

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING CHAPTERS 19.590 – PERFORMANCE STANDARDS, 19.620 – GENERAL SIGN PROVISIONS, AND 19.650 – APPROVING AND APPEAL AUTHORITY.

The City Council of the City of Riverside does ordain as follows:

Section 1: Section 19.590.100 of the Riverside Municipal Code is added as follows:

“Section 19.590.110 Retail storefront window transparency.

A. Intent. These regulations aim to enhance retail storefront design and encourage safe, attractive and dynamic commercial areas.

B. At least 75% of the window surface area shall be transparent. Fully opaque treatments or coverings including any allowable window signs, exceeding 25% of the window surface area are prohibited.

C. Window signs as defined in Chapter 19.910 shall not be applied to more than 25% of the window area.

1. Storefronts with all windows completely opaque or “black-out” with no transparency is prohibited.

2. Vacant storefronts with no business occupying the tenant space may temporarily apply window signs up to 100% of the window area, until the tenant space is occupied.

a. Window signs for vacant storefronts may promote leasing contacts for the property subject to the permit requirements of Section 19.620.090 Temporary Signs.

D. Window signs shall comply with the requirements of Chapter 19.620.

E. Exceptions. Areas for storage or mechanical and/or utility equipment shall not be subject the provisions of this section.”

Section 2: Section 19.620.050 of the Riverside Municipal Code is amended as follows:

“Section 19.620.050 Prohibited signs.

Unless otherwise permitted by a specific provision of this chapter, the following sign types are prohibited in all zones:

1 A. *Advertising statutory.* Unless approved subject to a conditional use permit and Design Review
2 pursuant to Chapters 19.760 and 19.710 of the Zoning Ordinance, all forms of advertising statutory are
3 prohibited in all zones. A three-dimensional sign that is affixed to a building and complies with all the
4 applicable requirements of this chapter shall not be considered advertising statutory.

5 ...

6 P. *Cabinet or panel signs.*

7 1. New cabinet or panel signage as defined in section 19.620.150, including blade or
8 projecting signs, are prohibited except in the case of unusually shaped or elaborate logos that would
9 be onerous to render in channel letter form.

10 2. Existing cabinet signs may continue to be used and maintained, subject to Section
11 19.620.130 Nonconforming Signs.”

12 Section 3: The title of Section 19.620.060 of the Riverside Municipal Code is amended as
13 follows:

14 “Section 19.620.060 ~~Design principles~~ Minimum criteria for sign design.”

15 Section 4: Section 19.620.070 of the Riverside Municipal Code is amended as shown on
16 Exhibit “A” attached hereto and incorporated herein.

17 Section 5: Section 19.620.075 of the Riverside Municipal Code entitled “Development
18 standards for all sign types” is added as shown on Exhibit “B” attached hereto and incorporated herein.

19 Section 6: Table 19.620.080.A of the Riverside Municipal Code entitled “Building Signs
20 in Nonresidential and Mixed-Use Districts” is amended as shown on Exhibit “C” attached hereto and
21 incorporated herein.

22 Section 7: Section 19.620.080 of the Riverside Municipal Code is amended as follows:
23 “Section 19.620.080 Standards for specific sign types by district and use type.

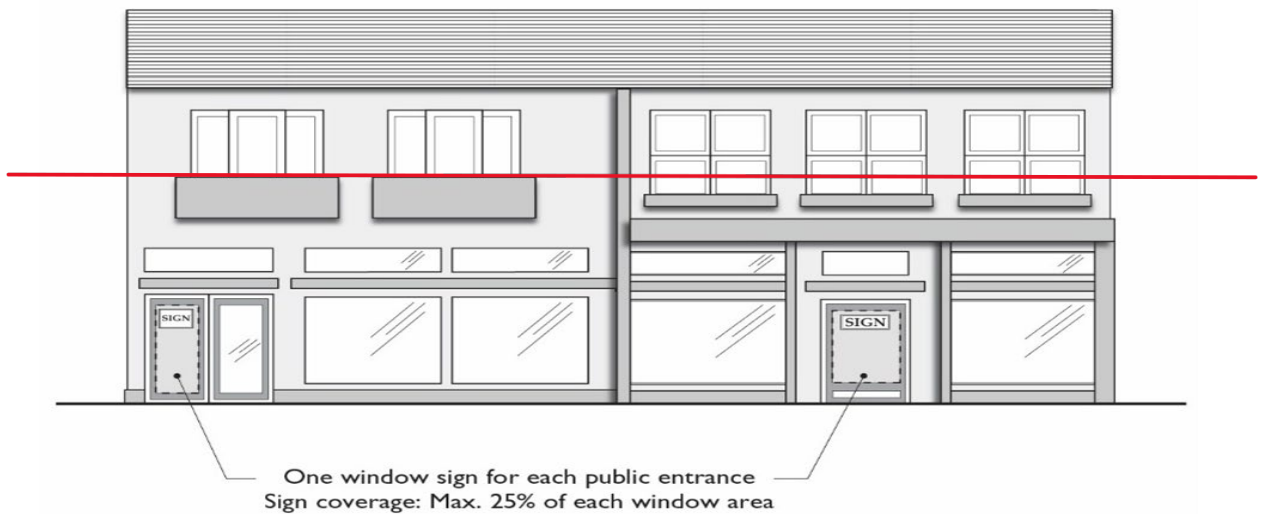
24 ...

25 B. *Signs in nonresidential and mixed use districts.* Signs erected on a site may be any combination
26 of permitted sign types, subject to the limitations for individual sign types listed in Tables 19.620.080
27 A, B, and C, the following requirements, and any other applicable provisions of this chapter.

1. *Design review required.* Unless exempt from the requirements of this chapter, the design and placement of any permanent sign erected in a nonresidential or mixed-use district is subject to review under the Citywide Sign and Design Guidelines.

...

6. *Signage allowed for each establishment.* Each establishment in a nonresidential or mixed-use zone may have at least one wall sign for each frontage, window or door signs up to 25% of the window area, one shingle or under canopy sign, and one monument sign subject to compliance with the requirements of this chapter.



...

8. *Blade Signs.* Blade signs are permitted for businesses in Commercial and Mixed-Use Zones with a minimum of 50 lineal feet of building frontage subject to the following requirements:

a. *Number.* A business may display one (1) blade sign per street frontage or parking lot frontage on an adjacent property.

b. *Area.* The maximum area of a blade sign shall not exceed one (1) square foot per linear foot of building frontage from which the sign projects.

i. For double-sided signs, sign area shall be taken from one (1) side of the sign only.

a. Height.

i. No projecting sign shall extend above the adjacent eaves of a sloped roof ~~ptor~~ above the parapet line of a flat roof.

ii. All blade signs shall be a minimum of eight (8) feet above the grade of the adjoining pedestrian right of way.

b. Placement. All blade signs shall be attached to a building, not a pole or other structure.

c. Projection.

i. On the first or second story, no blade sign shall project more than four feet.

ii. Above the third story, no blade sign shall project more than six feet from the face of the building wall upon which the sign is mounted.

iii. If any blade sign projects into or over the public right-of-way, an encroachment permit must be obtained from the Department of Public Works.

iv. No sign may project over a public alley.

d. Design and Development. All blade signs shall comply with section 19.620.060 Minimum criteria for sign design and 19.620.075 Development Standards for all sign types.

...”

Section 8: Section 19.620.090 of the Riverside Municipal Code is amended as follows:

“Section 19.620.090 Temporary signs.

Temporary signs may be displayed subject to the requirements of this section.

A. *General requirements in Nonresidential and Mixed Use Districts.*

1. *Temporary sign permit required.* Unless specifically exempted from permit requirements pursuant to this chapter, temporary signs in nonresidential and mixed-use districts require the issuance of a ministerial permit based on the applicant's statement of compliance with the applicable requirements of this chapter.

...

3. *Sign area and dimensions.* The following types of temporary signage are permitted if they comply with the following standards and requirements:

a. *Banners.* One banner not exceeding 25 percent of the area of a building wall or window of the establishment that is stretched and secured flat against the building wall, window,

and does not extend higher than the building eave or parapet wall. No more than one banner is permitted per street frontage for each individual establishment. All such signs shall be securely fastened at each corner to resist displacement by wind or similar disturbances and shall have wind cuts as necessary to reduce sign billowing or sailing.

...

d. *Window signs.* ~~Allowed.~~ Storefront windows shall be subject to the transparency standards under Chapter 19.590.110.

..."

Section 8: Section 19.620.100 of the Riverside Municipal Code is amended as follows:
"Section 19.620.100 Procedures for sign review and approval.

A. *Permits generally required.* Unless a particular type of sign is specifically exempted from the permit requirement, by a provision of this chapter or other applicable law, no person shall erect, change or replace any sign allowed by the provisions of this chapter without first having obtained the necessary permits.

...

K. Creative Sign Permit.

1. Purpose. This section establishes standards and procedures for the review and approval of Creative Sign Permits. The purposes of a Creative Sign Permit are to:

a. Encourage signs of unique design that exhibit a high degree of imagination, inventiveness, creativity and thoughtfulness; and

b. Provide a process for the flexible application of sign regulations in ways that will allow creatively designed signs.

2. Applicability. An applicant may request approval of a Creative Sign Permit for signs in Commercial, Mixed-Use, and Industrial Zones in order to allow a design approach that differs from the provisions of this Chapter but comply with the purpose and findings of this Section.

3. Application Requirements. A Creative Sign Permit application and fee shall be submitted in accordance with Chapter 19.660 General Application Processing Procedures.

1 4. Approval Authority. An application for a Creative Sign Permit shall be subject to review and
2 approval by the Community & Economic Development Department Director or designee
3 pursuant Chapter 19.650 – Approving and Appeal Authority.

4 5. Findings. In approving an application for a Creative Sign Permit, the Community and
5 Economic Development Director or designee shall ensure that the proposed sign meets the
6 following design criteria:

7 a. Design Quality. The sign shall:

- 8 i. Constitute a substantial aesthetic improvement to the site and shall have a
9 positive visual impact on the surrounding area;
- 10 ii. Be of unique design, and exhibit a high degree of imagination, inventiveness,
11 spirit, and thoughtfulness;
- 12 iii. Provide strong graphic character through the imaginative use of color, graphics,
13 proportion, quality materials, scale, and texture; and.
- 14 iv. Utilize creative illumination and dimensional lettering techniques. Examples
15 include but are not limited to combinations of lighting and lettering techniques
16 such as exposed neon, halo lighting, external decorative lighting, reverse pan
17 channel letters, pin mounted letters, built up letters, and routed out letters.

18 b. Contextual Criteria. The sign shall contain at least one (1) of the following elements:

- 19 i. Classic historic design style compatible with the historic character of the
20 building or site;
- 21 ii. Creative design reflecting current or historic character of the sign's
22 surroundings; or
- 23 iii. Inventive representation of the logo, name, or use of the building or site.

24 c. Architectural Criteria. The sign shall:

- 25 i. Utilize or enhance the architectural elements of the building or site; and
- 26 ii. Be placed in a logical location in relation to the overall composition of the
27 building's façade or site design.

d. Impacts on surrounding uses. The sign shall be located and designed not to cause light and glare impacts on surrounding uses, especially residential uses.²

Section 9: Section 19.620.130 of the Riverside Municipal Code is amended as follows:
“Section 19.620.130 Nonconforming signs.
Any sign lawfully erected and maintained prior to the effective date of this ordinance, but which does not conform to the provisions of this chapter, or because of a zone change after the effective date of this chapter affecting the property upon which the sign is located ceases to comply with the applicable zone district regulations, is a nonconforming sign. The purpose of the regulations in this section is to limit the number and extent of nonconforming signage by prohibiting alteration or enlargement of such signage so as to increase the discrepancy between their condition and the standards and requirements of this chapter.

A. *Continuance and maintenance.* Nonconforming signs that were legal when first installed, and which have not been modified so as to become illegal, may be continued, except as otherwise provided in this section.

...

~~C. *Abandonment of nonconforming sign.* Whenever a nonconforming sign has been abandoned, or the use of the property has been discontinued for a continuous period of 90 days, the nonconforming sign shall be removed as provided for in State law and Section 19.620.140, Enforcement, of this chapter.~~

~~D. *Damage to or destruction of nonconforming sign.* Whenever a non-conforming sign is damaged by any cause other than intentional vandalism and repair of the damage would not exceed 50 percent of the replacement cost based on an independent professional appraisal, the sign may be restored and the non-conforming use of the sign may be resumed, provided that restoration is started within one year and diligently pursued to completion.~~

~~1. Whenever a nonconforming sign is destroyed by any cause other than intentional vandalism and repair of the damage would exceed 50 percent of the reproduction cost based on an independent appraisal, such sign may be only be restored, reconstructed, altered or repaired in conformance with the provisions of this chapter.~~

1 ~~2. The extent of damage or partial destruction shall be based upon the ratio of the estimated cost~~
2 ~~of restoring the sign to its condition prior to such damage or partial destruction, to the estimated~~
3 ~~cost of duplicating the entire sign, as it existed prior to the damage or destruction.~~

4 ~~3. Estimates for this purpose shall be made or shall be reviewed and approved by the Community~~
5 ~~and Economic Director or his/her designee.~~

6 C. Amortization

7 1. Abandonment of nonconforming sign. Whenever a nonconforming sign has been
8 abandoned, or the use of the property has been discontinued for a continuous period of
9 90 days, the nonconforming sign shall be removed as provided for in State law and
10 Section 19.620.140, Enforcement, of this chapter.
11 2. Damage to or destruction of
12 nonconforming sign. Whenever a non-conforming sign is damaged by any cause other
13 than intentional vandalism and repair of the damage would not exceed 50 percent of
14 the replacement cost based on an independent professional appraisal, the sign may be
15 restored and the non-conforming use of the sign may be resumed, provided that
16 restoration is started within one year and diligently pursued to completion.

17 a. Whenever a nonconforming sign is destroyed by any cause other than
18 intentional vandalism and repair of the damage would exceed 50 percent of the
19 reproduction cost based on an independent appraisal, such sign may be only be
20 restored, reconstructed, altered or repaired in conformance with the provisions
21 of this chapter.

22 b. The extent of damage or partial destruction shall be based upon the ratio of the
23 estimated cost of restoring the sign to its condition prior to such damage or
24 partial destruction, to the estimated cost of duplicating the entire sign, as it
25 existed prior to the damage or destruction.

26 c. Estimates for this purpose shall be made or shall be reviewed and approved by
27 the Community and Economic Director or his/her designee.

28 3. Change in use or occupancy. Whenever there is a change in use or occupancy in a
tenant space or property on which there is a nonconforming sign(s), the nonconforming

1 sign(s) shall be removed or brought into compliance with the provisions of this chapter
2 prior to the start of operations.

3 4. Historic signs. Signs associated with designated historic or cultural resources, or
4 eligible for historic or cultural resource designation as determined by the Historic
5 Preservation Officer, shall be exempt from this section.

6 ~~ED.~~ *Signs rendered nonconforming by annexation.* Any sign that becomes non-conforming
7 subsequent to the effective date of this section by reason of annexation to the City of the site
8 upon which the sign is located, shall be subject to the provisions of this section.”

9 Section 10: Section 19.620.150 of the Riverside Municipal Code is amended as follows:
10 “Section 19.620.150 Definitions.

11 **I.19.620.150 - Definitions.**

12 The following words and phrases shall have the following meanings when used in this chapter. In
13 the event of a conflict between the definitions in this section and in Article X, Definitions, of the
14 Zoning Ordinance, the terms in this section shall apply.

15 *A-frame sign* means a portable upright, rigid, self-supporting frame sign in the form of a triangle or
16 letter "A". Other variations of such signage may also be in the shape of the letter T (inverted) or the
17 letter H.

18 ...

19 ~~*Can sign (box sign)* means a sign on the outside face of a metal box with or without internal~~
20 ~~*illumination. Includes devices with a slide in panel which displays the image.*~~

21 ...

22 *Tenant sign* means a sign that identifies a tenant, occupant, or establishment whether residential or
23 commercial and provides no other advertisements or product identification.

24 ...”

25 Section 11: Table 19.650.020 of the Riverside Municipal Code entitled “Approving and
26 Appeal Authority” is amended as shown on Exhibit “D” attached hereto and incorporated herein.

27 Section 12: The City Council has reviewed the matter and, based upon the facts and
28 information contained in the staff reports, administrative record, and written and oral testimony,

1 hereby finds that this ordinance is not subject to CEQA pursuant to Section 15061(b)(3) (General
2 Rule), as it can be seen with certainty that approval of the project will not have an effect on the
3 environment.

4 Section 13: The City Clerk shall certify to the adoption of this ordinance and cause publication
5 once in a newspaper of general circulation in accordance with Section 414 of the Charter of the City
6 of Riverside. This ordinance shall become effective on the 30th day after the date of its adoption but
7 shall not be operative and enforced by the City of Riverside until approved by the voters of the City
8 of Riverside in compliance with California law.

9
10 ADOPTED by the City Council this _____ day of _____, 2025.

11
12 _____
13 PATRICIA LOCK DAWSON
Mayor of the City of Riverside

14 Attest:

15
16 _____
17 DONESIA GAUSE
City Clerk of the City of Riverside
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28

1 I, Donesia Gause, City Clerk of the City of Riverside, California, hereby certify that the
2 foregoing ordinance was duly and regularly introduced and adopted at a meeting of the City Council
3 on the _____ day of _____, 2025, by the following vote, to wit:

4 Ayes:

5 Noes:

6 Absent:

7 Abstain:

8 IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the
9 City of Riverside, California, this _____ day of _____, 2025.

10
11 _____
12 DONESIA GAUSE
13 City Clerk of the City of Riverside
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25-0652 05/22/25

EXHIBIT “A”

19.620.070 General provisions for all sign types.

The following regulations apply to all signs in any zone:

- A. *Signs must comply with this Code.* In all zones, only such signs as are specifically permitted in this chapter may be placed, erected, maintained, displayed or used, and the placement, erection, maintenance, display or use of signs shall be subject to all restrictions, limitations and regulations contained in this chapter. The placement, erection, maintenance, display or use of all other signs is prohibited.
- ...
- P. *Riverside Municipal Airport.* Except for signs oriented so as to be primarily viewed from any public street other than Airport Drive, signs within Riverside Municipal Airport and which serve lessees of the Riverside Municipal Airport shall be governed by the Riverside Municipal Airport Sign Criteria adopted by resolution of the City Council and shall not be restricted by this chapter except for those provisions regarding maintenance and safety. Signs at the Municipal Airport are also subject to permits under the City Building Code.

~~Q. — Permitted sign locations.~~

~~1. *Building signs.* All building signs must be located on and directly parallel to a building wall, canopy fascia or mansard roof directly abutting the use or occupancy being identified and directly facing a parking lot, mall, street, driveway, alley or freeway.~~

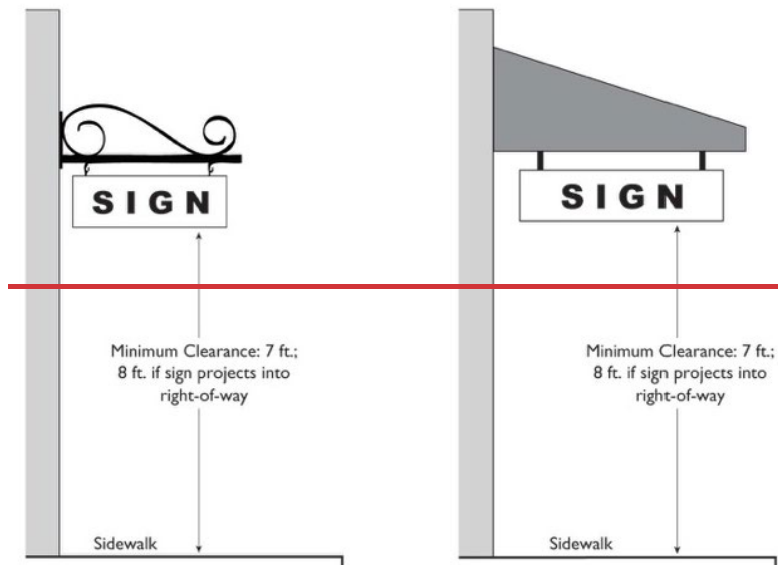
~~2. *Window signs.* Except for signs painted directly on the exterior surface of the window, all window signs must be located on or within 24 inches of the inner surface of a window directly used by the use or occupancy being identified and be directly facing a parking lot, mall, street, driveway, alley or freeway.~~

~~3. *Under canopy and shingle signs.* All under canopy and shingle signs shall be suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign or a support attached to and projecting from the building wall. Such signs shall be oriented perpendicular to the adjacent wall of the business being identified and shall be attached with rigid supports of a type and in a manner acceptable to the Building and Safety Division. A minimum clearance of seven feet shall be maintained between the grade level below the sign and the lowermost portion of the sign except when the sign is projecting over a public right of way, in that case the minimum clearance shall be eight feet.~~

~~Q. *Calculation of sign area.* The area of an individual sign, as defined in Section 19.620.150 of this chapter, shall be calculated according to the following provisions. Sign area does not include supporting structures such as sign bases and columns provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of signs is illustrated in Figures 19.620.070.R-1, 2, and 3.~~

- ~~1. *Single-faced signs.* Where only one face of the sign includes written copy, logos, emblems, symbols, ornaments, illustrations, or other sign media, the sign area shall include the entire area within a single continuous perimeter composed of one or two rectangles that enclose the extreme limits of all sign elements on the face of the sign.~~

~~Figure 19.620.070.Q 3: Under Canopy and Shingle Signs~~



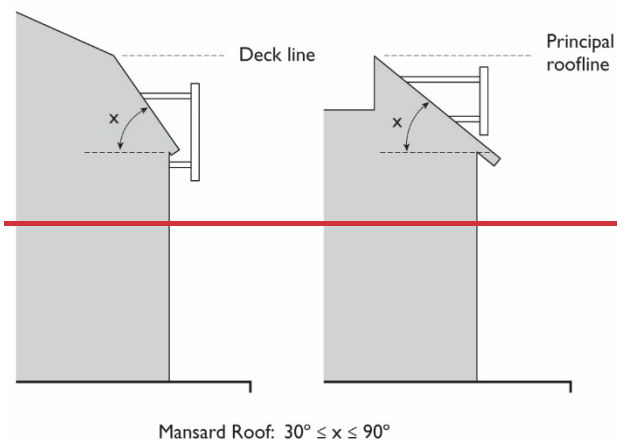
~~4. Pylon and monument~~

~~signs. All pylon and monument signs shall be oriented toward a parking lot, mall, street, driveway or alley. Such signs shall be situated on the lot or parcel on which the use or occupancy identified is located, except in a commercial, office or industrial complex where such a sign may be located on any lot or parcel in the complex where the use or occupancy identified is located.~~

~~5. Sign projection from a building face. Building signs shall not project more than 12 inches from the face of the building on which they are placed with the following exceptions:~~

- ~~a. Signs placed on a mansard roof may project such a distance from the face of the roof as necessary for the sign face to be perpendicular to the floor of the building.~~

~~Figure 19.620.070.Q 5 Mansard Roof Sign~~



~~b. In any Neighborhood Commercial Overlay Zone, a maximum four square foot, double-faced sign, oriented perpendicular to the building wall is permitted in lieu of an under canopy sign. Such perpendicular sign shall not project more than 30 inches from the face of the building wall on which it is placed, shall be attached with rigid supports in a manner acceptable to the~~

Building and Safety Division and shall maintain a minimum clearance of eight feet between the grade level below the sign and the lowermost portion of the sign.

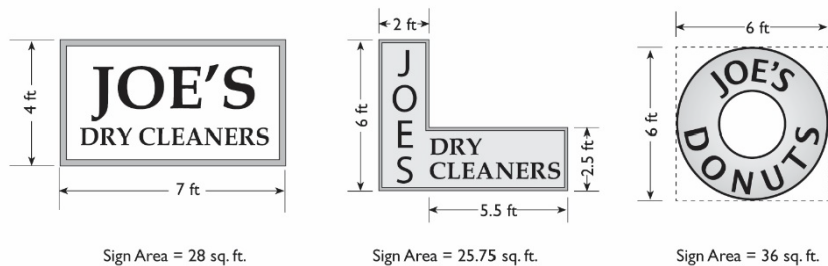
c. A three-dimensional sign that complies with the applicable requirements of this chapter.

6. ~~Projection of permanent signs over public rights of way.~~ All signs that project over or into the public right of way require approval of an encroachment permit by the Public Works Department under Sections 10.16.040 and Section 13.08.015 of the Riverside Municipal Code.

7. ~~Historic area perpendicular signs.~~ For buildings registered in the National Historic Register; designated a State Historical landmark, a City of Riverside landmark or structure of merit; or located in a City of Riverside historic preservation district or neighborhood conservation area, and that contain a nonresidential use, double-faced signs, oriented perpendicular to the building wall are permitted subject to standards in Section 19.620.120.C.

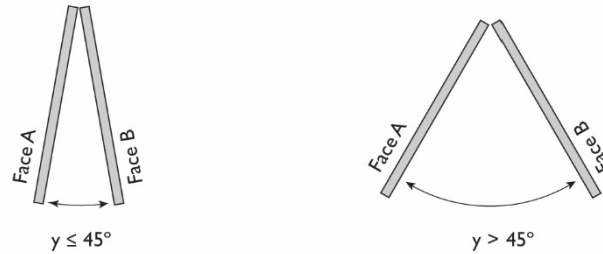
R. ~~Calculation of sign area.~~ The area of an individual sign, as defined in Section 19.620.150 of this chapter, shall be calculated according to the following provisions. Sign area does not include supporting structures such as sign bases and columns provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of signs is illustrated in Figures 19.620.070.R-1, 2, and 3.

Figure 19.620.070.RQ-1: Measuring Area of Single-Faced Signs



2. **Double-faced signs.** Where two faces of a double-faced sign have an interior angle of 45 degrees or less from one another, the sign area must be computed as the area of one face. Where the two faces are not equal in size, the larger sign face will be used. Where two faces of a double-faced sign have an interior angle of more than 45 degrees from one another, both sign faces will be counted toward sign area.

Figure 19.620.070.RQ-2: Measuring Area of Double-Faced Signs

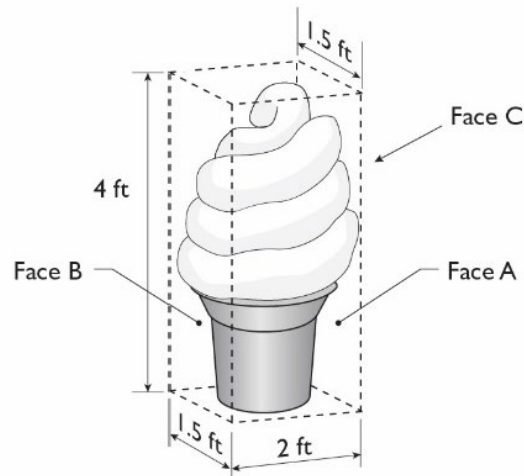


Sign Area = Area of Face A or Face B,
whichever is bigger

Sign Area = Area of Face A + Area of Face B

3. *Multi-faced signs.* Signs with three or more faces, where at least one interior angle is 45 degrees or more the calculation shall include the total area of each face that includes written copy, emblems, symbols, ornament, illustrations, or other sign media regardless of the dimension of each face.
4. *Three dimensional signs.* Signs that consist of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area that is the sum of the areas of the three visible vertical faces of the smallest cube or rectangular volume that will encompass the sign.

Figure 19.620.070.RQ-3: Measuring Area of Three-Dimensional Signs



Sign Area = Area of Face A + Area of Face B + Area of Face C
= 20 sq. ft.

- ~~S. **Materials.** Permanent signs may not be made of plywood, pressed board, non-exterior grade wood products or any material, such as paper or cardboard, that is subject to rapid deterioration and not weather resistant. Materials used for temporary signs shall comply with applicable requirements of Section 19.620.090, Temporary Signs. Fabric signs shall be restricted to Public Service and Civic Identity Banners, Awning Signs, and Temporary Signs permitted pursuant to Section 19.620.090.~~
- ~~T. **Illumination.** Unless specifically restricted by this chapter, signs may be illuminated or non-illuminated. The illumination of signs, from either an internal or external source, shall be designed to avoid negative~~

impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:

- 1. Sign lighting shall not be of an intensity or brightness, or generate glare, that will create a nuisance for residential buildings in a direct line of sight to the sign;
- 2. External light sources shall be directed, shielded, and filtered to limit direct illumination of any object other than the sign;
- 3. Exposed incandescent lamps that exceed 40 watts or contain either internal or external metal reflectors are not permitted.
- 4. Refer to Section 19.620.080.C.5 for additional illumination requirements for electronic message center signs.

U. ~~Maintenance and safety.~~

- 1. ~~Maintenance.~~ All signs, together with all their supports, braces, guys and anchors, shall be kept in repair and in a proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted. The Community & Economic Development Director or his/her designee may order the removal of any sign that is not maintained in accordance with the provisions of this chapter and all other applicable laws.
- 2. ~~Interference with safety passages.~~ No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light, ventilation or access is reduced to a point below that required by any law or ordinance.
- 3. ~~Proximity to electrical facilities.~~ No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within six feet of overhead electric conductors, which are energized in excess of 750 volts, nor within three feet of conductors energized at 0 to 750 volts.
- 4. ~~Electrical signs.~~ Electrical signs shall bear the label of an approved testing laboratory. Said label shall not exceed four square inches. Said label shall be placed as directed by the Community & Economic Development Director or his/her designee. Electrical signs and appurtenant equipment shall be installed in accordance with the Electrical Code.
- 5. ~~Engineering design and materials.~~ Signs designed and constructed as building elements or structures shall be in accordance with the provisions of the Building Code.
- 6. ~~Inspections.~~ It shall be the duty of every person who may erect any sign designated under this chapter to afford ample means and accommodation for the purpose of inspection whenever, in the judgment of the Community & Economic Development Director or his/her designee or the Building Official, such inspection is necessary. The inspectors for the Public Utilities Department and the Fire Department of the City shall also have the right and authority to inspect any such signs during reasonable hours.
- 7. ~~Liability of owners.~~ This chapter shall not be construed to relieve from or lessen the responsibility of any person owning, maintaining, operating, constructing or installing any sign or other device mentioned in this chapter for damages to life or property caused by any defect therein.
- 8. ~~City responsibility for sign compliance.~~ Neither the City nor any agent thereof may be held as assuming any liability by reason of the inspection required by this chapter. Nothing in this chapter waives or diminishes any defenses the City may have in any action alleging that the City is responsible, in whole or in part, for damage, loss or injury caused by any sign. By enacting this chapter the City does not waive its immunities under California statutory law, including but not limited to the governmental immunities."

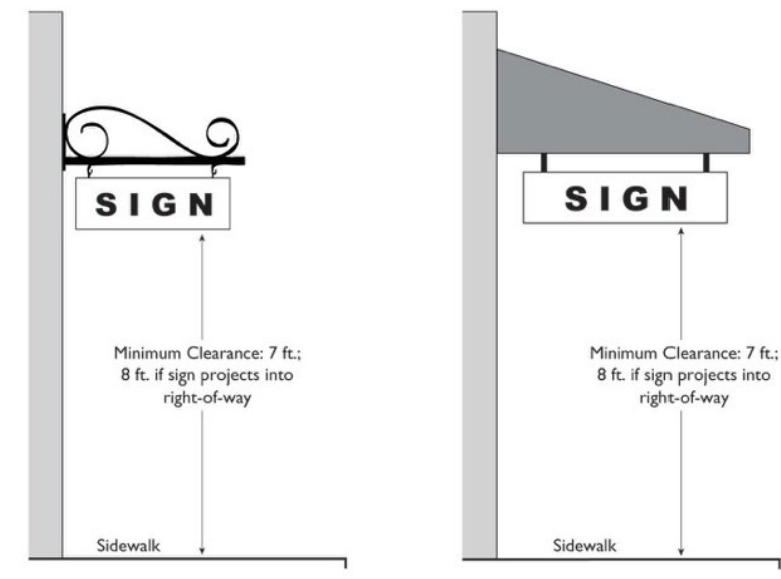
EXHIBIT “B”

Section 19.620.075 Development standards for all sign types.

A. Permitted sign locations.

- 1. Building signs.** All building signs, with the exception of blade signs as set forth herein must be located on and directly parallel to a building wall, canopy fascia or mansard roof directly abutting the use or occupancy being identified and directly facing a parking lot, mall, street, driveway, alley or freeway.
- 2. Window signs.** Except for signs painted directly on the exterior surface of the window, all window signs must be located on or within 24 inches of the inner surface of a window directly used by the use or occupancy being identified and be directly facing a parking lot, mall, street, driveway, alley or freeway.
- 3. Under canopy and shingle signs.** All under canopy and shingle signs shall be suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign or a support attached to and projecting from the building wall. Such signs shall be oriented perpendicular to the adjacent wall of the business being identified and shall be attached with rigid supports of a type and in a manner acceptable to the Building and Safety Division. A minimum clearance of seven feet shall be maintained between the grade level below the sign and the lowermost portion of the sign except when the sign is projecting over a public right-of-way, in that case the minimum clearance shall be eight feet.

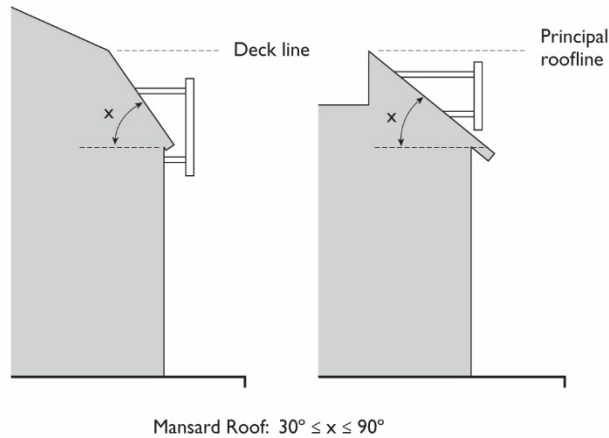
Figure 19.620.075.A-3: Measuring Area of Single-Faced Signs



- 4. Pylon and monument signs.** All pylon and monument signs shall be oriented toward a parking lot, mall, street, driveway or alley. Such signs shall be situated on the lot or parcel on which the use or occupancy identified is located, except in a commercial, office or industrial complex where such a sign may be located on any lot or parcel in the complex where the use or occupancy identified is located.
- 5. Other projecting signs.** Building signs shall not project more than 12 inches from the face of the building on which they are placed with the following exceptions:

- a. Signs placed on a mansard roof may project such a distance from the face of the roof as necessary for the sign face to be perpendicular to the floor of the building.

Figure 19.620.075.A-5: Measuring Area of Single-Faced Signs



- b. In any Neighborhood Commercial Overlay Zone, a maximum four square foot, double-faced sign, oriented perpendicular to the building wall is permitted in lieu of an under canopy sign. Such perpendicular sign shall not project more than 30 inches from the face of the building wall on which it is placed, shall be attached with rigid supports in a manner acceptable to the Building and Safety Division and shall maintain a minimum clearance of eight feet between the grade level below the sign and the lowermost portion of the sign.
- c. A three-dimensional sign that complies with the applicable requirements of this chapter.
6. Projection of permanent signs over public rights-of-way. All signs that project over or into the public right-of-way require approval of an encroachment permit by the Public Works Department under Sections 10.16.040 and Section 13.08.015 of the Riverside Municipal Code.
7. Historic area blade signs. For buildings registered in the National Historic Register; designated a State Historical landmark, a City of Riverside landmark or structure of merit; or located in a City of Riverside historic preservation district or neighborhood conservation area, and that contain a nonresidential use, double-faced signs, oriented perpendicular to the building wall are permitted subject to standards in Section 19.620.120.C.
- .B Materials.
1. Permanent signs may not be made of plywood, pressed board, non-exterior grade wood products or any material, such as paper or cardboard, that is subject to rapid deterioration and not weather-resistant.
2. Fabric signs shall be restricted to Public Service and Civic Identity Banners, Awning Signs, and Temporary Signs permitted pursuant to Section 19.620.090.
- C. Illumination. Unless specifically restricted by this chapter, signs may be illuminated or non-illuminated. The illumination of signs, from either an internal or external source, shall be designed to avoid negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:
1. Sign lighting shall not be of an intensity or brightness, or generate glare, that will create a nuisance for residential buildings in a direct line of sight to the sign;

2. External light sources shall be directed, shielded, and filtered to limit direct illumination of any object other than the sign;
3. Exposed incandescent lamps that exceed 40 watts or contain either internal or external metal reflectors are not permitted.
4. Refer to Section 19.620.080.D.4 for additional illumination requirements for electronic message center signs.
5. Electrical raceways, conduits, and similar devices shall be placed so that they are not within public view.
 - a. Where this is physically impractical or potentially damaging to significant architectural features or materials of the structure upon which the sign is mounted, raceways, conduits, and similar devices shall be as minimal as possible and painted to match surrounding material.
6. Neon signs and architectural lighting. The use of neon tubes for signs or architectural elements shall be allowed in commercial and mixed-use zoning districts subject to the requirements of Section 19.620.050.B.

D. Maintenance and safety.

1. Maintenance. All signs, together with all their supports, braces, guys and anchors, shall be kept in repair and in a proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted. The Community & Economic Development Director or his/her designee may order the removal of any sign that is not maintained in accordance with the provisions of this chapter and all other applicable laws.
2. Interference with safety passages. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light, ventilation or access is reduced to a point below that required by any law or ordinance.
3. Proximity to electrical facilities. No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within six feet of overhead electric conductors, which are energized in excess of 750 volts, nor within three feet of conductors energized at 0 to 750 volts.
4. Electrical signs. Electrical signs shall bear the label of an approved testing laboratory. Said label shall not exceed four square inches. Said label shall be placed as directed by the Community & Economic Development Director or his/her designee. Electrical signs and appurtenant equipment shall be installed in accordance with the Electrical Code.
5. Engineering design and materials. Signs designed and constructed as building elements or structures shall be in accordance with the provisions of the Building Code.
6. Inspections. It shall be the duty of every person who may erect any sign designated under this chapter to afford ample means and accommodation for the purpose of inspection whenever, in the judgment of the Community & Economic Development Director or his/her designee or the Building Official, such inspection is necessary. The inspectors for the Public Utilities Department and the Fire Department of the City shall also have the right and authority to inspect any such signs during reasonable hours.
7. Liability of owners. This chapter shall not be construed to relieve from or lessen the responsibility of any person owning, maintaining, operating, constructing or installing any sign or other device mentioned in this chapter for damages to life or property caused by any defect therein.
8. City responsibility for sign compliance. Neither the City nor any agent thereof may be held as assuming any liability by reason of the inspection required by this chapter. Nothing in this

chapter waives or diminishes any defenses the City may have in any action alleging that the City is responsible, in whole or in part, for damage, loss or injury caused by any sign. By enacting this chapter the City does not waive its immunities under California statutory law, including but not limited to the governmental immunities.”

EXHIBIT “C”

Table 19.620.080.A: Building Signs in Nonresidential and Mixed-Use Districts

		<i>Wall Signs</i>					<i>Window Signs</i>	<i>Under Canopy Shingle</i>
Tenant/Occupant Building Frontage in lineal feet (LF)		Less than 80 LF	80 LF or more & less than 200 LF	200 LF or more & less than 350 LF	350 LF or more & less than 500 LF	500 LF or more		
Commercial Zones	CR, CG & CRC	<ul style="list-style-type: none"> <u>For the purposes of business identification only.</u> <u>Secondary signs identifying special features, services, trade, or products of the business shall not exceed more than 10% of the total sign area</u> 					<u>Allowed Maximum of 25% of the window area.</u> <u>See section 19.590.110 for exceptions for vacant storefronts.</u>	1 under canopy shingle sign per use or occupancy 9 square feet
		1 wall sign per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage	2 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage	3 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 200 square feet	4 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 400 square feet	5 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 500 square feet.		
	O (Office)	1 wall sign per building frontage 1 square-	For each occupant building frontage 80 lineal feet in length or more: 2 wall signs per occupant building frontage 1 square-foot of sign area per lineal foot of occupant building frontage or 200 square feet for the entire building frontage, whichever is less.				Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones

		foot of sign area per lineal foot of occupant building frontage.						
Mixed Use Zones— MU-N, MU-V & MU-U		Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Industrial Zones— BMP, I, AI & AIR within an Industrial Complex		1 wall sign per occupant or building on each building frontage 1 square-foot of sign area per lineal foot of occupant building frontage	For each occupant building frontage 80 lineal feet in length or more: 2 wall signs on each occupant building frontage oriented toward a parking lot, mall street, driveway, alley or freeway. 1 square-foot of sign area per lineal foot of occupant building frontage not to exceed 200 square feet of total sign area.				Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Other Zones Public Facilities Zone, Schools and All other Non-Commercial/Industrial & Nonresidential Uses		1 on-premises wall sign for each street frontage 1 square-foot of sign area per lineal foot of occupant building frontage not to exceed 24 square feet of total sign area					Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Wall Signs - Multiple Story Buildings Greater than 3 Stories in Zones where Buildings Greater than 3 Stories are Allowed - For multiple story buildings greater than 3 stories, wall signs are allowed only								

on the first floor and on the top floor of a building. The maximum area of wall signs on the first floor shall not exceed the total allowable wall sign area specified in the wall sign standards above. See specific standards below for maximum area of top floor signs allowed in addition to allowable area for first floor signage. For multiple story buildings 3 stories or less, wall signs are allowed on any floor but the total sign area for the entire building frontage inclusive of all floors shall not exceed the maximum allowable sign area as indicated in the standards above. Wall signs shall be for the purposes of business identification only.

	4 Stories	5 to 6 Stories	7 to 10 Stories	Over 10 Stories
Building frontage less than 150 lineal feet	1 sign per building frontage located at the top floor 100 square feet	1 sign per building frontage located at the top floor 150 square feet	1 sign per building frontage located at the top floor 200 square feet	1 sign per building frontage located at the top floor 250 square feet
Building frontage 150 lineal feet or more	2 signs per building frontage located at the top floor 100 square feet per sign up to a total maximum of 150 square feet for the building frontage	2 signs per building frontage located at the top floor 150 square feet per sign up to a total maximum of 225 square feet for the building frontage	2 signs per building frontage located at the top floor 200 square feet per sign up to a total maximum of 300 square feet for the building frontage	2 signs per building frontage located at the top floor 250 square feet per sign up to a total maximum of 375 square feet for the building frontage

Notes: 1) In general, each establishment/occupant is allowed at least 1 wall sign per building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway, ~~1~~ window signs up to 25% of the window area per public entrance, and 1 under canopy shingle sign per building frontage subject to the standards provided below. 2) See Section 19.620.110 for Sign Program requirements and increase in allowable sign area with a sign program. 3) Storefront window transparency is regulated under Chapter 19.590.

EXHIBIT “D”

Table 19.650.020
Approving and Appeal Authority

R = Recommending Authority; F = Final Approving Authority (unless appealable); A = Appeal Authority; AR = Approving Authority as Community & Economic Development Director or Development Review Committee on Referral

Type of Permit or Action	Approving and Appeal Authority			
	Community & Economic Development Department Director	Development Review Committee (DRC)	City Planning Commission ^(9,11)	City Council ^(1,11)
<i>Administrative</i>				
Design Review		F ⁽³⁾	A/AR ⁽³⁾	A ⁽³⁾ /F
Fair Housing and Reasonable Accommodation		F	AR	A ⁽⁴⁾ /F
Minor Conditional Use Permit		F	A ⁽⁴⁾ /AR	A ⁽⁴⁾ /F
Administrative Planned Residential Development Permit	F		A ⁽⁴⁾ /AR	A ⁽⁴⁾ /F
<u>Creative Sign Permit</u>	<u>F</u>		<u>AR</u>	
Nonconforming Determination	F		A ⁽⁴⁾ /AR	A ⁽⁴⁾ /F
Recycling Center Permit	F			AR/A/F
Room Rental Permit	F		AR	A/F
Street, Alley, & Walkway Vacations (Summary)				F
Temporary Use Permit	F ⁽⁵⁾			
Time Extensions	F		A/AR	A/F
Transportation Demand Management Regulations	F			A/F
Variance	F		A ⁽⁴⁾ /AR	A ⁽⁴⁾ /F

Zoning Code Interpretation	F		A/AR	A/F
<i>Public Hearing</i>				
Accessibility Appeals (Building Official decisions relating to access)			F	A/F
Airport Land Use Commission Appeals				A ^(10, 12) /F
Annexation or Detachment			R ⁽⁶⁾	A/F
Conditional Use Permit			F ^(6, 9)	A/F
Condominium Conversion Permit			R ⁽⁶⁾	A/F
Development Agreement and Amendment ⁽⁸⁾			R ⁽⁶⁾	A/F
Design Review			F ⁽³⁾	A/F ⁽³⁾
Floodplain Approval; Floodplain Variance			F	A/F
General Plan Text/Map Amendment			R ^(6, 9)	A/F
Planned Residential Development Permit			F ^(6, 9, 13)	A/F
Minor Planned Residential Development Permit			F ^(6, 9)	A/F
Small Lot Planned Residential Development Permit			F ^(6, 9)	A/F
Site Plan Review Permit			F ⁽⁶⁾	A/F
Specific Plan and Amendments			R ^(6, 9)	A/F

Street, Alley, & Walkway Vacations			R ⁽⁶⁾	A/F ⁽⁷⁾
Street Name Change			R ⁽⁶⁾	A/F
Traffic Pattern Modification Measures			R ⁽⁶⁾	A/F ⁽⁷⁾
Zoning Code Text/Map Amendment			R ^(6, 9)	A/F

;sz=8q; Notes:

1. Decisions of the City Council are final and cannot be appealed.
2. Reserved.
3. Planning Commission primary design review responsibility is limited to concurrent review with another case for which the Planning Commission has approval authority (Refer to Section 19.710.035 - Review Responsibilities of Planning Commission or Community & Economic Development Department Director). Appeal of Planning Commission action on design review is by the full City Council.
4. See Section 19.650.020 C - Designated Approving Authority.
5. Appeal of an action on a Temporary Use Permit shall be to the City Manager. The City Manager's decision is final.
6. If denied by the Planning Commission, the action is final unless appealed to the City Council (See Section 19.680.020 B - Appeal Authority) with the exception of City-initiated General Plan Text/Map Amendments, Zoning Code Text/Map Amendments and Specific Plan Amendments where the Planning Commission is a Recommending Authority only.
7. Street vacations and traffic pattern modification measures require two actions at the City Council: adoption of a resolution of intent to hold a public hearing and a public hearing.
8. See Government Code Section 65864 for more information on Development Agreements.
9. All decisions by the Planning Commission to approve or deny a permit or action are by simple majority of the members present and voting, with the following exceptions:
 - a. Conditional Use Permits, including revocations, and Planned Residential Development Permits require approval by a 2/3 majority of the Planning Commissioners present and voting; and
 - b. Zoning Code Text/Map Amendments, General Plan Text/Map Amendments, and Specific Plan Amendments require a majority vote of not less than four Planning Commissioners present and voting.
10. All decisions of the City Council to approve or deny a permit or action are by a majority vote of those present and voting except that a 2/3 vote of the total membership (five votes minimum) is required to approve an appeal of a decision of the Airport Land Use Commission (ALUC).
11. All tied votes of the Planning Commission mean that an application failed to be approved and will be treated as a denial. When a tie vote exists before the City Council, the Mayor shall have the voting right as any member of the City Council and may cast a vote for or against an item to break a tie. In the Mayor's absence, in the event of a tie vote, the Mayor Pro Tempore shall not have the right to cast a tie-breaking vote; in this instance the City Council vote shall be treated as a denial (Riverside City Charter - Article IV, Section 405).
12. Refer to Section 19.680.030 (E) for details regarding the ALUC appeal process
13. The final decision-making authority for PRD's in the RC Zone shall be the City Council.