



City of Arts & Innovation

Utility Services/Land Use/ Energy Development Committee

TO: UTILITY SERVICES / LAND USE / ENERGY DEVELOPMENT COMMITTEE MEMBERS **DATE: JULY 7, 2015**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT **WARDS: ALL**

SUBJECT: PLANNING CASE P12-0468 - ZONING CODE AMENDMENT - COMPREHENSIVE UPDATE TO THE GENERAL SIGN PROVISIONS OF TITLE 19 (ZONING) OF THE RIVERSIDE MUNICIPAL CODE - DIRECT SUBMITTAL

ISSUE:

This item for Utility Services/Land Use/Energy Development Committee consideration is the review and recommendation of a comprehensive update to the General Sign Provisions, Chapter 19.620 of the Zoning Code (Title 19 of the Riverside Municipal Code).

RECOMMENDATIONS:

That the Utility Services/Land Use/Energy Development Committee recommend approval of Planning Case No. P12-0468 to the City Council, which amends Riverside Municipal Code Title 19 (Zoning Code), Chapter 19.620 - General Sign Provisions.

DISCUSSION:

On July 24, 2012, the City Council adopted a Zoning Code amendment that included relatively minor changes to Chapter 19.620 – General Sign Provisions, which is the portion of the Code that regulates signs on private property. At this meeting, the City Council also directed staff to prepare a comprehensive update to the General Sign Provisions, as recommended by the Utility Services/Land Use/Energy Development Committee on June 18, 2012. This direction specifically included a review of “best practices” and the latest technologies, which was in response to concerns expressed that the sign code was outdated and not business friendly.

In August of 2013, the City Council authorized an agreement with a sign code consultant to prepare a comprehensive update, and the Council appointed members to serve on a Sign Code Review Committee (SCRC). This Committee is comprised of thirty-nine (39) members, including the chambers of commerce, realtor’s/brokers, sign makers, business improvement districts, historic preservation representatives, the Riverside Neighborhood Partnership, City Council & Mayor appointed representatives, and the Chairman of the Planning Commission. Since December 2013, there have been a total of fifteen meetings of the members of the SCRC, which has provided significant opportunity for public input on the General Sign Provisions. Of these meetings, there have been seven (7) meetings of the 39-Member SCRC, and eight (8) meetings of an 8-member SCRC Working Group, which was appointed by the SCRC in June of

2014. On April 16, 2015, the 39-member SCRC recommended, by unanimous vote, that the City Council approve the Draft General Sign Provisions.

On June 18, 2015, the City Planning Commission recommended City Council approval of the proposed comprehensive update to the General Sign Provisions.

Proposed General Sign Provisions

The proposed amendment to Title 19 (Zoning Code) of the Riverside Municipal Code (RMC) will implement a comprehensive update to Chapter 19.620 - General Sign Provisions. The proposal involves:

- Re-organization and consolidation of existing Code provisions;
- Creation of new sections to address design principles, prohibited signs, and exempt signs;
- New or modified development standards related to building mounted signs, freestanding signs, special use signs and temporary signs;
- New or modified procedures for review of temporary signs, sign permits, and sign programs;
- Creation of a procedure to allow applicants to request minor deviations from the sign requirements; and,
- Revisions to the sign definitions (clarifying, adding, and removing).

It is important to note that the Comprehensive Update of the Sign Code only addresses Chapter 19.620, which regulates signs on private property. The update was not intended to significantly modify the requirements for signage on the Downtown Pedestrian Mall or within street right-of-way, which are regulated by RMC Section 10.16.040 and Chapter 19.625. Therefore recent discussions related to pedestrian mall signage and election signs in landscaped street parkways are not within the purview of this proposal, and will be brought forward separately.

FISCAL IMPACT:

There is no General Fund impact associated with the adoption of the Zoning Code Amendment.

Submitted by: Emilio Ramirez, Interim Community & Economic Development Director
Certified as to availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Al Zelinka, Assistant City Manager
for John A. Russo, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Proposed Chapter 19.620 – General Sign Provisions of the Zoning Code
2. Existing Chapter 19.620 – General Sign Provisions of the Zoning Code
3. Proposed Amendment to the Sign Definitions of Article X – Definitions