

1 accompanied by the filing fee set forth in Ordinance No. 671. The
2 Planning Director shall, within forty-five (45) days of the filing of a
3 complete height adjustment application, approve the height adjustment if
4 the height adjustment standards set forth in subsection d. are met;
5 otherwise, the height adjustment shall be denied.”

6 Section 6.

A new subsection d. is added to Section 19.3 of Ordinance No. 348 to read

7 as follows:

8 “d. HEIGHT ADJUSTMENT STANDARDS. A height adjustment in excess
9 of the maximum height authorized under this ordinance shall be approved
10 if all of the following height adjustment standards are met:

- 11 (1) The outdoor advertising display is not an illegal outdoor
12 advertising display;
- 13 (2) The outdoor advertising display is oriented towards a freeway;
- 14 (3) The outdoor advertising display is within one hundred (100) feet of
15 the nearest edge of a freeway right of way line;
- 16 (4) A noise attenuation barrier was fully constructed between the
17 outdoor advertising display and the edge of the freeway after the
18 outdoor advertising display was fully constructed;
- 19 (5) A line of sight study shows that the noise attenuation barrier
20 prevents the display face of the outdoor advertising display from
21 being completely visible to vehicles in one or more approaching
22 freeway traffic lanes at a point six hundred and sixty (660) feet
23 from the outdoor advertising display. The six hundred and sixty
24 (660) feet shall be measured from the middle of the display face to
25 the middle of each approaching freeway traffic lane. The line of
26 sight study shall be prepared at the owner’s expense in accordance
27 with the Planning Department’s line of sight study protocol;
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1 (6) The maximum height adjustment shall be no more than what is
2 required to make the display face of the outdoor advertising
3 display completely visible to vehicles in all approaching freeway
4 traffic lanes at a point six hundred and sixty (660) feet from the
5 display as shown by the line of sight study. In no event, however,
6 shall the maximum height of an outdoor advertising display
7 adjusted under this section exceed a height of forty (40) feet from
8 the roadbed of the adjacent freeway towards which the outdoor
9 advertising display is oriented, or a maximum height of forty (40)
10 feet from the grade on which it is constructed, whichever is
11 greater;

12 (7) The owner of any outdoor advertising display that obtains a height
13 adjustment pursuant to this section shall also obtain a building
14 permit from the Department of Building & Safety before
15 increasing the height of the outdoor advertising display;

16 (8) Other than the increase in height, nothing in this section shall be
17 deemed to allow the relocation or enlargement of an existing
18 outdoor advertising display. Nor shall this section be deemed to
19 allow the angle of orientation of the outdoor advertising display to
20 be altered or to allow an increase in the number of display faces on
21 the existing outdoor advertising display.”

22 Section 7. Existing subsections c., d., e., and f. of Section 19.3 of Ordinance No. 348
23 are relettered subsections e., f., g., and h. respectively.
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Section 8. This ordinance shall take effect thirty (30) days after its adoption.

BOARD OF SUPERVISORS OF THE COUNTY
OF RIVERSIDE, STATE OF CALIFORNIA

By: _____
Chairman

ATTEST:
CLERK OF THE BOARD

By: _____
Deputy

(SEAL)

APPROVED AS TO FORM
_____, 2009

By: _____
TIFFANY N. NORTH
Deputy County Counsel

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