

# On-Site Digital Sign Ordinance

Riverside County Planning Commission



Richard Marshalian, AICP  
Principal Planner, Advance Planning

**AGENDA ITEM NO. 4.1**  
Change of Zone No. CZ2000001

# Background

## On-Site Advertising Structures and Signs

- Differs from “Outdoor Advertising Displays”, commonly referred to as “Billboards”
- Currently allowed in all Commercial and Industrial Zones
- Does not specifically permit digital displays



# Existing Regulations

## **Ordinance 348, Article 19 - Advertising Regulations**

- Section 19.2 - Definitions
- Section 19.4 - On-Site Advertising Structures and Signs

## **Ordinance 655 - Regulating Light Pollution**

- Standards regulating light fixtures

## **Ordinance 457 - Building Code**

- Standards for Structures



# Proposed Changes

## Digital Displays would be allowed:

- Only for signage providing information about an on-site business
- Provided locational, development, and operational standards are met
- Only in commercial or industrial zones
- Not exempt from other County Code requirements



# Development Standards

## Allowed Zones

- All zones where advertisement is permitted in the base zone
  - Commercial Zones
  - Industrial Zones

## Locational Standards

- Including Buffers from residential and sensitive zones



# Locational Standards

## **Within a Commercial or Industrial Zone, and Within 660 ft. of a Freeway**

- Digital Sign must not exceed 50 ft. in height

## **Within a Commercial or Industrial Zone, and Outside of 660 ft. from a Freeway**

- Digital Sign must not exceed 20 ft. in height

## **Not within Commercial or Industrial Zone**

- Not permitted



# Digital Sign Size Requirements

	Commercial or Industrial Zone Within 660 ft. of Freeway	Other Commercial and Industrial Zones	All Other Locations
<b>Height</b>	50 ft.	20 ft.	Not Permitted
<b>Surface Area</b>	150 sq. ft.	50 sq. ft.	
<b>Surface Area (lot size &gt; 15 acres)</b>	10 sq. ft. per acre, max 400 sq. ft.	-	
<b>Shopping Center</b>	-	.25% of gross building floor area, max 200 sq. ft.	



# Operating Standards

## Digital Display

- Only Static Images with a refresh rate no more frequent than one per 6 seconds.
- Required to be dimmable and able to be remotely controlled
- Maximum Luminance Levels

**Compliant with County Ordinance 655 when located within Palomar Observatory Special Lighting Area**





# Permitting Process for Digital Signs

## Plot Plan

- Public Hearing
- Findings for approval
- Environmental Analysis



# Environmental Review

**Initial Study & Negative Declaration were prepared**

## **Subsequent Applications**

- Would require planning review, CEQA analysis, and discretionary approvals



# Outreach and Engagement

## AB 52 Consultation

- Noticed on June 12, 2023 and concluded on July 24, 2023

## Noticing

- 30-day notice for Negative Declaration
- Notices for 2 public hearings

## Courtesy Notices

- All cities in Riverside County
- Interested Parties
- 2 Newsletters

## Digital Office Hours



# Additional Public Comment

## Concerns Expressed

- **Aesthetics**
  - Does not match rural community look
  - Does not fit the aesthetics of the wine country
- **Dark Skies / Night Skies**
  - Will impact visibility of stars at night
- **Visual Distraction**
  - Signage will distract drivers
- **Signage Size and Impacts**
  - Reduce allowable size for digital signs



# Additional Changes Proposed

## Protecting Sensitive Areas

- Continue prohibition on digital signs in Wine Country Policy Area
- Continue prohibition on digital signs in Palomar Observatory Zone "A"



# Recommendation

**Move that the Planning Commission close the public hearing and recommend that the Board of Supervisors take the following actions:**

**ADOPT a Negative Declaration**, based on the findings incorporated in the Initial Study and the conclusion that the project will not have a significant effect on the environment;

**APPROVE Change of Zone No. 2000001** to approve the Ordinance 348 amendment 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 the staff reports, with revisions as recommended by staff.

