement of individuals, or other potential impacts as they relate to population and housing. Thus, the proposed ordinance amendment would not induce population growth directly or indirectly, displace people from housing, or create a demand for housing. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**PUBLIC SERVICES** Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered government facilities or the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the following public services:

**30. Fire Services**

Source(s): Riverside County General Plan Safety Element

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with fire services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving fire service needs and performance objectives. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue hazards or impacts to fire services or create any additional fire hazards. Thus, the proposed ordinance amendment would not cause environmental impacts associated with fire services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>31. Sheriff Services</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with sheriff services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving sheriff service needs and performance objectives. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue impacts on sheriff services. Thus, the proposed ordinance amendment would not cause environmental impacts associated with sheriff services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>32. Schools</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** School District information, GIS database

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with school facilities or services because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving school facility service needs and performance objectives. Any future digital signs would not be anticipated to create any undue impacts on school services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with school facilities or services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**33. Libraries**

**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with library facilities or services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving library facility service needs and performance objectives. Regardless, any future digital signs would not be anticipated to create any undue impacts on library services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with library services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**34. Health Services**

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**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with health services because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving health facility service needs and performance objectives. Regardless, any future digital signs would not be anticipated to create any undue impacts on health services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with health services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**RECREATION** Would the project:

**35. Parks and Recreation**

a) Increase the use of existing neighborhood or regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located within a Community Service Area (CSA) or recreation and park district with a Community Parks and Recreation Plan (Quimby fees)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** GIS database, Ord. No. 460, Section 10.35 (Regulating the Division of Land – Park and Recreation Fees and Dedications), Ord. No. 659 (Establishing Development Impact Fees), Parks & Open Space Department Review

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to recreational facilities or be subject to recreational development fees because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing recreational facilities. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Any future digital signs would not be anticipated to create any undue impacts on parks or recreational facilities. Thus, the proposed ordinance amendment would not cause environmental impacts to recreational facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>36. Recreational Trails</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Include the construction or expansion of a trail system?				

**Source(s):** Riverside County General Plan Figure C-6 Trails and Bikeway System

Findings of Fact:

Refer to response 35 a-c). Impacts to recreational facilities would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>TRANSPORTATION</b> Would the project:				
<b>37. Transportation</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?				
b) Conflict or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g. farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Cause an effect upon, or a need for new or altered maintenance of roads?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Cause an effect upon circulation during the project's construction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
f) Result in inadequate emergency access or access to nearby uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not conflict with circulation plans or policies and would not be inconsistent with vehicle miles traveled (VMT) policy because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside programs, plans, policies, or ordinances addressing transportation/circulation. The requirements stated in the ordinance amendment provide standards that shall be complied with that would reduce visual distractions/hazards to drivers. The standards require digital display controls, limits hours of operation, regulates design, dimming/brightness, luminance, transitions, materials and physical movement of displays. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Any future digital signs would not be anticipated to generate substantial numbers of traffic or cause any other transportation impacts. Thus, the proposed ordinance amendment would not cause environmental impacts to transportation/circulation. Impacts would be less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside roadway and access engineering design and maintenance requirements. Implementing projects would require review and approval from the County to verify circulation hazards and roadway maintenance issues are minimized. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access. Impacts would be less than significant.

e-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside roadway and access engineering design and maintenance requirements. Implementing projects would be required to submit construction circulation and emergency access plans that would be reviewed and approved by the County. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**38. Bike Trails**

a) Include the construction or expansion of a bike system or bike lanes?

Source(s): Riverside County General Plan

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not include the circulation or expansion of a bike system or bike lanes because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve the construction or expansion of a bike system or include bike lanes. However, to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not include the circulation or expansion of a bike system or bike lanes. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**TRIBAL CULTURAL RESOURCES** Would the project cause a substantial adverse change in the significance of a Tribal Cultural Resource, defined in Public Resources Code section 21074 as either a site, feature, place, or cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American Tribe, and that is:

**39. Tribal Cultural Resources**

a) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1 (k)?

b) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1? (In applying the criteria set forth in subdivision (c) of Public Resources Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.)

**Source(s):** County Archaeologist, AB52 Tribal Consultation

a-b) **Less Than Significant Impact**

The California Environmental Quality Act, effective July 2015, has required that the County address Tribal Cultural Resources. Tribal Cultural Resources are those resources with inherent tribal values that are difficult to identify through the same means as archaeological resources. These resources can be identified and understood through direct consultation with the tribes who attach tribal value to the resource. Tribal cultural resources may include Native American archaeological sites, but they may also include other types of resources such as cultural landscapes or sacred places. The appropriate treatment of tribal cultural resources is determined through consultation with tribes.

In compliance with AB52, notices regarding this project were mailed to all requesting tribes.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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No response was received from the Pechanga Band of Luiseno Indians, Soboba Band of Mission Indians, Rincon Band of Luiseno Indians, the Santa Rosa Band of Cahuilla Indians, Ramona Band of Cahuilla Mission Indians, Pala Band of Mission Indians, Augustine Band of Cahuilla Indians, Agua Caliente Band of Cahuilla Indians, Pala Band of Mission Indians, Gabrieleno Band of Mission Indians- Kizh Nation, Gabrieleno Tongva- San Gabriel Band of Mission Indians, Torres Martinez Desert Cahuilla Indians, Twenty- Nine Palms Band of Mission Indians, Cabazon Band of Mission Indians, Morongo Band of Mission Indians, Cahuilla Band of Indians or the Colorado River Indian Tribe.

The Quechan Indian Nation responded in an email dated June 12, 2023 , deferring consultation to closer tribes.

The San Manuel Band responded in an email dated July 5, 2023, requesting consultation. After staffing changes, it was decided that they band was no longer interested in commenting on this project and consultation was concluded July 24, 2023.

No Tribal Cultural Resources were identified by any of the tribes. Therefore, impacts to Tribal Cultural Resources are considered to be less than significant.

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. As determined through the Assembly Bill 52 (AB52) Consultation process, the proposed ordinance amendment would not cause a substantial adverse change in the significance of a Tribal Cultural Resource because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve development that would cause a substantial adverse change in the significance of a Tribal Cultural resource because implementing digital sign project would be reviewed to see if AB52 consultation would be required. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a substantial adverse change in the significance of a Tribal Cultural Resource. Impacts would be less than significant.



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**UTILITIES AND SERVICE SYSTEMS** Would the project:

40. Water	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Require or result in the relocation or construction of new or expanded water, wastewater treatment, or storm water drainage systems, whereby the construction or relocation would cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Project Application Materials, Service Provider

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in construction, relocation or expansion of water, wastewater treatment or storm drainage systems, no water supply availability because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve the construction or expansion of water, wastewater or stormwater facilities. Installation of signage would not involve water use, generation of wastewater, or create water runoff that would utilize a storm drain system. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in construction, relocation or expansion of water, wastewater treatment or storm drainage systems, no water supply availability. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**41. Sewer**

a) Require or result in the construction of new wastewater treatment facilities, including septic systems, or expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects?

b) Result in a determination by the wastewater treatment provider that serves or may service the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

**Source(s):** Department of Environmental Health Review, Service Provider

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to any sewer facilities because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely that any digital signage project would require or result in the construction or expansion of wastewater treatment facilities. A digital signage project would not generate wastewater that would require treatment and would not impact any

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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existing wastewater treatment plant capacity. Thus, there would be no environmental effects caused by a future digital signage project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts to any sewer facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**42. Solid Waste**

a) Generate solid waste in excess of State or Local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?

b) Comply with federal, state, and local management and reduction statutes and regulations related to solid wastes including the CIWMP (County Integrated Waste Management Plan)?

Source(s): Riverside County General Plan, Riverside County Waste Management District correspondence, Service Provider

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to any solid waste facilities because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. A digital signage project may generate solid waste during installation of the sign and may involve some scrap electrical wires, plastic wrap, cardboard containers and any other relevant items that may be utilized to unpack and install digital signage. Any disposal of solid waste would be required to comply with federal, State and local regulations regarding solid waste reduction goals and waste management plans. Thus, there would be no environmental effects caused by disposal of solid waste from a future digital signage project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts to any solid waste facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**43. Utilities**

Would the project impact the following facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects?

a) Electricity?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Natural gas?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Communications systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Street lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Maintenance of public facilities, including roads?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Other governmental services?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Project Application Materials, Utility Service Providers

Findings of Fact:

a-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not impact utility facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. The environmental analysis for each utility as indicated in Section 43, Utilities a-f) follows:

**ELECTRICITY:**

Refer to responses in Section 10, Energy. Construction and operation of a digital sign is anticipated to utilize a negligible amount of electricity. Most tools utilized for installation are either hand-held or are electrified with a charged battery, which utilizes minimal amounts of energy to charge. The sign would most likely be lit utilizing energy efficient LED technology that does not consume a significant amount of energy. Any implementing project is not anticipated to impact the energy facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because of the negligible amount of energy utilized for construction or operation. Impacts would be less than significant.

**NATURAL GAS:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would require any use of natural gas. Any implementing project is not anticipated to impact the natural gas facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because of the negligible amount of energy utilized for construction or operation. Impacts would be less than significant.

**COMMUNICATION SYSTEMS:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would require any significant utilization of a communication system. Any implementing project is not anticipated to impact a communication system requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**STREET LIGHTING:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would be required to illuminate a street, parking lot or security lighting. It is unlikely that a digital sign would be used for street lighting. Any implementing project is not anticipated to impact street lighting facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**MAINTENANCE OF PUBLIC FACILITIES/ROADS:**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would trigger any required maintenance of public facilities or roads beyond what typically occurs. Any implementing project is not anticipated to impact public facilities or roads requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**OTHER GOVERNMENTAL SERVICES:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would be required to utilize other governmental services. It is not known at this time what other governmental services would be involved with digital signage implementation. Any implementing project is not anticipated to impact other governmental services requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts are considered less than significant.

However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not impact utility facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**WILDFIRE** If located in or near a State Responsibility Area (“SRA”), lands classified as very high fire hazard severity zone, or other hazardous fire areas that may be designated by the Fire Chief, would the project:

<b>44. Wildfire Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Substantially impair an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
d) Expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Expose people or structures either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure S-11 "Wildfire Susceptibility", GIS database, Project Application Materials

Findings of Fact:

a-e) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing emergency response, evacuation and risks resulting from the potential for wildfire events (i.e., landslides; exposure of people or structures to a significant risk of loss, injury, or death involving wildland fires; maintenance of associated infrastructure that may exacerbate risks, etc.). Future development would also be evaluated with relevance to the California Department of Forestry and Fire Protection (CAL FIRE) Severity Zone Maps relative to the potential for wildfire risk. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue hazards or impacts to fire services or create any additional fire hazards. Thus, the proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required

**MANDATORY FINDINGS OF SIGNIFICANCE** Does the Project:

**45.** Have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?

**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not substantially degrade the quality of the environment, substantially reduce the habitat of fish or wildlife species, cause a fish or wildlife populations to drop below self-sustaining levels, threaten to eliminate a plant or animal community, or reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires. Impacts would be less than significant.

46. Have impacts which are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, other current projects and probable future projects)?

**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not have impacts which are individually limited, but cumulatively considerable because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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proposed ordinance amendment would not have impacts which are individually limited, but cumulatively considerable. Impacts would be less than significant.

47. Have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly. Impacts would be less than significant.

**VI. EARLIER ANALYSES**

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Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration as per California Code of Regulations, Section 15063 (c) (3) (D). In this case, a brief discussion should identify the following:

Earlier Analyses Used, if any: N/A

Location Where Earlier Analyses, if used, are available for review:

Location: County of Riverside Planning Department  
4080 Lemon Street 12<sup>th</sup> Floor  
Riverside, CA 92501

Revised: 3/13/2024 12:12 PM  
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# RIVERSIDE COUNTY PLANNING DEPARTMENT

**REPORT OF ACTIONS**  
**RIVERSIDE COUNTY PLANNING COMMISSION – April 3, 2024**  
COUNTY ADMINISTRATIVE CENTER  
1<sup>st</sup> Floor, Board Chambers, 4080 Lemon Street, Riverside, CA 92501

1<sup>st</sup> District  
Shade Awad

2<sup>nd</sup> District  
Marissa Gruytch

3<sup>rd</sup> District  
Olivia Balderrama

4<sup>th</sup> District  
Bill Sanchez  
Chair

5<sup>th</sup> District  
Romelio Ruiz  
Vice- Chair

**CALL TO ORDER:** 9:00 a.m.

**ROLL CALL:** Members Present: Gruytch, Ruiz, Balderrama, Sanchez  
Members Absent: Awad

**1.0 CONSENT CALENDAR:**

NONE

**2.0 GENERAL PLAN AMENDMENT INITIATION PROCEEDINGS:**

NONE

**3.0 PUBLIC HEARINGS – CONTINUED ITEMS:**

3.1 NONE

**4.0 PUBLIC HEARINGS – NEW ITEMS:**

4.1 **CHANGE OF ZONE NO. 2000001 – ADOPT AMENDMENT TO ORDINANCE NO. 348 and INTENT TO ADOPT A NEGATIVE DECLARATION**, previously circulated on July 28, 2023 – Applicant: Kok Development, Inc. – Engineer/ Representative: Arean 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 text sections which do not change the intent or existing requirements within existing language. These changes apply to unincorporated areas of Riverside County. All Districts. Project Planner: Richard Marshalian at (951) 955-2525 or email at [RMarshalian@rivco.org](mailto:RMarshalian@rivco.org).

**Planning Commission Action:**

Public Hearing: Closed

By a vote of 4-0, the Planning Commission recommends that the Board of Supervisors take the following actions:

**ADOPT** The Negative Declaration; and,

**APPROVE** Change of Zone No. 2000001.

**5.0 WORKSHOPS:**

NONE

**6.0 PUBLIC COMMENTS:**

NONE

**7.0 DIRECTOR’S REPORT:**

**8.0 COMMISSIONER’S COMMENTS:**

**ADJOURNMENT: 9:38am**



# RIVERSIDE COUNTY PLANNING DEPARTMENT

## MINUTE ORDER

**RIVERSIDE COUNTY PLANNING COMMISSION – April 3, 2024**  
COUNTY ADMINISTRATIVE CENTER  
1<sup>ST</sup> Floor, Board Chambers, 4080 Lemon Street, Riverside, CA 92501

- I. AGENDA ITEM 4.1**  
**CHANGE OF ZONE NO. 2000001 – ADOPT AMENDMENT TO ORDINANCE NO. 348 and INTENT TO ADOPT A NEGATIVE DECLARATION**, previously circulated on July 28, 2023 – Applicant: Kok Development, Inc. – Engineer/Representative: Areal Park – Location: Countywide

- II. PROJECT DESCRIPTION:**  
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 text sections which do not change the intent or existing requirements within existing language. These changes apply to unincorporated areas of Riverside County. All Districts.

- III. MEETING SUMMARY:**  
The following staff presented the subject proposal:  
Richard Marshalian at 951-955-2525 or email at [RMarshalian@rivco.org](mailto:RMarshalian@rivco.org).

No one Spoke in favor

Spoke in opposition:  
Ruth Brissenden  
Jerry Singich  
Mark Carrington

No one spoke in a neutral position

- IV. CONTROVERSIAL ISSUES:**  
None.

- V. PLANNING COMMISSION ACTION:**  
Public Comments: Closed  
Motion by Commissioner Sanchez, 2<sup>nd</sup> by Commissioner Gruytch  
By a vote of 4-0, (Commissioner Awad absent) the Planning Commission recommends that the Board of Supervisors take the following actions:

**ADOPT** The Negative Declaration; and,

**APPROVE** Change of Zone No. 2000001.



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STAFF REPORT**

**Agenda Item No.**

4.1

(ID # 24452)

**MEETING DATE:**

**Wednesday, April 03, 2024**

**SUBJECT:** 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. Other 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. These changes apply to unincorporated areas of Riverside County. All Districts. Adopt a Negative Declaration pursuant to CEQA. Project Planner: Richard Marshalian at 951-955-2525 or email at RMarshalian@rivco.org.

**PROPOSED PROJECT**

Case Number(s):	CZ2000001
Environmental Type:	Negative Declaration
Area Plan No.	
Zoning Area/District:	
Supervisory District:	All Districts
Project Planner:	Richard Marshalian
Project APN(s):	
Continued From:	



John Hildebrand, Planning Director 3/28/2024

**PROJECT DESCRIPTION AND LOCATION**

Change of Zone No. 2000001, hereinafter referred to as the “Project”, 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. This amendment will establish locations, development and operation standards, and a discretionary 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. Other technical changes and language clarifications include the adjustment

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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 Project, as proposed, affects and applies to only the unincorporated areas of the entire County of Riverside where on-site advertising structures and signs are already permitted.

**PROJECT RECOMMENDATION**

**STAFF RECOMMENDATIONS:**

**THAT THE PLANNING COMMISSION RECOMMENDS THAT THE BOARD OF SUPERVISORS TAKE THE FOLLOWING ACTIONS:**

**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,**

**APPROVE CHANGE OF ZONE NO. 2000001 to approve the **Ordinance No. 348** amendent to establish regulations for digital on-site advertising displays and other technical changes within the unincorporated areas of Riverside County based on the findings and conclusions incorporated into this staff report.**

**PROJECT BACKGROUND AND ANALYSIS**

**Background:**

Currently, Ordinance No. 348, Section 19.4 allows on-site advertising signs but does not specify that these on-site signs are able to be digital. An on-site advertising sign is defined in Section 19.2 of Ordinance 348, and generally refers to any structure, device, or display that advertises a business or activity that is established on the lot the sign is established. On-site advertising signs are not Outdoor Advertising Displays or “Billboards”, the standards for which are left unchanged. Many jurisdictions in Riverside County and surrounding areas allow digital displays for on-site advertising signs, either on a case-by-case basis, or following different permitting procedures and provided varying standards are met.

The proposed text amendment would allow on-site digital displays for a portion of the allowable area for on-site advertising displays, provided certain development standards are met and a discretionary permit is obtained.

The Project allows the ability to have a digital sign by creating a new definition for “digital display,” which is defined as “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 placed and exhibits static images through the use of grid lights, cathode ray

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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.” Furthermore, “the ability to have a digital display only applies to on-site advertising structures or signs.” Digital displays are carefully controlled by the subsequently described development standards.

Additionally, the Project will establish development and operation standards based on the location of the proposed sign and a permitting process to allow for on-site digital signage. These sections are summarized below.

**Standards for Establishment of On-Site Advertising Signs**

Establishment and development standards for digital or conventional on-site advertising signs depend on their location, summarized below:

1. Within 660 feet of a freeway - A conventional or digital sign may not exceed 50 feet in height and the surface area of the sign cannot 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.
2. Commercial and Industrial Zones - A digital sign must not exceed 20 feet in height and the surface areas of the sign cannot exceed 50 square feet or 0.25 percent ( $\frac{1}{4}$  of 1 percent) of the total existing building floor area in a shopping center, whichever is greater, except that in any event, no sign shall exceed 300 square feet.

Single face and back-to-back signs are allowed. For on-site advertising signs or structures 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.

3. All other locations – Digital signs are not permitted. No changes to location standards for conventional signs.

**Digital Display Development and Operation Standards**

Digital displays shall comply with standards found under Section 19.4, some of which are highlighted below:

1. Not more than one free-standing sign shall be permitted on a parcel of land, except that if a shopping center has frontage on two or more streets, the shopping center shall be permitted two free-standing signs, provided that the two signs are not located on the



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same street; are at least 100 feet apart and the second sign does not exceed 100 square feet in surface area and 20 feet in height.

2. Hours of operation shall be 24 hours a day, except when the display is located within 300 feet of areas that are zoned for residential, conservation, or as limited by an approved Signage Program.
3. Dimming capabilities will be able to be controlled physically on-site as well as with software which can be accessed remotely from operator's location and updated instantly.
4. The luminance of any digital display shall transition smoothly at a consistent rate of speed from the Daytime Luminance Level to the Nighttime Luminance Level.
5. Digital display transition requirements include a rate of refresh of no more frequent than every six seconds.
6. No Digital Display, or portion thereof, shall move or rotate, to display any moving and/or rotating parts. No propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion, shall be permitted. Use of daylight reflective materials, such as mirrored glass, are prohibited.
7. Within the Palomar Observatory Special Lighting Area, all displays shall comply with the requirements of County Ordinance No. 655. All displays and lighting shall comply with Ordinance No. 915 Regulating Outdoor Lighting.
8. Additional requirements, including specifications for brightness and dimming are found in Section 19.4

**Permitting Process**

Change of Zone No. 2000001 establishes a permitting process for on-site digital signs, outlined in Section A, Permit Procedures. The permitting process would require discretionary approval of a plot plan with a public hearing, in accordance with specific findings in the proposed ordinance. In addition, for on-site conventional or digital displays exceeding the parameters in the ordinance, a request for relief could be requested via the plot plan, which would still be a discretionary action approved through a Director's Hearing. Thereafter, the action could be appealed at the Planning Commission.

**Airport Land Use Commission (ALUC)**

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This is a County-wide proposed amendment to Ordinance No. 348 and as such, requires review and determination of consistency by the Airport Land Use Commission (ALUC). This Project was transmitted to ALUC, which subsequently provided a determination letter under File No. ZAP1073RG23, dated May 22, 2023, finding the proposed amendment to Ordinance No. 348 consistent with all Riverside County Airport Land Use Compatibility Plans.

**Assembly Bill 52**

The Project is subject to Assembly Bill (AB) 52, which requires that an opportunity for consultation be made available to Native American Tribes in the County. Request for consultation letters were sent out to the Tribes within Riverside County on June 12, 2023, with a response for consultation required on or before July 12, 2023. During the 30-day period, the San Manuel Band responded in an email dated July 5, 2023, requesting consultation. After staffing changes, it was decided that the band was no longer interested in commenting on this project and consultation was concluded July 24, 2023.

**ENVIRONMENTAL REVIEW / ENVIRONMENTAL FINDINGS**

An Initial Study (IS) and Negative Declaration (ND) have been prepared for this Project, in accordance with the California Environmental Quality Act (CEQA). The IS and ND represent the independent judgment of Riverside County. A Notice of Intent to Adopt a Negative Declaration was prepared and the documents were circulated for a 30-day public review period from July 27 to August 28, 2023. Since the environmental noticing period, the draft text amendment document was updated to require discretionary review of proposed digital signs. As a result of those changes, the environmental document was recirculated for additional review from March 13 to April 3, 2024. The documents supporting this determination are located at the Planning Department at 4080 Lemon Street, 12th Floor, Riverside, CA 92502.

**FINDINGS AND CONCLUSIONS**

**In order for the County to approve the proposed project, the following findings are required to be made:**

1. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 applies to all unincorporated areas of Riverside County.
2. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 modifies and adds new provisions to the existing Article XIX Advertising Regulations, Section 19.2 through 19.5, On-Site Advertising Structures and Signs, within Ordinance No. 348 (Land Use).

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3. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 is consistent with and in conformance with all elements of the Riverside County General Plan.

Specifically, General Plan Policy LU 7.1. states, “Require land uses to develop in accordance with the General Plan and area plans to ensure compatibility and minimize impacts.” The provisions under this ordinance amendment will create a process that includes locations, development, and operation standards, and permitting requirements for digital signage, to ensure that the signage is compatible with the community. Furthermore, while this ordinance amendment applies countywide, each future application for an on-site digital sign will be evaluated individually.

Additionally, the General Plan Policy LU 8.1.b. states, “Accommodate the development of a balance of land uses that maintain and enhance Riverside County’s fiscal viability, economic diversity, and environmental integrity.” The provisions under this ordinance amendment will allow on-site digital signage intended to enhance the economic viability of the businesses on which the signs are located. Furthermore, it will allow businesses in unincorporated areas of the County to be competitive with businesses in surrounding jurisdictions that already allow larger on-site digital signs.

4. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 is internally consistent with the provisions of Ordinance No. 348.
5. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 was reviewed by the Riverside County Airport Land Use Commission (ALUC) and was determined to be consistent with their plans, having no major impacts.
6. Change of Zone No. 2000001 and the associated amendment to Ordinance No. 348 applies to digital on-site displays that shall comply with all applicable federal, state, and local laws, rules, and regulations in effect at the time that they are erected.
7. In compliance with Assembly Bill 52 (AB52), notices regarding this project were mailed to all requesting tribes on June 12, 2023. During the 30-day period, the San Manuel Band responded in an email dated July 5, 2023, requesting consultation. After staffing changes, it was decided that the band was no longer interested in commenting on this project and consultation was concluded July 24, 2023.

**PUBLIC HEARING NOTIFICATION AND COMMUNITY OUTREACH**

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A 30-day public review period for the environmental document was from July 27 to August 28, 2023. At the beginning of the 30-day environmental noticing period, all cities in Riverside County and the California Department of Transportation (Caltrans) received notices about the Project. Two comment letters were received after the conclusion of the 30-day environmental noticing period. The City of Temecula submitted a comment letter on August 30, 2023 and the City of Menifee submitted a comment letter on September 1, 2023. A duly noticed public hearing was scheduled in front of the Planning Commission for September 20, 2023, and continued off calendar.

Revisions were made to the draft ordinance and environmental document and the environmental document was recirculated for a 20-day public review period from March 13, 2024 to April 3, 2024. A public hearing notice for this ordinance amendment was included in a publication of the Press Enterprise and Desert Sun newspapers. No additional comments were received as of the writing of this staff report.

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**ATTACHMENTS:**

- Attachment A: Initial Study/Negative Declaration
- Attachment B: Draft Ordinance No. 348 Text Amendment
- Attachment C: Draft Ordinance No. 348 Text Amendment (Redlined)
- Attachment D: Comment Letters
- Attachment E: Notice of Public Hearing

  
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Aaron Gettis, Chief of Deputy County Counsel      3/28/2024

# COUNTY OF RIVERSIDE

## ENVIRONMENTAL ASSESSMENT FORM: INITIAL STUDY

**Environmental Assessment (CEQA / EA) Number:** N/A  
**Project Case Type (s) and Number(s):** CZ2000001  
**Lead Agency Name:** County of Riverside Planning Department  
**Address:** 4080 Lemon Street 12<sup>th</sup> Floor, Riverside, CA 92501  
**Contact Person:** Richard Marshalian  
**Telephone Number:** 951-494-7555  
**Applicant's Name:** KoK Development, Inc  
**Applicant's Address:** 24020 Lawson Road, Corona, CA 92883

### I. PROJECT INFORMATION

**Project Description: CHANGE OF ZONE NO. CZ2000001** – Intent to Adopt a Negative Declaration – provided a plot plan is approved at a public hearing in accordance with Section 18.30 of Ordinance No. 348. Applicant: Kok Development, Inc – Engineer/Representative: Areal Park. Location: Countywide.

**REQUEST:** Change of Zone No. CZ2000001 is an amendment to Ordinance No. 348.4978, 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. CZ2000001 will establish locations, development, and operation standards for various signs, and a permitting process to allow for on-site digital signage. 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.

Digital signage would be permitted for on-site advertising only (not general advertising) in various commercial and manufacturing/industrial zones provided all location and development standards are met and a plot plan is approved at a public hearing in according with Section 18.30 of Ordinance No. 348.

Location standards for digital signs include the following: limiting the distance between digital signs, including limits on free standing signs located within 660 feet of a freeway to 1,000 feet from another digital sign (applies to digital and non-digital signs); restrictions on location of signs; limitations on mobile displays; compliance standards where signs are located within special lighting areas or Airport Influence Areas.

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; , limitations to brightness/luminance, including specific brightness constraints tied to hours of the day; display controls, with the ability to control luminance levels and automatic dimming technology; display face is limited to 50 square feet in area, which can be increased for the building area of a shopping center up to a maximum of 200 square feet; limiting hours of operation for digital signs located within 300 feet of residential or conservation areas; materials must be non-reflective, black background and designed to further prevent light refraction and diffuse the light; all sounds or odors generation are not allowed; and limiting the number of freestanding signs to one sign per parcel, unless increased to two signs for certain shopping centers (applied to both digital and non-digital signs). No digital signs will be allowed to rotate or have other embellishments (e.g. propellers, flags). Lastly, no digital signs will be allowed that obstruct any traffic sign, signals, or cause any other traffic risks, including the vision of drivers approaching, merging, or intersecting traffic.

Along with other clarification changes, approval of all other On-Site Advertising Structures or Signs will remain ministerial provided all location and development standards are met. Updates to the On-Site Advertising

Structures or Signs sections shall apply to new signs and include the following: Increased maximum height of freestanding signs from 45 to 50 feet when located within 660 feet from the edge of a highway line, increased maximum allowable sign area, and architectural framing in excess of allowable sign area, provided a permit is obtained. The maximum surface area of a sign shall not exceed 150 square feet except for project sites with an area in excess of 15 acres, the sign area shall be 10 square feet per acre of the site up to a maximum of 400 square feet. Moreover, for onsite advertising freestanding signs not located within 660 feet of a freeway and located within a commercial or manufacturing/industrial zone, the signs will be limited to the following: signs shall be limited to 20 feet in height; sign areas shall range between 50 to 200 square feet (limited to a maximum of 50 feet for all other zones). These changes apply to unincorporated areas of Riverside County. Refer to Appendix A for the proposed Ordinance revisions.

**A. Type of Project:** Site Specific ; Countywide  Community ; Policy .

**B. Total Project Area:** Countywide

<b>Residential Acres:</b>	<b>Lots:</b>	<b>Units:</b>	<b>Projected No. of Residents:</b>
<b>Commercial Acres:</b>	<b>Lots:</b>	<b>Sq. Ft. of Bldg. Area:</b>	<b>Est. No. of Employees:</b>
<b>Industrial Acres:</b>	<b>Lots:</b>	<b>Sq. Ft. of Bldg. Area:</b>	<b>Est. No. of Employees:</b>
<b>Other:</b>			

**C. Assessor's Parcel No(s):** Countywide

**Street References:** Countywide

**D. Section, Township & Range Description or reference/attach a Legal Description:**  
Countywide

**E. Brief description of the existing environmental setting of the project site and its surroundings:** Countywide

**F. Other Public Agency Involvement and Required Permits:**

**II. APPLICABLE GENERAL PLAN AND ZONING REGULATIONS**

**A. General Plan Elements/Policies:** Countywide for all below

1. Land Use:
2. Circulation:
3. Multipurpose Open Space:
4. Safety:
5. Noise:
6. Housing:
7. Air Quality:
8. Healthy Communities:
  - a) Environmental Justice Summary:

**B. General Plan Area Plan(s):**

**C. Foundation Component(s):**

**D. Land Use Designation(s):**

**E. Overlay(s), if any:**

**F. Policy Area(s), if any:**

**G. Adjacent and Surrounding:**

**1. General Plan Area Plan(s):**

**2. Foundation Component(s):**

**3. Land Use Designation(s):**

**4. Overlay(s), if any:**

**5. Policy Area(s), if any:**

**H. Adopted Specific Plan Information**

**1. Name and Number of Specific Plan, if any:**

**2. Specific Plan Planning Area, and Policies, if any:**

**I. Existing Zoning:**

**J. Proposed Zoning, if any:**

**K. Adjacent and Surrounding Zoning:**

### **III. ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED**

The environmental factors checked below ( x ) would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" or "Less than Significant with Mitigation Incorporated" as indicated by the checklist on the following pages.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Aesthetics                     | <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Recreation                         |
| <input type="checkbox"/> Agriculture & Forest Resources | <input type="checkbox"/> Hydrology / Water Quality     | <input type="checkbox"/> Transportation                     |
| <input type="checkbox"/> Air Quality                    | <input type="checkbox"/> Land Use / Planning           | <input type="checkbox"/> Tribal Cultural Resources          |
| <input type="checkbox"/> Biological Resources           | <input type="checkbox"/> Mineral Resources             | <input type="checkbox"/> Utilities / Service Systems        |
| <input type="checkbox"/> Cultural Resources             | <input type="checkbox"/> Noise                         | <input type="checkbox"/> Wildfire                           |
| <input type="checkbox"/> Energy                         | <input type="checkbox"/> Paleontological Resources     | <input type="checkbox"/> Mandatory Findings of Significance |
| <input type="checkbox"/> Geology / Soils                | <input type="checkbox"/> Population / Housing          |   |
| <input type="checkbox"/> Greenhouse Gas Emissions       | <input type="checkbox"/> Public Services               |   |

#### IV. DETERMINATION

On the basis of this initial evaluation:

<b>A PREVIOUS ENVIRONMENTAL IMPACT REPORT/NEGATIVE DECLARATION WAS NOT PREPARED</b>
<input checked="" type="checkbox"/> I find that the proposed project <b>COULD NOT</b> have a significant effect on the environment, and a <b>NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/> I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project, described in this document, have been made or agreed to by the project proponent. <b>A MITIGATED NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/> I find that the proposed project <b>MAY</b> have a significant effect on the environment, and an <b>ENVIRONMENTAL IMPACT REPORT</b> is required.

<b>A PREVIOUS ENVIRONMENTAL IMPACT REPORT/NEGATIVE DECLARATION WAS PREPARED</b>
<input type="checkbox"/> I find that although the proposed project could have a significant effect on the environment, <b>NO NEW ENVIRONMENTAL DOCUMENTATION IS REQUIRED</b> because (a) all potentially significant effects of the proposed project have been adequately analyzed in an earlier EIR or Negative Declaration pursuant to applicable legal standards, (b) all potentially significant effects of the proposed project have been avoided or mitigated pursuant to that earlier EIR or Negative Declaration, (c) the proposed project will not result in any new significant environmental effects not identified in the earlier EIR or Negative Declaration, (d) the proposed project will not substantially increase the severity of the environmental effects identified in the earlier EIR or Negative Declaration, (e) no considerably different mitigation measures have been identified and (f) no mitigation measures found infeasible have become feasible.
<input type="checkbox"/> I find that although all potentially significant effects have been adequately analyzed in an earlier EIR or Negative Declaration pursuant to applicable legal standards, some changes or additions are necessary but none of the conditions described in California Code of Regulations, Section 15162 exist. An <b>ADDENDUM</b> to a previously-certified EIR or Negative Declaration has been prepared and will be considered by the approving body or bodies.
<input type="checkbox"/> I find that at least one of the conditions described in California Code of Regulations, Section 15162 exist, but I further find that only minor additions or changes are necessary to make the previous EIR adequately apply to the project in the changed situation; therefore a <b>SUPPLEMENT TO THE ENVIRONMENTAL IMPACT REPORT</b> is required that need only contain the information necessary to make the previous EIR adequate for the project as revised.
<input type="checkbox"/> I find that at least one of the following conditions described in California Code of Regulations, Section 15162, exist and a <b>SUBSEQUENT ENVIRONMENTAL IMPACT REPORT</b> is required: (1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; (2) Substantial changes have occurred with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any the following:(A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;(B) Significant effects previously examined will be substantially more severe than shown in the previous EIR or negative declaration;(C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measures or alternatives; or,(D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR or negative declaration would substantially reduce one or more significant effects of the project on the environment, but the project proponents decline to adopt the mitigation measures or alternatives.



*Richard Marshalian*

Signature

3/12/2024

Date

Richard Marshalian

Printed Name

For: John Hildebrand  
*Planning Director*

**V. ENVIRONMENTAL ISSUES ASSESSMENT**

In accordance with the California Environmental Quality Act (CEQA) (Public Resources Code Section 21000-21178.1), this Initial Study has been prepared to analyze the proposed project to determine any potential significant impacts upon the environment that would result from construction and implementation of the project. In accordance with California Code of Regulations, Section 15063, this Initial Study is a preliminary analysis prepared by the Lead Agency, the County of Riverside, in consultation with other jurisdictional agencies, to determine whether a Negative Declaration, Mitigated Negative Declaration, or an Environmental Impact Report is required for the proposed project. The purpose of this Initial Study is to inform the decision-makers, affected agencies, and the public of potential environmental impacts associated with the implementation of the proposed project.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
<b>AESTHETICS</b> Would the project:				
<b>1. Scenic Resources</b>				
a) Have a substantial effect upon a scenic highway corridor within which it is located?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings and unique landmark features; obstruct any prominent scenic vista or view open to the public; or result in the creation of an aesthetically offensive site open to public view?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) In non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from publicly accessible vantage points.) If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure C-8 "Scenic Highways"

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment in regard to scenic resources. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the

development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage application would be separately examined in accordance with CEQA as part of the plot plan process, as well as be required to comply with federal, State and County of Riverside policies and regulations governing scenic quality. The ordinance amendment, as discussed in the project description and shown in the updated ordinance, includes digital display requirements such as, but not limited to, size, location, digital display controls, hours of operation, design, dimming/brightness, luminance, transitions, materials used, physical movement and compliance with lighting ordinances. The minor increase in height from 45 to 50 feet for non-digital signs would be minimal, as well as the potential increase in sign area at shopping centers. The ordinance amendment includes regulations for Scenic Highways for distances and widths within roadway right-of-way (see Appendix A, Section 1-S, Significant Resources 1-7). The ordinance amendment also includes regulations and requirements for on-site signage on buildings, monument signs and sheathed-support signs along scenic corridors designated within the Eastern Coachella Valley and Western Coachella Valley Community Plans (refer to Appendix A, Section 3-I, On-Site Signage Along Scenic Corridors Designated within the Eastern Coachella Valley and Western Coachella Valley Community Plans, 1 - 5). However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, as illustrated in the proposed ordinance amendment, multiple controls, and restrictions (height, location, zone restrictions, limitations to hours of operations for projects located close to residential or conservation zones, etc.) have been included within the ordinance to help reduce any potential impacts, including aesthetic and lighting impacts. Thus, the proposed ordinance amendment would not have a substantial effect upon scenic resources. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**2. Mt. Palomar Observatory**

a) Interfere with the nighttime use of the Mt. Palomar Observatory, as protected through Riverside County Ordinance No. 655?

**Source(s):** GIS database, Ord. No. 655 (Regulating Light Pollution)

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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proposed ordinance amendment would not cause a direct physical change in the environment in regard to scenic resources. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA (if required), as well as be required to comply with federal, State and County of Riverside policies and regulations, including compliance with Ordinance No. 655 that regulates light pollution. The ordinance amendment has lighting and illumination requirements to control the display design, luminance/brightness, display transitions, signage movement, hours of operation and the requirement to comply with Riverside County Lighting Ordinances. These controls/restrictions will greatly reduce any potential physical environmental impacts for future digital signs related to lighting. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a substantial effect upon the nighttime use of the Mt. Palomar Observatory. Impacts would be considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

3. Other Lighting Issues	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Expose residential property to unacceptable light levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Ord. No. 655 and Ord. No. 915.

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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in regard to creating substantial light, glare or unacceptable light levels. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

Please see responses above and the project description for additional details. The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations, including compliance with Ordinance No. 655 that regulates light pollution. This would include compliance with Riverside County Ordinance No. 915. Ordinance No. 915 requires that all outdoor luminaries shall be located, adequately shielded, and directed such that no direct light falls outside the parcel of origin, or onto the public right-of-way. Outdoor luminaries shall not blink, flash or rotate. Adherence to Ordinance No. 955 and Ordinance No. 655 (where it would apply) along with design review and approvals by the County would ensure that certain levels of light, light trespass, and associated glare would not jeopardize the health, safety, general welfare, or degrade the quality of life of the existing land uses within the surrounding community. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause other lighting issues. Impacts would be considered less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**AGRICULTURE & FOREST RESOURCES** Would the project:

4. Agriculture	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland) as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with existing agricultural zoning, agricultural use or with land subject to a Williamson Act contract or land within a Riverside County Agricultural Preserve?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Cause development of non-agricultural uses within 300 feet of agriculturally zoned property (Ordinance No. 625 "Right-to-Farm")?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Riverside County General Plan Figure OS-2 "Agricultural Resources," GIS database, Project Application Materials, Ord. No. 625 (Right to Farm)

Findings of Fact:

a-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would convert farmland to non-agricultural use, nor impair properties zoned for agricultural uses. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance with Riverside County Ordinance No. 625, Right to Farm. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. The proposed ordinance amendment would not involve changes in the existing environment that would result in conversion of Farmland to non-agricultural uses. Thus, the proposed ordinance amendment would not convert farmland, nor impair agricultural zoned properties. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**5. Forest**

a) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Govt. Code section 51104(g))?

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure OS-3a "Forestry Resources Western Riverside County Parks, Forests, and Recreation Areas," Figure OS-3b "Forestry Resources Eastern Riverside County Parks, Forests, and Recreation Areas," Project Application Materials

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would convert forest land to non-forest use, nor impair properties zoned for timberland production. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance with Public Resources Code section 12220(g)), Public Resources Code section 4526, or Govt. Code section 51104(g)) that relate to forestland, native trees and timberland. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. The proposed ordinance amendment would not involve changes in the existing environment that would result in conversion of Farmland to non-agricultural uses. Thus, the proposed ordinance amendment would not convert forest or timberland, nor impair timberland zoned properties. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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<b>AIR QUALITY</b> Would the project:				
<b>6. Air Quality Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Expose sensitive receptors, which are located within one (1) mile of the project site, to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), SCAQMD CEQA Air Quality Handbook

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not conflict with or obstruct implementation of an applicable air quality plan, result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance/consistency with the Riverside County Climate Action Plan and the South Coast Air Quality Management District air quality emissions regulations. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Further, digital signage implementation would not create any particular air quality



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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impacts beyond a typical signage installation, the construction of which would be anticipated to be very minimal in nature. Operation would utilize electricity, which would not emit any particulates that could impact air quality. It's unlikely that the project would have significant regional air quality impacts. Thus, the proposed ordinance amendment would not conflict with an air quality management plan or generate new sources of air emissions. Impacts would be less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not expose people to substantial pollutant concentrations, or result in other emissions (such as those leading to odors) adversely affecting a substantial number of people. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations. This would include compliance/consistency with the Riverside County Climate Action Plan and the South Coast Air Quality Management District air quality emissions regulations. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Further, digital signage implementation would not create any particular air quality impacts beyond a typical signage installation, the construction of which would be anticipated to be very minimal in nature. Operation would utilize electricity, which would not emit any particulates that could impact air quality. It's unlikely that the project would have significant regional air quality impacts. Thus, the proposed ordinance amendment would not expose people to substantial pollutant concentrations, or result in other emissions (such as those leading to odors) adversely affecting a substantial number of people. Impacts are considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**BIOLOGICAL RESOURCES** Would the project:

<b>7. Wildlife &amp; Vegetation</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, or other approved local, regional, or state conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have a substantial adverse effect, either directly or through habitat modifications, on any endangered, or threatened species, as listed in Title 14 of the California Code of Regulations (Sections 670.2 or 670.5) or in Title 50, Code of Federal Regulations (Sections 17.11 or 17.12)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U. S. Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, and regulations or by the California Department of Fish and Game or U. S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Have a substantial adverse effect on State or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** GIS database, WRCMSHCP and/or CVMSHCP

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a substantial adverse effect, either directly or

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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through habitat modifications, on any endangered, or threatened species because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or agency regulatory permitting issues. This would include compliance/consistency with the MSHCP and other wildlife agency requirements. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. Thus, the proposed ordinance amendment would not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, or other approved local, regional, or state conservation plan. Impacts are considered less than significant.

b-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not modify any habitat and would not cause a substantial adverse effect on any endangered, or threatened species. The ordinance amendment would not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites because no physical development would occur processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or regulatory permitting issues. Depending on the disturbance/nature of a subsequent digital signage project, which may be required to comply with the following:

- MSHCP Consistency
- Regional Conservation Agency (RCA) Review/Process
- Habitat Evaluation and Acquisition Strategy (HANS) Review/Process
- US Fish and Wildlife Service Regulatory Permitting Requirements
- California Department of Fish and Wildlife Regulatory Permitting Requirements
- Regional Water Quality Control Board Regulatory Permitting Requirements
- Payment of Development Impact Fees, for example, but not limited to, Ordinance 663
- Migratory Bird Treaty Act

This is a brief listing of potential biological requirements that a future digital signage project may be required to comply with. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Because of mandatory compliance with biological regulations, the ordinance amendment would not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites. As stated prior, any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. Impacts would be less than significant.

e-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. No direct wetland removal, filling, or hydrological interruption would occur because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing biological or agency regulatory permitting issues. This would include compliance/consistency with the MSHCP and other wildlife agency requirements. However, to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a substantial adverse effect, either directly or through habitat modifications that would impact riparian habitat or protected wetlands. Any digital signs located within 300 feet of any areas identified for conservation would be limited to operate only from 6 am to 10 pm. This would reduce nighttime impacts within conservation areas. No direct wetland removal, filling, or hydrological interruption would occur because no physical development would occur as part of the ordinance amendment and impacts would be less than significant.

g) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing tree preservation. This would include compliance/consistency with the County of Riverside Ordinance No. 599, which regulates the removal of trees and the Riverside County Oak Tree Management Guidelines. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance because no physical development would occur with the ordinance amendment and impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>CULTURAL RESOURCES</b> Would the project:				
<b>8. Historic Resources</b>				
a) Alter or destroy a historic site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of a historical resource, pursuant to California Code of Regulations, Section 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Digital aerial photograph Inspection, Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not alter or destroy a historic site, nor cause a substantial adverse change in the significance of a historical resource cultural or historic resources because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing cultural or historic resources. This would include any State or federal signage regulations governing historic buildings and historic districts. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not alter or destroy a historic site, nor cause a substantial adverse change in the significance of a historical resource cultural or historic resources because of compliance with regulations mentioned above and impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

9. Archaeological Resources	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Alter or destroy an archaeological site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource, pursuant to California Code of Regulations, Section 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not alter or destroy an archaeological site, nor cause a substantial adverse change in the significance of an archaeological resource because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing cultural or archaeological resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any stand-alone digital sign application would likely be on previously impacted land, or would only involve minimal grading, greatly reducing the potential for any impacts to cultural resources. Thus, the proposed

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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ordinance amendment would not alter or destroy an archaeological site, nor cause a substantial adverse change in the significance of an archaeological resource because of compliance with regulations mentioned above and impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require review and approval from the County and compliance with CEQA, if deemed warranted. The proposed ordinance amendment would not disturb any human remains, including those interred outside of formal cemeteries because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving the discovery of human remains. More specifically, any digital signage applications will be required to adhere to State Health and Safety Code Section 7050.5 if in the event that human remains are encountered and by ensuring that no further disturbance occur until the County Coroner has made the necessary findings as to origin of the remains. Furthermore, pursuant to Public Resources Code Section 5097.98 (b), remains shall be left in place and free from disturbance until a final decision as to the treatment and their disposition has been made. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not disturb any human remains because of compliance with regulations discussed above. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>ENERGY</b> Would the project:				
<b>10. Energy Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) Result in potentially significant environmental impacts due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction or operation?

b) Conflict with or obstruct a State or Local plan for renewable energy or energy efficiency?

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in potentially significant environmental impacts due to wasteful, inefficient or unnecessary consumption of energy resources, nor conflict with renewable energy or energy efficiency plans because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA (if required), as well as be required to comply with federal, State and County of Riverside policies and regulations governing energy consumption or energy wastefulness. Also, any subsequent proposed digital signage application would be required to comply with the latest EPA and CARB engine emissions standards, as well as compliance with Title 24 energy efficiency standards. Further, most digital display signage is composed of Light-emitting diode (LED) lighting, which have a longer lifespan, are more energy efficient and have lower maintenance cost than the outdated incandescent lighting signage. The ordinance amendment states that displays shall use the most advanced techniques to insure the most energy efficient methods of display illumination, further ensuring any impacts related to energy are less than significant. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a substantial effect upon energy resources. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**GEOLOGY AND SOILS** Would the project directly or indirectly:

<b>11. Alquist-Priolo Earthquake Fault Zone or County Fault Hazard Zones</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Be subject to rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault?				

Source(s): Riverside County General Plan Figure S-2 "Earthquake Fault Study Zones," and seismic hazards discussion, GIS database

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to rupture due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Also, any subsequent proposed digital signage applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have a

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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substantial effect upon potential rupture due to seismic/earthquake events. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**12. Liquefaction Potential Zone**

a) Be subject to seismic-related ground failure, including liquefaction?

Source(s): Riverside County General Plan Figure S-3 "Generalized Liquefaction,"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to liquefaction due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Any digital signage application would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to seismic-related ground failure, including liquefaction. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**13. Ground-shaking Zone**

a) Be subject to strong seismic ground shaking?

**Source(s):** Riverside County General Plan Figure S-4 “Earthquake-Induced Slope Instability Map,” and Figures S-13 through S-21 (showing General Ground Shaking Risk)

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to strong seismic ground shaking due to seismic/earthquake events because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing seismic or faulting issues. Any digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. To conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to seismic-related ground shaking. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**14. Landslide Risk**

a) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, collapse, or rockfall hazards?

**Source(s):** On-site Inspection, Riverside County General Plan Figure S-5 "Regions Underlain by Steep Slope,"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to landslide risks because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing landslide issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to landslide risk. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**15. Ground Subsidence**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in ground subsidence?

**Source(s):** Riverside County General Plan Figure S-7 “Documented Subsidence Areas Map,”

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to subsidence risks because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing ground subsidence issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to ground subsidence. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**16. Other Geologic Hazards**

a) Be subject to geologic hazards, such as seiche, mudflow, or volcanic hazard?

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Digital aerial inspections, Project Application Materials

**Findings of Fact:**

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be subject to geologic hazard risk or would not be subject to seiches, mudflows or volcanic hazards because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing geologic hazard issues. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to geologic hazards such as seiche, mudflow, or volcanic hazard. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

17. Slopes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Change topography or ground surface relief features?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create cut or fill slopes greater than 2:1 or higher than 10 feet?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in grading that affects or negates subsurface sewage disposal systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Source(s):** Digital aerial photo review, Riv. Co. 800-Scale Slope Maps, Project Application Materials

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the existing topography or ground surface, or the creation of cut and fill slopes because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations grading and engineering design requirements. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. If a digital signage application required grading plans, the grading plans would be required to be designed by a licensed engineer and approved by the County. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not change topography or ground surface relief features, nor would it create cut or fill slopes greater than 2:1 or higher than 10 feet. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change from grading that would affect or negate any subsurface sewage disposal systems because no physical



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations grading and engineering design requirements. Also, digital sign applications would be required to comply with the latest California Building Code (2022 CBC) regulating development. If a digital signage application required grading plans, the grading plans would be required to be designed by a licensed engineer and approved by the County. Further, In the unlikely event that a digital signage facility would impact a septic system, the County would require soils reports for grading that affects or negates subsurface sewage disposal systems. The Riverside County Department of Health would require review and approvals for installation or removal of a septic system. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in grading that affects or negates subsurface sewage disposal systems. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

18. Soils	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Be located on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Have soils incapable of adequately supporting use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): U.S.D.A. Soil Conservation Service Soil Surveys, Project Application Materials

Findings of Fact:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change from grading that would result in signage development being placed on expansive soils because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing soil erosion or loss of topsoil. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in substantial soil erosion or the loss of topsoil. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not locate a project on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Any digital sign project applications would be required to comply with the most current California Building Code (2022 CBC) regulating development. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not locate a digital signage project on expansive soil, as defined in Section 1803.5.3 of the California Building Code (2022), creating substantial direct or indirect risks to life or property. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change and would not be subject to the effects of soils being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater because no physical development would occur with the processing of an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. It is unlikely that any digital sign project application would require septic system facilities that would be subject to the effects of soils being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater. This would only be an issue if the digital sign was merely a component of a larger development, as it would not contribute in and of itself to any such impacts. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. It is anticipated that any digital signage project would not require septic system facilities. Thus, the proposed ordinance amendment would not be subject to the effects of soils

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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being incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

- 19. Wind Erosion and Blowsand from project either on or off site.**
- a) Be impacted by or result in an increase in wind erosion and blowsand, either on or off site?

**Source(s):** Riverside County 2019 General Plan Safety Element Figure S-8 “Wind Erosion Susceptibility Areas,” Ord. No. 460, Article XV & Ord. No. 484

Findings of Fact:

- a)      **Less Than Significant Impact**  
**Ordinance Amendment – Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in ground disturbance or grading that may result in exposure to or cause an increase in wind erosion and blowsand, either on- or off-site because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing measures to control or reduce the potential for blowsand. Future digital signage proposals would also be required to comply with standard engineering practices for erosion control and all grading operations, land clearing, loading, stockpiling, landscaping, vehicular track-out and haul routes would be required to comply with SCAQMD Rule 403, Fugitive Dust Emissions. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be subject to the effects of blowsand issues. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>GREENHOUSE GAS EMISSIONS</b> Would the project:				
<b>20. Greenhouse Gas Emissions</b>				
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Riverside County General Plan, Riverside County Climate Action Plan (“CAP”), Project Application Materials,

Findings of Fact:

a-b) **Less Than Significant Impact**

***Ordinance Amendment – Change of Zone No. CZ2000001***

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in the generation of greenhouse gas emissions, nor conflict with plans, policy or regulations pertaining to greenhouse gas reductions because no physical development would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Future digital signage projects would be required to comply with plans, policies, and regulations pertaining to greenhouse gas reductions Future digital signage proposals would also

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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be required to comply with The County's Climate Action Plan (CAP) to assist with the reduction of greenhouse gas emissions. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any construction and operation of a future digital sign would only contribute minimal potential for greenhouse gas emissions, or any air quality emissions overall. Thus, the proposed ordinance amendment would not result in the generation of greenhouse gas emissions, nor conflict with plans, policy or regulations pertaining to greenhouse gas reductions. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**HAZARDS AND HAZARDOUS MATERIALS** Would the project:

**21. Hazards and Hazardous Materials**

a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter (1/4) mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials, Riverside Department of Waste Resources Countywide Integrated Waste Management Plan. County of Riverside Emergency Management Department. Riverside County General Plan. California Department of Toxic Substance Control.

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, or create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed signage application would be separately examined in accordance with CEQA. Future digital signage projects would be required to comply with hazardous material policies, regulations and safety plans so that the release of hazardous materials during transportation, disposal or accidental release would not occur. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Moreover, any grading for such designs would be minimal. Thus, the proposed ordinance amendment would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, or create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan because no physical development or operational activities would occur with the processing an ordinance amendment.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing emergency access and evacuation. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan. Impacts would be less than significant.

d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within ¼ mile of an existing or proposed school because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing the potential to emit hazardous emissions or materials ¼ mile from a existing or proposed school. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any of these future digital signs would not emit any hazardous materials and would not be anticipated to create any hazardous impacts. Thus, the proposed ordinance amendment would not emit hazardous emissions or



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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hazardous materials within ¼ mile of an existing or proposed school. Impacts would be less than significant.

e) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not be located on a site which is included on a list of hazardous materials sites because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations governing hazardous sites. If required, a project site for digital signage would need to be researched utilizing the California Environmental Protection Agency’s website to determine if it is on any of the lists which constitute the Cortese List. A soils report may also be required to verify no hazardous materials exist on site. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not be located on a site which is included on a list of hazardous materials sites. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>22. Airports</b>					
a)	Result in an inconsistency with an Airport Master Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b)	Require review by the Airport Land Use Commission?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c)	For a project located within an airport land use plan or, where such a plan has not been adopted, within two (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?

d) For a project within the vicinity of a private airstrip, or heliport, would the project result in a safety hazard for people residing or working in the project area?

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan Figure S-20 "Airport Locations," GIS database, Riverside County Airport Land Use Commission (ALUC) Development Review – Directors Determination letter dated May 22, 2023

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in an inconsistency with an Airport Master Plan because no physical development or operational activities would occur with the processing an ordinance amendment. The ALUC stated that the proposed amendments to the ordinance do not involve changes in development standards or allowable land uses that would be in conflict with the underlying compatibility criteria. Therefore, the amendments would not impact the safety of air navigation within the County of Riverside.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). If required, a project site for digital signage would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. The ordinance amendment states that within an Airport Influence Area, the proposed Digital Display shall be submitted to the Airport Land Use Commission for review and compliance with applicable Airport Land Use Compatibility Plan. The ordinance amendment has requirements for digital display transitions that would not allow instantaneous image changes, seamless transitions from one image to the next with no strobing effect, and no moving text or images are allowed. Still images only shall be allowed without flashing, blinking scintillating, traveling, intermittent or moving lights. The digital display would not be allowed to produce the optical illusion of movement, or use animation/videos. Regardless, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was found consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment would not result in an inconsistency with an Airport Master Plan. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not require review by ALUC because no physical development or operational activities would occur with the processing an ordinance amendment. The ALUC stated that the proposed amendments to the ordinance do not involve changes in development standards or allowable land uses that would be in conflict with the underlying compatibility criteria. Therefore, the amendments would not impact the safety of air navigation within the County of Riverside.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). A project site for digital signage would require review by ALUC if located within an Airport Land Use Compatibility Plan. Also, a proposed digital sign project would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was reviewed by ALUC and found to be consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment has been reviewed by ALUC and impacts are considered less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in a safety hazard for people residing or working in airport land use plan areas, or within the vicinity of a private airstrip/heliport because no physical development or operational activities would occur with the processing an ordinance amendment.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the Riverside County Airport Land Use Commission (ALUC). A project site for digital signage would require review by ALUC if located within an Airport Land Use Compatibility Plan. Also, a proposed digital sign project would need to be consistent with ALUC conditions for development within certain Airport Land Use Compatibility Zones. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Pursuant to a letter from ALUC dated May 22, 2023, the proposed amendment was reviewed by ALUC and found to be consistent with all Riverside County Airport Land Use Compatibility Plans. Thus, the proposed ordinance amendment has been reviewed by ALUC and impacts are considered less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**HYDROLOGY AND WATER QUALITY** Would the project:

**23. Water Quality Impacts**

a) Violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?

b) Substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in substantial erosion or siltation on-site or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Substantially increase the rate or amount of surface runoff in a manner which would result in flooding on-site or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h) In flood hazard, tsunami, or seiche zones, risk the release of pollutants due to project inundation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure S-9 “Special Flood Hazard Areas,” Figure S-10 “Dam Failure Inundation Zone,” Riverside County Flood Control District Flood Hazard Report/ Condition, GIS database

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the State/Regional Water Regional Quality Control Board. Any future digital signage projects would be reviewed by the County to see if the project would be required to provide a Water Quality Management Plan to identify Best Management Practices to control runoff and treatment of

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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source water to reduce pollutants, including compliance with the provisions of the National Pollution Discharge Elimination System (NPDES) Grading Permit. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply the regulations and policies as governed by the State/Regional Water Regional Quality Control Board. Any future digital signage projects would be reviewed by the County to see if the project would impact the County's projected water supply. It is unlikely that implementation of a digital signage project would have an impact on water supply due to the nature of such a project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin. Impacts would be less than significant.

c-e) **Less Than Significant Impact**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would substantially alter existing drainage patterns of a site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces; result in substantial erosion or siltation on-site or off-site; or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site of a subject property because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering design and drainage requirements, as applicable, to ensure that adverse effects pertaining to drainage, erosion or siltation, or changes in stormwater runoff do not occur. All future digital signage projects would be subject to conformance with the County’s engineering design requirement for drainage and stormwater quality, as appropriate. In addition, the utilization of best management practices and compliance with relevant regulating agencies would further reduce potential effects of erosion and siltation resulting from any ground disturbing activities. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would substantially alter existing drainage patterns of a site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces; result in substantial erosion or siltation on-site or off-site; or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site of a subject property. Impacts would be less than significant.

f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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that would create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering drainage design requirements, as applicable, to ensure that adverse effects pertaining to changes in stormwater runoff or quality do not occur and that stormwater runoff can be adequately accommodated via the County’s stormwater infrastructure systems. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff. Impacts would be less than significant.

g) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would impede or redirect flood flows because no physical development or operational activities would occur with the processing an ordinance amendment.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to engineering drainage design requirements, as applicable, to ensure that adverse effects pertaining to flooding do not occur. The placement of any signage on a site



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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would be reviewed by the County to verify that any structure to support a sign would not be located in an area that would impede or redirect flood flows. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would impede or redirect flood flows. Impacts would be less than significant.

h) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not cause a direct physical change in the environment that would cause the risk of release of pollutants due to inundation where properties are located in a flood hazard, tsunami, or seiche zone because no physical development or operational activities would occur with the processing an ordinance amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to flooding, as applicable, and to ensure that adverse effects such as the release of pollutants due to inundation does not occur. The placement of any signage on a site would be reviewed by the County to verify that any structure to support a sign would not be located in an area that would impede or redirect flood flows. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would cause the risk of release of pollutants due to inundation where properties are located in a flood hazard, tsunami, or seiche zone. Impacts would be less than significant.

i) **Less Than Significant Impact**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project includes an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not result in a direct physical change in the environment that would cause a conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan because no development is proposed. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to stormwater quality (i.e., conformance with mandatory requirements of the NPDES General Permit, approval of a Water Quality Management Plan, etc.), as applicable, to ensure that adverse effects do not occur. Potential effects on groundwater may also be evaluated, as appropriate, depending on the nature and location of the proposed signage structure. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in a direct physical change in the environment that would cause a conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

<b>LAND USE AND PLANNING</b>	<b>Would the project:</b>			
<b>24. Land Use</b>				
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, GIS database, Project Application Materials

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The proposed ordinance amendment would not disrupt or divide the physical arrangement of an established community because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside policies and regulations so that proposed digital signs would not create barriers (roadways, storm channels, utility transmission lines, etc.) that would divide an established community. Digital signage proposals would be required to apply for a Plot Plan, which would be reviewed and approved by the County. The changing of an advertising message or customary maintenance of a legally existing Outdoor Advertising Display shall not require a Plot Plan and would be ministerially reviewed and approved. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not disrupt or divide the physical arrangement of an established community. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause a direct physical change in the environment that would cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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environmental effect because no development is proposed. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with applicable State and County of Riverside policies and regulations governing land use, including those aimed at reducing a potentially significant environmental effect. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a direct physical change in the environment that would cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

<b>MINERAL RESOURCES</b> Would the project:				
<b>25. Mineral Resources</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Potentially expose people or property to hazards from proposed, existing, or abandoned quarries or mines?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure OS-6 "Mineral Resources Area."

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State, nor result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan, because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing mining and mineral resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in the loss of availability of a known mineral resource that would be of value to the region or the residents of the State, nor result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan. Impacts would be less than significant.

c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not expose people or property to hazards from proposed, existing, or abandoned quarries or mines because no development is proposed. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing mining and mineral resources. A digital signage project is not the type of project that would involve surface mining or other mining activities that would expose people or property to hazards from quarries or mines. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not expose people or property to hazards from proposed, existing, or abandoned quarries or mines. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>NOISE</b> Would the project result in:				
<b>26. Airport Noise</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) For a project located within an airport land use plan or, where such a plan has not been adopted, within two (2) miles of a public airport or public use airport would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) For a project located within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Riverside County General Plan Figure S-20 "Airport Locations," County of Riverside Airport Facilities Map

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not expose people residing or working in the project area to excessive airport noise levels because no development is proposed. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing airport noise levels, including potential ALUC review. The ordinance amendment states that within and Airport Influence Area, proposed Digital Display signage shall be submitted to the Airport Land Use Commission for review and compliance with the applicable Airport Land Use Compatibility Plan. The ordinance amendment also states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in exposing people residing or working in the project area to excessive airport noise levels. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**27. Noise Effects by the Project**

a) Generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Generation of excessive ground-borne vibration or ground-borne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Table N-1 ("Land Use Compatibility for Community Noise Exposure"), Project Application Materials

**Findings of Fact:**

- a) **Less Than Significant Impact**  
**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause the generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing construction and operational noise levels. The ordinance amendment states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. However, any future digital signs would not be anticipated to require significant levels of construction noise levels and operationally would not be anticipated to generate significant amounts of noise. Thus, the proposed ordinance amendment would not result in the generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies. Impacts would be less than significant.

b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause the generation of excessive ground-borne vibration or ground-borne noise levels because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing construction and operational vibration levels. The ordinance amendment states that no propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion shall be permitted. Because these devices are not allowed, noise and vibration impacts are not anticipated to occur. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in the generation of excessive ground-borne vibration or ground-borne noise levels. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**PALEONTOLOGICAL RESOURCES:**

<b>28. Paleontological Resources</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature?				

**Source(s):** Riverside County General Plan Figure OS-8 "Paleontological Sensitivity"

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing paleontological or geologic resources. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Additionally, most sign permits would only involve minor ground disturbance. Thus, the proposed ordinance amendment would not directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**POPULATION AND HOUSING** Would the project:

**29. Housing**

a) Induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Create a demand for additional housing, particularly housing affordable to households earning 80% or less of the County's median income?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials, GIS database, Riverside County General Plan Housing Element

**Findings of Fact:**

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not induce population growth directly or indirectly, displace people from housing, or create a demand for housing because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing housing needs and population growth. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, the implementation of digital signs would not lead to any population growth, displacement of individuals, or other potential impacts as they relate to population and housing. Thus, the proposed ordinance amendment would not induce population growth directly or indirectly, displace people from housing, or create a demand for housing. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**PUBLIC SERVICES** Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered government facilities or the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the following public services:

**30. Fire Services**

Source(s): Riverside County General Plan Safety Element

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with fire services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving fire service needs and performance objectives. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue hazards or impacts to fire services or create any additional fire hazards. Thus, the proposed ordinance amendment would not cause environmental impacts associated with fire services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>31. Sheriff Services</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with sheriff services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving sheriff service needs and performance objectives. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue impacts on sheriff services. Thus, the proposed ordinance amendment would not cause environmental impacts associated with sheriff services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>32. Schools</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** School District information, GIS database

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with school facilities or services because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving school facility service needs and performance objectives. Any future digital signs would not be anticipated to create any undue impacts on school services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with school facilities or services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**33. Libraries**

**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with library facilities or services because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving library facility service needs and performance objectives. Regardless, any future digital signs would not be anticipated to create any undue impacts on library services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with library services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

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**34. Health Services**

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**Source(s):** Riverside County General Plan

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in environmental impacts associated with health services because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations involving health facility service needs and performance objectives. Regardless, any future digital signs would not be anticipated to create any undue impacts on health services. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts associated with health services. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**RECREATION** Would the project:

**35. Parks and Recreation**

a) Increase the use of existing neighborhood or regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located within a Community Service Area (CSA) or recreation and park district with a Community Parks and Recreation Plan (Quimby fees)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** GIS database, Ord. No. 460, Section 10.35 (Regulating the Division of Land – Park and Recreation Fees and Dedications), Ord. No. 659 (Establishing Development Impact Fees), Parks & Open Space Department Review

Findings of Fact:

a-c) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to recreational facilities or be subject to recreational development fees because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing recreational facilities. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Any future digital signs would not be anticipated to create any undue impacts on parks or recreational facilities. Thus, the proposed ordinance amendment would not cause environmental impacts to recreational facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>36. Recreational Trails</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Include the construction or expansion of a trail system?				

**Source(s):** Riverside County General Plan Figure C-6 Trails and Bikeway System

Findings of Fact:

Refer to response 35 a-c). Impacts to recreational facilities would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

<b>TRANSPORTATION</b> Would the project:				
<b>37. Transportation</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?				
b) Conflict or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g. farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Cause an effect upon, or a need for new or altered maintenance of roads?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Cause an effect upon circulation during the project's construction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
f) Result in inadequate emergency access or access to nearby uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan, Project Application Materials

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not conflict with circulation plans or policies and would not be inconsistent with vehicle miles traveled (VMT) policy because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside programs, plans, policies, or ordinances addressing transportation/circulation. The requirements stated in the ordinance amendment provide standards that shall be complied with that would reduce visual distractions/hazards to drivers. The standards require digital display controls, limits hours of operation, regulates design, dimming/brightness, luminance, transitions, materials and physical movement of displays. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Any future digital signs would not be anticipated to generate substantial numbers of traffic or cause any other transportation impacts. Thus, the proposed ordinance amendment would not cause environmental impacts to transportation/circulation. Impacts would be less than significant.

c-d) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside roadway and access engineering design and maintenance requirements. Implementing projects would require review and approval from the County to verify circulation hazards and roadway maintenance issues are minimized. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access. Impacts would be less than significant.

e-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

**Potential to Cause a Direct Physical Change in the Environment:**

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access because no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with State and County of Riverside roadway and access engineering design and maintenance requirements. Implementing projects would be required to submit construction circulation and emergency access plans that would be reviewed and approved by the County. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause an effect upon circulation during construction or result in inadequate emergency access. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**38. Bike Trails**

a) Include the construction or expansion of a bike system or bike lanes?

Source(s): Riverside County General Plan

Findings of Fact:

a) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not include the circulation or expansion of a bike system or bike lanes because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve the construction or expansion of a bike system or include bike lanes. However, to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not include the circulation or expansion of a bike system or bike lanes. Impacts would be less than significant.

**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**TRIBAL CULTURAL RESOURCES** Would the project cause a substantial adverse change in the significance of a Tribal Cultural Resource, defined in Public Resources Code section 21074 as either a site, feature, place, or cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American Tribe, and that is:

**39. Tribal Cultural Resources**

a) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1 (k)?

b) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1? (In applying the criteria set forth in subdivision (c) of Public Resources Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.)

**Source(s):** County Archaeologist, AB52 Tribal Consultation

a-b) **Less Than Significant Impact**

The California Environmental Quality Act, effective July 2015, has required that the County address Tribal Cultural Resources. Tribal Cultural Resources are those resources with inherent tribal values that are difficult to identify through the same means as archaeological resources. These resources can be identified and understood through direct consultation with the tribes who attach tribal value to the resource. Tribal cultural resources may include Native American archaeological sites, but they may also include other types of resources such as cultural landscapes or sacred places. The appropriate treatment of tribal cultural resources is determined through consultation with tribes.

In compliance with AB52, notices regarding this project were mailed to all requesting tribes.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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No response was received from the Pechanga Band of Luiseno Indians, Soboba Band of Mission Indians, Rincon Band of Luiseno Indians, the Santa Rosa Band of Cahuilla Indians, Ramona Band of Cahuilla Mission Indians, Pala Band of Mission Indians, Augustine Band of Cahuilla Indians, Agua Caliente Band of Cahuilla Indians, Pala Band of Mission Indians, Gabrieleno Band of Mission Indians- Kizh Nation, Gabrieleno Tongva- San Gabriel Band of Mission Indians, Torres Martinez Desert Cahuilla Indians, Twenty- Nine Palms Band of Mission Indians, Cabazon Band of Mission Indians, Morongo Band of Mission Indians, Cahuilla Band of Indians or the Colorado River Indian Tribe.

The Quechan Indian Nation responded in an email dated June 12, 2023 , deferring consultation to closer tribes.

The San Manuel Band responded in an email dated July 5, 2023, requesting consultation. After staffing changes, it was decided that they band was no longer interested in commenting on this project and consultation was concluded July 24, 2023.

No Tribal Cultural Resources were identified by any of the tribes. Therefore, impacts to Tribal Cultural Resources are considered to be less than significant.

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. As determined through the Assembly Bill 52 (AB52) Consultation process, the proposed ordinance amendment would not cause a substantial adverse change in the significance of a Tribal Cultural Resource because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve development that would cause a substantial adverse change in the significance of a Tribal Cultural resource because implementing digital sign project would be reviewed to see if AB52 consultation would be required. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause a substantial adverse change in the significance of a Tribal Cultural Resource. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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**Mitigation:** No mitigation is required.

**Monitoring:** No monitoring is required.

**UTILITIES AND SERVICE SYSTEMS** Would the project:

40. Water	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Require or result in the relocation or construction of new or expanded water, wastewater treatment, or storm water drainage systems, whereby the construction or relocation would cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Project Application Materials, Service Provider

**Findings of Fact:**

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not result in construction, relocation or expansion of water, wastewater treatment or storm drainage systems, no water supply availability because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely and not anticipated that a digital signage project would involve the construction or expansion of water, wastewater or stormwater facilities. Installation of signage would not involve water use, generation of wastewater, or create water runoff that would utilize a storm drain system. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not result in construction, relocation or expansion of water, wastewater treatment or storm drainage systems, no water supply availability. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**41. Sewer**

a) Require or result in the construction of new wastewater treatment facilities, including septic systems, or expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects?

b) Result in a determination by the wastewater treatment provider that serves or may service the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

**Source(s):** Department of Environmental Health Review, Service Provider

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to any sewer facilities because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Due to the nature of signage projects, it is unlikely that any digital signage project would require or result in the construction or expansion of wastewater treatment facilities. A digital signage project would not generate wastewater that would require treatment and would not impact any



Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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existing wastewater treatment plant capacity. Thus, there would be no environmental effects caused by a future digital signage project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts to any sewer facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**42. Solid Waste**

a) Generate solid waste in excess of State or Local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?

b) Comply with federal, state, and local management and reduction statutes and regulations related to solid wastes including the CIWMP (County Integrated Waste Management Plan)?

Source(s): Riverside County General Plan, Riverside County Waste Management District correspondence, Service Provider

Findings of Fact:

a-b) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts to any solid waste facilities because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. A digital signage project may generate solid waste during installation of the sign and may involve some scrap electrical wires, plastic wrap, cardboard containers and any other relevant items that may be utilized to unpack and install digital signage. Any disposal of solid waste would be required to comply with federal, State and local regulations regarding solid waste reduction goals and waste management plans. Thus, there would be no environmental effects caused by disposal of solid waste from a future digital signage project. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts to any solid waste facilities. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**43. Utilities**

Would the project impact the following facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects?

a) Electricity?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Natural gas?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Communications systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Street lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Maintenance of public facilities, including roads?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Other governmental services?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source(s): Project Application Materials, Utility Service Providers

Findings of Fact:

a-f) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not impact utility facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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no development would occur with the processing of an amendment. Impacts would be less than significant.

**Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:**

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. The environmental analysis for each utility as indicated in Section 43, Utilities a-f) follows:

**ELECTRICITY:**

Refer to responses in Section 10, Energy. Construction and operation of a digital sign is anticipated to utilize a negligible amount of electricity. Most tools utilized for installation are either hand-held or are electrified with a charged battery, which utilizes minimal amounts of energy to charge. The sign would most likely be lit utilizing energy efficient LED technology that does not consume a significant amount of energy. Any implementing project is not anticipated to impact the energy facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because of the negligible amount of energy utilized for construction or operation. Impacts would be less than significant.

**NATURAL GAS:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would require any use of natural gas. Any implementing project is not anticipated to impact the natural gas facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects because of the negligible amount of energy utilized for construction or operation. Impacts would be less than significant.

**COMMUNICATION SYSTEMS:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would require any significant utilization of a communication system. Any implementing project is not anticipated to impact a communication system requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**STREET LIGHTING:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would be required to illuminate a street, parking lot or security lighting. It is unlikely that a digital sign would be used for street lighting. Any implementing project is not anticipated to impact street lighting facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**MAINTENANCE OF PUBLIC FACILITIES/ROADS:**

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would trigger any required maintenance of public facilities or roads beyond what typically occurs. Any implementing project is not anticipated to impact public facilities or roads requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

**OTHER GOVERNMENTAL SERVICES:**

Due to the nature of a digital signage project, it is not anticipated that the construction or operation of a digital sign would be required to utilize other governmental services. It is not known at this time what other governmental services would be involved with digital signage implementation. Any implementing project is not anticipated to impact other governmental services requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts are considered less than significant.

However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not impact utility facilities requiring or resulting in the construction of new facilities or the expansion of existing facilities, whereby the construction or relocation would cause significant environmental effects. Impacts would be less than significant.

Mitigation: No mitigation is required.

Monitoring: No monitoring is required.

**WILDFIRE** If located in or near a State Responsibility Area (“SRA”), lands classified as very high fire hazard severity zone, or other hazardous fire areas that may be designated by the Fire Chief, would the project:

<b>44. Wildfire Impacts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a) Substantially impair an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
d) Expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Expose people or structures either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Source(s):** Riverside County General Plan Figure S-11 "Wildfire Susceptibility", GIS database, Project Application Materials

Findings of Fact:

a-e) **Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations governing emergency response, evacuation and risks resulting from the potential for wildfire events (i.e., landslides; exposure of people or structures to a significant risk of loss, injury, or death involving wildland fires; maintenance of associated infrastructure that may exacerbate risks, etc.). Future development would also be evaluated with relevance to the California Department of Forestry and Fire Protection (CAL FIRE) Severity Zone Maps relative to the potential for wildfire risk. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Regardless, any future digital signs would not be anticipated to create any undue hazards or impacts to fire services or create any additional fire hazards. Thus, the proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires. Impacts would be less than significant.

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Mitigation: No mitigation is required.

Monitoring: No monitoring is required

**MANDATORY FINDINGS OF SIGNIFICANCE** Does the Project:

**45.** Have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?

**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not substantially degrade the quality of the environment, substantially reduce the habitat of fish or wildlife species, cause a fish or wildlife populations to drop below self-sustaining levels, threaten to eliminate a plant or animal community, or reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not cause environmental impacts or hazards caused by wildfires. Impacts would be less than significant.

46. Have impacts which are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, other current projects and probable future projects)?

**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not have impacts which are individually limited, but cumulatively considerable because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the

Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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proposed ordinance amendment would not have impacts which are individually limited, but cumulatively considerable. Impacts would be less than significant.

47. Have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**Source(s):** Staff Review, Project Application Materials

Findings of Fact:

**Less Than Significant Impact**

**Ordinance Amendment - Change of Zone No. CZ2000001**

Potential to Cause a Direct Physical Change in the Environment:

The project is an amendment to an ordinance, and as such, does not directly authorize any physical construction. Any subsequent digital signage application would require adherence to the ordinance, review and approval from the County, and compliance with CEQA. The ordinance amendment defines digital signage and provides regulations for implementation of proposed digital signage projects. The proposed ordinance amendment would not have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly because no development would occur with the processing of an amendment. Impacts would be less than significant.

Potential to Cause a Reasonably Foreseeable Indirect Physical Change in the Environment:

The ordinance amendment would add regulations for digital display signage to Article XIX Advertising Regulations. Any subsequent digital signage applications would be subject to the development regulations stated in Ordinance No. 348, Article XIX Advertising Regulations. Any subsequent proposed digital signage project would be separately examined in accordance with CEQA, as well as be required to comply with federal, State and County of Riverside policies and regulations pertaining to the installation and use of the signage. However, to conduct environmental analysis on the unspecified number of potential future signage applications based upon this ordinance amendment throughout the County would be entirely speculative and would not lead to meaningful analysis or informed decision-making. Potential future digital signage applications would be distinct projects standing on their own, with their own independent utility, which would require their own County review, approval and CEQA compliance. Thus, the proposed ordinance amendment would not have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly. Impacts would be less than significant.

**VI. EARLIER ANALYSES**



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Potentially Significant Impact	Less than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration as per California Code of Regulations, Section 15063 (c) (3) (D). In this case, a brief discussion should identify the following:

Earlier Analyses Used, if any: N/A

Location Where Earlier Analyses, if used, are available for review:

Location: County of Riverside Planning Department  
4080 Lemon Street 12<sup>th</sup> Floor  
Riverside, CA 92501

Revised: 3/13/2024 12:12 PM  
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1 ordinance.

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

4. An Outdoor Advertising Structure or Outdoor Advertising Sign which does not comply with this Article, the Outdoor Advertising Display Permit referenced in Section 19.3.A. of this ordinance, the State Outdoor Advertising permit referenced in Section 19.3.B.4. of this ordinance or any related building permit.
5. An Outdoor Advertising Structure or Outdoor Advertising Sign which is a danger to the public or is unsafe.

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

1. An On-Site Advertising Structure or Sign erected without first complying with all applicable County ordinances and regulations in effect at the time of its construction, erection or use.
2. An On-Site Advertising Structure or Sign that was legally erected, but whose use has ceased, or the structure upon which the advertising display is placed has been Abandoned by its owner, and not maintained or used to identify or advertise an ongoing business for a period of not less than 90 days.
3. An On-Site Advertising Structure or Sign that was legally erected which later became nonconforming as a result of the adoption of an ordinance; the amortization period for the display provided by the ordinance rendering the display nonconforming has expired; and conformance has not been accomplished.

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

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

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

ordinances and,

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

K. Noise Attenuation Barrier. A sound wall or other structure built by the California Department of Transportation to reduce noise impacts.

L. Non-Commercial Structure or Sign. Any structure, housing, sign, device, figure, statuary, painting, display, message, placard or other contrivance, which is designed, constructed, created, engineered, intended or used to provide data or information that does not do any of the following:

1. Advertise a product or service for profit or for a business purpose;
2. Propose a commercial transaction; or,
3. Relate solely to economic interests.

M. On-Site Advertising Structure or Sign. Any structure, housing, sign, device, figure, statuary, painting, display, message placard, or other contrivance, or any part thereof, which is designed, constructed, created, engineered, intended, or used to advertise, or to provide data or information that does either of the following:

1. Designates, identifies, or indicates the name of the business of the owner or occupant of the premises upon which the structure or sign is located.
2. Advertises the business conducted, services available or rendered, or the goods produced, sold, or available for sale, upon the premises where the structure or sign is located.

N. Outdoor Advertising Display. Commonly known or referred to as an "off-site" or an "off-premises" billboard, an Outdoor Advertising Structure or Outdoor Advertising Sign used for outdoor advertising purposes, not including On-Site Advertising Signs as herein defined and directional sign structures as provided in Ordinance No. 679, as amended from time to time.

O. Outdoor Advertising Sign. Any card, cloth, paper, metal, painted, plastic, or wooden

1 sign of any character placed for outdoor advertising purposes and affixed to an Outdoor  
2 Advertising Display or Outdoor Advertising Structure.

3 P. Outdoor Advertising Structure. A structure of any kind or character erected, used or  
4 maintained for outdoor advertising purposes, upon which any poster, bill, printing,  
5 painting or other advertisement of any kind whatsoever may be placed, including  
6 statuary, for outdoor advertising purposes. Such structure shall be constructed or erected  
7 upon a permanent foundation or shall be attached to a structure having a permanent  
8 foundation.

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

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

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

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

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

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

13 “SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

14 A. APPLICABILITY

15 1. Prohibited Activities

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

22 2. Zoning

23 Notwithstanding any other provision in this Ordinance, Outdoor Advertising  
24 Displays shall be permitted provided the use is permitted in the underlying zone  
25 and the standards of this Article are met.  
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27 B. PERMIT PROCEDURE.

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1. Land Use Entitlement Required.
  - a. Outdoor Advertising Displays are permitted provided a plot plan is approved in accordance with the provisions of this Section.
  - b. The changing of an advertising message or customary maintenance of a legally existing Outdoor Advertising Display shall not require a plot plan pursuant to this Section.
  
2. Application.
  - a. Applications for Outdoor Advertising Displays shall be submitted to the Planning Department on a form provided and accompanied by the filing fee set forth in Ordinance No. 671, as amended from time to time.
  - b. The application shall consist of ten copies of a plot plan drawn to scale, containing the name, address or telephone number of the applicant, a copy of the current valid State Outdoor Advertising Display permit referenced in Section 19.3.B.4. of this ordinance and a general description of the property upon which the Outdoor Advertising Display is proposed to be placed.
  - c. The plot plan shall show the precise location, type, and size of the proposed Outdoor Advertising Display, all property lines, zoning, and the dimensions, location of and distance to the nearest advertising displays, building, business districts, Significant Resources as defined by Section 19.2.S. of this ordinance, public and private roads, and other rights-of-way, building setback lines, and specifically planned future road right-of-way lines, and any and all other information required by the Planning Director such that the proposed display may be readily ascertained, identified, and evaluated.
  
3. Issuance/Denial.



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

8 4. Building Permit Required.

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

14 5. Revocation.

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

6 C. PERMIT STANDARDS.

7 1. General Plan.

8 Outdoor Advertising Displays shall be consistent with the Riverside County  
9 Comprehensive General Plan.

10 2. Zoning.

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

15 3. Height.

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

20 4. Setbacks.

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

3 5. Poles.

4 A maximum of two steel poles are allowed for support of an Outdoor Advertising  
5 Display.

6 6. Roof Mounts.

7 No Outdoor Advertising Display shall be affixed on or over the roof of any  
8 building and no display shall be affixed to the wall of a building so that it projects  
9 above the parapet of the building. For the purposes of this Section, a mansard  
10 style roof shall be considered a parapet.

11 7. Number of Displays.

12 No more than one proposed Outdoor Advertising Display per application shall  
13 be permitted.

14 8. Number of Display Faces.

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

20 9. Display Face Size.

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

23 10. Display Movement.

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

5 11. Mobile Displays.

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

9 12. Display Inventory.

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

19 13. Lighting and Illumination of Displays.

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

3 14. Spacing.

4 No Outdoor Advertising Display shall be located within 500 feet in any direction  
5 from any other Outdoor Advertising Display on the same side of the Highway;  
6 provided, however, that if in a particular zone a different interval shall be stated,  
7 the spacing interval of the particular zone shall prevail. No Outdoor Advertising  
8 Display shall be erected within the boundary of any Significant Resource as  
9 defined in Section 19.2.S. of this ordinance. No Outdoor Advertising Display  
10 shall be located within 150 feet of property for which the zoning does not allow  
11 advertising displays; provided, however, that an Outdoor Advertising Display  
12 may be placed within 150 feet of property for which zoning does not allow  
13 displays, if at the time an application for an Outdoor Advertising Display permit  
14 is applied for, there is no existing residential structure or an approved building  
15 permit for a residential structure within 150 feet of the location of the proposed  
16 Outdoor Advertising Display.

17 15. Identification.

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

25  
26 D. HEIGHT ADJUSTMENTS.

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

8 E. HEIGHT ADJUSTMENT STANDARDS.

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

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

9 7. The owner of any Outdoor Advertising Display that obtains a height adjustment  
10 pursuant to this Section shall also obtain a building permit from the Riverside  
11 County Department of Building & Safety before increasing the height of the  
12 Outdoor Advertising Display;

13 8. Other than the increase in height, nothing in this Section shall be deemed to  
14 allow the relocation or enlargement of an existing Outdoor Advertising Display.  
15 Nor shall this Section be deemed to allow the angle of orientation of the Outdoor  
16 Advertising Display to be altered or to allow an increase in the number of display  
17 faces on the existing Outdoor Advertising Display.

18 F. ENFORCEMENT.

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

26 1. All violations of this article committed by any person, whether as agent,  
27  
28

1 employee, officer, principal, or otherwise, shall be a misdemeanor.

2 2. Every person who knowingly provides false information on an Outdoor  
3 Advertising Display permit application shall be guilty of a misdemeanor.

4 3. Every person who fails to stop work on an Outdoor Advertising Display, when  
5 so ordered by the Director of the Riverside County Building and Safety  
6 Department or the Planning Director, or their designees shall be guilty of a  
7 misdemeanor.

8 4. Every person who, having received notice to appear in court to answer a related  
9 charge, willfully fails to appear, shall be guilty of a misdemeanor.

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

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

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

22  
23 G. NONCONFORMING OUTDOOR ADVERTISING DISPLAYS.

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

27 1. Any Outdoor Advertising Display which was lawfully in existence prior to the  
28



1 effective date of the enactment of Ordinance No. 348.2496 (July 16, 1985) shall  
2 be abated or brought into conformance with these provisions by July 17, 1990.

3 2. Any Outdoor Advertising Display which was lawfully in existence prior to the  
4 effective date of the enactment of Ordinance No. 348.2856 (June 30, 1988) but  
5 after the effective date of the enactment of Ordinance No. 348.2496 (July 16,  
6 1985) shall be abated or brought into conformance with these provisions by July  
7 1, 1993.

8 3. Any Outdoor Advertising Display which was lawfully in existence prior to the  
9 effective date of Ordinance No. 348.2989 but after the effective date of the  
10 enactment of Ordinance No. 348.2856 (June 30, 1988) shall be abated or brought  
11 into conformance with these provisions within eleven years of the effective date  
12 of Ordinance No. 348.2989 (June 20, 1989).

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

17 H. ILLEGAL AND ABANDONED OUTDOOR ADVERTISING DISPLAYS.  
18

19 1. All Illegal Outdoor Advertising Displays and all abandoned Outdoor  
20 Advertising Displays shall be removed or brought into conformance with this  
21 ordinance immediately.

22 2. The procedures, remedies, and penalties for violation of this Article and Illegal  
23 Outdoor Advertising Displays and Abandoned Outdoor Advertising Displays for  
24 recovery of costs related to enforcement are provided for in Ordinance No. 725,  
25 as amended from time to time, which is incorporated herein by this reference.

26 3. In enforcing Ordinance No. 725 as it relates to Illegal Outdoor Advertising  
27 Displays and Abandoned Outdoor Advertising Displays, the notice required to  
28

1 be given to owner of the property shall also be given to all of the following:

- 2 a. The owner of the sign, if the identification plate required by Business and
- 3 Professions Code sections 5362 and 5363 is affixed; and,
- 4 b. The advertiser, if any, identified on the sign provided the address of the
- 5 advertiser can reasonably be determined.

6 I. RELOCATED OUTDOOR ADVERTISING DISPLAYS.

- 7 1. Approved Outdoor Advertising Displays may be relocated to another area on the
- 8 same property or another property subject to an approved relocation agreement
- 9 with the County in accordance with the provisions of this Subsection. Except as
- 10 provided in this Subsection, a relocated Outdoor Advertising Display shall be
- 11 subject to all the permit procedures and standards described in this Article.
- 12 2. The County may, at its discretion, enter into a relocation agreement with the
- 13 property owner for Outdoor Advertising Display relocation agreement when:
- 14 a. The original location of the Outdoor Advertising Display is within a
- 15 contemplated public right-of-way; and,
- 16 b. The Outdoor Advertising Display complied with all applicable County
- 17 ordinances and regulations in effect at the time it was erected.
- 18 3. An Outdoor Advertising Display located on a parcel that is zoned to prohibit
- 19 Outdoor Advertising Displays may be relocated to another place on that same
- 20 parcel pursuant to a relocation agreement in accordance with the provisions of
- 21 this Subsection.
- 22 4. An Outdoor Advertising Display located in an area defined in this Article as a
- 23 Significant Resource may also, pursuant to such an agreement, be relocated to
- 24 an area defined as a Significant Resource whether the area is on the same parcel
- 25 or a different parcel in accordance with the provisions of this Subsection.”
- 26

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

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

2 A. APPLICABILITY

3 1. Prohibited Activities.

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

10 2. Zoning

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

14 B. PERMIT PROCEDURES.

15 1. Land Use Entitlement Required.

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

18 2. Application.

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

23 b. The application for On-Site Advertising Structures or Signs shall consist  
24 of a plot plan drawn to scale, containing the name, address or telephone  
25 number of the applicant, and a general description of the property upon  
26 which the On-Site Advertising Structure or Sign is proposed to be placed.  
27  
28

1 b. The plot plan shall show the precise location, type, and size of the  
2 proposed On-Site Advertising Structure or Sign, all property lines,  
3 zoning, and the dimensions, location of and distance to the nearest  
4 advertising displays, building, business districts, Significant Resources  
5 as defined by Section 19.2.S. of this ordinance, public and private roads,  
6 and other rights-of-way, building setback lines, and specifically planned  
7 future road right-of-way lines, and any and all other information required  
8 by the Planning Director such that the proposed structure or sign may be  
9 readily ascertained, identified, and evaluated.

10 2. Issuance/Denial.

11 a. Permit Type.

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

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

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

25 c. Plot Plans For On-Site Advertising Structures or Signs – Public Hearing.  
26 Plot plans for On-Site Advertising Structures or Signs requiring a public  
27  
28

1 hearing require approval in accordance with the provisions of Section  
2 18.30 of this ordinance.

3 3. Building Permit Required.

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

9 4. Revocation.

10 Any On-Site Advertising Structure or Sign permit which has been issued as a  
11 result of a material misrepresentation of fact by the applicant or his agent,  
12 whether or not a criminal prosecution is initiated therefore, or which does not  
13 comply with this Article, or any related building permit may be revoked by the  
14 Planning Director. The Planning Director shall forthwith give written notice of  
15 revocation to the applicant. Unless the permittee files with the Planning  
16 Department a written request for a hearing within 10 days of the date the notice  
17 was mailed, the Planning Director's decision to revoke will be considered final.  
18 Failure to timely file a written request for a hearing constitutes a waiver of the  
19 right to a hearing. Notice of the hearing shall be given by mail to the permittee.  
20 The timely filing of a written notice to appeal shall stay the revocation until such  
21 time as the Planning Director issues their decision to grant or deny the appeal.  
22 Within 30 days after notice is given, or if a hearing is requested, within 30 days  
23 from the date of mailing the Planning Director's decision to deny the appeal, any  
24 On-Site Advertising Structure or Sign authorized by the On-Site Advertising  
25 Structure or Sign permit shall be removed at the permittee's expense. Failure to  
26 remove the On-Site Advertising Structure or Sign within 30 days shall be  
27 deemed a separate violation of this ordinance.  
28

1 C. FREESTANDING SIGNS.

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

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

7 a. The Maximum Height of a sign shall not exceed 50 feet. However, if the  
8 grade of the Freeway precludes visibility, a variance may be sought in  
9 accordance with Section 18.27 of this ordinance.

10 b. The maximum surface area of a sign shall not exceed 150 square feet  
11 except that for those project sites having an area in excess of 15 acres,  
12 the allowable area of a sign shall be 10 square feet per acre of the project  
13 site, up to no more than 400 square feet in surface area. The entire  
14 allowable area of a sign can be comprised of a Digital Display.

15 c. No more than two Display Faces per On-Site Advertising Structure or  
16 Sign shall be permitted. Only single face, back-to-back, and v-shaped  
17 displays shall be allowed. For On-Site Advertising Structures or Signs  
18 with two sides, the maximum total sign area that shall be permitted is  
19 twice the sign area permitted for the sign. Each side of the sign shall be  
20 the same size.

21 d. Architectural framing or asymmetrical shapes surrounding the sign, not  
22 considered part of the allowable signage area, and not exceeding 25  
23 percent of each Display Face, are permitted provided the following  
24 apply:

25 1) The requested modification does not result in additional glare,  
26 light trespass, or nuisance to neighboring properties or  
27

1 surrounding uses; and,

2 2) With the exception of the requested modification, the proposed  
3 sign complies with all other applicable standards.

4 e. On-Site Advertising Structures or Signs may not be placed so that they  
5 interfere with the effectiveness of, or obscure any official traffic sign,  
6 device, or signal. Furthermore, they may not obstruct or physically  
7 interfere with the vision of drivers in approaching, merging, or  
8 intersecting traffic.

9 f. On-advertising advertising structures or signs must meet all other  
10 requirements as required by Federal and State regulations pertaining to  
11 advertising signs within 660 feet of a Freeway.

12 2. Commercial Zones and Industrial Zones.

13 The standards for On-Site Advertising Signs that are Free Standing Signs,  
14 located in commercial zones and industrial zones (C-1/C-P, C-T, C-P-S, C-R, C-  
15 O, R-VC, I-P, M-SC, M-M, M-H, M-R, M-R-A), and not located within 660 feet  
16 of the nearest Edge of the Right-of-Way line of a Freeway are established as  
17 follows:  
18

- 19 a. The Maximum Height of a sign shall not exceed 20 feet.
- 20 b. The maximum surface area of a sign shall not exceed 50 square feet or  
21 0.25 percent ( $\frac{1}{4}$  of 1 percent) of the total existing building floor area in a  
22 Shopping Center, whichever is greater, except that in any event, no sign  
23 shall exceed 200 square feet in surface area. The entire allowable area of  
24 a sign may be comprised of a Digital Display.
- 25 c. No more than two Display Faces per On-Site Advertising Structure or  
26 Sign shall be permitted. Only single face and back-to-back displays shall  
27 be allowed. For On-Site Advertising Structures or Signs with two sides,  
28

1 the maximum total sign area that shall be permitted is twice the sign area  
2 permitted for the sign. Each side of the sign shall be the same size.

3 3. All Other Locations.

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

- 8 a. The Maximum Height of a sign shall not exceed 20 feet.
- 9 b. The maximum surface area of a sign shall not exceed 50 square feet.
- 10 c. The sign shall not have a Digital Display.

11  
12 D. NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE  
13 FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL – ALL  
14 LOCATIONS

- 15 1. Not more than one Free Standing Sign shall be permitted on a parcel of land.
  - 16 a. Exception: For Shopping Centers only, if a Shopping Center has frontage  
17 on two or more streets, two Free Standing Signs may be permitted  
18 provided all of the following standards are met:
    - 19 1) The two signs are not located on the same street;
    - 20 2) The two signs are at least 100 feet apart;
    - 21 3) One sign does not exceed 100 square feet in surface area and 20  
22 feet in height; and,
    - 23 4) Only one of the signs may include a Digital Display.
- 24 2. For Free Standing Signs within 660 feet of a Freeway, a Free Standing Sign with  
25 a Digital Display shall not be located within 1,000 feet of another Digital Display  
26 that is located on the same side of the street.



1                   3.     Mobile Displays Prohibited.

2                             No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer,  
3                             or other advertising display not permanently affixed to the ground to be used as  
4                             an on-site advertisement.

5           E.     DIGITAL DISPLAY REQUIREMENTS.

6                   Digital Displays shall comply with the following standards:

7                   1.     Controls.

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

14                   2.     Hours of Operation.

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

20                   3.     Design.

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

24                            b.     Digital Displays shall have a black, ribbed background or an acceptable  
25                            alternative, at the discretion of the Planning Director, to prevent light  
26                            refraction, reflection, and diffusion.  
27  
28

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

3 4. Dimming and Brightness.

4 a. Digital Displays shall have a consistently maintained photocell with  
5 brightness keyed to an astronomical calendar and capabilities to slowly  
6 brighten throughout morning twilight to dawn for a period of 20-30  
7 minutes and to slowly dim throughout evening twilight after dusk to  
8 sunset for a period of 20-30 minutes.

9 b. Brightening and dimming will be at a rate of 1% dimming increments  
10 performed approximately every 12 seconds at the fastest speed.

11 c. Digital Display dimming capabilities shall be able to be enacted  
12 automatically, in a pre-scheduled fashion or manually (minimum of 64  
13 levels).

14 d. Dimming capabilities shall be able to be controlled physically on-site as  
15 well as with software which can be accessed remotely from operator's  
16 location and updated instantly.

17 e. Digital Displays shall be able to reach 1% of dimming while maintaining  
18 the full range of the color spectrum.

19 f. All Digital Displays must comply with all applicable laws and  
20 regulations concerning brightness, including, without limitation,  
21 California Vehicle Code Section 21466.5.

22 23 5. Luminance.

24 The luminance of any Digital Display shall transition smoothly at a consistent  
25 rate of speed from the daytime luminance level to the nighttime luminance level,  
26 beginning at sunset and concluding the transition to nighttime intensity level no  
27 less than 15 minutes after sunset. The brightness of the Digital Display shall not  
28

1 exceed the following:

2 a. During Standard Time (1st Sunday in November to 2nd Sunday in  
3 March)

4 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

5 2) Sunset to 7:30 p.m.: 600 Candelas/meter squared.

6 3) 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

7  
8 b. During Daylight Savings Time (2nd Sunday in March to 1st Sunday in  
9 November)

10 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

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

12 3) 10:00 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

13 c. Beginning 45 minutes prior to sunset and concluding 45 minutes after  
14 sunset, the Digital Display shall transition smoothly at a consistent rate  
15 from the permitted daytime brightness level to the permitted brightness  
16 level during the sunset to 7:30 p.m. or Sunset to 10:00 p.m. period as  
17 applicable. Beginning 15 minutes prior to the required time, the Digital  
18 Display shall also transition smoothly at a consistent rate from the  
19 permitted brightness for the Sunset to 7:30 p.m. or Sunset to 10:00 p.m.  
20 period to the 7:30 p.m. to 2:00 a.m. or 10:00 p.m. to 2:00 a.m. period as  
21 applicable.

22 d. Measurement of Brightness.

23 The brightness of the Digital Display shall be measured from ground  
24 level at the nearest residential property outside of the combined  
25 boundaries of the project area. The measured maximum brightness shall  
26 be based on the luminance levels of the white display portion of the Sign.  
27 For Digital Display, the red, green and blue outputs shall be turned to full  
28

1 ON at the time of testing. A calibrated luminance meter shall be used to  
2 measure the luminance intensity of the Sign in Candela per meter squared  
3 (nits) in accordance with the luminance meter manufacturer's operational  
4 instructions. The luminance measurements should not be taken at oblique  
5 angles that exceed 60 degrees off-axis from the face of the Sign.

6 6. Digital Display Transitions.

7 Digital Display transitions shall comply with the following requirements:

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

19 7. Compliance with Riverside County Lighting Ordinances.

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

24 8. Airport Influence Areas.

25 Within an Airport Influence Area, the proposed Digital Display shall be  
26 submitted to the Airport Land Use Commission for review and compliance with  
27  
28

1 the applicable Airport Land Use Compatibility Plan.

2 9. Material.

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

8 10. Physical Movement.

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

14 F. SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

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

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

20 a. Front wall of building.

21 The surface area of the sign shall not exceed ten percent of the surface  
22 area of the front face of the building.

23 b. Side walls of a building.

24 The surface area of the sign shall not exceed ten percent of the surface  
25 area of the side face of the building.

26 c. Rear wall of a building.

1 The surface area of the sign shall not exceed five percent of the surface  
2 area of the rear face of the building.

3 G. ON-SITE SUBDIVISION SIGNS.

4 Shall be subject to the following minimum standards:

- 5 1. No sign shall exceed 100 feet in surface area.
- 6 2. No sign shall be within 100 feet of any existing residence that is outside of the  
7 subdivision boundaries.
- 8 3. No more than two such signs shall be permitted for each subdivision.
- 9 4. No sign shall be artificially lighted.

10 H. ON-SITE IDENTIFICATION SIGNS.

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

15 I. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN THE  
16 EASTERN COACHELLA VALLEY AND WESTERN COACHELLA VALLEY  
17 COMMUNITY PLANS.

18 The provisions of Subsections A. through H. of this Section shall apply to areas within  
19 the boundaries of the adopted Eastern Coachella Valley Plan (ECVP) and Western  
20 Coachella Valley Plan (WCVP), with the following exceptions:

- 21 1. In areas adjacent to scenic corridors as designated by the ECVP or WCVP, if a  
22 business chooses to advertise with a sign affixed to its primary building in lieu  
23 of a Free Standing Sign, then the maximum surface area of the sign affixed to  
24 the building shall not exceed the following:
  - 25 a. Front wall of building - ten percent of the surface area of the front face

1 of the building.

2 b. Side walls of building - ten percent of the surface area of the side face of  
3 the building.

4 c. Rear wall of building - ten percent of the surface area of the rear face of  
5 the building.

6 2. Monument Signs.

7 For monument signs, as defined within the policies of the ECVP or WCVP,  
8 located along Highway or Freeway scenic corridors:

9 a. For a single business or tenant advertised, maximum surface area shall  
10 not exceed 150 square feet, and overall height shall not exceed 10 feet.

11 b. For multiple businesses or tenants advertised, maximum surface area  
12 shall not exceed 200 square feet, and overall height shall not exceed 12  
13 feet.

14 3. Sheathed-Support Signs.

15 For sheathed-support signs, as defined within the policies of the ECVP or  
16 WCVP, located along Freeway scenic corridors:

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

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

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

25 b. For locations within 660 feet of the terminus of a Freeway exit or the  
26 origination of a Freeway entrance:  
27  
28

- 1) For a single business or tenant advertised, maximum surface area shall not exceed 150 square feet, and overall height shall not exceed 35 feet.
- 2) For multiple businesses or tenants advertised, maximum surface area shall not exceed 200 square feet, and overall height shall not exceed 35 feet.
- 3) Neither a single-business sheathed-support sign nor a multiple business sheathed-support sign shall be erected along a Highway scenic corridor.
- 4) The minimum spacing between Free-Standing Signs located within 330 feet of the nearest Edge of the Right-of-Way line of the Freeway shall be that distance necessary so as not to adversely obscure the visibility of adjacent On-Site Advertising Structures or Signs that are Free Standing Signs.
- 5) For the purposes of Article XIX, any sign which would otherwise meet the definition of "On-Site Advertising Structures or Signs" in Section 19.2.M. of this ordinance shall also be deemed to meet this definition if the sign advertises the business conducted, services available or rendered, or the goods produced, sold or available for sale on an adjacent parcel cooperatively on a joint sign, provided that the business on that adjacent parcel utilizes no other On-Site Advertising Structure or Sign that is Free Standing located on its parcel, and that a plot plan is submitted and approved for the parcel containing the sign."

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

“SECTION 19.5. NON-COMMERCIAL STRUCTURES OR SIGNS.



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

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

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

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

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

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

12  
13 By: \_\_\_\_\_  
Chairman, Board of Supervisors

14 ATTEST:  
15 CLERK OF THE BOARD

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

17 (SEAL)

18  
19 APPROVED AS TO FORM  
20 \_\_\_\_\_, 2023

21 By: \_\_\_\_\_  
22 AARON C. GETTIS  
23 Deputy County Counsel  
24  
25  
26  
27  
28

1 ORDINANCE NO. 348.XXXX

2 AN ORDINANCE OF THE COUNTY OF RIVERSIDE AMENDING

3 ORDINANCE NO. 348.4978 PROVIDING FOR LAND USE PLANNING AND ZONING

4 REGULATIONS AND RELATED FUNCTIONS

5  
6 The Board of Supervisors of the County of Riverside ordains as follows:

7 Section 1. Section 19.2 of Ordinance No. 348.4978 is amended to read as follows:

8 “SECTION 19.2. DEFINITIONS.

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

11 A. ~~“Abandoned.BANDONED” means either:~~ Any of the following:

12 1.- Any ~~Outdoor~~ Advertising ~~Display~~ that

13 a. ~~Is~~ is allowed to continue for more than one year without a poster, bill,  
14 printing, painting, or other form of advertisement or message; or,

15 ~~2.b. Any outdoor advertising display that~~ Does not appear on the inventory  
16 required by Section 19.3.B.12. of this ordinance; or,

17 ~~3.2.~~ Any ~~On-site~~ Advertising ~~Structure~~ or ~~Sign~~ that is allowed to continue for  
18 more than 90 days without a poster, bill, printing, painting, or other form of  
19 advertising or message for the purposes set forth in Section 19.2.M. of this  
20 ordinance hereof.

21 B. Digital Display. An electronic message display that advertises the business name,  
22 business conducted, services rendered, or goods produced or sold upon the property on  
23 which the display placed and exhibits static images through the use of grid lights,  
24 cathode ray projections, light emitting diode displays, plasma screens, liquid crystal  
25 displays, fiber optics, or other electronic media or technology, that may be changed  
26 remotely through electronic means. The ability to have a digital display only applies to  
27 On-Site Advertising Structures or Signs, which are defined in Section 19.2.M. of this  
28

1            ordinance.

2            BC. "DisplayISPLAY-FaceACE". means ~~†~~The surface area of an ~~o~~Outdoor ~~a~~Advertising  
3            ~~d~~Display available for the purpose of displaying an advertising message. Display Face  
4            does not include the structural supports or lighting.

5            CD. "EdgeDGE ofOF theA RightIGHT-OFof-WayAY". means ~~a~~A measurement from the  
6            ~~e~~Edge of ~~thea~~ ~~r~~Right-of-~~w~~Way line horizontally along a line normal or perpendicular to  
7            the centerline of the ~~f~~Freeway or ~~h~~Highway.

8            DE. "Free REE StandingTANDING- SignIGN". means ~~a~~Any sign which is supported by one  
9            or more columns or uprights imbedded in the ground, and which is not attached to any  
10           building or structure.

11           EF. "FreewayREEWAY". means ~~a~~A divided arterial ~~h~~Highway for through traffic with full  
12           control of access and with grade separations at intersections.

13           FG. "HighwayIGHWAY". means ~~r~~Roads, streets, boulevards, lanes, courts, places,  
14           commons, trails, ways or other rights-of-way or easements used for or laid out and  
15           intended for the public passage of vehicles or persons.

16           GH. "IllegalLLEGAL OutdoorUTDOOR AdvertisingDVERTISING DisplayISPLAY".  
17           means ~~a~~Any of the following:

- 18           1.        An ~~o~~Outdoor ~~a~~Advertising ~~s~~Structure or outdoor advertising sign erected  
19           without first complying with all applicable county ordinances and regulations in  
20           effect at the time of its construction, erection or use.
- 21           2.        An ~~o~~Outdoor ~~a~~Advertising ~~s~~Structure or ~~o~~Outdoor ~~a~~Advertising ~~s~~Sign that was  
22           legally erected but whose use has ceased, or the structure upon which the  
23           advertising display is placed has been ~~a~~Abandoned by its owner, and not  
24           maintained or used for a period of not less than one year.
- 25           3.        An ~~o~~Outdoor ~~a~~Advertising ~~s~~Structure or ~~o~~Outdoor ~~a~~Advertising ~~s~~Sign that was  
26           legally erected which later became nonconforming as a result of the adoption of  
27           an ordinance; the amortization period for the display provided by the ordinance  
28

1 rendering the display nonconforming has expired; and conformance has not been  
2 accomplished.

3 4. An ~~o~~Outdoor ~~a~~Advertising ~~s~~Structure or ~~o~~Outdoor ~~a~~Advertising ~~s~~Sign which  
4 does not comply with this Article, the Outdoor Advertising Display Permit  
5 referenced in Section 19.3.A. ~~of this ordinance~~hereof, the State Outdoor  
6 Advertising Ppermit referenced in Section 19.3.B.4. ~~of this ordinance~~ hereof or  
7 any related building permit.

8 5. An ~~o~~Outdoor ~~a~~Advertising ~~s~~Structure or ~~o~~Outdoor ~~a~~Advertising ~~s~~Sign which is  
9 a danger to the public or is unsafe.

10 ~~H.~~ ~~"Illegal~~LEGAL ~~On-Site~~ITE Advertising~~DVERTISING~~ Structure~~STRUCTURE~~ or~~OR~~  
11 ~~Sign~~IGN". ~~means a~~Any of the following.

12 1. An ~~o~~On-s~~s~~ite ~~a~~Advertising ~~s~~Structure or ~~s~~Sign erected without first complying  
13 with all applicable County ordinances and regulations in effect at the time of its  
14 construction, erection or use.

15 2. An ~~o~~On-s~~s~~ite ~~a~~Advertising ~~s~~Structure or ~~s~~Sign that was legally erected, but  
16 whose use has ceased, or the structure upon which the advertising display is  
17 placed has been ~~a~~Abandoned by its owner, and not maintained or used to identify  
18 or advertise an ongoing business for a period of not less than 90 days.

19 3. An ~~o~~On-s~~s~~ite ~~a~~Advertising ~~s~~Structure or ~~s~~Sign that was legally erected which  
20 later became nonconforming as a result of the adoption of an ordinance; the  
21 amortization period for the display provided by the ordinance rendering the  
22 display nonconforming has expired; and conformance has not been  
23 accomplished.

24 ~~H.~~ ~~"Maximum~~AXIMUM Height~~EIGHT~~". ~~means t~~The highest point of the structure or sign  
25 measured from the average natural ground level at the base of the supporting structure.  
26 ~~Provided, h~~However, within the boundaries of the R-VC Zone (Rubidoux-Village  
27 Commercial), maximum height shall mean the height measured from the average  
28

1 adjacent finish grade (excluding artificial berms and raised planters) to the uppermost  
2 portion of the border of the surface area of the sign, except that:

- 3 1. Structural supports and non-sign architectural features may project above the  
4 maximum height limit to the limits prescribed in the applicable zoning  
5 ordinances and,
- 6 2. Signs affixed to the building may be placed at any height as long as the sign  
7 conforms to the other regulations of this ordinance.

8 JK. ~~"Noise Attenuation Barrier"~~ ~~TTENUATION BarrierARRIER".~~ means ~~a~~ A sound wall or  
9 other structure built by the California Department of Transportation to reduce noise  
10 impacts.

11 KL. ~~"Non-Commercial Structure or Sign"~~ ~~OMMERCIAL StructureTRUCTURE orOR SignIGN".~~ means  
12 aAny structure, housing, sign, device, figure, statuary, painting, display, message,  
13 placard or other contrivance, which is designed, constructed, created, engineered,  
14 intended or used to provide data or information that does not do any of the following:  
15 1. Advertise a product or service for profit or for a business purpose;  
16 2. Propose a commercial transaction; or,  
17 3. Relate solely to economic interests.

18 LM. ~~"On-Site Advertising Structure or Sign"~~ ~~ITE AdvertisingDVERTISING StructureTRUCTURE orOR SignIGN".~~  
19 means ~~a~~ Any structure, housing, sign, device, figure, statuary, painting, display, message  
20 placard, or other contrivance, or any part thereof, which is designed, constructed,  
21 created, engineered, intended, or used to advertise, or to provide data or information that  
22 does either of the following:  
23 1. Designates, identifies, or indicates the name of the business of the owner or  
24 occupant of the premises upon which the structure or sign is located.  
25 2. Advertises the business conducted, services available or rendered, or the goods  
26 produced, sold, or available for sale, upon the premises where the structure or  
27 sign is located.

1 MN. ~~"Outdoor Advertising Display"~~. means a Commonly  
2 known or referred to as an "off-site" or an "off-premises" billboard, an Outdoor  
3 Advertising Structure or Outdoor Advertising Sign used for outdoor advertising  
4 purposes, not including On-site Advertising Signs as herein defined and directional  
5 sign structures as provided in Riverside County Ordinance No. 679, as amended from  
6 time to time. An outdoor advertising display may be commonly known or referred to as  
7 an "off-site" or an "off-premises" billboard.

8 NO. ~~"Outdoor Advertising Sign"~~. means Any card, cloth,  
9 paper, metal, painted, plastic, or wooden sign of any character placed for outdoor  
10 advertising purposes and affixed to an Outdoor Advertising Display or Outdoor  
11 Advertising Structure.

12 OP. ~~"Outdoor Advertising Structure"~~. means A  
13 structure of any kind or character erected, used or maintained for outdoor advertising  
14 purposes, upon which any poster, bill, printing, painting or other advertisement of any  
15 kind whatsoever may be placed, including statuary, for outdoor advertising purposes.  
16 Such structure shall be constructed or erected upon a permanent foundation or shall be  
17 attached to a structure having a permanent foundation.

18 PQ. ~~"Scenic Highway"~~. means Any officially designated state or county  
19 scenic highway as defined in Streets and Highway Code Sections 154 and 261 et seq.

20 QR. ~~"Shopping Center"~~. means A parcel of land not less than three acres  
21 in size, on which there exists four or more separate business uses that have mutual  
22 parking facilities.

23 R. ~~Repealed.~~

24 S. ~~"Significant Resources"~~. means Any County, State or  
25 Federal site which has significant or potentially significant social, cultural, historical,  
26 archaeological, recreational or scenic resources, or which plays or potentially could play  
27 a significant role in promoting tourism. For the purposes of this Article, ~~the term~~

1 significant resources shall include, but not be limited to, the following:

2 1. Riverside National Cemetery.

3 A strip, 660 feet in width, measured from the eEdge of the rRight-of-wWay line  
4 on both sides of I-215 from the intersection of Van Buren Boulevard southerly  
5 to Nance Road, and on both sides of Van Buren Boulevard from the intersection  
6 of I-215 westerly to Wood Road.

7 2. Scenic Highways.

8 3. A corridor 500 feet in width adjacent to both sides of all hHighways within three-  
9 tenths (3/10) of a mile of any Regional, State, or Federal park or recreation area.

10 4. A corridor 500 feet in width adjacent to both sides of State Highway 74 (State  
11 Route 74) extending from its intersection with Interstate 15 to its intersection  
12 with Winchester Road (State Route 79), and from there easterly to the city limits  
13 of the City of Hemet, on both sides of the road.

14 5. A corridor 500 feet in width adjacent to both sides of I-15 from the Riverside/  
15 San Diego County line northerly to the city limits of the City of Temecula.

16 6. A corridor 500 feet in width adjacent to both sides of Grand Avenue from the  
17 city limits of the City of Lake Elsinore, just northerly of Bonnie Lea Drive, to  
18 Clinton Keith Road, and adjacent to both sides of Clinton Keith Road from  
19 Interstate 15 to the city limits of the City of Murrieta.

20 7. A corridor 550 feet in width, measured from the eEdge of the rRight-of-wWay  
21 line adjacent to both sides of Interstate 15, extending from its intersection with  
22 state Highway 60 southerly to the city limits of the City of Norco.”

23 ~~F. — Repealed.”~~

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

25 “SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

26 ~~No person shall erect, use or maintain an outdoor advertising display in the unincorporated area of~~  
27 ~~the County, except in accordance with the following provisions. The changing of an advertising~~  
28

1 ~~message or customary maintenance of a legally existing outdoor advertising display shall not~~  
2 ~~require a permit pursuant to this Section.~~

3 A. APPLICABILITY

4 1. PROHIBITED ACTIVITIES. Prohibited Activities

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

11  
12  
13 2. Zoning

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

17  
18 B. PERMIT PROCEDURE.

19 1. Land Use Entitlement Required.

20 a. Outdoor Advertising Displays are permitted provided a plot plan is  
21 approved in accordance with the provisions of this Section.

22 b. The changing of an advertising message or customary maintenance of a  
23 legally existing Outdoor Advertising Display shall not require a plot plan  
24 pursuant to this Section.

25 2. Application.

26 a. Applications for Outdoor Advertising Displays shall be submitted to the  
27

28



1 Planning Department on a form provided and accompanied by the filing  
2 fee set forth in Ordinance No. 671, as amended from time to time.

3 b. ~~In addition to all other applicable Federal, State, and local laws, rules,~~  
4 ~~regulations and ordinances, no outdoor advertising display shall be~~  
5 ~~placed, erected, used or maintained until an Outdoor Advertising Display~~  
6 ~~Permit therefore has been issued by the County Planning Director, on the~~  
7 ~~form provided by the County Planning Department accompanied by the~~  
8 ~~filing fee set forth in Ordinance No. 671.~~ The application shall consist of  
9 ten copies of a plot plan drawn to scale, containing the name, address or  
10 telephone number of the applicant, a copy of the current valid State  
11 Outdoor Advertising Display Permit referenced in Section 19.3.B.4. of  
12 this ordinance hereof and a general description of the property upon  
13 which the ~~o~~Outdoor ~~a~~Advertising ~~d~~Display is proposed to be placed.

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

23 23. Issuance/Denial.

24 The Planning Director shall, within forty-five (45) days of the filing of a  
25 complete permit application, approve and issue the Outdoor Advertising Display  
26 permit if the standards and requirements of this ordinance have been met;  
27 otherwise, the permit shall be denied. Judicial review of a decision denying the  
28

1 permit shall be made by a petition for writ of administrative mandamus filed in  
2 the Riverside County Superior Court, in accordance with the procedure set forth  
3 in California Code of Civil Procedure, Section 1094.8.

4 34. Building Permit Required.

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

10 45. Revocation.

11 Any Outdoor Advertising Display Permit which has been issued as a result of  
12 a material misrepresentation of fact by the applicant or his agent, ~~w~~ whether or  
13 not a criminal prosecution is initiated therefore, or which does not comply with  
14 this Article, the State Outdoor Advertising Display Permit referenced in  
15 Section 19.3.B.4. of this ordinance hereof or any related building permit may be  
16 revoked by the Planning Director. The Planning Director shall forthwith give  
17 written notice of revocation to the applicant. Unless the permittee files with the  
18 Planning Department a written request for a hearing within 10 days of the date  
19 the notice was mailed, the Planning Director's decision to revoke will be  
20 considered final. Failure to timely file a written request for a hearing constitutes  
21 a waiver of the right to a hearing. Notice of the hearing shall be given by mail to  
22 the permittee. The timely filing of a written notice to appeal shall stay the  
23 revocation until such time as the Planning Director issues their decision to grant  
24 or deny the appeal. Within 30 days after notice is given, or if a hearing is  
25 requested, within 30 days from the date of mailing the Planning Director's  
26 decision to deny the appeal, any ~~Outdoor Advertising Display~~ authorized by  
27 the Outdoor Advertising Display Permit shall be removed at the permittee's  
28

1 expense. Failure to remove the display within 30 days shall be deemed a separate  
2 violation of this ordinance.

3 BC. PERMIT STANDARDS.

4 1. General Plan.

5 Outdoor ~~a~~Advertising ~~d~~Displays shall be consistent with the Riverside County  
6 Comprehensive General Plan.

7 2. Zoning.

8 Outdoor ~~a~~Advertising ~~d~~Displays are permitted only in the C-1/C-P, M-SC, M-  
9 M<sub>2</sub> and M-H Zones provided that the display meets all of the other requirements  
10 of the zoning classification and this Article. Outdoor ~~a~~Advertising ~~d~~Displays are  
11 expressly prohibited in all other zones.

12 3. Height.

13 The ~~m~~Maximum ~~h~~Height of an ~~e~~Outdoor ~~a~~Advertising ~~d~~Display shall not  
14 exceed a height of 25 feet from the roadbed of the adjacent ~~f~~Freeway or  
15 ~~h~~Highway to which the display is oriented, or a ~~m~~Maximum ~~h~~Height of 25 feet  
16 from the grade on which it is constructed, whichever is greater.

17 4. Setbacks.

18 No ~~e~~Outdoor ~~a~~Advertising ~~d~~Display shall be erected within an established  
19 setback or building line, or within road right-of-way lines or future road right-  
20 of-way lines as shown on any Specific Plan of Highways. A minimum setback  
21 from the property line of one foot shall be required. No person shall place, erect,  
22 use or maintain any ~~e~~Outdoor ~~a~~Advertising ~~d~~Display located within 660 feet  
23 from the ~~e~~Edge of the ~~r~~Right of ~~w~~Way line of, and the copy which is visible  
24 from, any primary ~~h~~Highway without first obtaining a valid State Outdoor  
25 Advertising Display ~~P~~permit.  
26

27 5. Poles.

1 A maximum of two steel poles are allowed for support of an Outdoor  
2 Advertising Display.

3 6. Roof Mounts.

4 No Outdoor Advertising Display shall be affixed on or over the roof of any  
5 building and no display shall be affixed to the wall of a building so that it projects  
6 above the parapet of the building. For the purposes of this Section, a mansard  
7 style roof shall be considered a parapet.

8 7. Number of Displays.

9 No more than one proposed Outdoor Advertising Display per application  
10 shall be permitted.

11 8. Number of Display Faces.

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

17 9. Display Face Size.

18 No Outdoor Advertising Display shall have a total surface area of more than  
19 300 square feet.

20 10. Display Movement.

21 No Outdoor Advertising Display shall move or rotate, to display any moving  
22 and/or rotating parts. No propellers, flags, or other noise creating devices, and  
23 no architectural embellishments which utilize mechanical or natural forces for  
24 motion, shall be permitted. Use of daylight reflective materials or electronic  
25 message boards using flashing, intermittent or moving light or lights is  
26 prohibited, provided, however, that electronic message boards displaying only  
27  
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1 time and/or temperature for periods of not less than 30 seconds is permitted.

2 11. Mobile Displays.

3 No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer,  
4 or other advertising display not permanently affixed to the ground, as defined in  
5 Section 19.2.MN. of this ordinance, to be used as an Outdoor Advertising  
6 Display.

7 12. Display Inventory.

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

17 13. Lighting and Illumination of Displays.

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

1                   14.    Spacing.

2                   No oOutdoor aAdvertising dDisplay shall be located within 500 feet in any  
3                   direction from any other oOutdoor aAdvertising dDisplay on the same side of  
4                   the hHighway; provided, however, that if in a particular zone a different interval  
5                   shall be stated, the spacing interval of the particular zone shall prevail. No  
6                   oOutdoor aAdvertising dDisplay shall be erected within the boundary of any  
7                   sSignificant rResource as defined in Section 19.2.S. of this ordinance. No  
8                   oOutdoor aAdvertising dDisplay shall be located within 150 feet of property for  
9                   which the zoning does not allow advertising displays; provided, however, that  
10                  an oOutdoor aAdvertising dDisplay may be placed within 150 feet of property  
11                  for which zoning does not allow displays, if at the time an application for an  
12                  Outdoor Advertising Display Permit is applied for, there is no existing  
13                  residential structure or an approved building permit for a residential structure  
14                  within 150 feet of the location of the proposed oOutdoor aAdvertising dDisplay.

15                  15.    Identification.

16                  No person shall place, erect, use or maintain an oOutdoor aAdvertising dDisplay  
17                  and no oOutdoor aAdvertising dDisplay shall be placed, erected, used or  
18                  maintained anywhere within the unincorporated area of the County unless there  
19                  is securely fastened thereto and on the front display face thereof, the name of the  
20                  oOutdoor aAdvertising dDisplay owner in such a manner that the name is visible  
21                  from the hHighway. Any display placed, erected, or maintained without this  
22                  identification shall be deemed to be placed, erected, and maintained in violation  
23                  of this Section.

24                  DE.   HEIGHT ADJUSTMENTS.

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

DE. HEIGHT ADJUSTMENT STANDARDS.

A height adjustment in excess of the ~~m~~Maximum ~~h~~Height authorized under this ordinance shall be approved if all of the following height adjustment standards are met:

1. The ~~e~~Outdoor ~~a~~Advertising ~~d~~Display is not an ~~i~~llegal ~~e~~Outdoor ~~a~~Advertising ~~d~~Display;
2. The ~~e~~Outdoor ~~a~~Advertising ~~d~~Display is oriented towards a ~~f~~Freeway;
3. The ~~e~~Outdoor ~~a~~Advertising ~~d~~Display is within one hundred (100) feet of the nearest ~~e~~Edge of ~~the a~~freeway ~~r~~Right-of-~~w~~Way line of the Freeway;
4. A ~~n~~Noise ~~A~~ttenuation ~~b~~Barrier was fully constructed between the ~~e~~Outdoor ~~a~~Advertising ~~d~~Display and the ~~e~~Edge of the Right-of-Way line of the fFreeway after the ~~e~~Outdoor ~~a~~Advertising ~~d~~Display was fully constructed;
5. A line of sight study shows that the ~~n~~Noise ~~a~~ttenuation ~~b~~Barrier prevents the display face of the ~~e~~Outdoor ~~a~~Advertising ~~d~~Display from being completely visible to vehicles in one or more approaching ~~f~~Freeway traffic lanes at a point six hundred and sixty (660) feet from the ~~e~~Outdoor ~~a~~Advertising ~~d~~Display. The six hundred and sixty (660) feet shall be measured from the middle of the display face to the middle of each approaching ~~f~~Freeway traffic lane. The line of sight study shall be prepared at the owner's expense in accordance with the Planning Department's line of sight study protocol;
6. The ~~m~~Maximum ~~h~~Height adjustment shall be no more than what is required to

1 make the display face of the ~~o~~Outdoor ~~a~~Advertising ~~d~~Display completely visible  
2 to vehicles in all approaching ~~f~~Freeway traffic lanes at a point six hundred and  
3 sixty (660) feet from the display as shown by the line of sight study. In no event,  
4 however, shall the ~~m~~Maximum ~~h~~Height of an ~~o~~Outdoor ~~a~~Advertising ~~d~~Display  
5 adjusted under this ~~s~~Section exceed a height of forty (40) feet from the roadbed  
6 of the adjacent ~~f~~Freeway towards which the ~~o~~Outdoor ~~a~~Advertising ~~d~~Display is  
7 oriented, or a ~~m~~Maximum ~~h~~Height of forty (40) feet from the grade on which it  
8 is constructed, whichever is greater;

9 7. The owner of any ~~o~~Outdoor ~~a~~Advertising ~~d~~Display that obtains a height  
10 adjustment pursuant to this ~~s~~Section shall also obtain a building permit from the  
11 Riverside County Department of Building & Safety before increasing the height  
12 of the ~~o~~Outdoor ~~a~~Advertising ~~d~~Display;

13 8. Other than the increase in height, nothing in this ~~s~~Section shall be deemed to  
14 allow the relocation or enlargement of an existing ~~o~~Outdoor ~~a~~Advertising  
15 ~~d~~Display. Nor shall this ~~s~~Section be deemed to allow the angle of orientation of  
16 the ~~o~~Outdoor ~~a~~Advertising ~~d~~Display to be altered or to allow an increase in the  
17 number of display faces on the existing ~~o~~Outdoor ~~a~~Advertising ~~d~~Display.

18 FF. ENFORCEMENT.

19 Wherever the officials responsible for the enforcement of administration of ~~this County~~  
20 ~~Land Use Ordinance No. 348~~ or their designated agents, have cause to suspect a  
21 violation of this article, or whenever necessary to investigate either an application for  
22 the granting, modification, or any action to suspend or revoke an ~~o~~Outdoor ~~a~~Advertising  
23 ~~d~~Display permit, or whenever necessary to investigate a possible violation, such persons  
24 may lawfully gain access to the appropriate parcel of land upon which a violation is  
25 believed to exist. The following provisions shall apply to the violations of this article:

26 1. All violations of this article committed by any person, whether as agent,  
27  
28



1 employee, officer, principal, or otherwise, shall be a misdemeanor.

- 2 2. Every person who knowingly provides false information on an oOutdoor  
3 aAdvertising dDisplay permit application shall be guilty of a misdemeanor.
- 4 3. Every person who fails to stop work on an oOutdoor aAdvertising dDisplay,  
5 when so ordered by the Director of the Riverside County Building and Safety  
6 Department or the Planning Director, or their designees shall be guilty of a  
7 misdemeanor.
- 8 4. Every person who, having received notice to appear in court to answer a related  
9 charge, willfully fails to appear, shall be guilty of a misdemeanor.
- 10 5. A misdemeanor may be prosecuted by the County in the name of the People of  
11 the State of California, or may be redressed by civil action. Each violation is  
12 punishable by a fine of not more than one thousand dollars (1,000.00), or by  
13 imprisonment in the County jail for a term of not more than six months, or by  
14 both fine and imprisonment.
- 15 6. Every person found guilty of a violation shall be deemed guilty of a separate  
16 offense for every day during a portion of which the violation is committed,  
17 continued, or permitted by such person.
- 18 7. Every illegal oOutdoor aAdvertising dDisplay and every abandoned oOutdoor  
19 aAdvertising dDisplay is hereby declared to be a public nuisance and shall be  
20 subject to abatement by repair, rehabilitation, or removal in accordance with the  
21 requirements of procedures contained in Section 3. of County Ordinance No.  
22 457, as amended from time to time.

24 FG. NONCONFORMING OUTDOOR ADVERTISING DISPLAYS.

25 Every oOutdoor aAdvertising dDisplay which does not conform to this ordinance shall  
26 be deemed to be a nonconforming sign and shall be removed or altered in accordance  
27 with this ordinance as follows:  
28

1. Any oOutdoor aAdvertising dDisplay which was lawfully in existence prior to the effective date of the enactment of ~~County~~ Ordinance No. 348.2496 (July 16, 1985) shall be abated or brought into conformance with these provisions by July 17, 1990.
2. Any oOutdoor aAdvertising dDisplay which was lawfully in existence prior to the effective date of the enactment of ~~County~~ Ordinance No. 348.2856 (June 30, 1988) but after the effective date of the enactment of ~~County~~ Ordinance No. 348.2496 (July 16, 1985) shall be abated or brought into conformance with these provisions by July 1, 1993.
3. Any oOutdoor aAdvertising dDisplay which was lawfully in existence prior to the effective date of Ordinance No. 348.2989 but after the effective date of the enactment of ~~County~~ Ordinance No. 348.2856 (June 30, 1988) shall be abated or brought into conformance with these provisions within eleven years of the effective date of ~~County~~ Ordinance No. 348.2989 (June 20, 1989).
4. If Federal or State law requires the County to pay just compensation for the removal of any such lawfully erected but nonconforming oOutdoor aAdvertising dDisplay, it may remain in place until just compensation as defined in the Eminent Domain Law (Title 7, of Part 3 of the Code of Civil Procedure) is paid.

HG. ILLEGAL AND ABANDONED OUTDOOR ADVERTISING DISPLAYS.

1. All illegal oOutdoor aAdvertising dDisplays and all abandoned oOutdoor aAdvertising dDisplays shall be removed or brought into conformance with this ordinance immediately.
2. The procedures, remedies, and penalties for violation of this Article and Illegal Outdoor Advertising Displays and Abandoned Outdoor Advertising Displays for recovery of costs related to enforcement are provided for in Ordinance No. 725, as amended from time to time, which is incorporated herein by this

1                    ~~reference. County Ordinance No. 725 applies to all illegal outdoor advertising~~  
2                    ~~displays and abandoned outdoor advertising displays.~~

3                    3. In enforcing Ordinance No. 725 as it relates to illegal eOutdoor aAdvertising  
4                    dDisplays and aAbandoned eOutdoor aAdvertising dDisplays, the nNotice  
5                    required to be given to owner of the property shall also be given to all of the  
6                    following:

7                    a. ~~(h)~~ tThe owner of the sign, if the identification plate required by  
8                    Business and Professions Code Ssections 5362 and 5363 is affixed; and,

9                    ~~(ii)~~

10                    b. tThe advertiser, if any, identified on the sign provided the address of the  
11                    advertiser can reasonably be determined.

12                    ~~HI.~~        RELOCATED OUTDOOR ADVERTISING DISPLAYS.

13                    1. Approved Outdoor Advertising Displays may be relocated to another area on the  
14                    same property or another property subject to an approved relocation agreement  
15                    with the County in accordance with the provisions of this Subsection. Except as  
16                    provided in this Subsection, a relocated Outdoor Advertising Display shall be  
17                    subject to all the permit procedures and standards described in this Article.

18                    2. ~~Nothing in this Article shall prevent t~~ The County may, at its discretion, enter  
19                    into a ~~from entering into~~ relocation agreement with the property owner for an  
20                    eOutdoor aAdvertising dDisplay relocation agreement when:

21                    a. ~~(1)~~ tThe original location of the eOutdoor aAdvertising dDisplay is  
22                    within a contemplated public right-of-way; and,

23                    b. ~~(2)~~ tThe eOutdoor aAdvertising dDisplay complied with all applicable  
24                    County ordinances and regulations in effect at the time it was erected.

25                    3. An eOutdoor aAdvertising dDisplay located on a parcel that is zoned to prohibit  
26                    eOutdoor aAdvertising dDisplays may, ~~pursuant to such an agreement,~~ be

1 relocated to another place on that same parcel pursuant to a relocation agreement  
2 in accordance with the provisions of this Subsection.

3 4. An ~~O~~utdoor ~~a~~Advertising ~~d~~Display located in an area defined in this Article as  
4 a ~~s~~Significant ~~r~~Resource may also, pursuant to such an agreement, be relocated  
5 to an area defined as a ~~s~~Significant ~~r~~Resource whether the area is on the same  
6 parcel or a different parcel in accordance with the provisions of this Subsection.  
7 Except as provided in this Subsection, a relocated outdoor advertising display  
8 shall be subject to all the permit procedures and standards described in this  
9 Article.”

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

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

12 A. APPLICABILITY

13 1. ~~Prohibited Activities~~PROHIBITED ACTIVITIES.

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

20 2. Zoning

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

24  
25  
26 ~~No person shall erect an on site advertising structure or sign in the unincorporated area of the~~  
27 ~~County that is in violation of the provisions contained within any specific zoning classification in~~  
28

1 ~~this ordinance or that is in violation of the following provisions.~~

2 A. ~~\_\_\_\_\_~~ B. PERMIT PROCEDURES.

3 1. Land Use Entitlement Required.

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

6 2. Application.

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

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

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

24 2. Issuance/Denial.

25 a. Permit Type.

26 Approval of plot plans for On-Site Advertising Structures or Signs shall  
27  
28

1                   be ministerial, unless the sign has a Digital Display, in which case the  
2                   plot plan shall require a public hearing pursuant to Subsection c. below.

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

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

13                  c. Plot Plans For On-Site Advertising Structures or Signs – Public Hearing.  
14                  Plot plans for On-Site Advertising Structures or Signs requiring a public  
15                  hearing require approval in accordance with the provisions of Section  
16                  18.30 of this ordinance.

17                  3. Building Permit Required.  
18

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

24                  4. Revocation.

25                  Any On-Site Advertising Structure or Sign permit which has been issued as a  
26                  result of a material misrepresentation of fact by the applicant or his agent,  
27                  whether or not a criminal prosecution is initiated therefore, or which does not  
28

1 comply with this Article, or any related building permit may be revoked by the  
2 Planning Director. The Planning Director shall forthwith give written notice of  
3 revocation to the applicant. Unless the permittee files with the Planning  
4 Department a written request for a hearing within 10 days of the date the notice  
5 was mailed, the Planning Director's decision to revoke will be considered final.  
6 Failure to timely file a written request for a hearing constitutes a waiver of the  
7 right to a hearing. Notice of the hearing shall be given by mail to the permittee.  
8 The timely filing of a written notice to appeal shall stay the revocation until such  
9 time as the Planning Director issues their decision to grant or deny the appeal.  
10 Within 30 days after notice is given, or if a hearing is requested, within 30 days  
11 from the date of mailing the Planning Director's decision to deny the appeal, any  
12 On-Site Advertising Structure or Sign authorized by the On-Site Advertising  
13 Structure or Sign permit shall be removed at the permittee's expense. Failure to  
14 remove the On-Site Advertising Structure or Sign within 30 days shall be  
15 deemed a separate violation of this ordinance.

16 C. FREE-STANDING SIGNS.

- 17 1. Located within 660 feet of the nearest Edge of the freeway Right-of-Way  
18 line of a Freeway.

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

- 22 a. The Maximum Height of a sign shall not exceed 4550 feet. However,  
23 if the grade of the Freeway precludes visibility, a variance may be sought  
24 in accordance with Section 18.27 of this ordinance.  
25  
26 b. The maximum surface area of a sign shall not exceed 150 square feet  
27 except that for those project sites having an area in excess of 15 acres,  
28

1 the allowable area of a sign shall be 10 square feet per acre of the project  
2 site, up to no more than 400 square feet in surface area. The entire  
3 allowable area of a sign can be comprised of a Digital Display.

4 c. No more than two Display Faces per On-Site Advertising Structure or  
5 Sign shall be permitted. Only single face, back-to-back, and v-shaped  
6 displays shall be allowed. For On-Site Advertising Structures or Signs  
7 with two sides, the maximum total sign area that shall be permitted is  
8 twice the sign area permitted for the sign. Each side of the sign shall be  
9 the same size.

10 d. Architectural framing or asymmetrical shapes surrounding the sign, not  
11 considered part of the allowable signage area, and not exceeding 25  
12 percent of each Display Face, are permitted provided the following  
13 apply:

14 1) The requested modification does not result in additional glare,  
15 light trespass, or nuisance to neighboring properties or  
16 surrounding uses; and,

17 2) With the exception of the requested modification, the proposed  
18 sign complies with all other applicable standards.

19 e. On-Site Advertising Structures or Signs may not be placed so that they  
20 interfere with the effectiveness of, or obscure any official traffic sign,  
21 device, or signal. Furthermore, they may not obstruct or physically  
22 interfere with the vision of drivers in approaching, merging, or  
23 intersecting traffic.

24 f. On-advertising advertising structures or signs must meet all other  
25 requirements as required by Federal and State regulations pertaining to  
26 advertising signs within 660 feet of a Freeway.  
27



1                   2.     ~~Commercial Zones and Industrial Zones. Shopping Centers – All Locations.~~

2                   The standards for On-Site Advertising Signs that are Free Standing Signs,  
3                   located in commercial zones and industrial zones (C-1/C-P, C-T, C-P-S, C-R, C-  
4                   O, R-VC, I-P, M-SC, M-M, M-H, M-R, M-R-A), and not located within 660 feet  
5                   of the nearest Edge of the Right-of-Way line of a Freeway are established as  
6                   follows:~~Notwithstanding the provisions of sub-paragraphs 1 and 2, an alternate~~  
7                   ~~standard for free standing on-site advertising signs for shopping centers is~~  
8                   ~~established as follows:~~

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

20                  ~~b.       The maximum height of a sign shall not exceed 20 feet.~~

21                   3.     All Other Locations.

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

- 26                  a.       The ~~m~~Maximum ~~h~~Height of a sign shall not exceed 20 feet.

- b. The maximum surface area of a sign shall not exceed 50 square feet.
- c. The sign shall not have a Digital Display.

D4. NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL – ALL LOCATIONS ~~Number of Free-standing Signs – All Locations.~~

~~Not more than one free-standing sign shall be permitted on a parcel of land, except that if a shopping center has frontage on two or more streets, the shopping center shall be permitted two free-standing signs, provided that the two signs are not located on the same street; are at least 100 feet apart and the second sign does not exceed 100 square feet in surface area and 20 feet in height.~~ 1. Not more than one Free Standing Sign shall be permitted on a parcel of land.

a. Exception: For Shopping Centers only, if a Shopping Center has frontage on two or more streets, two Free Standing Signs may be permitted provided all of the following standards are met:

- 1) The two signs are not located on the same street;
- 2) The two signs are at least 100 feet apart;
- 3) One sign does not exceed 100 square feet in surface area and 20 feet in height; and,
- 4) Only one of the signs may include a Digital Display.

2. For Free Standing Signs within 660 feet of a Freeway, a Free Standing Sign with a Digital Display shall not be located within 1,000 feet of another Digital Display that is located on the same side of the street.

3. Mobile Displays Prohibited.

No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer, or other advertising display not permanently affixed to the ground to be used as an on-site advertisement.

1           E.       DIGITAL DISPLAY REQUIREMENTS.

2           Digital Displays shall comply with the following standards:

3           1.       Controls.

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

10          2.       Hours of Operation.

11                   Digital Displays shall be allowed 24-Hours a day, except ~~when~~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-T-  
14                   R, R-4, R-5, R-6, R-7, W-2, R-D, N-A, W-2-M, W-1, WC-W, WC-WE, WC-E,  
15                   WC-R), the hours of operation shall be limited to between 6 am to 10 pm.

16          3.       Design.

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

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

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

25          4.       Dimming and Brightness.

26                   a.       Digital Displays shall have a consistently maintained photocell with  
27  
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1 brightness keyed to an astronomical calendar and capabilities to slowly  
2 brighten throughout morning twilight to dawn for a period of 20-30  
3 minutes and to slowly dim throughout evening twilight after dusk to  
4 sunset for a period of 20-30 minutes.

5 b. Brightening and dimming will be at a rate of 1% dimming increments  
6 performed approximately every 12 seconds at the fastest speed.

7 c. Digital Display dimming capabilities shall be able to be enacted  
8 automatically, in a pre-scheduled fashion or manually (minimum of 64  
9 levels).

10 d. Dimming capabilities shall be able to be controlled physically on-site as  
11 well as with software which can be accessed remotely from operator's  
12 location and updated instantly.

13 e. Digital Displays shall be able to reach 1% of dimming while maintaining  
14 the full range of the color spectrum.

15 f. All ~~d~~Digital billboardsDisplays must comply with all applicable laws and  
16 regulations concerning brightness, including, without limitation,  
17 California Vehicle Code Section 21466.5, as amended from time to time.

18  
19 5. Luminance.

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

25 a. During Standard Time (1st Sunday in November to 2nd Sunday in  
26 March)

27 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.  
28

1 2) Sunset to 7:30 p.m.: 600 Candelas/meter squared.

2 3) 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.

3 b. During Daylight Savings Time (2nd Sunday in March to 1st Sunday in  
4 November)

5 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.

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

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

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

17 d. Measurement of Brightness.

18 The brightness of the Digital Display shall be measured from ground  
19 level at the nearest residential property outside of the combined  
20 boundaries of the project area. The measured maximum brightness shall  
21 be based on the luminance levels of the white display portion of the Sign.  
22 For Digital Display, the red, green and blue outputs shall be turned to full  
23 ON at the time of testing. A calibrated luminance meter shall be used to  
24 measure the luminance intensity of the Sign in Candela per meter squared  
25 (nits) in accordance with the luminance meter manufacturer's operational  
26 instructions. The luminance measurements should not be taken at oblique  
27

1 angles that exceed 60 degrees off-axis from the face of the Sign.

2 6. Digital Display Transitions.

3 Digital Display transmission transitions shall comply with the following  
4 requirements:

5 a. Instantaneous image changes shall not be allowed;

6 b. The image refresh shall occur through a seamless transition from one  
7 image to the next with no strobing effect and shall not give the  
8 appearance of moving text or images;

9 c. The sign shall use still images only and shall not use flashing, blinking,  
10 scintillating, blinking, traveling, intermittent, or moving lights or  
11 produce the optical illusion of movement or use animation or videos;

12 c. Refresh rate of a Digital Display shall not be more frequent than one  
13 refresh event every six seconds;

14 d. Sign image must remain static between refreshes; and,

15 e. Display messages are not allowed to scroll.

16 7. Compliance with Riverside County Lighting Ordinances.

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

21 8. Airport Influence Areas.

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

25 9. Material.

26  
27  
28

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

6                   10. Physical Movement.

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

12                  FB. SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

- 13                  1.       No On-Site Advertising Sign shall be affixed on, above or over the roof of  
14                  any building, and no On-Site Advertising Sign shall be affixed to the wall  
15                  of a building so that it projects above the parapet of the building. For the  
16                  purposes of this Section, a mansard style roof shall be considered a parapet.  
17  
18                  2.       The maximum surface area of signs affixed to a building shall be as follows:
- 19                   a.       Front wall of building.  
20                                —The surface area of the sign shall not exceed ten percent of the surface  
21                                area of the front face of the building.
- 22                   b.       Side walls of a building.  
23                                —The surface area of the sign shall not exceed ten percent of the surface  
24                                area of the side face of the building.
- 25                   c.       Rear wall of a building.  
26                                —The surface area of the sign shall not exceed five percent of the surface  
27                                area of the rear face of the building.  
28

1           GC.   ON-SITE SUBDIVISION SIGNS.

2           Shall be subject to the following minimum standards:

- 3           1.       No sign shall exceed 100 feet in surface area.
- 4           2.       No sign shall be within 100 feet of any existing residence that is outside of the
- 5                       subdivision boundaries.
- 6           3.       No more than two such signs shall be permitted for each subdivision.
- 7           4.       No sign shall be artificially lighted.

8

9           HD.   ON-SITE IDENTIFICATION SIGNS.

10           On-site identification signs affixed to the surface of walls, windows, and doors of

11           permanent structures, which do not exceed four inches in letter height and do not exceed

12           four square feet in area are permitted in addition to any other sign permitted in this

13           ordinance.

14           IE.   ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN THE

15           EASTERN COACHELLA VALLEY AND WESTERN COACHELLA VALLEY

16           COMMUNITY PLANS.

17           1. ~~The provisions of Subsections A. through H., B., C., and D. of this Section 19.4. of~~

18           ~~this ordinance~~ shall apply to areas within the boundaries of the adopted Eastern

19           Coachella Valley Plan (ECVP) and Western Coachella Valley Plan (WCVP), with the

20           following exceptions:

21           1a.   In areas adjacent to scenic corridors as designated by the ECVP or WCVP, if a

22                       business chooses to advertise with a sign affixed to its primary building in lieu

23                       of a ~~f~~Free-~~s~~Standing ~~s~~Sign, then the maximum surface area of the sign affixed

24                       to the building shall not exceed the following:

- 25                       a.1)   Front wall of building - ten percent of the surface area of the front face
- 26                                       of the building.
- 27
- 28



1                    b.2) Side walls of building - ten percent of the surface area of the side face of  
2                    the building.

3                    c.3) Rear wall of building - ten percent of the surface area of the rear face of  
4                    the building.

5                    b2.    Monument Signs~~ONUMENT SIGNS.~~

6                    –For monument signs, as defined within the policies of the ECVP or WCVP,  
7                    located along hHighway or fFreeway scenic corridors:

8                    a.1) For a single business or tenant advertised, maximum surface area shall  
9                    not exceed 150 square feet, and overall height shall not exceed 10 feet.

10                    b.2) For multiple businesses or tenants advertised, maximum surface area  
11                    shall not exceed 200 square feet, and overall height shall not exceed 12  
12                    feet.

13                    e3.    Sheathed-Support Signs~~SHEATHED-SUPPORT SIGNS~~

14                    For sheathed-support signs, as defined within the policies of the ECVP or  
15                    WCVP, located along fFreeway scenic corridors:

16                    a.1) For locations within 330 feet of the nearest eEdge of a ~~freeway~~ the  
17                    rRight-of-~~w~~Way line of a Freeway:

18                    a1) For a single business or tenant advertised, maximum surface area  
19                    shall not exceed 150 square feet, and overall height shall be equal  
20                    to that of the use advertised, up to a maximum of 25 feet.

21                    b2) For multiple businesses or tenants advertised, maximum surface  
22                    area shall not exceed 200 square feet, and overall height shall be  
23                    equal to that of the use advertised, up to a maximum of 25 feet.

24                    2)b. For locations within 660 feet of the terminus of a fFreeway exit or the  
25                    origination of a fFreeway entrance:

26                    a1) For a single business or tenant advertised, maximum surface area  
27                    shall not exceed 150 square feet, and overall height shall not exceed 10 feet.  
28                    b.2) For multiple businesses or tenants advertised, maximum surface area shall not exceed 200 square feet, and overall height shall not exceed 12 feet.

1 shall not exceed 150 square feet, and overall height shall not  
2 exceed 35 feet.

3 b2) For multiple businesses or tenants advertised, maximum surface  
4 area shall not exceed 200 square feet, and overall height shall not  
5 exceed 35 feet.

6 e3) Neither a single-business sheathed-support sign nor a multiple  
7 business sheathed-support sign shall be erected along a  
8 ~~h~~Highway scenic corridor.

9 d4) The minimum spacing between ~~f~~Free-~~s~~Standing ~~s~~Signs located  
10 within 330 feet of the nearest ~~e~~Edge of a ~~freeway~~the ~~r~~Right-of-  
11 ~~w~~Way line of the Freeway shall be that distance necessary so as  
12 not to adversely obscure the visibility of adjacent On-Site  
13 Advertising Structures or Signs that are fFree- sStanding Signs  
14 ~~on-site advertising signs.~~

15 e5) For the purposes of Article XIX, any sign which would otherwise  
16 meet the definition of "On~~N~~-Site~~ITE~~ Advertising~~D~~VERTISING  
17 Structures~~TRUCTURE~~ or AND—Signs~~IGNS~~" in Section  
18 19.2.~~EM~~. of this ordinance shall also be deemed to meet this  
19 definition if the sign advertises the business conducted, services  
20 available or rendered, or the goods produced, sold or available for  
21 sale on an adjacent parcel cooperatively on a joint sign, provided  
22 that the business on that adjacent parcel utilizes no other On-Site  
23 Advertising Structure or Sign that is fFree- sStanding- on-site  
24 ~~advertising sign~~ located on its parcel, and that a plot plan is  
25 submitted and approved for the parcel containing the sign.”  
26

27 Section 4. Section 19.5 of this ordinance is amended to read as follows:  
28

1 “SECTION 19.75. NON-COMMERCIAL STRUCTURES OR SIGNS.

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

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

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

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

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

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

13  
14 By: \_\_\_\_\_  
Chairman, Board of Supervisors

15 ATTEST:  
16 CLERK OF THE BOARD

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

18 (SEAL)

19  
20  
21 APPROVED AS TO FORM  
\_\_\_\_\_, 2023

22  
23 By: \_\_\_\_\_  
~~SARAH K. MOORE~~ AARON C. GETTIS  
Deputy County Counsel

## Community Development Department

September 1, 2023

Rosana Franco  
Project Planner  
County of Riverside  
PO Box 1409  
Riverside, CA 92501-1409

RE: County of Riverside Change of Zone No. 2000001 to amend Ordinance No. 348 – Proposed Amendments related to On-Site Advertising Structures and Signs

Dear Ms. Franco,

The City of Menifee (“Menifee”) appreciates the opportunity to comment on the above-referenced County of Riverside text amendment to Ordinance No. 348 to allow on-site digital/electronic signs. The City of Menifee provides the following comments as they relate to the amendment’s potential for impacts to the City of Menifee.

The proposed amendment will allow for freestanding digital display signs as large as 300 square feet and 20 feet tall in commercial and industrial zones and larger and taller digital signs (up to 400 square feet and 50 feet tall) along freeways. Menifee is concerned with the potential impacts associated large digital displays that could be located on properties adjacent to residential neighborhoods in Menifee. Menifee and the County share a border along Briggs Road where the west side of Briggs road in Menifee is primarily single-family residential neighborhoods and zoning. The east side of Briggs Road in the County is largely undeveloped, with residential, retail commercial and light industrial general plan land use and zoning. Although the proposed amendments include standards for controlling the illumination and intensity of digital display signs, large digital display signs are incompatible and inappropriate adjacent to, or on the opposite of the street from, residential zoned areas and neighborhoods given the potential for excessive light and glare associated with large digital display signs with intense illumination and changing images.

Menifee also notes that the amendment proposes to allow digital display of 50 square feet in “All Other Locations” which appears to be zones other than commercial and industrial zones. It is not clear what the zones in other locations would be, but they should not include residential zones and only be zones such as office or mixed-use zones where non-residential uses are allowed. Even if limited to zones where non-residential uses are allowed, we also question the need and appropriateness for digital displays in such areas.

**Bill Zimmerman**

Mayor

**Bob Karwin**

Mayor Pro Tem  
District 1

**Ricky Estrada**

Councilmember  
District 2

**Lesla A. Sobek**

Councilmember  
District 3

**Dean Deines**

Councilmember  
District 4

**Armando G. Villa**

City Manager

The environmental Initial Study/Negative Declaration prepared for the amendment determines that there will be a “less than significant” impact related to new sources of substantial light or glare and exposure of residential property to unacceptable light levels. However, this determination is based on the fact that the ordinance does not directly authorize physical construction of signage that would be allowed under the ordinance and that subsequent digital sign application would be subject to review in compliance with the California Environmental Quality Act (CEQA). This is also a concern because digital signs with an area of 50 square feet or less would be ministerially approved and not subject to CEQA. Only digital signs that are larger than 50 square feet and within 300 feet of residentially zoned property would require a Director’s hearing and discretionary approval subject to CEQA. In those instances, CEQA analysis of the sign’s impact would likely not occur as CEQA provides a Categorical Exemption (Class 3) for “New Construction or Conversion of Small Structures” such as for signs.

Given the above, Menifee requests that digital display signs not be allowed on properties adjacent to, or on the opposite side of a street from residential zoned properties and neighborhoods. If digital display is allowed adjacent to residential areas, the size of the digital display needs to be minimal and limited to an area much less than 300 square feet.

We appreciate your consideration of these comments and thank you again for the opportunity to provide comments. If you have questions, please contact me at 951-723-3737 or by e-mail at [ddarnell@cityofmenifee.us](mailto:ddarnell@cityofmenifee.us)

Sincerely,

*Doug Darnell*

Doug Darnell, AICP  
Principal Planner

Cc: John Hildebrand, County of Riverside Planning Director  
Cheryl Kitzerow, City of Menifee Community Development Director  
Orlando Hernandez, City of Menifee Deputy Community Development Director



# City of Temecula

## Community Development

41000 Main Street • Temecula, CA 92590

Phone (951) 694-400 • TemeculaCA.gov

August 30, 2023

Riverside County Planning Department  
Attention: Rosana Franco, Project Planner  
P.O. Box 1409  
Riverside, CA 92502-1409

RE: Notice of Intent to Adopt a Negative Declaration for Ordinance No. 348 Text Amendments and Zone Change No. 2000001 Related to On-Site Advertising Structures and Signs

Dear Ms. Franco:

The City of Temecula is in receipt of the Notice of Intent (NOI) to adopt a Negative Declaration for Change of Zone No. 2000001 including an amendment to Ordinance 348, Article XIX Advertising Regulations, Sections 19.2 and 19.4, regarding onsite digital advertising structures and signs. The City of Temecula understands the importance of high quality signage to public facilities and businesses. This comment letter outlines concerns related to both the proposed Negative Declaration and the Ordinance 348 text amendment/change of zone.

The City of Temecula has worked tirelessly since incorporation in 1989 to ensure that the city embodies a pleasing aesthetic throughout the community and particularly at the gateways to the city along Interstate 15, Highway 79 north and south and Rancho California Road. The Temecula General Plan Community Design Element and Quality of Life Master Plan include specific policies to further these goals. Please consider the following comments:

### **Ordinance 348 Text Amendment**

The city has reviewed the proposed text amendment to Ordinance 348, Article XIX, Section 19.2 and 19.4, and has the following comments:

- The project applications/Initial Study lists the project applicant as KoK Development Inc. Please explain how an individual applicant with no specific project submitted can result in a county-wide change of zone/text amendment to Ordinance 348. This type of countywide change of zone should be initiated by the county and be considered a county discretionary undertaking.
- The definition of “Digital Display” has been added to Section 19.2 of Ordinance 348. Missing from the definition is any reference to the day/night intensity of the display image,

color ranges, and the frequency of digital image change, both of which can be a distraction to drivers. In addition, it should be added that digital video is not allowed or contemplated by the definition. If allowed, these critical digital display characteristics should be added to the definition.

The project description indicates that these changes apply to unincorporated areas of Riverside County. Does this include Community Plan/Specific Plan areas? How does this apply to Wine Country? Do Specific Plans refer back to Ordinance 348?

- The text amendments include a variety of distances from roadway and other land uses and features that restrict the size and placement of digital structures and signs. Due to a digital sign's image spillover, the city requests that the digital structures and signs not be allowed within 1,000 feet of a city's corporate boundary, including the City of Temecula corporate boundary and the Temecula sphere of influence areas to minimize aesthetic impacts.
- The proposed allowable sizes and heights of the advertising structures and signs seems excessive and arbitrary. Some digital signs would be allowed to be 400 square feet, double sided, and up to 50 feet high.
- Additional restrictions should be included in the text amendment with regards to allowable colors, image intensities, and appropriate content.
- Permitting procedures have been added to Section 19.4 of the draft text changes to Ordinance 348. The permitting requirements state that all sign permits shall be non-discretionary except those with proposed sizes over 50 square feet or determined to be located within 300 feet of a residentially zoned property. The city would like to request an additional exception to the non-discretionary processing requirements – any sign proposed within 1,000 feet of a corporate boundary, including the City of Temecula corporate boundary or Sphere of Influence area.

### **Initial Study**

The city has reviewed the Environmental Assessment form: Initial Study (IS) and has the following comments:

- The IS lists the project applicant as KoK Development Inc. Please explain how an individual applicant with no specific project submitted can result in a county-wide change of zone/text amendment to Ordinance 348. This type of countywide change of zone should be initiated by the county and be a county discretionary undertaking.
- Since the Change of Zone has been initiated by a private applicant, specific information needs to be provided in Section V (Environmental Issues Assessment) for each environmental factor. Rather, the IS simply indicates that all environmental factors are checked as less than significant and defers all environmental analysis to a future time. No substantial evidence has been provided to substantiate the blanked finding of "no significant impact." Per the above outline Ordinance 348 text edits, many of the future

advertising structures and signs will be deemed non-discretionary, and as a result not subject to CEQA, directly in opposition to the language in the Ordinance 348 text amendments requiring future CEQA review of specific sign proposals.

- The response to the individual IS checklist questions are divided into two generalized responses: 1) Potential to cause a direct physical change in the environment and 2) Potential to cause a reasonably foreseeable indirect physical changes in the environment. The discussion following these two headings do not respond to the checklist questions and provide for a generalized response that is cut and pasted throughout the entire IS checklist. At a minimum, a generalized analysis should be completed for each environmental factor based upon the proposed text edits to Ordinance 348.
- Even though the digital advertising structure and signs allowed by the text amendments to Ordinance 348 would not be permitted within the city limits, the city is concerned about the visibility of these structures and signs located on unincorporated county lands from city property. Due to the rolling topography in the City of Temecula, these digital structures and signs would easily be visible from numerous city vantage points. This should be evaluated in the Initial Study.
- Digital structures and signs create nighttime atmospheric glow and would conflict with the requirements of Ordinance 655 - Mt. Palomar lighting requirements. The cumulative effect of all allowed digital structures and signed would impact the mission of the Mt. Palomar astronomy. This should be evaluated in the Initial Study.
- Digital structures and signs require energy use 24 hours/day, 7 days a week. Energy use should be evaluated in the Initial Study.
- Depending upon the location and orientation of the digital structures and signs, wildlife habitat and movement corridors can be impacted by night lighting and glare. Impact of the proposed digital structures and signs on wildlife should be evaluated in the Initial Study.
- For the above mentioned reasons, the IS should be revised to become CEQA compliant.

Please contact the undersigned should you have any questions regarding these comments. The City of Temecula looks forward to your response to our comments.

Sincerely,



Luke Watson  
Deputy City Manager

cc: John Hildebrand, Planning Director County of Riverside



**NOTICE OF PUBLIC HEARING  
and  
INTENT TO ADOPT A NEGATIVE DECLARATION**

A PUBLIC HEARING has been scheduled, pursuant to Riverside County Land Use Ordinance No. 348, before the **RIVERSIDE COUNTY PLANNING COMMISSION** to consider a proposed project in the vicinity of your property, as described below:

**CHANGE OF ZONE NO. 2000001 – ADOPT AMENDMENT TO ORDINANCE NO. 348 and INTENT TO ADOPT A NEGATIVE DECLARATION**, previously circulated on July 28, 2023 – 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 text sections which do not change the intent or existing requirements within existing language. These changes apply to unincorporated areas of Riverside County. All Districts. Project Planner: Richard Marshallan at (951) 955-2525 or email at RMarshallan@rlvco.org.

TIME OF HEARING: 9:00 am or as soon as possible thereafter.  
DATE OF HEARING: **April 3, 2024**  
PLACE OF HEARING: RIVERSIDE COUNTY ADMINISTRATIVE CENTER BOARD CHAMBERS, 1ST FLOOR, 4080 LEMON STREET, RIVERSIDE, CA 92501

This meeting will be conducted by teleconference and at the place of hearing, as listed above. Information on how to request to speak remotely is available on the Planning Department website at 2024 Planning Commission Meetings (rctlma.org). For further information regarding this project, please contact Project Planner Richard Marshallan at (951) 955-2525 or email at Rmarshallan@rlvco.org or go to the County Planning Department's Planning Commission agenda web page at <https://planning.rctlma.org>.

The Riverside County Planning Department has determined that the above project will not have a significant effect on the environment and has recommended adoption of a negative declaration. The Planning Commission will consider the proposed project and the proposed negative declaration, at the public hearing. The negative declaration for the proposed project is available for review online on the Planning Department website at <https://planning.rctlma.org/>, listed under Environmental Documents. The meeting documents for the proposed project can be viewed online under the hearing date on the Public Hearing page of the Planning Department website: 2023 Planning Commission Meetings (rctlma.org).

**Public Review Period:** The public review period to comment on the environmental document is from **March 13, 2024, to April 1, 2024**. Any person wishing to comment on the proposed project may submit their comments in writing by mail or email, or by phone between the date of this notice and the public hearing; or you may appear and be heard at the time and place noted above. You may participate remotely by registering with the Planning Department. All comments received prior to the public hearing will be submitted to the Planning Commission for consideration, in addition to any

oral testimony, before making a decision on the proposed project. All correspondence received before and during the meeting will be distributed to the Planning Commission and retained for the official record.

If this project is challenged in court, the issues may be limited to those raised at the public hearing, described in this notice, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing. Be advised that as a result of public hearings and comment, the Planning Director may amend, in whole or in part, the proposed project. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the proposed project, may be changed in a way other than specifically proposed.

Please send all written correspondence to:  
RIVERSIDE COUNTY PLANNING DEPARTMENT  
Attn: Richard Marshallan  
P.O. Box 1409, Riverside, CA 92502-1409  
**The Press-Enterprise**  
Published: 3/13/24

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and  
**INTENT TO ADOPT A NEGATIVE DECLARATION**

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TIME OF HEARING: 9:00 am or as soon as possible thereafter.

DATE OF HEARING: **April 3, 2024**

PLACE OF HEARING: RIVERSIDE COUNTY ADMINISTRATIVE CENTER  
BOARD CHAMBERS, 1<sup>ST</sup> FLOOR  
4080 LEMON STREET, RIVERSIDE, CA 92501

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The Riverside County Planning Department has determined that the above project will not have a significant effect on the environment and has recommended adoption of a negative declaration. The Planning Commission will consider the proposed project and the proposed negative declaration, at the public hearing. The negative declaration for the proposed project is available for review online on the Planning Department website at <https://planning.rctlma.org/>, listed under Environmental Documents. The meeting documents for the proposed project can be viewed online under the hearing date on the Public Hearing page of the Planning Department website: [2023 Planning Commission Meetings \(rctlma.org\)](https://www.rivco.org/planning/CommissionMeetings).

**Public Review Period:** The public review period to comment on the environmental document is from **March 13, 2024, to April 1, 2024**. Any person wishing to comment on the proposed project may submit their comments in writing by mail or email, or by phone between the date of this notice and the public hearing; or, you may appear and be heard at the time and place noted above. You may participate remotely by registering with the Planning Department. All comments received prior to the public hearing will be submitted to the Planning Commission for consideration, in addition to any oral testimony, before making a decision on the proposed project. All correspondence received before and during the meeting will be distributed to the Planning Commission and retained for the official record.

If this project is challenged in court, the issues may be limited to those raised at the public hearing, described in this notice, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing. Be advised that as a result of public hearings and comment, the Planning Director may amend, in whole or in part, the proposed project. Accordingly, the designations, development standards, design or improvements, or any properties or lands within the boundaries of the proposed project, may be changed in a way other than specifically proposed.

Please send all written correspondence to:  
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Attn: Richard Marshalian  
P.O. Box 1409, Riverside, CA 92502-1409

# THE PRESS-ENTERPRISE

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The Press-Enterprise  
3512 14 Street  
Riverside, California 92501  
(951) 368-9229

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

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.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@rlvco.org](mailto:cob@rlvco.org)

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**

## Community Development Department

September 1, 2023

Rosana Franco  
Project Planner  
County of Riverside  
PO Box 1409  
Riverside, CA 92501-1409

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**Armando G. Villa**

City Manager

The environmental Initial Study/Negative Declaration prepared for the amendment determines that there will be a “less than significant” impact related to new sources of substantial light or glare and exposure of residential property to unacceptable light levels. However, this determination is based on the fact that the ordinance does not directly authorize physical construction of signage that would be allowed under the ordinance and that subsequent digital sign application would be subject to review in compliance with the California Environmental Quality Act (CEQA). This is also a concern because digital signs with an area of 50 square feet or less would be ministerially approved and not subject to CEQA. Only digital signs that are larger than 50 square feet and within 300 feet of residentially zoned property would require a Director’s hearing and discretionary approval subject to CEQA. In those instances, CEQA analysis of the sign’s impact would likely not occur as CEQA provides a Categorical Exemption (Class 3) for “New Construction or Conversion of Small Structures” such as for signs.

Given the above, Menifee requests that digital display signs not be allowed on properties adjacent to, or on the opposite side of a street from residential zoned properties and neighborhoods. If digital display is allowed adjacent to residential areas, the size of the digital display needs to be minimal and limited to an area much less than 300 square feet.

We appreciate your consideration of these comments and thank you again for the opportunity to provide comments. If you have questions, please contact me at 951-723-3737 or by e-mail at [ddarnell@cityofmenifee.us](mailto:ddarnell@cityofmenifee.us)

Sincerely,

*Doug Darnell*

Doug Darnell, AICP  
Principal Planner

Cc: John Hildebrand, County of Riverside Planning Director  
Cheryl Kitzerow, City of Menifee Community Development Director  
Orlando Hernandez, City of Menifee Deputy Community Development Director



# City of Temecula

## Community Development

41000 Main Street • Temecula, CA 92590

Phone (951) 694-400 • TemeculaCA.gov

August 30, 2023

Riverside County Planning Department  
Attention: Rosana Franco, Project Planner  
P.O. Box 1409  
Riverside, CA 92502-1409

RE: Notice of Intent to Adopt a Negative Declaration for Ordinance No. 348 Text Amendments and Zone Change No. 2000001 Related to On-Site Advertising Structures and Signs

Dear Ms. Franco:

The City of Temecula is in receipt of the Notice of Intent (NOI) to adopt a Negative Declaration for Change of Zone No. 2000001 including an amendment to Ordinance 348, Article XIX Advertising Regulations, Sections 19.2 and 19.4, regarding onsite digital advertising structures and signs. The City of Temecula understands the importance of high quality signage to public facilities and businesses. This comment letter outlines concerns related to both the proposed Negative Declaration and the Ordinance 348 text amendment/change of zone.

The City of Temecula has worked tirelessly since incorporation in 1989 to ensure that the city embodies a pleasing aesthetic throughout the community and particularly at the gateways to the city along Interstate 15, Highway 79 north and south and Rancho California Road. The Temecula General Plan Community Design Element and Quality of Life Master Plan include specific policies to further these goals. Please consider the following comments:

### **Ordinance 348 Text Amendment**

The city has reviewed the proposed text amendment to Ordinance 348, Article XIX, Section 19.2 and 19.4, and has the following comments:

- The project applications/Initial Study lists the project applicant as KoK Development Inc. Please explain how an individual applicant with no specific project submitted can result in a county-wide change of zone/text amendment to Ordinance 348. This type of countywide change of zone should be initiated by the county and be considered a county discretionary undertaking.
- The definition of “Digital Display” has been added to Section 19.2 of Ordinance 348. Missing from the definition is any reference to the day/night intensity of the display image,

color ranges, and the frequency of digital image change, both of which can be a distraction to drivers. In addition, it should be added that digital video is not allowed or contemplated by the definition. If allowed, these critical digital display characteristics should be added to the definition.

The project description indicates that these changes apply to unincorporated areas of Riverside County. Does this include Community Plan/Specific Plan areas? How does this apply to Wine Country? Do Specific Plans refer back to Ordinance 348?

- The text amendments include a variety of distances from roadway and other land uses and features that restrict the size and placement of digital structures and signs. Due to a digital sign's image spillover, the city requests that the digital structures and signs not be allowed within 1,000 feet of a city's corporate boundary, including the City of Temecula corporate boundary and the Temecula sphere of influence areas to minimize aesthetic impacts.
- The proposed allowable sizes and heights of the advertising structures and signs seems excessive and arbitrary. Some digital signs would be allowed to be 400 square feet, double sided, and up to 50 feet high.
- Additional restrictions should be included in the text amendment with regards to allowable colors, image intensities, and appropriate content.
- Permitting procedures have been added to Section 19.4 of the draft text changes to Ordinance 348. The permitting requirements state that all sign permits shall be non-discretionary except those with proposed sizes over 50 square feet or determined to be located within 300 feet of a residentially zoned property. The city would like to request an additional exception to the non-discretionary processing requirements – any sign proposed within 1,000 feet of a corporate boundary, including the City of Temecula corporate boundary or Sphere of Influence area.

### **Initial Study**

The city has reviewed the Environmental Assessment form: Initial Study (IS) and has the following comments:

- The IS lists the project applicant as KoK Development Inc. Please explain how an individual applicant with no specific project submitted can result in a county-wide change of zone/text amendment to Ordinance 348. This type of countywide change of zone should be initiated by the county and be a county discretionary undertaking.
- Since the Change of Zone has been initiated by a private applicant, specific information needs to be provided in Section V (Environmental Issues Assessment) for each environmental factor. Rather, the IS simply indicates that all environmental factors are checked as less than significant and defers all environmental analysis to a future time. No substantial evidence has been provided to substantiate the blanked finding of "no significant impact." Per the above outline Ordinance 348 text edits, many of the future



advertising structures and signs will be deemed non-discretionary, and as a result not subject to CEQA, directly in opposition to the language in the Ordinance 348 text amendments requiring future CEQA review of specific sign proposals.

- The response to the individual IS checklist questions are divided into two generalized responses: 1) Potential to cause a direct physical change in the environment and 2) Potential to cause a reasonably foreseeable indirect physical changes in the environment. The discussion following these two headings do not respond to the checklist questions and provide for a generalized response that is cut and pasted throughout the entire IS checklist. At a minimum, a generalized analysis should be completed for each environmental factor based upon the proposed text edits to Ordinance 348.
- Even though the digital advertising structure and signs allowed by the text amendments to Ordinance 348 would not be permitted within the city limits, the city is concerned about the visibility of these structures and signs located on unincorporated county lands from city property. Due to the rolling topography in the City of Temecula, these digital structures and signs would easily be visible from numerous city vantage points. This should be evaluated in the Initial Study.
- Digital structures and signs create nighttime atmospheric glow and would conflict with the requirements of Ordinance 655 - Mt. Palomar lighting requirements. The cumulative effect of all allowed digital structures and signed would impact the mission of the Mt. Palomar astronomy. This should be evaluated in the Initial Study.
- Digital structures and signs require energy use 24 hours/day, 7 days a week. Energy use should be evaluated in the Initial Study.
- Depending upon the location and orientation of the digital structures and signs, wildlife habitat and movement corridors can be impacted by night lighting and glare. Impact of the proposed digital structures and signs on wildlife should be evaluated in the Initial Study.
- For the above mentioned reasons, the IS should be revised to become CEQA compliant.

Please contact the undersigned should you have any questions regarding these comments. The City of Temecula looks forward to your response to our comments.

Sincerely,



Luke Watson  
Deputy City Manager

cc: John Hildebrand, Planning Director County of Riverside

**From:** [Jannlee Watson](#)  
**To:** [Marissa Gruytch](#); [Franco, Rosana](#); [Hildebrand, John](#); [Ketcham, Thomas](#)  
**Cc:** [Bob Hafner](#); [areanplusinc@gmail.com](mailto:areanplusinc@gmail.com); [Sunny Hwang](#)  
**Subject:** PC meeting agenda item 4.2 ...  
**Date:** Monday, September 18, 2023 8:33:17 PM

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## **Sept. 20, 2023, Planning Commission meeting**

### **Agenda Item 4.2**

#### **22458: CHANGE OF ZONE NO. 2000001 – Intent to adopt a Negative Declaration**

#### **Honorable Commissioners:**

The decision to look at allowing digital signage within the unincorporated county areas is long overdue. Businesses in unincorporated county areas should be given the same opportunity to attract new customers as do their competitors in neighboring jurisdictions that allow onsite digital signs. The county must do a better job of keeping its sales tax dollar spending within the unincorporated areas than in the surrounding municipalities.

I strongly agree the intent of the digital signage should be to provide information about onsite, associated businesses only and not be used for general advertising. Now that the I-15 corridor through Temescal Valley is no longer eligible for Scenic Highway status, it's time to allow tourist attraction Tom's Farms the ability to erect such a sign.

Are there limits placed on the types of businesses that can have digital signage? While tourist attractions, and retail shopping centers and malls would qualify, what about warehouse complexes? Would digital signs be allowed in the same commercial and industrial zoning as are standard for free-standing signs? Also, in the ordinance under the section of "Luminance," how did the county arrive at these specifications?

Finally, in reading the staff report and recommendation, I see a Notice of Intent to Adopt a Negative Declaration was prepared, and the documents were circulated for a 30-day public review period from July 27 to August 28, 2023. How did the county inform the public of that review period?

I support a digital sign ordinance that allows certain types of businesses the ability to have free-standing digital signage.

**Sincerely ...**

**Jannlee Watson**

**Temescal Valley resident**

**From:** [Jerry Sincich](#)  
**To:** [Franco, Rosana](#)  
**Subject:** Change of Zone No. 2000001 Amendment to Ordinance No. 348  
**Date:** Tuesday, October 10, 2023 3:42:29 PM  
**Attachments:** [Change of Zone No. 2000001 Amendment to Ordinance No. 348.docx](#)

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**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.

Hi Rosana Franco,

Please include the attached recommendations into the record regarding the Change of Zone No. 2000001 as an amendment to Ordinance No. 348, Ordinance of the County of Riverside for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.1, 19.2 and 19.4 regarding On-Site Advertising Structures and Signs.

I would appreciate being notified of the hearings schedule for the above Change of Zone No. 2000001 amendment to Ordinance No. 348.

Regards,  
Jerry Sincich

October 10, 2023

Rosana Franco, Principal Planner  
Riverside County Planning Department  
4080 Lemon Street, 12<sup>th</sup> Floor  
Riverside, CA 92501

RE: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.1, 19.2 and 19.4 regarding On-Site Advertising Structures and Signs.

As a resident of the Temescal Valley and the Unincorporated Riverside County, changes to the proposed revisions to Ordinance No. 348 Sections 19.1, 19.2 and 19.3 are needed to preserve the aesthetics, safety, and open space scenic areas as well as safe guarding the life, health, property and public welfare of the Temescal Valley residents. The following needed changes to the proposed revisions are also in line with the sign illumination level recommendations of the Illuminating Engineering Society of North America (IESNA).

- Issuance/Denial. The Planning Director shall, within forty-five (45) days ~~of the filing of following a complete permit application, and following a project presentation to the community Municipal Advisory Council and review of community input~~ 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.
- 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~~ 300 square feet in surface area. The entire allowable area of a sign can be comprised of a digital display.
- 10. The luminance of any digital display shall transition smoothly at a consistent rate of speed from the Daytime Luminance Level to the Nighttime Luminance Level, beginning at sunset and concluding the transition to nighttime intensity level no less than 15 minutes after sunset. The brightness of the digital display shall not exceed the following:
  - a. During Standard Time (1st Sunday in November to 2nd Sunday in March)
    - 1) 7:00 a.m. to sunset: ~~7,500~~ 5,000 Candelas/meter sq.
    - 2) Sunset to 7:30 p.m.: ~~600~~ 450 Candelas/meter sq.
    - 3) 7:30 p.m. to 7:00 a.m.: ~~450~~ 150 Candelas/meter sq.
  - b. During Daylight Savings Time (2nd Sunday in March to 1st Sunday in November)
    - 1) 7:00 a.m. to sunset: ~~7,500~~ 5,000 Candelas/meter sq.
    - 2) Sunset to 10:00 p.m.: ~~600~~ 450 Candelas/meter sq.
    - 3) 10:00 p.m. to 7:00 a.m.: ~~450~~ 150 Candelas/meter sq.
- ~~c.~~ Refresh rate of a digital display shall not be more frequent than one refresh event every ~~six~~ ten seconds;

It is imperative that Digital Displays be limited to advertising the businesses name, business conducted, services rendered, or goods produced or sold upon the property on which the display 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. In addition, the ability to have a digital display shall only apply to on-site advertising structures or signs, which are defined in Section 19.2.M.

Please enter the above recommended changes into the record regarding the Change of Zone No. 2000001 which is an amendment to Ordinance No. 348, Ordinance of the County of Riverside for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.1, 19.2 and 19.4 regarding On-Site Advertising Structures and Signs.

Sincerely,  
Jerry Sincich  
Temescal Valley Resident

## Marshalian, Richard

---

**From:** Aquia Mail  
**Sent:** Friday, March 29, 2024 9:17 AM  
**To:** mcarrington81@gmail.com  
**Cc:** TLMA Planning Hearings  
**Subject:** Request to Speak Web Submission - Planning Commission

Thank you for submitting your request to speak. Planning staff has received your request and will be prepared to allow you to speak when your item is called. .Please sign in by 8:45 AM using the Zoom application or dialing in with the phone number you provided in the form so you can be identified during the meeting. You will be muted until your item is pulled and your name is called. Do not share this information, each person will need to register to speak on an item.

**Join by phone: (669) 900-6833 Meeting ID: 819 5354 0884 Password: 09232022**

Join Zoom Meeting

<https://us02web.zoom.us/j/81953540884?pwd=RERqYmNwL1hCMmlqbEo4ZjYzV2hVUT09>

Join Meeting using browser, no install needed:

<https://us02web.zoom.us/j/81953540884?pwd=SzJobU82Q2FDRWtNalhaSmE4MjJmZz09>

**Meeting Type (Select the meeting you will be attending from the dropdown below)**

Planning Commission

**Agenda Date**

Wed, 04/03/2024

**Agenda Item**

24452- electronic signs

**Name**

Mark Carrington

**Mailing Address**

26250 Parkview Drive #48. PMB 644  
Desert Center, California. 92239

**Email**

[mcarrington81@gmail.com](mailto:mcarrington81@gmail.com)

**Phone**

[5095372266](tel:5095372266)

**State Your Position Below**

Oppose

**Will you be calling into the meeting?**

Yes

**Comments**

Opposed for the Chuckwalla Valley due to light pollution of “Dark Skies”.

The Chuckwalla Valley is the nearest readily accessible area of “Dark Skies “ for stargazers from the Coastal cities.

They are a resource worthy of protection.

Thank you

Mark



## Marshalian, Richard

---

**From:** Ruth Brissenden <ruthbrissenden@gmail.com>  
**Sent:** Saturday, March 30, 2024 10:25 AM  
**To:** Marshalian, Richard  
**Subject:** Change of Zone No. 2000001

**Categories:** Public: Comment, Ordinance: Rancho Community Event Ordinance

**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.

Dear Mr. Marshalian,

I am submitting comments on Public Hearing Agenda Item #4 appearing on the April 3, 2024 Calendar for Change of Zone 200001 pertaining to Intent to Adopt a Negative Declaration for On-Site Advertising Structures and Signs.

1) On-Site Free-Standing Digital Signs. My main concern with the proposed changes has to do with permitting larger free-standing digital signs on larger project sites.

Proposed Section 19.4 Subsection C(1)(b) states that *"The maximum surface area of a sign shall not exceed 150 square feet except that for those project sites have 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."*

**All Digital Displays should be limited to the 150 sq. ft. maximum.** The allowance of larger signs for larger project sites should NOT be a part of the new regulations. The rules should apply uniformly to all applicants regardless of size. It seems like the result of doing otherwise would not be content-neutral, as larger signs would allow more "speech" than smaller signs.

I can think of a few proposed projects bordering Interstate 15 in my own community, which, under the proposed rules, would be permitted to erect the oversized 400 sq. ft. Digital Displays as On-Site Free-Standing Signs. The beautiful views along I-15 are very important to those of us who live in Temescal Valley and I shudder to think of the freeway lit up with such garish signs blighting the landscape.

It should also be noted that, while not a designated Scenic Highway, the section of I-15 between Temecula and Corona 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.

2) Definition of "Project Site." The term "project site," if included in the final regulations, should be defined. For example, does "project site" refer to the size of the parcel on which the project sits or does it refer to the portion of the parcel where the project is in operation?

3) Definition of "Display Face." "Display Face" should include the surface area of On-Site Advertising Structures as well as Outdoor Advertising Displays.

Thank you for your time and consideration.

Sincerely,

Ruth Brissenden, J.D.

Temescal Valley Resident

I

## Marshalian, Richard

---

**From:** Elisa Niederecker <elnieder@yahoo.com>  
**Sent:** Monday, April 1, 2024 12:39 PM  
**To:** Marshalian, Richard  
**Subject:** Re: On-Site Digital Sign Ordinance

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Richard.

To clarify I asked if digital signs would be allowed within any of the zones of the Temecula Wine County.

After reviewing the draft I read that digital signs would be allowed which is unacceptable.

The concerns I have are as listed correctly except for "potential" light pollution. There is no doubt in my mind digital signs will create light pollution which will as I said during our conversation affect the nocturnal birds of prey.

Thank you for following up.  
Respectfully,  
Elisa

On Monday, April 1, 2024, 11:14:46 AM PDT, Marshalian, Richard <rmarshalian@rivco.org> wrote:

Good Morning Elisa,

It was a pleasure speaking to you just now. I just wanted to e-mail you to confirm what we discussed and to make sure I understood the comments you had for the proposed on-site digital sign ordinance Project going to hearing on April 3, 2024. You asked if the proposed changes to digital signs would impact the wine country area due to the design guidelines that apply to the Wine County area at present.

In addition, you had shared some concerns about allowing digital signage in the wine country area, due to concerns about aesthetics, creating distractions for people who are driving, and potential light pollution. You also expressed a desire to keep the wine country area as rural as possible.

Does my summary above capture your comments succinctly?

Sincerely,

Richard



## Confidentiality Disclaimer

This email is confidential and intended solely for the use of the individual(s) to whom it is addressed. The information contained in this message may be privileged and confidential and protected from disclosure.

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[County of Riverside California](#)

## Marshalian, Richard

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**From:** Elisa Niederecker <elnieder@yahoo.com>  
**Sent:** Tuesday, April 2, 2024 8:29 AM  
**To:** District3; Supervisor Jeffries - 1st District; Office of 2nd District Supervisor; District 4 Supervisor V. Manuel Perez; District 5; Leach, Charissa; Hildebrand, John; Marshalian, Richard  
**Subject:** Amendment to ordinance 348

**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.

Dear Supervisors and Riverside County Staff.

This letter is regarding the proposed amendment to Riverside County ordinance 348 for the allowance of digital signs throughout Riverside County specifically the Temecula wine Country.

I am a 30+ year resident residing within the Temecula wine Country. Years ago I was a participant on the WCCP AdHoc committee. The meetings were at times lively but the goal to have homeowners, wineries and tourist coexist with minimal conflict was our motivation. One thing I believe we all did agree on was to keep the rural feel within our beautiful wine growing area. Digital signs promoting businesses was not something I remember discussing. Let's face it digital signs do not nor will not ever add to the beauty of a rolling countryside.

I believe ANY digital sign will be a distraction to drivers, are aesthetically unpleasant, and will create light pollution to humans and also will affect the hunting ability of our treasured nocturnal birds of prey. Unfortunately this amendment has been in the works for some time now. I don't understand how nobody I know had any knowledge of it. Obviously the county needs to work on their outreach before pursuing such a wide ranging amendment. I personally feel digital signs of any kind to not belong in the Temecula wine Country.

Respectfully,  
Elisa Niederecker

Sent from my iPad

## Marshalian, Richard

---

**From:** Terilee <casacolibri@verizon.net>  
**Sent:** Monday, April 1, 2024 1:19 PM  
**To:** Marshalian, Richard  
**Cc:** Terilee; District3  
**Subject:** PC Hearing 4/3/24, Item 4.1: On-Site Digital Signage - NO

**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.

Dear Mr. Marshalian,

I am writing in opposition to allowing such signage in Wine Country. Part of the allure of this area is the rural ambiance of open space. Digital signs will clash with this and have no place in this setting, along with the size of such signs. These are very large signs! Put them in urban areas, not in the open countryside. They also should not be allowed in any residential areas.

This type of signage will also clash with our wildlife, which is already undergoing a lot of stress due to steady building out here. Their habitat is constantly being minimized, and digital lighting will only add to their disrupted lives. **Keep digital signs out of rural, residential areas and allow in more industrial and urban settings.**

Thank you for your time,  
Terilee Hammett  
GlenOak Hills

## Marshalian, Richard

---

**From:** Jerry Sincich <jsincich1@ca.rr.com>  
**Sent:** Tuesday, April 2, 2024 10:23 PM  
**To:** Marshalian, Richard  
**Subject:** Change of Zone No. 2000001 amendment to Ordinance No. 348  
**Attachments:** Letter to County on Digital Signs.docx

**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.

Hi Richard,

Please include the attached letter into the public hearing record regarding the Change of Zone No. 2000001 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.

Regards,  
Jerry Sincich



October 10, 2023

Rosana Franco, Principal Planner  
Riverside County Planning Department  
4080 Lemon Street, 12<sup>th</sup> Floor  
Riverside, CA 92501

RE: Change of Zone No. 2000001 is an amendment to Ordinance No. 348, Ordinance of the County of Riverside for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.1, 19.2 and 19.4 regarding On-Site Advertising Structures and Signs.

As a resident of the Temescal Valley and the Unincorporated Riverside County, changes to the proposed revisions to Ordinance No. 348 Sections 19.1, 19.2 and 19.3 are needed to preserve the aesthetics, safety, and open space scenic areas as well as safe guarding the life, health, property and public welfare of the Temescal Valley residents. The following needed changes to the proposed revisions are also in line with the sign illumination level recommendations of the Illuminating Engineering Society of North America (IESNA).

- **Issuance/Denial.** The Planning Director shall, within forty-five (45) days ~~of the filing of~~ following a complete permit application, and following a project presentation to the community Municipal Advisory Council and review of community input **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.**
- **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~~ 300 square feet in surface area. The entire allowable area of a sign can be comprised of a digital display.**
- **10.** The luminance of any digital display shall transition smoothly at a consistent rate of speed from the Daytime Luminance Level to the Nighttime Luminance Level, beginning at sunset and concluding the transition to nighttime intensity level no less than 15 minutes after sunset. The brightness of the digital display shall not exceed the following:
  - a.** During Standard Time (1st Sunday in November to 2nd Sunday in March)
    - 1) 7:00 a.m. to sunset: ~~7,500~~ 5,000 Candelas/meter sq.
    - 2) Sunset to 7:30 p.m.: ~~600~~ 450 Candelas/meter sq.
    - 3) 7:30 p.m. to 7:00 a.m.: ~~450~~ 150 Candelas/meter sq.
  - b.** During Daylight Savings Time (2nd Sunday in March to 1st Sunday in November)
    - 1) 7:00 a.m. to sunset: ~~7,500~~ 5,000 Candelas/meter sq.
    - 2) Sunset to 10:00 p.m.: ~~600~~ 450 Candelas/meter sq.
    - 3) 10:00 p.m. to 7:00 a.m.: ~~450~~ 150 Candelas/meter sq.
- **c.** Refresh rate of a digital display shall not be more frequent than one refresh event every ~~six~~ ten seconds;

It is imperative that Digital Displays be limited to advertising the businesses name, business conducted, services rendered, or goods produced or sold upon the property on which the

display 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. In addition, the ability to have a digital display shall only apply to on-site advertising structures or signs, which are defined in Section 19.2.M.

Please enter the above recommended changes into the record regarding the Change of Zone No. 2000001 which is an amendment to Ordinance No. 348, Ordinance of the County of Riverside for Land Use Planning and Zoning Regulations and Related Functions, Article XIX Advertising Regulations, Sections 19.1, 19.2 and 19.4 regarding On-Site Advertising Structures and Signs.

Sincerely,  
Jerry Sincich  
Temescal Valley Resident

## Marshalian, Richard

---

**From:** Pam Nelson <pamela05n@yahoo.com>  
**Sent:** Tuesday, April 2, 2024 10:57 AM  
**To:** Marshalian, Richard  
**Subject:** Planning Commission meeting Item 1 comment

**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.

Hello Richard Marshalian,

I was notified about Item 1 (24452) on the agenda for the Planning Commission meeting tomorrow by members of our Sierra Club Group, Santa Margarita. We are based in the Temecula Valley, but cover adjacent cities and parts of watersheds nearby, as well. Preservation of the unincorporated areas of SW Riverside are of great concern so this amendment and Ordinance about digital signage is a worry to many of our members.

As one said, "Light pollution also impacts astronomical observations and astronomers are among the leaders fighting light pollution. Dark Sky International was started back in 1988 by astronomers. The 100-inch telescope at Mount Wilson, once the best telescope in the world, and which Edwin Hubble used to determine that the universe is expanding, is no longer useful for such deep space research due to the light pollution from Pasadena and nearby cities"

Also, it's well-known that migrating birds and insects are being disoriented and suffering declines due to light pollution at night. Night-time pollinators such as bats and moths have the same problems. The quality of life for humans is degraded and people can't get away from local city "glow" to experience constellations or dark evenings.

The suggested signage is excessive in scale. Energy usage, the Palomar light ordinance 655 and wildlife/human health issues, alone, should trigger CEQA compliance. The cumulative effects of these signs along with existing light impacts must be considered.

Solutions to the above problems could be to reduce the allowed size of the signage and only use them in the daylight hours.

Thank you for your efforts,  
Pam Nelson  
chair  
Santa Margarita Group/Sierra Club

**From:** [Mark Collins](#)  
**To:** [Marshalian, Richard](#)  
**Cc:** [Luke Watson](#); [Matt Peters](#)  
**Subject:** RE: County of Riverside On-Site Digital Signs Ordinance  
**Date:** Tuesday, April 2, 2024 5:07:24 PM  
**Attachments:** [image001.png](#)

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Good Evening Richard,

Thank you for the follow up to the City's previous comments regarding the updates to Ordinance No. 348 (Zone Change No. CZ2000001). The planning department has reviewed the proposed updates to Ord. No. 348 and found the majority of the City's comments addressed. The City remains concerned about the overall concept of digital signage, but have no further comment at this time.

Thank you again for the outreach.

V/R

**Mark Collins**

Assistant Planner  
City of Temecula  
951-506-5172

[mark.collins@temeculaca.gov](mailto:mark.collins@temeculaca.gov)  
[TemeculaCA.gov](http://TemeculaCA.gov)

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**From:** Luke Watson <[luke.watson@temeculaca.gov](mailto:luke.watson@temeculaca.gov)>  
**Sent:** Tuesday, March 26, 2024 7:53 AM  
**To:** Marshalian, Richard <[RMarshalian@Rivco.org](mailto:RMarshalian@Rivco.org)>; Matt Peters <[matt.peters@temeculaca.gov](mailto:matt.peters@temeculaca.gov)>; Mark Collins <[mark.collins@temeculaca.gov](mailto:mark.collins@temeculaca.gov)>  
**Subject:** Re: County of Riverside On-Site Digital Signs Ordinance

Hi Richard,

Thanks for reaching out. I do think our team provided some comments previously. I have copied Matt Peters and Mark Collin's from our office who reviewed the project. I'll let them weigh in here.

Thanks.

Luke Watson  
Deputy City Manager  
City of Temecula

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**From:** Marshalian, Richard <[RMarshalian@Rivco.org](mailto:RMarshalian@Rivco.org)>  
**Sent:** Monday, March 25, 2024 11:34:13 AM  
**To:** Luke Watson <[luke.watson@temeculaca.gov](mailto:luke.watson@temeculaca.gov)>  
**Subject:** County of Riverside On-Site Digital Signs Ordinance

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Luke!

I hope this email finds you well. I found your contact information on notes that Rosana Franco had left for me for a digital sign ordinance amendment she was working on before she left. As you may be aware, the project is being taken to public hearing in front of our planning commission on April 3, and I wanted to reach out to you and your department to see if you had any questions on the revisions that were posted on our public website for review.

Please let me know if you have any questions, or if you wish to have a call to discuss anything, and have a good one!

Sincerely,  
Richard



**Richard Marshalian, AICP**

Principal Planner, Advance Planning  
TLMA - Planning Department | County of Riverside  
4080 Lemon St., 12<sup>th</sup> Floor, Riverside, CA 92501  
Main: 951.955.3200 | Direct: 951.955.9294  
Email: [RMarshalian@rivco.org](mailto:RMarshalian@rivco.org)

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[County of Riverside California](#)

**From:** [Martin Lange](#)  
**To:** [Marshallian, Richard](#)  
**Subject:** Digital Sign Ordinance Comments ..... Light pollution in Temescal Valley.  
**Date:** Thursday, August 15, 2024 2:24:49 PM

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Dear Mr. Marshallian

I like to address the County of Riverside proposed zoning code change for on-site digital signs. I live in Temescal Valley since 2001 and I still remember the time when I could look up into the night sky and watch the Milky Way.

Over time the Milky Way slowly disappeared. New developments in Temescal Valley not only brought more traffic, air pollution and noise to us, it also brought light pollution.

80% of Americans have lost there few of the Milky Way because of light pollution.

Whether it is over-illumination, clutter illumination, light trespass or sky glow, everybody has a responsibility to keep light pollution to a minimum.

Light pollution is considered a public-health hazard and it also will affect many animals.

Light glare can create a safety hazard for motorists.

Temescal Valley is a unique community surrounded by mountains. To the west we have the Cleveland National Forest and to the east the Estelle Mountain Reserve.

Both mountain ranges are wildlife protected areas and between them you have the protected Prado Dam / Lake Elsinore Wildlife corridor where the "Riverside County Regional Park and Open-Space District" owns protected properties.

Whether you look at people, animals, birds or insects all of them deserve protection to mitigate the impact of light pollution.

A few months ago a new business opened there doors on Temescal Canyon Rd. That business has a neon sign facing east towards Temescal Canyon Rd. and it turned out to be to bright.

I think it was addressed by Code Enforcement and it was dimmed down.

Yesterday I drove by at night and the same business has now installed a new "advertising display". It's super bright and I don't know whether they have permit for it.

The main lesson learned from it, is that some people will always try to go around laws and regulations.

I think it's very important to structure a new "Sign Ordinance" in a way to close loopholes and imbed laws and regulations in a way to protect the community and the huge amount of protected are from harm.

Thank you

Martin Lange

langemartin@rocketmail.com

RECEIVED RIVERSIDE COUNTY  
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2024 DEC -9 PM 12:10

PO Box 631437 Cincinnati, OH 45263-1437

**AFFIDAVIT OF PUBLICATION**


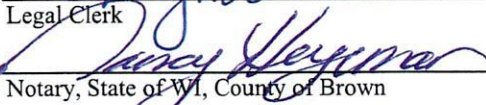
Cindy Fernandez  
Riverside County-Board Of Sup.  
4080 Lemon ST # 127  
Riverside CA 92501-3609

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:

11/27/2024

and that the fees charged are legal.  
Sworn to and subscribed before on 11/27/2024

  
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**NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF RIVERSIDE COUNTY ON AN ORDINANCE, ALL 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, December 3, 2024 at 10:00 A.M. or as soon as possible thereafter, to consider the following: Introduction of Ordinance No. 348.5025, an ordinance of the county of riverside amending ordinance no 348 Article XIX Advertising Regulations, which regulates Outdoor Advertising Displays, On-Site Advertising Structures and Signs, Non-Commercial Structures or Signs, and other policy area signage requirements, All Districts.

**SUMMARY OF ORDINANCE NO. 348.5025**  
Ordinance No. 348.5025 is an amendment to the County's Land Use Ordinance, Ordinance No. 348, to amend Article XIX Advertising Regulations, 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 or Ordinance No. 348 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.

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 responses to: Clerk of

Manning  
21.3  
12/13/24

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ON AN ORDINANCE, ALL  
DISTRICTS

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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: November 12, 2024  
Kimberly A. Rector, Clerk of the Board

By: Cindy Fernandez, Clerk of the Board Assistant  
Nov. 27, 2024 10769878