



CITY OF RIVERSIDE NOTICE OF PUBLIC HEARING

City of Arts & Innovation

YOU ARE HEREBY NOTIFIED that the City Council of the City of Riverside will hold a Public Hearing regarding the following item:

CASE NUMBER: PR-2025-001768 - Sign Code Update - Zoning Code Text Amendment

APPLICANT: City of Riverside

LOCATION: Citywide (All Wards)

PROPOSAL: To consider amendments to Title 19 of the Riverside Municipal Code (RMC), including but not limited to Articles VIII (Site Planning and General Development Provisions), IX (Land Use Development Permit Requirements/Procedures), and X (Definitions) Determine project is exempt from further California Environmental Quality Review pursuant to Section 15061(b)(3) (General Rule), as it can be seen with certainty the project will not have an effect on environment. The proposed amendments implement policy direction from the City Council Land Use Committee related to general sign provisions and are intended to:

1. Promote high-quality signs through enhanced standards for materials and construction;
2. Reduce sign clutter and over concentration of wall signage;
3. Establish development standards for blade signs;
4. Require nonconforming signs to be updated upon change of use or occupancy;
5. Establish a Creative Sign Permit process to allow for the flexible application of development standards for creative and high-quality designs;
6. Clarify and establish standards for window signage and transparency; and
7. Make other minor and/or non-substantive changes and technical corrections as required to provide clarity, improve useability, correct errors, or remove redundancies.

ENVIRONMENTAL DETERMINATION: The Planning Commission recommends finding that this project is exempt from further California Environmental Quality Act (CEQA) Review pursuant to Section 15061(b)(3) (Common Sense) of the CEQA Guidelines, as it can be seen with certainty that approval of the project will not have an effect on the environment.

Mail written statements to City Clerk, City Hall, 3900 Main Street, Riverside, CA 92522.

If you challenge the above proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk of the City of Riverside at, or prior to, the public hearing.

Dated, published and mailed: June 10, 2025

CITY COUNCIL PUBLIC HEARING

Art Pick Council Chamber, City Hall
3900 Main Street, Riverside, CA 92522

View live webcast at
www.RiversideCA.gov/Meeting

MEETING DATE: June 24, 2025

MEETING TIME: 3:00 p.m.

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DONESIA GAUSE, MMC
City Clerk of the City of Riverside