

**ORDINANCE NO. 2025-11**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF JURUPA VALLEY AMENDING CHAPTER 9.245 OF THE JURUPA VALLEY MUNICIPAL CODE ESTABLISHING FIVE SPECIAL OUTDOOR ADVERTISING DISPLAY OVERLAY AREAS AND MODIFYING THE OUTDOOR ADVERTISING DISPLAY OVERLAY MAP, ALLOWING OUTDOOR ADVERTISING DISPLAYS WITHIN 750 FEET OF A CITY BOUNDARY, UPDATING STANDARDS FOR OUTDOOR ADVERTISING DISPLAYS, AND AMENDING THE PROCESSING PROCEDURES FOR ONSITE SIGNAGE IN THE RUBIDOUX TOWN CENTER, AND MAKING A FINDING OF EXEMPTION PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT SECTION 15061(B)(3)**

**THE CITY COUNCIL OF THE CITY OF JURUPA VALLEY DOES ORDAIN AS FOLLOWS:**

**Section 1.** Zoning Code Amendment. The City Council of the City of Jurupa Valley does hereby find, determine, and declare that:

(a) Section 9.245.030 of the Jurupa Valley Municipal Code regulates the location and development standards for outdoor advertising displays. Section 9.245.030 also establishes the Special Outdoor Advertising Display Overlay Areas Zone Map, which is being renamed the Special Outdoor Advertising Display Area Map ("Map").

(b) On January 18, 2024, at a regular City Council meeting, the City Council initiated amendments to the Jurupa Valley Zoning Code to modify the Map.

(c) The Zone Code Amendment No. 24006 (ZCA24006) will amend Jurupa Valley Municipal Code Section 9.245.030 to (1) clarify the procedural provisions of the section related to the establishment and relocation of outdoor advertising displays, (2) establish five (5) Special Outdoor Advertising Display Areas running along the City's major highways and arterial streets, (3) allow outdoor advertising displays within 750 feet of a City boundary, (4) update the Map to clearly illustrate the locations where outdoor advertising displays are located or can be erected within the City, and (5) update the onsite signage regulations for the Rubidoux Town Center ("Zoning Code Amendment").

(d) Section 9.285.010 of the Jurupa Valley Municipal Code provides that amendments to Title 9 may be initiated by either the Planning Commission or the City Council.

(e) Section 9.285.010 of the Jurupa Valley Municipal Code provides that amendments to Title 9 shall be made in accordance with the procedure set forth in Government Code Section 65800 *et seq.*, as now enacted and hereafter amended, and the requirements of Chapter 9.285.

(f) Section 9.285.030 of the Jurupa Valley Municipal Code provides that amendments to Title 9 of the Jurupa Valley Municipal Code that propose to regulate the use of buildings, structures, and land as between industry, business, residents, open space, and other

purposes, and that propose to regulate the use of lots, yards, courts, and other open spaces, shall be adopted in the manner set forth in Section 9.285.040. Further, Government Code Section 65853 provides that an amendment to a zoning ordinance, which amendment proposes to impose any regulations listed in Government Code Section 65850 not theretofore imposed, must be adopted in the manner set forth in Government Code Sections 65854 to 65857, inclusive. Government Code Section 65850(b) identifies the regulation of signs and outdoor advertising displays.

(g) Section 9.285.040 of the Jurupa Valley Municipal Code provides that the Planning Commission must hold a public hearing on the proposed amendment. After closing the public hearing, the Planning Commission must render its decision within a reasonable time and transmit it to the City Council in the form of a written recommendation, which must contain the reasons for the recommendation. If the Planning Commission does not reach a decision due to a tie vote, that fact must be reported to the City Council and the failure to reach a decision shall be deemed a recommendation against the proposed amendment.

(h) Government Code Section 65853 provides that when the legislative body has requested the planning commission to study and report upon an amendment to the zoning ordinance and the planning commission fails to act upon such request within a reasonable time, the legislative body may, by written notice, require the planning commission to render its report within 40 days. Upon receipt of the written notice, the planning commission, if it has not done so, shall conduct the public hearing as required by Section 65854. Failure to so report to the legislative body within the above time period shall be deemed to be approval of the proposed amendment to the zoning ordinance.

(i) Government Code Section 65854 provides that the planning commission shall hold a public hearing on the proposed amendment to a zoning ordinance. Notice of the hearing shall be given pursuant to Government Code Section 65090.

(j) Government Code Section 65855 provides that after the hearing, the planning commission shall render its decision in the form of a written recommendation to the legislative body. Such recommendation shall include the reasons for the recommendation, the relationship of the proposed amendment to the general plan, and shall be transmitted to the legislative body in such form and manner as may be specified by the legislative body.

## **Section 2. Procedural Findings.**

(a) The Zoning Code Amendment was processed including, but not limited to a public notice, in the time and manner prescribed by State law and Jurupa Valley Ordinances.

(b) On March 20, 2025, legal advertisements were published in the Press Enterprise.

(c) On April 9, 2025, the Planning Commission of the City of Jurupa Valley held a duly noticed public hearing on the proposed Zoning Code Amendment outlined in this Ordinance, at which time all persons interested in the Zoning Code Amendment had the opportunity to address the Planning Commission on these matters. Following the receipt of

public testimony, the Planning Commission closed the public hearing and adopted Resolution No. PC-2025-05 recommending approval of the Zoning Code Amendment.

(d) On May 15, 2025, the City Council of the City of Jurupa Valley held a duly noticed public hearing on the proposed Zoning Code Amendment outlined in this Ordinance, at which time all persons interested in the Zoning Code Amendment had the opportunity to address the City Council on these matters. Following the receipt of public testimony, the City Council closed the public hearing.

(e) All legal preconditions to the adoption of this Ordinance have occurred.

**Section 3. California Environmental Quality Act Findings.** The City Council of the City of Jurupa Valley makes the following environmental findings and determinations in connection with the approval of the project:

(a) Under the California Environmental Quality Act (“CEQA”), and the CEQA Guidelines promulgated thereunder, and the City’s local CEQA Guidelines, Community Development Department Staff has determined that the Zoning Code Amendment is exempt from the requirements of the CEQA and the City’s CEQA Guidelines pursuant to CEQA Guidelines Section 15061(b)(3). This determination is based on the fact that it can be seen with certainty that there is no possibility that the Zoning Code Amendment will have a significant effect on the environment because this amendment will only amend the Jurupa Valley Municipal Code Section 9.245.030 to clarify certain procedural aspects for approving outdoor advertising displays and clearly illustrate the locations within the Special Outdoor Advertising Display Overlay Areas Zone Map or near City boundaries where an outdoor advertising display can be erected or is currently located within the City, and update the procedures for processing onsite signs in the Rubidoux Town Center.

(b) The City Council has reviewed the Community Development Department’s determination of exemption, and based on its independent judgment, concurs with the Staff’s determination of exemption.

(c) The Community Development Director is hereby directed to file a Notice of Exemption with the County Clerk.

**Section 4. General Plan Consistency Findings.** The City Council hereby finds, as required by the Jurupa Valley Ordinances and applicable state law, that the proposed Zoning Code Amendment is consistent with the City of Jurupa Valley General Plan and each element thereof. The zoning amendment is consistent with the following General Plan Goals and Policies:

(a) ME 7.5 – Offramps and Signs: The amendment supports clean and attractive community gateways by designating Special Outdoor Advertising Display Areas and requiring City Council approval for billboards along scenic corridors. It ensures proper placement of billboards near freeway on/off-ramps while maintaining visual quality at key entry points.

- (b) COS 9.2 – Scenic Values & Visual Compatibility: The amendment limits the number of billboards, requires site-specific evaluations, and mandates that billboards be placed within 200 feet of the freeway or roadway they serve. These measures ensure new signage remains visually subordinate to surrounding natural and agricultural landscapes.
- (c) COS 9.1.4 – Billboard Regulations: The amendment updates the Municipal Code to regulate billboard placement along scenic corridors and roadways, maintains City Council oversight, and refines placement standards to minimize visual disruption, aligning with the City's goal of protecting scenic landscapes while allowing strategic signage placement.

**Section 5. Amendment of Section 9.245.030.** Section 9.245.030, Outdoor Advertising Displays, of the Jurupa Valley Municipal Code is hereby amended in its entirety to read as follows, with additions shown in underlined text and deletions shown in strikethrough text, with all other provisions of Chapter 9.245, Advertising Regulations, remaining unchanged:

**“Sec. 9.245.030. Outdoor advertising displays.**

- A. *Outdoor advertising displays permitted in limited areas.* No person shall erect, use or maintain an outdoor advertising display in the city except for outdoor advertising displays the meet the following requirements:
  - (1) Permitted under a relocation agreement pursuant to Section 9.245.030; ~~or~~
  - (2) Permitted ~~on City-owned or controlled property within the a~~ Special Outdoor Advertising Display ~~Overlay-Zone Area~~ pursuant to this Section 9.245.030 with a required city agreement approved by the City Council;
  - (3) Permitted within 750 feet of the City boundary pursuant to this Section 9.245.030 with a required agreement approved by the City Council; or
  - (4) Permitted as part of a Specific Plan.

This provision shall not apply to changing of an advertising message or customary maintenance of an existing, lawful nonconforming outdoor advertising display.

- B. *Display inventory.* In order to evaluate and assess outdoor advertising displays within the city, within one hundred eighty (180) days of the effective date of Ordinance No. 2018-037 and on each fifth anniversary thereafter, and upon notice, each display company with outdoor advertising displays within the city shall submit to the Community Development Director, a current ~~h~~inventory of the outdoor advertising displays they currently own and/or maintain within the city. Failure to submit a current or accurate inventory shall be deemed to be a separate violation of this chapter.
- C. *Height adjustments.* The owner of an existing outdoor advertising display that complied with all applicable federal, state, and local laws, rules and regulations in effect at the time it was erected may apply for a height adjustment on the form provided by the Planning Community Development Department accompanied by the filing fee established by resolution of the city Council. The Community Development Director shall, within forty-five (45) days of the filing of a complete height adjustment application, approve the height adjustment if the height adjustment standards set forth in subsection D. are met; otherwise, the height adjustment shall be denied.

- D. *Height adjustment standards.* A height adjustment in excess of the maximum height authorized under this chapter shall be approved if all of the following height adjustment standards are met:
- (1) The outdoor advertising display is not an illegal outdoor advertising display;
  - (2) The outdoor advertising display is oriented towards a freeway;
  - (3) The outdoor advertising display is within one hundred (100) feet of the nearest edge of a freeway right-of-way line;
  - (4) A noise attenuation barrier was fully constructed between the outdoor advertising display and the edge of the freeway after the outdoor advertising display was fully constructed;
  - (5) A line of sight study shows that the noise attenuation barrier prevents the display face of the outdoor advertising display from being completely visible to vehicles in one (1) or more approaching freeway traffic lanes at a point six hundred sixty (660) feet from the outdoor advertising display. The six hundred sixty (660) feet shall be measured from the middle of the display face to the middle of each approaching freeway traffic lane. The line of sight study shall be prepared at the owner's expense in accordance with the Planning Community Development Department's line of sight study protocol;
  - (6) The maximum height adjustment shall be no more than what is required to make the display face of the outdoor advertising display completely visible to vehicles in all approaching freeway traffic lanes at a point six hundred sixty (660) feet from the display as shown by the line of sight study. In no event, however, shall the maximum height of an outdoor advertising display adjusted under this section exceed a height of forty (40) feet from the roadbed of the adjacent freeway towards which the outdoor advertising display is oriented, or a maximum height of forty (40) feet from the grade on which it is constructed, whichever is greater;
  - (7) The owner of any outdoor advertising display that obtains a height adjustment pursuant to this section shall also obtain a building permit from the Division of Building and Safety before increasing the height of the outdoor advertising display; and
  - (8) Other than the increase in height, nothing in this section shall be deemed to allow the relocation or enlargement of an existing outdoor advertising display. Nor shall this section be deemed to allow the angle of orientation of the outdoor advertising display to be altered or to allow an increase in the number of display faces on the existing outdoor advertising display.
- E. *Nonconforming outdoor advertising displays.* All outdoor advertising displays that have been legally permitted and maintained under all applicable ordinances and currently in existence are considered nonconforming, and may not be altered, modified, enlarged or relocated in violation of this chapter unless authorized by a relocation agreement.
- F. *Illegal and abandoned outdoor advertising displays.* All illegal outdoor advertising displays and all abandoned outdoor advertising displays shall be removed or brought into conformance with this chapter. In enforcing this chapter as it relates to illegal outdoor advertising displays and abandoned outdoor advertising displays (except for mobile billboard advertising displays, which are governed by notice requirements provided in Section 9.245.070) the notice required to be given to owner of the property shall also be given to:
- (1) The owner of the sign, if the identification plate required by California Business and Professions Code Sections 5362 and 5363 is affixed; and

- (2) The advertiser, if any, identified on the sign provided the address of the advertiser can reasonably be determined.
- G. *Relocated outdoor advertising displays.* The purpose of relocation agreements is to reduce the overall number of legal nonconforming outdoor advertising displays within the city by allowing relocation of outdoor advertising displays in more suitable locations and to provide more attractive, aesthetically pleasing billboard designs, while reducing the number of outdoor advertising displays throughout the city. Nothing in this chapter shall prevent the city from entering into an outdoor advertising display relocation agreement with the owner of an outdoor advertising display pursuant to California Business and Professions Code Section 5412, under the following circumstances:
- (1) Only legal or legal non-conforming outdoor advertising displays are eligible for relocation pursuant to a relocation agreement.
  - (2) A relocated outdoor advertising display(s) shall not exceed six hundred seventy-two (672) square feet. Any City-approved relocation agreement must include a requirement that the relocation of the outdoor advertising display(s) will be accompanied by a net reduction of billboards within the city at a three (3) to one (1) ratio unless otherwise agreed to by the city for specific locations. Three (3) additional billboards must be permanently removed from locations within the city for each billboard relocated or reconstructed. The legal nonconforming outdoor advertising display that is/are removed shall be deemed removed only when any and all sign face(s), structure, pole(s) and supports are completely removed from the property upon which they were installed. Unless otherwise provided herein, outdoor advertising displays relocated pursuant to a relocation agreement must comply with all development standards provided in Section 9.245.030H. Relocated outdoor advertising displays may incorporate digital displays.
- H. *Standards for relocated outdoor advertising displays.* Relocated outdoor advertising displays shall comply with the following development standards:
- (1) *General plan.* Outdoor advertising displays shall be consistent with the city's General Plan.
  - (2) *Zoning.* Outdoor advertising display(s) permitted under an approved relocation agreement shall be permitted in any commercial, business park, manufacturing or industrial zone as well as within any public right-of-way, provided that the display meets all of the other requirements of the zoning classification and this chapter. Relocated outdoor advertising displays are expressly prohibited in all other zones. Relocated outdoor advertising displays shall be subject to Section 9.245.030J(3), and shall only be relocated to a Special Outdoor Advertising Display Area.
  - (3) *Height.* The maximum height of an outdoor advertising display permitted pursuant to a relocation agreement shall not exceed a height of forty-five (45) feet from the roadbed of the adjacent freeway or highway to which the display is oriented, or a maximum height of forty-five (45) feet from the grade on which it is constructed, whichever is greater.
  - (4) *Setbacks.* A minimum setback from the property line of one (1) foot shall be required. No person shall place, erect, use or maintain any outdoor advertising display located within applicable set back areas under the State Outdoor Advertising Act without first obtaining a valid state outdoor advertising permit.
  - (5) *Poles.* A maximum of two (2) steel poles are allowed for support of an outdoor advertising display.

- (6) *Roof mounts.* No outdoor advertising display shall be affixed on or over the roof of any building and no display shall be affixed to the wall of a building so that it projects above the parapet of the building. For the purposes of this section, a mansard style roof shall be considered a parapet.
- (7) *Number of display faces.* No more than two (2) display faces per outdoor advertising display shall be permitted. Only single face, back-to-back and V-type displays shall be allowed provided that they are on the same outdoor advertising structure and provided that the V-type displays have a separation between display faces of not more than twenty-five (25) feet.
- (8) *Display face size.* A relocated outdoor advertising display approved pursuant to a relocation agreement may have a total surface area of up to six hundred seventy-two (672) square feet.
- (9) *Display movement.* No outdoor advertising display shall move or rotate, to display any moving and/or rotating parts. No propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion, shall be permitted. Use of daylight reflective materials or electronic message boards using flashing, intermittent or moving light is prohibited, provided, however, that:
  - (a) Electronic message boards displaying only time and/or temperature for periods of not less than thirty (30) seconds; and
  - (b) Digital displays meeting all operating regulations identified in the California Business and Professions Code are permitted.
- (10) *Mobile displays.* No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer, or other advertising display not permanently affixed to the ground to be used as an outdoor advertising display.
- (11) *Lighting and illumination of displays.* An outdoor advertising display may be illuminated, unless otherwise specified, provided that the displays are so constructed that no light bulb, tube, filament, or similar source of illumination is visible beyond the display face. With the exception of digital displays, displays making use of lights to convey the effect of movement or flashing, intermittent, or variable intensity shall not be permitted. Displays shall use the most advanced methods to insure the most energy efficient methods of display illumination.
- (12) *Spacing.* Unless otherwise provided under a relocation agreement pursuant to this Section, no outdoor advertising display shall be located within five hundred (500) feet in any direction from any other outdoor advertising display on the same side of the highway; provided, however, that if in a particular zone a different interval shall be stated, the spacing interval of the particular zone shall prevail. No outdoor advertising display shall be erected within the boundary of any significant resource as defined in Section 9.245.020 of this chapter.
- (13) *Identification.* No person shall place, erect, use or maintain an outdoor advertising display and no outdoor advertising display shall be placed, erected, used or maintained anywhere within the city unless there is securely fastened thereto and on the front display face thereof, the name of the outdoor advertising display owner in such a manner that the name is visible from the highway. Any display placed, erected, or maintained without this identification shall be deemed to be placed, erected, and maintained in violation of this section.

- (14) No outdoor advertising display shall create a traffic hazard or impair the line of sight of any person operating a vehicle.
  - (15) No outdoor advertising display shall be placed, erected, used or maintained anywhere within the city unless there is securely fastened thereto and on the front display face thereof, the name of the city in such a manner that the name is visible from the highway. Any display placed, erected, or maintained without the name of the city shall be deemed to be placed, erected, and maintained in violation of this section.
  - (16) *Other.* Such other provisions as the city and owner shall agree upon.
- I. *Special outdoor advertising display overlay-zone areas.*
- (1) There is hereby created in the city the "Special Outdoor Advertising Display Overlay ZoneAreas." The Special Outdoor Advertising Areas are the following:
    - (a) I-15 Area. Along the I-15 Freeway from the northern City boundary, to the southern City boundary.
    - (b) State Route 60 Area. Along State Route 60 from the western City Boundary to the eastern City boundary.
    - (c) Van Buren Boulevard Area. Along Van Buren Boulevard from the western City boundary to the southern City boundary.
    - (d) Mission Boulevard Area. Along Mission Boulevard from Riverview Drive to the eastern City boundary.
    - (e) Limonite Avenue Area. Along Limonite Avenue from the western City boundary to Wineville Avenue and along Limonite Avenue from Collins Street to Pedley Road.
  - (2) There is hereby established the "Special Outdoor Advertising Display Overlay-ZoneArea Map." The official "Special Outdoor Advertising Display Overlay-ZoneArea Map" shall be on file in the Office of the City Clerk and shall be administratively updated as new outdoor advertising displays are erected in the City, pursuant to an agreement approved by the City Council and a true, correct and complete copy thereof shall be included in the Municipal Code as Exhibit No. 9.245.030I.
  - (2) ~~The purpose of thisthese zoneareas is to provide locations and development standards for the placement of digital displays on property owned or controlled by the city.~~
  - (3) ~~Within thea Special Outdoor Advertising Display Overlay-ZoneArea any person may erect and use a digital display upon mutual approval of a special digital display pursuant to an agreement with the city approved by the City Council. Unless otherwise provided herein, digital displays pursuant to a special digital display an agreement approved by the City Council must comply with all development standards provided in Section 9.245.030J.~~
- J. *Standards for digital displays in a Special Outdoor Advertising Display Overlay-ZoneArea or within 750 feet of a City Boundary.* Digital displays in a Special Outdoor Advertising Display Overlay-ZoneArea or within 750 feet of a City Boundary shall comply with the following development standards:
- (1) *General plan.* Digital displays shall be consistent with the city's General Plan.
  - (2) *Location.* An outdoor advertising display shall be placed as close to the nearest edge of the main freeway or street right-of-way line of the underlying Special Outdoor Advertising Display Area as feasible and within two hundred (200) feet of the nearest edge of said freeway or street right-of-way line. The outdoor advertising display shall be

designed to serve and be oriented towards the main street or freeway of the underlying Special Outdoor Advertising Display Area, or towards the main street if located within 750 feet of a City boundary.

- (3) No more than seventeen (17) outdoor advertising displays shall be placed within the Special Outdoor Advertising Display Areas. Additionally, no more than five (5) outdoor advertising displays shall be permitted within seven-hundred and fifty (750) feet of a City boundary.
- ~~(2)~~(4) *Height.* The maximum height of a digital display shall not exceed a height of forty-five (45) feet from the roadbed of the adjacent freeway or highway to which the display is oriented, or a maximum height of forty-five (45) feet from the grade on which it is constructed, whichever is greater.
- ~~(3)~~(5) *Setbacks.* A minimum setback from the property line of one (1) foot shall be required. No person shall place, erect, use or maintain any digital display located within applicable set back areas under the State Outdoor Advertising Act without first obtaining a valid state outdoor advertising permit.
- ~~(4)~~(6) *Poles.* A maximum of two (2) steel poles are allowed for support of a digital display.
- ~~(5)~~(7) *Roof mounts.* No digital display shall be affixed on or over the roof of any building and no display shall be affixed to the wall of a building so that it projects above the parapet of the building. For the purposes of this section, a mansard style roof shall be considered a parapet.
- ~~(6)~~(8) *Number of display faces.* No more than two (2) display faces per digital display shall be permitted. Only single face, back-to-back and V-type displays shall be allowed provided that they are on the same outdoor advertising structure and provided that the V-type displays have a separation between display faces of not more than twenty-five (25) feet.
- ~~(7)~~(9) *Display face size.* A digital display approved pursuant to a special digital display agreement approved by the City Council may have a total surface area of up to six hundred seventy-two (672) square feet.
- ~~(8)~~(10) *Display movement.* No outdoor digital display shall move or rotate, to display any moving and/or rotating parts. No propellers, flags, or other noise creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion, shall be permitted. Use of daylight reflective materials or electronic message boards using flashing, intermittent or moving light is prohibited, provided, however, that:
- (a) Electronic message boards displaying only time and/or temperature for periods of not less than thirty (30) seconds; and
  - (b) Digital displays meeting all operating regulations identified in the California Business and Professions Code are permitted.
- ~~(9)~~(11) *Mobile Displays.* No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer, or other advertising display not permanently affixed to the ground to be used as part of a digital display.
- ~~(10)~~(12) *Lighting and illumination of displays.* A digital display shall not use a light bulb, tube, filament, or similar source of illumination is visible beyond the display face. Digital displays shall use the most advanced methods to insure the most energy efficient methods of display illumination.

~~(14)~~(13) *Spacing.* Unless otherwise provided under ~~a special digital display~~ an agreement approved by the City Council, no digital display shall be located within five hundred (500) feet in any direction from any other outdoor advertising display on the same side of the highway; provided, however, that if in a particular zone a different interval shall be stated, the spacing interval of the particular zone shall prevail. No digital display shall be erected within the boundary of any significant resource as defined in Section 9.245.020 of this chapter.

~~(12)~~(14) *Identification.* No person shall place, erect, use or maintain an outdoor advertising display and no outdoor advertising display shall be placed, erected, used or maintained anywhere within the city unless there is securely fastened thereto and on the front display face thereof, the name of the outdoor advertising display owner in such a manner that the name is visible from the highway. Any display placed, erected, or maintained without this identification shall be deemed to be placed, erected, and maintained in violation of this section.

~~(13)~~(15) No outdoor advertising display shall create a traffic hazard or impair the line of sight of any person operating a vehicle.

~~(14)~~(16) No outdoor advertising display shall be placed, erected, used or maintained anywhere within the city unless there is securely fastened thereto and on the front display face thereof, the name of the city in such a manner that the name is visible from the highway.

~~(15)~~(17) *Other.* Such other provisions as the city and owner shall agree upon.

K. Processing Procedure for Outdoor Advertising Displays.

(1) Application. No outdoor advertising display(s) shall be placed or erected in the City until an agreement has been approved by the City Council. An application for an agreement shall be made to the City Manager pursuant to Section 9.245.030. to place or erect an outdoor advertising display within a Special Outdoor Advertising Display Area or within 750 feet of the City Boundary. The application shall include the following:

(a) A written description of the proposed outdoor advertising display that includes:

(i) Details of the structure (size, type, and height);

(b) Site plan drawn to scale, including property boundaries, parcel number, address, exact location of outdoor advertising display, adjacent streets, setbacks from property lines and buildings;

(c) Outdoor Advertising Display plans including elevation drawings, overall structure height, display face (square footage of advertising area), materials and construction details, lighting and illumination, structural support details;

(d) Proof of ownership, or site control pursuant to a lease, of the location where the outdoor advertising display is proposed to be located.

(e) Any other items as requested by the City Manager.

KL. Cannabis, alcohol and tobacco products advertising restricted.

(1) Pursuant to the authority of California Business and Professions Code Section 21652, persons who are licensed by the state to engage in commercial cannabis activities shall not:

(a) Advertise or market on an outdoor advertising display located on an interstate highway or on a state highway which crosses the California border;

- (b) Advertise or market cannabis or cannabis products on an outdoor advertising display in a manner intended to encourage persons under twenty-one (21) years of age to consume cannabis or cannabis products;
- (c) Publish or disseminate advertising or marketing on an outdoor advertising display concerning cannabis or cannabis products that is attractive to children; or
- (d) Advertise or market cannabis or cannabis products on an outdoor advertising display within one thousand (1,000) feet of a day care center, school providing instruction in kindergarten or any grades 1 through 12, playground, or youth center.

Persons who are not licensed by the state to engage in commercial cannabis activities shall not advertise or market cannabis or cannabis products on an outdoor advertising display. "Cannabis" and "cannabis products" shall have the same means as set forth in California Business and Professions Code Division 10, Chapter 1, Sections 26000—26001.

(2) No person shall:

- (a) Advertise or market alcoholic beverages on an outdoor advertising display in a manner intended to encourage persons under twenty-one (21) years of age to consume alcoholic beverages;
- (b) Publish or disseminate advertising or marketing of alcoholic beverages concerning tobacco products on an outdoor advertising display that is attractive to children; or
- (c) Advertise or market alcoholic beverages on an outdoor advertising display within one thousand (1,000) feet of a day care center, school providing instruction in kindergarten or any grades 1 through 12, playground, or youth center.

"Alcoholic beverages" shall have the same meaning as set forth in California Business and Professions Code Division 9, Chapter 1, Sections 23000—23047.

(3) Pursuant to the authority of California Business and Professions Code Section 22961, no person shall:

- (a) Advertise or market tobacco products on an outdoor advertising display in a manner intended to encourage persons under twenty-one (21) years of age to consume tobacco products;
- (b) Publish or disseminate advertising or marketing on an outdoor advertising display concerning tobacco products that is attractive to children; or
- (c) Advertise or market tobacco products on an outdoor advertising display within one thousand (1,000) feet of a day care center, school providing instruction in kindergarten or any grades 1 through 12, playground, or youth center.

"Tobacco products" shall have the same meaning as set forth in California Business and Professions Code Division 8.5, Sections 22950—22964.

- (4) The primary purpose of this section is to promote the health and safety of young people in the community by reducing the illegal consumption and purchase of alcoholic beverages, cannabis and cannabis products and tobacco products by persons not authorized to purchase or use such products. The restrictions on such advertising are narrowly tailored to specifically restrict advertising only in those circumstances and locations likely to influence these protected groups. The city prohibits commercial and medicinal cannabis (marijuana) in the city in Chapter 11.28 of the Jurupa Valley Municipal Code and regulates the location of alcoholic beverage sales in Title 9 of the Jurupa Valley Municipal Code, including Section 9.240.490. California Business and

Professions Code Division 8.5 of the regulations the advertising and promotion of tobacco products to minors.

**LM. Enforcement.** It shall be unlawful for any person to violate any provision of this chapter or to fail to comply with any provision of this chapter. Any person violating any such provisions or failing to comply with any of the mandatory requirements of this chapter, shall be guilty of a misdemeanor unless the city Attorney elects to prosecute the violation as an infraction. In addition, any person violating the provisions of this chapter shall be subject to the penalties and remedies of Title 1 of this Code, including, without limitation, administrative citations and public nuisance abatement injunctions.

**Section 6. Special Outdoor Advertising Display Overlay Area Map.** The City Council hereby approves a new Special Outdoor Advertising Display Overlay Area Zone Map pursuant to Jurupa Valley Municipal Code Section 9.245.030, attached hereto as Exhibit A and incorporated herein as though set forth in full. The City Clerk is hereby directed to replace the existing Special Outdoor Advertising Display Overlay Area Zone Map with the new map attached hereto as Exhibit "A". The Special Outdoor Advertising Display Overlay Area Zone Map shall be administratively updated each time a new outdoor advertising display is erected pursuant to an agreement approved by the City Council.

**Section 7.** Section 9.245.060, Rubidoux Village Policy Area signs, of Chapter 9.245, Outdoor Displays, of the Jurupa Valley Municipal Code is hereby amended to read as follows, with additions shown in underlined text and deletions shown in strikethrough text, with all other provisions of Chapter 9.245 remaining unchanged:

**"Sec. 9.245.060. Rubidoux Village Policy Area Town Center signs.**

General provisions for advertising signs within the Rubidoux Village Policy Area of the ~~Jurupa Area Plan~~ Town Center. No person shall erect an on-site advertising structure or sign in the designated Rubidoux Village Policy Area of the ~~Jurupa Area Plan~~ Town Center and zoned as Rubidoux Village-Commercial (R-VC) that is in violation of the provisions contained within any specific zone classification in this chapter or that is in violation of the following provisions.

(1) *Commercial signs.*

- (a) All signs must be mounted on freestanding ground-mounted supports, supported from elements in the landscape such as arbors and arcades, or anchored to the building either with surface mounts, or suspended from walls or ceilings. No roof mounted structures are permitted. Standard pole mounted signs are not permitted.
- (b) Illuminated signs may be used within the Rubidoux-Village Commercial Zone of the Rubidoux ~~Village Policy Area~~ Town Center boundaries of the ~~Jurupa Community Plan~~. Illuminated signs are permitted under the following criteria:
  - (i) Internal illumination for text, background or both.
  - (ii) External illumination that does not spill over onto adjacent property or over public rights-of-way so as to cause a nuisance or a hazard.
  - (iii) Neon type signs in which the sign text and/or graphic design is made up on fluorescent tubes.
  - (iv) All conduits and raceways must be concealed unless appropriate to the architectural design of the sign and its support structure.

- (c) Murals and artwork as signage. Murals and other works of art intended to serve as signage to identify, locate or list the goods and/or services provided must comply with the standards of this chapter.
  - (d) Projecting signs, cantilevered or supported from a building wall or other structural support may be double sided; however, only one side will be counted in calculating allowable sign area.
  - (e) Landmark identification. These identifying elements of building architecture or of the landscape are unique features in the urbanscape of the public street. Landmarks are significant only in relation to their unique identity and limited use:
    - (i) Landmark identification is intended to announce a special place and may not be used for product or service advertising.
    - (ii) Where architectural or landscape landmarks are created on private property, signage may be affixed or suspended.
    - (iii) When permitted signage is affixed to a landmark structure, the sign must remain below the eave, cornice, or parapet cap of the structure and in no case may it project over or above the roof plane. In this circumstance, the height limit is determined by the approved height of the landmark structure. Exception: When the landmark structure is higher than an adjoining roof, a permitted sign may project over the lower roof.
    - (iv) A landmark architectural element may be used as a double or triple sided sign support and will count only as a single sign.
  - (f) It is required that primary and secondary identification signs, whether freestanding or attached to the building, be designed as a thematically appropriate and compatible component of the building design or of the landscape architecture. Materials, details and colors must be compatible with and appropriate in terms of the overall design of the building's architecture.
  - (g) Copy is limited to the name of the business, a logo or logotype, and standard subtext associated with the name of the business of the logo/logotype and limited to a simple recitation of the general goods or services is not permitted.
  - (h) Posters and other temporary signage may not be permanently affixed to any exterior portion of the buildings or the landscape.
  - (i) Notwithstanding the requirements of the underlying zoning ordinances for the zone classifications, freestanding signs may be placed in setback areas.
  - (j) Commercial buildings shall display at least one street address sign visible from the adjoining streets with numerals/letters a minimum of four (4) inches high.
  - (k) No standard signs such as franchise, major brand or corporate signs, which have not been modified or specifically designed to meet the requirements of this chapter shall be permitted.
- (2) *Shopping center signs.* A shopping center is defined as a minimum six (6) acre development under single ownership or development control having as anchor tenant(s) a major retail user(s).
- (a) *Primary identification signs.* These are used as the primary identification of the entire shopping center. These signs must be located so as to be read from either Mission Boulevard, Rubidoux Boulevard and/or Riverview Drive. The total number of signs is limited to one (1) per site.

- (i) *Freestanding*. Limited in area to one hundred and twenty (120) square feet or a maximum of one-quarter  $\frac{1}{4}$  of one (1) percent of the approved building area not to exceed two hundred (200) square feet and not to exceed twenty (20) feet in height.
  - (ii) *Building mounted*. Limited to one hundred and twenty (120) square feet in area.
- (b) *Secondary identification signs*. These signs serve the same purpose as the primary signs except that they may be located along local streets and alleys. The total number of signs per site is limited to one (1) per street frontage for each local street faced by the building.
  - (i) *Freestanding*. Limited to forty (40) square feet in area and may not exceed twelve (12) feet in height.
  - (ii) *Building mounted*. Limited to forty (40) square feet in area.
- (3) *Large project identification signs*. To be regarded as a large project, a project must meet the following criteria: The parcel or combination of parcels must be a minimum of twenty thousand (20,000) square feet; gross tenant space must be a minimum of twelve thousand (12,000) square feet and there must be a minimum of five (5) lease/tenant spaces.
  - (a) *Primary identification*. These are used as the primary identification of an entire project or complex of buildings. These signs must be located so as to be read from either Mission Boulevard, Rubidoux Boulevard and/or Riverview Drive. The total number of signs per site is limited to one (1) per street frontage.
    - (i) *Freestanding*. Limited to one hundred and twenty (120) square feet in area and may not exceed sixteen (16) feet in height.
    - (ii) *Building mounted*. Limited to eighty (80) square feet in area.
  - (b) *Secondary identification*. The regulations for shopping center secondary identification signage apply.
- (4) *Small project identification signs*.
  - (a) *Primary identification*. These are used as the primary identification of an entire project or complex of buildings. These signs must be located so as to be read from either Mission Boulevard, Rubidoux Boulevard and/or Riverview Drive. The total number of signs per site is limited to one (1) per street frontage.
    - (i) *Freestanding*. Limited to eighty (80) square feet in area and may not exceed sixteen (16) feet in height.
    - (ii) *Building mounted*. Limited to eighty (80) square feet in area.
  - (b) *Secondary identification*. The regulations for shopping center secondary identification signage apply.
- (5) *Single tenant buildings and major tenant identification signs*. Copy is limited to the name of the business, the business owners, the logo or logotype, and a standard subtext associated with the name of the business or the logo/logotype. The total number of signs per site is limited to one per frontage for each local street or alley faced by the building or project. However, one additional sign is permitted per frontage facing an enclosed court not visible from a public street.
  - (a) *Freestanding*. Limited to forty (40) square feet in area and may not exceed twelve (12) feet in height.
  - (b) *Building mounted*. Limited to forty (40) square feet in area.

- (6) *Minor tenants identification signs.* Copy is limited to the name of the business, the business owners, the logo or logotype, and a standard subtext associated with the name of the business or the logo/logotype.
- (a) Freestanding or building mounted. Limited to ten (10) square feet in area.
  - (b) Number of signs. Limited to one (1); except corner suites and spaces may have one (1) additional sign to be displayed on the alternate frontage, and one (1) additional sign is permitted per frontage facing an enclosed court not visible from a public street.
  - (c) Tenant spaces set back under loggias or similar architectural features that serve as pedestrian ways may use one (1) additional sign either on the exterior face of the building (or suspended perpendicular to the building) or under the loggia either building mounted or suspended.
- (7) *Door and window tenant identification signs.* For individual office and small shape identification: These signs are permitted in addition to all other permitted sign under this section and are mounted or installed on windows and doors visible to passersby.
- (a) Business name identification. Limited to two (2) square feet in area.
  - (b) Addresses and suite numbers. Limited to one (1) square foot in area.
  - (c) If installed immediately adjacent to the primary entry, this sign may be mounted on the building.
- (8) *Special purpose signs.*
- (a) *Locator boards and tenant directories.* Kiosks and freestanding slab type directories are considered architectural features and must comply with the provisions of this section and the development standards of the zone classification for the property. Building mounted sign boxes or slab type directories need only meet the provisions of this section.
    - (i) Signs are limited to twelve (12) square feet per face.
    - (ii) Signs shall be designed as a component part of the building design or of the landscape architecture. Materials, details and colors must be compatible with an appropriate in terms of the overall design of the complex.
  - (b) *Flagpoles, banners and flags.* Banners and flags are permitted as follows:
    - (i) The manner of suspension or support must be compatible with the architectural character of the buildings or the landscape theme.
    - (ii) No single flag or banner shall exceed sixty-four (64) square feet nor shall the length exceed fifteen (15) feet.
    - (iii) Flag poles are not permitted to exceed seventy (70) feet in height.
    - (iv) The copy or message on the flag/banner may be any permitted under the provisions of subsection (7) of this section.
    - (v) Banners suspended between buildings must be secured per California Building Code requirements and adequately secured against wind and gravity loads.
    - (vi) Flags and banners are to be permanent features of the project. No temporary flags or banners are permitted.
  - (c) *Special event and sale signage.* Special event and sale signage is intended to be temporary, mobile and of short duration.
    - (i) The signs may be window mounted or painted for no more than three (3) weeks prior to and during the event; thereafter, the sign must be removed within three (3) working days.

- (ii) These signs may be mounted on kiosks, slabs or wall-mounted announcement boards.
- (iii) Temporary freestanding signs created specifically to announce an event or a sale are limited to eight (8) square feet in area and may be double sided.
- (d) *Public facilities identification and directional signs.* Special signs for bathrooms, wheelchair access, elevators, telephones, etc., are limited to two (2) square feet; providing, however, that nothing in this chapter is to be construed to contravene the dictates of federal or state legislation with regard to signage for the handicapped.
- (e) *Directional signs for access and loading.* These directional and instructional signs are limited to four (4) square feet per sign and must be located so that those requiring the directions can easily find them.
- (f) *Court name signs.*
  - (i) Limited to twenty (20) square feet per sign.
  - (ii) Limited to one (1) sign for each point of access from public right-of-ways.
- (9) *Future facilities signs.* These signs are intended to announce the impending development of a facility. They may be freestanding or building mounted.
  - (a) Maximum size. Thirty-two (32) square feet in a four (4) foot by eight (8) foot panel.
  - (b) Refer to the "Rubidoux Village Design Workbook" for the design, color and font specifications for the header and footer bands.
    - (i) Copy is limited to the name of the future facility, logo/logotype, the subtext description of the project, the developer(s), lender, architect, landscape architect and/or engineer and major tenants, the proposed time of opening and a contact name and telephone number to pre-leasing information.
    - (ii) Maximum height. Ten (10) feet.
    - (iii) When smaller signs are utilized, the required header and footer bands must be proportionately sized and incorporated.
- (10) *Project construction signs.*
  - (1) Maximum size. Thirty-two (32) square feet in a four (4) foot by eight (8) foot panel.
  - (2) Refer to the "Rubidoux Village Design Workbook" for the design, color and font specifications for the header and footer bands.
    - (i) Copy is limited to the name of the future facility, logo/logotype, the subtext description of the project, the developer(s), the general contractor, the lender, the architect, landscape and/or engineer and major tenants, the proposed time of opening and a contact name and telephone number to pre-leasing information.
    - (ii) Maximum height. Ten (10) feet.
    - (iii) When smaller signs are utilized, the required header and footer bands must be proportionately sized and incorporated.
- (11) *Sign materials.* Signs may be constructed of the following materials:
  - (a) *Neon.* Neon tube lighting, particularly that of an artistic nature, reflecting the new technology and shaping methods of the medium. Restricted to the Rubidoux Village Commercial-area Town Center only.
  - (b) *Wood.* Laser carved, sand blasted and built-up wooden signs, particularly those hanging from wall or ceiling brackets and receiving spotlight illumination.
  - (c) *Metal, brass, copper, gold plate and brushed metal signs.* Either plaques or individual letters.

- (d) *Wood letters.* Wood letters and numbers may be used in locations that are sheltered from the weather.
  - (e) *Painting signs.* Hand painted signs on walls, wood or other backing material, mounted or freestanding.
  - (f) *Plastic, acrylic and other synthetic materials.* Plastic sign bands used in connection with a larger sign board or glazed sign box.
  - (g) *Concrete.* Concrete may be used as a primary sign material and may be either natural or tinted in color. Any surface treatment consistent with the design of the project and the "Rubidoux Village Design Workbook" may be used. When used as a base or structural support material, the design and finish treatment must be consistent with the overall design statement of the project's architecture.
  - (h) *Banner and flag material.* Banners and flags must be of all-weather fabric treated to withstand both water and solar exposure. Treated canvas, sail cloth and woven nylon are acceptable examples. Samples of the materials must accompany the sign permit application.
- (12) Application and processing procedure for Rubidoux Town Center.
- (a) For applications within the ~~Rubidoux Village Policy Area of the Jurupa Area Plan~~ Town Center, approval of the design and location of said sign shall be obtained ~~from the city Manager or designee before the application will be accepted for processing by~~ from the city Planning Department Community Development Director.
  - (b) ~~No outdoor advertising sign(s) and/or structure(s) shall be placed or erected until an application has been approved by the County Economic Development Agency, and a permit issued by the city Community Development Director on the form provided by the city Planning Department accompanied by the filing fee set forth in Ordinance No. 671 and meeting the requirements of Section 9.240.330.~~
  - (e)(b) Said application shall include any filing fee and such information and documents as may be required by the Community Development Director, in addition to the following:
    - (i) ~~consist of five (5) copies of a site development permit plan~~ drawn to scale, containing the name, address or telephone number of the applicant, and a general description of the property and/or structure upon which the outdoor advertising sign(s) and/or structure(s) are proposed to be placed.
    - (ii) The ~~site development permit plan~~ shall show the precise location, type, and size of the proposed outdoor advertising sign(s) and/or structure(s), all property lines, zoning, and the dimension, location of and distance to the nearest building, public and private roads, and other rights-of-way, building setback lines, and specifically planned future road right-of-way lines, and any and all other information required in such a manner that the proposed sign(s) and/or structure(s) may be readily ascertained, identified, and evaluated.
- (13) *Approvals and modifications.* The design of all signs for specific projects must accompany the principal use application for site development permit review, conditional use permit, or building permit, depending on the nature and size of the proposed project.
- (a) Modification. Where a modification is requested that does not exceed a ten (10) percent deviation from the standards contained in this section, the Community Development Director shall review and approve the request with or without conditions. There shall be a ten (10) day appeal period from the date of the

Community Development Director's decision which shall then be heard before the Planning Commission within forty-five (45) calendar days of the date of appeal. A public hearing is not required for the appeal.

- (b) Amendment to the Rubidoux Village Policy Area Sign Program. Any amendment to the "Rubidoux Village Design Workbook" requiring the sign program shall be reflected in this section.
- (c) A specific plan or large project that seeks to adopt its own sign program may do so. The proposed specific plan project must be compatible with and clearly related to the regulations of this chapter and specific findings must be so made.

**Section 8. Severability.** If any sentence, clause or phrase of this ordinance is for any reason held to be unconstitutional or otherwise invalid, such decision shall not affect the validity of the remaining provisions of this ordinance. The City Council hereby declares that it would have passed this ordinance and each sentence, clause or phrase thereof irrespective of the fact that any one or more sentences, clauses or phrases be declared unconstitutional or otherwise invalid.

**Section 8. Effect of Ordinance.** This ordinance is intended to supersede any ordinance or resolution of the County of Riverside adopted by reference by the City of Jurupa Valley in conflict with the terms of this ordinance.

**Section 5. Certification.** The city clerk of the City of Jurupa Valley shall certify to the passage and adoption of this ordinance and shall cause the same to be published or posted in the manner required by law.

**Section 6. Effective Date.** This ordinance shall take effect on the date provided in government code section 36937.

**PASSED, APPROVED, AND ADOPTED** by the City Council of the City of Jurupa Valley on this 5 day of June, 2025.



Brian Berkson  
Mayor

**ATTEST:**



Evelyne Ssenkoloto  
Interim City Clerk

**CERTIFICATION**

STATE OF CALIFORNIA )

COUNTY OF RIVERSIDE ) ss.

CITY OF JURUPA VALLEY )

I, Evelyne Ssenkoloto, Interim City Clerk of the City of Jurupa Valley, do hereby certify that the foregoing **Ordinance No. 2025-11** was duly introduced at a meeting of the City Council of the City of Jurupa Valley on the 15 day of May, 2025, and thereafter at a regular meeting held on the 5th day of June, 2025, it was duly passed and adopted by the following vote of the City Council:

**AYES: BARAJAS, BERKSON, CARMONA, SANCHEZ, SILVA**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**IN WITNESS WHEREOF**, I have hereunto set my hand and affixed the official seal of the City of Jurupa Valley, California, this 5<sup>th</sup> day of June, 2025.



\_\_\_\_\_  
Evelyne Ssenkoloto, Interim City Clerk  
City of Jurupa Valley