



WORKSHOP – EXISTING SIGN ORDINANCE AND POLICY

Community & Economic Development Department

Land Use Committee

September 9, 2024

1



RiversideCA.gov

1

BACKGROUND



August 2013

- Council direction for more business-friendly sign regulations.
- Formation of Sign Code Review Committee



August 2015

- City Council adopts comprehensive update to sign code



Today

- Workshop on existing sign requirements of RMC and Citywide Design Guidelines

2



RiversideCA.gov

2

CURRENT REGULATIONS

RMC CHAPTER 19.620

- Permitted and prohibited signs
- Required objective development standards
- Permitting process

CITYWIDE DESIGN GUIDELINES

- Desired sign types and treatments
- Subjective by nature
- Applied with flexibility to the extent feasible



3

RiversideCA.gov

3

CHAPTER 19.620 – BUILDING SIGNS



WINDOW SIGNS

One per public entrance, up to 25% of window size



UNDER CANOPY SIGNS

Intended for pedestrian oriented view



BLADE SIGNS

Typically seen on historic properties



4

RiversideCA.gov

4

CHAPTER 19.620 – BUILDING SIGNS

WALL SIGNS

- Typical Tenant/occupant identification
- 1 square foot of sign area per 1 lineal foot of building frontage
- 1 per tenant, up to 5 for tenants with 80 or more feet of building frontage



5



RiversideCA.gov

5

CHAPTER 19.620 – BUILDING SIGNS

Tenant Building frontage (lineal feet)	Less than 80 lf	80-199 lf	200-349 lf	350-499 lf	500 of more lf
Max number of signs per frontage	1 wall sign	2 wall signs	3 wall signs	4 wall signs	5 wall signs
Maximum sign size (cumulative)	1 sf sign area: 1 lf of building frontage	1 sf sign area: 1 lf of building frontage	1 sf sign area: 1 lf of building frontage up to 200 sf	1 sf sign area: 1 lf of building frontage up to 400 sf	1 sf sign area: 1 lf of building frontage up to 500 sf

6



RiversideCA.gov

6

CHAPTER 19.620 – FREESTANDING SIGNS



MONUMENT SIGN

- Low profile, typical for commercial complexes



PYLON SIGN

- Permitted for larger complexes
- Typically taller than wide



FREEWAY ORIENTED SIGN

- Intended for large properties with frontage along a freeway
- Require public hearing with the Planning Commission
- Required findings must be made

RiversideCA.gov

7

CHAPTER 19.620 – FREESTANDING SIGNS

Site Size	Under 1 acre	1-2 acres	2-6 acres	6-10 acres	10-25 acres	25 or more acres
Monument Signs	1 sign Max 30 sf Max 6 ft tall	3 signs Max 40 sf Max 8 ft tall	3 Signs Max 50 sf Max 8 ft Tall	4 Signs Max 50 sf Max 10 ft tall	5 Signs Max 50 sf Max 10 ft tall	5 Signs Max 50 sf Max 10 ft tall
Pylon Signs	Not permitted	Not permitted	Not permitted	Not permitted	1 sign Max 110 sf Max 25ft tall	2 signs Max 110 sf Max 25ft tall
Freeway-Oriented Signs	Not permitted	Not permitted	Not permitted	9 acres or larger: 1 sign Max 225 sf Max 40 ft tall		1 sign Max 500 sf Max 60 ft tall



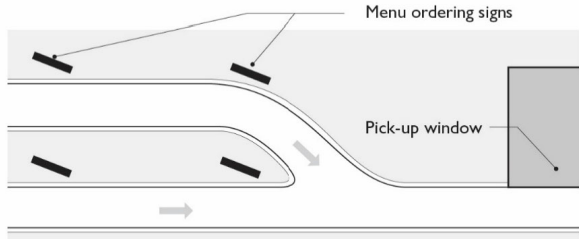
RiversideCA.gov

8

CHAPTER 19.620 – SPECIAL USE SIGNS

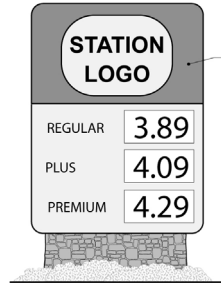
- Special use sign regulations last updated on April 9, 2024.
- Includes signs for drive-thrus, vehicle fuel stations, parking lots/garages, and electronic message center (digital signs)

DRIVE THRU MENU SIGNS



Max. two freestanding menu ordering signs per drive-thru lane.

VEHICLE FUEL STATION SIGNS



Max. 2 on-site signs; Max. 30 sq. ft. combined sign area.

See Table 19.620.080.C for additional allowances for stations with multiple uses.



CHAPTER 19.620 – TEMPORARY SIGNS

- Requires approved no-fee permit
- May be displayed for 30 consecutive days
- Signs for events must be removed 7 days after event concludes, maximum 60 days a year



Source: Half Price Banners



Source: San Diego Balloons



CHAPTER 19.620 – PROHIBITED SIGNS



Source: EZ Banners



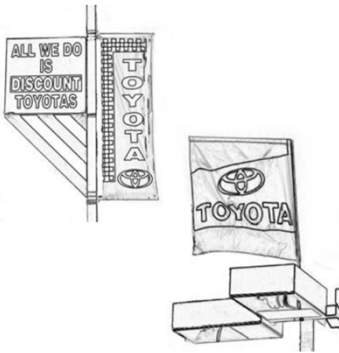
Source: Roadside Architecture

- Billboards
- Roof Signs
- Feather Banners
- Pole Signs
- Advertising Statuary
- Signs that produce emissions or noise
- Signs on public property/ public ROW



SIGNS IN SPECIFIC PLANS

RIVERSIDE AUTO CENTER



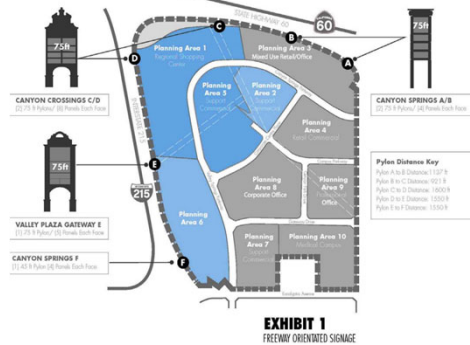
Source: EZ Banners



DOWNTOWN

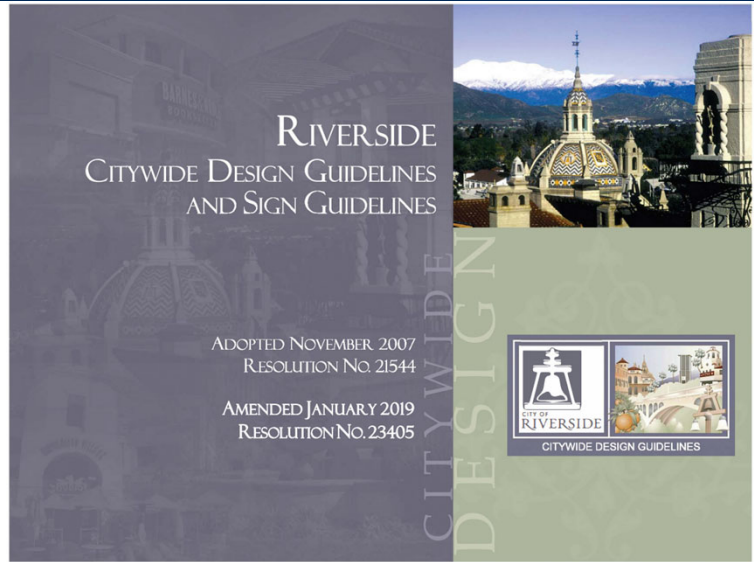


CANYON SPRINGS



CITYWIDE DESIGN GUIDELINES

- Adopted as part of General Plan 2025
- Promote a quality visual environment by allowing signs that are compatible with their surroundings
- Encourage creative and innovative approaches to signage
- Guidelines are not standards – intended to be met to the extent feasible



RiversideCA.gov

13

CITYWIDE DESIGN GUIDELINES

- **Design:** Compatible and complementary to existing architecture
- **Location:** strategically placed to establish or continue façade rhythm
- **Color:** contrasting colors encouraged for legibility



Certain innovative, whimsical signs are appropriate within pedestrian zones.



14



RiversideCA.gov

14

CITYWIDE DESIGN GUIDELINES

Material

- Compatible with the design of the building or project.
- Durable and weather resistant



ENCOURAGED



DISCOURAGED



15

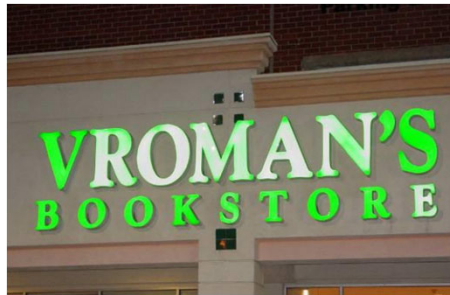
RiversideCA.gov

15

CITYWIDE DESIGN GUIDELINES

Illumination Techniques

- Internal
- External
- Backlit
- Neon
- Historic signs should utilize period-specific illumination



RiversideCA.gov

16

PERMITTING AND PROCESS

Sign Programs

- Required for multitenant occupancy sites/buildings
- Establish consistency and cohesion in project
- Administrative approval

Permitting

- Generally, all signs require Administrative Sign Review and approved building permit
- Typically over the counter with some exceptions
- Nonconforming signs may continue, but any proposed changes must comply with current code.

JAN 06, 2014 LS RIVERSIDE PLAZA PAGE 12

STRATEGIC PLAN ALIGNMENT

ENVISION RIVERSIDE 2025 STRATEGIC PLAN

Strategic Priority 3 - Economic Opportunity

Goal 3.3 – Cultivate a business climate that welcomes innovation, entrepreneurship and investment

Strategic Priority 5 – High Performing Government

Goal 5.3 Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making

Cross-Cutting Threads

Community Trust

Fiscal Responsibility

Sustainability & Resiliency

Equity

Innovation

RIVERSIDE CA

RECOMMENDATIONS

That the Land Use Committee:

- 1. RECEIVE AND FILE** an update on the existing sign policies within the City; and
- 2. PROVIDE** staff with direction to explore any potential changes.

