



PSP20-0007: REVIEW OF OFF-SITE ADVERTISING REGULATIONS AND POLICIES FOR CITY-OWNED SITES

Community & Economic Development Department

Financial Performance and Budget Committee
July 8, 2020

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PURPOSE

Explore potential revenue generation from:

1. Off-site advertising signs at City-owned sites along freeways
2. Off-site advertising/gateways on City arterial rights-of-way



2

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BACKGROUND

1. Federal Highway Beautification Act (FHBA)

2. California Outdoor Advertising Act (ODA)

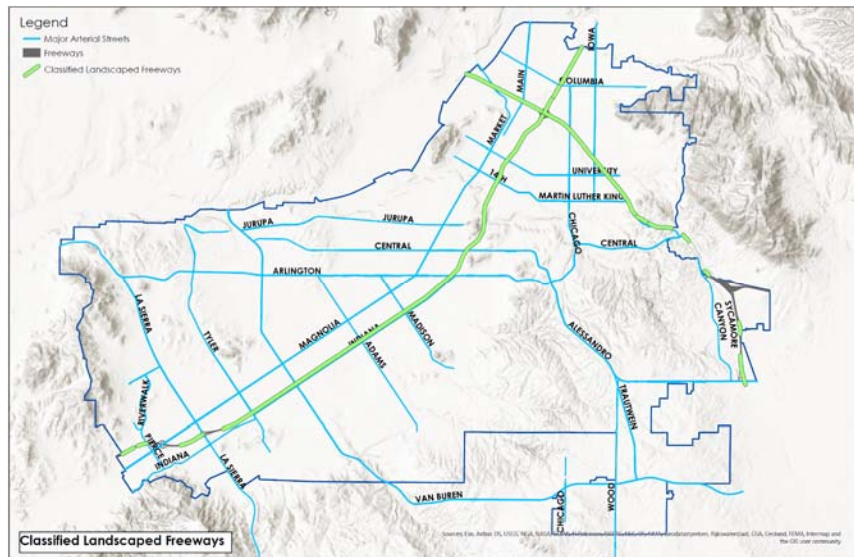
- a) Must not be located within the CalTrans right-of-way or a stream or drainage channel;
- b) Must be located in a Commercial or Industrial Zone;
- c) Must be located within 1,000 feet of an existing business activity;
- d) Must have local approval (such as local zoning approval and building permits); and
- e) Must not be located adjacent to a designated Scenic Highway or a **Classified Landscaped Freeway**.



3

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CLASSIFIED LANDSCAPED FREEWAYS



4

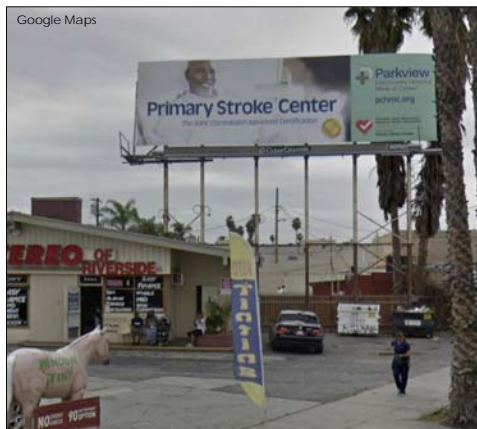
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BACKGROUND

Title 19 - Zoning

Pre-2005: Off-site advertising signs (billboards) allowed in the C-3 (General Commercial) and M-2 (Industrial) Zones

2005: Billboards prohibited in Riverside to reduce their negative visual and aesthetic impacts



A menagerie of prohibited sign types (billboard, feather banner, and advertising statuary)

5



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POLICY APPROACHES IN CALIFORNIA

City	Off-Site Advertising Allowed	Relocation Allowed	Zoning Code Exception	Revenue Generation	Signage Policy
Sacramento	No	Yes	Yes	Yes – funding agreement/P3	Unknown
Corona	No	Yes	No	No	No
Irvine	No	Yes	Yes	Unknown	No
Hawthorne	No	Yes	No	Yes	Yes

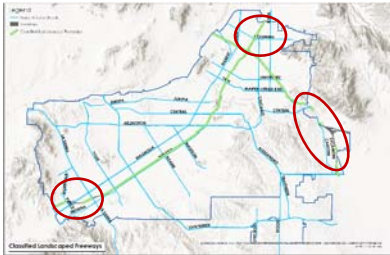
6



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EXISTING CONDITIONS OFF-SITE ADVERTISING

75 Approximate number of existing off-site advertising signs in City



Existing freeway-oriented signs occur in these areas



7

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EXISTING CONDITIONS

ELECTRONIC READER BOARDS ALONG FREEWAYS



8

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EXISTING CONDITIONS ELECTRONIC READER BOARDS ALONG FREEWAYS



9

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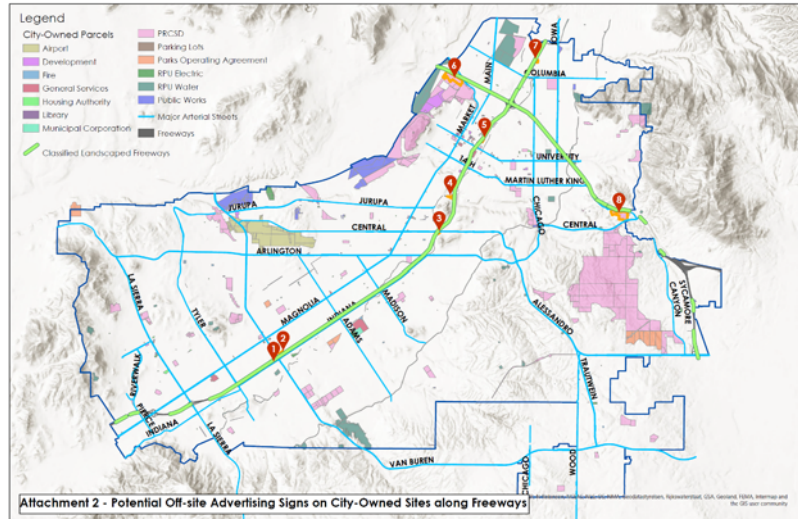
OPTION 1 – PROHIBIT OFF SITE ADVERTISING (NO CHANGE)



10

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OPTION 2 – OFF SITE ADVERTISING ON CITY-OWNED SITES ALONG FREEWAYS



11



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OPTION 2 – DECLASSIFICATION OF LANDSCAPED FREEWAY

1. Caltrans does not maintain or plan to maintain the ornamental landscaping;
2. The landscaping does not require reasonable maintenance (including watering, mowing, weed control or litter removal);
3. The Classified Landscaped Freeway segment is less than 1,000 feet long; or
4. The Classified Landscaped Freeway segment has gaps in landscaping larger than 200 feet.

12



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OPTION 2 – POTENTIAL SITES

Site	Address	Zoning	Development	Responsible Department	Landscaped Classification	Potential For Declassification
1	9501 Indiana Ave.	CR	Vacant	Public Works	Yes	Low
2	3472 Farnham Pl.	R-1-7000	Vacant	Public Works	Yes	Low
	3473 Farnham Pl.	R-1-7000	Vacant	Public Works	Yes	Low
	9384 Martha Way	R-1-7000	Vacant	Public Works	Yes	Low
3	3416 Central Ave.	R-1-7000	Vacant	Riverside Public Utilities – Electric	Yes	Low
4	3255 Panorama Rd.	R-4	Vacant	RPU Water	Yes	Moderate
5	3575 Vine St.	CR	Parking Lot	Public Works	Yes	Moderate
6	Fairmount Park Golf Course	PF	Golf Course	Parks and Recreation	Yes	Moderate
7	860 E. La Cadena Dr.	R1, I	Palmyrita Well Treatment Plant	Riverside Public Utilities – Water	Yes	High
8	Quail Run Park	RC	Vacant	Parks and Recreation	Yes	Moderate

13



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OPTION 3 – SAMPLE IMAGES



Gateway signs with off-site advertising

14



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OPTION 3 – SAMPLE IMAGES



Median signs

15



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OPTION 3 – SAMPLE IMAGES



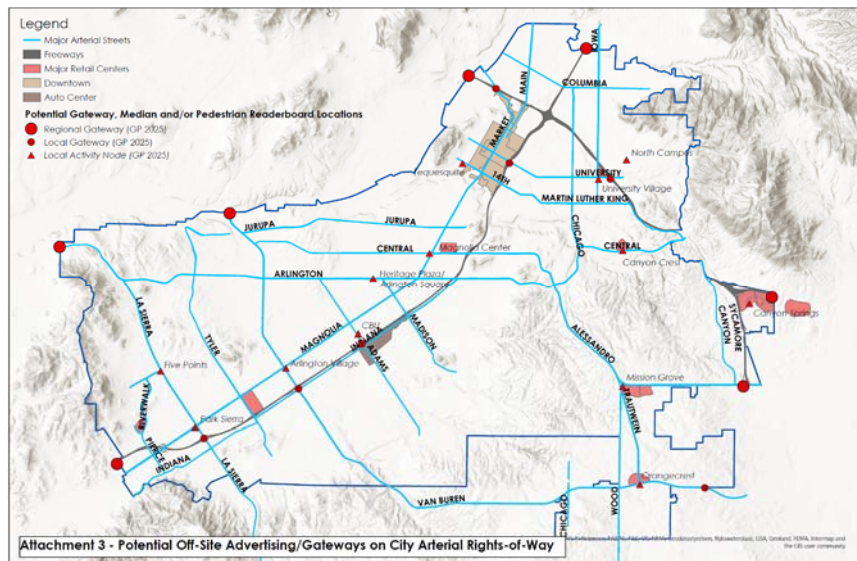
Pedestrian oriented signs/kiosks

16



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OPTION 3 – POTENTIAL LOCATIONS



17



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SUMMARY OF POTENTIAL OPTIONS

Options	Advantages and Disadvantages	Potential Revenue Generation
Option 1 - Maintain the Prohibition of Off-Site Advertising Signage	(+) No negative visual and aesthetic impacts (+) Less visual clutter (-) No added revenue	• None
Option 2 – Allow Off-Site Advertising Sign on City-Owned Sites along Freeways Only	(+) City can generate revenue (+) Can limit the number of signs (+) City maintains some control over content (-) Negative visual and aesthetic impacts (-) Some content may reflect negatively on City	• \$30,000-\$60,000 per year per sign
Option 3 – Develop a Program to Allow Off-Site Advertising/Gateways on City Arterial Rights-of-Way	(+) Tie revenue generation opportunity with placemaking (+) Reduced visual impacts (+) Create community gateways/identity (-) Potential conflict with public realm improvements (-) More capital-intensive (-) Lower visibility and exposure = lower revenue generation	• Varies; up to \$50,000 per year per sign.

18



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RECOMMENDATIONS

That the Financial Performance and Budget Committee:

1. Review options for off-site advertising on City-owned sites along freeways and off-site advertising/gateways along City arterial rights-of-way as possible solutions to generate revenue to address the CalPERS Challenge and financial impacts associated with COVID-19; and
2. Provide staff with direction on preparing policies and next steps related to off-site advertising on City-owned sites along freeways and off-site advertising/gateways along City arterial rights-of-way for City Council consideration.



19

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