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WHEREAS, pursuant to the California Outdoor Advertising Act (California Business & Professions Code Section 5200, *et seq.*), the City of Rialto has adopted certain regulations concerning off-site advertising structures (“Billboards”) as part of the City’s Zoning Code under Chapter 18.102 of the Rialto Municipal Code; and

WHEREAS, the California Outdoor Advertising Act encourages local governments and Billboard owners to enter into relocation agreements to allow local entities to continue development in a planned manner without expenditure of public funds, while allowing the continued maintenance of private investment and a medium of public communication; and

WHEREAS, Section 5412 of the Business & Professions Code specifically authorizes cities to enter into relocation agreements on whatever terms are agreeable to the Billboard owner and the City, and to adopt ordinances or resolutions providing for relocation of Billboards; and

WHEREAS, the City desires to amend Chapter 18.102 of the Rialto Municipal Code to authorize the relocation of certain Billboards, pursuant to the California Outdoor Advertising Act, to mutually agreeable locations and zones within the City in an overall effort to reduce visual clutter, approve the aesthetic appearance of the City, provide for economic opportunity for private investment of the local business community, and generate revenue for the City.

WHEREAS, on January 29, 2020 the Planning Commission conducted a duly noticed public hearing at which time it received input from staff and the city attorney, heard public testimony, discussed the proposed Ordinance, and after considering both oral and written testimony, closed the public hearing; and

1 WHEREAS, the adoption of the proposed Ordinance is exempt from the requirements of the
2 California Environmental Quality Act (CEQA) pursuant to Section 15378(b)(5); and

3 WHEREAS, all legal prerequisites to the adoption of this Resolution have occurred.

4 NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of
5 Rialto as follows:

6 SECTION 1. The Planning Commission hereby specifically finds that all of the facts set
7 forth in the recitals above of this Resolution are true and correct and incorporated herein.

8 SECTION 2. The Planning Commission hereby finds that the proposed Ordinance is
9 consistent with following guiding principles and goals of the General Plan: (i) Guiding Principle:
10 Our City government will lead by example, and will operate in an open, transparent, and responsive
11 manner that meets the needs of the citizens and is a good place to do business, and (ii) Goal 2-13,
12 Achieve quality aesthetic design of all signage in the City of Rialto.

13 SECTION 3. The Planning Commission hereby recommends that the City Council of the
14 City of Rialto approve the proposed Ordinance, Exhibit "A" hereto, to amend Chapter 18.102
15 (Regulation of Signs and Advertising Structures) of the Rialto Municipal Code related to Billboards
16 and relocation agreements.

17
18 SECTION 4. The Chairman of the Planning Commission shall sign the passage and
19 adoption of this resolution and thereupon the same shall take effect and be in force.

20 PASSED, APPROVED AND ADOPTED this 29th day of January, 2020.

21
22
23 _____
24 JOHN PEUKERT, CHAIR
25 CITY OF RIALTO PLANNING COMMISSION
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1 STATE OF CALIFORNIA)
2 COUNTY OF SAN BERNARDINO) ss
3 CITY OF RIALTO)
4

5 I, Adrianna Martinez, Administrative Assistant of the City of Rialto, do hereby certify that
6 the foregoing Resolution No. ____ was duly passed and adopted at a regular meeting of the
7 Planning Commission of the City of Rialto held on the ____th day of ____, 2020.

8 Upon motion of Planning Commissioner_____, seconded by Planning Commissioner
9 ____, the foregoing Resolution No. ____ was duly passed and adopted.

10 Vote on the motion:

11 AYES:

12 NOES:

13 ABSENT:

14 IN WITNESS WHEREOF, I have hereunto set my hand and the Official Seal of the City
15 of Rialto this ____th day of ____, 2020
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19 _____
20 ADRIANNA MARTINEZ, ADMINISTRATIVE ASSISTANT
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Exhibit “A”

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