

CITY OF RIVERSIDE



CITY COUNCIL MEMORANDUM

HONORABLE MAYOR AND CITY COUNCIL

DATE: March 18, 1997

ITEM NO.: 19

SUBJECT: City-wide Community and Historic District Signing Program

Background:

In November 1996, the City Council completed its evaluation of the 6 month pilot program for the location of approved community and historic district signs within the Arlington and La Sierra Communities and Mount Rubidoux Historic District. Due to the success of the pilot program in these areas the Council directed the Planning and Public Works Departments, working in conjunction with the Chamber of Commerce and the Land Use Committee, to develop a comprehensive sign program addressing the placement, financing and maintenance of a city-wide sign program for community and historic district areas.

As a first step in the development of an expanded city-wide program the Planning and Public Works Departments reviewed possible locations for community signs within the community areas shown on the Council adopted Community Area map and historic district maps. The following is the staff analysis and recommendations which were presented to the Land Use Committee on January 30, 1997.

Community Signs - The Community Area map divides the City into 28 subareas which were established for planning purposes (see attached). Some of these areas included long established, identifiable communities such as the Northside, Eastside, Magnolia Center, Casa Blanca, Arlington, Arlanza and La Sierra. Other areas such as La Sierra Acres, Arlington South, Grand and Victoria are primarily planning areas that are not widely recognized as distinct communities. Since all the community areas included on the adopted Community Area map are not contemporarily recognized as separate identifiable communities, staff believes that the development of a city-wide community signing program should be accomplished in phases. The community areas included in the next phase would include only those areas which are currently recognized as distinct communities. Future phases would include additional communities to be considered on an annual basis.

Historic District Signs - There are seven historic districts which could be included in an expanded Historic District signing program. With the exception of the Mission Inn Historic District, all of these areas are primarily residential neighborhoods. Due to the number of banners, directional, and area identification signs that are currently located within the Mission Inn Historic District staff believes that the location of additional historic district signs in this area would only add to the proliferation of existing community signs. Also, special historic district signing for the Heritage Square Historic District approved prior to the implementation of the city-wide historic district signing program is scheduled to be installed along First and Third Streets next June or July. Staff believes that the placement of any additional historic district signing within this area should be delayed until the signing along First and Third Streets has been installed and city staff can meet with the neighborhood advisory committee to determine acceptable locations for the city-wide program. The Planning Department recommends that

the expanded historic district signing program include only five of the designated historic districts at this time. Historic district signing could be considered for the Mission Inn and Heritage Square Historic Districts in a future phase of the project when it may be more appropriate.

Financing and Maintenance - The Public Works sign shop is able to manufacture and install the signs at a cost of \$90 to \$100 each. To install the signs at the staff recommended community and historic district locations will cost approximately \$4,400. The maintenance program which would consist of replacing damaged signs is estimated to cost approximately \$440 annually. The installation and maintenance of these signs is a relatively low cost and the Public Works Department will include it as part of their budget. The Chamber of Commerce has also indicated that their community chapters will pay for the cost of locating some of these signs which will off set the total cost of the program to the City.

Fiscal Impact:

The total manufacturing, installation and maintenance cost for implementing the recommended next phase of the community and historic district sign program is estimated to be \$4,840.00.

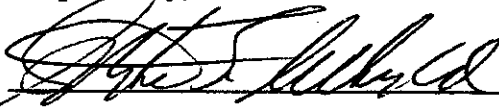
PLANNING DEPARTMENT AND LAND USE COMMITTEE RECOMMENDATION:

On January 30, 1997, the Land Use Committee unanimously recommended (all three members present) that the City Council:

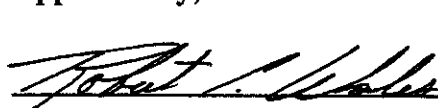
Approve the proposed City-wide community and historic district sign program to include the Northside, Eastside, Magnolia Center, Casa Blanca and Arlanza communities and the Prospect Place, Rosewood Place West, Wood Streets, Seventh Street East and Land Mark No. 40 - Seventh Street historic districts in the next phase (see attached). Additional areas designated on the adopted Community Area map, as well as the Mission Inn and Heritage Square Historic Districts will be considered for inclusion into the City-wide program on an annual basis.

Prepared by,

Approved by,



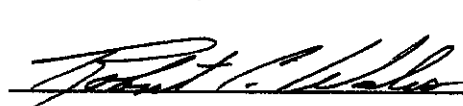
Stephen J. Whyld
Planning Director



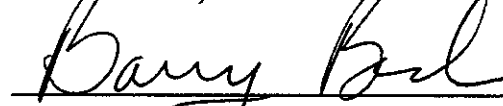
John E. Holmes
City Manager

Concurs with,

Concurs with,



Robert C. Wales
Assistant City Manager

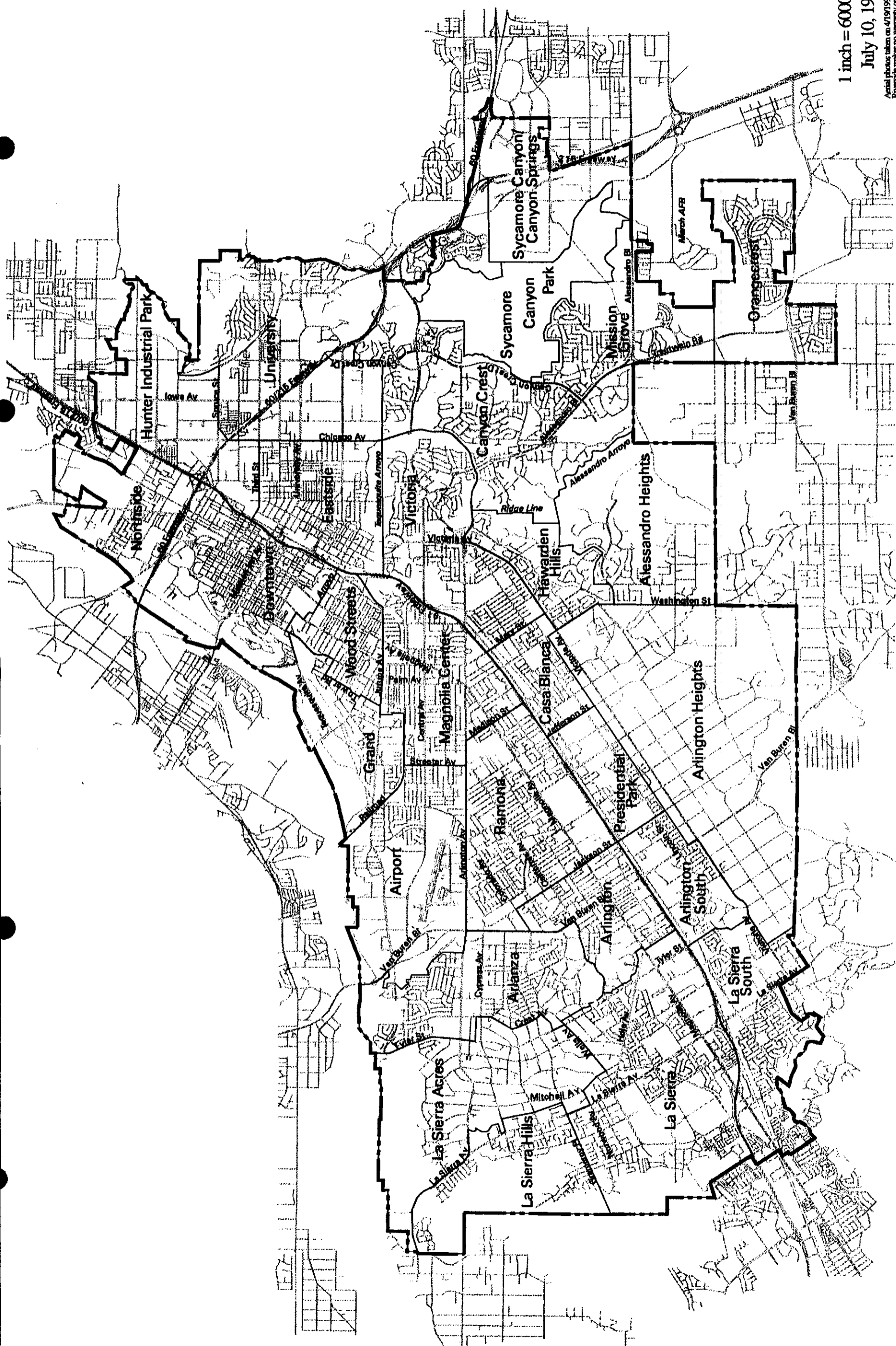


Barry Beck
Public Works Director

Concurs with,



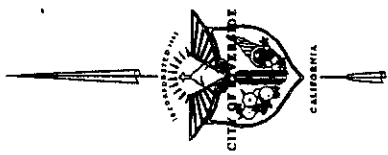
Chuck Beaty
Land Use Committee Chairperson



1 inch = 6000 feet
 July 10, 1996

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Community Areas



1 inch = 1500 feet

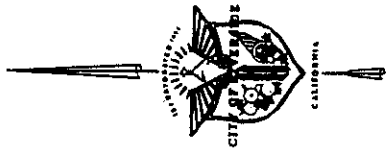
Symbology

— Edge of Roadway



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January 14, 1997
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NORTHSIDE COMMUNITY

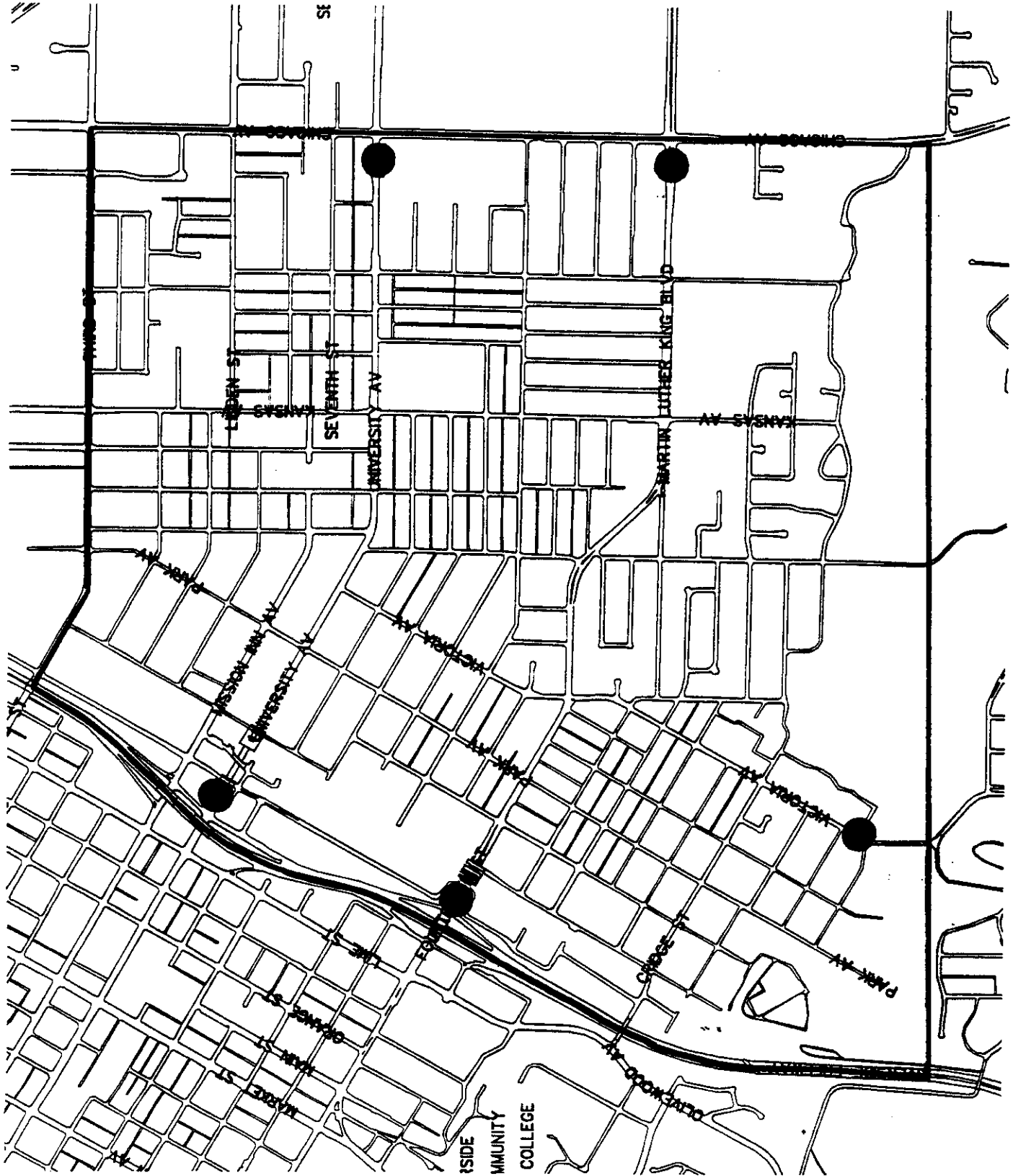


1 inch = 1300 feet

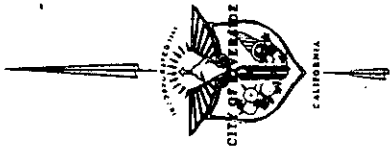
Symbology

Edge of Roadway

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Project No. 18711



EASTSIDE COMMUNITY

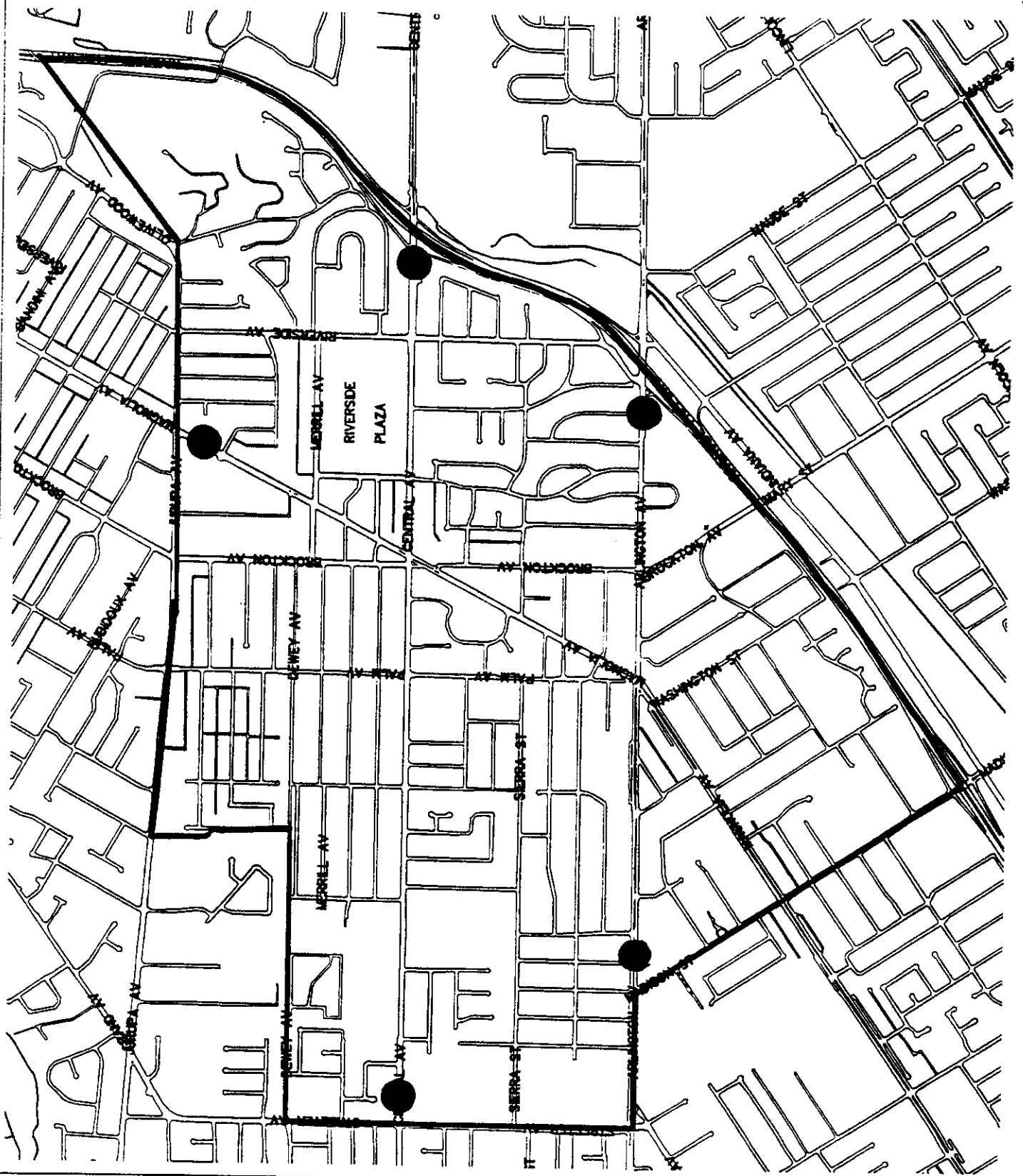


1 inch = 1600 feet

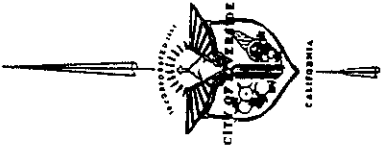
Symbology

Edge of Roadway

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MAGNOLIA CENTER COMMUNITY



1 inch = 1000 feet

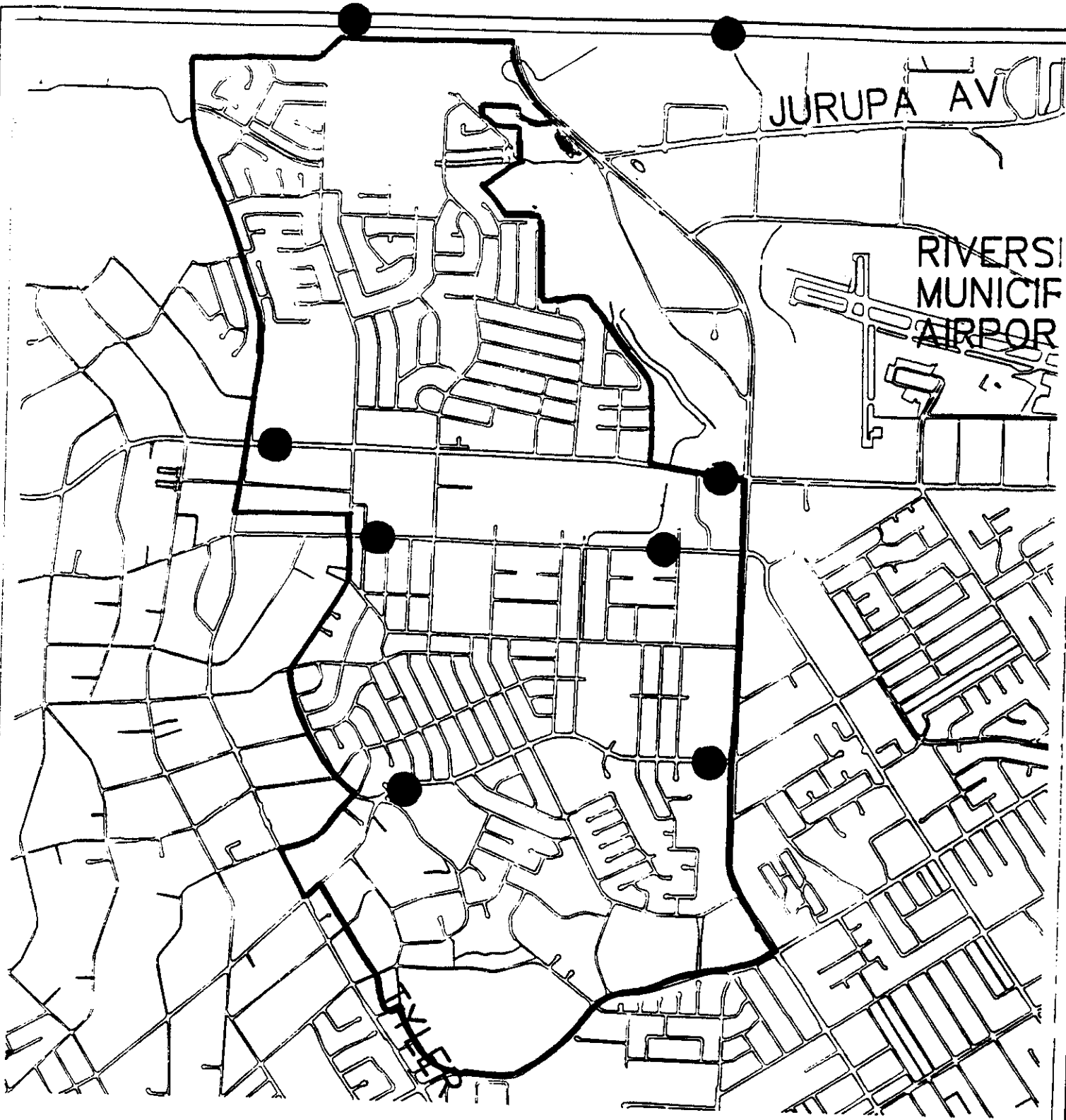
Symbology

Edge of Roadway



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CASA BLANCA COMMUNITY



ARLANZA COMMUNITY

Symbology

— Edge of Roadway

Map Produced on:
January 14, 1997



1 inch = 2000 feet

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Fourteenth St

Stadium Av

Main St

Orange St

Orange Grove Av





Fifteenth St

Prospect Pl

Saunders Av

PROSPECT PLACE HISTORIC DISTRICT

Symbology

-  Structure
-  Structure Outline
-  Parcel Line
-  ROW Line

Map Produced on:
March 06, 1995



1 inch = 160 feet



1 inch = 200 feet

Symbology

- Structure
- Structure Outline
- Parcel Line
- ROW Line

Map Produced on:
March 06, 1995

Brockton Av

Linwood Pl

Oakwood Pl

Rosewood Pl

Edgewood Pl

Palm Av

ROSEWOOD PLACE WEST HISTORIC DISTRICT



1 inch = 300 feet

Symbology

- Structure
- Structure Outline
- Parcel Line
- ROW Line

Map Produced on:
February 24, 1995

Olivewood Av

Ramona Dr

Riverside Av

Magnolia Av

Ramona Dr

Larchwood Pl

Castle Reagh Pl

Beechwood Pl

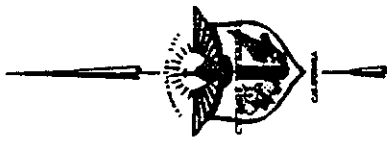
Elmwood Ct

Elmwood Dr

Elmwood Pl

WOOD STREETS HISTORIC DISTRICT

(CASTLE REAGH/BRENTWOOD PLACE TRACTS)



1 inch = 400 feet

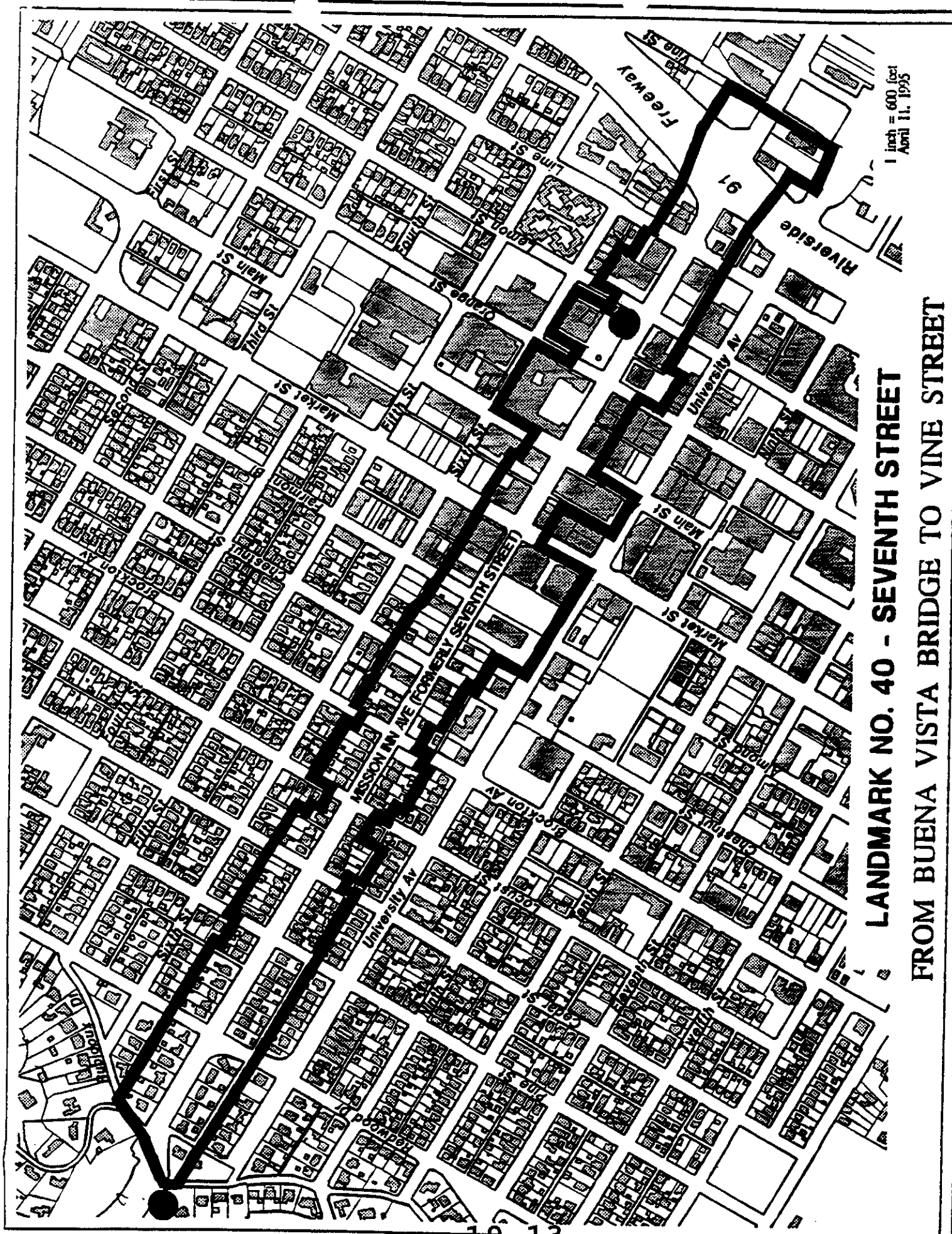
Symbology

- Structure
- Structure Outline
- Parcel Line
- ROW Line

Map Produced on:
March 06, 1995



SEVENTH STREET EAST HISTORIC DISTRICT



1 inch = 600 feet
April 11, 1935

LANDMARK NO. 40 - SEVENTH STREET
FROM BUENA VISTA BRIDGE TO VINE STREET