

RIVERSIDE SIGN GENERAL SIGN PROVISIONS UPDATE



CITY OF RIVERSIDE

Issues and Options for Sign Regulation
Sign Code Review Committee Meeting
December 9, 2013

DYETT & BHATIA
Urban and Regional Planners

Agenda

- Project Overview and Approach
- Principles for Sign Controls
- Review of Current Regulations
- Issues
- Options and Strategies

Project Overview and Scope

- Review and analysis of existing code and guidelines, sample projects
- Stakeholder interviews and Sign Code Review Committee
- Identify and present issues and options for SCRC and public review and comment
- Draft annotated outline and draft regulations
- Public review and hearings on draft regulations
- Anticipated completion 6-9 months

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How should design objectives be translated into a set of workable rules?



What are the best code practices for sign controls that can help drafting the new regulations?



How should economic and aesthetic objectives be balanced?



Principles for Sign Controls

- Positive contribution to general appearance of street and commercial area
- Scale appropriate to building and area
- Design integrated with the design of the building
- Design and location to ensure minimal impact on residential neighborhoods
- Follow the law

Current Standards: Commercial Building Signs

	NUMBER	AREA
Wall signs	1/frontage	1 sq. ft./lineal foot of lease space or building frontage or 2/frontage for spaces with minimum 80 ft. width up to 200 sq. ft. / frontage
Window signs	1 /public entrance for each use or occupancy	9 sq. ft./sign
Under canopy	1 /use or occupancy	9 sq. ft./sign
Signs above ground floor	1 /use/frontage to 3 rd floor or 1 at top of building but not above roof line	1 sq. ft./lineal feet of frontage up to 100 sq. ft. for building up to 4 stories; up to 150 sq. ft. for building 5-6 stories; 200 sq. ft. for building 7-10 stories; and up to 250 sq. ft. for building over 10 stories

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Current Standards: Office, Commercial and Industrial Freestanding Signs

ZONE	NUMBER	AREA	HEIGHT
Office or Commercial not in complex	1 /use displaying 1 article of information	25 sq. ft.	6 feet
Commercial complex -- Under 2 acres	1 monument sign displaying 2 articles of information	30 sq. ft.	6 feet
--2-6 acres	1 monument sign displaying 2 articles of information	40 sq. ft.	8 feet
--6-10 acres	1 monument sign displaying 2 articles of information per major frontage plus 1 monument with 1 article of info/300 ft secondary	50 sq. ft. major frontage/25 sq. ft. secondary	8 ft major frontage/ 6 ft secondary frontage
--10 or more acres	1 pole sign displaying 3 articles of information per major frontage plus 1 monument with 1 article of info/300 ft secondary	100 sq. ft. major frontage/25 sq. ft. secondary	25 ft major frontage/6 ft secondary frontage

Non-Residential Signs—Issues and Questions

- *Should the total sign “budget” (aggregate sign area) for projects in non-residential zones in Riverside be adjusted to better suit the needs of most businesses?*



- *Should specific additional adjustments to total sign area be created to account for specific circumstances, such as freeway-oriented sites?*

Wall Signs—Issues and Questions

- *Are wall sign restrictions on maximum area and height adequate without limit on number?*
- *Should projecting and shingle signs attached to buildings, awnings, and canopies be permitted in all pedestrian-oriented areas?*



Window Signs—Issues and Questions



Are additional window sign standards (e.g. maximum % of window area) needed to promote pedestrian activity and allow views into building interior?



Freestanding Signs—Issues and Questions

- Should pole signs be restricted to freeway-oriented areas?
- Should maximum permitted height of monument signs be increased?
- Is maximum permitted area sufficient for large commercial sites? Locations visible from freeways?



Current Standards: Residential Signs

	NUMBER	AREA	HEIGHT
1 and 2 unit	1 non-commercial building or freestanding/unit	6 sq. ft.	Not specified
Multi-unit developments	1 building or monument/public street frontage or 2 single-sided wall mounted per display face	25 sq. ft.	6 feet
Units in multi-unit	1/window facing public view	15% of total surface area of all windows	NA
RA-5	1 unlighted monument	12 sq. ft	6 feet
Temporary Signs	1 unlighted real estate Election signs Other non-commercial	4 sq. ft . 12 sq. ft. 6 sq. ft.	6 feet

Residential Signs—Issues and Questions

- Should the code specifically exempt non-commercial temporary signs in residential districts without regard to content for free speech reasons?
- Should the code allow small signs that identify a legally-established home-based business such as a family day care?



Current Standards--Exempt Signs

- Public service and utility hazard and assistance signs
- Signs under 4 sq. ft. listing hours and whether open
- Not visible from public right-of-way
- Railroad crossings
- Government traffic or municipal signs
- Legal notices
- Copy changes to non-electric reader boards and directories
- Temporary non-commercial signs on public property meeting specific requirements
- Real estate signs meeting specific requirements
- Flags displaying non-commercial speech subject to size, height, and area limits

Exempt Signs—Issues and Questions

- Should the code exempt a range of small compliant commercial signs without regard to content? For example, maximum 2 signs, 6 sq. ft. each, 5 ft. high.
- Should the code exempt fuel price signs that satisfy minimum State requirements and pump island signs that comply with specific standards? For example, maximum 2 signs, 4 sq. ft. each with no general advertising.

Currently Prohibited Signs

- Moving images
- Off-premises (billboards)
- Portable unless specifically exempted
- Traffic safety hazards that obstruct views, create confusion, etc.
- Roof signs
- Advertising statuary
- Bench signs
- Specified fluorescent colors
- Commercial mascots (e.g. sign twirlers)
- Signs for prohibited or unpermitted uses
- Private signs on public property or in public ROW unless exempted

Prohibited Signs—Issues and Questions

Should commercial mascots be permitted subject to specific restrictions?



Should “statuary” signs be permitted subject to specific restrictions?



Should moving image signs be permitted in certain zones and subject to restrictions? Allowed only in certain zones? Or prohibited?



Current Standards--Readerboard Signs

- Manually or electronically changeable permitted for theaters, K-12 schools, public entertainment venues, and non-entertainment assembly uses in non-residential complexes
- Non-entertainment assembly uses (e.g. religious assembly) in other areas restricted to manually changeable copy with illumination from 7 a.m. to 10 p.m.
- 24+ acre amusement parks may have manual or incandescent electronic static copy up to 30 inches high changed up to twice/24 hrs

Readerboards—Issues and Questions



Should all assembly uses in certain zones be permitted to have electronic readerboards?

Should electronic message center signs be content-neutral? Limited to a % of allowable sign area? Allowed only in certain zones? Or prohibited?



Current Standards—Non-Commercial Flags

Area Type	Maximum Number	Maximum Area	Maximum Height
Non-residential	3	60 sq. ft.	35 ft.
Residential subdivisions/ condominiums	1/home within 20 ft of sales office up to 10 ft apart	20 sq. ft.	20 ft.
Apartments/ mobile homes	3 up to 10 ft apart	25 sq. ft.	20 ft.
Other non-residential	3 up to 10 ft apart	60 sq. ft.	35 ft.
Other residential	1/parcel	25 sq. ft.	20 ft.

Flags and Banners—Issues and Questions

- *Are current restrictions on flags appropriate?*
- *Should Riverside allow banners and pennants as permanent signage subject to regulations?*



Temporary Signs—Issues and Questions

Should Riverside require permits or some type of registration for all temporary signs?



Should A-frames be permitted in additional pedestrian-oriented areas subject to specific standards?

Format and Procedures

- *Should updated code include:*
 - *More detailed purposes;*
 - *Definitions;*
 - *Rules for measurement;*
 - *Graphics;*
 - *Anything else to improve clarity?*
- *Should enforcement procedures be strengthened? Revised?*
- *How to incorporate and reference guidelines?*



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Architectural Compatibility



Signs are integrated with building design, compatible in color, scale.



Signs conflict with building's visual order

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Consistency with Area Character



Signs incorporate common design elements, materials, themes.



Signs break from theme and use patterns of district themes.

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Readability



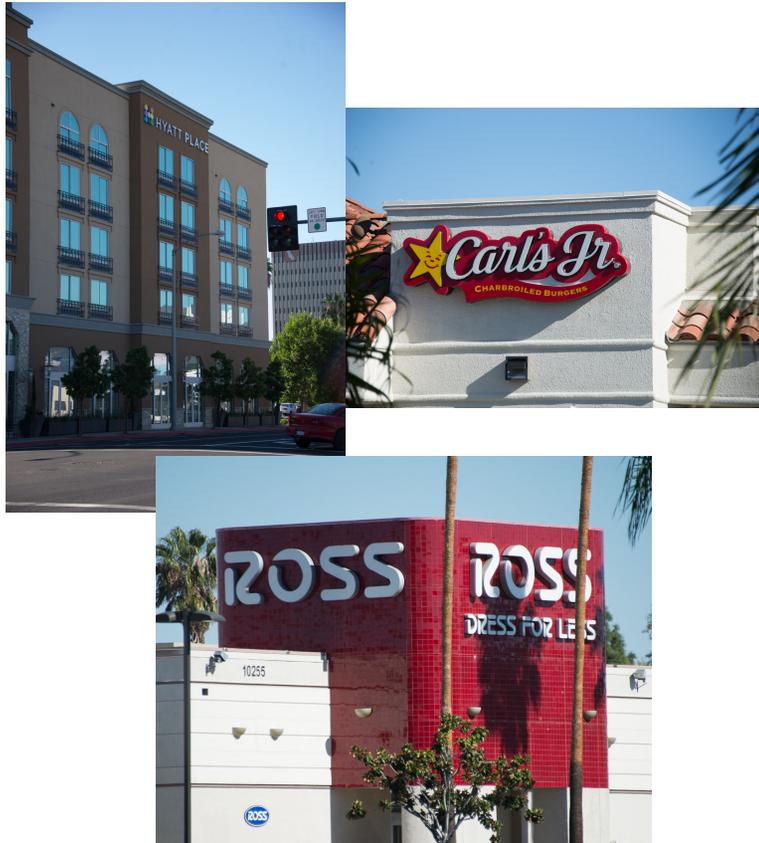
Signs are easily recognizable; clear and precise.



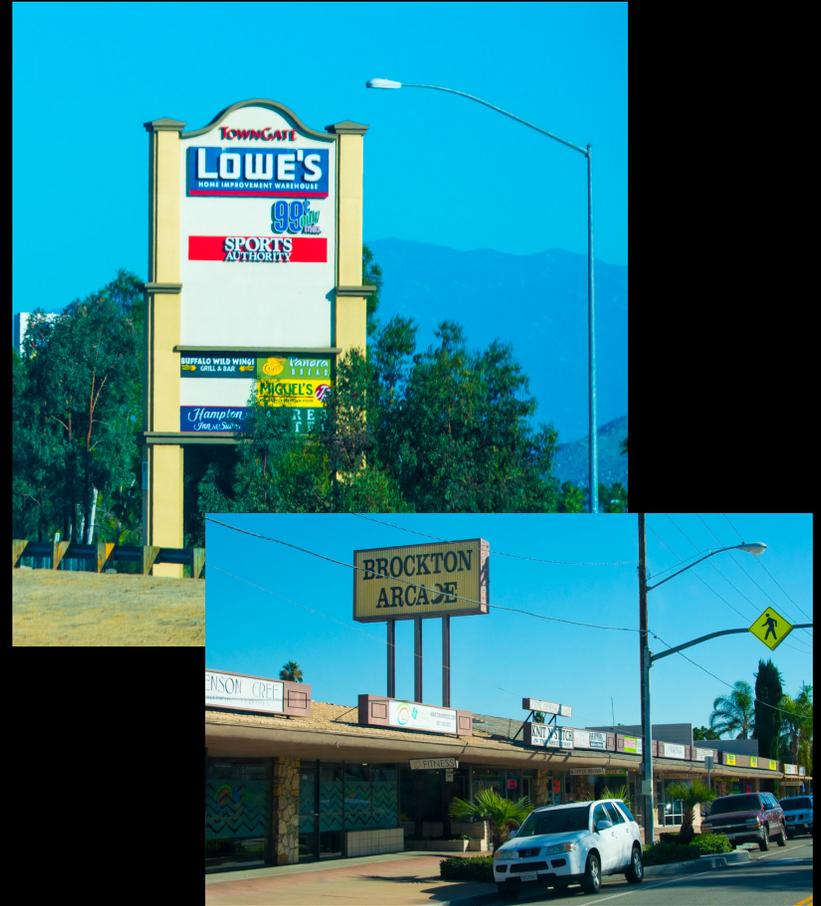
Signs are cluttered; little message hierarchy

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Visibility



Signs are conspicuous, easily distinguishable.



Signs are obscured or poorly placed.

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