

# UPDATE TO GENERAL SIGN PROVISIONS

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

Community & Economic Development Department

City Council  
June 24, 2025

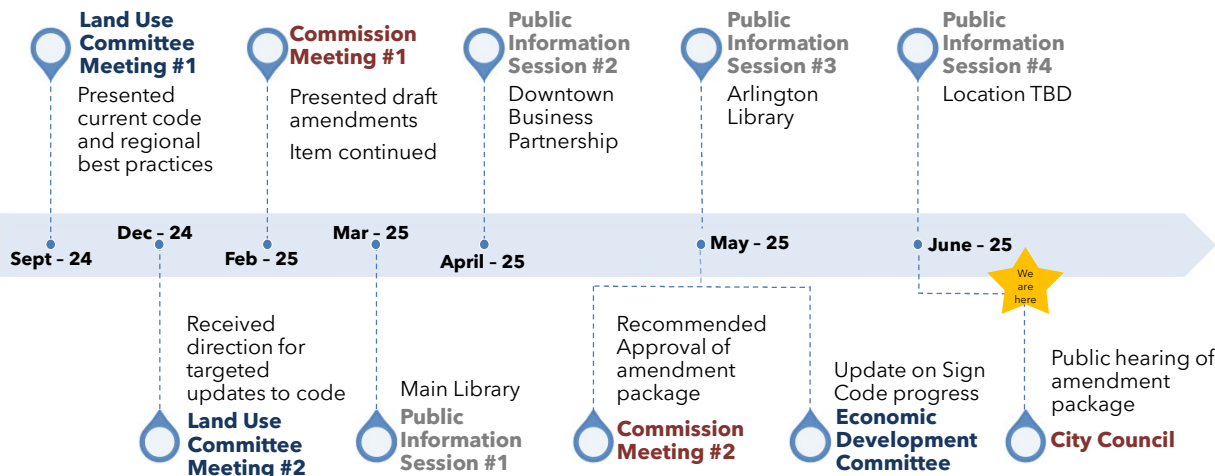


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## PROJECT TIMELINE






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# AMENDMENT PACKAGE

- Codification of existing design guidelines
- Establish a Creative Sign Permit Process
- Establish standards for blade signs
- Update nonconforming signs upon change of use or occupancy
- Clarify standards for window signs
- Establish transparency standards











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# DESIGN STANDARDS - ILLUMINATION

<b>Goal</b>	Promote high-quality sign construction and design.
<b>Existing RMC Requirements</b>	<ul style="list-style-type: none"> <li>Encouraged not require.</li> <li>Promote but do not expressly permit.</li> </ul>
<b>Proposed Amendment</b>	<ul style="list-style-type: none"> <li>Require equipment to be concealed or minimized by design</li> <li>Permit neon tubing lighting</li> </ul>



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## DESIGN STANDARDS – SIGN CLUTTER

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"> <li>Specify the purpose of wall signs is for tenant identification</li> <li>Secondary signs limited to 10% of the total sign area.</li> </ul>	



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## DESIGN STANDARDS – CABINET SIGNS

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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## CREATIVE SIGN PERMIT



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





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## BLADE SIGN STANDARDS

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








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# NONCONFORMING SIGNS

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






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# WINDOW SIGN STANDARD CLARIFICATION

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



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## TRANSPARENCY STANDARDS

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



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## ENGAGEMENT

Input included:

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

**TEMPORARY SIGN REGULATIONS FOR RIVERSIDE BUSINESSES**

**DID YOU KNOW?** City regulations limit the type, placement, and duration of temporary signs for your business. **Learn how to obtain FREE permits and tools to help promote your business!**

**Thursday, May 15, 2025**  
5:30 – 7:30 pm

**Arlington Library Community Room**  
9556 Magnolia Ave.

**RiversideCA.gov/CEDD**

**NO RSVP REQUIRED**

For more information, contact the **Planning Division** at **(951) 826-5800**.



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# 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.



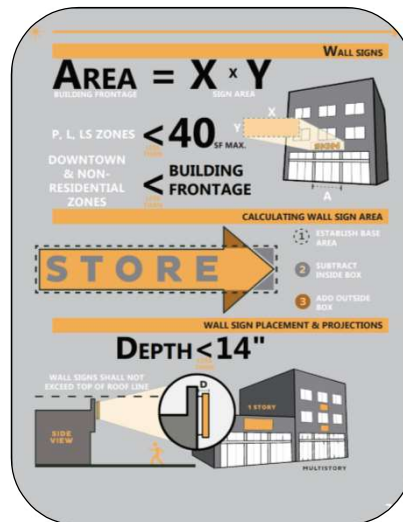
## New York City Sign Code

The New York City Sign Code is a set of regulations that governs everything from the size of signs to the text allowed on awnings. Signs found in violation of the sign code can warrant a fine from the Department of Buildings.

Every property in NYC belongs to a zoning district. Most businesses are located within a commercial zoning district, and each commercial zoning district has a distinct set of sign regulations. For example, a business on Madison Avenue might have different regulations than a business on Queens Boulevard. However, some regulations apply to every business in NYC.



New York City Department of Small Business Services



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# 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



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## 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.



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