

UPDATE TO GENERAL SIGN PROVISIONS

PR-2025-001768 (AMD) – ZONING TEXT AMENDMENT

Community & Economic Development Department

City Council

June 24, 2025

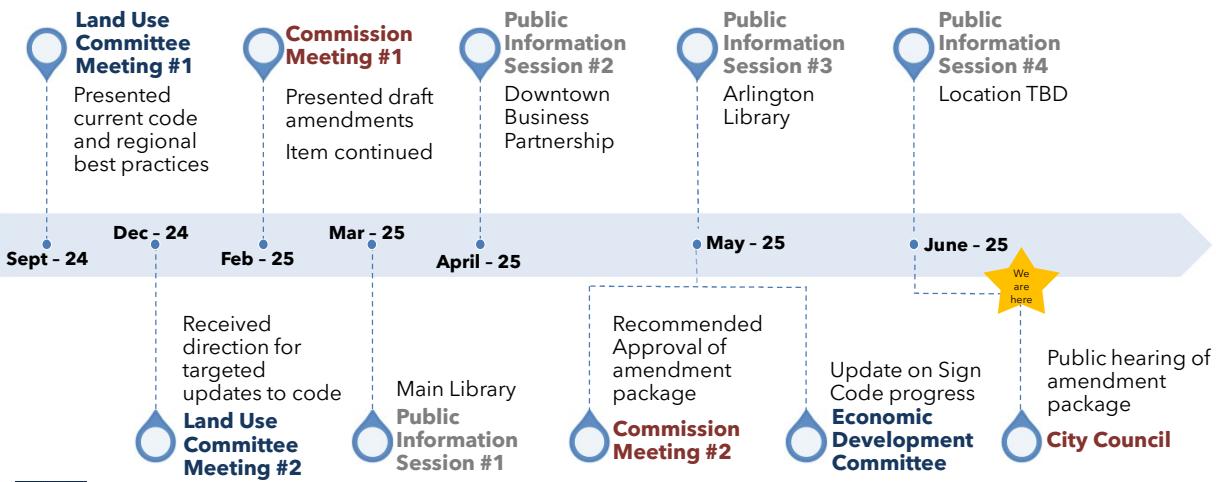


1

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1

PROJECT TIMELINE



2

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2

1

AMENDMENT PACKAGE

1. Codification of existing design guidelines
2. Establish a Creative Sign Permit Process
3. Establish standards for blade signs
4. Update nonconforming signs upon change of use or occupancy
5. Clarify standards for window signs
6. Establish transparency standards



3

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3

DESIGN STANDARDS - ILLUMINATION



Goal

Promote high-quality sign construction and design.

Existing RMC Requirements

- Encouraged not require.
- Promote but do not expressly permit.

Proposed Amendment

- Require equipment to be concealed or minimized by design
- Permit neon tubing lighting



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4

2

DESIGN STANDARDS – SIGN CLUTTER

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| Goal | Reduce sign clutter and over-concentration of building signs. |  |
| Existing RMC Requirements | Regulates maximum number and size of wall signs but does not address sign clutter or over-concentration of signage. |  |
| Proposed Amendment | <ul style="list-style-type: none"> Specify the purpose of wall signs is for tenant identification Secondary signs limited to 10% of the total sign area. | |

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5

DESIGN STANDARDS – CABINET SIGNS

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|  | Goal | Promote high-quality design construction. |
|  | Existing RMC Requirements | Guidelines discourage cabinet signs, but does not prohibit. |
| | Proposed Amendment | Include “cabinet signs” as a prohibited sign type. |

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6

CREATIVE SIGN PERMIT



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| Goal | Allow for the flexible application of development standards and encourage creative signs with high-quality design. |
| Existing RMC Requirements | Limited flexibility of design standards and does not include a process to encourage superior sign design |
| Proposed Amendment | <p>A Creative Sign Permit Process allowing flexibility in standards for inventive, creative, and well designed signs:</p> <ul style="list-style-type: none"> • Design quality • Contextual criteria • Architectural criteria |

7

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7

BLADE SIGN STANDARDS

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| Goal | Establish development standards to permit blade signs as a commercial sign type. |
| Existing RMC Requirements | No explicit development standards to regulate the number, size, and placement of blade signs. |
| Proposed Amendment | <ul style="list-style-type: none"> • Storefronts with 50 lineal feet are eligible • One square foot/lineal foot of frontage • 1 blade sign/business frontage • Not above roofline • Maximum 6 ft projection |



8

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8



NONCONFORMING SIGNS

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| Goal | Bring nonconforming signs into compliance with the current code. |  |
| Existing RMC Requirements | <p>Nonconforming signs may remain until:</p> <ul style="list-style-type: none"> • Alterations, additions or relocation • A sign or the use of the property has ended • Damage or destruction where repair cost is more than 50% of sign value | |
| Proposed Amendment | <p>Nonconforming signs to be addressed at change of use or occupancy. Exempting signs of historic or cultural significance.</p> | |



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9

9

WINDOW SIGN STANDARD CLARIFICATION

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|  | Goal | <ul style="list-style-type: none"> • Promote transparent, appealing & interactive retail storefronts • Create flexibility in window sign application |
|  | Existing Standards | <ul style="list-style-type: none"> • 1 window sign per public entrance • Maximum size of 25% of each window area |
| | Proposed Standards | <ul style="list-style-type: none"> • Window signs allowed up to 25% of the overall window area |



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10

10

TRANSPARENCY STANDARDS

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| Goal | Maintain public safety and aesthetic quality. | |
| Existing RMC Requirements | No standards for storefront transparency. | |
| Proposed Amendment | <ul style="list-style-type: none"> 75% of the window area shall be transparent and free of any opaque material, including allowable window signs Vacant storefronts and “back of house areas” are exempt from transparency standards. | |



11

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11

ENGAGEMENT

Input included:

- Greater allowance for window sign coverage
- Clarification on existing provisions
- Need for a sign handbook



12

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12

SIGN HANDBOOK

- Goal:** Provide technical assistance to encourage high quality signs
- Examples:**
 - NYC Storefront Improvement Guide
 - City of Atascadero Sign Handbook
- Status:** Anticipated project timeline of 6 months.

New York City Sign Code

Citywide Regulations

The following are not permitted on any building frontage:

- Signage projecting more than 12 inches over the sidewalk and any projecting signage less than 15 feet from the curb or sidewalk.
- Signage attached to a building, structure, or awning.
- Signage attached to a window, door, or storefront required light fixture.
- A ground sign projecting beyond the street line.
- Light fixtures attached to a storefront that project more than two feet from the building or less than eight feet above the sidewalk.

New York City Department of Small Business Services

13

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13

STRATEGIC PLAN ALIGNMENT

Strategic Priority 5 – High Performing Government

Goal 5.3 – Demonstrates adaptivity as an organization and enhances communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision making.

Cross Cutting Threads

14

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14

7

RECOMMENDATIONS

Staff recommends that the City Council:

- 1. DETERMINE** that the project is exempt from the California Environmental Quality Act (CEQA) review pursuant to Section 15061(b)(3) (General Rule) of the CEQA Guidelines and;
- 2. APPROVE** Planning Case PR-2025-001768 (AMD) based on the findings outlined in the Planning Commission staff report.
- 3. INTRODUCE** and subsequently **ADOPT** the draft Ordinance amending Title 19 (Zoning) of the Riverside Municipal Code.



15

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