



WORKSHOP – SIGNS

Community & Economic Development Department

Land Use Committee

December 9, 2024

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BACKGROUND

August 2015



- City Council adopts comprehensive update to sign code, resulting in today's sign code.

September 2024



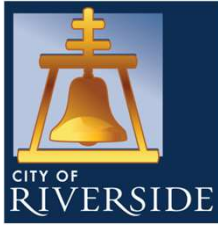
- Land Use Committee Sign Workshop
- Committee direction to explore:
 - Window sign standards
 - Blade sign standards
 - Electronic Message Center sign standards
 - Codification of certain design guidelines
 - Special tools for technical assistance

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BEST PRACTICES ANALYSIS



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WINDOW SIGNS



RMC	1 window sign per public entrance, max 25% of each window area
9 Other Cities	<ul style="list-style-type: none"> • 5 max 25% of window area • 1 max 50% of the window area • 1 max 10% of window area • 1 max 2 square feet • 1 max 40% of window area (Downtown only) None have standards for window wraps specific to vacancies
Committee Direction	Maintain window sign standards as is or Modify to encourage flexibility and creativity

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BLADE SIGNS

<p>RMC</p>	<p>No specific standards for blade signs, only permitted in historic context.</p>
<p>9 Other Cities</p>	<p>6 Include adopted standards for blade signs including size, location/placement, maximum projection, and maximum number. 1: Includes design requirements such as requiring channel letters and prohibiting cabinet construction</p>
<p>Committee Direction</p>	<p>Amend RMC to include development (and design) standards to permit and regulate blade signs.</p>



Source: City of Long Beach Municipal Code 5



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ELECTRONIC MESSAGE CENTER SIGNS








<p>RMC</p>	<ul style="list-style-type: none"> • Conditional Use Permit Required • Eligible properties: <ul style="list-style-type: none"> • Frontage on an arterial street • Commercial complexes >10 acres • Assemblies of people (entertainment) uses >15 acres
<p>9 Other Cities</p>	<ul style="list-style-type: none"> • 1 conditionally permitted similar to Riverside • 1 expressly prohibited • 5 prohibited except for time/ temperature displays, or freeway-oriented billboards • 1 prohibited unless approved by Architectural Review Board • Riverside County: proposal to permit in commercial and industrial zones subject to discretionary permit
<p>Committee Direction</p>	<p>Maintain existing EMC standards or Provide staff with direction for amendments.</p>



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DESIGN STANDARDS

RMC	No design standards included in Zoning Code		
9 Other Cities	<ul style="list-style-type: none"> • 3 prohibit or strongly discourage cabinet signs • 6 prohibit exposed raceways or electrical conduits • 6 permit and regulate neon signs • 2 regulate product listings • 1 prohibits specific materials while 1 requires specific materials 		
Committee Direction	Confirm prohibition of cabinet signs, exposed raceways, regulation of product listings, and any required or prohibited illumination techniques.		



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FLEXIBILITY AND SUPERIOR DESIGN

	RMC	The RMC is limited in flexibility of design standards and does not include a process to encourage superior sign design
	9 Other Cities	<ul style="list-style-type: none"> • 6 offer alternative discretionary processes for flexible standards • 2 offer flexible development standards in exchange for creative and exceptionally designed signs.
Committee Direction		Offer flexibility in the RMC sign requirements to encourage superior sign design.



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TECHNICAL ASSISTANCE

- Handbooks/Toolkits: Economic Development Tools to provide technical assistance and encourage quality
- Mid-term effort: professional consultant services, public outreach, and Committee direction/approval

2 downtown : additional marketing &

window display:
An additional strategy employed for marketing is the use of window displays. A thoughtfully put together window display can seasonally rotate new products. A window display can add additional appeal and strengthen the branding approach.

Window displays are a bonus since they do not require a permit and are not considered signage.

project highlight:
Another way to promote retail is through attractive window display. This is a way to use existing window elements to display products. A creative and organized window display appeals all the pedestrian level.

THINKING ABOUT CREATING A MURAL IN SAN DIEGO?

HERE'S WHAT YOU NEED TO KNOW ABOUT PROPOSING A MURAL FOR CITY PROPERTY AND THE PUBLIC RIGHT-OF-WAY

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SIGN ME UP BEFORE YOU GO-GO

PERMIT REQUIRED SIGNS

PROPERTY ZONING	IS THIS SIGN ALLOWED?		
	YES	NO	YES*
Agriculture Most, Area Based on Sign	YES	NO	YES
RESIDENTIAL (RS, RSF, LSF, RMP) Most, Area Based on Sign	NO	NO	YES*
NON-RESIDENTIAL (I, IP, CM, CS) Most, Area 1, 2, 3, 4	YES	YES	YES
NON-RESIDENTIAL (C, CR, CT, CP) Most, Area 1, 2, 3, 4	YES	YES	YES
DOWNTOWN (D, DCS) Most, Area 5B, 11	YES	NO*	YES*
PUBLIC (P, OS, LLS) Most, Area 10, 11	YES	YES	YES

ATASCADERO
Sign Handbook

*Special exceptions applicable



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



RECOMMENDATIONS

That the Land Use Committee:

- 1. Review and provide feedback** on the potential amendments to Chapter 19.620 of the Riverside Municipal Code (RMC); and
- 2. Provide direction** to prepare all, some, or none of the amendments for Planning Commission consideration and recommendation.

