	1
Į	2
	3
	4
	5
	6
	7
	8
	9
l	10
	11
	12
	13
l	14
	15
	16
	17
l	18
	19
	20
	21
	22
	23
	24
	25
	26
	27
•	28

ORDINANCE NO. 348.XXX

AN ORDINANCE OF THE COUNTY OF RIVERSIDE AMENDING ORDINANCE NO. 348.4978 PROVIDING FOR LAND USE PLANNING AND ZONING REGULATIONS AND RELATED FUNCTIONS

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

Section 1. Section 19.2 of Ordinance No. 348.4978 is amended to read as follows:

"SECTION 19.2. DEFINITIONS.

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

- A. "Abandoned.BANDONED" means either: Any of the following:
 - 1.- Any <u>oOutdoor</u> <u>aAdvertising dDisplay that</u>
 - <u>a.</u> <u>iI</u>s allowed to continue for more than one year without a poster, bill, printing, painting, or other form of advertisement or message; or,
 - 2.b. Any outdoor advertising display that dDoes not appear on the inventory required by Section 19.3.B.12. of this ordinance; or,
 - 32. Any θOn-sSite aAdvertising sStructure or sSign that is allowed to continue for more than 90 days without a poster, bill, printing, painting, or other form of advertising or message for the purposes set forth in Section 19.2.M. of this ordinance 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. of this

		1
		2
		3
		4
		5
		6
		7
		8
		9
	1	0
	1	1
	1	2
	1	3
	1	4
	1	5
	1	6
	1	7
	1	8
	1	9
	2	0
	2	1
	2	2
	2	3
l	2	4
	2	5
l	2	6
	2	7
	2	8

ordinance.

- BC. <u>"DisplayISPLAY FaceACE".</u> means tThe surface area of an ΘOutdoor aAdvertising dDisplay available for the purpose of displaying an advertising message. Display Face does not include the structural supports or lighting.
- <u>Edge DGE of OF the A Right IGHT-OF of Way AY".</u> means a A measurement from the eEdge of the a rRight-of-wWay line horizontally along a line normal or perpendicular to the centerline of the fFreeway or hHighway.
- <u>PE.</u> <u>"Free REE-StandingTANDING-SignIGN".</u> means a 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.
- <u>"Freeway REEWAY".</u> means a A divided arterial h Highway for through traffic with full control of access and with grade separations at intersections.
- FG. <u>"HighwayIGHWAY".</u> means rRoads, 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. "IllegalLLEGAL OutdoorUTDOOR AdvertisingDVERTISING DisplayISPLAY".

 means aAny of the following:
 - 1. An <u>ΘO</u>utdoor <u>aA</u>dvertising <u>sS</u>tructure 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 <u>oO</u>utdoor <u>aA</u>dvertising <u>sS</u>tructure or <u>oO</u>utdoor <u>aA</u>dvertising <u>sSign</u> that was legally erected but whose use has ceased, or the structure upon which the advertising display is placed has been <u>aA</u>bandoned by its owner, and not maintained or used for a period of not less than one year.
 - 3. An <u>oO</u>utdoor <u>aA</u>dvertising <u>sS</u>tructure or <u>oO</u>utdoor <u>aA</u>dvertising <u>sSign</u> 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

		1
		2
		3
l		4
		5
		6
ļ		7
		8
ļ		9
	1	0
	1	1
	1	2
	1	3
	1	4
	1	5
ļ	1	6
	1	7
ļ	1	8
	1	9
	2	0
	2	1
	2	2
	2	3
	2	4
	2	5
	2	6
	2	7
	2	8

rendering the display nonconforming has expired; and conformance has not been accomplished.

- 4. An ΘOutdoor aAdvertising sStructure or ΘOutdoor aAdvertising sSign which does not comply with this Article, the Outdoor Advertising Display Permit referenced in Section 19.3.A. of this ordinancehereof, the State Outdoor Advertising Ppermit referenced in Section 19.3.B.4. of this ordinance hereof or any related building permit.
- 5. An ΘOutdoor aAdvertising sStructure or ΘOutdoor aAdvertising sSign which is a danger to the public or is unsafe.
- HI. "IllegalLLEGAL OnN-SiteITE Advertising DVERTISING Structure TRUCTURE or OR SignIGN". means a Any of the following.
 - 1. An <u>ΘOn-sSite aAdvertising sStructure</u> or <u>sSign</u> erected without first complying with all applicable County ordinances and regulations in effect at the time of its construction, erection or use.
 - 2. An <u>\text{\text{\text{\text{\text{0}}}} \text{\text{\text{\text{\text{\text{e}}}} \text{\text{\text{\text{d}}}} \text{dvertising sStructure or sSign that was legally erected, but whose use has ceased, or the structure upon which the advertising display is placed has been \text{\text{\text{\text{e}}} \text{\text{d}}} bandoned by its owner, and not maintained or used to identify or advertise an ongoing business for a period of not less than 90 days.</u>
 - 3. An <u>oOn-sSite aAdvertising sStructure or sSign</u> 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.
- <u>"MaximumAXIMUM HeightEIGHT".</u> means t<u>T</u>he highest point of the structure or sign measured from the average natural ground level at the base of the supporting structure.
 <u>Provided</u>, <u>hH</u>owever, 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:

- 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.
- JK. "NoiseOISE AttenuationTTENUATION BarrierARRIER". means aA sound wall or other structure built by the California Department of Transportation to reduce noise impacts.
- <u>KL</u>. <u>"NonON-CommercialOMMERCIAL StructureTRUCTURE or OR SignIGN".</u> means aAny 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.
- <u>LM.</u> "OnN-SiteITE Advertising DVERTISING Structure TRUCTURE or OR SignIGN".

 means a 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.
 - 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 UTDOOR Advertising DVERTISING DisplayISPLAY". means a Commonly known or referred to as an "off-site" or an "off-premises" billboard, an ΘOutdoor aAdvertising sSign used for outdoor advertising purposes, not including Oen-sSite aAdvertising sSigns as herein defined and directional sign structures as provided in Riverside County Ordinance No. 679, as amended from time to time. An outdoor advertising display may be commonly known or referred to as an "off-site" or an "off-premises" billboard.
- NO. "Outdoor UTDOOR Advertising DVERTISING SignIGN". means a Any card, cloth, paper, metal, painted, plastic, or wooden sign of any character placed for outdoor advertising purposes and affixed to an oOutdoor a Advertising or Outdoor Advertising sestructure.
- OP. "OutdoorUTDOOR AdvertisingDVERTISING StructureTRUCTURE". means aA 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. <u>"ScenicCENIC HighwayIGHWAY".</u> means aAny officially designated state or county scenic highway as defined in Streets and Highway Code Sections 154 and 261 et seq.
- QR. <u>"ShoppingHOPPING-CenterENTER".</u> means aA 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.

R. Repealed.

S. <u>"SSignificantIGNIFICANT ResourcesESOURCES"</u> means aAny 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 Aarticle, 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 eEdge of the rRight-of-wWay line on both sides of I-215 from the intersection of Van Buren Boulevard 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 <u>hHighways</u> 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 eEdge of the rRight-of-wWay 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."

T. Repealed."

Section 2. Section 19.3 of Ordinance No. 348 is amended to read as follows: "SECTION 19.3. OUTDOOR ADVERTISING DISPLAYS.

No person shall erect, use or maintain an outdoor advertising display in the unincorporated area of the County, except in accordance with the following provisions. The changing of an advertising

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	Q

message or customary maintenance of a legally existing outdoor advertising display shall not require a permit pursuant to this Section.

A. APPLICABILITY

1. PROHIBITED ACTIVITIES. Prohibited Activities

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

2. Zoning

Notwithstanding any other provision in this Ordinance, Outdoor Advertising

Displays shall be permitted provided the use is permitted in the underlying zone

and the standards of this Article are met.

B. PERMIT PROCEDURE.

1. <u>Land Use Entitlement Required.</u>

- 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

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	R

<u>Planning Department on a form provided and accompanied by the filing</u> fee set forth in Ordinance No. 671, as amended from time to time.

b. In addition to all other applicable Federal, State, and local laws, rules, regulations and ordinances, no outdoor advertising display shall be placed, erected, used or maintained until an Outdoor Advertising Display 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 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 Ppermit referenced in Section 19.3.B.4. of this ordinance hereof and a general description of the property upon which the oOutdoor aAdvertising dDisplay is proposed to be placed.

<u>c.</u> The plot plan shall show the precise location, type, and size of the proposed θOutdoor aAdvertising dDisplay, all property lines, zoning, and the dimensions, location of and distance to the nearest advertising displays, building, business districts, sSignificant rResources 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.

23. Issuance/Denial.

The Planning Director shall, within forty-five (45) days of the filing of a complete permit application, approve and issue the Outdoor Advertising Display permit if the standards and requirements of this ordinance have been met; otherwise, the permit shall be denied. Judicial review of a decision denying the

permit shall be made by a petition for writ of administrative mandamus filed in the Riverside County Superior Court, in accordance with the procedure set forth in California Code of Civil Procedure, Section 1094.8.

34. Building Permit Required.

<u>In the event that Assuming</u> the Planning Director issues an Outdoor Advertising Display Ppermit, no person shall place, erect, use, maintain, alter, repair or relocate an <u>\oldoc{\text{O}}</u>utdoor <u>\alpha\text{D}</u>isplay or connect an <u>\oldoc{\text{O}}</u>utdoor <u>\alpha\text{D}</u>isplay to a power supply without first obtaining a building permit from the Riverside County Department of Building and Safety.

4<u>5</u>. Revocation.

Any Outdoor Advertising Display Ppermit which has been issued as a result of a material misrepresentation of fact by the applicant or his agent, w whether or not a criminal prosecution is initiated therefore, or which does not comply with this Article, the State Outdoor Advertising Display Ppermit referenced in Section 19.3.B.4. of this ordinance hereof 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 Θ utdoor Φ dvertising Φ Display authorized by the Outdoor Advertising Display 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.

BC. PERMIT STANDARDS.

1. General Plan.

Outdoor <u>aA</u>dvertising <u>dD</u>isplays shall be consistent with the Riverside County Comprehensive General Plan.

2. Zoning.

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

3. Height.

The <u>mMaximum hHeight</u> of an <u>oOutdoor aAdvertising dDisplay</u> shall not exceed a height of 25 feet from the roadbed of the adjacent <u>fFreeway</u> or <u>hHighway</u> to which the display is oriented, or a <u>mMaximum hHeight</u> of 25 feet from the grade on which it is constructed, whichever is greater.

4. Setbacks.

No eQutdoor aAdvertising dDisplay shall be erected within an established setback or building line, or within road right-of-way lines or future road right-of-way lines as shown on any Specific Plan of Highways. A minimum setback from the property line of one foot shall be required. No person shall place, erect, use or maintain any eQutdoor aAdvertising dDisplay located within 660 feet from the eEdge of the rRight of wWay line of, and the copy which is visible from, any primary hHighway without first obtaining a valid State Outdoor Advertising Display Ppermit.

5. Poles.

A maximum of two steel poles are allowed for support of an Θ utdoor Φ dvertising Φ Display.

6. Roof Mounts.

No <u>oOutdoor aAdvertising dDisplay</u> 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. <u>Number of Displays</u>.

No more than one proposed Θ utdoor Advertising ADisplay per application shall be permitted.

8. <u>Number of Display Faces</u>.

No more than two display faces per Θ Outdoor Φ Outdo

9. <u>Display Face Size</u>.

No Θ utdoor Φ display shall have a total surface area of more than 300 square feet.

10. <u>Display Movement</u>.

No $_{\Theta O}$ utdoor $_{AA}$ dvertising $_{dD}$ isplay 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. <u>Mobile Displays</u>.

No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer, or other advertising display not permanently affixed to the ground, as defined in Section 19.2.MN. of this ordinance, to be used as an eQutdoor aAdvertising dDisplay.

12. <u>Display Inventory</u>.

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

13. <u>Lighting and Illumination of Displays</u>.

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

14. Spacing.

No eQutdoor aAdvertising dDisplay shall be located within 500 feet in any direction from any other eQutdoor aAdvertising dDisplay on the same side of the hHighway; provided, however, that if in a particular zone a different interval shall be stated, the spacing interval of the particular zone shall prevail. No eQutdoor aAdvertising dDisplay shall be erected within the boundary of any sSignificant rResource as defined in Section 19.2.S. of this ordinance. No eQutdoor aAdvertising dDisplay shall be located within 150 feet of property for which the zoning does not allow advertising displays; provided, however, that an eQutdoor aAdvertising dDisplay may be placed within 150 feet of property for which zoning does not allow displays, if at the time an application for an Outdoor Advertising Display Ppermit is applied for, there is no existing residential structure or an approved building permit for a residential structure within 150 feet of the location of the proposed eQutdoor aAdvertising dDisplay.

15. Identification.

No person shall place, erect, use or maintain an Θ Outdoor AOutdoor AOu

DC. HEIGHT ADJUSTMENTS.

The owner of an existing Θ utdoor Θ utdoor Θ is play that complied with all applicable federal, state, and local laws, rules and regulations in effect at the time it was

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.

$\underline{\ThetaE}$. HEIGHT ADJUSTMENT STANDARDS.

A height adjustment in excess of the <u>mMaximum hHeight</u> authorized under this ordinance shall be approved if all of the following height adjustment standards are met:

- The ΘOutdoor aAdvertising dDisplay is not an iIllegal ΘOutdoor aAdvertising dDisplay;
- 2. The <u>ΘO</u>utdoor <u>aA</u>dvertising <u>dD</u>isplay is oriented towards a <u>fFreeway</u>;
- 3. The θOutdoor aAdvertising dDisplay is within one hundred (100) feet of the nearest eEdge of thea freeway rRight-of-wWay line of the Freeway;
- 4. A <u>nN</u>oise <u>A</u>attenuation <u>bB</u>arrier was fully constructed between the <u>oO</u>utdoor <u>aA</u>dvertising <u>dD</u>isplay and the <u>eE</u>dge of the <u>Right-of-Way line of the <u>fF</u>reeway after the <u>oO</u>utdoor <u>aA</u>dvertising <u>dD</u>isplay was fully constructed;</u>
- 5. A line of sight study shows that the nNoise aAttenuation bBarrier prevents the display face of the oQutdoor aAdvertising dDisplay from being completely visible to vehicles in one or more approaching fFreeway traffic lanes at a point six hundred and sixty (660) feet from the oQutdoor aAdvertising dDisplay. The six hundred and sixty (660) feet shall be measured from the middle of the display face to the middle of each approaching fFreeway 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 $\underline{\mathbf{m}}\underline{\mathbf{M}}$ aximum $\underline{\mathbf{h}}\underline{\mathbf{H}}$ eight adjustment shall be no more than what is required to

make the display face of the Θ Outdoor Φ Advertising Φ Display completely visible to vehicles in all approaching Φ Freeway traffic lanes at a point six hundred and sixty (660) feet from the display as shown by the line of sight study. In no event, however, shall the Φ Maximum Φ Height of an Φ Outdoor Φ Advertising Φ Display adjusted under this Φ Section exceed a height of forty (40) feet from the roadbed of the adjacent Φ Freeway towards which the Φ Outdoor Φ Advertising Φ Display is oriented, or a Φ Maximum Φ Height of forty (40) feet from the grade on which it is constructed, whichever is greater;

- 7. The owner of any ΘOutdoor aAdvertising dDisplay that obtains a height adjustment pursuant to this sSection shall also obtain a building permit from the Riverside County Department of Building & Safety before increasing the height of the ΘOutdoor aAdvertising dDisplay;
- 8. Other than the increase in height, nothing in this sSection shall be deemed to allow the relocation or enlargement of an existing ΘOutdoor aAdvertising dDisplay. Nor shall this sSection be deemed to allow the angle of orientation of the ΘOutdoor aAdvertising dDisplay to be altered or to allow an increase in the number of display faces on the existing ΘOutdoor aAdvertising dDisplay.

FE. ENFORCEMENT.

Wherever the officials responsible for the enforcement of administration of thise County Land Use Oordinance No. 348 or their designated agents, have cause to suspect a violation of this article, or whenever necessary to investigate either an application for the granting, modification, or any action to suspend or revoke an eoutdoor aodvertising doisplay permit, or whenever necessary to investigate a possible violation, such persons may lawfully gain access to the appropriate parcel of land upon which a violation is believed to exist. The following provisions shall apply to the violations of this article:

1. All violations of this article committed by any person, whether as agent,

- employee, officer, principal, or otherwise, shall be a misdemeanor.
- 2. Every person who knowingly provides false information on an θ<u>O</u>utdoor a<u>A</u>dvertising d<u>D</u>isplay permit application shall be guilty of a misdemeanor.
- 3. Every person who fails to stop work on an eOutdoor aAdvertising dDisplay, when so ordered by the Director of the Riverside County Building and Safety Department or the Planning Director, or their designees shall be guilty of a misdemeanor.
- 4. Every person who, having received notice to appear in court to answer a related charge, willfully fails to appear, shall be guilty of a misdemeanor.
- 5. A misdemeanor may be prosecuted by the County in the name of the People of the State of California, or may be redressed by civil action. Each violation is punishable by a fine of not more than one thousand dollars (1,000.00), or by imprisonment in the County jail for a term of not more than six months, or by both fine and imprisonment.
- 6. Every person found guilty of a violation shall be deemed guilty of a separate offense for every day during a portion of which the violation is committed, continued, or permitted by such person.
- 7. Every iIllegal ΘOutdoor aAdvertising dDisplay and every abandoned ΘOutdoor aAdvertising dDisplay is hereby declared to be a public nuisance and shall be subject to abatement by repair, rehabilitation, or removal in accordance with the requirements of procedures contained in Section 3. of County Ordinance No. 457, as amended from time to time.

FG. NONCONFORMING OUTDOOR ADVERTISING DISPLAYS.

Every $\bullet \underline{O}$ utdoor $\bullet \underline{A}$ dvertising $\bullet \underline{D}$ isplay which does not conform to this ordinance shall be deemed to be a nonconforming sign and shall be removed or altered in accordance with this ordinance as follows:

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	

- Any ΘOutdoor 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 ΘOutdoor 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 ΘOutdoor 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 θΩutdoor 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 iIllegal ΘOutdoor Aadvertising dDisplays and all abandoned ΘOutdoor 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
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

relocated to another place on that same parcel <u>pursuant to a relocation agreement</u> in accordance with the provisions of this Subsection.

An Ooutdoor aAdvertising dDisplay located in an area defined in this Article as a sSignificant rResource may also, pursuant to such an agreement, be relocated to an area defined as a sSignificant rResource whether the area is on the same parcel or a different parcel in accordance with the provisions of this Subsection.

Except as provided in this Subsection, a relocated outdoor advertising display shall be subject to all the permit procedures and standards described in this Article."

Section 3. Section 19.4 of Ordinance No. 348 is amended to read as follows: "SECTION 19.4. ON-SITE ADVERTISING STRUCTURES AND SIGNS.

A. APPLICABILITY

1. Prohibited Activities PROHIBITED ACTIVITIES..

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 unless the On-Site Advertising Structure or Sign is in compliance with all provisions of this ordinance and an On-Site Advertising Structure or Sign permit has been issued by the County Planning Director in accordance with the provisions of this Section.

2. Zoning

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

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.—B. PERMIT PROCEDURES.

1. Land Use Entitlement Required.

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

2. Application.

- a. Applications for On-Site Advertising Structures or Signs 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 for On-Site Advertising Structures or Signs 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.
- b. 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.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 structure or sign may be readily ascertained, identified, and evaluated.

2. Issuance/Denial.

a. Permit Type.

Approval of plot plans for On-Site Advertising Structures or Signs shall

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	8

be ministerial, unless the sign has a Digital Display, in which case the plot plan shall require a public hearing pursuant to Subsection c. below.

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

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

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

3. Building Permit Required.

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

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 On-Site Advertising Structure or Sign within 30 days shall be deemed a separate violation of this ordinance.

C. FREE-STANDING SIGNS.

- 1. <u>Located within 660 feet of the nearest Eedge of thea freeway rRight-of-wWay</u> line of a Freeway.
 - The standards for On-Site Advertising Signs that are Free Standing Signs and located within 660 feet of the nearest Edge of the Right-of-Way line of a Freeway in any zone are established as follows:
 - a. The mMaximum hHeight of a sign shall not exceed 4550 feet. However, if the grade of the Freeway precludes visibility, a variance may be sought in accordance with Section 18.27 of this ordinance.
 - b. The maximum surface area of a sign shall not exceed 150 square feet except that for those project sites having an area in excess of 15 acres,

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7

the allowable area of a sign shall be 10 square feet per acre of the projec
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.

- Sign shall be permitted. Only single face, back-to-back, and v-shaped displays shall be allowed. For On-Site Advertising Structures or Signs with two sides, the maximum total sign area that shall be permitted is twice the sign area permitted for the sign. Each side of the sign shall be the same size.
- d. Architectural framing or asymmetrical shapes surrounding the sign, not considered part of the allowable signage area, and not exceeding 25 percent of each Display Face, are permitted provided the following apply:
 - 1) The requested modification does not result in additional glare,
 light trespass, or nuisance to neighboring properties or
 surrounding uses; and,
 - 2) With the exception of the requested modification, the proposed sign complies with all other applicable standards.
- e. On-Site Advertising Structures or Signs may not be placed so that they interfere with the effectiveness of, or obscure any official traffic sign, device, or signal. Furthermore, they may not obstruct or physically interfere with the vision of drivers in approaching, merging, or intersecting traffic.
- 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 standards for On-Site Advertising Signs that are Free Standing Signs, located in commercial zones and industrial zones (C-1/C-P, C-T, C-P-S, C-R, C-O, R-VC, I-P, M-SC, M-M, M-H, M-R, M-R-A), and not located within 660 feet of the nearest Edge of the Right-of-Way line of a Freeway are 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 (¼ of 1 percent) of the total existing building floor area in a sShopping eCenter, whichever is greater, except that in any event, no sign shall exceed 200 square feet in surface area. The entire allowable area of a sign may be comprised of a Digital Display.
- c. No more than two Display Faces per On-Site Advertising Structure or Sign shall be permitted. Only single face and back-to-back 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. The maximum height of a sign shall not exceed 20 feet.

3. All Other Locations.

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

a. The mMaximum hHeight 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.
- <u>D4.</u> NUMBER OF ON-SITE ADVERTISING STRUCTURES OR SIGNS THAT ARE
 <u>FREE STANDING SIGNS, BOTH DIGITAL AND NON-DIGITAL ALL</u>
 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. 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
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

E. DIGITAL DISPLAY REQUIREMENTS.

<u>Digital Displays shall comply with the following standards:</u>

1. 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.

2. Hours of Operation.

Digital Displays shall be allowed 24-Hours a day, except when where the Digital Display is located within 300 feet of areas that are zoned for residential or conservation(R-R, R-R-O, R-1, R-1A, R-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, W-2-M, W-1, WC-W, WC-WE. WC-E. WC-R), the hours of operation shall be limited to between 6 am to 10 pm.

3. Design.

- a. Digital Displays shall 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.
- b. Digital Displays shall have a black, ribbed background or an acceptable alternative, at the discretion of the Planning Director, to prevent light refraction, reflection, and diffusion.
- c. Digital Displays shall not emit audible sound, odor, or any type of particulate matter.

4. Dimming and Brightness.

a. Digital Displays shall have a consistently maintained photocell with

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	Q

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.

- b. Brightening and dimming will be at a rate of 1% dimming increments performed approximately every 12 seconds at the fastest speed.
- c. Digital Display dimming capabilities shall be able to be enacted automatically, in a pre-scheduled fashion or manually (minimum of 64 levels).
- d. Dimming capabilities shall 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.
- e. Digital Displays shall be able to reach 1% of dimming while maintaining the full range of the color spectrum.
- f. All dDigital billboardsDisplays must comply with all applicable laws and regulations concerning brightness, including, without limitation,
 California Vehicle Code Section 21466.5, as amended from time to time.

5. Luminance.

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 squared.

	1
	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	8

- 2) Sunset to 7:30 p.m.: 600 Candelas/meter squared.
- 3) 7:30 p.m. to 7:00 a.m.: 450 Candelas/meter squared.
- <u>b.</u> During Daylight Savings Time (2nd Sunday in March to 1st Sunday in November)
 - 1) 7:00 a.m. to sunset: 7,500 Candelas/meter squared.
 - 2) Sunset to 10:00 p.m.: 600 Candelas/meter squared.
 - 3) 10:00 p.m. to 7:00 a.m.: 450 Candelas/meter squared.
- 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.

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

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

angles that exceed 60 degrees off-axis from the face of the Sign
--

6. Digital Display Transitions.

<u>Digital Display transmissions</u>transitions shall comply with the following 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 and shall not give the appearance of moving text or images;
- c. The sign shall use still images only and shall not use flashing, blinking, scintillating, blinking, traveling, intermittent, or moving lights or produce the optical illusion of movement or use animation or videos;
- 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; and,
- e. Display messages are not allowed to scroll.
- 7. Compliance with Riverside County Lighting Ordinances.

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

8. 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.

9. 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.

10. Physical Movement.

No On-Site Advertising Structure or Sign 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.

FB. SIGNS AFFIXED TO BUILDINGS - ALL AREAS.

- 1. No <u>ΘOn-sSite aAdvertising sSign</u> shall be affixed on, above or over the roof of any building, and no <u>ΘOn-sSite aAdvertising sSign</u> 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.

	1
I	2
	3
	4
	5
	6
	7
i	8
	9
	10
	11
	12
	13
	14
l	15
	16
1	17
	18
	19
	20
1	21
	22
ı	23
	24
ı	25
	26
	27
	28

GC. 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.

HD. 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.

- IE. ON-SITE SIGNAGE ALONG SCENIC CORRIDORS DESIGNATED WITHIN THE EASTERN COACHELLA VALLEY AND WESTERN COACHELLA VALLEY COMMUNITY PLANS.
 - 1.—The provisions of Subsections A. through H., B., C., and D. of this 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:
 - <u>1</u>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 <u>fFree-sStanding sSign</u>, then the maximum surface area of the sign affixed to the building shall not exceed the following:
 - <u>a.1)</u> Front wall of building ten percent of the surface area of the front face of the building.

	1
ļ	2
	3
	4
	5
	6
	7
	8
	9
ĺ	10
	11
	12
1	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
ļ	23
	24
1	25
	26
	27
	28

- <u>b.2</u>) Side walls of building ten percent of the surface area of the side face of the building.
- <u>c.3</u>) Rear wall of building ten percent of the surface area of the rear face of the building.

b2. <u>Monument SignsONUMENT SIGNS.</u>

- -For monument signs, as defined within the policies of the ECVP or WCVP, located along hHighway or fFreeway scenic corridors:
- <u>a.1)</u> For a single business or tenant advertised, maximum surface area shall not exceed 150 square feet, and overall height shall not exceed 10 feet.
- <u>b.2</u>) For multiple businesses or tenants advertised, maximum surface area shall not exceed 200 square feet, and overall height shall not exceed 12 feet.

e<u>3</u>. <u>Sheathed-Support Signs.SHEATHED-SUPPORT SIGNS</u>

For sheathed-support signs, as defined within the policies of the ECVP or WCVP, <u>located</u> along <u>fFreeway</u> scenic corridors:

- <u>a.1)</u> For locations within 330 feet of the nearest <u>eEdge</u> of <u>a freeway the</u> <u>#Right-of-wWay line of a Freeway</u>:
 - a1) 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.
 - b2) 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)b. For locations within 660 feet of the terminus of a fFreeway exit or the origination of a fFreeway entrance:
 - a<u>1</u>) For a single business or tenant advertised, maximum surface area

	2
	3
	4
	5
	6
	7
	8
	9
1	0
1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
2	2
2	3
2	4
2	5
2	6
2	7
2	8

shall not exceed 150 square feet, and overall height shall not exceed 35 feet.

- b2) For multiple businesses or tenants advertised, maximum surface area shall not exceed 200 square feet, and overall height shall not exceed 35 feet.
- e3) Neither a single-business sheathed-support sign nor a multiple business sheathed-support sign shall be erected along a hHighway scenic corridor.
- d4) The minimum spacing between fFree-sStanding sSigns located within 330 feet of the nearest eEdge of a freewaythe rRight-of-wWay 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 fFree-sStanding Signs on-site advertising signs.
- e5) For the purposes of Article XIX, any sign which would otherwise meet the definition of "OnN-SiteITE AdvertisingDVERTISING StructuresTRUCTURE or AND—SignsIGNS" in Section 19.2.EM. 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 fFree_sStanding_on-site advertising sign 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:

1	"SECTION 19.7 <u>5</u> . NON-COMMERCIAL STRUCTURES OR SIGNS.
2	Non-Commercial Structures or Signs shall be subject to the following provision: Aanywhere 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.
12	BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE, STATE OF CALIFORNIA
13	OF RIVERSIDE, STATE OF CALIFORNIA
14	By:Chairman, Board of Supervisors
1.5	
15	ATTEST: CLERK OF THE BOARD
16	
17	By: Deputy
18	(SEAL)
19	
20	
21	APPROVED AS TO FORM, 2023
22	By:
23	SARAH K. MOOREAARON C. GETTIS Deputy County Counsel
24	Deputy County Counter
25	
26	
27	