



John E. Hildebrand
Planning Director

RIVERSIDE COUNTY PLANNING DEPARTMENT

DATE: April 3, 2024
TO: Planning Commission
FROM: Richard Marshalian, AICP, Principal Planner
SUBJECT: Item 4.1 – On-Site Digital Sign Ordinance

Riverside County Planning Staff is recommending the following changes to the draft ordinance and submitting additional public comments (Attachment A) received before the public hearing for the abovementioned item for your consideration.

Ordinance Changes

Prohibit Digital Advertising Signs in the following areas:

- Wine Country Policy Area
- Zone A of the Palomar Observatory Policy Area

Continuing the prohibition of digital signs in these areas would be in keeping with the current aesthetics of communities within the Wine Country Policy area, and the desire to protect nighttime visibility near the Palomar Observatory.

Existing standards required by the Palomar Observatory Policy Area in Zone B would still apply to all new digital signs.

STAFF RECOMMENDATIONS

THAT THE PLANNING COMMISSION RECOMMENDS THAT THE BOARD OF SUPERVISORS TAKE THE FOLLOWING ACTIONS:

ADOPT the **NEGATIVE DECLARATION** based on the findings of the initial study and the conclusion that the project will not have a significant effect on the environment; and,

APPROVE the **CHANGE OF ZONE NO. 2000001** to approve the Ordinance No. 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 previous staff report, with revisions as recommended by staff.

Approved by: Richard Marshalian
Richard Marshalian, AICP, Principal Planner

Attachment A – Additional Public Comments