

ORDINANCE NO. 2285
AN ORDINANCE OF THE CITY OF REDLANDS AMENDING CHAPTER 15.36 OF
THE REDLANDS MUNICIPAL CODE RELATING TO FREEWAY-ORIENTED SIGNS

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF REDLANDS AS
FOLLOWS:

Section 1. Subsection 15.36.260A.5 is hereby added to Section 15.36.220 of the
Redlands Municipal Code establishing regulations for freeway-oriented signs to read as follows:

"Section 15.36.260 Freeway-Oriented Signs.

A. Permitted Types of Signs.

All signs located and designed in such manner as to be viewed by the freeway traveler
shall be subject to the following regulations. Whenever more restrictive, these regulations shall
supersede the sign regulations of the zone in which the property is located.

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5. Notwithstanding any other provisions of this Chapter, structures for dual-
tenant signs are hereby permitted and shall be subject to the following
requirements:

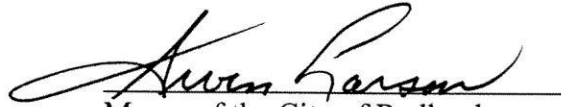
- a. Dual-tenant sign structures shall be permitted at the terminus of the
Interstate 10 and Route 30 Freeways in the area generally defined as
north of Colton Avenue, south of Interstate 10 and three hundred
(300) feet east and west of Tennessee Street as more particularly
illustrated in Diagram 15.36.040(22) of this Chapter. It is the express
intention of the City Council to allow dual-tenant freeway oriented
sign structures at this location because of the unique design and
construction of the freeway interchange which has adversely
impacted and limited the advertising alternatives for businesses
located in the area as a result of the significant elevation changes
necessary for freeway ramp transitions.
- b. A dual-tenant sign structure may be placed on either one of two
adjacent properties on which the businesses' advertising on the
structure are located, both of which shall be freeway-oriented
properties as defined in this Code.

1. No more than one freeway-oriented sign is permitted per property; provided, however, that a freeway-oriented property which is located within a freeway-oriented unified shopping center may be permitted an additional freeway oriented sign if it is located on a separate parcel.
 2. A business located on a freeway-oriented property and advertised on a dual-tenant freeway-oriented sign structure shall not be advertised on any other freeway-oriented sign.
 3. In the event a freeway-oriented property is or becomes vacant, or the use on the property changes such that the property cannot qualify as a freeway-oriented property, a freeway oriented sign advertising the business on that property shall be prohibited. (This does not preclude the sign structure being located on that parcel).
- c. All dual-tenant signs permitted under this Section shall be considered "on-premise" signs and shall not be subject to the "off-premise" sign prohibitions of this Code.
 - d. The sign shall be designed in a manner such that its architectural details are compatible with the on-site structures located on the freeway oriented property. Further, the sign structure and sign shall be designed in a manner that allows the sign for either property to be removed in its entirety.
 - e. No sign on a dual-tenant sign structure shall exceed one hundred (100) square feet and the aggregate signage permitted on a dual-tenant sign structure shall not exceed two hundred (200) square feet.
 - f. The dual-tenant sign structure shall be subject to the location requirements of Section 15.36.250 of this Code.
 - g. All signs located on dual-tenant sign structures shall comply with the height and letter size limitations contained in Section 15.36.250 of this Code.
 - h. No dual-tenant sign structure shall be permitted or erected unless and until an easement agreement between the two adjacent freeway oriented property owners is approved in a form satisfactory to the City Attorney. Such easement agreement shall be irrevocable, except upon the consent of the City, shall provide that the property owner

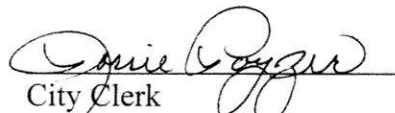
upon which the dual-tenant sign structure is located shall have the unilateral right to alter, remove and otherwise take action with respect to the signs and structure at the request of the City, and shall further provide that the City shall be entitled to recover its costs and reasonable attorney's fees in any action or proceeding taken to enforce the provisions of the City's Municipal Code.

Section 2. The Mayor shall sign this ordinance and the City Clerk shall certify to the adoption of this ordinance and shall cause it, or a summary of it, to be published once in the Redlands Daily Facts, a newspaper of general circulation within the City, and thereafter, this ordinance shall take effect in accordance with law.

ADOPTED, SIGNED AND APPROVED this 20th day of June, 1995.


Mayor of the City of Redlands

ATTEST:


City Clerk

I, Lorrie Poyzer, City Clerk of the City of Redlands, hereby certify that the foregoing ordinance was duly adopted by the City Council at a regular meeting thereof, held on the 20th day of June, 1995, by the following vote:

AYES: Councilmembers Cunningham, Gilbreath, Gil; Mayor Larson

NOES: None

ABSENT: None



ABSTAIN: Councilmember Foster


City Clerk

DIAGRAM 15.36.040(22)

FREEWAY ORIENTED PROPERTY

LEGEND

-  Freeway Oriented Property
-  Freeway Oriented Dual Sign Property

