



**CITY OF HEMET
HEMET, CALIFORNIA
ORDINANCE NO. 2058**

AN ORDINANCE OF THE CITY OF HEMET AMENDING PORTIONS OF THE HEMET MUNICIPAL CODE, CHAPTER 90, ARTICLE XXXVI "SIGNS", TO PERMIT REDUCTION AND RELOCATION OF EXISTING STATIC OUTDOOR ADVERTISING DISPLAYS UNDER LIMITED CIRCUMSTANCES, AND TO FURTHER AMEND SECTIONS OF HEMET MUNICIPAL CODE TO HARMONIZE CURRENT SECTIONS WITH SUCH REDUCTION AND RELOCATION LANGUAGE

WHEREAS, Outdoor Advertising Displays (commonly known as billboards) and/or the relocation of existing Outdoor Advertising Displays in all zones in the City; and

WHEREAS, the City Council of the City of Hemet ("City Council") finds that Relocation and Net Reduction Agreements memorializing the reduction of static Outdoor Advertising Displays, while allowing the construction of Digital Outdoor Advertising Displays, will ultimately reduce the overall number of Outdoor Advertising Displays thereby reducing blight; and

WHEREAS, there will be a decrease in the square footage of existing Outdoor Advertising Displays in the City, which will reduce visual clutter; and

WHEREAS, the City will continue to require permitting and oversight of Digital Outdoor Advertising Displays; and

WHEREAS, Relocation and Net Reduction Agreements will generate general fund revenue for the City because the City will benefit from leasing its land to Digital Outdoor Digital Outdoor Advertising Display companies; and

1 **WHEREAS**, Relocation and Net Reduction Agreements as set forth herein will
2 serve the public interest of the City by allowing public development to continue in a
3 planned manner; and

4
5 **WHEREAS**, the City Council therefore determines that this Ordinance is a
6 reasonable and necessary means to protect and promote the health, safety, and general
7 welfare of the residents of the City.

8 **NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF HEMET DOES**
9 **ORDAIN AS FOLLOWS:**

10
11 **SECTION 1.** The above recitals are all true and correct and are incorporated

12 **SECTION 2: AMENDMENT TO HEMET MUNICIPAL CODE SECTION 90-1242**
13 **“DEFINITIONS.”** –The following edits to Section 90-1242 “Definitions” of the Hemet
14 Municipal Code shall be made as follows:

15
16 The following words, terms, and phrases, when used in this article, will have the
17 meanings ascribed to them in this section, except where the context clearly indicates a
18 different meaning:

19 *Abandoned sign* means any sign which no longer advertises an approved use or
20 activity being undertaken or existing upon the lot, parcel of land, or premises on which
21 the sign is located.

22
23 *Balloon* means an air or gas filled three-dimensional object attached to a string,
24 rope, or cable, and tethered to a place or object.

25 *Balloon, large*, means a balloon that is larger than three square feet deflated.

26 *Balloon, small*, means a balloon that is three square feet or less in size deflated.
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1 *Banner sign* means any sign printed or displayed upon cloth or other flexible
2 material, with or without a frame.

3 *Banner sign, award*, means a banner sign advertising the receipt of an award by
4 the establishment on which the banner sign is displayed from an established organization
5 or entity.

6 *Bulletin board sign* means a sign that is characterized by changeable copy,
7 letters, symbols, or numerals used to announce a coming event attraction or used to
8 convey a specific message related to the structure or use of the property on which the
9 bulletin board is located. Bulletin board signs include only those signs with manually
10 changeable copy.

11 *Campaign sign* means a sign that is designed to influence the passage or defeat
12 of any measure on a ballot or to influence voters with respect to the nomination, election,
13 defeat, or removal of a candidate from public office at any national, state, or local
14 election.

15 *Candela* means the base unit of luminous intensity in the International System of
16 Units that is equal to the luminous intensity in a given direction of a source which emits
17 monochromatic radiation of frequency 540×10^{12} hertz and has a radiant intensity in
18 that direction of 1/683 watt per unit solid angle.

19 *Cane sign* means a portable, self-supporting advertising banner, usually tall and
20 narrow with a single pole on one side that curves across the top to frame the banner.
21 Cane signs are typically affixed to the ground by inserting a metal stake into turf or soil.

1 *Canopy* means a fixed shelter of any material and of any length projecting from a
2 building or structure and supported by columns or posts from the ground, or a
3 freestanding shelter supported by columns and posts from the ground.
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5 *Canopy sign* means a sign painted on or attached to the vertical or underneath
6 side of, or erected on the roof surface of, a canopy.

7 *Commercial message* means any wording, logo or other representation that,
8 directly or indirectly, names, advertises or calls attention to a commercial or industrial
9 business, product, good, service or other commercial or industrial activity.
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11 *Commercial sign* means any sign that is intended to attract attention to a
12 commercial or industrial business, occupancy, product, good, service, or other
13 commercial or industrial activity for a commercial or industrial purpose.
14

15 *Community event* means an event open to the general public conducted by the
16 city, another public agency, or other community organization that has received a permit
17 from the city to conduct the event.

18 *Construction sign* means any sign or nameplate which relates only to individuals,
19 businesses, or firms directly connected with construction or development of a building,
20 property, or premises upon which such signs or nameplates are located.
21

22 *Department* means the planning department of the city.

23 *Digital Outdoor Advertising Display* means a General outdoor advertising display
24 (as defined) sign with a fixed or changing display/message composed of a series of lights
25 using digital message technology capable of changing the static message on the sign
26 electronically.
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28 *Director* means the director of the planning department or the director's designee.

1 *Directional sign* means an on-site sign that provides directional information to
2 assist drivers, pedestrians, and travelers with wayfinding through a multi-tenant center.

3 *Double-faced sign* means a sign that has two display surfaces, which are backed
4 against each other or against the same supporting structure in such a manner that each
5 display surface is designed to be viewed from a different direction.
6

7 *Drive-in or drive-through restaurant* means any building or structure in which food
8 or drink are catered or served to the occupant of a vehicle where such occupant is not
9 required to leave the vehicle for a rendered service or where the primary business activity
10 consists of carryout food orders.
11

12 *Erect* means to build, construct, attach, place, suspend, or affix to or upon any
13 surface.

14 *Freestanding sign* means a permanent sign standing directly upon the ground or
15 having one or more supports standing directly upon the ground, and detached from any
16 building or structure.
17

18 **Frontage:**

19 *Building frontage* means the linear distance of a building utilized for one or more
20 purposes, facing a street, mall, driveway or parking lot.
21

22 *Lot frontage* means the linear distance of a site or separate portion of a site utilized
23 for one or more purposes facing a street, mall, driveway or parking lot on property used
24 in conjunction with that of the applicant.

25 *Fuel pricing sign* means a sign indicating the brand or trade name, method of sale,
26 grade designation, and price per gallon of gasoline or other motor vehicle fuel offered for
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1 sale on the premises, and such other information regarding fuel and service as may be
2 required by law.

3 *Future development sign* means a sign indicating the future location of a building
4 or use and the developer of such building or use.

5 *General outdoor advertising display shall mean a sign*, regardless of the number of
6 panels, that meets the following criteria:

- 7
- 8 a) The sign contains any component that is more than nine (9) feet in height
9 above the ground and/ or more than five (5) feet in width.

10 *Grand opening* means a special event held within 60 days of the start of a
11 business's occupancy of a location for the purpose of promoting the newly established
12 business or location.

13 *Gross mural area* means the entire area of a mural painted or applied to a building
14 or wall surface.

15 *Hand-held sign* means a sign that is held by or otherwise mounted on a person.
16 For the purposes of this article, "hand-held sign" does not include a noncommercial sign

17 *Identification sign* means any sign which is used to identify or advertise the
18 occupant of a building, lot, premises, or parcel, or the merchandise or activity available
19 at the building, lot, premises, or parcel where the sign is located.

20 **Illegal sign means:**

- 21
- 22 a) Any sign originally erected or installed without first complying with all
23 structural, locational, design, building, and electrical regulations in effect at
24 the time of its construction or installation;
 - 25 b) Any abandoned sign;
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1 c) Any unsafe sign;

2 d) Any legal nonconforming sign that has not been removed following the
3 expiration of any applicable amortization period provided in this Code; and

4 e) Any sign that is in violation of the provisions of this article.
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6 *Incidental sign* means a sign indicating credit cards accepted, trade affiliations, no
7 solicitation, no trespassing, and similar property-related matters.

8 *Inflatable sign* means a sign that is inflated by air or other gaseous matter.

9 *LED display board sign* means that portion of an on-site freestanding sign with
10 the capability of presenting variable messages or displays through electronically
11 controlled lighting and which can be programmed to change the content of the display
12 periodically.
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14 *Legal nonconforming sign* means a sign that was originally erected or installed in
15 compliance with all structural, locational, design, building, and electrical regulations at
16 the time of its erection or installation, but which no longer conforms to the provisions of
17 this article.
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19 *Lighted sign* means a sign which is illuminated either directly or indirectly by
20 artificial light.
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22 *Marquee* means a permanent cantilevered roof structure attached to and solely
23 supported by a building wall, and which projects over a public right-of-way.

24 *Marquee sign* means a sign painted on or attached to the vertical or underneath
25 side of, or erected on the roof surface of, a marquee.
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1 *Master sign program* means a plan showing the location, dimensions, area, color,
2 lighting, and materials of all signs located on a single parcel or parcels, either under the
3 same ownership or under the same planned development permit.
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5 *Minor identification sign* means an identification sign that does not exceed four
6 square feet in area and the copy does not exceed four inches in height.

7 *Mobile sign* means the use of a moving trailer, automobile, truck, or any other
8 vehicle to display commercial or noncommercial messages primarily for advertising
9 purposes unrelated to the principal use of such vehicle.
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11 *Monument sign* means a low-profile sign which is mounted on the ground or on a
12 low supporting base upon the ground and has no vertical supports or members which
13 raise the sign display area above the ground, such that the sign display area is visibly
14 detached from the ground or the supporting base more than eight inches at any point.
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16 *Moving or flashing sign* means any sign or other advertising medium that moves,
17 flashes, or blinks in an on and off manner, or gives the illusion of movement in any form,
18 or that rotates, oscillates, shimmers, or glitters, or gives the appearance thereof.
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20 *Mural* means a pictorial illustration or graphic presentation painted on or applied
21 to a building or wall. Colors will not be limited by subsection 90-1248(1).

22 *Noncommercial message* means any wording, logo or other representations that
23 does not directly or indirectly, name, advertise or calls attention to a commercial or
24 industrial business, product, good, service or other commercial or industrial activity.
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26 *Noncommercial sign* means a sign that does not name, advertise, or call attention
27 to a commercial or industrial business, commodity, product, good, service, or other
28 commercial or industrial activity for a commercial or industrial purpose.

1 *Off-site* sign means a commercial sign not located on the site of the business or
2 entity indicated or advertised by the sign, or a commercial sign advertising a commodity,
3 good, product, service, or other commercial or industrial activity which originates on a
4 site other than where the sign is maintained. For the purposes of this article, all signs
5 with noncommercial messages are deemed to be "on-site," regardless of location.
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7 *On-site* sign means any sign which directs attention to occupancy, business,
8 commodity, good, product, service, or other activity conducted, sold, or offered upon the
9 site where the sign is maintained. For the purposes of this article, all noncommercial
10 messages are deemed to be "on-site," regardless of location.
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12 *Pennant* means a long, tapering, usually triangular flag made of flexible materials,
13 such as cloth, paper, or plastic, which is attached by a string to buildings or light fixtures
14 and used for promotional purposes and to attract the attention of passersby.
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16 *Portable sign* means a sign that is not permanently affixed, anchored, or secured
17 to either the ground or a structure on the premises it is intended to occupy, but does not
18 include hand-held signs. For the purposes of this article, a portable sign does not include
19 a noncommercial sign.
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21 *Portable sign, menu*, means a portable sign with an "A" frame that is at a location
22 suitable for and scaled for pedestrian viewing.

23 *Projecting sign* means any sign projecting more than 12 inches from the face of a
24 building, structure, canopy, or marquee.

25 *Promotional poster frame sign* means a permanently mounted frame located at
26 drive-thru establishments that allows for unlimited interchangeable temporary signs to
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1 be placed within the frame. The temporary signs within the frame are usually printed on
2 paper or lightweight cardboard and promote temporary sales and events.

3 *Real estate sign* means a sign announcing that a building, premises, parcel, or
4 portion thereof is for sale, lease, or rent.

5 *Real estate sign, off-site directional,* means a real estate sign used during
6 specified times to assist with wayfinding to existing homes for sale that are being shown
7 to the public during an "open house" event.

8 *Real estate sign, on-site,* means a real estate sign located on the property that is
9 for sale, lease or rent.

10 *Relocation and Net Reduction Agreement* means an agreement entered into by
11 between the City and a Digital Outdoor Advertising Display owner and/or operator to both
12 reduce and relocate existing Outdoor Advertising Displays, which shall be subject to
13 approval by City Council. Such reduction shall be set forth in the agreement.

14 *Roof sign* means any sign supported by or attached to or projecting through the
15 roof of a building or structure and projecting above the eave line or parapet wall of the
16 building or structure.

17 *Security warning sign* means a sign used to announce a neighborhood watch
18 security system.

19 *Sign* means any structure, device, letter, figure, character, poster, picture,
20 trademark, or reading matter which is used or designed to announce, declare,
21 demonstrate, display, or otherwise identify, advertise, or attract the attention of the
22 public. However, a sign does not include the following:

- 23 1) Official notices authorized by a court, public body, or public officer.
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- 1 2) Traffic, directional, warning, or information signs authorized by federal,
2 state, or municipal authority.
- 3 3) The official flag, emblem or insignia of a government, public school or
4 religious group or agency.
- 5 4) Memorial plaques or tablets, or cornerstones indicating the name of a
6 building and the date of construction, when cut or carved into any masonry
7 surface or when made of bronze or other incombustible material and made
8 an integral part of the building or structure.
- 9 5) Signs within a building, except window signs permitted under subsection
10 90-1275(c)(4) and banner signs in automobile service bays permitted
11 under subsection 90-1275(c)(1)(g)(ii).
- 12 6) Signs on public school property.
- 13 7) Signs on street legal vehicles, license plates, license plate frames,
14 registration insignia, including noncommercial messages, messages
15 relating to the business or service of which the vehicle is an instrument or
16 tool (not including general advertising that is unrelated to the principal use
17 of such vehicle for such business or service) provided the vehicle is being
18 used as an instrument or tool of the business and service and not primarily
19 for advertising, and messages relating to the proposed sale, lease or
20 exchange of a vehicle.
- 21 22 23 24

25 *Sign face* means that portion of a sign intended to be viewed from one direction
26 at a time.

1 *Special event* means a temporary event conducted at a commercial business
2 establishment, including, but not limited to, grand openings, going out of
3 business/liquidation sales, parking lot sales, and seasonal/holiday sales, subject to the
4 granting of a temporary use permit or other special events conducted for the benefit of
5 the community at large. Special events do not include temporary promotions of particular
6 items or services for sale.
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8 *Stake sign* means a temporary sign usually made of cardboard or plastic mounted
9 to a wood or metal stake that is stuck into the ground.
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11 *Subdivision sign* means a sign erected and maintained within the boundaries of a
12 recorded subdivision and indicating the name of the subdivision, the name of the
13 contractor or subdivider, and the name of the owner or agent, and giving information
14 regarding directions, prices, or terms.
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16 *Temporary sign* means any sign constructed of cloth, canvas, light fabric,
17 cardboard, wallboard, wood, or other light materials, with or without frames, intended to
18 be displayed for a limited period of time.
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20 *Theatrical event* means a live performance of artistic work, such as a play or
21 musical compositions, that is open to the general public and will be occurring for a limited
22 duration of time.

23 *Time and temperature device* means that portion of any sign, exclusive of any
24 advertisement copy or advertising media, which may on a periodic basis change its
25 character and appearance to provide information as to time of day or condition of the
26 weather measured in degrees.
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1 *Unsafe sign* means a sign posing an immediate peril or reasonably foreseeable
2 threat of injury or damage to persons or property on account of the condition of the sign
3 structure, its location, or its mounting mechanism.

4 *Wall sign* means any permanent sign painted or otherwise marked on or attached
5 parallel to the face of an exterior wall or on any exterior surface of any structure or
6 building.
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8 *Window sign, permanent*, means a sign attached to or painted on a window
9 designating the name or identifying the type of business conducted on the premises.
10

11 *Window sign, temporary*, means a sign attached to or placed on or within three
12 feet of the interior of a window that does not designate the name or identify the type of
13 business conducted on the premises. Temporary window signs do not include signs
14 utilized as part of a window display of merchandise when such signs are incorporated
15 within the display.
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17 **SECTION 3. AMENDMENT TO HEMET MUNICIPAL CODE SECTION 90-1248**
18 **“DESIGN, MATERIAL, CONSTRUCTION AND MAINTENANCE STANDARDS.”**

19 The following edits to Section 90-1248 “Design, material, construction and
20 maintenance standards” of the Hemet Municipal Code shall be made as follows:
21

22 **Sec. 90-1248. Design, material, construction, and maintenance standards.**

23 Each permanent sign that requires a sign permit must comply with the following
24 standards:

- 25 1) Materials and colors. All permanent signs must be constructed of durable
26 materials that are compatible in appearance to the building supporting or
27 identified by the sign. Sign colors and materials should be selected to be
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1 compatible with the existing building designs and should contribute to
2 legibility and design integrity. No sign may contain more than five colors.
3 Tints and shades of a color will be considered as one color. Black and white
4 will be considered as colors.
5

6 2) Relationship to buildings. Each permanent sign located upon a site with
7 more than one main building, such as a commercial, office, or industrial
8 complex, must be designed to incorporate the materials common to or
9 similar to all buildings.
10

11 3) Relationship to other signs. Where there is more than one sign on a site or
12 building, all permanent signs must have designs that similarly treat or
13 incorporate the following design elements:

- 14 a) Type of construction materials;
- 15 b) Sign/letter color and style of copy;
- 16 c) Method used for supporting sign (e.g., wall or ground base);
- 17 d. Sign cabinet or other configuration of sign area;
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- 19 d) Illumination; and
- 20
- 21 e) Location.

22 4) Sign illumination. Illumination from or upon any sign must be shaded,
23 shielded, directed, or reduced so as to minimize light spillage onto the
24 public right-of-way or adjacent properties, and in no event may illumination
25 be permitted to cause such excessive glare as to constitute a potential
26 hazard to traffic safety. Externally illuminated signs must be lighted by
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1 screened or hidden light sources. The provisions of this subsection do not
2 apply to LED display boards or Digital Outdoor Advertising Displays.

3
4 5) Construction. Every sign, and all parts, portions, and materials thereof,
5 must be manufactured, assembled, and erected in compliance with all
6 applicable state, federal, and city regulations, including the city's building
7 code and electrical code. Under no circumstances may a permanent sign
8 have an exposed back.

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10 6) Maintenance. Every sign and all parts, portions, and materials must be
11 maintained in good repair. The display surface of all signs must be kept
12 clean, neatly painted, and free from rust, cracking, peeling, corrosion or
13 other states of disrepair. This maintenance obligation includes the
14 replacement of malfunctioning or burned-out lamps, replacement of broken
15 faces, repainting of rust, chipped, or peeling structures or faces within 15
16 days following written notification by the city.

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18 7) Removal of signs and restoration of building or property. When there is a
19 change or discontinuance of a business or occupancy such that a sign no
20 longer properly identifies a place of business or occupancy, the sign must
21 be removed or the name of the prior business or occupant either removed,
22 or the sign face covered in a manner that blends with the building or
23 supporting structure within 60 days of the change or discontinuance of a
24 business or occupancy. Within 30 days of the removal of a sign from a
25 building or from the grounds of the premises if a freestanding sign, the
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1 building or the grounds of the premises must be repaired and restored to
2 remove any visible damage or blemish left by the removal of the sign.

3 **SECTION 4. AMENDMENT TO HEMET MUNICIPAL CODE SECTION 90-1280**

4 **“PROHIBITED SIGNS.”**

5
6 The following edits to Section 90-1280 “Prohibited Signs” of the Hemet Municipal
7 Code shall be made as follows:

8 **Sec. 90-1280. Prohibited signs.**

9 The following signs are prohibited in all zones:

- 10
- 11 1) Temporary signs, except as specifically permitted in sections 90-1245 and
12 90-1275. Prohibited temporary signs include, but are not limited to, stake
13 signs (except real estate open house signs) and hand-held commercial
14 signs.
 - 15 2) Devices projecting or otherwise reproducing the image of a sign or
16 message on any surface or object.
 - 17 3) General outdoor advertising signs, except legal nonconforming Outdoor
18 Advertising Display signs as permitted in subsection 90-1281(c), unless
19 relocated pursuant to a Relocation and Net Reduction Agreement pursuant
20 to Section 90-1285.
 - 21 4) Inflatable signs, except balloons as permitted under section 90-1275.
 - 22 5) Mobile signs.
 - 23 6) Moving and flashing signs.
 - 24 7) Off-site signs, except for off-site directional real estate signs as permitted
25 under section 90-1275.
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1 8) Portable commercial signs, except temporary signs as permitted under
2 section 90-1275.

3 9) Roof signs.

4 10) Signs located in such a manner to constitute a potential traffic hazard or
5 obstruct the view of any authorized traffic sign or signal device, or designed
6 to resemble or conflict with any authorized traffic control sign.
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8 11) Signs emitting audible sounds, odors, or particulate matter.

9 **SECTION 5. AMENDMENT TO HEMET MUNICIPAL CODE SECTION 90-1281**

10 **“LEGAL NONCONFORMING SIGNS.”**

11 The following edits to Section 90-1281 “Legal nonconforming signs” of the Hemet
12 Municipal Code shall be made as follows:
13

14 **Sec. 90-1281. Legal nonconforming signs.**

15 a. Generally. In order to limit the number and extent of legal nonconforming
16 signs created by the adoption of this article, it is the intent to permit
17 nonconformities to continue until they are removed, but not to encourage
18 their survival. Therefore, a sign existing before the effective date of the
19 original ordinance codified in this article (August 28, 1984), or existing on
20 the date of any amendment to this article or a zone change or annexation
21 to the city, may be used in accordance with other provisions of this article,
22 provided that no such legal nonconforming sign may be enlarged,
23 expanded, extended, altered, moved, reestablished after abandonment, or
24 restored after destruction, except that the text or sign face of a legal
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1 nonconforming sign may be changed as long as there is no change in area
2 or sign structure.

3
4 b. Special circumstances. In accordance with California Business and
5 Profession Code Section 5499, no legal nonconforming sign will be
6 required to be removed on the sole basis of its height or size if special
7 topographic circumstances would result in a material impairment of
8 visibility of the sign or the owner's or user's ability to adequately and
9 effectively continue to communicate to the public through the use of the
10 sign. The owner or user may maintain the sign at the premises and at a
11 location necessary for continued public visibility at the height or size at
12 which the sign was previously lawfully erected pursuant to all applicable
13 codes, regulations, and permits. Any such sign will be deemed to be in
14 conformance with this article.
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17 c. Legal nonconforming general outdoor advertising signs. Existing legal
18 nonconforming general outdoor advertising signs may be relocated in
19 accordance with a Net Reduction and Relocation Agreement pursuant to
20 Section 90-1285 when the following requirements are met:
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- 22 1) Proof that the existing sign was legally erected.
- 23 2) The existing general outdoor advertising sign(s) must be removed prior to erecting a
24 new Digital Outdoor Advertising Display sign in accordance with the Net Reduction
25 and Relocation Agreement pursuant to Section 90-1285.
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1 **SECTION 6. ADDITION TO HEMET MUNICIPAL CODE SECTION 90-1285**
2 **“RELOCATION AND NET REDUCTION AGREEMENT FOR OUTDOOR**
3 **ADVERTISING DISPLAYS.”**

4 The following addition to Section 90-1285 “Relocation and Net Reduction
5 Agreement for Outdoor Advertising Displays” of the Hemet Municipal Code shall be
6 made as follows:
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8 **Sec. 90-1285. Relocation and Net Reduction Agreement for Outdoor**
9 **Advertising Displays**

10 1) Purposes of Relocation and Net Reduction Agreement.

11 a) The purpose of a Relocation and Net Reduction Agreement is to reduce the
12 overall number of static General Outdoor Advertising signs (commonly known as
13 billboards) within the City by requiring removal of static General Outdoor
14 Advertising signs, and to allow construction of new Digital Outdoor Advertising
15 Display to be placed in more suitable locations and provide for more attractive,
16 aesthetically-pleasing Digital Outdoor Advertising Display designs. Relocation
17 and Net Reduction Agreements are part of the demonstrated commitment of the
18 City of Hemet to improve the aesthetic appearance of the City while advancing
19 the City’s economic strategy, Hemet RISES.
20

21 b) For static or digital General Outdoor Advertising signs under condemnation or
22 threat of condemnation, either by the City or another entity, the purpose is to allow
23 relocation of these signs to reduce the overall number of legal nonconforming
24 General Outdoor Advertising signs, while providing the ability to erect Digital
25 Outdoor Advertising Display. A further purpose is to reduce or eliminate the City’s
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1 obligation to pay compensation for the removal of these signs when they are
2 subject to condemnation or threat of condemnation.

3
4 2) Authority. Notwithstanding any other provision of this Section, and consistent with
5 the California Business and Professions Code Outdoor Advertising provisions,
6 existing General Outdoor Advertising signs shall be reduced in number and
7 relocated, as per the provisions of this Section and with a Relocation and Net
8 Reduction Agreement entered into between the City and a Digital Outdoor
9 Advertising Display owner and operator.

10
11 3) Sunset Clause. Digital Outdoor Advertising Displays may only be constructed in
12 conjunction with a Net Reduction and Relocation Agreement pursuant to Section 90-
13 1285, and the provisions of this ordinance shall expire when all nonconforming
14 Outdoor Advertising Display signs have been removed.

15
16 4) Eligibility requirements. Pursuant to Section 90-1285 (1) above, existing
17 nonconforming General outdoor advertising signs may be relocated pursuant to a
18 Relocation and Net Reduction only under one of the following conditions:

19 a) The applicant chooses to relocate legal nonconforming static General Outdoor
20 Advertising display(s), and erect a Digital Outdoor Advertising Display in
21 accordance with Section 90-1285 below; or

22
23 b) The General Outdoor Advertising Display proposed for relocation is the subject of
24 any eminent domain/condemnation action or threat of eminent
25 domain/condemnation action by a legally created public entity possessing
26 eminent domain/condemnation authority.
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1 5) Requirements. In order to erect a Digital Outdoor Advertising Display, a Digital
2 Outdoor Advertising Display owner and/or operator must comply with all of the
3 following requirements:

4 a) Payment of fees to City of Hemet, and otherwise as applicable;

5 b) Compliance with California Environment Quality Act;

6 c) Submittal of any applicable studies, such as a photometric study;

7 d) A Digital Outdoor Advertising Display may only be erected pursuant to Relocation
8 and Net Reduction Agreement provided that:

9 i) A Digital Outdoor advertising display may only be located on any property or
10 right-of-way owned or controlled by the City ("City Property"); and

11 ii) The Digital Outdoor Advertising Display shall not be erected closer than 2,000
12 feet to an existing Outdoor Advertising Display (digital or otherwise); and

13 iii) The Digital Outdoor Advertising Display shall use state of the art light-blocking
14 technology so as to reduce light emissions; and

15 iv) The Digital Outdoor Advertising Display shall be angled in a manner that is not
16 visible to residential neighborhoods.

17 v) The Digital Outdoor Advertising Display shall not exceed thirty (30) feet in
18 height, with a minimum clearance of ten (10) feet to the underside of the sign,
19 as measured from the grade of the road; and

20 vi) The total area of a single sign face shall not exceed 240 square feet, per panel;
21 and

22 vii) The Digital Outdoor Advertising Display shall be integrated as part of the
23 overall design of the site, if the site is already developed; and
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1 viii)The site on which the Digital Outdoor Advertising Display is located shall be
2 appropriately embellished with appropriate hardscape design as to enhance
3 the visual aspect of the site. Such hardscaping shall be maintained by the
4 Digital Advertising Display owner and/or operator; and
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6 ix) The Digital Outdoor Advertising Display shall not cause the City to be non-
7 compliant with the Americans with Disabilities Act, or any other Federal, State
8 or local law or regulation; and
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10 x) All Digital Outdoor Advertising Display must comply with all Federal, State and
11 local laws and regulations.

12 6) Relocation and Net Reduction Agreement. Every Relocation and Net Reduction
13 Agreement shall provide a reduction in the number of General Outdoor Advertising
14 signs. Definitions. "Relocation and Net Reduction Agreement", as so agreed to in the
15 Relocation and Net Reduction Agreement. All Relocation and Net Reduction
16 Agreements shall be reviewed and approved by the City Council. A public hearing is
17 not needed. In order to approve the Relocation and Net Reduction Agreement, the
18 City Council must make the following findings, in addition to any other findings it may
19 see fit:
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22 a) The proposed Relocation and Net Reduction Agreement is consistent with the
23 goals, objectives, purposes, and provisions of the Hemet General Plan, the Hemet
24 Municipal Code and any applicable specific plans; and
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26 b) The proposed Relocation and Net Reduction Agreement provides for the required
27 and proper net reduction of static General outdoor advertising signs; and
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- 1 c) The proposed Digital Outdoor Advertising Display is compatible with the uses and
2 structures on the site and in the surrounding area; and
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4 d) The proposed Digital Outdoor Advertising Display will not create a traffic or safety
5 problem, including problems associated with onsite access, circulation, or
6 visibility;
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8 e) The proposed Digital Outdoor Advertising Display would not interfere with onsite
9 parking or landscaping required by the City's Municipal Code; and
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11 f) The Relocation and Net Reduction Agreement contributes to the reduction of
12 visual clutter within the City; and
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14 g) The proposed Digital Outdoor Advertising Display would not otherwise result in a
15 threat to the general health, safety, and welfare of City residents.
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17 h) The proposed Digital Outdoor Advertising Display should be limited to locations
18 along Highway 74/Florida, Domenigoni Parkway, and Sanderson Avenue.

17 **SECTION 7. CEQA ENVIRONMENTAL FINDINGS.** The City Council finds that
18 this ordinance is exempt from review under the California Environmental Quality Act
19 (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines because it can be seen
20 with certainty that there is no possibility that the adoption of this ordinance may have a
21 significant effect on the environment.
22

23 **SECTION 8. SEVERABILITY.** If any section, subsection, subdivision, sentence,
24 clause, phrase, or portion of this Ordinance is, for any reason, held to be invalid or
25 unconstitutional by the decision of any court of competent jurisdiction, such
26 determination shall not affect the validity of the remaining portions of this Ordinance. The
27 City Council hereby declares that it would have adopted this Ordinance, and each
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1 section, subsection, subdivision, sentence, clause, phrase, or portion thereof,
2 irrespective of the fact that any one or more sections, subsections, subdivisions,
3 sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.
4

5 **SECTION 9. EFFECTIVE DATE.** This Ordinance shall take effect thirty (30) days
6 from its passage by the City Council of the City of Hemet.

7 **SECTION 10. PUBLICATION.** The City Clerk shall publish this Ordinance in the
8 manner required by law.
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1 State of California)
2 County of Riverside)
3 City of Hemet)

4 I, John Paul Maier, City Clerk of the City of Hemet, do hereby certify that
5 the foregoing Ordinance is the actual Ordinance adopted by the City Council of the City
6 of Hemet and was passed at a regular meeting of the City Council on the 23rd day of
7 September, 2025.
8

9
10 AYES: Council Members: Clark, Lodge, Males, Mayor Pro Tem Krupa,
11 Mayor Peterson.
12 NOES: Council Members: None.
13 ABSTAIN: Council Members: None.
14 ABSENT: Council Members: None.

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16 John Paul Maier, City Clerk
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