



Board Agenda Item 27

DATE: July 14, 2026

TO: Board of Supervisors

SUBMITTED BY: Paul Nerland, County Administrative Officer

SUBJECT: Resolution of Intention to Amend the Fresno County Zoning Ordinance

RECOMMENDED ACTION(S):

- 1. Adopt Resolution of Intention directing the Department of Public Works and Planning and County Counsel to initiate the necessary studies and prepare draft amendments to the Fresno County Zoning Ordinance to allow consideration of digital billboards on County-owned property through a Conditional Use Permit (CUP) process; and**
- 2. Direct and authorize staff to prepare, schedule, and provide required public notice for the necessary public hearings before the Planning Commission and, as appropriate, present the proposed amendments to the Board of Supervisors for further consideration and possible adoption.**

There is additional Net County Cost associated with the recommended actions. The County seeks to modernize its regulatory framework related to signage on County-owned property to support improved communication, strengthen public information capabilities, and explore opportunities for revenue generation. The current Fresno County Zoning Ordinance provisions do not authorize digital billboards on County-owned land. Establishing a CUP pathway would allow these installations to undergo thorough review and public input to ensure proper evaluation of land use compatibility, safety, environmental concerns, aesthetics, and compliance with applicable laws. The proposed Resolution of Intention initiates the studies and ordinance amendment process necessary to consider such changes. This item is countywide.

ALTERNATIVE ACTION(S):

The Board may choose not to adopt the Resolution of Intention at this time. Under this option, staff would not initiate studies or prepare draft amendments to the Fresno County Zoning Ordinance, and no public hearings would be scheduled. This alternative would maintain the current prohibition on digital billboards on County-owned property and would delay consideration of potential regulatory updates, communication enhancements, and revenue-generating opportunities associated with digital billboard installations. Your Board could also direct staff to return with additional information or stakeholder input before proceeding, delaying initiation of the amendment process, or elect to modify the scope of the proposed updates before directing staff to prepare draft ordinance amendments.

FISCAL IMPACT:

There is no increase to Net County Cost associated with the recommended actions. Adoption of the Resolution of Intention will not create a direct fiscal impact at this time. Any staff time required for studies, drafting, and public hearings will be absorbed within existing departmental resources. Potential future revenue from digital billboard installations, if ultimately approved through the CUP process, would be evaluated separately during subsequent stages of review.

DISCUSSION:

The County of Fresno is exploring opportunities to enhance the use of County-owned property for improved communication and potential revenue generation. Digital billboards represent a modern tool capable of supporting public information needs while also creating potential economic benefits. However, the existing Fresno County Zoning Ordinance does not currently provide a mechanism to allow or review digital billboard installations on County-owned land.

To establish a clear and transparent regulatory pathway, staff recommends initiating a Zoning Ordinance amendment to allow digital billboards to be considered under the CUP process. A CUP framework would ensure that any proposed installation undergoes a full public review, including evaluation of land use compatibility, traffic safety, environmental considerations, visual and aesthetic impacts, and compliance with state and federal regulations.

The Resolution of Intention directs the Department of Public Works and Planning and County Counsel to conduct the necessary studies, draft proposed amendments, and schedule required public hearings. Adopting the Resolution does not approve any specific project; rather, it initiates the formal process for evaluating whether and under what conditions digital billboards could be permitted on County-owned property. Adoption of the Resolution of Intention will formally initiate the necessary studies, analysis, and preparation of draft ordinance amendments for review by the Planning Commission and/or the Board.

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Resolution of Intention

CAO ANALYST:

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