

## **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.

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Jessica Hill, City Clerk, City of Rio Dell