

MODIFICATION TO BILLBOARD RELOCATION AND REPLACEMENT PROVISIONS

PC-2026-00071 (AMD) – Zoning Text Amendment

Community & Economic Development Department

City Council

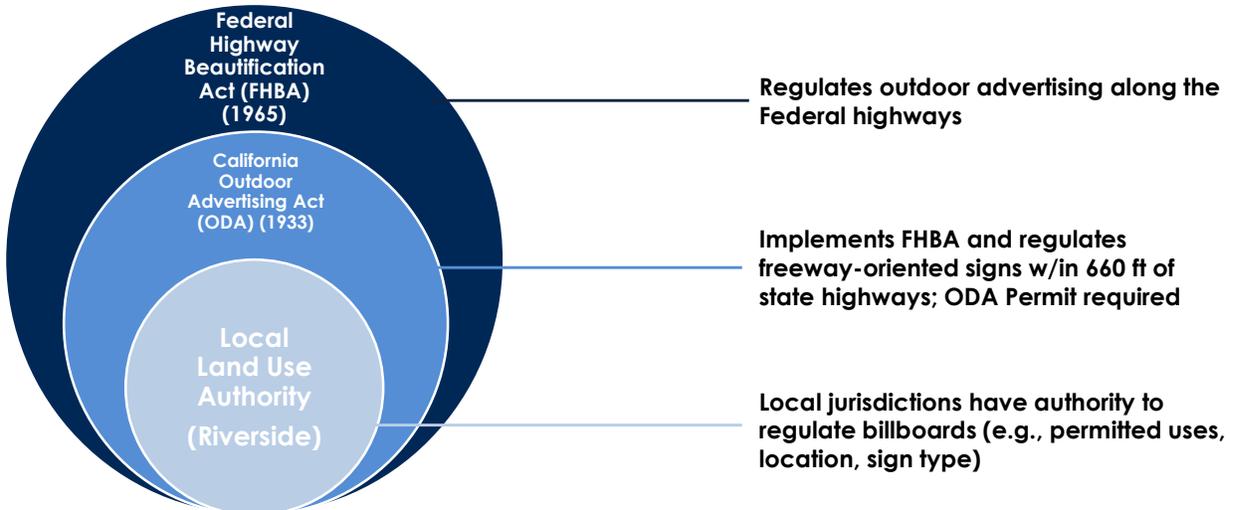
March 24, 2026

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BILLBOARD REGULATORY BACKGROUND



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CITY REGULATIONS



Title 19 – Chapter 19.623 – Billboards

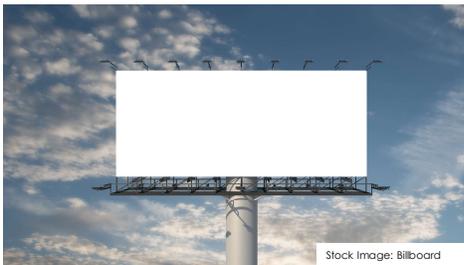
- New billboards prohibited outright
- Narrow relocation provisions limit eligible signs & modernization of equipment



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UNSOLICITED PROPOSAL RECEIVED



- Lamar Advertising Company proposes to relocate & replace 10 existing signs
- Proposal prohibited by RMC
- Zoning Code amendment required to accommodate proposal if accepted



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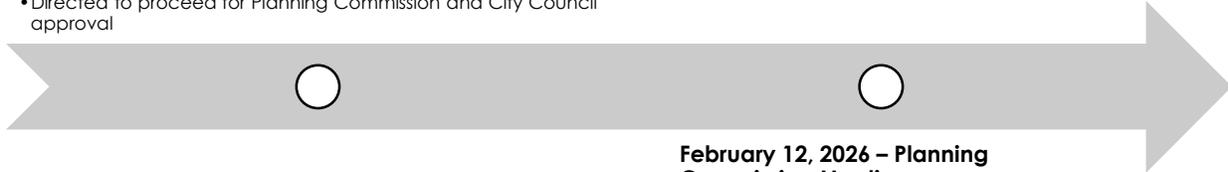
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BACKGROUND

- Staff prepares text amendments to clarify billboard relocation and replacement provisions

January 22, 2026 – Economic Development Committee

- Proposed changes presented to Committee
- Directed to proceed for Planning Commission and City Council approval



February 12, 2026 – Planning Commission Meeting

- Approves recommended changes to billboards ordinance



OVERVIEW OF CHANGES

Chapter 19.623 – Billboards		
Criteria	Current Code	Proposed Changes
Eligible Billboards	County-approved billboards on County-annexed property	Legal-nonconforming billboards
Permitted Requests	City-initiated only	Applicant or City initiated request subject to City Council approval
Permitted Sign Types	Static billboards	Static or Digital subject to Council negotiation
Permitted Locations	Relocation on same site	Relocation, replacement or modernization on same or different site
Terms of Relocation/ Replacement	Not specified	Approval, denial, and all other terms negotiated by City Council

Chapter 19.650 – Approving and Appeal Authority		
Permit	Current Code	Proposed Changes
Billboard Relocation Permit (issued after approved Agreement)	Not codified	Outline CEDD Director as Approving Authority City Council – Final on Appeal



RECOMMENDATIONS

That the City Council :

- 1. DETERMINE** that Planning Case PC-2026-00071 (AMD) is exempt from further California Environmental Quality Review pursuant to Section 15061(b)(3) (General Rule), as it can be seen with certainty that approval of the project will not have a significant effect on the environment;
- 2. APPROVE** Planning Case PC-2026-00071 (AMD) based on the findings summarized in the Planning Commission Staff Report; and
- 3. INTRODUCE** and subsequently adopt the attached Ordinance amending Title 19 (Zoning) of the Riverside Municipal Code.



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Reference Slides



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RELOCATION AGREEMENT REQUIREMENTS

