

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIALTO, CALIFORNIA, AMENDING PORTIONS OF CHAPTER 18.102 OF THE RIALTO MUNICIPAL CODE RELATED TO OFF-SITE ADVERTISING STRUCTURES (“BILLBOARDS”) AND RELOCATION AGREEMENTS.

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 outdoor advertising displays (“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 of Rialto 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.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF RIALTO FINDS
AND ORDAINS AS FOLLOWS:**

SECTION 1. The above recitals set forth above are all true and correct and incorporated herein.

SECTION 2. Paragraph J of Section 18.102.060 of the Rialto Municipal Code is hereby amended to read in full as follows (deletions in ~~striketrough~~ and additions in ***bold & italic***):

“J. Permitted Signs—Off-Site Advertising Structures (Billboards).

Except as permitted pursuant to a relocation agreement as defined in Section 18.102.080, off-site advertising structures are permitted only within the C-3 and C-

1 M commercial zones and the M-1 and M-2 manufacturing zones subject to the
2 following provisions:

3 1. Maximum sign area shall not exceed three hundred square feet per display face,
4 with a maximum of two display faces parallel to one another allowed per sign
5 structure.

6 2. Maximum overall height of the sign structure shall not exceed twenty-five feet
7 above grade.

8 3. Sign structures shall be set back a minimum of five feet from the public right-
9 of-way.

10 4. No sign structure shall be placed less than one thousand feet from another
11 existing off-site advertising (billboard) sign structure, measured in a straight line
12 distance.

13 5. No sign structure shall be located so that its side edge is less than one hundred
14 feet or its front face or back face is less than five hundred feet from any residential
15 zoning district.

16 6. No sign structure shall be placed within five hundred feet from any property
17 used as a public park, school, cemetery or church, regardless of the zoning district.

18 7. No sign structure shall be located within five hundred feet from the centerline
19 of any freeway or parkway, as defined in the Streets and Highways Code of the state
20 of California.

21 8. All signs shall be built on steel beams with a maximum of two beams permitted
22 for ground support per sign structure. ”

23 **SECTION 3.** Section 18.102.080 of the Rialto Municipal Code is hereby is added to read in
24 full as follows (deletions in ~~striketrough~~ and additions in ***bold & italic***) :

25 “***18.102.080 - Off-Site Advertising Structure Pursuant to Relocation Agreement.***

26 ***The City recognizes that California Business and Professions Code Section 5412
27 encourages cities to enter into relocation agreements, and to adopt ordinances or
28 resolutions providing for relocation of billboards. Thus, the intent of this section is
to reduce visual clutter; eliminate non-conforming signage; facilitate the relocation
and redistribution of existing outdoor advertising displays to more appropriate
locations within the City to better serve the advertising needs of the local business
community; to allow for incorporation of modern technology into relocated outdoor
advertising displays in the form of digital outdoor advertising displays; and to
eliminate the need for the City to pay compensation for removal of existing outdoor
advertising displays to accommodate a public project.***

A. ***Content. Each Relocation Agreement shall contain, at a minimum, the
following information:***

1. ***Identification of the location of the relocated off-site advertising
structure(s) and, if removal of further off-site advertising structure
sign area is required, off-site advertising structure(s) being
permanently removed; and***

2. ***Conceptual design drawings for the off-site advertising structure(s),
including, but not limited to, sign area and dimensions, materials,
and colors.***

1 **B. *Review Process. All Relocation Agreements shall be reviewed and approved***
2 ***by the City Council after review and consideration by the Planning***
3 ***Commission. The following findings must be made by the City Council in***
4 ***order to approve a Relocation Agreement:***

- 5 1. *The proposed agreement is consistent with the goals, objectives, and*
6 2. *The proposed relocation site is compatible with the uses and*
7 3. *The proposed Relocation Agreement contributes to the reduction of*
8 *visual clutter in the City by one or more of the following methods:*
9 a. *Decreasing the number of existing off-site advertising*
10 *structures;*
11 b. *Reducing the total advertising square footage within the City;*
12 c. *Promoting activities of City-wide benefit and interest or*
13 *generates significant revenue for the City; or,*
14 d. *In the case of relocations to accommodate a public project,*
15 *the agreement serves the public interest by eliminating the*
16 *need for public fund expenditure.*
17 4. *The proposed off-site advertising structure would not create a traffic*
18 5. *The proposed off-site advertising structure would not interfere with*
19 6. *The proposed off-site advertising structure would not otherwise*
20 *result in a threat to the general health, safety and welfare of City*
21 *residents.*

22 **C. *Status of Existing Off-site Advertising Structure. Only off-site advertising***
23 ***structures that comply with the City's municipal code or that are legal non-***
24 ***conforming outdoor advertising displays as of the date of adoption of this***
25 ***Section are eligible to be relocated pursuant to a Relocation Agreement.***

26 **D. *Placement of Relocated Off-site Advertising Structure. Relocated off-site***
27 ***advertising structures may be located in zoning districts as determined on a***
28 ***case by case basis through the permitting process.***

E. *Permits Required. Subsequent to the approval of a Relocation Agreement by*
 the City Council, the off-site advertising structure and/or property owner
 shall file an application for a Sign Permit to relocate or reconstruct the off-
 site advertising sign structures as authorized by the Relocation Agreement,
 pursuant to the provisions of Section 18.102.040.

F. *Non-Conforming Off-site Advertising Structure. Any non-conforming*
 outdoor advertising display relocated or reconstructed pursuant to an
 approved Relocation Agreement shall no longer be considered non-
 conforming for purposes of this Code."

SECTION 4. Pursuant to Section 15378(b)(5) of the California Environmental Quality Act (CEQA), this Ordinance is an organizational or administrative activity of the City that will not result in direct or indirect physical changes in the environment, and therefore not a project. Additionally, pursuant to CEQA Guidelines Section 15061(b)(3), this Ordinance is exempt from CEQA review because there is no possibility that the Ordinance may have a significant effect on the environment.

Furthermore, as the Ordinance is an administrative procedure related to uses, facilities, and regulations identified in the Rialto Municipal Code and General Plan, and given that the proposed Ordinance is not related to a specific project, the Ordinance (i) by virtue of the location of affected improvements, will not impact a sensitive environmental resource of hazardous or critical concern; (ii) will not have a cumulative impact on the environment through successive projects of the same type, in the same place, over time; (iii) does not have any unusual circumstances that will have a significant effect on the environment; (iv) does not impact a scenic highway; (v) is not located on a hazardous waste site; and (vi) will not adversely impact a historical resource. Accordingly, none of the exceptions to categorical exemptions set forth in the CEQA Guidelines, Section 15300.2, apply to this Ordinance.

SECTION 5. If any provision of this Ordinance is held invalid, such invalidity shall not affect the remaining provisions of this Ordinance, which shall remain in effect absent the provision held to be invalid, and to this end, the provisions of this Ordinance are declared to be severable.

SECTION 6. The City Clerk shall certify to the adoption of this Ordinance and cause the same to be published in the local newspaper or posted as required, and the same shall take effect thirty (30) days after its date of adoption.

PASSED, APPROVED AND ADOPTED this ____ day of ____, 2020.

DEBORAH ROBERTSON, Mayor

1 **ATTEST:**

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3 _____
BARBARA A. McGEE, City Clerk

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5 **APPROVED AS TO FORM:**

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FRED GALANTE, City Attorney

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1 **STATE OF CALIFORNIA**)
2 **COUNTY OF SAN BERNARDINO**) ss
3 **CITY OF RIALTO**)
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5 I, Barbara A. McGee, City Clerk of the City of Rialto, do hereby certify that the foregoing
6 Ordinance No. _____ was duly passed and adopted at a regular meeting of the City Council of the
7 City of Rialto held on the ____ day of _____, 2020.

8 Upon motion of Council Member _____, seconded by Council Member
9 _____, the foregoing Ordinance No. _____ was duly passed and adopted.

10 Vote on the motion:

11 AYES:

12 NOES:

13 ABSENT:
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15 **IN WITNESS WHEREOF**, I have hereunto set my hand and the Official Seal of the City
16 of Rialto this ____ day of _____, 2020.
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19 _____
20 BARBARA A. McGEE, City Clerk
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