

# REVIEW OF REGULATIONS PERTAINING TO BILLBOARDS

Community & Economic Development Department

## Economic Development Committee

January 22, 2026

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## BILLBOARDS DEFINED

- **Off-site advertisements (billboards):** advertisement promoting products, businesses or services not located on property where sign is located



Double-sided Digital  
Freeway Oriented Sign



Double-sided Static Sign



Double-sided Digital Freeway  
Oriented Sign

Images Source: Google Maps

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## BACKGROUND

- **Federal Highway Beautification Act (FHBA) (1965)**

- **California Outdoor Advertising Act (ODA) (1933)**

- Regulates signs w/in 650 feet of freeway
- Permit required
- Not allowed on classified landscaped segments



Location: 91 FWY E/O VAN BUREN BLVD

Source: Lamar Advertising

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## CITY REGULATIONS

### RMC – Chapter 19.623 – Billboards

- **Pre-2005:** Permitted in the C-3 (General Commercial) and M-2 (Industrial) Zones
- **Post-2005:** Billboards prohibited in Riverside to address visual and aesthetic impacts
- Relocation of existing billboards subject to Relocation Agreement



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## RELOCATION AGREEMENT REQUIREMENTS

Legally  
Permitted in  
County

Land Was  
Legally  
Annexed

City-initiated  
Request

Located on  
Same  
Property

No Size  
Increase

Aesthetic  
Improvement

Similar  
Lighting

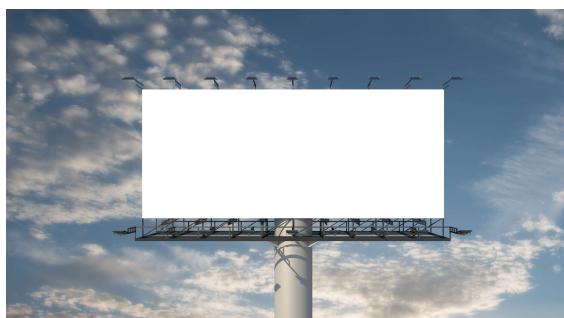
Applicant  
Responsibility



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## UNSOLICITED PROPOSAL RECEIVED



Stock Image: Billboard

- National outdoor advertising company
- Proposal prohibited by RMC
- Zoning Code amendment required to accommodate proposal if accepted



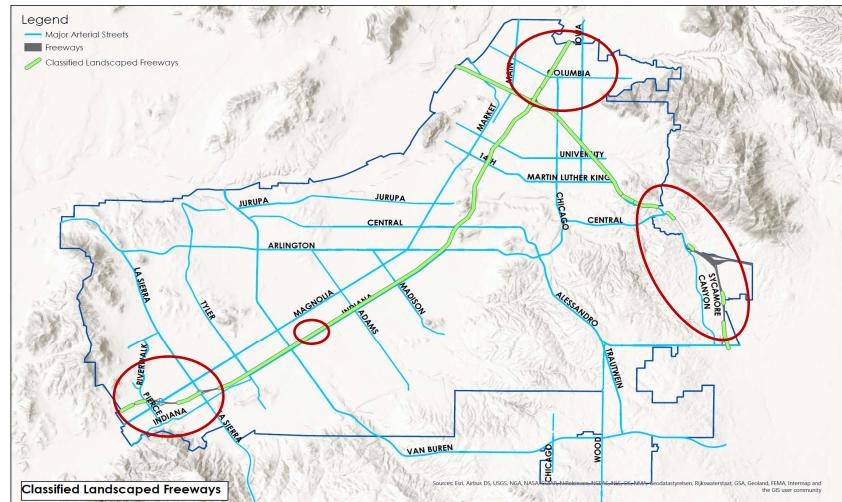
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## CURRENT BILLBOARD INVENTORY

Approximately 75 billboard signs throughout the City

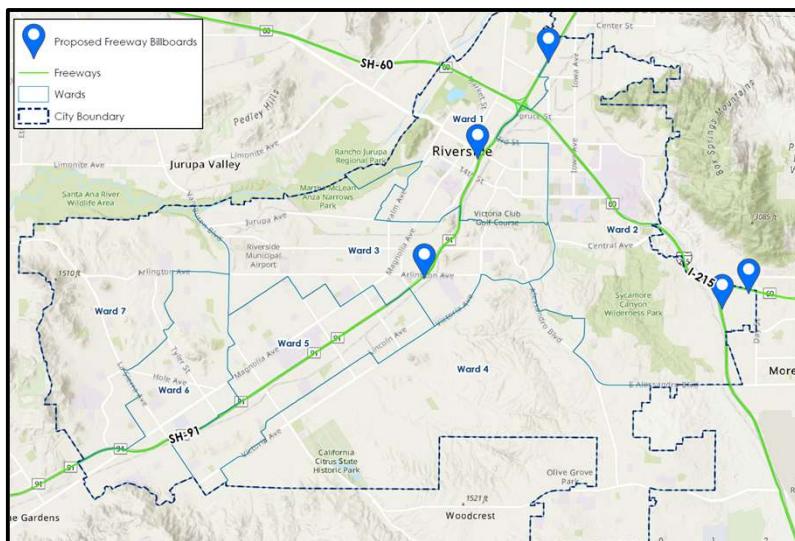
Existing freeway-oriented signs occur in these areas



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## POTENTIAL FREEWAY LOCATIONS

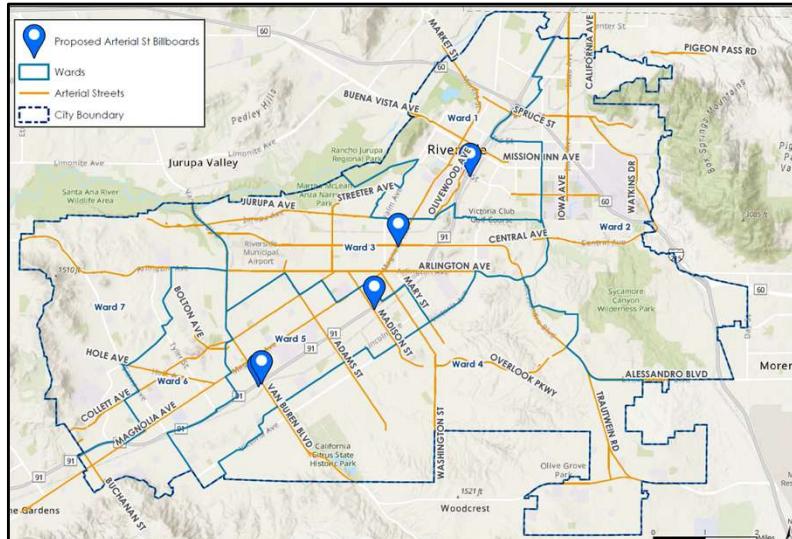


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## POTENTIAL ARTERIAL LOCATIONS

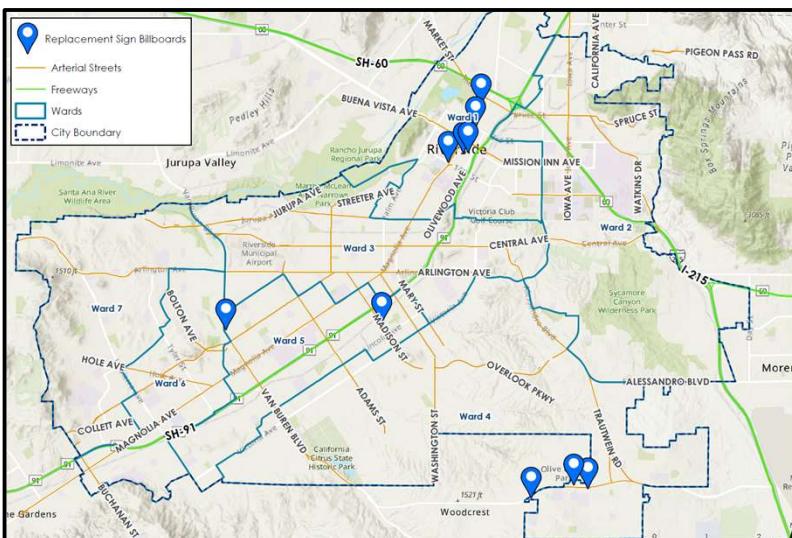


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## BILLBOARD REPLACEMENT LOCATIONS

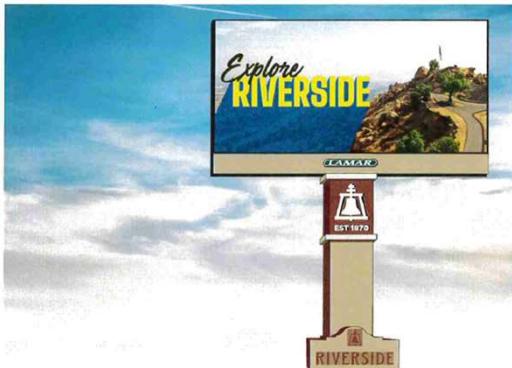


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## BILLBOARD EXAMPLES



Digital Billboard Sign Rendering



\*For illustrative purposes only. Actual structure configuration and appearance may vary.  
Ward Landmark Rendering



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## ADVANCING BILLBOARD PROPOSAL

### 1) Amendments to Title 19 (Zoning Code)

- Authorize City-initiated & Applicant-initiated requests subject to Billboard Relocation Agreement
- City Council is sole authority for the negotiation of the terms of relocation agreements
- City Council is the final approving authority for relocation agreements
- Remove barriers in current relocation provisions

### 2) Draft Billboard Relocation Agreement template

- Terms may include public benefits, sign type and dimensions, location (same site or elsewhere)

### 3) Identify proposed locations for relocated billboard signs



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## NEXT STEPS

**Q1  
2026:**

Planning  
Commission  
(Public  
Hearing)

City Council  
(Final  
Adoption)



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## RECOMMENDATIONS

That the Economic Development Committee:

**1. PROVIDE** staff with policy direction on potential changes to relocation and removal requirements of existing billboard signs.



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