

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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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 $\frac{1}{16}$ " × 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.