

Attachment 7

General Plan Guidance

The Humboldt County General Plan provides goals, policies and standards that address how to accomplish the implementation measures. One of the guiding implementation measures for this ordinance is **SR-IM2 Sign Ordinance Revision**, which directs the Planning Department to amend the sign ordinance to implement adopted policies for off-premise billboards and to consider other revisions to ensure community compatibility. The following policies and standards provide a framework for implementing the sign ordinance revisions. In Section 10.7.3 of the Goals and Policies for Scenic Resources **SR-G1 Conservation of Scenic Resources** prioritizes the protection of high-value scenic forest, agriculture, river, and coastal areas that contribute to the enjoyment of Humboldt County's beauty and abundant natural resources. **SR-P4 Term of Off-Premise Billboards and Prohibition** limits the term of new and existing off-premise billboards by ordinance to provide for removal consistent with the Outdoor Advertising Act and prohibit the construction of new off-premise billboards along mapped Scenic Highways and coastal views. **SR-P5 Billboards in Sensitive Habitat Areas** prohibits construction of billboards in mapped sensitive habitat areas. Section 10.7.4 of the Humboldt County General Plan provides standards including **SR-S3 New Off-Premise Billboards** which restricts new off-premise billboards to a maximum of 15 years and limits them to areas designated as Commercial Services or Industrial General. This standard also states that off-premise billboards shall not include animation or electronic messaging unless for public service purposes and be restricted to a size of 300 square feet. **SR-S5 Permits for Billboards** requires Conditional Use Permits and conformance to building, zoning and other local codes for construction of new billboards, as well as the expansion of existing billboards. To further adhere to the General Plan new billboards have been prohibited to protect eligible Scenic Highways in accordance with **SR-S6 Scenic Highway Map** which states that highways listed in Sections 263.1 through 263.8 of the California Streets and Highways Code shall be considered Scenic Highways pursuant to **Policy SR-P3**. These goals, policies and standards have provided a framework for developing a set of regulations that address community interests and protect the scenic and environmental quality of the unincorporated areas of Humboldt County.