

ORDINANCE No. 1082
AN ORDINANCE AMENDING THE
ZONING ORDINANCE, ORDINANCE
No. 1000, OF THE CITY OF RED-
LANDS, CALIFORNIA, ADOPTED
AUGUST 15th, 1955.

The City Council of the City of Redlands does ordain as follows:

SECTION ONE: That Zoning Ordinance No. 1000 of the City of Redlands, California, adopted August 15th, 1955, be and is hereby amended by adding Subsections (e), (f) and (g) to Section 42.10 to read as follows:

(e) No outdoor advertising sign, display or structure shall be erected, placed or maintained if such sign, display or structure is designed to be viewed primarily by persons traveling on any freeway open for the use of public traffic.

(f) The definitions of "sign," "advertising structure," "advertising display" and "freeway" shall be in accordance with the Outdoor Advertising Act of the Business and Professions Code of the State of California.

(g) The provisions of Paragraph (e) hereof shall not apply to any advertising structure, or sign, if the advertising display is used exclusively:

A. to advertise the sale or lease of property upon which the display is placed.

B. to designate the name of the owner, or occupant, of the premises upon which such advertising display is placed, or to identify such premises.

C. to advertise goods manufactured or produced, or services rendered on the property upon which such advertising display is placed.

SECTION TWO: Effective date, this Ordinance shall be in force and take effect as provided by law.

SECTION THREE: The City Clerk shall certify to the adoption of this ordinance and cause the same to be published once in the Redlands Daily Facts, a newspaper of general circulation printed and published in this City.

HARRY G. WILSON,
Mayor of the City of
Redlands, California.

Approved for Form:
EDWARD F. TAYLOR,
City Attorney.

Attest:
H. R. WHALEY,
City Clerk.

(SEAL)

I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Redlands, at a regular meeting thereof, held on the 19th day of November, 1957, by the following vote:

AYES: Councilmen Martinez, Ward, Burroughs, Parker, and Mayor Wilson.

NOES: None.

ABSENT: None.

H. R. WHALEY,
City Clerk.