

**Chapter 19.623****BILLBOARD SIGNS**

- 19.623.010 Basic Policies.**
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**19.623.010 Basic Policies.**

The policies and principles stated in this Chapter apply to all billboards within the regulatory scope of this Chapter. These policies are to prevail over any other provision to the contrary, even if more specific. (Ord. 7331 §97, 2016; Ord. 6966 §1, 2007)

**19.623.020 Billboards.**

The City completely prohibits the construction, erection or use of any billboards, other than those which legally exist in the City, or for which a valid permit has been issued and has not expired, as of the date on which this provision is first adopted. No permit shall be issued for any billboard which violates this policy, and the City will take immediate abatement action against any billboard constructed or maintained in violation of this policy. In adopting this provision, the City Council affirmatively declares that it would have adopted this billboard policy even if it were the only provision in this Chapter.

The City Council intends for this billboard policy to be severable and separately enforceable even if other provision(s) of this Chapter may be declared, by a court of competent jurisdiction, to be unconstitutional, invalid or unenforceable. This provision does not prohibit agreements to relocate presently existing, legal billboards. (Ord. 7331 §97, 2016; Ord. 6966 §1, 2007)

**19.623.030 Relocation of Existing Billboards.**

The Community & Economic Development Director or his/her designee shall have the authority to administratively approve the issuance of a permit for the relocation of an existing billboard, subject to Design Review, which meets all of the following requirements:

1. The billboard was legally permitted by the County of Riverside or otherwise had legal non-conforming status with the County;
2. The parcel on which the billboard is located was subsequently annexed to the City of Riverside;
3. The City has required the relocation of the existing billboard;
4. The sign will be relocated on the same parcel or property it was originally located;
5. The size of the new or relocated billboard will not exceed the size, area, height, length, width, shape and number of sides or faces of the existing billboard;
6. The new or relocated billboard will constitute an improvement in the aesthetic appearance of the original billboard structure;

7. All proposed lighting for the new or relocated billboard shall be the same or similar to the lighting of the original billboard and, in any case, the new sign will not utilize display technology which creates a moving or changing image, of the illusion thereof; and
8. All costs associated with the relocation and installation of the new or relocated billboard will be borne solely by the billboard owner or applicant. If a new structure is to be built, it must comply with all applicable Building Code and safety requirements. (Ord. 7331 §97, 2016; Ord. 6987 §1, 2008)

**19.623.040 Severance.**

If any section, sentence, clause, phrase, word, portion or provision of this Chapter is held invalid or, unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid portion. In adopting this Chapter, the City Council affirmatively declares that it would have approved and adopted the Chapter even without any portion which may be held invalid or unenforceable. (Ord. 7331 §97, 2016; Ord. 6987 §2, 2008; Ord. 6966 §1, 2007)