



Community Development Department

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For Meeting of: May 19, 2026

Consent Item; Public Hearing Item

To: City Council

From: Kevin Caldwell, Community Development Director

Through: Kyle Knopp, City Manager

Date: May 12, 2026

Subject: Discussion and Direction on the Chamber of Commerce's proposed Community Oriented Billboard.

Recommendation:

That the City Council:

1. Receive a brief presentation regarding the Chamber of Commerce's revised proposed Community Oriented Billboard on the City's Wastewater Disposal parcel; and
2. Open the public hearing, receive public comment and deliberate; and
3. Provide direction to staff.

Discussion:

At the meeting of May 5th, the City Council received a presentation from staff regarding the Rio Dell-Scotia Chamber of Commerce's proposed community-oriented billboard to be located on the City's wastewater disposal parcel adjacent to Highway 101. The proposed sign is intended to attract highway travelers and encourage visitors to exit into Rio Dell by highlighting local attractions and services.

Staff reviewed several conceptual sign designs, including themes emphasizing Rio Dell's identity, river access, tourism, lodging, fuel, shopping, and cannabis-related businesses. Chamber representative Wally Coppini provided an update on project development, including preliminary cost estimates, funding challenges, and efforts to secure donated materials and grant funding.

Council discussion focused on balancing visual appeal with readability and ensuring the sign effectively promoted features unique to Rio Dell. Councilmembers generally supported maintaining a clean and uncluttered design while incorporating a limited number of practical traveler-oriented features.

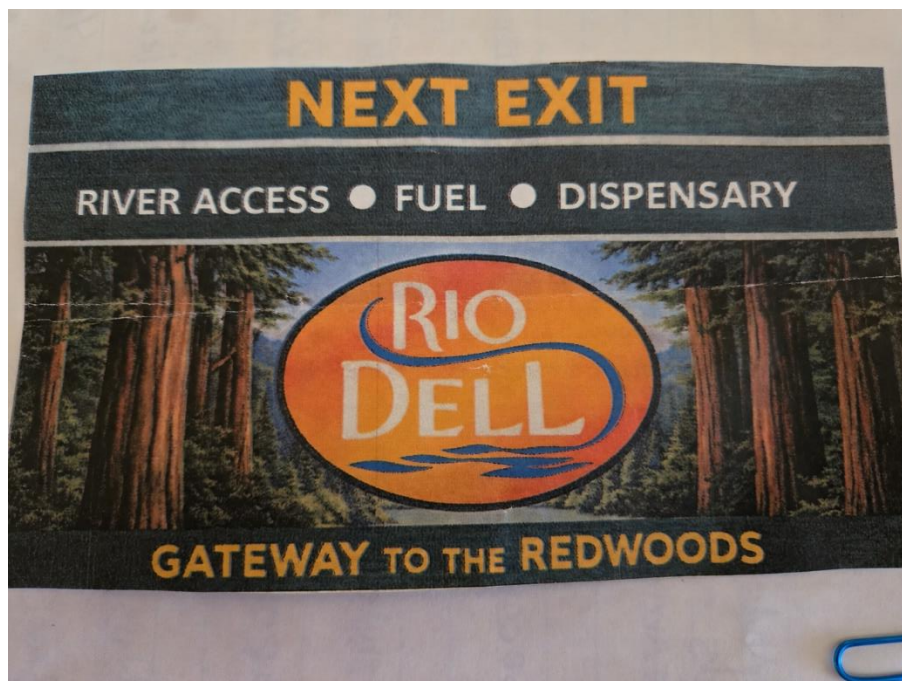
By consensus, the Council directed staff and the Chamber to return with one revised design concept based generally on the preferred concept presented in the agenda packet, narrowed to three primary features: River Access, Fuel, and Dispensary.



Chamber's Original Proposal



Staff's Original Alternative Proposal



Chamber's Council Preferred Alternative 1



Chamber's Alternative 2



Chamber's Alternative 3



Staff Alternative 1



Staff Alternative 2