

UPDATE TO GENERAL SIGN PROVISIONS

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

Community & Economic Development Department

City Council
June 24, 2025

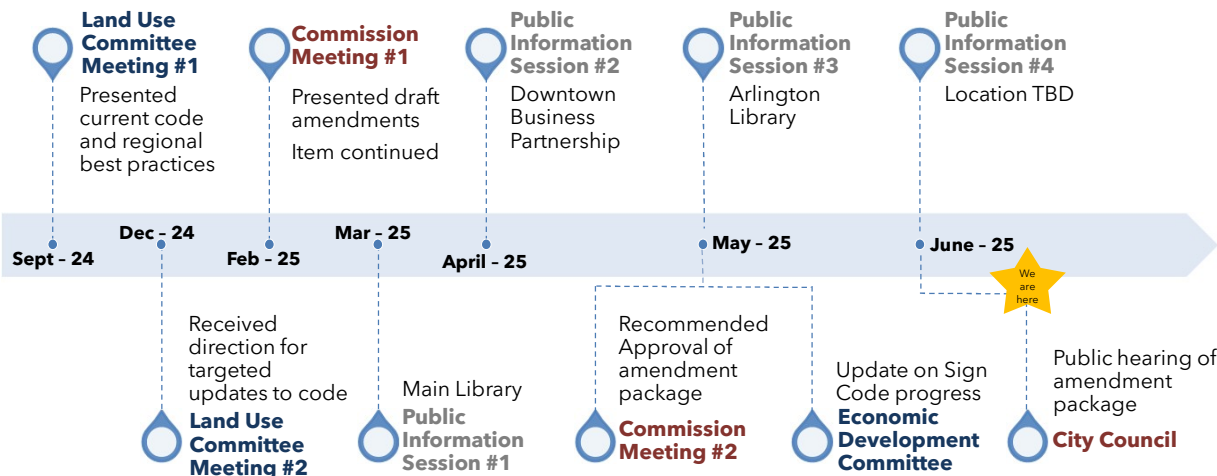


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PROJECT TIMELINE






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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

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





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



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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



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	A Creative Sign Permit Process allowing flexibility in standards for inventive, creative, and well designed signs: <ul style="list-style-type: none"> • Design quality • Contextual criteria • Architectural criteria



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BLADE SIGN STANDARDS

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






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NONCONFORMING SIGNS

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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WINDOW SIGN STANDARD CLARIFICATION

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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TRANSPARENCY STANDARDS

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. 	



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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.



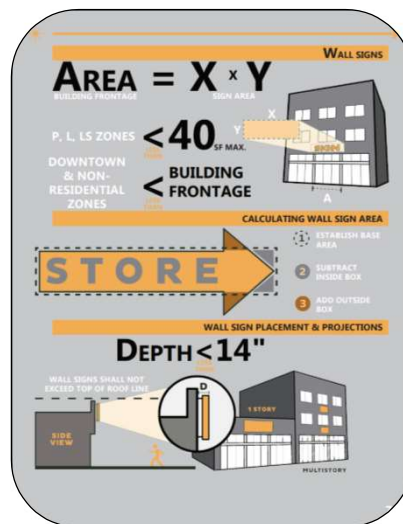
New York City Sign Code

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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