

ORDINANCE NO. 348
ORDINANCE OF THE COUNTY OF RIVERSIDE PROVIDING FOR LAND USE
PLANNING AND ZONING REGULATIONS AND RELATED FUNCTIONS.
ARTICLE XIX ADVERTISING REGULATIONS

ARTICLE XIX ADVERTISING REGULATIONS

SECTION 19.1. PURPOSE AND INTENT.

Because Riverside County is a large, diverse and rapidly expanding jurisdiction, the Board of Supervisors finds that proper sign control is necessary for aesthetic and safety reasons. More specifically, proper sign control is necessary to provide for the preservation and protection of open space and scenic areas, the many natural and man-made resources, and the established rural communities within Riverside County. Proper sign control also safeguards the life, health, property and public welfare of Riverside County residents by providing the means to adequately identify businesses and other sign users, by prohibiting, regulating and controlling the design, location and maintenance of signs, and by providing for the removal and limitation of sign use. It is the intent of this ordinance to provide for such control. All displays and signs described herein shall conform to the applicable provisions of this article. If any specific zoning classification within this ordinance shall impose more stringent requirements than are set forth within this article, the more stringent provisions shall prevail.

SECTION 19.2. DEFINITIONS.

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

A. "ABANDONED" means either:

1. Any outdoor advertising display that is allowed to continue for more than one year without a poster, bill, printing, painting, or other form of advertisement or message; or,
2. Any outdoor advertising display that does not appear on the inventory required by Section 19.3.B.12.; or,
3. Any on-site advertising structure or sign that is allowed to continue for more than 90 days without a poster, bill, printing, painting, or other form of advertising or message for the purposes set forth in Section 19.2.M. hereof.

B. "DIGITAL DISPLAY". An electronic message display that advertises the business name, business conducted, services rendered, or goods produced or sold upon the property on which the display placed and exhibits static images through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology, that may be changed remotely through electronic means. The ability to have a digital display only applies to on-site advertising structures or signs, which are defined in Section 19.2.M.

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C. "DISPLAY FACE" means the surface area of an outdoor advertising display available for the purpose of displaying an advertising message. Display Face does not include the structural supports or lighting.

Amended Effective:
07-23-99 (Ord. 348.3881) Ord. 348.4641 Item 16.2 of 07/14/09 (Effective Date: 08/13/09)

ED. "EDGE OF A RIGHT-OF-WAY" means a measurement from the edge of a right-of-way horizontally along a line normal or perpendicular to the centerline of the freeway or highway.

DE. "FREE STANDING SIGN" means any sign which is supported by one or more columns or uprights imbedded in the ground, and which is not attached to any building or structure.

EF. "FREEWAY" means a divided arterial highway for through traffic with full control of access and with grade separations at intersections.

FG. "HIGHWAY" means roads, streets, boulevards, lanes, courts, places, commons, trails, ways or other rights-of-way or easements used for or laid out and intended for the public passage of vehicles or persons.

GH. "ILLEGAL OUTDOOR ADVERTISING DISPLAY" means any of the following:

1. An outdoor advertising structure or outdoor advertising 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 outdoor advertising structure or outdoor advertising 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 for a period of not less than one year.
3. An outdoor advertising structure or outdoor advertising 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.
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. hereof, the State Outdoor Advertising Permit referenced in Section 19.3.B.4. hereof or any related building permit.
5. An outdoor advertising structure or outdoor advertising sign which is a danger to the public or is unsafe.

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HJ. "ILLEGAL ON-SITE ADVERTISING STRUCTURE OR SIGN" means 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.

IJ. "MAXIMUM HEIGHT" means the highest point of the structure or sign measured from the average natural ground level at the base of the supporting structure. Provided, 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.

KJ. "NOISE ATTENUATION BARRIER" means a sound wall or other structure built by the California Department of Transportation to reduce noise impacts.

KL. "NON-COMMERCIAL STRUCTURE OR SIGN" means 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.

LM. "ON-SITE ADVERTISING STRUCTURE OR SIGN" means any structure, housing, sign,

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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.

MN. "OUTDOOR ADVERTISING DISPLAY" means 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 Riverside County Ordinance No. 679. An outdoor advertising display may be commonly known or referred to as an "off-site" or an "off-premises" billboard.

NO. "OUTDOOR ADVERTISING SIGN" means any card, cloth, paper, metal, painted, plastic or wooden sign of any character placed for outdoor advertising purposes and affixed to an outdoor advertising display or structure.

OP. "OUTDOOR ADVERTISING STRUCTURE" means a structure of any kind or character erected, used or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting or other advertisement of any kind whatsoever may be placed, including statuary, for outdoor advertising purposes. Such structure shall be constructed or erected upon a permanent foundation or shall be attached to a structure having a permanent foundation.

PQ. "SCENIC HIGHWAY" means any officially designated state or county scenic highway as defined in Streets and Highway Code Sections 154 and 261 et seq.

QR. "SHOPPING CENTER" means a parcel of land not less than three acres in size, on which there exists four or more separate business uses that have mutual parking facilities.

RS. Repealed.

ST. "SIGNIFICANT RESOURCES" means any County, State or Federal site which has significant or potentially significant social, cultural, historical, archaeological, recreational or scenic resources, or which plays or potentially could play a significant role in promoting tourism. For the purposes of this article, the term significant resources shall include, but not be limited to, the following:

1. Riverside National Cemetery. A strip, 660 feet in width, measured from the edge of the right-of-way line on both sides of I-215 from the intersection of Van Buren Boulevard

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southerly to Nance Road, and on both sides of Van Buren Boulevard from the intersection of I-215 westerly to Wood Road.

2. Scenic Highways.

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

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

5. A corridor 500 feet in width adjacent to both sides of I-15 from the Riverside/ San Diego County line northerly to the city limits of the City of Temecula.

6. A corridor 500 feet in width adjacent to both sides of Grand Avenue from the city limits of the City of Lake Elsinore, just northerly of Bonnie Lea Drive, to Clinton Keith Road, and adjacent to both sides of Clinton Keith Road from Interstate 15 to the city limits of the City of Murrieta.

7. A corridor 550 feet in width, measured from the edge of the right-of-way line adjacent to both sides of Interstate 15, extending from its intersection with state Highway 60 southerly to the city limits of the City of Norco.

~~FU~~. Repealed.

Amended Effective:
07-23-99 (Ord. 348.3881)
11-31-00 (Ord. 348.3964)
02-23-04 (Ord. 348.4110)
08-13-09 (Ord. 348.4641)

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SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS. (No changes to this section)

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SECTION 19.4. ON-SITE ADVERTISING STRUCTURES AND SIGNS.

No person shall erect an on-site advertising structure or sign in the unincorporated area of the County that is in violation of the provisions contained within any specific zoning classification in this ordinance or that is in violation of the following provisions.

A. PERMIT PROCEDURES

1. Application

In addition to all other applicable Federal, State, and local laws, rules, regulations and ordinances, no on-site advertising structure or sign shall be placed, erected, used, or maintained until an On-Site Advertising Structure or Sign Permit therefore has been issued by the County Planning Director, on the form provided by the County Planning Department accompanied by the filing fee set forth in Ordinance No. 671. The application shall consist of a plot plan drawn to scale, containing the name, address or telephone number of the applicant, and a general description of the property upon which the on-site advertising structure or sign is proposed to be placed. The plot plan shall show the precise location, type, and size of the proposed on-site advertising structure or sign, 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.T. 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 structure or sign may be readily ascertained, identified, and evaluated. On-site advertising applications shall be processed as a plot plan.

Plot plans for on-site advertising structures and signs displays will be processed as a nondiscretionary permit unless any of the following apply:

- a. The sign has a digital display that exceeds 50 square feet.
- b. The sign has a digital display and is located within 300 feet of residentially zoned properties.

For on-site digital displays exceeding the parameters listed above, the plot plan will be approved through a Director's Hearing. No permit for an on-site advertising display shall be approved unless it is consistent with the General Plan and all other applicable plans, including but not limited to Area Plans and the Multiple Species Habitat Conservation Plan (MSHCP).

Additional Findings for Modifications. Deviation from the sign area standards or required dimensions specified in Subsection B.1.f.i. may be permitted with a Minor Conditional Use Permit (Chapter 22.160) application, subject to the additional findings: (a) The requested modification does not result in additional glare, light trespass, or nuisance to neighboring properties or surrounding uses; and (b) With the exception of the requested modification, the proposed sign complies with all other applicable standards in this Title 22.

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2. Issuance/Denial. The Planning Director shall, within forty-five (45) days of the filing of a complete permit application, approve and issue the On-Site Advertising Structure or Sign permit if the standards and requirements of this ordinance have been met; otherwise, the permit shall be denied.

3. Assuming the Planning Director issues an On-Site Advertising Structure or Sign Permit, no person shall place, erect, use, maintain, alter, repair or relocate an on-site or connect an on-site advertising structure or sign to a power supply without first obtaining a building permit from the Department of Building and Safety.

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

B. FREE-STANDING SIGNS.

1. Located within 660 feet of the nearest edge of a freeway right of way line.

a. The maximum height of a sign shall not exceed 45-50 feet. However, if the grade of the freeway precludes visibility, a variance may be sought through the variance process.

b. The maximum surface area of a sign shall not exceed 150 square feet except that for those project sites having an area in excess of 15 acres, the allowable area of a sign shall be 10 square feet per acre of the project site, up to no more than 400 square feet in surface area. The entire allowable area of a sign can be comprised of a digital display.

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c. No more than two display faces per on-site advertising sign or structure shall be permitted. Only single face, back-to-back, and v-shaped displays shall be 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.

d. Architectural framing or asymmetrical shapes surrounding the sign, not considered part of the allowable signage area, and not exceeding 25 percent of each display face, are permitted provided the following apply:

- 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.

e. On-site advertising structures or signs may not be placed so that they interfere with the effectiveness of, or obscure any official traffic sign, device, or signal. Furthermore, they may not obstruct or physically interfere with the vision of drivers in approaching, merging, or intersecting traffic.

f. On-advertising advertising structures or signs must meet all other requirements as required by Federal and State regulations pertaining to advertising signs within 660 feet of a freeway.

2. Commercial Zones and Industrial Zones Shopping Centers - All Locations.

The standard for free standing on-site advertising signs in commercial zones and industrial zones is established as follows: Notwithstanding the provisions of sub paragraphs 1 and 2, an alternate standard for free standing on-site advertising signs for shopping centers is established as follows:

a. The maximum height of a sign shall not exceed 20 feet.

b. The maximum surface area of a sign shall not exceed 50 square feet or 0.25 percent (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 ~~200~~300 square feet in surface area. The entire allowable area of a sign can be comprised of a digital display.

c. No more than two display faces per on-site advertising sign or structure shall be permitted. Only single face and back-to-back displays shall be allowed. For on-site advertising signs or structures with two sides, the maximum total sign area that

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shall be permitted is twice the sign area permitted for the sign. Each side of the sign shall be the same size.

b. The maximum height of a sign shall not exceed 20 feet.

3. All Other Locations.

a. The maximum height of a sign shall not exceed 20 feet.

~~b.~~b. The maximum surface area of a sign shall not exceed 50 square feet. The entire allowable area of a sign can be comprised of a digital display.

c. No more than two display faces per on-site advertising sign or structure shall be permitted. Only single face and back-to-back displays shall be 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.

C. NUMBER OF ON-SITE 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, 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.

a. If two free-standing signs are proposed on a single parcel of land for a shopping center, only one of them 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.

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3. Mobile Displays are 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.

D. DIGITAL DISPLAY REQUIREMENTS

Digital displays shall comply with the following standards:

1. 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.

2. Hours of operation for digital displays shall be allowed 24-Hours a day, except when the display is located within 300 feet of areas that are zoned for residential, conservation, and Specific Plan (S-P) or as limited by an approved Signage Program.

a. Where the display is located within 300 feet of property that is zoned for a residential or conservation use, the hours of operation shall be limited to between 6 am to 10 pm.

b. Where the display is located within 300 feet of an S-P Zone, the hours of operation shall be defined in the Specific Plan Development standards or Sign Program.

3. Displays will have non-reflective, black, consistent, linear louvers, from end to end, above and below each individual row of light emitting diodes or similar light producing element.

4. Digital displays to have a black, ribbed background to prevent light refraction, reflection, and diffusion.

5. Digital displays will have a consistently maintained photocell with brightness keyed to an astronomical calendar and capabilities to slowly brighten throughout morning twilight to dawn for a period of 20-30 minutes and to slowly dim throughout evening twilight after dusk to sunset for a period of 20-30 minutes.

6. Brightening and dimming will be at a rate of 1% dimming increments performed approximately every 12 seconds at the fastest speed.

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7. Digital Display dimming capabilities will be able to be enacted automatically, in a pre-scheduled fashion or manually (minimum of 64 levels).

8. 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.

9. Digital Displays will be able to reach 1% of dimming while maintaining the full range of the color spectrum.

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 Candelas/meter sq.

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

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

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

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

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

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d. Measurement of Brightness. The brightness of the digital display shall be measured from ground level at the nearest residential property outside of the combined boundaries of the project area. The measured maximum brightness shall be based on the luminance levels of the white display portion of the Sign. For digital display, the red, green and blue outputs shall be turned to full ON at the time of testing. A calibrated luminance meter shall be used to measure the luminance intensity of the Sign in Candela per meter squared (nits) in accordance with the luminance meter manufacturer's operational instructions. The luminance measurements should not be taken at oblique angles that exceed 60 degrees off-axis from the face of the Sign.

11. Digital display transitions shall follow these requirements:

a. Instantaneous image changes shall not be allowed;

b. The image refresh shall occur through a seamless transition from one image to the next with no strobing effect;

c. Refresh rate of a digital display shall not be more frequent than one refresh event every six seconds;

d. Sign image must remain static between refreshes;

e. Display messages are not allowed to scroll;

12. Riverside County Lighting Ordinances. 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.

13. 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.

14. 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.

15. Movement. No on-site advertising display shall move or rotate, to display any moving and/or rotating parts. No propellers, flags, or other noise creating devices,

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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.

BE. 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 - The surface area of the sign shall not exceed ten percent of the surface area of the side face of the building.
 - c. Rear wall of a building - The surface area of the sign shall not exceed five percent of the surface area of the rear face of the building.

CE. ON-SITE SUBDIVISION SIGNS

Shall be subject to the following minimum standards:

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

DE. ON-SITE IDENTIFICATION SIGNS.

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

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EH. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN THE EASTERN COACHELLA VALLEY AND WESTERN COACHELLA VALLEY COMMUNITY PLANS.

1. The provisions of Subsections A., B., C., and D. of Section 19.4. of this ordinance shall apply to areas within the boundaries of the adopted Eastern Coachella Valley Plan (ECVP) and Western Coachella Valley Plan (WCVP), with the following exceptions:

a. In areas adjacent to scenic corridors as designated by the ECVP or WCVP, if a business chooses to advertise with a sign affixed to its primary building in lieu of a free-standing sign, then the maximum surface area of the sign affixed to the building shall not exceed the following:

1) Front wall of building - ten percent of the surface area of the front face of the building.

2) Side walls of building - ten percent of the surface area of the side face of the building.

3) Rear wall of building - ten percent of the surface area of the rear face of the building.

b. MONUMENT SIGNS - For monument signs as defined within the policies of the ECVP or WCVP, along highway or freeway scenic corridors:

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

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

c. SHEATHED-SUPPORT SIGNS - For sheathed-support signs as defined within the policies of the ECVP or WCVP, along freeway scenic corridors:

1) For locations within 330 feet of the nearest edge of a freeway right-of-way line:

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

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

2) For locations within 660 feet of the terminus of a freeway exit or the origination of a freeway entrance:

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

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

c) Neither a single-business sheathed-support sign nor a multiple-business sheathed-support sign shall be erected along a highway scenic corridor.

d) The minimum spacing between free-standing signs located within 330 feet of the nearest edge of a freeway right-of-way line shall be that distance necessary so as not to adversely obscure the visibility of adjacent free-standing on-site advertising signs.

e) For the purposes of Article XIX, any sign which would otherwise meet the definition of "ON SITE ADVERTISING STRUCTURE AND SIGNS" in Section 19.2.E. 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 freestanding on-site advertising sign located on its parcel, and that a plot plan is submitted and approved for the parcel containing the sign.

Added Effective:
05-06-99 (Ord. 348.3868)

SECTION 19.5. (Repealed.)

Amended Effective:
07-23-99 (Ord. 348.3881)

SECTION 19.6 (Repealed.)

ORDINANCE NO. 348
ORDINANCE OF THE COUNTY OF RIVERSIDE PROVIDING FOR LAND USE
PLANNING AND ZONING REGULATIONS AND RELATED FUNCTIONS.
ARTICLE XIX ADVERTISING REGULATIONS

Amended Effective:
10-15-98 (Ord. 348.3842) 07-23-99 (Ord. 348.3881)

SECTION 19.7. NON-COMMERCIAL STRUCTURES OR SIGNS.

Anywhere a display, structure or sign is permitted by this ordinance, a non-commercial message may be placed on such display, structure or sign.

Amended Effective:
07-23-99 (Ord. 348.3881)

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