



City of Rialto

Legislation Text

File #: EDC-21-0869, **Version:** 1

For Economic Development Committee [November 17, 2021]

TO: Honorable Economic Development Committee Members

APPROVAL: Marcus Fuller, City Manager

FROM: Daniel Casey, Acting Community Development Manager

Shoppes at Creekside - Proposed Billboard Sign

DISCUSSION:

Shoppes at Creekside, LLC, the applicant, proposes to replace an existing freestanding sign within the Shoppes at Creekside commercial center with a new 75-foot-tall freestanding sign with a double-faced digital billboard display. The Shoppes at Creekside commercial center is located at the northeast corner of the SR-210 Freeway and Riverside Avenue and is zoned Neighborhood Commercial (C-1).

Features of the proposed billboard sign include:

- 75-foot-tall freestanding sign structure
- 1,200 square foot billboard displays
- Chevron/Extra Mile signage
- Exterior design consistent with existing Shoppes at Creekside signage

Regulations for billboard signs are found within Section 18.102.060J of the Rialto Municipal Code. According to this section, billboard signs are not permitted within the C-1 zone. The proposal would require the approval of a Zoning Code Amendment by the City Council. Additionally, the applicant will be required to coordinate with Caltrans to obtain any necessary permits for the proposed billboard sign.

RECOMMENDATION:

Staff recommends that the EDC review the proposal and provide general direction to the applicant and staff.

Attachments:

1. Shoppes at Creekside - Billboard Presentation