



# SIGN DESIGN HANDBOOK

Community & Economic Development Department

Land Use Committee

March 10, 2025

1



RiversideCA.gov

1

## BACKGROUND



**Land Use  
Committee  
2024**

- Workshops on existing sign ordinance
- Direction to draft amendments and return with options for technical assistance tools to encourage high quality designed signs



**Planning  
Commission &  
City Council  
2025**

- Draft amendments presented to Planning Commission for recommendation, upcoming presentation to City Council for approval.



**Today**

- Overview of project options for a sign handbook/tool kit.

2



RiversideCA.gov

2

# RESEARCH

- Goal:** Provide technical assistance to encourage high quality signs
- Examples:**
  - NYC Storefront Improvement Guide
  - City of Atascadero Sign Handbook
- Informal Quotes, internal team:**
  - How much
  - How long
  - Who does what

## 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.

**Citywide Regulations**  
The following are not permitted on any storefront in NYC:  
Signage projecting more than 15 inches over the sidewalk and any projecting signage more than 15 feet above sidewalk or above the top of the curb line.  
Signage attached to a storefront, exterior wall, required door or window, or obstructing required light or ventilation.  
A ground sign projecting beyond the street line.  
Light fixtures attached to a storefront that project more than five feet from the building or five feet eight feet above the sidewalk.

New York City Department of Small Business Services

## WALL SIGNS

**AREA = X x Y**  
P, L, LS ZONES **< 40** SQ. FT. MAX.  
DOWNTOWN & NON-RESIDENTIAL ZONES **< BUILDING FRONTAGE**

**CALCULATING WALL SIGN AREA**  
1. ESTABLISH BASE AREA  
2. SUBTRACT INSIDE BOX  
3. ADD OUTSIDE BOX

**WALL SIGN PLACEMENT & PROJECTIONS**  
**DEPTH < 14"**  
WALL SIGNS SHALL NOT EXCEED TOP OF ROOF LINE  
SIDE VIEW  
TYPICAL  
MULTISTORY

RiversideCA.gov

3

# OPTIONS

	Cost	Time	Staff Role	Consultant Role	Pros	Cons
<b>Option 1 External Services</b>	\$14,000 - \$20,000	4-6 months	Advise based on existing policy and local context	Synthesize, illustrate, source photos, and compile document	Faster timeline, consultant expertise, graphic forward approach	Higher Cost
<b>Option 2 Internal Staff</b>	No to low cost	8-12 months	Synthesize, illustrate, source photos, and compile document	-	No/low cost	Longer timeline, no direct experience in handbook production
<b>Option 2a Planning Staff</b>	No cost	1 month	Synthesize standards into information sheet	-	No cost, fast timeline, existing templates	No handbook, limited graphics, may be less effective

RiversideCA.gov

4

2