



# RIO DELL CITY COUNCIL AGENDA

## CLOSED SESSION – 5:15 P.M.

## REGULAR MEETING – 6:00 P.M.

### TUESDAY, DECEMBER 02, 2025

City Council Chambers  
675 Wildwood Avenue, Rio Dell

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**Welcome** - Copies of this agenda, staff reports and other material available to the City Council are available at the City Clerk's office in City Hall, 675 Wildwood Avenue and available on the City's website at [cityofriodell.ca.gov](http://cityofriodell.ca.gov). Your City Government welcomes your interest and hopes you will attend and participate in Rio Dell City Council meetings often.

City Council meetings are held in City Hall Council Chambers for in-person public attendance. The public may also attend these meeting virtually through Zoom.

#### **Public Comment by Email:**

In balancing the need to conduct government in an open and transparent manner, public comment on agenda items can be submitted via email at [publiccomment@cityofriodell.ca.gov](mailto:publiccomment@cityofriodell.ca.gov). Please note the agenda item the comment is directed to (example: Public Comments for items not on the agenda) **and email no later than one-hour prior to the start of the Council meeting**. Written comments will be submitted to the City Council and included in the meeting minutes as part of the public record. Meeting can be viewed on Access Humboldt's website at <https://www.accesshumboldt.net/>. Suddenlink Channels 10, 11 & 12 or Access Humboldt's YouTube Channel at <https://www.youtube.com/user/accesshumboldt>.

#### **Zoom Public Comment:**

When the Mayor announces the agenda item that you wish to comment on, call the conference line and turn off your TV or live stream. Please call the toll-free number **1-888-475-4499**, enter meeting **ID 987 154 0944** and press star (\*) 9 on your phone – this will raise your hand. You will continue to hear the meeting on the call. When it is time for public comment on the item you wish to speak on, the Clerk will unmute your phone. You will hear a prompt that will indicate your phone is unmuted. Please state your name and begin your comment. You will have 3 minutes to comment.



*In compliance with the Americans with Disabilities Act (ADA), if you require special assistance to participate in this meeting, please get in touch with the Office of the City Clerk at (707) 764-3532. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting. Assistive listening devices are now available for the hearing-impaired. Please see the City Clerk for a receiver.*

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. ANNOUNCEMENT OF ITEMS TO BE DISCUSSED IN CLOSED SESSION**

1. 2025/12.02.01 – Public Employee Performance Evaluation Title: City Manager – Gov't Code 54957

**D. PUBLIC COMMENT REGARDING CLOSED SESSION**

**E. RECESS INTO CLOSED SESSION**

**F. RECONVENE INTO OPEN SESSION**

**G. ORAL ANNOUNCEMENTS**

**H. PLEDGE OF ALLEGIANCE**

**I. CEREMONIAL MATTERS**

**J. PUBLIC PRESENTATIONS**

*This time is for persons who wish to address the Council on any matter not on this agenda and over which the Council has jurisdiction. As such, a dialogue with the Council or staff is not allowed under the Ralph M. Brown Act. Items requiring Council action not listed on this agenda may be placed on the next regular agenda for consideration if the Council directs, unless a finding is made by at least 2/3 of the Council that the item came up after the agenda was posted and is of an urgency nature requiring immediate action. Please limit comments to a maximum of 3 minutes.*

**K. CONSENT CALENDAR**

*The Consent Calendar adopting the printed recommended Council action will be enacted with one vote. The Mayor will first ask the staff, the public, and the Councilmembers if there is anyone who wishes to address any matter on the Consent Calendar. The matters removed from the Consent Calendar will be considered individually following action on the remaining consent calendar items.*

1. 2025/1202.02 - Approve Minutes of the November 18, 2025 Regular Meeting **(ACTION)** - Pg. #4
2. 2025/1202.03 - Adopt Resolution No. 1653-2025 Suspending the Rental Housing Inspection Program (RHIP) and Direct Staff to Refund all RHIP Registration and Inspection Fees **(ACTION)** - Pg. #11
3. 2025/1202.04 - Adopt Resolution No. 1654-2025 Establishing 2-Hour Parking Limitation on Specific Section of Wildwood Ave. **(ACTION)** - Pg. #19

**L. ITEMS REMOVED FROM THE CONSENT CALENDAR**

## **M. REPORTS/STAFF COMMUNICATIONS**

- [1.](#) 2025/1202.05 - City Manager/Staff Update **(RECEIVE & FILE)** - Pg. #24

## **N. SPECIAL PRESENTATIONS/STUDY SESSIONS**

## **O. SPECIAL CALL ITEMS/COMMUNITY AFFAIRS/PUBLIC HEARINGS**

- [1.](#) 2025/1202.06 - Provide Staff Direction on Adding Parametric Earthquake Insurance Coverage **(DISCUSSION/POSSIBLE ACTION)** - Pg. #29
- [2.](#) 2025/1202.07 - Possible Cancellation of December 16, 2025, Regularly Scheduled City Council Meeting **(DISCUSSION/POSSIBLE ACTION)** - Pg. #42

## **P. ORDINANCES/SPECIAL RESOLUTIONS/PUBLIC HEARINGS**

- [1.](#) 2025/1202.08 - Introduction and First Reading (by title only) of Ordinance No. 419-2025 Amending the City's Sign Regulations 17.30.30.320, Chapter 17.25 to Include a Qualified Combining Zone (Q) and Redesignating Approximately 3,000 Square Feet From Public Facility (PF) to Industrial Commercial (IC) With a Qualified Combining Zone to Limit future Uses to Freeway-Oriented Signs (Billboards) and Community-Oriented Billboards **(DISCUSSION/POSSIBLE ACTION)** - Pg. #43

## **Q. COUNCIL REPORTS/COMMUNICATIONS**

## **R. ADJOURNMENT**

*The next regular City Council meeting is scheduled for  
**Tuesday, December 16, 2025 at 6:00 p.m.***

**RIO DELL CITY COUNCIL  
REGULAR MEETING MINUTES  
NOVEMBER 18, 2025**

Mayor Garnes called the regular meeting of the Rio Dell City Council to order at 6:00 p.m.

**ROLL CALL:** Present: Mayor Garnes, Mayor Pro Tem Carter, Councilmembers Orr, Wilson and Woodall

Others Present: City Manager Knopp, Water/Roadways Superintendent Jensen, Wastewater Superintendent Moore, Sergeant Landry, City Clerk Dunham, and Senior Fiscal Assistant Maciel. Community Development Director Caldwell attended remotely.

Absent: Finance Director Sanborn and Chief of Police Phinney (excused)

**CEREMONIAL MATTERS**

Honoring Our Veterans

Mayor Garnes said that this is a time to honor our veterans and give thanks and appreciation for their service. A video was shown that included theme songs of each of the branches of the U.S. Armed Services. Veterans in attendance were asked to stand when the theme song from the branch of service in which they served was played.

**PUBLIC PRESENTATIONS**

Mayor Garnes invited public comments on non-agenda matters.

**Tommy Norton**, owner of Shotz Coffee, addressed the Council regarding the sewer rate schedule for coffee shops. He requested a review and reclassification of the current sewer strength category for Shotz Coffee and said that they are currently classified as “high” strength, the same as full-service restaurants. (staff later verified that Shotz is currently classified as “medium” strength). He said that this does not accurately reflect the true nature of their wastewater discharge into the sewer system since they do not have a dishwasher, garbage disposal and do not dispose of grease or fats. He recommended their rate be reclassified to medium or low strength along with car washes and laundromats which have minimal organic load and suspended solids.

He pointed out that under Prop 218; all utility rates must be based on proportional cost to provide the service. The City’s sewer rates are differentiated by business types and strength classifications but must be fair and equitable.

**Elizabeth Warren** reminded the Council that the fire hydrants still need to be installed at the Rio Dell Dog Park.



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City Clerk Dunham then read a public comment submitted by email from Angelina Lasko related to various matters (attached to these minutes as Attachment 1).

**CONSENT CALENDAR**

Mayor Garnes asked if any council member, staff, or members of the public would like to remove any item from the consent calendar for separate discussions.

Mayor Pro Tem Carter removed the consent calendar number related to school impact fees.

Carter/Orr made a motion to approve the consent calendar, including the following items:

- 1) Approve Minutes of November 4, 2025, Regular Meeting;
- 2) Approve Resolution No. 1652-2025 Authorizing a Budget Transfer within the FY 2025-26 Police Department Budget for Replacement of Outdated Taser Devices from Axon Enterprises, Inc. in the Amount of \$44,563.80; and
- 3) Receive and File the Check Register for October.

The motion carried 5-0.

**ITEMS REMOVED FROM THE CONSENT CALENDAR**Receive and File Rio Dell Elementary School District's Developer Fee Justification Study – School Impact Fees Report

Mayor Pro Tem Carter provided an update on November 13, 2025, meeting of the Rio Dell School Board related to the discussion on School Developer Impact Fees. She explained that the school is not eligible for Prop 2 funding unless all local sources of funding are exhausted. The school hired a consulting firm to prepare a Developer Fee Justification Study and look for a potential exemption for the Rio Dell School District; however, the school did not qualify for an exemption. The study concluded that the district was justified and recommended adoption of residential impact fees of up to \$5.17 per square foot on new residential construction and residential additions, with additions of 500 square feet or less exempt from the fees. The study recommended construction of commercial and industrial buildings be assessed a fee of \$0.84 per square foot with mini storage units at \$0.06 per square foot.

She said that a local contractor attended the meeting and addressed the School Board on the implications of imposing high impact fees. None of the school board members wanted to do anything to deter development in the city and voted 3-2 on imposing a \$1.00 per square foot residential impact fee rather than \$5.17 as recommended in the study. She pointed out that the \$1.00 fee is lower than the City of Fortuna's fee at \$1.20

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per square foot. The fee for commercial/industrial development was assessed at \$0.75 per square foot as opposed to the recommended \$0.84 per square foot.

Councilmember Wilson asked for clarification that at the last regular council meeting, the council was informed that the school board imposed the impact fees.

Mayor Pro Tem Carter explained that at the last meeting on November 4, the Council received the notice of the November 13, 2025 public hearing at such time, the Board held the public hearing and voted on the reduced impact fees.

Councilmember Wilson asked if it is mandatory that the city collect the fees on behalf of the school district.

Mayor Pro Tem Carter explained that the city would not be responsible for collecting the fees. As part of the process for obtaining a building permit for new construction, the applicant would be required to go to the school and pay the impact fee and bring verification of payment back to the city before issuing the permit.

Mayor Pro Tem Carter commented that Senior Housing Projects would be exempt of the impact fee since they would not have kids attending the school.

Councilmember Orr commented that if the exemptions are based on not having kids in the school, families with kids going to out-of-district schools should not have to pay the fee.

Mayor Garnes called for comments from the public.

**Heather Watkins** asked when the impact fees would become effective and if the information would be on the school website.

Mayor Pro Tem Carter explained that the impact fees would become effective 60 after the adoption (60 days from November 13, 2025).

Carter/Woodall made a motion to receive and file the Rio Dell Elementary School District's Developer Fees Justification Study – School Impact Fees Report.

The Motion carried 5-0.

## **REPORTS/STAFF COMMUNICATIONS**

### City Manager/Staff Update

City Manager Knopp provided highlights of the staff update and said that he attended a meeting of the Humboldt Housing & Homeless Coalition with a discussion focused on concerns regarding a change in federal funding that would potentially shift away approximately 70% of existing funding that supports operations in Permanent

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Supportive Housing towards shorter term housing programs. He noted that the timeline is unclear, but he would continue to monitor the situation and report back to the Council on potential impacts to Rio Dell.

Councilmember Wilson asked if the Rio Dell School District had come up with a price for the Davis St. Park the city is interested in acquiring.

Mayor Pro Tem Carter explained that the school can't have the parcel appraised until the city receives approval on the grant application. Once the property is declared as surplus, the city will only have 60 days to enter into a purchase agreement.

Mayor Pro Tem Carter announced that once again, there were zero cats transported to Miranda's Rescue.

**ORDINANCES/SPECIAL RESOLUTIONS/PUBLIC HEARINGS**

Second Reading (by title only) and Adoption of Ordinance No. 416-2025 Removing Section 10.05.780 and Amending Section 10.05.020 and 10.05.790 of the Rio Dell Municipal Code (RDMC) Restricting Parking of Specific Commercial Vehicles in Designated Areas Within the City

City Manager Knopp provided a staff report recommending the second reading and adoption of Ordinance No. 416-2025 related to parking restrictions for commercial vehicles in designated areas within the city.

He said that over the past years, there have been concerns with commercial truck parking in Rio Dell related to the damage to infrastructure, traffic safety, and neighborhood impacts related to aesthetics and visibility concerns for residents.

He explained that the ordinance has been reviewed by the Traffic Committee, a representative of the local truckers, and several meetings were held before coming up to the final draft ordinance.

He noted that there are provisions in the ordinance for exemptions as mandated by law for delivery vehicles and vehicles used for construction activity as well as emergency vehicles.

City Manager Knopp said that the cost of implementing the 2-hour parking is dominus with new signage erected on Wildwood Avenue. He added that based on council direction at the November 4<sup>th</sup> meeting, staff are working on a resolution to restrict all vehicles to 2-hour parking along the 600 block of Wildwood Avenue. He said the other issue broached at the last meeting was to prevent circumvention of the 2-hour parking by simply moving the vehicle a few feet.

Councilmember Woodall asked about the language on the signage and when the ordinance would become effective.

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City Manager Knopp said that the signs would limit commercial truck parking to 2 hours and that staff would come back to the Council with a Resolution restricting the area within the 600 block of Wildwood Avenue to 2- hour parking for all vehicles. He noted that the ordinance, if adopted tonight, would become effective in 30 days, December 18, 2025.

Councilmember Woodall suggested courtesy warnings be given to truck drivers before issuing citations.

Mayor Garnes asked if signs limiting 2-hour parking for commercial vehicles would be erected once the ordinance becomes effective or if the signage would wait until the resolution is adopted limiting all vehicles to 2-hour parking.

City Manager indicated that the city has some signs that could be temporarily placed until new signs are purchased.

Mayor Garnes called for public comments on the proposed ordinance. There were no public comments received.

A motion was made by Woodall/Carter to approve the second reading (by title only) and adoption of *Ordinance No. 416-2025 Removing Section 10.05.780 and Amending Section 10.05.020 and 10.05.790 of the Rio Dell Municipal Code (RDMC) Restricting Parking of Specific Commercial Vehicles in Designated Areas Within the City.*

The motion carried 5-0.

**COUNCIL REPORTS/COMMUNICATION**

Mayor Pro Tem Carter reported on upcoming meetings and events and said that the next two RREDC meetings were canceled because they align with Thanksgiving and Christmas. She said that the next Chamber of Commerce meeting is December 1<sup>st</sup> at the Community Resource Center, the Tree Lighting and Truck Parade Event will be on December 6, 2025, beginning at 5 p.m. and said if anyone is interested in helping put up Christmas decorations, it will be done on November 22-23.

Most importantly, the Community Resource Center, the Rio Dell Volunteer Fire Department, the Rio Dell School and a couple of local churches would be hosting a free Thanksgiving dinner at the Rio Dell School cafeteria on Saturday, November 22<sup>nd</sup> from 3-6 p.m. for anyone who would like to attend.

Councilmember Wilson asked if the item related to the utility rate review for Shotz Coffee would be coming back to the council on a subsequent agenda.

Mayor Garnes said that the request was that staff review the rates for possible reclassification of their sewer strength.

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Councilmember Wilson said that he would be attending a Redwood Coast Energy Authority (RCEA) meeting on Monday instead of Thursday because of the Thanksgiving holiday falling on the regular meeting day. He also announced the opening of southbound lanes at the Indianola Undercrossing today which is great news.

Councilmember Orr said he would be attending an HCAOG meeting on Thursday with the focus on the meeting being on unmet transit needs in Humboldt County.

Councilmember Woodall announced there would be a Nuisance Advisory Committee meeting here tomorrow at 3 p.m. and said that she was stuck in Georgia for the past 2 months and if you must be stuck somewhere, Georgia is the place to be.

Mayor Garnes said she would be attending a Great Redwood Trail Retreat in Ukiah and Hopland this week and wished everyone a Happy thanksgiving.

ADJOURNMENT

Carter/Woodall made a motion to adjourn the meeting at 6:38 p.m. to December 2, 2025, regular meeting. Motion carried 5-0.

Attest:

\_\_\_\_\_  
Debra Garnes, Mayor

\_\_\_\_\_  
Karen Dunham, City Clerk

Karen Dunham

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**From:** Angelina M. Lasko <angelinal@humboldt.edu>  
**Sent:** Tuesday, November 4, 2025 4:34 PM  
**To:** Public Comment  
**Subject:** Public Comment - meeting 10/4/2025

Rio Dell Council.

I am writing on a few matters.

First, is a general comment on the Davis Street park. I would hope the council would consider a skate park. It would be a great way to bring people and commerce to Rio Dell. The new Willow Creek skate park has been a huge success.

Second, when looking at the budget it seems we need to find other ways to continue to bring a more diversified revenue stream. Has the council ever considered a "sin tax" on alcohol and cigarettes? We have a cannabis tax, and with the bar and liquor store being our other main business seems like something to consider.

Third, I have been requesting through email and calling, but I have gotten no return call on the city budget. It seems the general fund is pretty straight forward, which is why I can give a clear public comment on that topic, but the enterprise funds is where it seems to get more confusing and unclear. I cannot follow the flow of money from those funds.

I see \$807,172 in revenue after expenses in the water fund to fund the City Manager and whatever else. I see \$41,804 after expenses in the sewer fund in revenue. When added together that is \$848,976 in revenue in both water and sewer, which is considered the enterprise fund. These numbers are not matching up in what I see in the summary table. Can someone please explain and help me understand this.

As far as the special revenue fund, I am not sure that that consists of.

I have emailed Travis to try and better understand but he only said for me to attend the meetings and study sessions. If there is a study session I am not aware of, could someone please let me know when that is so I can attend.

Thank you very much for your time.

Angelina



Community Development Department  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532

**For the Meeting of December 2, 2025**

☒ Consent Item; ☐ Public Hearing Item

To: City Council

From: Kevin Caldwell, Community Development Director 

Through: Kyle Knopp, City Manager

Date: November 19, 2025

Subject: Suspension of the Rental Housing Inspection Program

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**Recommendation:**

That the City Council:

1. Suspend the City's Rental Housing Inspection Program (RHIP) effective immediately; and
2. Adopt Resolution No. 1653-2025 suspending the RHIP; and
3. Direct staff to refund all RHIP registration and inspection fees paid.



BACKGROUND

The City of Rio Dell adopted the Rental Housing Inspection Program (RHIP) to ensure minimum health and safety standards were maintained in rental properties citywide. The program was created during a period when the City had limited code enforcement capacity and relied heavily on proactive inspection requirements to identify substandard conditions.

Under the RHIP, property owners were required to register rental units and pay a program fee. Inspections were scheduled either on a routine basis or when violations were suspected.

DISCUSSION

Over the past year, the operational landscape of the City’s code enforcement and community response services has significantly changed. These changes warrant reconsideration of the RHIP.

1. Decline in Rental-Related Complaints

The City has documented a **substantial decline in rental housing complaints**, unit habitability concerns, and calls requiring Housing Code enforcement. Trends indicate that voluntary compliance and improved landlord responsiveness have reduced the need for a dedicated inspection program.

2. Increased City Staffing Capacity

The City now employs **two Community Services Officers (CSOs)** who provide direct, rapid response to code enforcement issues, including rental property concerns. The CSOs have successfully demonstrated that:

- Tenant and neighborhood complaints are being resolved promptly;
- Case loads are manageable without support from a separate inspection program;
- Enforcement tools already in place (Municipal Code, nuisance abatement, administrative citations) are adequate to address property-related violations.

Given this increased capacity, the RHIP is no longer necessary to maintain safe rental housing.

### **3. Administrative Efficiency and Cost Savings**

Suspending the RHIP will reduce administrative burden and staff time associated with:

- Registration tracking;
- Routine inspection scheduling;
- Program reporting and correspondence;
- Fee collection and accounting.

Redirecting staff resources to enforcement-on-demand through the CSOs will provide more efficient service to the community.

### **4. Refund of Program Fee**

Because the need for the RHIP has diminished and services tied to registration may not be rendered for the remainder of the cycle, staff recommends the City:

- Refund all RHIP registration fees collected, ensuring fairness to property owners;

- Notify all registered participants of program suspension;
- Provide information on how rental complaints will be handled going forward.

## **FINANCIAL IMPACT**

Suspending the program will result in the return of all registration fees, estimated at approximately \$2,385.

No long-term negative financial impacts are anticipated.

## **CONCLUSION**

Given the reduction in rental housing complaints, the increased capability of the City's Community Services Officers, and the opportunity to improve administrative efficiency, staff recommends **suspending the Rental Housing Inspection Program** and refunding all collected fees.

These actions will maintain resident safety while ensuring responsible and efficient use of City resources.

**Attachment 1: Resolution No. 1653-2025 Suspending the RHIP.**

**Attachment 2: Cover Letter to Property Owners and Property Managers.**

**RESOLUTION NO. 1653-2025****RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIO DELL  
SUSPENDING THE RENTAL HOUSING INSPECTION PROGRAM  
(RHIP) AND DIRECTING REFUNDS OF REGISTRATION FEES**

**WHEREAS**, the City of Rio Dell adopted the Rental Housing Inspection Program (RHIP) to ensure minimum health and safety standards in rental housing and to address substandard living conditions through proactive inspections; and

**WHEREAS**, at the time of adoption, the City had limited code enforcement capacity and intended to rely on the RHIP to identify and correct violations affecting habitability and tenant safety; and

**WHEREAS**, the RHIP required property owners to register rental units and pay a program fee, with inspections conducted on a routine basis or when violations were suspected; and

**WHEREAS**, over the past year, the operational capacity of the City's code enforcement and community response services has significantly improved, particularly with the hiring of an additional Community Services Officer (CSO); and

**WHEREAS**, the City has experienced a decline in rental-related complaints, habitability concerns, and Housing Code enforcement calls, demonstrating increased voluntary compliance and improved responsiveness from landlords; and

**WHEREAS**, the CSOs have demonstrated the ability to address rental-related concerns promptly using existing enforcement tools—including the Municipal Code, nuisance abatement procedures, and administrative citations—making a separate inspection program unnecessary; and

**WHEREAS**, the RHIP now duplicates functions that can be efficiently managed through enforcement-on-demand via the CSOs, allowing the City to reduce administrative workload, eliminate program-related staffing hours, and improve overall efficiency; and

**WHEREAS**, fairness to property owners warrants refunding all RHIP registration fees collected, estimated at approximately \$2,385; and

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Rio Dell as follows:

1. The Rental Housing Inspection Program (RHIP) is hereby suspended effective immediately.
2. Staff is directed to refund all RHIP registration fees paid for the current program cycle, totaling approximately \$2,385.
3. Staff is further directed to notify all registered property owners and property managers of the program's suspension and provide information regarding how rental housing complaints will be addressed going forward.
4. Code enforcement for rental-related concerns shall continue to be handled by the City's Community Services Officers utilizing existing enforcement authority and procedures.
5. The City Manager is authorized and directed to implement any administrative actions necessary to carry out the intent of this resolution.

**PASSED and ADOPTED** at a regular meeting of the City Council of the City of Rio Dell on December 2, 2025 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

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Mayor Debra Garnes

STATE OF CALIFORNIA  
City of Rio Dell

ATTEST:

I, Karen Dunham, City Clerk for the City of Rio Dell, State of California, hereby certify the above and foregoing to be a full, true and correct copy of Resolution No. 1653-2025 approved and adopted by the City Council of the City of Rio Dell on December 2, 2025.

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Karen Dunham, City Clerk, City of Rio Dell



City of Rio Dell  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532

Subject: **Suspension of the Rental Housing Inspection Program (RHIP) and Refund of Registration Fees**

Dear Property Owners & Property Managers,

We are writing to inform you that on **December 2, 2025**, the Rio Dell City Council voted to **suspend the City's Rental Housing Inspection Program (RHIP)**. This decision was made following a decrease in rental-related complaints and the expansion of the City's code enforcement capacity through the addition of another Community Services Officer. The City now has the resources to be able to respond promptly and effectively to property-related concerns.

Because the RHIP will no longer be active, the City is refunding all registration fees paid. Enclosed is your refund.

Although the RHIP has been suspended, the City remains committed to ensuring safe and habitable housing within our community. Rental housing complaints or concerns will now be handled directly by our Community Services Officers. If you or your tenants require assistance, please contact the Police Department at (707) 764-5642.

We appreciate your participation in the RHIP and your ongoing efforts to maintain quality rental housing in the City of Rio Dell. If you have any questions regarding the suspension of the program or the refund process, please do not hesitate to reach out.

Sincerely,

*Mayor Debra Garnes*





*Rio Dell City Hall  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532  
cityofriodell.ca.gov*

December 2, 2025

TO: Rio Dell City Council

FROM: Kyle Knopp, City Manager

SUBJECT: Discussion and Possible Action Approving Resolution No. 1654-2025  
Authorizing a Two Hour Parking Limitation on Specific Sections of Wildwood Avenue.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Approve Resolution No. 1654; or,

Take no action.

BACKGROUND AND DISCUSSION

At the November 4, 2025 City Council meeting, the City Council requested staff draft the attached Resolution for the Council's consideration.

Resolution No. 1654-2025 if passed will restrict parking to a two-hour limit 24/7 in three locations. (1, 2) Wildwood Avenue in front of City Hall on both sides of the street and (3) Wildwood Avenue in front of Blue Star Memorial Park on the west side of the street only. This restriction will be 24 hours a day, 365 days per year. Upon approval of the Council and signature of the Mayor, the Resolution goes into effect immediately.

Attachments:

Resolution No. 1654-2025  
Visual

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**RESOLUTION NO. 1654-2025**

**A RESOLUTION OF THE CITY COUNCIL OF  
THE CITY OF RIO DELL  
ESTABLISHING TWO HOUR PARKING ZONES  
ON WILDWOOD AVENUE**

WHEREAS, the City of Rio Dell is a general law City located in the County of Humboldt, State of California; and,

WHEREAS, California Vehicle Code (“CVC”) Section 22507(a) provides that local authorities may, by ordinance or resolution, prohibit or restrict the stopping, parking, or standing of vehicles on certain streets or highways, or portions thereof, during all or certain hours of the day, and that, with the exception of alleys, the ordinance or resolution shall not apply until signs or markings giving adequate notice thereof have been placed; and,

WHEREAS, the City Council desires to implement parking limitations on Wildwood Avenue on the east side between Davis Street and Elko Street; and,

WHEREAS, the City Council desires to implement parking limitations on Wildwood Avenue on the west side between Davis Street and Side Street; and,

WHEREAS, the City Council desires to implement parking limitations on Wildwood Avenue on the west side from Side Street to 250 feet to the south.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RIO DELL:

**Section 1. Findings.** The City Council hereby finds and determines that the foregoing recitals are true and correct and are incorporated herein by this reference.

**Section 2. Parking Time Limits Established.** Pursuant to California Vehicle Code Section 22507(a), parking on the following portions of Wildwood Avenue is hereby limited to a maximum of two (2) hours within a consecutive twenty-four (24) hour period

(measured from 12:00 AM to 11:59 PM) seven (7) days a week, three hundred and sixty-five (365) days a year:

- a) On the east side of Wildwood Avenue between Davis Street and Elko Street;
- b) On the west side of Wildwood Avenue between Davis Street and Side Street; and
- c) On the west side of Wildwood Avenue from Side Street to a point 250 feet south thereof.

### **Section 3. Anti-Circumvention Provision.**

a) It shall be unlawful for any person to move a vehicle from a parking space within the areas described in Section 2 to another parking space within the areas described in Section 2 for the purpose of evading or circumventing the two-hour parking time limit described in Section 2.

b) Once a vehicle has been parked for two hours within the areas described in Section 2 and thus reached the maximum parking duration under Section 2, that vehicle must be moved to a location at least one-tenth (1/10) of a mile (approximately 500 feet) away from its original parking position before it may be re-parked within the restricted areas.

**Section 4. Signage Required.** The parking time limits established by this Resolution shall not take effect until appropriate signs giving adequate notice of the two-hour parking limit have been installed in accordance with applicable state and local standards. The City Manager or their designee is hereby authorized and directed to cause such signs to be installed at appropriate intervals along the affected portions of Wildwood Avenue.

**Section 5. Violations.** Any person who parks or leaves standing any vehicle in violation of the parking time limits established by this Resolution shall be subject to citation and penalties as provided in the Rio Dell Municipal Code and the California Vehicle Code. Exceptions shall be granted for loading and unloading, emergency vehicles, community blood banks or registered 501(c)3 organizations conducting official activities.

**Section 6. Severability.** If any section, subsection, sentence, clause, or phrase of this Resolution is for any reason held to be invalid or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Resolution. The City Council hereby declares that it would have passed this Resolution and each section, subsection, sentence, clause, and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid or unconstitutional.

**Section 7. Effective Date.** This Resolution shall take effect immediately upon adoption; provided, however, that the parking restrictions established herein shall not be enforced until appropriate signage has been installed as set forth in Section 4.

PASSED AND ADOPTED by the City Council of the City of Rio Dell, State of California, on December 2, 2025, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
Debra Garnes, Mayor

ATTEST:

I, Karen Dunham, City Clerk for the City of Rio Dell, State of California, hereby certify the above to be a full, true and correct copy of Resolution No. 1654-2025 adopted by the City Council of the City of Rio Dell on December 2, 2025.

\_\_\_\_\_  
Karen Dunham, City Clerk

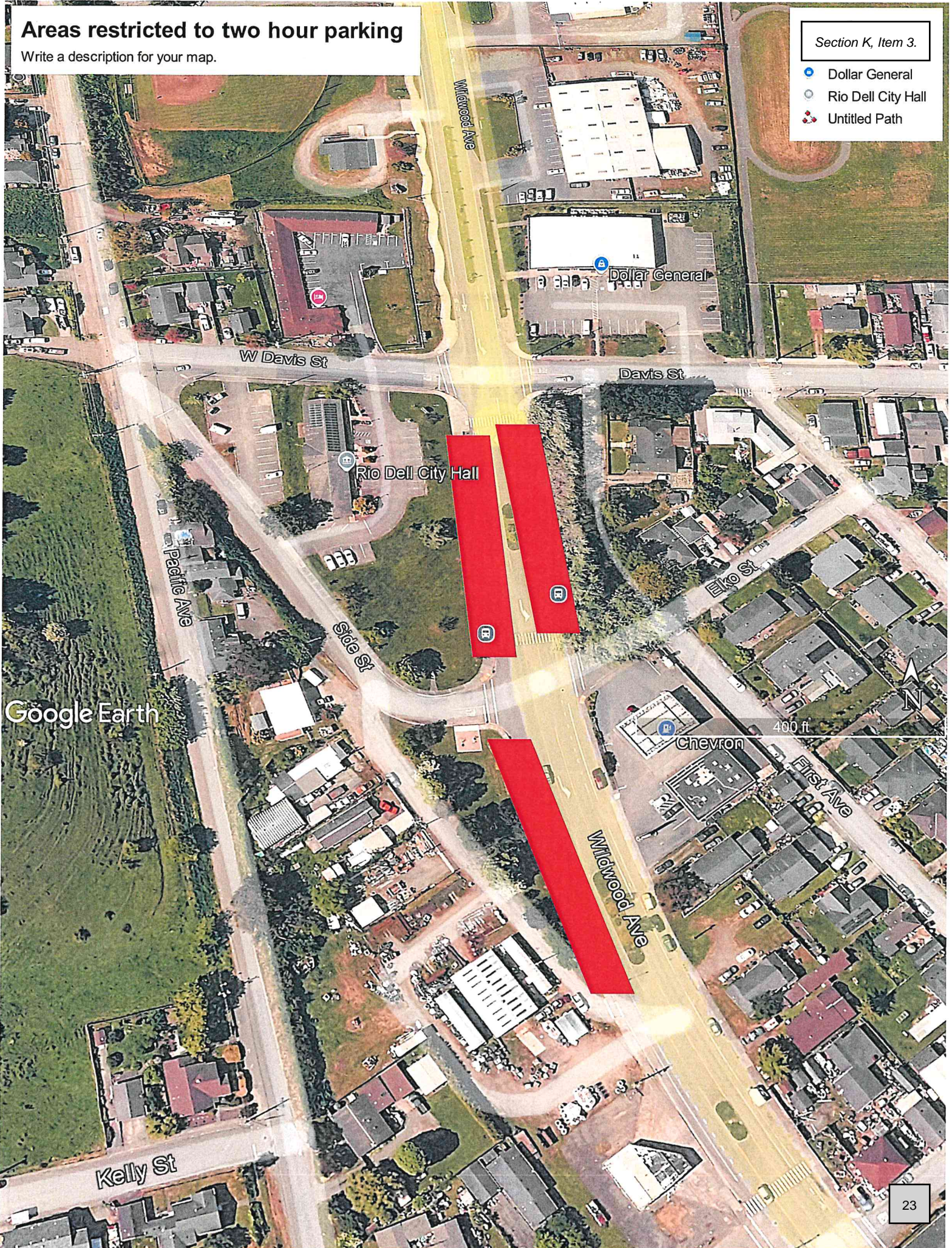


# Areas restricted to two hour parking

Write a description for your map.

Section K, Item 3.

-  Dollar General
-  Rio Dell City Hall
-  Untitled Path







## Staff Highlights – 2025-12-02

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### City Council

### City Manager

Bids have been released for the Painter Street Wastewater Upsize project. Bids to be released for STIP sidewalk project and Eel River Trail ADA accessibility ramp soon.

Work with DGS on Request for Interest (RFI) related to development opportunities.

Discussions with wastewater rate analyst related to prior studies and appropriate classifications.

### City Clerk

#### Processed Three (3) Building Permit Applications:

355 Douglas St. – Sewer Lateral & Re-Roof  
353 First Ave. – Concrete Foundation

#### Processed One Business License Application:

Preparedness Warehouse – Online sales of survival and emergency preparedness supplies

#### Misc:

Submitted October Employee Report to Bureau of Labor Statistics

Attended Nuisance Advisory Committee meeting on 11/19/25

Attended Zoom Webinar on Accretive Employee Benefits Compliance on 11/20/25

Attended Planning Commission meeting on 11/25/25

Submitted Article II List for Form 700 Filers

Responded to request for information from City Clerks on Agenda Management Program

### City Attorney

### Human Resources, Risk & Training

**Finance Department**

Coordinated audit sample selections with DavisFarr LLP for Transportation Development Act (TDA) audit fieldwork, including payroll and invoicing documentation.

Provided supporting documentation to Harshwal & Company LLP for FY 2024-2025 Annual Financial Audit.

Coordinated Draw Request #7 with RCAC for Water Distribution System Improvement Project bridge financing.

Submitted Invoice #13 to State Water Resources Control Board for Water Infrastructure Improvement Project reimbursement.

Executed Contractor Progress Payment #7 with GHD for Water Infrastructure Improvement Project construction milestone.

Processed Invoice #6 for Rio Dell Pedestrian Connectivity Project under State Transportation Improvement Program (STIP) funding.

Communicated with Caltrans regarding reimbursement status for December 2022 earthquake-related road improvement projects.

Finalized Officer Wellness and Mental Health Grant reporting for grant closeout compliance.

Submitted CDBG Finance and Activity documentation supporting program compliance.

Processed AB 939 fee payment to meet state solid waste management reporting requirements.

**Public Works Water****Public Works Wastewater**

Finishing up with the quarterly state reports

Identifying infiltration and intrusion throughout collection system

Maintenance and repairs on Wastewater treatment plant analyzers and equipment

Weekly and monthly sampling and monitoring.

Weekly and monthly treatment plant washdowns and cleaning inside tent





Maintenance on Belt Press and Biosolids Dryer

Cleaning and maintenance on Headworks equipment

### **Public Works Streets, Buildings and Grounds**

#### **Public Works City Engineer**

#### **Public Works Capital Projects**

#### **Police Department**

#### **Community Development Department**

Review School Board letter regarding impact fees. Review process, send email to Angela Johnson requesting she give an overview presentation to the City Council.

Roof inspections 123 Bellevue Ave

Roof deck inspection 1295 Eeloa Avenue

Roof inspection 3 Painter Street

Review Building Code for sheathing span requirements for built-up roof, send email to Redwood Roofing.

Send Final version of Lasko NEPA document to HCD for review and approval. Amend to include additional map for Wild and Scenic River finding.

Follow-up email to Family Motorcycle Club to complete demolition of unpermitted addition before the end of the month of face fines/penalties of \$100 a day.

Framing, rough electrical inspection 220 Wildwood Avenue

Drywall and final electric inspections 220 Wildwood Avenue

Solar and ESS inspections 90 First Ave

Respond to Dinsmore Plateau Farms regarding partial crop loss due to mold

Complete Planning Commission Staff Report, Resolution, Draft Ordinance and exhibits for November meeting.

Review School Impact Fee Justification report.



Reach out to Rio's Diamond Farms re: cannabis taxes

Attend 2025 Energy Code update class, reach out to local window vendors to let them know the new U-Factor requirement.

Reach out to CALOES re: regaining access to the earthquake portal

Reach out to Humboldt Area Foundation re: award date for Glyndon "Sign" Smith grant – January/February 2026

Inspection 111 Creek Street, approved/tagged service panel, approved hot water heater, wood stove, need sediment traps for stove and dryer.

Review submitted waste management plan/report, photos of demolition of unpermitted back addition, approve. Email to owner/contractor need for landing at back door.

Reach out to HCAOG requesting a copy of the minutes of the 11/13/2025 RCAP Coordinator meeting.

Drywall, final electrical inspection 154 Painter Street

Review and submit comments HCAOG's Regional Transportation Plan (RTP).

Contact Dinsmore Plateau Farms regarding the condition of the property. Request that the property be cleaned up ASAP.

Review and respond to State Parks letter requesting additional information.

Rough plumbing, electrical and mechanical inspections 855 & 859 Rigby Ave.

Final electrical inspection 510 Davis, corrections required – GFI and tamper resistant receptacles.

Prepare City Council staff report for sign/billboard amendments.

Prepare RHIP staff report, recommending suspending program and refunding deposits.

Review and comment on HCD's letter to HCAOG regarding RHNA methodology.

Meeting w/Paul Hoffman re: 441 Dixie, potential remodels, abandonment of alley.

Review Management Services Agreement for Element 7 receivership, reach out to the Department of Cannabis Control for direction.

Reach out to DGS requesting copies of comments received from the CALFIRE Notice of Preparation (NOP).



Review Façade Improvement Program (FIP) application for E&J Liquors. Request additional information.

Complete comments on DGS Requests for Interest (RFI), forward to Kyle and Travis for review and comments

Work with new operators of Element 7 on licensing requirements, annual license fees.

Rough electrical inspections 123 Bellevue Ave

Insulation inspections 855 & 859 Rigby Ave

### **Intergovernmental**

#### **Humboldt-Rio Dell Business Park**

*Rio Dell City Hall  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532  
cityofriodell.ca.gov*



December 2, 2025

TO: Rio Dell City Council

FROM: Kyle Knopp, City Manager

SUBJECT: Discussion and Possible Action on Adding Parametric Earthquake Insurance Coverage

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize staff to add base level parametric earthquake insurance coverage; or,

Take to action.

BACKGROUND AND DISCUSSION

On August 28, 2025 the Board of Directors for Small Cities Organized Risk Effort (SCORE) received a presentation on the topic of Parametric Earthquake Insurance. SCORE is a Joint Powers Authority that administers the City's risk management. At the Request of SCORE, K2 Parametric Insurance Services was asked to produce a quote for seven jurisdictions. The presentation is attached and the quote would be an annual cost of \$13,730 for a maximum coverage of \$500,000. SCORE has requested that the City accept or decline coverage by December 19, 2025.

Parametric earthquake insurance represents a new approach to catastrophe coverage that differs fundamentally from traditional policies. Parametric insurance is a type of coverage that pays out a predetermined amount based on the intensity of a specific event, rather than on actual losses incurred. For earthquake coverage, the policy triggers payment when objectively measured earthquake parameters exceed predetermined thresholds, regardless of whether physical damage occurs or the extent of actual losses.

The mechanism operates through several key components. First, the policy establishes specific trigger parameters, typically earthquake magnitude as measured on the Richter or moment magnitude scale, and often includes geographic specifications such as epicenter location and distance from insured property. Some policies incorporate additional metrics like ground acceleration or peak ground velocity. The attached document provides two historical sample events, the 1992 Petrolia earthquake and the 2022 December Earthquake as examples.

When an earthquake occurs, independent seismic monitoring agencies such as the USGS automatically record the event parameters. If these measurements exceed the policy's predetermined thresholds, the insurer pays the agreed-upon amount within days or weeks, without requiring damage assessment, claims documentation, or proof of loss.

Parametric coverage offers several benefits. Speed of payment stands out as perhaps the most significant advantage, with funds typically available within 7-30 days after a qualifying event, compared to months or years for traditional claims. This rapid liquidity can help the city maintain operations and begin recovery immediately.

The structure provides transparency and certainty, as policyholders know exactly what events trigger payment and how much they will receive. Administrative efficiency is enhanced since there is no claims adjustment process, reducing overhead costs and eliminating disputes over coverage interpretation or loss valuation.

Additionally, parametric policies can fill coverage gaps left by the Federal Emergency Management Agency (FEMA) or where the California Disaster Assistance Act (CDAA) falls short. Recent examples include FEMA's complete absence following the December 2022 earthquakes and CDAA's lack of provisions Individual Assistance following the same event.

Despite its advantages, parametric coverage has inherent limitations. The most significant is when the triggering event happens but actual losses differ from the payout amount. An organization might suffer substantial damage from an earthquake that falls just below the trigger threshold, receiving no payment, or conversely might receive a payout when actual losses are minimal.

The City does not currently retain any earthquake insurance level.

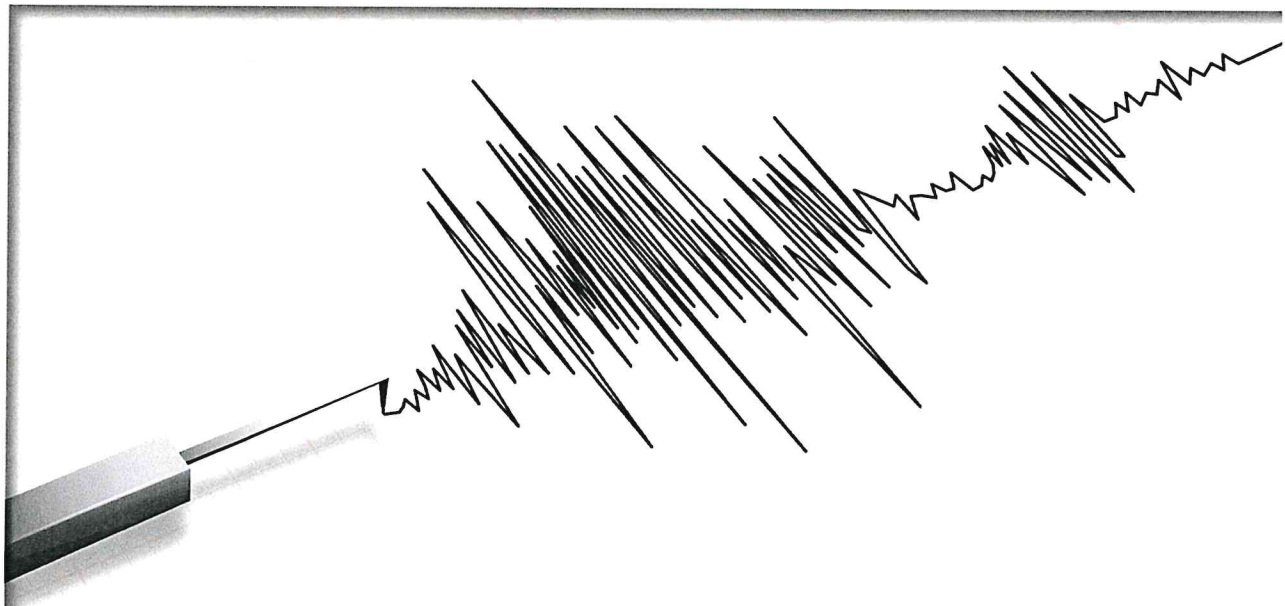
Parametric insurance does not count against federal or state disaster relief formulas.

Attachments:

- K2 Parametric Insurance Services Presentation

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# Parametric Earthquake Insurance



**Presentation to  
SCORE  
Update**

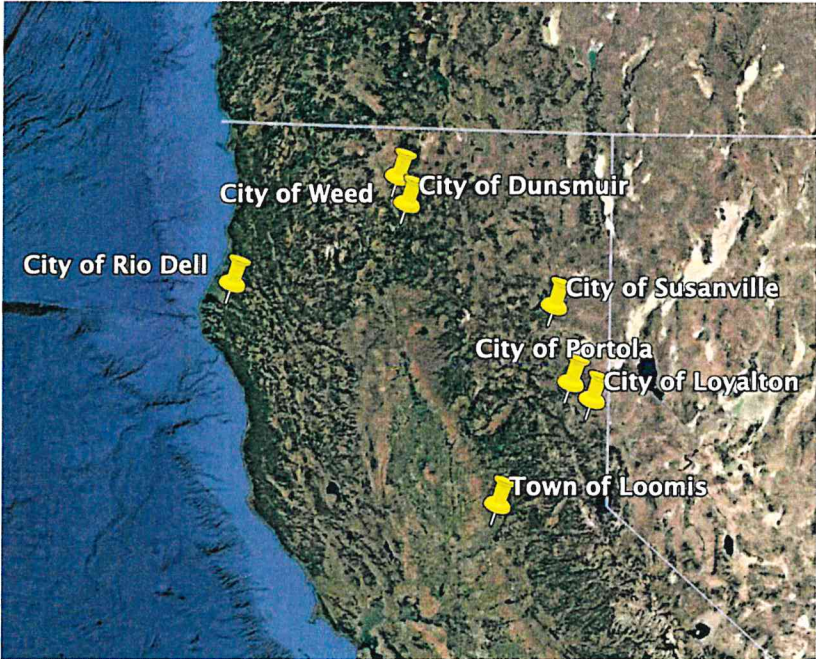
Nov 2025



Member Limits

Member	Limit
City of Dunsmuir	500,000
Town of Loomis	500,000
City of Loyalton	500,000
City of Portola	500,000
City of Rio Dell	500,000
City of Susanville	500,000
City of Weed	500,000

Member Map



Individual members can customize ultimate limit selection.  
 Premium scales proportionally with limit selection.

Overall Pool Limit	2,000,000 (based on participation shown above)
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## Payout Options

*Payout Tables*

Shaking Intensity*	Base Option Payouts (% of limit)	Light Option Payouts (% of limit)
<40	-	-
40	5%	-
45	10%	-
50	15%	5%
55	20%	10%
60	25%	15%
65	30%	20%
70	35%	25%
75	40%	30%
80	45%	35%
85	50%	40%
90	60%	45%
95	70%	50%
100	80%	60%
105	90%	70%
110	100%	80%
115	"	90%
120+	"	100%

\* Shaking Intensity expressed as a percentage of gravity (%G) as reported by the USGS.

## Shaking intensity

Local shaking intensity is measured in G-Forces (percent of gravity). The higher the G-Forces, the more likely the infrastructure damage, lost revenue, etc.

The Payout Tables show percentage of location limit paid for each location's shaking intensity.

Each member will be allowed to elect the Payout Table that is appropriate for their need and budget.

## Pricing

Member	Limit	Stand Alone Purchases		Group Purchases with 6-7 participants	
		Base Option	Light Option	Base Option	Light Option
City of Dunsmuir	500,000	7,025	5,848	6,323	5,263
Town of Loomis	500,000	7,025	5,848	6,323	5,263
City of Loyalton	500,000	7,025	5,848	6,323	5,263
City of Portola	500,000	7,025	5,848	6,323	5,263
City of Rio Dell	500,000	13,730	11,429	12,357	10,286
City of Susanville	500,000	7,025	5,848	6,323	5,263
City of Weed	500,000	7,025	5,848	6,323	5,263

Annual Premium<sup>^</sup> per member shown above.

Each member can choose Base Option or Light Option payout pattern.

Each member can choose different limit than shown above.

Member premium scales proportionally with limit.

Group Purchases:

A shared aggregate limit will apply across the group

Per member pricing is lowest when least 12 members participate

<sup>^</sup> Annual Premium is net of any surplus lines taxes and fees.

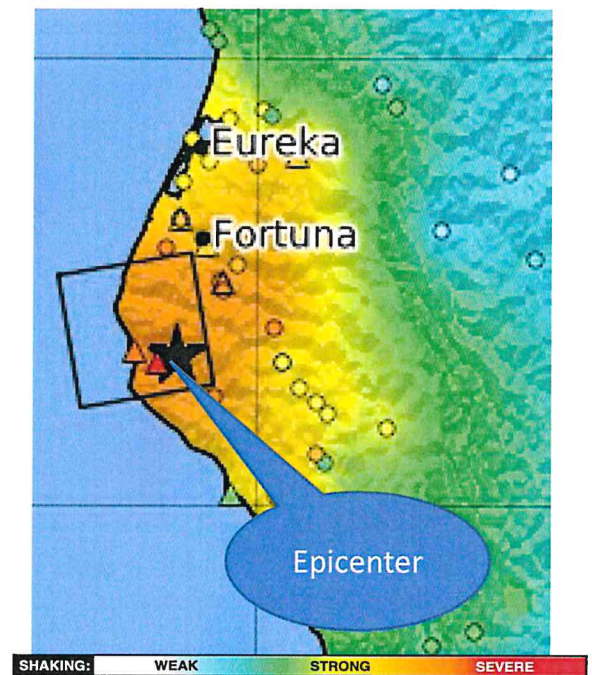
Indicative pricing and capacity indicative and not guaranteed until firm order and confirmation

Sample Event and Payout

Petrolia, CA Earthquake (M7.2) 1992

USGS SHAKEMAP

Member	Limit	Shaking Intensity	Payout Base Option	Payout Light Option
City of Dunsmuir	500,000	89.6	-	-
Town of Loomis	500,000		-	-
City of Loyalton	500,000		-	-
City of Portola	500,000		-	-
City of Rio Dell	500,000		250,000	200,000
City of Susanville	500,000		-	-
City of Weed	500,000		-	-



*\* Shaking Intensity expressed as a percentage of gravity (%G) as reported by the USGS.*

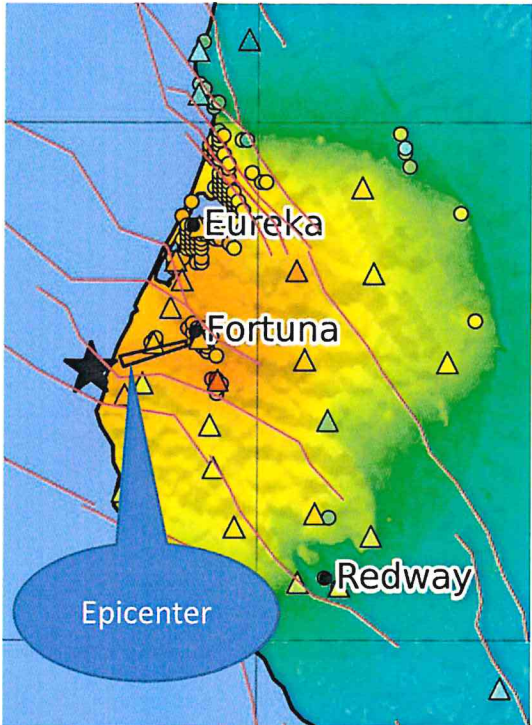


Sample Event and Payout

15km WSW of Ferndale, CA (M6.4) 2022

USGS SHAKEMAP

Member	Limit	Shaking Intensity	Payout Base Option	Payout Light Option
City of Dunsmuir	500,000	107.7	-	-
Town of Loomis	500,000		-	-
City of Loyalton	500,000		-	-
City of Portola	500,000		-	-
City of Rio Dell	500,000		450,000	350,000
City of Susanville	500,000		-	-
City of Weed	500,000		-	-



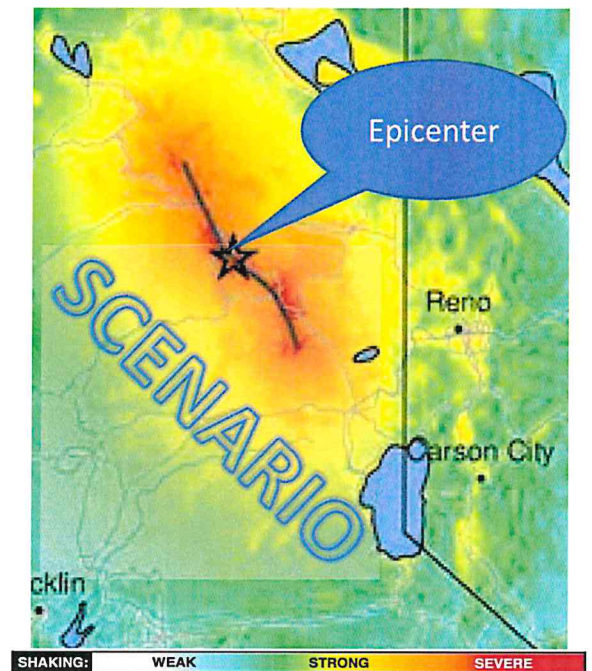
\* Shaking Intensity expressed as a percentage of gravity (%G) as reported by the USGS.

## Sample Event and Payout

### SCENARIO Mohawk Valley Earthquake (M7.1)

#### USGS SHAKEMAP

Member	Limit	Shaking Intensity	Payout Base Option	Payout Light Option
City of Dunsmuir	500,000		-	-
Town of Loomis	500,000		-	-
City of Loyalton	500,000	65.0	150,000	100,000
City of Portola	500,000	74.9	175,000	125,000
City of Rio Dell	500,000		-	-
City of Susanville	500,000	21.3	-	-
City of Weed	500,000		-	-



\* Shaking Intensity expressed as a percentage of gravity (%G) as reported by the USGS.

#### Scenario Earthquake

The above earthquake is a SCENERIO earthquake produced by the USGS.

A scenario shows what could happen if a future earthquake of a certain size hit a specific place, following a particular fault line. It's basically a "what-if" version of an earthquake, created by estimating the shaking that might occur.

When preparing for emergencies, utilities, local governments, and other organizations get the best results by running training drills based on realistic earthquake situations—ones that match what could actually happen in their area.

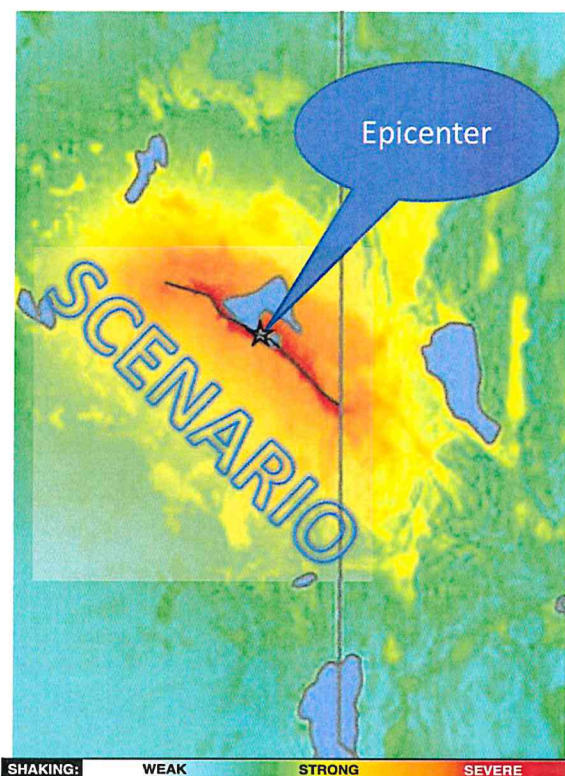


## Sample Event and Payout

### SCENARIO Honey Lake Earthquake (M7.0)

#### USGS SHAKEMAP

Member	Limit	Shaking Intensity	Payout Base Option	Payout Light Option
City of Dunsmuir	500,000		-	-
Town of Loomis	500,000		-	-
City of Loyalton	500,000	33.2	-	-
City of Portola	500,000	29.9	-	-
City of Rio Dell	500,000		-	-
City of Susanville	500,000	74.5	175,000	125,000
City of Weed	500,000		-	-



SHAKING: WEAK STRONG SEVERE

\* Shaking Intensity expressed as a percentage of gravity (%G) as reported by the USGS.

#### Scenario Earthquake

The above earthquake is a SCENERIO earthquake produced by the USGS.

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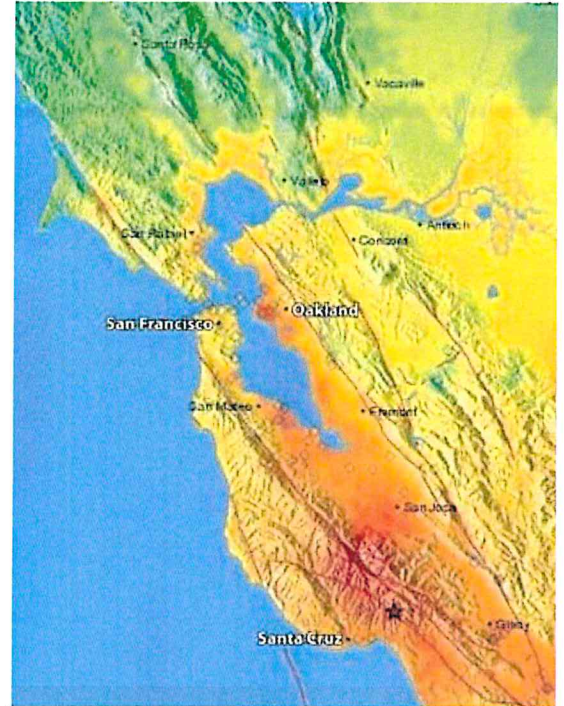
## Appendix



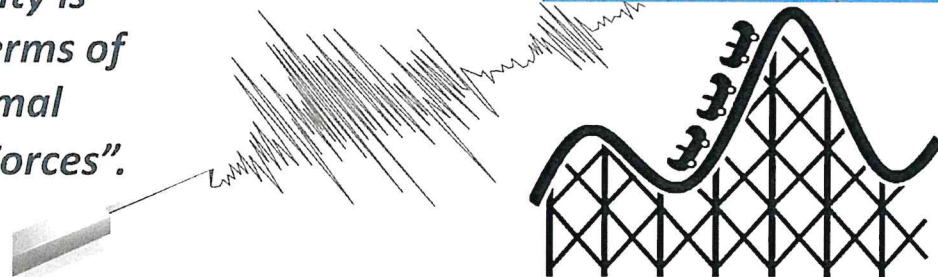
## How is shaking intensity measured?



The United States Geological Survey (USGS) will capture data from dozens of seismic stations and calculate shaking intensity for 100's of Lat / Long points in the affected area. This is called a Shakemap



Shaking intensity is expressed in terms of percent of normal gravity or "G-Forces".



### Shaking Intensity (PSA0.3)

#### Description/Damage

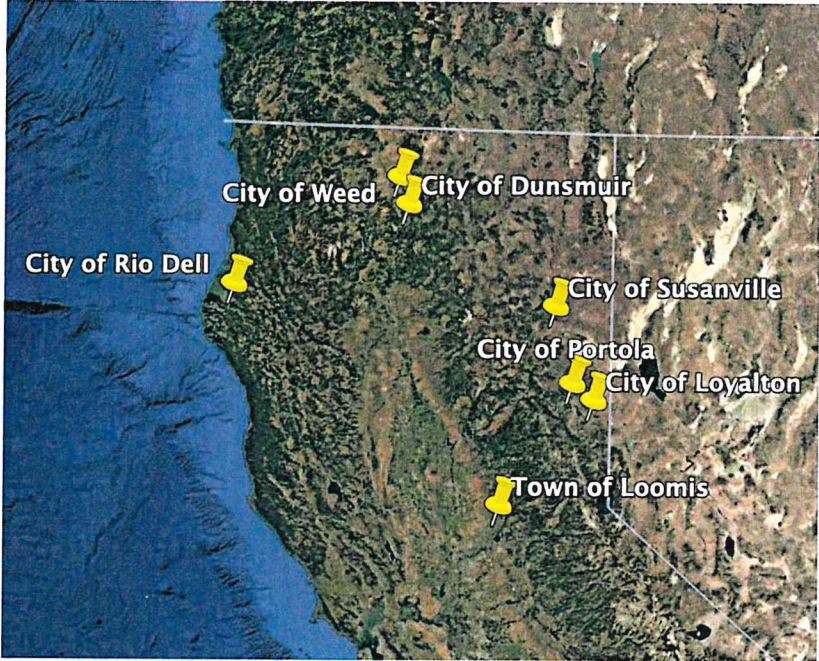
	Felt only by a few persons at rest, especially on upper floors of buildings.
	Felt indoors by many, outdoors by few during the day. At night, some awakened. Dishes, windows, doors disturbed; walls make cracking sound. Sensation like heavy truck striking building. Standing motor cars rocked noticeably.
30	Felt by nearly everyone; many awakened. Some dishes, windows broken. Unstable objects overturned. Pendulum clocks may stop.
50	Felt by all, many frightened. Some heavy furniture moved; a few instances of fallen plaster. Damage slight.
90	Damage negligible in buildings of good design and construction; slight to moderate in well-built ordinary structures; considerable damage in poorly built or badly designed structures; some chimneys broken.
115	Damage slight in specially designed structures; considerable damage in ordinary substantial buildings with partial collapse. Damage great in poorly built structures. Fall of chimneys, factory stacks, columns, monuments, walls. Heavy furniture overturned.
150	Damage considerable in specially designed structures; well-designed frame structures thrown out of plumb. Damage great in substantial buildings, with partial collapse. Buildings shifted off foundations.
150+	Some well-built wooden structures destroyed; most masonry and frame structures destroyed with foundations. Rails bent.



Trigger Locations

City	Trigger Location Latitude	Trigger Location Longitude
City of Dunsmuir	41.2097	-122.273
Town of Loomis	38.8208	-121.1936
City of Loyalton	39.6746	-120.2409
City of Portola	39.8049	-120.4655
City of Rio Dell	40.4988	-124.1067
City of Susanville	40.4194	-120.6619
City of Weed	41.4273	-122.3846

Member Map





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*Rio Dell City Hall  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532  
[cityofriodell.ca.gov](http://cityofriodell.ca.gov)*

December 2, 2025

TO: Rio Dell City Council

FROM: Kyle Knopp, City Manager

SUBJECT: Discussion and Possible Action to Cancel the Regularly Scheduled City Council Meeting of December 16, 2025.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Provide direction to staff.

BACKGROUND AND DISCUSSION

More often than not, this meeting is typically cancelled unless urgent business is before the Council. At this time, no known urgent business is scheduled to be before the Council for that date.

///



Community Development Department  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532

For the Meeting of December 2, 2025

☐ Consent Item; ☒ Discussion Item

To: City Council

From: Kevin Caldwell, Community Development Director 

Through: Kyle Knopp, City Manager

Date: November 24, 2025

Subject: Introduction of Ordinance 419-2025 amending the City's Sign/Billboard regulations to (1) facilitate a third billboard on the east side of Highway 101 within the Humboldt Rio Dell Business Park (HRDBP); (2) establish a definition and use type for community-oriented billboards; and (3) rezone a portion of the City's wastewater disposal field in the west side of Highway 101 to facilitate a total of three billboards, including a community-oriented billboard for use by the Chamber of Commerce; and (4) establish a Qualified (Q) Combining zone.

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**Recommendation:**

That the City Council:

1. Allow staff to introduce and discuss Ordinance No. 419-2025 containing text amendments to the sign regulations, Section 17.30.320 of the RDMC and a map amendment (zone reclassification) of about 3,000 square feet from Public Facility (PF) to Industrial Commercial with a Qualified combining zone (IC-Q) restricting allowed uses to

billboards; and

2. Open the public hearing, receive public input, close the public hearing and deliberate; and
3. Continue the approval and adoption of the Ordinance to the meeting of January 6, 2026.

### **Summary**

At the direction of the City Council, staff is presenting options to (1) facilitate a third billboard on the east side of Highway 101 within the Humboldt Rio Dell Business Park (HRDBP); (2) establish a definition and use type for community-oriented billboards; and (3) rezone a portion of the City's wastewater disposal field in the west side of Highway 101 to Industrial Commercial (IC) to facilitate a maximum of three billboards, including a community-oriented billboard for use by the Chamber of Commerce. The amendments also include the establishment of a Qualified (Q) Combining zone. In this case staff is recommending a Qualified (Q) Combining zone be applied to the base zone of Industrial Commercial (IC-Q) to limit uses to billboards only.

The Planning Commission held a Public Hearing on November 25, 2025 to consider the amendments. The Planning Commission recommends the City Council approve the amendments.

### **Background**

At the Council meeting of October 7, 2025 Wally Coppini, representing the Chamber of Commerce, addressed the Council asking that the Council agendaize a discussion on billboards, in particular billboards promoting the City and its businesses. These types of billboards are typically considered "Community Oriented" billboards

At the Council meeting of October 21, 2025 staff presented background on the current billboard regulations, including zones allowing billboards, location, number and size standards.

It should be noted that in January 2022 the Council discussed three possible sites for billboards over at the City wastewater disposal field. The primary intent was to generate revenue and promote the City's image and community events. Council directed staff to prepare a Request for Proposals (RFP's) for up to three signs which would be constructed, operated and maintained by a third party. Staff prepared the RFP and solicited proposals. No proposals were received.

During the discussion at the October 21<sup>st</sup> City Council meeting, staff pointed out that in addition to limiting the placement of billboards to the east side of Highway 101, the current regulations require a **½ mile between** each billboard and a maximum of three billboards. The required separation distance eliminates the potential for a third billboard. **Attachment 1** identifies the location of the two existing signs, one at the south entrance to the HRDP and one at the north entrance.

### **Humboldt Rio Dell Business Park**

In order to allow a third billboard on the east side of Highway 101 within the HRDBP, staff is recommending amending the separation distance from ½ mile to 1000 feet. Caltrans, which administers the State's Outdoor Advertising Act (OAA) requires a minimum separation of 100 feet in City limits. The OAA requires that billboards in the unincorporated areas be at least 300 feet apart.

It should be noted that one of the property owners attended the October 21<sup>st</sup> meeting and advocated amending the sign regulations too facilitate the third billboard. The property owner initially reached out to the City near the end of 2021 encouraging the City to consider amending the sign regulations to facilitate a billboard on one of his two parcels at the HRDBP.



### **City's Wastewater Disposal Field**

As indicated above, the City's current sign regulations limits billboards (Freeway Oriented Signs) to the HRDBP. Of course, in order to promote the City and its events and businesses, it makes sense to allow allowing billboards/signs across the freeway on the City's Wastewater Disposal parcel, visible to southbound traffic. The OAA only allows billboards on lands zoned industrial or commercial. As such, in order to allow billboards on the west side of Highway 101 on the property of the City's wastewater disposal field, the City would need to amend the sign regulations and rezone the areas for the signs to Industrial Commercial (IC).

Because the Industrial Commercial zone allows a wide variety of uses, staff is recommending establishing a Qualified (Q) Combining Zone. In this case the Q Combining Zone would limit future uses on the City's wastewater disposal parcel to billboards.

Figure 1 identifies possible locations. The middle location is near an existing power pole, an electrical source for a potential digital LED sign.



**Figure 1**

**Zone Reclassification Required Finding:**

- 1. The proposed amendment is consistent and compatible with the General Plan and any implementation programs that may be affected.**

The General Plan contains a number of policies that encourage economic development facilitating the goal “To grow sustainably, provide economic opportunities and local jobs.” Some of the key economic development policies are identified below:

- Policy P1.3.2-1: “Encourage the creation and retention of employment opportunities that provide sustainable wages and benefits for Rio Dell residents by promoting a thriving local retail, personal services, and commercial sector.”

- Policy P1.3.2-2: “Encourage the use of public/private partnerships as a means of redeveloping and revitalizing selected areas ... and analyze the use of such techniques as business improvement districts, redevelopment areas, and assessment districts.”
- Policy P1.3.2-3: “Provide sufficient land for business expansion and attraction of new employers by designating a mixed-use corridor along Wildwood Avenue and in the Town Center.”

Rio Dell sits along Highway 101 — the main travel corridor between the Bay Area and the Oregon border, with limited commercial frontage visible from the highway. Currently, there are **very, few if any, billboards** serving local businesses, meaning travelers often pass by without realizing what’s available in town (food, fuel, lodging, etc.). Southbound oriented billboards could offer local businesses the opportunity to advertise directly to thousands of drivers daily, increasing awareness and potential customer stops. According to Caltrans the Annual Average Daily traffic is between 17,000 and 20,000 vehicles per day. It should be noted that the HRDBP property owner is planning to install a two-sided billboard facing both northbound and southbound traffic.

Amending the City’s current sign regulations to facilitate a third billboard on the east side of Highway 101 within the HRDBP and up to three billboards on the west side of Highway 101 on the City’s wastewater disposal field property is consistent with the City’s economic goals and policies by providing economic opportunities, promoting the City’s local businesses.

In addition, a dedicated community-oriented billboard is a great example of a public-private partnership in promoting the City, it’s businesses and community events.

## **2. The proposed amendments have been processed in accordance with the California Environmental Quality Act (CEQA).**



The proposed amendments were referred to a number of local and responsible agencies, including Caltrans, the Department of Fish and Wildlife (CDFW), the Regional Water Quality Control Board (RWQCB) and the local Wiyot tribes. None of the agencies have expressed any concerns.

The tribes did request that protocols for inadvertent archaeological discoveries be implemented for any future ground-disturbing activities. This recommendation aligns Section 7050.5(b) of the California Health and Safety Code, Sections 5097.94(k) and (i), and 5097.98(a) and (b) of the Public Resources Code (PRC) and Sections 15064.5(d-f) and 15126.4(b)(3) of the California Environmental Quality Act (CEQA) guidelines. The City has been requiring that project proponents conducting ground disturbing activities execute the Inadvertent Discovery Protocol Affidavit included as **Attachment 2**.

Again, although there will be three small, 20' x 50', areas redesignated to Industrial Commercial (IC), staff is recommending establishing a Qualified (Q) Combining Zone. In this case the Q Combining Zone would limit future uses on the City's wastewater disposal parcel to billboards.

Large billboards, 12' x 40', 480 square feet typically utilize drilled pier (Caisson) steel-reinforced footings supporting a steel column or monopole. Footing for these larger billboards range 3.5 – 5 feet in diameter. The actual disturbed area is relatively small. The one parcel at the HRDBP meeting the recommended minimum distance from another billboard is completely paved. As such, it is void of any environmentally sensitive habitat.

The areas on the west side of the highway on the City's wastewater disposal field property are used for growing hay. Given the small footprints of the potential billboards, the ground disturbance impacts will be insignificant. In addition, it is not expected that the footings will adversely impact the hay operations.

The installation of three billboards will impact the visual character of the area. The segment of Highway 101 north of the Eel River is *not a designated State Scenic Highway*, but is visually sensitive due to its open rural context. Potentially allowable structures include:

- Billboard A: up to 12 ft × 40 ft (480 sq ft), height ≤ 35 ft;
- Billboards B & C: up to 10 ft × 20 ft (200 sq ft) each, height ≤ 25 ft.

Each billboard would be mounted on a single steel monopole with concealed electrical service and low-intensity LED or downcast lighting (if illuminated).

The project area lies in the transition zone between the Eel River floodplain and the developed city limits of Rio Dell.

- **Visual character:** The area north of the Eel River Bridge consists of open grasslands with riparian vegetation along the banks of the river and limited built features. The highway embankment is slightly elevated, providing broad views of the surrounding valley and distant forested hills.
- **Existing signage:** Two existing billboards are already present near this segment of U.S. 101; they are visible to motorists traveling northbound and southbound.
- **Viewer experience:** The site on the west side of Highway 101 represents a gateway approach to the City, with the Eel River riparian vegetation, agricultural lands and distant forested hills providing a strong natural visual character. The site on the east side of Highway 101 is within the HRDBP and site just south of an existing 35' +/- tall two story building.

The visual sensitivity of the corridor looking westerly is considered moderate, as the area west of the Highway, with the exception of a few portable shed displays and a 4' x 8' "Quinoa" sign,

provides open scenic views and is visible to both motorists and residents entering or leaving Rio Dell.

The visual sensitivity on the east side of highway 101 is considered less than moderate. This area is developed with a number of large industrial buildings, including an existing 35' +/- tall two story building immediately north of the site and a parcel selling and displaying a large number of portable sheds.

On the west side of Highway 101, the proposed 12'x40' billboard (Billboard A) would be the dominant feature among the three, but its height limitation of 35 feet ensures it remains lower than typical full-size highway signs (often 45–55 ft). The two smaller 10'x20' billboards (Billboards B & C), each limited to 25 ft high, would have a substantially smaller mass and lower profile, reducing skyline intrusion.

When viewed together, the three structures would introduce vertical elements into an otherwise open landscape. However, the **variation in height and size** would reduce the visual uniformity that often causes “sign clutter.” The smaller boards visually balance the larger one due to the recommended spacing (e.g.,  $\geq 400$ –500 ft apart).

LED billboards are currently allowed in the Industrial Commercial (IC) zone. However, staff is recommending codifying a number of performance standards to minimize potential visual impacts, including:

- A copy of the approved Outdoor Advertising Act (OAA) permit shall be provided with the Building Permit application.
- Spacing billboards at least 400 feet apart on the west side of Highway 101.
- Limit billboards height to 35 feet on the east side of Highway 101 within the Humboldt Rio Dell Business Park and 25 feet on the west side of Highway 101.
- Non-reflective, earth-tone finishes are required on poles and rear panels.

- Lighting for non-LED signs shall be downward-directed.
- LED signs shall have automatic brightness controls limiting nighttime brightness to a maximum **0.3 footcandles above ambient** lighting at night (per **International Dark-Sky Association (IDA)** and **IES RP-39** standards).
- LED signs shall have a minimum display time of 10 seconds and a maximum transition time of 2 seconds.
- LED signs shall include full-cutoff fixtures or visors along the top and sides of the billboard face to prevent light spill.

During the day, the monopoles and sign faces would be visible above grassland vegetation but below the treeline of the adjacent hills. Their moderate height would prevent skyline breakage and maintain visual continuity of the horizon line. Non-reflective finishes and muted colors (dark bronze or matte gray) could minimize contrast. Light sources could introduce minor skyglow or glare. With downcast LED fixtures, automatic dimming, and no uplighting, night impacts would remain localized and less than significant.

With the recommended performance standards being incorporated into the City's Sign Regulations, staff believes possible addition of one billboard on the east side of Highway 101 and potentially three billboards on the west side of Highway 101 is **visually compatible** to the Highway 101 corridor north of the Eel River.

The potential billboards would avoid skyline intrusion, maintain the gateway's open views, and be consistent with the Rio Dell General Plan's economic development policies while preserving the aesthetic integrity of the Eel River approach.

The CEQA Guidelines provide for a "common sense exemption" (CEQA Guidelines § 15061(b)(3)) for projects where it can be seen with certainty that the activity will not have a significant effect on the environment.

Based on the proposed amendments, including the addition of a number of performance standards and comments or lack of comments, recommendations from referral agencies, staff believes that the project is Statutorily Exempt pursuant to Section 15061(b) (3) of the CEQA Guidelines, Title 14, Chapter 3 of the California Code of Regulations. Pursuant to Section 15061(b) (3) of the CEQA Guidelines this exemption is covered by the general rule that CEQA applies only to projects which have the potential for causing a **significant** effect on the environment. Where it can be seen with certainty that there is no possibility that the project in question may have a significant effect on the environment, the project is not subject to CEQA.

**Attachment 1:** Map of Existing Signs at the HRDBP

**Attachment 2:** Inadvertent Discovery Protocol Affidavit

**Attachment 3:** Sign Examples

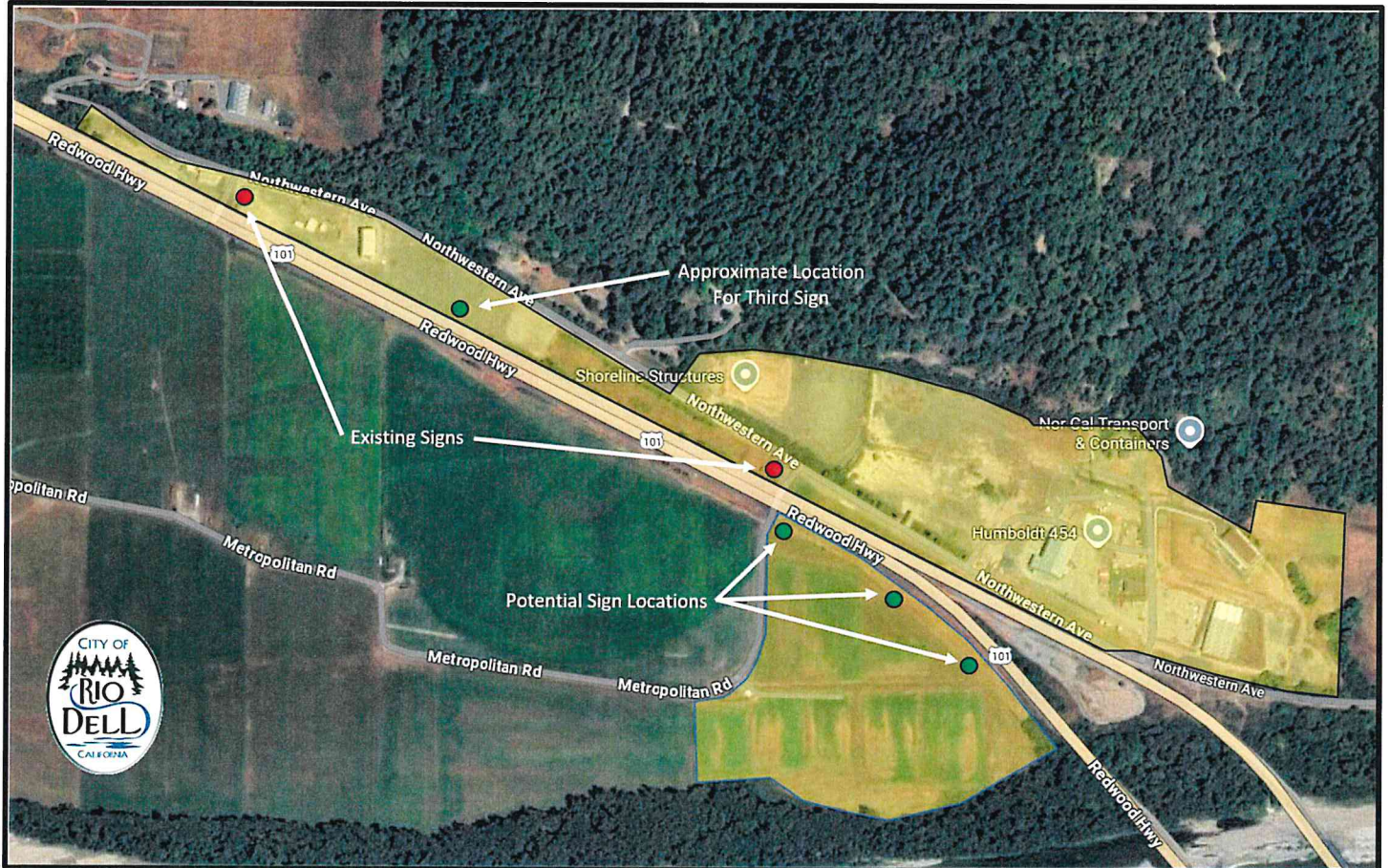
**Attachment 4:** Draft Ordinance No. 419-2025





Community Development Department  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532

## City of Rio Dell – Sign Regulations Amendments



**Project Description:** A text amendment to the City's Sign Regulations to (1) amend the minimum distance between signs for  $\frac{1}{2}$  mile to 1000 feet on the east side of Highway 101 and 500 feet on the west side of Highway 101; and (2) establish a community-oriented billboard definition and regulations; and (3) rezone a portion of the City's wastewater disposal field to Industrial Commercial with a Qualified (Q) combining zone (IC-Q) to limit uses to billboards.

The City's current sign regulations allow for up to three signs at the Humboldt Rio Dell Business Park (HRDBP). There are currently two signs at the HRDBP, one at the southern entrance and one at the northern entrance. The current  $\frac{1}{2}$  mile separation requirement eliminates the potential for a third billboard.

The City is considering rezoning a portion of the City's wastewater disposal field on the west side of Highway 101 across from the HRDBP from Public Facility (PF) to Industrial Commercial with a Qualified Combining Zone (IC-Q). The IC-Q Combining Zone would limit uses on the City's wastewater disposal parcel to billboards. The total area considered for the rezone is approximately 3,000 square feet, three locations 20' x 50' each. Future ground disturbance would be limited to six-foot (6') diameter foundation for a freeway-oriented billboard up 480 square feet. It is expected that the community-oriented billboards, limited to 200 square feet will have two, two-foot (2') diameter foundations.





Community Development Department  
675 Wildwood Avenue  
Rio Dell, CA 95562  
(707) 764-3532

**Inadvertent Discovery Protocol Affidavit**

Property Owner: \_\_\_\_\_ Permit No. \_\_\_\_\_  
Property Address: \_\_\_\_\_

1. If potential archaeological resources, paleontological resources or human remains are unearthed during grading activities, all work ground disturbing activities shall be stopped and a qualified archaeologist funded by the applicant and approved by the City of Rio Dell and the Wiyot Tribe, shall be contracted to evaluate the find, determine its significance, and identify any required mitigation (e.g., data recovery, resource recovery, in-situ preservation/capping, etc.). Any such mitigation shall be implemented by the developer prior to resumption of any ground disturbing activities.

2. In accordance with California Health and Safety Code §7050.5 and California Public Resources Code §5097.94 and 5097.98, if human remains are uncovered during project subsurface construction activities, all work shall be suspended immediately and the City of Rio Dell, Humboldt County Coroner and the Bear River Band of the Wiyot Nation shall be immediately notified. If the remains are determined by the Coroner to be Native American in origin, the Native American Heritage Commission (NAHC) shall be notified within 24 hours of the determination, and the guidelines of the NAHC shall be adhered to in the treatment and disposition of the remains.

State laws call for specific procedures and timelines to be followed in cases when human remains are discovered on private or non-Federal public land in California. It includes penalties (felony) for violating the rules for reporting discoveries, or for possessing or receiving Native American remains or grave goods:

- Section 7050.5 of the California Health and Safety Code and Section 5097.98 of the Public Resources Code (PRC) outline requirements for handling inadvertent discoveries of human remains, including those determined to be Native American with or without associated grave goods, found on private or non-Federal public lands. PRC 5097.99 (as amended by SB 447) specifies penalties for illegally possessing or obtaining Native American remains or associated grave goods.

Another California law imposes strong civil penalties for maliciously digging, destroying or defacing a California Indian cultural or sacred site:

- California Native American Historic Resource Protection Act of 2002 (SB 1816, adding Chapter 1.76 to Division 5 of the PRC), imposes civil penalties including imprisonment and fines up to \$50,000 per violation, for persons who unlawfully and maliciously excavate upon, remove, destroy, injure, or deface a Native American historic, cultural, or sacred site that is listed or may be listed in the California Register of Historic Resources.

Persons failing to comply with the required protocols may be subject to prosecution to the full extent of applicable laws (felony offense).

***I certify that I have read, understand, and agree to the above Inadvertent Discovery Protocol.***

Print Owner's Name:	<hr/>		
Owner's Signature:	<hr/>	Date:	<hr/>
Print Contractor's Name:	<hr/>	License No.	<hr/>
Contractor's Signature:	<hr/>	Date:	<hr/>













**ORDINANCE NO. 419-2025**



**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIO DELL AMENDING THE CITY'S SIGN REGULATIONS 17.30.320, CHAPTER 17.25 TO INCLUDE A QUALIFIED COMBINING ZONE AND REDESIGNATING APPROXIMATELY 3000 SQUARE FEET FROM PUBLIC FACILITY TO INDUSTRIAL COMMERCIAL WITH A QUALIFIED COMBINING ZONE TO LIMIT FUTURE USES TO FREEWAY-ORIENTED SIGNS (BILLBOARDS) AND COMMUNITY-ORIENTED BILLBOARDS**

**WHEREAS**, the City Council directed staff to present options to amend the City's Zoning Ordinance (Title 17) concerning freeway-oriented signs (billboards); and

**WHEREAS**, the proposed amendments are intended to:

1. **Facilitate a third billboard** on the east side of Highway 101 within the Humboldt Rio Dell Business Park (HRDBP) by amending the minimum separation distance;
2. **Establish a definition and use type** for "Community-Oriented Billboards" to promote the City and its businesses; and
3. **Facilitate up to three billboards** (including one Community-Oriented Billboard) on the west side of Highway 101 on the City's Wastewater Disposal Field parcel, requiring the **rezoning** of small, designated portions of that parcel to Industrial Commercial (IC) with a Qualified (Q) Combining Zone; and

**WHEREAS**, the City Council held discussions on billboard regulations on October 7, 2025, and October 21, 2025, in response to requests to promote the City and its businesses; and



**WHEREAS**, staff is recommending amending the minimum separation distance between billboards from one-half mile (2,640 feet) to **1,000 feet** within the HRDBP, which exceeds the minimum 100-foot separation required by the State's Outdoor Advertising Act (OAA) within City limits; and

**WHEREAS**, to allow billboards on the west side of Highway 101, which are currently restricted to the HRDBP zone, staff recommends rezoning three small, 20' x 50' areas of the Wastewater Disposal Field parcel to **Industrial Commercial (IC) with a Qualified (Q) Combining Zone**, with the (Q) Zone limiting future use on these areas exclusively to billboards; and

**WHEREAS**, the proposed amendments and rezone were processed in accordance with the California Environmental Quality Act (**CEQA**) and were referred to relevant local and responsible agencies, including Caltrans, the Department of Fish and Wildlife (CDFW), the Regional Water Quality Control Board (RWQCB), and the local Wiyot tribes; and

**WHEREAS**, no significant environmental concerns were raised by the referral agencies, and the City is incorporating recommended performance standards to mitigate visual impacts and an inadvertent archaeological discoveries protocol; and

**WHEREAS**, the proposed amendments incorporate a number of performance standards into the City's Sign Regulations to minimize potential visual impacts, including:

- Spacing billboards at least **400 feet apart** on the west side of Highway 101.
- Limiting billboard height to **35 feet** on the east side (HRDBP) and **25 feet** on the west side of Highway 101.
- Requiring **non-reflective, earth-tone finishes** on poles and rear panels.
- Implementing strict **performance standards for LED signs** concerning brightness (maximum 0.3 footcandles above ambient lighting at night), display time (minimum 10 seconds), transition time (maximum 2 seconds), and light spill (full-cutoff fixtures/visors); and

**WHEREAS**, the Planning Commission has reviewed the staff report, heard testimony, and considered all information presented; and

**WHEREAS**, the Planning Commission found that the project is **Statutorily Exempt** from CEQA pursuant to Section 15061(b)(3) of the CEQA Guidelines (General Rule), as it can be seen with certainty that there is no possibility that the project, with the recommended performance standards, may have a significant effect on the environment.

**WHEREAS** the Planning Commission of the City of Rio Dell founds the proposed amendments and rezone are consistent with the required findings: and

**WHEREAS**, the City Council finds and determines that the proposed amendments to the Municipal Code are adopted pursuant to the City's police power authority to protect the public health, safety, and welfare.

**NOW, THEREFORE, BE IT ORDAINED** by the City Council of the City of Rio Dell as follows:

#### **SECTION I. Incorporation of Recitals.**

The City Council of the City of Rio Dell finds that the above recitals are true and correct and are incorporated herein by reference.

#### **SECTION 2. Amendments to Chapter 17 of the Rio Dell Municipal Code.**

Section 17.10.010 Definitions is amended to include:

**Community-Oriented Billboard.** Means a **Freeway-Oriented Sign** (Billboard) whose advertising display is restricted to promoting City-sponsored events, local businesses, public services, or general information regarding the City of Rio Dell and its surrounding community. This use type is typically managed or sponsored by a municipal or civic entity, such as the City or the Chamber of Commerce.



Chapter 17.25 is amended to establish a Qualified (Q) combining zone, Section 17.25.070 as follows:

Section 17.25.040 is amended as follows:

17.25.040 Combining zones and respective designations.

The following table lists the area combining zones and their respective designators:

Combining Zone	Designation	Code Section
Design Review	D	17.25.050
Planned Development	PD	17.25.060
Qualified	Q	17.25.070

17.25.070 Qualified combining zone.

(1) Purpose and Intent. The Qualified Combining Zone Regulations are intended to be combined with principal zones to help more precisely implement the adopted General Plan and/or to restrict uses that may not be compatible or desirable with the allowed uses of the principal zone or surrounding properties.

(2) Applicability. The City Council may combine the Qualified Combining Zone with any principal zone. In combining the Qualified Combining Zone with any principal zone, the City Council may delete principally permitted uses, conditionally permitted uses, or accessory uses. The City Council may also require Use Permits for principal permitted uses or accessory uses. Zone reclassifications to implement the Qualified Combining Zone are subject to making all of the required findings in Chapter 17.35 of this division.

(3) Map Designation. When combined with a principal zone, the Qualified Combining Zone shall be represented on the adopted zoning maps by the Q designator. The Q designator shall immediately follow the Principal Zone designator. For example: UR-Q, RM-Q, IC-Q. Reference to the specific requirements of any “Q”/“Qualified” Zone is contained on the zoning map, and the requirements are set forth in the specific ordinances which create each “Q” Zone.

Section 17.30.320(5)(j) is hereby amended as follows:

(j) Freeway Oriented Billboards. Notwithstanding the prohibition against off-site commercial signs, freeway oriented billboards may be permitted subject to first obtaining a conditional use permit from the Planning Commission. For the purposes of this section, a “freeway oriented billboard” is hereby defined as an outdoor freestanding sign board which is located within 100 feet of State Highway 101 and which advertises a business, service or product which is not produced or sold at the site of the sign. A conditional use permit for a freeway oriented billboard may be issued only if the proposed billboard complies with all of the following conditions:

(i) Location. A freeway oriented billboard shall be located only on property zoned Industrial Commercial and located at the Humboldt Rio Dell Business Park and the City’s wastewaters disposal field on the west side of Highway 101. No freeway oriented billboard shall be located closer than ~~one-half mile~~ 1000 feet to another freeway oriented billboard at the Humboldt Rio Dell Business Park and 400 feet on the City’s wastewater disposal field on the west side of Highway 101. No freeway oriented billboard shall be located on or within any public right-of-way.

(ii) Maximum Number of Freeway Oriented Billboards. No more than a total of three freeway oriented billboards may be constructed or approved at the Humboldt Rio Dell Business Park and no more than a total of three freeway oriented billboards, including community oriented billboards on the City’s wastewaters disposal field on the west side of Highway 101 by the City

at any time; provided, that each sign must meet all the conditions of this section. Once there are three freeway oriented billboard use permits issued [at the Humboldt Rio Dell Business Park](#) and three freeway oriented billboards on the City's wastewater disposal field on the west side of Highway 101 ~~in the City~~, no other use permit application for a freeway oriented billboard can be processed by the City.

(iii) Height. No freeway oriented billboard shall exceed a height of 35 feet as measured from the existing grade of the property on which the freeway oriented billboard will be located.

(iv) Size of Signage. No freeway oriented billboard shall exceed 480 square feet of advertising surface area. No freeway oriented billboard may contain more than two advertising surface areas. No advertising surface area may contain more than two advertisements.

(v) Lighting. A freeway oriented billboard may be illuminated in accordance with this title; however, no blinking, flashing, rotating, animated lighting or movement of any kind shall be permitted. [Lighting for non-LED signs shall be downward-directed. In addition, LED signs shall comply with the following:](#)

- [LED signs shall have automatic brightness controls limiting nighttime brightness to a maximum 0.3 footcandles above ambient lighting at night \(per International Dark-Sky Association \(IDA\) and IES RP-39 standards\).](#)
- [LED signs shall have a minimum display time of 10 seconds and a maximum transition time of 2 seconds.](#)
- [LED signs shall include full-cutoff fixtures or visors along the top and sides of the billboard face to prevent light spill.](#)

(vi) Approval by State of California. Freeway oriented billboards receiving a conditional use permit from the City shall not be constructed without proof of a permit issued by the State of California Department of Transportation, pursuant to the California Outdoor Advertising Act.



The City's restrictions regarding freeway oriented billboards shall apply if the City's limitations are more restrictive than the State requirements.

(vii) Structural Design. No freeway oriented billboard shall be approved without Planning Commission review and approval of the structural design. In particular, the Planning Commission shall ensure that the location, color, materials and details of the structural design of the freeway oriented billboard are attractive and compatible with surrounding land uses and the City's rural, hometown image. [Non-reflective, earth-tone finishes are required on poles and rear panels.](#)

(viii) Maintenance. Freeway oriented billboards and their supporting members must be maintained in good condition at all times. Upon order by the City, dilapidated freeway oriented billboards must be repaired or removed within 30 days.

[\(k\) Community Oriented Billboards. Notwithstanding the prohibition against off-site commercial signs, community oriented billboards may be permitted subject to first obtaining a conditional use permit from the Planning Commission. A conditional use permit for a community oriented billboard may be issued only if the proposed billboard complies with all of the following conditions:](#)

[\(i\) Location. A community oriented billboard shall be located only on property zoned Industrial Commercial and located at the City's wastewater disposal field on the west side of Highway 101. No community oriented billboard shall be located closer than 400 feet to another billboard. No community oriented billboard shall be located on or within any public right-of-way.](#)

[\(ii\) Maximum Number of Community Oriented Billboards. No more than one community oriented billboard may be constructed or approved at the City's wastewaters disposal field on the west side of Highway 101 by the City at any time; provided, that the sign must meet all the conditions of this section.](#)

(iii) Height. No community oriented billboard shall exceed a height of 25 feet as measured from the existing grade of the property on which the freeway oriented billboard will be located.

(iv) Size of Signage. No community oriented billboard shall exceed 200 square feet of surface area.

(v) Lighting. A community oriented billboard may be illuminated in accordance with this title; however, no blinking, flashing, rotating, animated lighting or movement of any kind shall be permitted. Lighting for non-LED signs shall be downward-directed. In addition, LED signs shall comply with the following:

- LED signs shall have automatic brightness controls limiting nighttime brightness to a maximum 0.3 footcandles above ambient lighting at night (per International Dark-Sky Association (IDA) and IES RP-39 standards).
- LED signs shall have a minimum display time of 10 seconds and a maximum transition time of 2 seconds.
- LED signs shall include full-cutoff fixtures or visors along the top and sides of the billboard face to prevent light spill.

(vi) Approval by State of California. Community oriented billboards receiving a conditional use permit from the City shall not be constructed without proof of a permit issued by the State of California Department of Transportation, pursuant to the California Outdoor Advertising Act. The City's restrictions regarding community oriented billboards shall apply if the City's limitations are more restrictive than the State requirements.

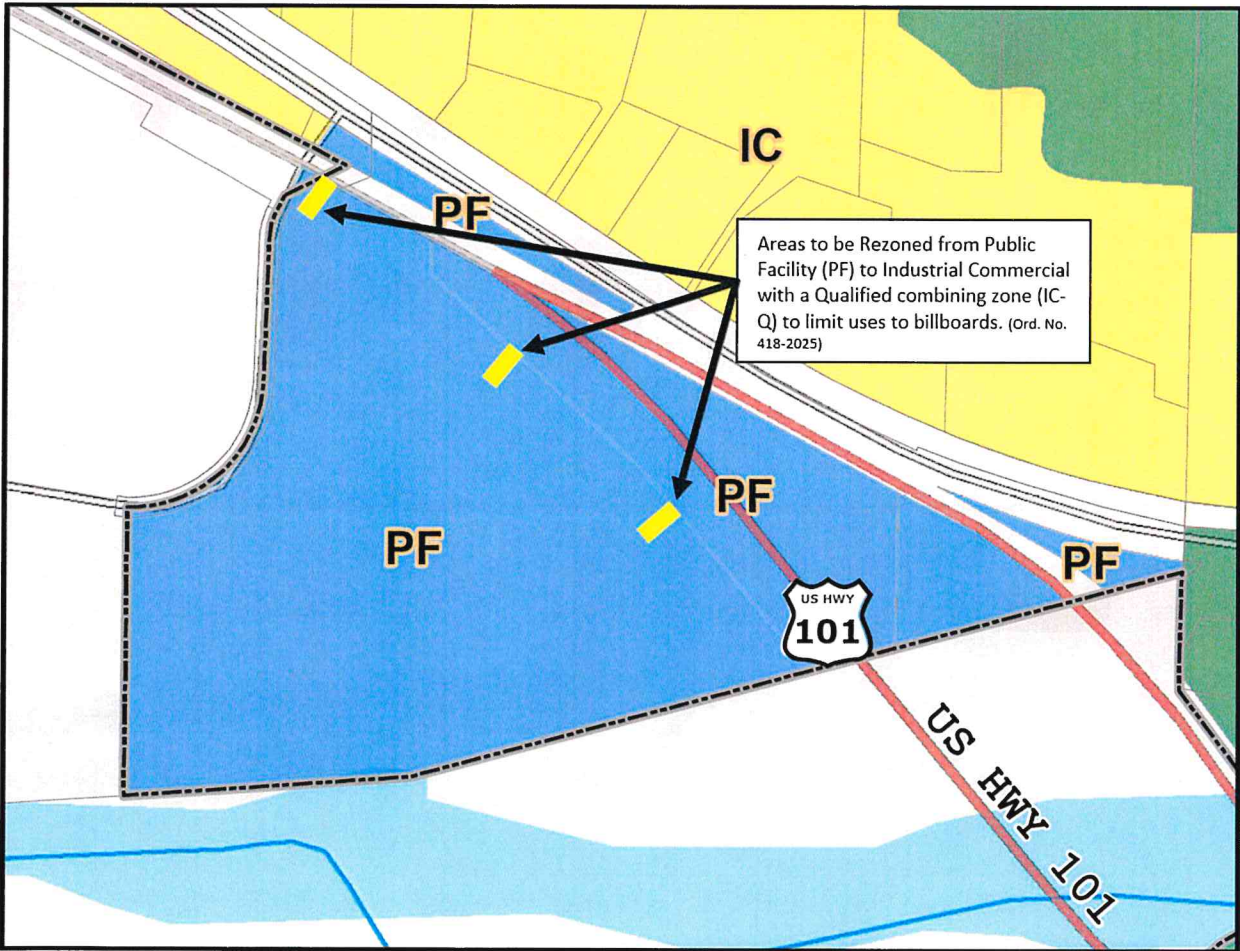
(vii) Structural Design. No community oriented billboard shall be approved without Planning Commission review and approval of the structural design. In particular, the Planning Commission shall ensure that the location, color, materials and details of the structural design of the community oriented billboard are attractive and compatible with surrounding land uses and the City's rural, hometown image. Non-reflective, earth-tone finishes are required on poles and rear panels.



(viii) Maintenance. Freeway oriented billboards and their supporting members must be maintained in good condition at all times. Upon order by the City, dilapidated freeway oriented billboards must be repaired or removed within 30 days.

**SECTION 3. Zoning Map Amendment.**

The areas identified below are hereby rezoned from Public Facilities (PF) to Industrial Commercial with a Qualified combining zone (IC-Q) to limit uses to billboards.



**SECTION 4. California Environmental Quality Act (CEQA).**

Based on the proposed amendments, potential future project locations, the addition of a number of performance standards and comments or lack of comments, recommendations from referral agencies, the City Council finds the project is Statutorily Exempt pursuant to Section 15061(b) (3) of the CEQA Guidelines, Title 14, Chapter 3 of the California Code of Regulations. Pursuant to Section 15061(b) (3) of the CEQA Guidelines this exemption is covered by the general rule that CEQA applies only to projects which have the potential for causing a *significant* effect on the environment. Where it can be seen with certainty that there is no possibility that the project in question may have a significant effect on the environment, the project is not subject to CEQA.

**SECTION 5. Severability.**

In the event that a court of competent jurisdiction holds any Section, subsection, paragraph, sentence, clause, or phrase in this Ordinance unconstitutional, preempted, or otherwise invalid, the invalid portion shall be severed from this Ordinance and shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted each Section, subsection, paragraph, sentence, clause, or phrase in this Ordinance irrespective of the fact that any one or more sections, subsections, paragraphs, sentences, clauses or phrases in this Ordinance might be declared unconstitutional, preempted, or otherwise invalid.

**Section 6. Effective Date**

This ordinance becomes effective thirty (30) days after its approval and adoption.

I **HEREBY CERTIFY** that the forgoing Ordinance was duly introduced at a regular meeting of the City Council of the City of Rio Dell on December 2, 2025, and furthermore the forgoing Ordinance was passed, approved and adopted at a regular meeting of the City Council of the City of Rio Dell, held on January 6, 2026, by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

\_\_\_\_\_  
Debra Garnes, Mayor

ATTEST:

I, Karen Dunham, City Clerk for the City of Rio Dell, State of California, hereby certify the above and foregoing to be a full, true and correct copy of Ordinance No. 419-2025 which was passed, approved and adopted at a regular meeting of the City Council of the City of Rio Dell, held on January 6, 2026.

\_\_\_\_\_  
Karen Dunham, City Clerk, City of Rio Dell