



Community & Economic Development Department  
3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5371 | RiversideCA.gov

Planning Division

CULTURAL HERITAGE BOARD MEETING DATE: JANUARY 15, 2025  
AGENDA ITEM NO.: 9

WORKSHOP ITEM

<b>Case Numbers</b>	Not Applicable
<b>Request</b>	To provide input on the historic district sign concepts.
<b>Project Location</b>	Citywide
<b>Ward</b>	All
<b>Staff Planner</b>	Scott Watson, Historic Preservation Officer 951-826-5507 swatson@riversideca.gov

RECOMMENDATION

Staff recommends that the Cultural Heritage Board provide input on the proposed historic district signs.

BACKGROUND/DISCUSSION

At the request of Council Member Falcone, Planning and Public Works has been working to update the historic district sign program. The current program was approved by City Council in 1997, which indicates that the historic district signs will be placed at the boundaries of the historic district.

The proposed concept will place a historic district sign on to over each existing street intersection signs. This approach will allow for better identification of the entirety of the historic district.

Planning Staff has worked with the City's marketing team to develop historic district design concepts. Marketing staff has developed four design concepts for each of the four main architectural period found among the City's Historic Districts and patterns of development. The concepts each reflect the design characteristic of each era and will allow for some flexibility in the chosen sign design for each district. The following table outlines each era and the associated historic districts:

Architectural Eras	Styles	Date Range	Associate Districts
Victorian	Queen Anne Stick Eastlake Shingle	1860 – 1900s	Heritage Square Seventh Street East

<b>Arts &amp; Crafts</b>	American Foursquare Prairie Craftsman Art Deco Streamline Moderne	1900 – 1920s	Colony Heights Evergreen Quarter Prospect Place
<b>Eclectic Revival</b>	American Colonial Mission Revival Mediterranean Revival Spanish Colonial Classical Revival Tudor Revival Minimal Traditional	1900 – 1930s	Mt. Rubidoux North Hill Wood Streets Somerset Drive Palm Heights Rosewood Place West Seventh Street (residential portion)
<b>Mid-century</b>	Mid-century Modern Ranch	1940 – 1970s	None yet

Following the finalization of the sign concepts, the updated policy and a request allocate the funding to the program will be taken to City Council for approval. It is anticipated that to be completed in the first quarter of 2025. With fabrication and installation of the signs will be completed with over the following few months following approval, beginning with Heritage Square Historic District.

**EXHIBITS LIST**

1. Historic District Sign Design Concepts
2. City Council Staff Report March 18, 1997

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Prepared by: Scott Watson, Historic Preservation Officer  
 Approved by: Maribeth Tinio, City Planner