



AGENDA
RIO DELL PLANNING COMMISSION MEETING
TUESDAY, MAY 26, 2026 6:00 PM
City Council Chambers - 675 Wildwood Avenue, Rio Dell

WELCOME – Copies of this agenda, staff reports and other material available to the Commission are available at the City Clerk’s Office in City Hall, 675 Wildwood Avenue and on the City’s website at www.cityofriodell.ca.gov. Your City Government welcomes your interest and hopes you will attend and participate in Rio Dell Planning Commission meetings often.

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. CEREMONIAL MATTERS

E. CONSENT CALENDAR

1. 2026/0526.01 - Approve Minutes of the March 24th, 2026, Regular Meeting (**ACTION**)
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F. PUBLIC PRESENTATIONS

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

Written public comment must be submitted via email no later than 1-hour before the meeting at publiccomment@cityofriodell.ca.gov. Your comments will be read out loud, for up to three minutes.

G. SCHEDULED MATTERS/PUBLIC HEARINGS/STUDY SESSIONS

1. 2026/0526.02 - Jeffries Billboard Conditional Use Permit File No. 205-111-057; Case No. CUP 2026-01 350 Northwestern Avenue - (**DISCUSSION/POSSIBLE ACTION**) -
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H. STAFF COMMUNICATIONS/UPDATES

I. ADJOURNMENT

The next Regular Planning Commission meeting is scheduled for

June 23, 2026 at 6:00 p.m.

**RIO DELL PLANNING COMMISSION
REGULAR MEETING MINUTES**

March 24, 2026

CALL TO ORDER

Commissioner Knight called the regular meeting of the Rio Dell Planning Commission to order at 6:00 p.m. in the City Council Chambers, 675 Wildwood Avenue, Rio Dell, California.

ROLL CALL

Present:

Commissioners Knight, Arsenault, Millington, Durley

Absent:

Commissioner Angeloff - Excused

Staff Present:

Community Development Director Caldwell, City Clerk Hill

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Knight.

CEREMONIAL MATTERS

None.

CONSENT CALENDAR

1. Approve Minutes of the January 27, 2026 Regular Meeting (Action)

Commissioner Knight noted a correction to the January minutes: the record should show that Commissioner Knight, not Commissioner Angeloff, called the January 27, 2026 meeting to order.

Motion: Commissioner Arsenault moved to approve the minutes subject to that correction.

Second: Commissioner Milligan

Vote: Motion carried 4/0

PUBLIC PRESENTATIONS

Commissioner Knight called for any public comment on non-agenda items.

Staff Report: No written or verbal comments were received.

Public Comment Closed.

SCHEDULED MATTERS / PUBLIC HEARINGS / STUDY SESSIONS

1. 2026/0324.02 – Accessory Dwelling Unit (ADU) Text Amendment, Resolution No. 190-2026 (Discussion/Possible Action)

Community Development Director Caldwell presented the staff report. He explained that the proposed text amendment aligns the City's ADU regulations with current State housing law requirements regarding minimum ADU sizes.

- The amendment allows at least 800 sq. ft. for one-bedroom units and 1,000 sq. ft. for two-bedroom units, in accordance with State law.
- The current city standards limiting ADUs to 50% of the primary unit size (up to 1,200 sq. ft.) are inconsistent with state mandates.
- The resolution number on page 12 of the packet was corrected to Resolution No. 190-2026.
- This text amendment is consistent with the General Plan and the Housing Element and is exempt from CEQA under Section 15061(b)(3), as its adoption will not result in any significant environmental impacts.

Discussion:

Commissioners discussed distinctions between ADUs and duplexes under SB 9, with Community Development Director Caldwell noting that state guidance on that issue remains unclear. He indicated he has requested clarification from the State Department of Housing and Community Development (HCD) and will report back at a future meeting.

Motion: Commissioner Arsenault moved to adopt Resolution No. 190-2026, recommending that the City Council adopt the proposed text amendments to the ADU regulations.

Second: Commissioner Millington.

Vote: Motion carried 4/0

STAFF COMMUNICATIONS / UPDATES

Community Development Director Caldwell reported that the next Planning Commission meeting is scheduled for April 28, 2026, and will include the rezoning and plan

amendment for the CAL FIRE/Todd property. He noted the public notice list includes approximately 125 parcels and expects significant public participation. Caldwell added that the CAL FIRE project construction schedule had been pushed back to 2031, and there were unconfirmed reports it may not proceed, depending on the state budget.

ADJOURNMENT

Motion: Commissioner Arsenault moved to adjourn the meeting.

Second: Commissioner Knight.

Vote: Motion carried 4/0

The meeting adjourned at 6:13 p.m.

Next Regular Meeting:

Tuesday, April 28, 2026, at 6:00 p.m. in the City Council Chambers.

Patrick Knight, Vice-Chair

Attest:

Jessica Hill, City Clerk



Community Development Department

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

For Meeting of: May 26, 2026

Consent Item; Public Hearing Item

To: Planning Commission

From: Kevin Caldwell, Community Development Director

Through: Kyle Knopp, City Manager

Date: May 12, 2026

Subject: Jeffries Billboard Conditional Use Permit
File No. 205-111-057; Case No. CUP 2026-01
350 Northwestern Avenue

Recommendation:

That the Planning Commission:

1. Receive staff’s report regarding the proposed Conditional Use Permit;
2. Open the public hearing, receive public input, close the public hearing and deliberate;
3. Assuming that public testimony is substantially in support of the proposal, find that:
 - (a) The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this title and all other City ordinances;
 - (b) The proposed use is consistent with the general plan and any applicable specific plan;
 - (c) The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;

(d) The site is physically suitable for the type, density and intensity of use being proposed, including access, utilities, and the absence of physical constraints;

(e) Granting the permit would not be detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; and

(f) The Conditional Use Permit has been processed in accordance with the applicable provisions of the California Government Code and the California Environmental Quality Act (CEQA);

4. Adopt Resolution No. PC 191-2026 approving the Conditional Use Permit, subject to the Conditions of Approval, Exhibit A.

Summary

The applicant requests approval of a Conditional Use Permit (CUP) to allow the installation and operation of one double-faced, V-type, illuminated digital LED freeway oriented billboard on property located at 350 Northwestern Avenue within the Humboldt Rio Dell Business Park.

The proposed billboard would consist of a steel monopole structure with a maximum height of 35 feet above finished grade. The billboard would contain two advertising faces, each measuring approximately 475.22 square feet. The sign is proposed adjacent to U.S. Highway 101 and oriented toward northbound and southbound traffic lanes.

According to the applicant's submitted Plan of Operations (Attachment 1), the billboard would:

- Operate continuously;
- Utilize automatic dimming technology;
- Change displays no more frequently than every 10 seconds;
- Include no flashing, blinking, rotating, or animated lighting;
- Be located entirely on private property;
- Utilize existing access improvements;
- Be maintained on a routine basis; and
- Comply with applicable California Building Code and Caltrans requirements.

Required Findings/Staff Analysis

Section 17.35.030 Rio Dell Municipal Code (RDMC) Conditional Use Permits.

1. Zoning Consistency

(a) The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this title and all other City ordinances;

Land Use:

The proposed location is designated Industrial Commercial (IC). The purpose of the Industrial Commercial zone is to provide for industrial and commercial uses. Freeway oriented billboards are conditionally permitted within the Industrial Commercial zoning district subject to compliance with RDMC Section 17.30.320(5)(j).

Development Standards

1. Location

Section 17.30.320(5)(j)(i) of the RDMC requires freeway oriented billboards to:

- Be located within 100 feet of State Highway 101;
- Be located on property zoned Industrial Commercial within the Humboldt Rio Dell Business Park;
- Maintain a minimum separation distance of 1,000 feet between freeway oriented billboards within the Humboldt Rio Dell Business Park;
- Not be located on or within a public right-of-way.

The applicant proposes to locate the billboard on Industrial Commercial zoned property within the Humboldt Rio Dell Business Park at 350 Northwestern Avenue.

The submitted site information indicates the billboard would be located approximately 42 feet from the edge of Highway 101 pavement and approximately 53 feet from the northbound fog line, thereby complying with the location requirement.

The applicant further states that there is an existing freeway oriented billboard approximately 1,255 feet north of the site and another billboard approximately 1,375 feet south of the site. Staff finds the proposed billboard satisfies the minimum 1,000-foot spacing requirement applicable to freeway oriented billboards within the Humboldt Rio Dell Business Park. The billboard would be located entirely on private property and outside of any public right-of-way.

Therefore, staff finds the project complies with the location requirements of RDMC Section 17.30.320(5)(j)(i).

2. Maximum Number of Freeway Oriented Billboards

RDMC Section 17.30.320(5)(j)(ii) limits the City to:

- No more than three freeway oriented billboards within the Humboldt Rio Dell Business Park; and

As indicated above there are two existing billboards within the Humboldt Rio Dell Business Park. As such, approval of the proposed billboard would not exceed the maximum number of freeway oriented billboard permits authorized within the Humboldt Rio Dell Business Park.

3. Height

RDMC Section 17.30.320(5)(j)(iii) limits freeway oriented billboards to a maximum height of 35 feet measured from existing grade.

The applicant proposes a billboard structure with a maximum height of 35 feet above finished grade. Staff finds the project complies with the applicable height limitation.

4. Size of Signage

RDMC Section 17.30.320(5)(j)(iv) limits freeway oriented billboards to:

- A maximum advertising surface area of 480 square feet per advertising face;
- No more than two advertising surfaces; and
- No more than two advertisements per advertising surface.

The proposed billboard includes two advertising faces measuring approximately 475.22 square feet each. The application materials indicate the billboard would contain no more than two advertising surfaces.

Staff finds the project complies with the size limitations established by the Municipal Code.

5. Lighting

RDMC Section 17.30.320(5)(j)(v) permits illuminated freeway oriented billboards provided no blinking, flashing, rotating, animated lighting, or movement occurs.

For LED signs, the Municipal Code further requires:

- Automatic brightness controls limiting nighttime brightness to no more than 0.3 footcandles above ambient nighttime lighting;
- A minimum display time of 10 seconds;
- A maximum transition time of 2 seconds; and
- Full-cutoff fixtures or visors to prevent light spill.

The applicant proposes:

- Automatic brightness controls and dimming technology;
- Display changes no more frequently than every 10 seconds;
- Transition periods no greater than 2 seconds;
- No blinking, flashing, rotating, or animated lighting; and

- Full-cutoff shielding and visors.

The applicant further states nighttime illumination would not exceed 0.3 footcandles above ambient nighttime lighting conditions.

Staff finds the proposed billboard lighting system complies with the lighting standards established in RDMC Section 17.30.320(5)(j)(v).

6. Approval by State of California

RDMC Section 17.30.320(5)(j)(vi) requires freeway oriented billboards receiving a Conditional Use Permit from the City to obtain a permit from the California Department of Transportation pursuant to the California Outdoor Advertising Act.

The applicant acknowledges that a Caltrans permit must be obtained prior to construction. A condition of approval requires the submission of all required State approvals prior to issuance of building permits.

7. Structural Design

RDMC Section 17.30.320(5)(j)(vii) requires Planning Commission review and approval of the structural design, including review of the location, color, materials, and details to ensure compatibility with surrounding land uses and the City's rural hometown image.

The applicant proposes:

- A single steel monopole structure;
- Non-reflective earth-tone finishes on the pole and rear panels; and
- Engineered structural components designed in compliance with the California Building Code.

The proposed billboard would be located within the Humboldt Rio Dell Business Park adjacent to Highway 101 in an area characterized by commercial and industrial development.

Staff finds the structural design, materials, and finishes are compatible with the surrounding area and consistent with the intent of the Municipal Code.

8. Maintenance

RDMC Section 17.30.320(5)(j)(viii) requires freeway oriented billboards and their supporting members to be maintained in good condition at all times and authorizes the City to require repair or removal of dilapidated structures within 30 days.

The applicant proposes routine inspections, regular maintenance, prompt repair of damaged components, and compliance with City directives regarding maintenance and removal.

General Plan Consistency

(b) The proposed use is consistent with the general plan and any applicable specific plan;

The General Plan designation is also Industrial Commercial (IC). Below is an excerpt from the General Plan regarding the Industrial Commercial designation:

This designation provides for industrial and commercial uses. It will be applied to land bordering U.S. Highway 101 that has historically been industrial, but has potential for commercial establishments.

The proposed freeway oriented billboard is consistent with the economic development policies of the Rio Dell General Plan because the project supports highway-oriented economic activity, business visibility, tourism promotion, and commercial investment within an area specifically designated for industrial and commercial development.

The proposed billboard would be located within the Humboldt Rio Dell Business Park adjacent to U.S. Highway 101, one of the primary transportation corridors through the region. The General Plan encourages economic development activities that capitalize on Highway 101 exposure and support commercial and industrial uses capable of strengthening the City's economic base. By providing high-visibility advertising opportunities for businesses, services, lodging, dining, retail, and regional attractions, the billboard would enhance commercial exposure and improve the ability of local and regional businesses to reach the traveling public.

The project is also consistent with General Plan policies intended to encourage investment and economic activity within planned commercial and industrial districts. The site is located within an Industrial Commercial zoning district where freeway oriented commercial activity is anticipated and regulated by the Municipal Code. The billboard would represent a revenue-generating commercial use that supports continued utilization and economic viability of property within the Business Park without requiring substantial public infrastructure expansion or municipal services.

In addition, the proposed billboard may assist in promoting tourism-related economic activity by providing advertising opportunities for local businesses, community events, lodging, recreation, dining, and regional attractions serving travelers along the Highway 101 corridor. Increased business visibility can contribute to local economic activity, transient occupancy tax generation, sales tax generation, and broader economic development objectives identified in the General Plan.

The project is further consistent with the General Plan's objective of directing more intensive commercial activities toward established transportation corridors and existing developed areas. The billboard would be located within an already developed highway commercial environment adjacent to existing transportation infrastructure, thereby avoiding pressure for commercial encroachment into residential neighborhoods or environmentally sensitive areas.

Finally, the project supports economic utilization of privately owned commercial property while remaining subject to operational, lighting, maintenance, and design standards intended to preserve public safety and compatibility with the City's hometown character. As conditioned, the billboard balances economic development objectives with community design considerations reflected in the General Plan and Municipal Code.

Based on the proposed use and a review of the General Plan policies, staff believes the proposed use is consistent with the General Plan.

Land Use Compatibility

(c) The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;

The design, location, size, and operating characteristics of the proposed freeway oriented billboard are compatible with the existing and future land uses in the vicinity because the project is located within an established highway-oriented industrial and commercial corridor specifically designated for commercial and industrial activities within the Rio Dell Humboldt Rio Dell Business Park.

The surrounding area is characterized by Highway 101 transportation infrastructure, industrial and commercial development, utility-related uses, and other highway-oriented activities. The proposed billboard is consistent with the visual and functional character of this corridor, where larger-scale signage and transportation-oriented commercial uses are anticipated. The site is not located within or immediately adjacent to established residential neighborhoods or sensitive land use areas where billboard development could create substantial land use conflicts.

The proposed billboard's size and height comply with the limitations established by Rio Dell Municipal Code Section 17.30.320(5)(j), which specifically regulates freeway oriented billboards within the Business Park. The proposed structure would not exceed the maximum permitted height of 35 feet or the maximum advertising surface area of 480 square feet per face. The project also complies with the required separation distances between freeway oriented billboards, ensuring that billboard development remains limited in scale and does not create visual overconcentration along the Highway 101 corridor.

The structural design is compatible with surrounding land uses because the applicant proposes a single monopole structure utilizing non-reflective earth-tone finishes and engineered materials intended to reduce visual clutter and maintain consistency with the City's rural hometown image. The Planning Commission retains discretionary review authority over the final structural design, materials, colors, and appearance to ensure compatibility with surrounding development patterns.

The operating characteristics of the billboard are also designed to minimize potential impacts on surrounding properties and future development. The digital LED display would utilize automatic brightness controls and dimming technology to limit nighttime illumination. The billboard would not include blinking, flashing, rotating, animated, or moving displays, and display changes would occur no more frequently than every 10 seconds with transition times limited to a maximum of 2 seconds. These operational limitations substantially reduce the potential for glare, distraction, or incompatibility with surrounding uses.

The proposed use is also compatible with future planned land uses because the General Plan and zoning regulations contemplate continued commercial and industrial development within the Humboldt Rio Dell Business Park and along the Highway 101 corridor. Freeway oriented billboards are expressly authorized within this area through approval of a Conditional Use Permit, reflecting the City's determination that such uses may be appropriate when designed and operated in compliance with Municipal Code standards.

Additionally, the project represents a low-intensity use that does not generate substantial traffic, noise, wastewater, population growth, or demands on public services that could interfere with surrounding or future land uses. The billboard would function as a passive commercial advertising structure with only periodic maintenance activity.

For these reasons, the design, location, size, and operating characteristics of the proposed billboard are compatible with both the existing development pattern and the future planned land uses within the surrounding area.

Site Suitability

(d) The site is physically suitable for the type, density and intensity of use being proposed, including access, utilities, and the absence of physical constraints;

The proposed billboard site is physically suitable for the type, density, and intensity of use proposed because the project involves a relatively low-intensity commercial sign structure located on a developed Industrial Commercial property within the Humboldt Rio Dell Business Park adjacent to U.S. Highway 101.

The proposed use consists of a single monopole freeway oriented billboard with limited physical infrastructure requirements. Unlike more intensive commercial or industrial development, the project does not involve occupied buildings, substantial traffic generation, large-scale utility demands, wastewater generation, or significant site disturbance. The operational characteristics of the billboard are limited primarily to passive advertising display and periodic maintenance activities.

The property has direct access from existing improved roadways within the Business Park and can accommodate construction and ongoing maintenance access without requiring new public streets, driveways, or circulation improvements. Maintenance vehicles can access the site

utilizing existing site improvements and can park on-site without obstructing public roadways or creating circulation conflicts.

Adequate utilities are available to serve the project. The billboard requires only a limited electrical connection for LED illumination and display operation. The project does not require water service, sewer service, stormwater system expansion, or other substantial public utility infrastructure improvements.

The site is physically suitable due to its relatively flat and previously disturbed condition within an existing developed industrial/commercial area adjacent to Highway 101. The project site does not contain known environmentally sensitive habitat, wetlands, riparian corridors, steep slopes, geologic hazards, or other significant physical constraints that would limit development of the proposed structure. The proposed monopole billboard can be accommodated within the site while remaining outside of public rights-of-way and maintaining required setbacks and spacing requirements established by the Rio Dell Municipal Code.

The scale and intensity of the proposed use are also appropriate for the surrounding area. The billboard is located within a highway-oriented commercial and industrial corridor where large-scale commercial signage, transportation infrastructure, and industrial development are existing and anticipated land uses. The proposed billboard height, sign area, lighting controls, and structural design are specifically regulated by the Municipal Code to ensure compatibility with the surrounding environment and to avoid over-intensification of the site.

Additionally, the proposed project does not create substantial demands on public services or infrastructure and does not result in permanent population growth, increased occupancy, or expanded operational activity typically associated with more intensive commercial development.

Accordingly, the site is physically suitable for the proposed freeway oriented billboard use based upon the site's location, access, available utilities, surrounding development pattern, and absence of significant physical or environmental constraints.

Public Interest, Health, Safety and Welfare

(e) Granting the permit would not be detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located;

Granting the Conditional Use Permit for the proposed freeway oriented billboard would not be detrimental to the public interest, health, safety, convenience, or welfare, nor materially injurious to persons, property, or improvements in the vicinity and zoning district, because the project has been specifically designed and conditioned to comply with the operational, structural, and safety requirements established by the Rio Dell Municipal Code for freeway oriented billboards.

The proposed billboard is located within the Humboldt Rio Dell Business Park adjacent to U.S. Highway 101 in an area designated and zoned for industrial and commercial uses where highway-oriented development and commercial signage are anticipated land uses. The project is not located within a residential neighborhood or near sensitive land uses such as schools, parks, or hospitals where operational characteristics could create incompatibilities or adverse impacts on the public welfare.

The project incorporates multiple operational limitations intended to protect public safety and minimize potential impacts. The digital LED billboard would utilize automatic brightness controls limiting nighttime illumination to no more than 0.3 footcandles above ambient lighting levels. Display transitions would occur no more frequently than every 10 seconds with transition periods limited to a maximum of 2 seconds. The project specifically prohibits blinking, flashing, rotating, animated, or moving displays that could create excessive distraction or safety concerns for motorists traveling along Highway 101.

The structural design of the billboard would be engineered in compliance with the California Building Code and all applicable structural safety standards. The billboard would require review and approval through the City's building permit process, including verification of structural integrity, foundation design, wind load resistance, and compliance with applicable state and local regulations. The project would also require approval from the California Department of Transportation pursuant to the California Outdoor Advertising Act prior to construction.

The project would not create substantial traffic, circulation, noise, air quality, or public service impacts. The billboard is a low-intensity passive advertising use that does not generate permanent occupancy, customer traffic, wastewater generation, or demands for municipal services typically associated with more intensive commercial development. Construction and maintenance access would occur utilizing existing site access improvements without the need for new roadways or public infrastructure expansion.

The proposed billboard would also be subject to ongoing maintenance requirements established by the Municipal Code and conditions of approval. The applicant proposes routine inspections, prompt repair of damaged components, and continued compliance with lighting and operational standards. The City retains authority to require repair or removal of dilapidated or unsafe billboard structures within 30 days if necessary to protect public safety and community appearance.

In addition, the project complies with the spacing, height, sign area, and location limitations established by Rio Dell Municipal Code Section 17.30.320(5)(j), which were specifically adopted to ensure freeway oriented billboards remain limited in number and compatible with the surrounding community character.

Because the project complies with applicable development standards, incorporates operational safeguards, utilizes existing infrastructure, and would be located within an appropriate industrial commercial corridor, granting the Conditional Use Permit would not be detrimental

to the public interest, health, safety, convenience, or welfare, nor materially injurious to persons, property, or improvements in the vicinity.

California Environmental Quality Act

The primary purpose of the California Environmental Quality Act (CEQA) is to inform the decision-makers and the public of the potential environmental effects of a proposed project.

The proposed project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303 (New Construction or Conversion of Small Structures), which includes the construction and location of limited new small facilities or structures.

Additionally, the project involves development within an existing industrial commercial area adjacent to an established transportation corridor and does not involve significant grading, expansion of roadway infrastructure, or intensification beyond the existing zoning designation.

Attachments:

- Attachment 1: Plan of Operations, and Site Plan.
- Attachment 2: Exhibit A, Conditions of Approval.
- Attachment 3: Resolution No. PC 191-2026.

JESSE JEFFRIES
350 NORTHWESTERN AVE.
RIO DELL, CA
APN: 205-111-057
PLAN OF OPERATIONS FOR
FREEWAY ORIENTED BILLBOARD PERMIT

Prepared By:



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April 2026

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1. PROJECT LOCATION

The billboard will be located on privately owned property adjacent to northbound lane of the US HWY 101. The site has been selected for its visibility to vehicular traffic while minimizing impacts to surrounding land uses. The site, 350 Northwestern Ave. is located within the City of Rio Dell's Business Park.

The proposed billboard location is approximately 42 feet from the edge of US HWY 101's asphalt, and approximately 53 feet from the northbound white fog line. There is an existing freeway oriented billboard sign located approximately 1,255 feet to the north of this proposed project site, and a freeway oriented billboard sign located approximately 1,375 feet to the south. The billboard, including overhang will be completely on private property and outside all public right of ways.

The project consists of the installation and operation of one (1), double-face, V-type, illuminated / digital LED outdoor advertising billboard structure, designed to display commercial advertising messages. The billboard will be mounted on a single round steel supporting pole, with a total height of 35.0 feet above finished grade. All materials and work to construct the billboard shall conform to 2025 California Building Code (CBC) requirements.

Key components include:

Type: Double-face V-type (20°) Illuminated / Digital Billboard (LED)

Total Structure Height: 35.0 feet above grade

Sign Face Dimensions: $11' - 9\frac{1}{16}" \times 40' - 2\frac{1}{8}"$ (11.8 feet by 40.2 feet)

Total Sign Area: Approximately 475.22 square feet per face

Number of Faces: Double-faced, at an angle of 20°

Orientation: Facing northbound and southbound lanes of US HWY 101

The structure will be constructed of steel and engineered to meet applicable California Building Code requirements. The location, height, size and lighting is to conform to the City of Rio Dell's Freeway Oriented Billboard Regulations (Code Section 17.30.320(5)(j)). The City of Rio Dell's restrictions regarding freeway oriented billboards shall apply if the City's limitations are more restrictive than the State requirements.

The support pole will be round hardened steel with a total height of $23' - 2\frac{1}{16}"$, with the first 14' at a diameter of 24" and the remaining $9' - 2\frac{1}{16}"$ at a diameter of 18". The support pole will be anchored and embedded into a 16'x5' engineered concrete footing. The pole's exterior finish is to be non-reflective, earth-tone color.

2. HOURS OF OPERATIONS

The billboard will operate continuously; however:

- Display changes will occur no more than every 10 seconds and will have a maximum transition time of 2 seconds with no blinking, flashing, rotating, animated light or movement of any kind.
- Brightness levels will automatically adjust to ambient lighting conditions to prevent glare.

3. LIGHTING

- The billboard shall be equipped with automatic brightness controls limiting nighttime brightness to a maximum 0.3 footcandles above ambient nighttime lighting, per International Dark-Sky Association (IDA) and IES RP-39 standards. Lighting brightness may be controlled by photocell sensors or astronomical time clocks
- Display changes will occur no more than every 10 seconds and will have a maximum transition time of 2 seconds with no blinking, flashing, rotating, animated light or movement of any kind.
- The billboard shall include full-cutoff fixtures or visors along the top and sides of the billboard to prevent light spill.
- Illumination levels will comply with local sign ordinance and Caltrans outdoor advertising regulations where applicable. The City of Rio Dell’s restrictions regarding freeway oriented billboards shall apply if the City’s limitations are more restrictive than the State requirements.
- Digital displays will include automatic dimming technology to adjust brightness during nighttime hours.

4. MAINTENANCE AND UPKEEP

The billboard and supporting member will be regularly maintained to ensure safe operation and visual quality.

Maintenance procedures include:

- Routine inspections at least quarterly
- Immediate repair of any damaged components
- Regular cleaning of the sign face and structure
- Prompt removal of outdated or damaged advertising materials

The billboard lighting system will be regularly inspected and maintained to ensure continued compliance with applicable standards. Maintenance will include:

- Periodic inspection of fixtures and shielding components
- Replacement of damaged or malfunctioning lighting equipment
- Adjustment of fixture angles to maintain proper illumination and minimize light spill

Any lighting complaints received from the public or the permitting jurisdiction will be promptly investigated and corrected. Upon order by the City of Rio Dell, dilapidated freeway oriented billboards must be repaired or removed within 30 days.

5. SAFETY AND STRUCTURAL COMPLIANCE

The billboard structure will be designed and installed in accordance with:

- 2025 California Building Code (CBC)

- City of Rio Dell Municipal Code
- California Department of Transportation (Caltrans) Outdoor Advertising Act, if applicable
- All required building permits and inspections

6. ACCESS AND SERVICE

Access for installation and maintenance will occur via existing site access points. No new driveways access roads are proposed. Construction and maintenance vehicles will park on-site where feasible and will not obstruct public roadways.

7. ADVERTISING CONTENT

The billboard will display commercial and/or public service advertising consistent with applicable laws and regulations. Content will comply with:

- Federal and state advertising regulations
- Local sign ordinance restrictions

No content will be installed that violates applicable laws regarding public safety or obscenity.

8. ABANDONMENT AND REMOVAL

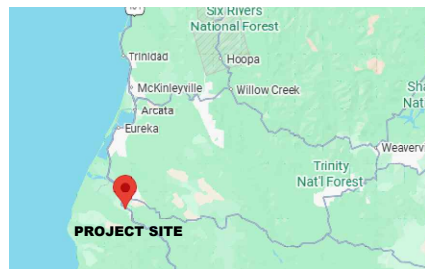
If the billboard is discontinued or remains unused for a period exceeding the timeframe established by local ordinance, the operator will:

- Remove the structure and all associated equipment, and
- Restore the site to its original or otherwise approved condition.

Upon order by the City of Rio Dell, dilapidated freeway oriented billboards must be repaired or removed within 30 days.

9. COMPLIANCE WITH PERMIT CONDITIONS

The applicant agrees to comply with all conditions of approval imposed by the reviewing jurisdiction as part of the Conditional Use Permit.



VICINITY MAP
NOT TO SCALE

DIRECTIONS TO SITE:
FROM EUREKA, CA

- SOUTH ON US-101 S (APPROX. 22.8 MILES)
- LEFT TOWARD NORTHWESTERN AVE (APPROX. 230 FEET)
- RIGHT ONTO NORTHWESTERN AVE (APPROX. 0.2 MILES)
- DESTINATION ON THE RIGHT

JESSE JEFFRIES FREEWAY ORIENTED BILLBOARD PERMIT

APN: 205-111-057

PROJECT DESCRIPTION:

JESSE JEFFRIES IS PROPOSING THE CONSTRUCTION OF A 11'-9 1/8" X 40'-2 1/8" (APPROX. 11.8' X 40.2' - 475.22 SF), 2-SIDED, ILLUMINATED, MONO-POLE MOUNTED ADVERTISING FREEWAY ORIENTATED BILLBOARD, MOUNTED ON A 23'-2 1/8" TALL FREE STANDING POLE.

LOCATION, HEIGHT, SIZE AND LIGHTING IS TO CONFORM TO THE CITY OF RIO DELL'S FREEWAY ORIENTATED BILLBOARD REGULATIONS (RIO DELL MUNICIPAL CODE SECTION 17.30.320(5)(j)).

PROJECT INFORMATION:

APPLICANT:
JESSE JEFFRIES
1575 SPROWEL CREEK RD.
GARBERVILLE, CA 95542

PROPERTY OWNER:
JESSE JEFFRIES
1575 SPROWEL CREEK RD.
GARBERVILLE, CA 95542

APPLICANTS AGENT:
NORTHPOINT CONSULTING GROUP, INC
1117 SAMOA BLVD.
ARCATA, CA 95521
(707) 798-6438

SITE ADDRESS:
APN: 205-111-057
350 NORTHWESTERN AVE
RIO DELL, CA 95540

TREES TO BE REMOVED = NONE
WATER = PRIVATE
SEWER = PRIVATE
PROPERTY SIZE = ±3.10 ACRES
ZONING = CITY OF RIO DELL
USE = INDUSTRIAL

BUILDING SETBACKS:

	INDUSTRIAL
FRONT	10'
SIDE	0'
REAR	0'

SRA AREA: = NO
IN COASTAL ZONE: = NO
IN 100 YR FLOOD ZONE: = YES

GENERAL NOTES:

1. DRAWING SCALE AS NOTED. WRITTEN DIMENSIONS SHALL TAKE PRECEDENCE OVER SCALED DIMENSIONS.
2. THIS IS NOT A BOUNDARY SURVEY. BOUNDARY INFORMATION DEPICTED HAS BEEN OBTAINED FROM HUMBOLDT COUNTY 2015 GIS DATA. NORTHPOINT CONSULTING GROUP, INC. HAS NOT VERIFIED THIS PROPERTY BOUNDARY.
3. CLASSIFICATION OF WATERCOURSES AS IDENTIFIED IN TIMBERLAND RESOURCE CONSULTANTS WATER RESOURCES PROTECTION PLAN.
4. PRIOR TO THE START OF CONSTRUCTION A PRE-SITE MEETING BETWEEN OWNER, ENGINEER, AND CONTRACTOR SHALL OCCUR.

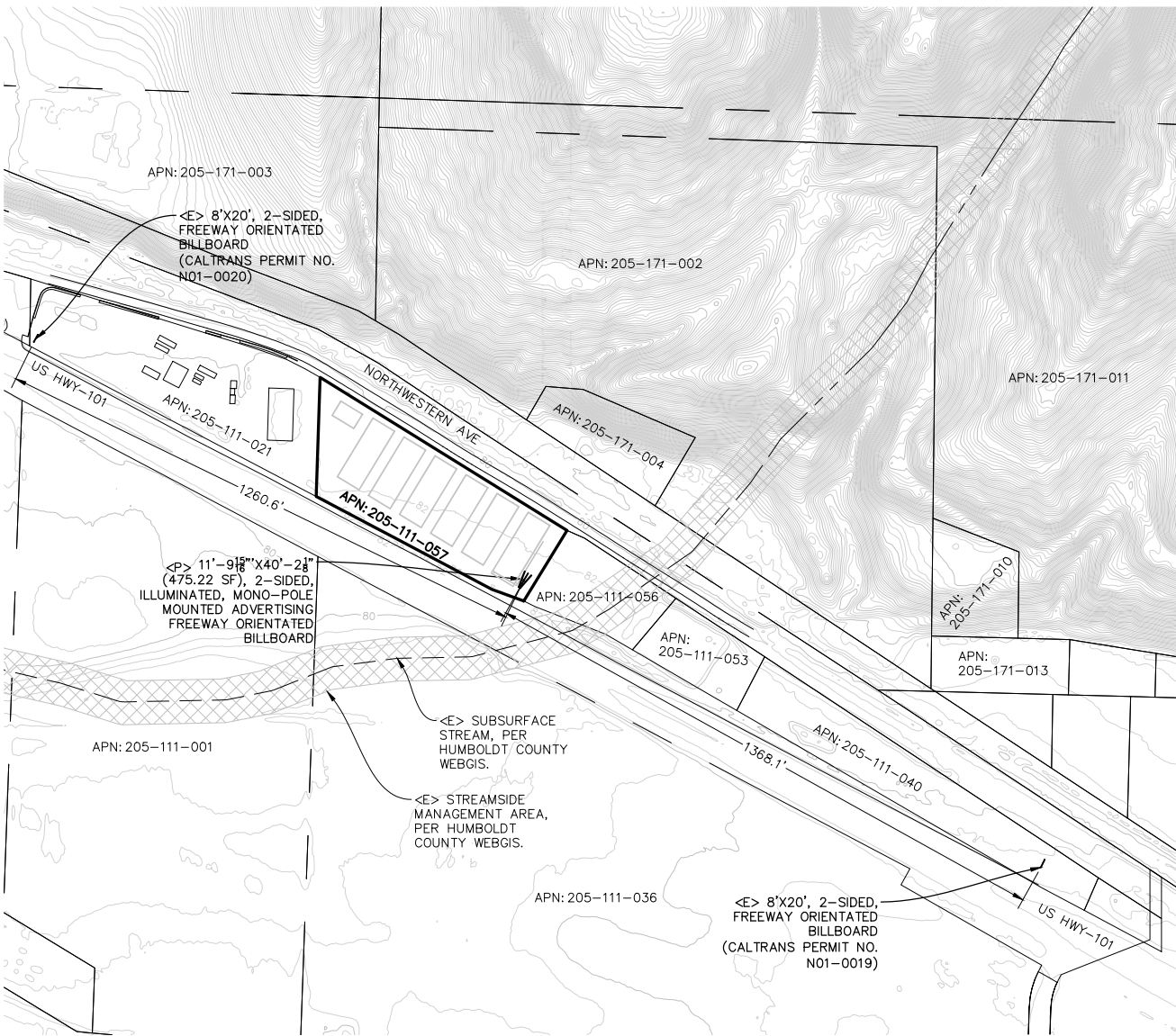
UNAUTHORIZED CHANGES & USES:

THE ENGINEER PREPARING THESE PLANS WILL NOT BE RESPONSIBLE FOR, OR LIABLE FOR, UNAUTHORIZED CHANGES TO OR USES OF THESE PLANS. ALL CHANGES MUST BE IN WRITING AND MUST BE APPROVED BY THE PREPARER OF THESE PLANS.

CONSTRUCTION CONTRACTOR AGREES THAT IN ACCORDANCE WITH GENERALLY ACCEPTED CONSTRUCTION PRACTICES, CONSTRUCTION CONTRACTOR WILL BE REQUIRED TO ASSUME SOLE AND COMPLETE RESPONSIBILITY FOR JOB SITE CONDITIONS DURING THE COURSE OF CONSTRUCTION OF THE PROJECT, INCLUDING SAFETY OF ALL PERSONS AND PROPERTY; THAT THIS REQUIREMENT SHALL BE MADE TO APPLY CONTINUOUSLY AND NOT BE LIMITED TO NORMAL WORKING HOURS; AND CONSTRUCTION CONTRACTOR FURTHER AGREES TO DEFEND, INDEMNIFY AND HOLD DESIGN PROFESSIONAL AND THE COUNTY OF HUMBOLDT HARMLESS FROM ANY AND ALL LIABILITY, REAL OR ALLEGED, IN CONNECTION WITH THE PERFORMANCE OF WORK ON THIS PROJECT, EXCEPTING LIABILITY ARISING FROM THE SOLE NEGLIGENCE OF DESIGN PROFESSIONALS.

GENERAL CONSTRUCTION NOTES:

1. ALL NOTES ON THESE PLANS SHALL APPLY TO NEW CONSTRUCTION.
2. DRAWING SCALE AS NOTED. WRITTEN DIMENSIONS SHALL TAKE PRECEDENCE OVER SCALED DIMENSIONS.
3. FOLLOW MANUFACTURERS INSTALLATION REQUIREMENTS FOR ALL SPECIFIED HARDWARE, FIXTURES, AND MANUFACTURED ITEMS.
4. DURING CONSTRUCTION, MEANS OF EGRESS SHALL BE MAINTAINED PER 2022 CALIFORNIA FIRE CODE.
5. ALL MATERIALS AND WORKMANSHIP SHALL BE ACCORDING TO PROVISIONS OF THE STANDARD SPECIFICATIONS AND STANDARD PLANS, CALIFORNIA DEPARTMENT OF TRANSPORTATION, 2016 OR CURRENT VERSION. EROSION & SEDIMENT CONTROL SHALL BE PERFORMED IN ACCORDANCE WITH THE HUMBOLDT COUNTY LAND USE AND DEVELOPMENT ORDINANCE, SECTION 331-14 LAND USE AND DEVELOPMENT.
6. ALL WORK SHALL BE PERFORMED BY A STATE OF CALIFORNIA LICENSED CONTRACTOR.
7. THE CONTRACTOR SHALL SECURE ALL NECESSARY PERMITS FROM HUMBOLDT COUNTY AND OTHER APPLICABLE AGENCIES.
8. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND GRADES AT JOB SITE BEFORE PRECEDING, AND SHALL CONTACT THE ENGINEER IMMEDIATELY WITH ANY DISCREPANCIES.
9. UNDERGROUND SERVICE ALERT (USA) - CALL TOLL FREE 1-800-642-2444 AT LEAST 48 HOURS PRIOR TO EXCAVATION.
10. PRIOR TO PERMIT CLOSE OUT HCBP REQUIRES A CERTIFICATION LETTER FROM ENGINEER. THE CERTIFICATION LETTER WILL STATE ACCEPTANCE OF EROSION CONTROL MEASURES, CERTIFICATION OF PLACEMENT AND COMPACTION OF FILL MATERIAL, AND COMPLETION OF WORK.
11. ENGINEER MAY MODIFY LOCATION, QUANTITY, AND TYPE OF EROSION CONTROL MEASURES AT TIME OF GRADING DEPENDING ON SITE CONDITIONS AS THE PROJECT PROCEEDS.
12. CONTRACTOR SHALL HOLD ON-SITE PRE-CONSTRUCTION MEETING WITH ENGINEER PRIOR TO ANY WORK. THROUGHOUT CONSTRUCTION, ENGINEER SHALL REVIEW AND APPROVE PROPOSED CONSTRUCTION REVISIONS AS REQUESTED BY CONTRACTOR AND AS REQUIRED BY THE HUMBOLDT COUNTY BUILDING DEPARTMENT.
13. THE CONTRACTOR SHALL ASSUME SOLE AND COMPLETE RESPONSIBILITY FOR JOB SITE CONDITIONS DURING THE COURSE OF PROJECT CONSTRUCTION, INCLUDING SAFETY OF ALL PERSONS AND PROPERTY, AND THIS REQUIREMENT SHALL APPLY CONTINUOUSLY AND SHALL NOT BE LIMITED TO NORMAL WORKING HOURS.
14. HOURS OF CONSTRUCTION FOR ON AND OFF-SITE IMPROVEMENTS SHALL BE RESTRICTED TO MONDAY THRU FRIDAY FROM 7AM TO 6PM, SATURDAY FROM 9AM TO 5PM, WITH NO CONSTRUCTION ACTIVITY ON SUNDAY OR AS ALLOWED PER CURRENT HUMBOLDT COUNTY CODE. ALL PROPOSED USES MUST COMPLY WITH THE NOISE STANDARDS IDENTIFIED IN FIGURE 3-2 OF THE GENERAL PLAN.
15. NO GRADING SHALL OCCUR BETWEEN OCTOBER 15TH AND APRIL 15TH WITHOUT PRIOR APPROVAL OF THE COUNTY OF HUMBOLDT.
16. AN ENCROACHMENT PERMIT IS REQUIRED BY THE DEPARTMENT OF PUBLIC WORKS FOR ALL IMPROVEMENT WORK WITHIN THE HUMBOLDT COUNTY RIGHT OF WAY.
17. TRAFFIC CONTROL SHALL BE IMPLEMENTED PER THE CURRENT VERSION OF THE MUTCD.
18. THE INFORMATION AND ELEVATIONS PERTAINING TO EXISTING OVERHEAD AND UNDERGROUND FACILITIES AS SHOWN HEREIN, ARE FROM RECORD INFORMATION ONLY AND ARE PRESENTED HERE FOR INFORMATION PURPOSES ONLY. THE CONTRACTOR SHALL BE RESPONSIBLE FOR CONTACTING ALL AGENCIES INVOLVED AND SHALL LOCATE ALL EXISTING FACILITIES PRIOR TO EXCAVATION AND CONSTRUCTION IN ANY AREA. THE CONTRACTOR SHALL NOTIFY THE ENGINEER AND DEVELOPER OF ANY APPARENT DISCREPANCIES IN THE RECORD INFORMATION SHOWN HEREIN.
19. THE FOLLOWING WORK REQUIRES AN INSPECTION BEFORE PROCEEDING:
 - SEWER, WATER AND SUBDRAIN LINES PRIOR TO BACKFILL.
 - SUBGRADE, PRIOR TO LAYING BASE OR FILL MATERIAL.
 - FOUNDATION EXCAVATION.
 - BASE, PRIOR TO LAYING ASPHALT.
 - ANY OTHER REQUIRED BY BUILDING PERMIT.
20. THE CONTRACTOR SHALL REMOVE FROM THE SITE AND LAWFULLY DISPOSE OF ALL DELETERIOUS MATERIAL (BROKEN CONCRETE, ASPHALT PAVEMENT, BASE MATERIAL, ROCKS, STUMPS, ROOTS, LIMBS, ETC.) TO AN APPROVED DISPOSAL SITE.
21. UNLESS SPECIFICALLY AGREED TO OTHERWISE BETWEEN THE CONTRACTOR AND THE OWNER, THE OWNER IS RESPONSIBLE FOR PAYING FOR ALL SOIL COMPACTION TESTS AND OR OTHER TESTS THAT ARE REQUIRED BY THESE PLANS.
22. SANITARY FACILITIES SHALL BE MAINTAINED ON THE SITE DURING CONSTRUCTION.



PLOT PLAN

22x34 SHEET: 1"=200'
11x17 SHEET: 1"=400'



Avoid cutting underground utility lines. It's costly.
Call before you Dig
811 OR 800-642-2444
UNDERGROUND SERVICE (USA)

SHEET INDEX:

- CO - PLOT PLAN, VICINITY MAP, & PROJECT NOTES
- C1 - SITE PLAN
- C2 - SITE PLAN DETAIL 1
- C3 - BILLBOARD & BUILDING SIDE VIEW

NORTHPOINT CONSULTING GROUP, INC.
1117 Samoa Blvd., Arcata, CA 95521

JESSE JEFFRIES - FREEWAY ORIENTED BILLBOARD PERMIT
350 NORTHWESTERN AVE. RIO DELL, CA 95540
PLOT PLAN, VICINITY MAP, & PROJECT NOTES

PROJ MGR: ---
DRAWN BY: LJM
DATE: 03/10/2026
SCALE: AS SHOWN

SHEET
CO

March 16, 2026 - 14:53 Desi Name: p:\evergreen\enotics, llc (kiffes, jess) - rio dell billboard - 26-011\CAD\evergreen\enotics - rio dell billboard - BillBoard BLDG PERMIT.dwg - Unsaved By: DerekBoyle

EXHIBIT A

**Conditions of Approval
Jeffries Billboard Conditional Use Permit
File No. 205-111-057; Case No. CUP 2026-01**

General Conditions of Approval

1. The project shall substantially conform to the application materials and Plan of Operations submitted by the applicant, except as modified by these conditions of approval.
2. The applicant shall obtain all required permits and approvals from the City of Rio Dell prior to commencement of construction.
3. The applicant shall obtain all required permits and approvals from the California Department of Transportation (Caltrans) pursuant to the Outdoor Advertising Act prior to installation of the billboard.
4. Any modification to the approved project shall require review and approval by the Community Development Department and may require amendment of the Conditional Use Permit.

Building and Structural Requirements

5. The billboard structure shall comply with all applicable provisions of the California Building Code and all structural calculations shall be prepared by a licensed engineer.
6. The maximum height of the billboard shall not exceed 35 feet above existing grade.
7. Advertising surface area shall not exceed 480 square feet per face.
8. The billboard shall remain entirely on private property and outside all public rights-of-way.

Lighting and Operations

9. The billboard shall not contain blinking, flashing, rotating, scrolling, animated, or moving lighting or imagery.
10. Display transitions shall occur no more frequently than every 10 seconds.
11. Automatic dimming technology shall be maintained in operating condition at all times.

12. Nighttime illumination shall not exceed 0.3 footcandles above ambient lighting measured at ground level adjacent to the site.
13. The applicant shall promptly investigate and correct verified lighting complaints.

Maintenance

14. The billboard and supporting structure shall be maintained in good condition at all times.
15. Any damaged, deteriorated, unsafe, or malfunctioning portion of the billboard shall be repaired or removed immediately upon notice by the City.
16. The billboard shall be maintained with a non-reflective finish.

Abandonment and Removal

17. If the billboard is abandoned, discontinued, or unused for a period exceeding that permitted by law, the structure and all associated improvements shall be removed and the site restored.
18. Upon written notice from the City, dilapidated or unsafe billboard structures shall be repaired or removed within 30 days.

Indemnification

19. The applicant shall defend, indemnify, and hold harmless the City of Rio Dell and its officers, agents, and employees from any claim, action, or proceeding arising out of the approval of this project.

Informational Notes

20. 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.
21. 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.

RESOLUTION NO. 191-2026



**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF RIO DELL
APPROVING A CONDITIONAL USE PERMIT FOR A FREEWAY ORIENTED
BILLBOARD LOCATED AT 350 NORTHWESTERN AVENUE (APN 205-111-057)**

WHEREAS, Jesse Jeffries (“Applicant”) submitted an application for a Conditional Use Permit (CUP 2026-01) to allow the installation and operation of one double-faced, V-type illuminated digital LED freeway oriented billboard on property located at 350 Northwestern Avenue, Rio Dell, California, APN 205-111-057; and

WHEREAS, the subject property is designated and zoned Industrial Commercial (IC) within the Humboldt Rio Dell Business Park; and

WHEREAS, freeway oriented billboards are conditionally permitted within the Industrial Commercial zoning district pursuant to Section 17.30.320(5)(j) of the Rio Dell Municipal Code; and

WHEREAS, the Planning Commission conducted a duly noticed public hearing on May 26, 2026, and considered the staff report, application materials, public testimony, and all evidence presented regarding the proposed project; and

WHEREAS, the Planning Commission finds the project categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303 (New Construction or Conversion of Small Structures).

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Rio Dell hereby finds as follows:

1. The proposed use is allowed within the Industrial Commercial zoning district and complies with the applicable provisions of the Rio Dell Municipal Code.
2. The proposed use is consistent with the Rio Dell General Plan and supports highway-oriented economic activity within the Humboldt Rio Dell Business Park.
3. The design, location, size, and operating characteristics of the proposed billboard are compatible with the existing and future land uses in the vicinity.
4. The project site is physically suitable for the proposed use, including access, utilities, and the absence of significant physical constraints.
5. Granting the Conditional Use Permit would not be detrimental to the public interest, health, safety, convenience, or welfare, nor materially injurious to persons, property, or improvements in the vicinity.
6. The Conditional Use Permit has been processed in accordance with the California Government Code and the California Environmental Quality Act (CEQA).

BE IT FURTHER RESOLVED that the Planning Commission hereby approves Conditional Use Permit CUP 2026-01 for the proposed freeway oriented billboard at 350 Northwestern Avenue subject to the Conditions of Approval attached hereto as Exhibit A.

PASSED, APPROVED and ADOPTED at a regular meeting of the Planning Commission of the City of Rio Dell on May 26, 2026 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Vice-Chair Patrick Knight

STATE OF CALIFORNIA
City of Rio Dell

ATTEST:

I, Jessica Hill, 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. 191-2026 adopted by the Planning Commission of the City of Rio Dell on May 26, 2026.

Jessica Hill, City Clerk, City of Rio Dell