

ORDINANCE NUMBER 1461

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PERRIS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA, FINDING AN EXEMPTION FROM CEQA AND APPROVING ZONING CODE TEXT AMENDMENT 25-00003 TO AMEND SECTION 19.75.090 (PROHIBITED SIGNS) OF CHAPTER 19.75 (SIGN REGULATIONS) OF THE PERRIS MUNICIPAL CODE TO PROHIBIT CANNABIS ADVERTISING ON OFF-SITE SIGNS OR ADVERTISING DISPLAYS LOCATED ALONG ANY FREEWAY OR STATE OR FEDERAL HIGHWAY; AND MAKING FINDINGS RELATED THERETO.

WHEREAS, the City of Perris (“City”) is a general law city within the State of California; and

WHEREAS, pursuant to the City’s police power, as granted broadly under Article XI, Section 7 of the California Constitution, the City Council has the authority to enact and enforce ordinances and regulations for the public peace, health, safety, and welfare of the City and its residents; and

WHEREAS, Title 19 of the Perris Municipal Code contains the City’s zoning ordinance, and Chapter 19.75 therein contains the City’s sign regulations; and

WHEREAS, Section 19.54.020(1) of the Perris Municipal Code authorizes the Planning Commission to review and recommend either approval or denial of zoning ordinance text amendments to the City Council, and the City Council is authorized to approve or disapprove any proposed requests; and

WHEREAS, the City has experienced a proliferation of off-premises cannabis advertisements displayed on billboards, signs or electronic message center displays located along I-215 in the City. Some of the advertisements are for cannabis businesses that are located in the City, and some are for cannabis businesses that are located in neighboring cities and areas; and

WHEREAS, the City does permit the continued operation of a small number of existing cannabis businesses pursuant to Peris Municipal Code (“PMC”) Chapters 5.54 and 5.58, although since 2018, pursuant to Resolution No. 5252, the City no longer accepts new applications for cannabis dispensary permits, and instead only issues annual permit renewals for existing permitted cannabis dispensaries, provided they comply with applicable PMC requirements; and

WHEREAS, although the City Council is not averse to commercial cannabis activity that is compliant with State and local law as demonstrated by the fact that the City permits continued operation of certain existing cannabis businesses as described above, the proliferation of cannabis advertisements along I-215 can reasonably create or add to a false public perception, particularly for people driving to, through or from the City on I-215, that the City has little to offer other than

cannabis businesses, or that the City has an undue proliferation of cannabis businesses; and

WHEREAS, cannabis is still a Schedule I Controlled Substance under the federal Controlled Substances Act, and therefore remains illegal under federal law, and was only legalized for purposes of state law in California less than 10 years ago by the voters' approval of Proposition 64; and

WHEREAS, studies have shown that cannabis businesses still carry a negative connotation associated with drug use, nuisances, criminal activity, smoking and/or other health and safety concerns in the minds of many people, and in some cases can have a negative effect on property values; and

WHEREAS, because of this widely-held public sentiment and the prominence of I-215 as a primary transportation corridor leading into and out of the City, the presence of cannabis advertisements along I-215 has a negative effect on the public perception of the desirability of the City as a place to visit, do business, or live, resulting in adverse impacts to economic development and public welfare in the City that are difficult to quantify, but that can manifest themselves in the form of lost sales tax revenues from transactions not involving cannabis, lost opportunities to attract new businesses and developments, decreased or depressed property values, blighted and vacant properties, lack of tourism, and loss of associated potential revenue that could otherwise be used to provide important City services for the benefit of the public. The City has an interest in protecting against these effects and promoting economic development in the City, which will in turn protect and promote the public welfare; and

WHEREAS, the Zoning Code Text Amendment 25-00003 (as defined below) prohibits off-premises adult-use or medicinal cannabis advertisements on signs or advertising displays that are located along (i.e., within 660 feet of the nearest edge of the right of way of) freeways or state or federal highways in the City, thereby directly advancing the aforementioned governmental interests of the City by authorizing the City to eliminate the existing off-premises cannabis advertisements along I-215 in the City (in addition to any other laws providing similar authorization to the City) and prohibiting any such future advertisements which could otherwise have the above-described adverse effects (in addition to any other laws providing similar restrictions or prohibitions); and

WHEREAS, Zoning Code Text Amendment 25-00003 is no more extensive than necessary to serve the aforementioned governmental interests of the City. Its prohibitions do not apply to the signs or advertising display structures themselves, meaning even those signs or advertising structures that are within the area covered by Zoning Code Text Amendment 25-00003 may remain in place and continue to be used for their normal advertising purposes, with the exception of cannabis advertisements. The Zoning Code Text Amendment also does not apply to on-site cannabis advertisements, meaning permitted cannabis businesses in the City may still advertise their businesses on their business premises provided they obtain any applicable sign permits under the PMC. Moreover, the Zoning Code Text Amendment does not prohibit any advertising in electronic or other intangible forms such as via the internet, meaning cannabis businesses may continue to advertise their businesses in the City in such forms, subject to compliance with applicable law. Finally, the Zoning Code Text Amendment does not apply to advertisements on

signs or advertising displays located anywhere in the City other than within 660 feet of the nearest edge of the right-of-way of a freeway or state or interstate highway, and there are areas of the City where such off-premises advertisements may still be permitted subject to applicable PMC requirements; and

WHEREAS, Zoning Code Text Amendment 25-00003, consisting of the text changes shown in Exhibit A hereto with the added text denoted by bold, italicized, red font (herein referred to as “Zoning Code Text Amendment 25-00003”), will amend Chapter 19.75 (Sign Regulations) of Title 19 of the Perris Municipal Code; and

WHEREAS, on June 18, 2025, the Planning Commission conducted a duly noticed public hearing as required by law to consider a recommendation to the City Council on Zoning Code Text Amendment 25-00003, and having done so, and thereafter adopted Planning Commission Resolution No. 25-13, recommending City Council adoption of Zoning Code Text Amendment No. 25-00003; and

WHEREAS, on July 29, 2025, the City Council conducted a duly noticed public hearing as required by law to consider Zoning Code Text Amendment 25-00003 and the Planning Commission’s recommendation thereon, and heard and considered all oral and written testimony from members of the public and City staff, including, but not limited to, all staff reports and exhibits and accompanying documents. Having done so, the City Council now sees fit and intends to adopt Zoning Code Text Amendment 25-00003 as detailed below; and

WHEREAS, all legal prerequisites for the adoption of this Ordinance have occurred.

NOW, THEREFORE, City Council of the City of Perris does ordain as follows:

Section 1. The above recitals are all true and correct and are incorporated herein by this reference.

Section 2. The City Council finds that adoption of this Ordinance, approving Zone Text Amendment No. 23-0003 as detailed herein, is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption), which provides that where, as here, it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This Ordinance does not authorize or permit any new land use or development; it merely prohibits off-site advertising of cannabis on signs or advertising displays that are located in areas of the City that are along freeways, state highways and/or federal highways. This finding reflects the independent judgment and analysis of the City Council. City staff shall file a Notice of Exemption in accordance with the provisions of CEQA.

Section 3. Based upon (without limitation) the foregoing, the Planning Commission’s recommendation, and all oral and written presentations made by members of the public and City staff, including, but not limited to, the agenda report and its exhibits, at the public hearing on July 29, 2025, the City Council further finds, regarding this Ordinance and Zoning Code Text Amendment No. 25-00003, as follows:

- A. The City’s adoption of this Ordinance is exempt pursuant to CEQA pursuant to CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption), for the reasons stated in Section 2 above.
- B. This Ordinance is consistent with the General Plan. The purpose of the Zoning Code Text Amendment enacted by this Ordinance is to eliminate existing, and prevent future, off-site cannabis advertisements along highways such as I-215. By doing so, the Zoning Code Text Amendment will advance the goals and policies related to economic development in the General Plan for the reasons stated in the recitals of this Ordinance, above.
- C. The Zoning Code Text Amendment will protect and promote the general public welfare for the reasons stated in the recitals of this Ordinance, above.

Section 4. Section 19.75.090 (Prohibited Signs) of Chapter 19.75 (Sign Regulations) of the Perris Municipal Code is hereby amended as provided in Exhibit A attached to this Ordinance (with added text indicated in bold, italicized, red font), which is incorporated herein by this reference.

Section 5. Should any provision, portion, section, subsection, paragraph, sentence, clause, phrase, or word of this Ordinance be rendered or declared invalid by any court of competent jurisdiction, or by reason of any preemptive legislation, the remaining provisions, portions, sections, subsections, paragraphs, sentences, clauses, phrases, and words of this Ordinance shall remain in full force and effect. The City Council hereby declares that it would have adopted this Ordinance and each provision, portion, section, subsection, paragraph, sentence, clause, phrase, clause or word hereof, irrespective of the fact that any one or more provisions, portions, sections, subsections, paragraphs, sentences, clauses, phrases, or words hereof may be rendered or declared invalid or unconstitutional.

Section 6. The Mayor shall sign this Ordinance, and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published and posted pursuant to the provisions of law in this regard, and this Ordinance shall take effect thirty days after its adoption.

ADOPTED, SIGNED, and APPROVED this 26th day of August, 2025.

Mayor, Michael M. Vargas

ATTEST:

City Clerk, Nancy Salazar

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) §
CITY OF PERRIS)

I, Nancy Salazar, CITY CLERK OF THE CITY OF PERRIS, CALIFORNIA, DO
HEREBY CERTIFY that the foregoing Ordinance Number 1461 was duly and regularly
adopted by the City Council of the City of Perris at a regular meeting held on the 26th day of
August, 2025, by the following called vote:

AYES: CORONA, RABB, VALLEJO, NAVA, VARGAS

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

City Clerk, Nancy Salazar

Exhibit A: Amendment to Chapter 19.75 of the Perris Municipal Code

Due to the size of the file, the document is available at:

[https://www.cityofperris.org/departments/development-services/planning/environmental-documents-for-public-review/-folder-544#docfold 1206 1313 479 544](https://www.cityofperris.org/departments/development-services/planning/environmental-documents-for-public-review/-folder-544#docfold_1206_1313_479_544)