

# RIVERSIDE COUNTY PLANNING DEPARTMENT

*Charissa Leach, P.E.*  
*Assistant TLMA Director*

## DEVELOPMENT ADVISORY COMMITTEE (“DAC”) INITIAL CASE TRANSMITTAL RIVERSIDE COUNTY PLANNING DEPARTMENT – RIVERSIDE PO Box 1409 Riverside, 92502-1409

DATE: January 22, 2020

TO:

Riv. Co. Transportation Dept.  
Riv. Co. Fire Department (Riv. Office)  
Riv. Co. Building & Safety – Plan Check  
Riv. Co. Information Technology

Riv. Co. Sheriff’s Office  
Riv. Co. Airport Land Use Commission  
Board of Supervisors – All Districts  
CalTrans District #8

**ORDINANCE NO. 348.XXXX associated with CHANGE OF ZONE NO. 2000001** – Applicant: KoK Development, Inc. (Tom’s Farms) – Location: Countywide – **REQUEST:** Ordinance No. 348.XXXX, associated with Change of Zone No. 2000001 is an amendment to the County’s Land Use Ordinance, Ordinance No. 348, to amend Article XIX, Advertising Regulations. **The purpose of this amendment is to establish zoning locations, development and operation standards, and a permitting process to allow for onsite electronic signage. The intent of the electronic signage is to provide information about onsite, associated businesses only and is not for general advertising. This amendment would apply county-wide**  
**BBID: 864-641-434**

This proposed amendment only applies to signage, characterized under the existing definitions within Ordinance No. 348, Section 19.2.L “ON-SITE ADVERTISING STRUCTURE OR SIGN” and **NOT** Section 19.2.M “OUTDOOR ADVERTISING DISPLAY.” As currently proposed by the applicant, the signage provisions under Ord No. 348, Section 19.4 would apply with the exception of adding the following – digital onsite signage would be restricted to being located within the C-1/C-P and C-P-S zones only. The maximum display area would be 200 square feet. Intervals between digital images would be restricted to CalTrans standards for digital displays. The permitting process would require the submittal of a Plot Plan application, to be approved at the Director’s Hearing.

DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

PLEASE PRINT NAME AND TITLE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

*If you do not include this transmittal in your response, please include a reference to the case number and project planner’s name. Thank you.*



LEGEND

Public Hearing	Public Hearing - 15 MINUTE PUBLIC HEARING
Public Hearing - 15 MINUTE PUBLIC HEARING	Public Hearing - 15 MINUTE PUBLIC HEARING
Public Hearing - 30 MINUTE PUBLIC HEARING	Public Hearing - 30 MINUTE PUBLIC HEARING
Public Hearing - 45 MINUTE PUBLIC HEARING	Public Hearing - 45 MINUTE PUBLIC HEARING
Public Hearing - 60 MINUTE PUBLIC HEARING	Public Hearing - 60 MINUTE PUBLIC HEARING
Public Hearing - 75 MINUTE PUBLIC HEARING	Public Hearing - 75 MINUTE PUBLIC HEARING
Public Hearing - 90 MINUTE PUBLIC HEARING	Public Hearing - 90 MINUTE PUBLIC HEARING
Public Hearing - 105 MINUTE PUBLIC HEARING	Public Hearing - 105 MINUTE PUBLIC HEARING
Public Hearing - 120 MINUTE PUBLIC HEARING	Public Hearing - 120 MINUTE PUBLIC HEARING
Public Hearing - 135 MINUTE PUBLIC HEARING	Public Hearing - 135 MINUTE PUBLIC HEARING
Public Hearing - 150 MINUTE PUBLIC HEARING	Public Hearing - 150 MINUTE PUBLIC HEARING
Public Hearing - 165 MINUTE PUBLIC HEARING	Public Hearing - 165 MINUTE PUBLIC HEARING
Public Hearing - 180 MINUTE PUBLIC HEARING	Public Hearing - 180 MINUTE PUBLIC HEARING
Public Hearing - 195 MINUTE PUBLIC HEARING	Public Hearing - 195 MINUTE PUBLIC HEARING
Public Hearing - 210 MINUTE PUBLIC HEARING	Public Hearing - 210 MINUTE PUBLIC HEARING
Public Hearing - 225 MINUTE PUBLIC HEARING	Public Hearing - 225 MINUTE PUBLIC HEARING
Public Hearing - 240 MINUTE PUBLIC HEARING	Public Hearing - 240 MINUTE PUBLIC HEARING
Public Hearing - 255 MINUTE PUBLIC HEARING	Public Hearing - 255 MINUTE PUBLIC HEARING
Public Hearing - 270 MINUTE PUBLIC HEARING	Public Hearing - 270 MINUTE PUBLIC HEARING
Public Hearing - 285 MINUTE PUBLIC HEARING	Public Hearing - 285 MINUTE PUBLIC HEARING
Public Hearing - 300 MINUTE PUBLIC HEARING	Public Hearing - 300 MINUTE PUBLIC HEARING



# KOK DEVELOPMENT, INC.

8949 Buffalo Ave., Suite B, Rancho Cucamonga, CA 91730  
Phones: 909 201-7269, 714-904-1200 • Email: info@kokdevelopment.com

## PROPOSAL

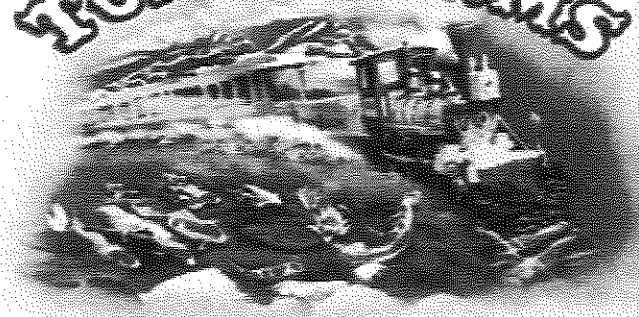
KoK Development, Inc. on behalf of Tom's Farms, Inc. is proposing an amendment to Ordinance 348.4896, an Ordinance of the County of Riverside, Providing for Land Use Planning and Zoning Regulations and Related Functions - Article XIX - Advertising Regulations. We are proposing that Section 19.3-Outdoor Advertising Displays, Subsection B-Permit Standards, No. 10 'Display Movement', that electronic message boards be permitted for C-1-CP and C-P-S Zoning categories. This Ordinance change would be exclusive of City jurisdictions throughout Riverside County. The issuance of an Outdoor Advertising Permit would be on a discretionary basis subject to the approval by either the Riverside County Board of Supervisors or the Riverside County Planning Commission, whichever prevails, and Pursuant to approved Permit Standards.

30'W

20'H

# TOM'S FARMS

## TOM'S FARMS



### Amusement Park & Shopping Center

Family Fun  
Food  
Candy  
Produce  
Furniture  
Garden  
Events

## TEMESCAL VALLEY

50'H

- LEGEND**
- DESIGN & SIGNAGE & SAFETY GUIDANCE DOCUMENTS
  - FORMS & PLANNING IMPACTMENT DOCUMENTS
  - REVIEW & APPROVALS OF PLANNING IMPACTMENT DOCUMENTS
  - LIGHT GUIDANCE & TRANSMITTANCE IMPACTMENT GUIDANCE
  - LIGHT SIGNAGE & MESSAGE IMPACTMENT DOCUMENTS
  - LIGHT GUIDANCE - SIGNAGE & MESSAGE & LIGHT SIGNAGE DOCUMENTS
  - SIGN - PERM APPROVAL DOCUMENTS
  - FOLLOW - APPROVALS & PERMITS DOCUMENTS
  - LIGHT SIGNAGE & MESSAGE & SAFETY PLAN GUIDANCE DOCUMENTS
  - SIGNAGE & MESSAGE IMPACTMENT DOCUMENTS

