

Billboard Regulations

PC-2026-00071 (Zoning Text Amendment)

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Planning Commission

Agenda Item: 4

February 12, 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 660 feet of freeway
 - Permit required



Location: 91 FWY E/O VAN BUREN BLVD

Source: Lamar Advertising

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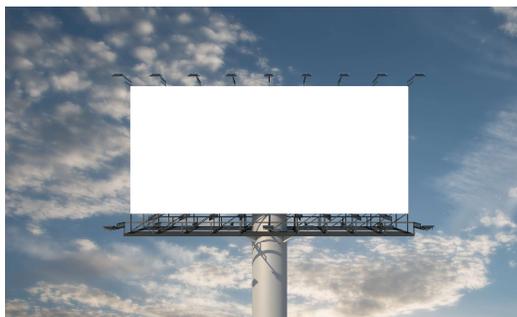
BACKGROUND

Unsolicited Billboard Relocation Proposal

- Not permitted by RMC
- Zoning Code amendment required to advance proposal

January 22, 2026 – City Council Economic Development Committee

- Draft text amendments presented to Committee
- Directed to proceed to Planning Commission & City Council



Stock Image: Billboard

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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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AMENDMENT 1: CHAPTER 19.623 BILLBOARDS

Proposed Changes

- Authorizes City & Applicant-initiated billboard relocation requests subject to Billboard Relocation Agreement (BRA)
- Establishes the City Council as the sole approving and negotiating authority for BRA's
- Eligibility & process created for Billboard Relocation Permits (BRP)



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AMENDMENT 2: CHAPTER 19.650 APPROVING AND APPEAL AUTHORITY

Proposed Changes

- Revise Table 19.650.020 to incorporate approving and appeal authority for Billboard Relocation Permit

Table 19.650.020
Approving and Appeal Authority

R = Recommending Authority; F = Final Approving Authority (unless appealable); A = Appeal Authority; AR = Approving Authority as Community & Economic Development Director or Development Review Committee on Referral

| Type of Permit or Action | Approving and Appeal Authority | | | |
|-----------------------------|--|------------------------------------|--|--------------------------------|
| | Community & Economic Development Department Director | Development Review Committee (DRC) | City Planning Commission ^(9,11) | City Council ^(1,11) |
| Administrative | | | | |
| Billboard Relocation Permit | AR | | | A/E |



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RECOMMENDATIONS

That the Planning Commission:

- 1. DETERMINE** that Planning Case PC-2026-00071 is exempt from further California Environmental Quality Act (CEQA) review pursuant to Section 15061(b)(3) (Common Sense), as it can be seen with certainty that approval of the project will not have an effect on the environment; and
- 2. RECCOMEND APPROVAL** of Planning Case PC-2026-00071 (Zoning Text Amendment) as outlined in the findings of the staff report.



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