Appendix A: Sign Design Guidelines

Sign controls preserve and enhance the aesthetic, traffic safety, economic, and environmental values of Riverside's neighborhoods and commercial/industrial areas, while at the same time provide channels of communication to the public. Sign regulations in the City's Zoning Code (Title 19 of the Municipal Code) and these Sign Design Guidelines work together to safeguard and preserve property values and public health and welfare through prohibiting, regulating, and controlling the type, design, location, and maintenance of signs. In addition to the standards found in the Zoning Code, these guidelines are intended to provide good examples of techniques that should be used to meet the City's expectations for quality business signage. The sign applicant should carefully consider each guideline that applies and demonstrate a recognition of the guideline's intent. Where any perceived inconsistency between the Zoning Code and these guidelines is identified, the regulations of the Zoning Code shall govern.

I. Purpose

The Sign Design Guidelines are established to accomplish the following:

A. Establish reasonable and improved standards for business identification
B. Ensure signs on façades of buildings reinforce the existing historic and/or architectural character and are integrated into the overall architectural scheme of buildings
C. Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message
D. Promote economic vitality.
E. Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for business
F. Encourage creative and innovative approaches to signage within an established framework
G. Enhance and protect overall property values and the visual environment in the City by discouraging signs which contribute to the visual clutter of the streetscape
H. Assist property owners and business owners in understanding City expectations

II. APPLICABILITY

A. The Sign Design Guidelines will be applied when design review approval or a cultural heritage permit is required and will be administered by City Planning Staff or the Cultural Heritage Board, as applicable.

B. Signs will be reviewed for their consistency with the Guidelines. The Sign Design Guidelines are designed to help ensure quality signs communicate their message clearly.

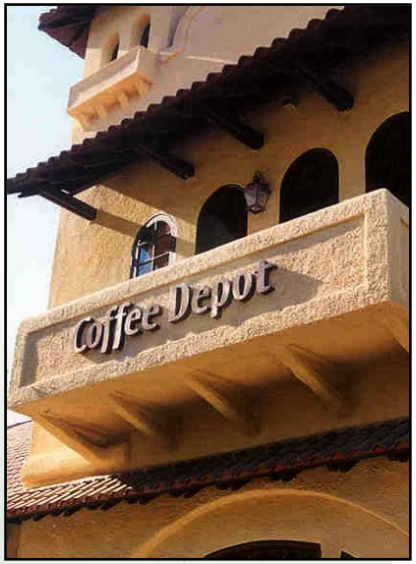
C. The approval authority may interpret the design guidelines with some flexibility in their application to specific signs/projects, as not all design criteria may be workable or appropriate for each sign or project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the approval authority to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the Design Guidelines are followed.

D. The Sign Design Guidelines in this appendix are presented in two applications:

1. The first section provides general guidelines that apply citywide.

2. The second section provides specific guidelines that apply for individual types of permitted signs and for any specific geographic area and/or zones. Applicants proposing signs in these zones and/or geographic areas with specific guidelines will be required to follow both sets of guidelines.

E. The photographs of signs in these guidelines are for illustrative purposes only; readers are to consult the Zoning Code for specifics regarding height, sign dimensions, and permitted lines of articles of information.



Individual channel letter signs in a simple letter style rather than taking focus away from complement building design.

III. CITYWIDE SIGN DESIGN GUIDELINES

A. DESIGN COMPATIBILITY

The design and location of signs shall be consistent with the character and scale of the buildings to which they are attached and visually harmonious with surrounding development.

1. QUALITY SIGNS REQUIRED

Throughout Riverside, signs play a major role in portraying an image for the City. Signs must make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The City requires high-quality, imaginative, and innovative sign design.

Discouraged

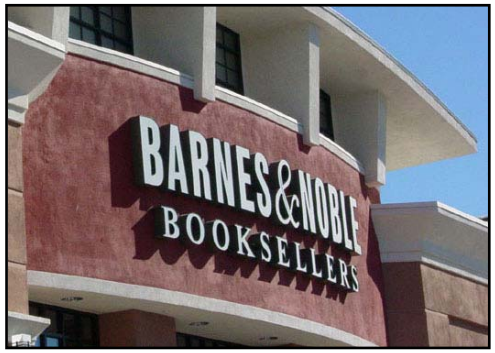
Certain innovative, whimsical signs are appropriate within pedestrian zones.

2. PROPORTIONAL SIZE AND SCALE

The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign shall be proportional with the scale of the structure. Small storefronts shall have smaller signs than larger storefronts.

Discouraged: Sign is too massive and out of scale.

Discouraged: Signs are too small for store frontage and barely legible



Encouraged: Appropriate size and scale

3. INTEGRATE SIGNS WITH THE BUILDING

Signs shall be designed so that they are integrated with the design of the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design, and a coordinated color scheme. Signs in multiple-tenant buildings shall be designed to complement or enhance the other signs in the building.

Encouraged: Signs are well integrated into architectural elements of the structures that they identify.

4. SIGN PROGRAMS

Sign programs serve to create a coordinated project theme of uniform design elements such as color, lettering style, and placement. Sign programs are required for new multiple-tenant buildings or complexes and encouraged for existing buildings and complexes.

Discouraged: Signs within program are not consistent in color and design.

Encouraged: Signs within program are uniform in design.

5. PEDESTRIAN-ORIENTED SIGNS

Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that pedestrians can easily and comfortably read the sign as they stand adjacent to the business. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. A-frame/pedestrian mall sidewalk signs are permitted only in specific locations as identified in the Zoning Code and Downtown Specific Plan.

Pedestrian-oriented signs such as projecting/blade, awning/canopy; under canopy are encouraged.

6. REDUCE SIGN IMPACT

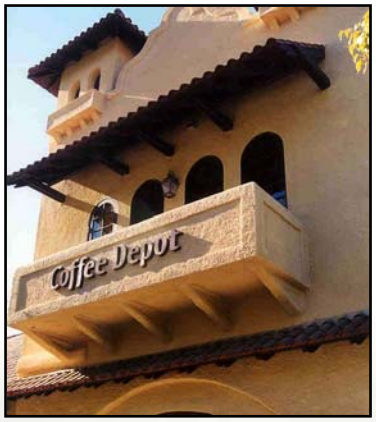
Where residential and commercial uses exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods. The illumination of signs may be restricted adjacent to residential uses.

Encouraged: Monument entry signs provide attractive transition from commercial to residential uses.

Encouraged: Projecting/Blade Sign surrounded by landscaping reduces visual impact.

Sign Blight occurs when a business has too many signs, overwhelming potential customers and thwarting communication. The business owner should limit the size and number of their signs so information can be understood in a sequence of importance.

Prohibited approaches to signage



Architectural elements such as the cantilevered balcony, above, and the arched entry, below, provide ideal locations for signs.

B. SIGN LOCATION

1. The architecture of the building often identifies specific locations for signs, and these locations should be used, except when these areas are above the main roof line.
2. Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square frontage allowed in the Zoning Code.
3. To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
4. Signs that are replaced on stucco exteriors can result in unattractive "patched" areas. These potential maintenance problems shall be addressed during the approval process for the sign replacement.
5. Wall signs should be placed to establish facade rhythm, scale, and proportion. On buildings that have a monolithic or plain facade, signs can be placed to establish or continue appropriate design rhythm, scale, and proportion.

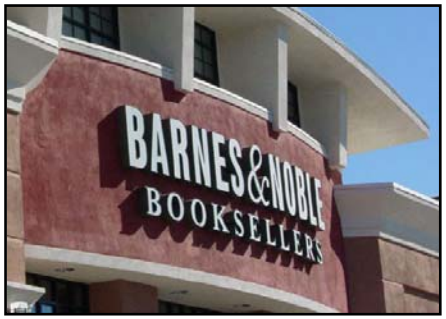
Encouraged: Placement of wall-mounted sign directly above the storefront respects and accentuates the building's architecture.

Discouraged: Wall-mounted sign covers transom windows and would be better located above.

C. SIGN COLOR

a. Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought-out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse the reader and negate the message of a sign. Fluorescent colors are not permitted.

1. COLOR SELECTION



a. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read during both day and night. Light letters on a dark background or dark letters on a light background are most legible. Light letters on a dark background work best for both day and night-time use.

2. CONTRASTING COLORS

a. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors often decreases readability.

3. OVERUSE OF COLOR

a. Sign colors should complement the colors used on the adjacent buildings and the project as a whole.

4. COMPLEMENTARY COLORS

D. USE OF MATERIALS

1. COMPATIBILITY OF MATERIALS

a. Sign materials shall be compatible with the design of the facade on which they are placed. Developers/designers shall consider the architectural design of the building's facade and select materials that complement the design. The selected materials should also contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.

2. APPROPRIATE MATERIALS

a. Sign materials should be extremely durable. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. If wood is used, it shall be properly sealed to keep moisture from soaking into the wood and causing the sign's lettering to deteriorate.

Encouraged: Sign materials consistent with building materials found on retail commercial establishments.

E. SIGN LEGIBILITY

1. USE A BRIEF MESSAGE

a. A brief message should be used whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive because it is less cluttered. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it probably detracts from it and should be deleted.

2. LETTER AND WORD SPACING

a. Letters and words should not be spaced too closely. Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, overspacing of these elements causes the viewer to read each item individually, again obscuring the message. Letters should not crowd the margins of the sign area.

Encouraged

Discouraged

3. USE SYMBOLS AND LOGOS

a. Symbols and logos can be used in place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message. And, they can be an expression of the owner's creativity.

Encouraged: Creative use of symbols and logos can take the place of or accentuate words on signs.

4. LIMIT THE NUMBER OF LETTER STYLES

a. The number of lettering styles that are used on a sign should be limited in order to increase legibility. As a general rule, limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate. In other words, keep it simple.

Limit sign text to two letter styles and ideally two lines of text.

5. PEDESTRIAN-ORIENTED SIGN LEGIBILITY

a. Signs should be smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign should be.

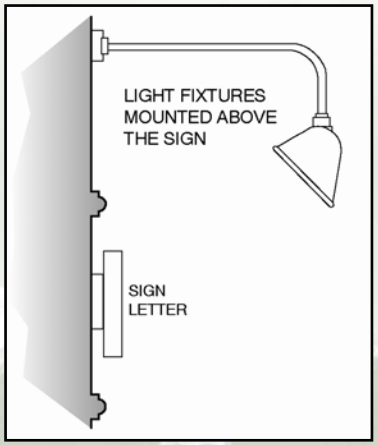
Pedestrian-oriented signs such as this wall-mounted sign and projecting/blade sign should be in scale with its target pedestrian audience and the surrounding area from which it is viewed.

F. SIGN ILLUMINATION

Sign illumination is a necessary component for effective visual communication, particularly for establishments conducting business in the after-dark hours. However, too much light can also be a nuisance. Applicants should consider if the sign needs to be lighted at all. Lighted window displays may provide sufficient illumination to identify the business. This can be particularly effective when good window displays and graphics are used.

a. Illumination by a projected light (e.g., spotlight) is usually the best arrangement, as the sign appears to be integrated with the building's architecture. Projected lighting emphasizes the continuity of the structure's surface, and signs become an integral part of the façade, which is typically not exhibited with internal illumination. Fixtures illuminating in front of the sign cast light onto the sign as well as the building's façade.

1. USE A PROJECTED LIGHT SOURCE

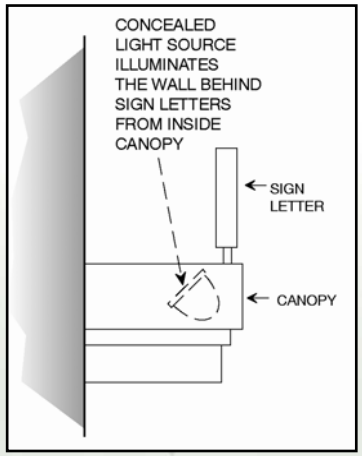


a. The use of small, unobtrusive fixtures for external (projection) lighting is encouraged. Avoid the use of oversized fixtures that are out of scale with the sign and structure.

2. USE SMALL LIGHT FIXTURES

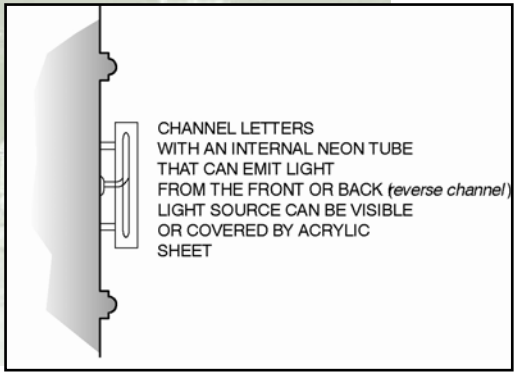
3. BACK-LIGHTED SIGNS

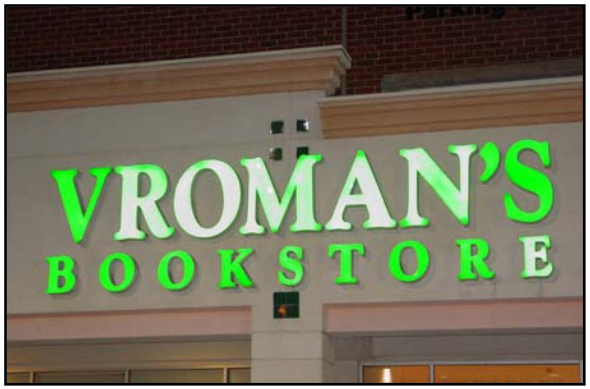
a. Back-lighted, solid letters are encouraged. Signs consisting of opaque, individually cut letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.



4. INTERNAL ILLUMINATION

a. Individually illuminated letters, either internally illuminated or backlit solid letters (reverse channel), are a preferred alternative to internally illuminated plastic cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.





Internally illuminated channel letters

5. CABINET SIGNS

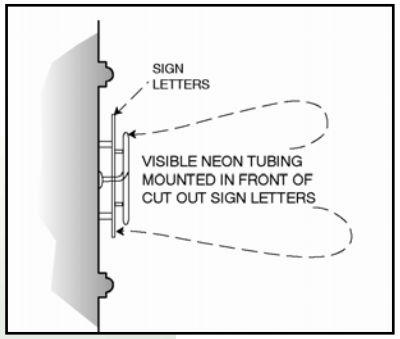
a. The use of internally illuminated cabinet signs is generally discouraged, except as Projecting/Blade Signs or Monument Signs. When such signs are proposed, the background field should be opaque so that only the lettering appears illuminated. When the background is not opaque, the entire sign face is illuminated and appears separate from the building, disrupting the continuity of the facade.

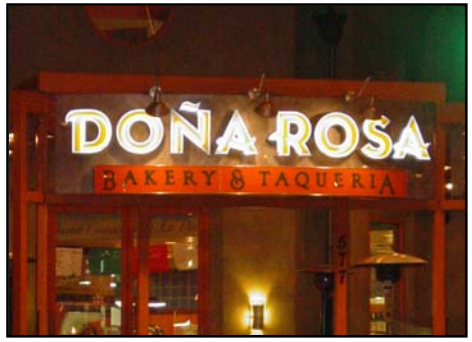
6. UP-LIGHTED SIGNS

a. Up-lighting refers to a lighting technique used particularly with monument signs where the light source is located typically in the ground and/or landscaping or within a projecting wall relief, concealed from view. This technique is encouraged, especially for illuminating monument signs.

7. NEON SIGNS

a. Neon back-lighted signs with opaque, reverse channel letters, neon back-lighted signs with dimensional plexiglas letters, and signs with illuminated open-face, channel letters may be appropriate forms of illuminated signs in certain situations. Where consistent with the design/architectural theme of a building or development, exposed neon tubing script may also be an appropriate alternative, as it fits within the context of a building.



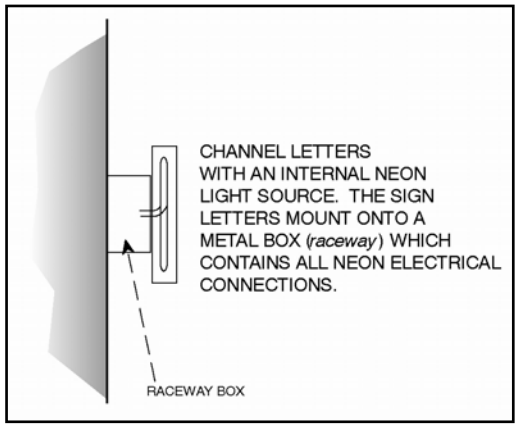


8. SHIELD THE LIGHT SOURCE

a. Whenever projection lighting is used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.

9. ELECTRICAL RACEWAYS AND CONDUITS

a. Electrical transformer boxes and raceways are required to be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway shall be finished to match the background wall or integrated into the overall design of the sign.
b. If raceways are necessary, they should be as thin and narrow as possible and shall never extend in width or height beyond the area of the sign's lettering or graphics.
c. All exposed conduit and junction boxes shall also be concealed from public view.



10. SIGN BRIGHTNESS

The brightness of signs, when lighted, shall conform to the following standards:

a. Flourescent sign illumination shall not exceed 430 millilamps.

b. Neon lighting shall not exceed 30 millilamps.

c. Incandescent lighting shall not exceed 50 watts.

IV. PERMITTED SIGNS AND SPECIFIC GUIDELINES

The design and location of signs shall be consistent with the character and scale of the buildings to which they are attached and visually harmonious with surrounding development.

A. AFFIXED SIGNS

Affixed signs refer to signs that are physically attached to the building façade. The signs include wall, window, awning/canopy, projecting/blade, banner, under-canopy/hanging, marquee, plaque, restaurant menu, and tenant directory signs. Roof- mounted signs are prohibited, with the exception of signs placed on a mansard roof. However, mansard roof designs, and subsequently mansard roof-mounted signs, are strongly discouraged in the Citywide Design Guidelines.

1. BUILDING (WALL) SIGNS

Building Signs, also called Wall Signs, are to be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

a. Wall signs should be located on the upper portion of the storefront, within or just above the storefront opening. The length of the sign should not exceed the width of the storefront.
b. Wall signs shall be placed within a clear area. These areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
c. Wall signs should not exceed 15% of the building façade (the exterior walls of a building exposed to public view).
d. Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.
e. Signs should not obscure windows, grillwork, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).
f. Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.

g. Signs should be designed to create a clearly defined edge, provide shadow relief, and a substantial appearance. This effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are discouraged.

Wall-mounted channel letters are encouraged

Discouraged

2. WINDOW SIGNS

Window signs are signs that are painted, posted, displayed, or etched on an interior translucent or transparent surface, including windows or doors. This type of signage generally contains only text but in some circumstances can express a special business personality through graphic logos or images combined with color.

a. Window signs shall not exceed 15% of the window area so that visibility into and out of the window is not obscured.
b. Sign copy should not exceed 8 inches in height.
c. Window sign copy shall be applied directly to glazed area.
d. Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.
e. Well-designed window graphics shall be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.

3. AWNING AND CANOPY SIGNS

Awning and Canopy Signs are signs that are printed on, painted on, or attached to an awning or canopy above a business door or window. They may be used in place of permitted Under Canopy Signs. They generally serve to bring color to the shopping environment and are oriented toward pedestrians from the opposite side of the street.

a. Sign lettering and/or logo should comprise no more than 30% of the total exterior surface of an awning or canopy.
b. Awnings and canopies must be permanently attached to buildings.
c. The minimum height of awnings shall be 8 feet from the lowest point to the sidewalk.
d. Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
e. Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.
f. Awnings must be constructed of durable materials that can be maintained in good condition.
g. Awnings with back-lit graphics or other kinds of interior illumination are not permitted.
h. Matte finish canvas, glass, or metal are appropriate materials for awnings or canopies.
i. Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and inappropriate.

4. PROJECTING OR BLADE (PERPENDICULAR) SIGNS

Projecting/Blade (Perpendicular) Signs are affixed to the face of a building or structure and project in a perpendicular manner more than 12 inches from the wall surface of that portion of the building or structure to which it is mounted. These types of signs are considered Under Canopy Signs, even when not placed under a canopy. These signs are strongly encouraged and should be carefully designed to reflect the character of each building and business, as well as fitting comfortably with other adjacent signage. Where permitted:

a. Projecting/Blade (Perpendicular) Signs should not be mounted above the second floor window-sill in multi-storied buildings.
b. The design of the sign should consider visually interesting elements such as square or rectangular shapes with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
c. Projecting/Blade (Perpendicular) Signs shall be small in scale and provide a vertical clearance of at least 8 feet along pedestrian areas.
d. Projecting/Blade (Perpendicular) Signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.
e. Projecting/Blade (Perpendicular) Signs should fit within an imaginary rectangle with a maximum area of 5 square feet.
f. Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.

5. UNDER-CANOPY OR HANGING SIGNS

Under-Canopy or Hanging Signs are similar to Projecting/Blade Signs, except that they are suspended below a marquee or under a canopy. Under-Canopy or Hanging Signs are generally smaller than Projecting/Blade Signs due to their lower mounting height. Where permitted:

a. Under-Canopy/Hanging Signs shall be used only at ground-floor locations except for upper-floor businesses with covered entry porches and balconies.
b. Under-Canopy/Hanging Signs shall be treated similar to but smaller than Projecting/Blade Signs.
c. Under-Canopy/Hanging Signs, excluding supporting rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
d. Signs shall be oriented toward the pedestrian and impart a sense of creativity in its design.

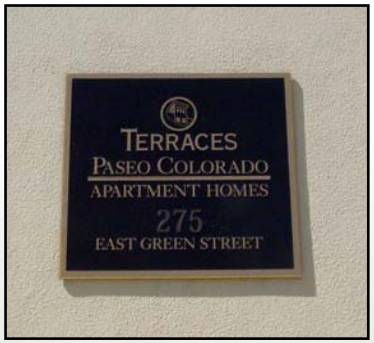
6. MARQUEE SIGNS

a. Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.
b. The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
c. The facility name portion of the sign shall not exceed 40 percent of the total sign area, and the changeable copy portions of the sign shall not exceed 80 percent of the total sign area.

7. PLAQUE SIGNS

By definition, plaque signs are small versions of Building (Wall) Signs that are attached to surfaces adjacent to shop front entries. These signs are also encouraged for Planned Residential Development and Apartment and Condominium Project identification.

a. Plaque signs are to be located only on wall surfaces adjacent to tenant entries.
b. Signs are to include the business name and a business logo.
c. Plaque signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape.
d. For Planned Residential or multi-family Development, plaque signs are encouraged to be placed on low walls surrounded by landscaping and lit using up-lighting techniques where the light source is completely shielded by landscaping.



8. ADDRESS NUMBERS

Address numbers are typically individually channeled numeric plaque signs that are attached to surfaces adjacent to front entries.

a. Addresses must be legible to persons in vehicles and located within 4 feet of an entry door. Address numbers should be a minimum of four inches and a maximum of 6 inches in height.
b. Addresses can be individually cutout numbers mounted on the building exterior or numbers applied to a plaque. Numbers applied to a plaque can be painted, screen printed or adhesive vinyl. The plaque should be a minimum of one half inch thick and no larger than three inches from any edge to the numbers.
c. For business park, office/commercial, and industrial development, address numbers used in conjunction with monument signs are encouraged.

9. TENANT DIRECTORY SIGNS

Tenant Directory Signs are used to identify tenants within multi-tenant buildings. Tenant directory signs shall be constructed and oriented to the pedestrian and shall only be located immediately adjacent to a building entrance.

a. Tenant Directory signs shall be mounted flat against a solid wall.
b. The sign copy shall be limited to the following: building or project name, project logo, address, business tenant names, and suite numbers or letters.
c. The letter size of the building name or project name shall not exceed 4 inches in height. All other copy shall not exceed 2 inches in height.
d. Tenant Directory Signs should be constructed out of materials that complement both the building structure and its use.

B. FREESTANDING SIGNS

Freestanding signs refer to signs that are supported separate from the structure that they identify. These two-sided signs include monument sign, pole signs, and directional/way-finding signs. The following general guidelines apply.

1. The sign structure should be architecturally designed and incorporate design details, materials, and colors of the associated buildings.

2. Sign panels should be limited in size to the width of the architectural support elements of the sign.

3. Freestanding signs may be internally illuminated; however, the sign copy is the only portion that should be illuminated. The sign background or field should be opaque. Signs with individual letters, or stenciled panels with push-through graphics are encouraged.

4. Individual tenant sign panels should be uniform in size recognizing that the major tenant, or the name of the center may have a slightly larger sign panel.

5. Freestanding signs must be situated within landscape planters, and accent plantings at the sign base are strongly encouraged.

1. MONUMENT SIGNS

Monument signs are freestanding signs with a lower height configuration. Such signs are typically used for building complexes that are separated from adjacent streets by substantial setbacks.

Monument Sign

Monument Sign for Business Park/Industrial

Monument Sign for Planned Residential Development

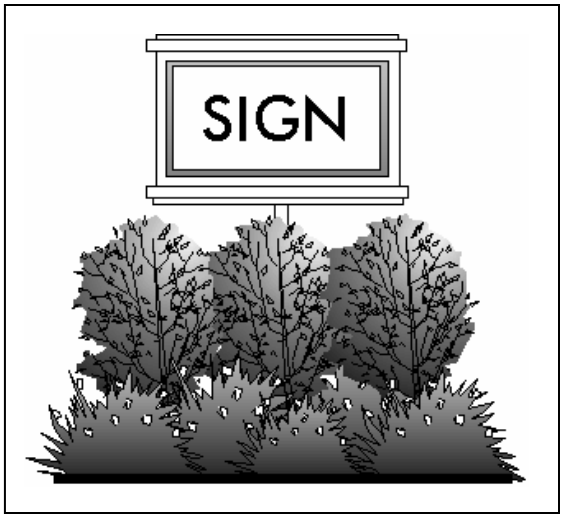
a. Monument signs do not overhang public property and are supported by two columns, uprights, or have a solid footing in or upon the ground.
b. Architectural lines which compliment that of the building shall be incorporated, especially with respect to the top of the sign.
c. The design of the sign structure and the text shall express high-quality construction.
d. The monument sign's materials, finishes, and colors shall be of the same or compatible to the materials, finishes, and colors used on the primary structure(s) that which the sign is identifying.
e. Monument signs shall be composed of individual lettering that is consistent with the image of the business and the surrounding architectural style.
f. Low-profile signs must be illuminated either by external fixtures designed to complement the appearance of the sign or back-lit illumination.
g. Internal illumination may be permitted and should be designed such that only text and logos illuminate. Opaque backgrounds are encouraged and shall be of a non-reflective material.
h. Monument signs and their bases must be placed within a planted landscape area.
i. The base of these signs are encouraged to be illuminated using up-lighting techniques where the source of the light is completely shielded by landscaping.

Monument Signs for commercial businesses

2. POLE SIGNS

Pole signs are freestanding signs generally in excess of 20 feet in height mounted on one or more poles or posts. While these signs are permitted by the Zoning Code, applicants are encouraged to use the more preferred monument sign as an alternative to the pole sign.

a. Poles signs and their bases must be located within a planted landscape area.
b. Pole signs should mount to a base whose material and/or color and finish is in use on the building.
c. As an option to mounting the pole(s) in a base, dense foliage like a hedge may be used where the pole(s) meet the ground.
d. The support elements should be substantial and designed to complement the remainder of the sign.



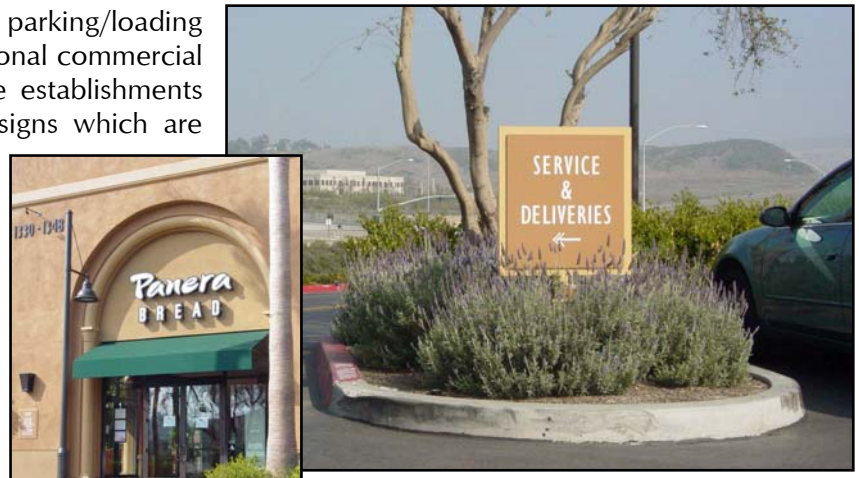
Preferred Pole Sign

Not permitted

3. DIRECTIONAL AND WAY-FINDING SIGNS

Properties with on-site private parking/loading adjacent to their buildings and regional commercial development with several separate establishments may have directional/way-finding signs which are vehicle oriented.

a. These signs should be freestanding and located in landscaped areas.
b. Their color and design schemes shall match the colors, lettering style, and materials used on the building signs.



Directional sign color and finish consistent with business

C. TEMPORARY SIGNS

Temporary signs take the form of banners, window graphics, or as cards integrated with a window display. Temporary signs may contain written messages and should use a simple font that is easy to read.

1. Temporary signs shall not cover more than permitted by the Zoning Code.
2. Temporary signs are to be allowed on the interior of the business establishment only.
3. Temporary signs should be made of durable materials and shall not incorporate fluorescent or intensely bright colors.
4. Temporary signs should be carefully designed and constructed, as they reflect on the quality of the business.

D. SPECIFIC SIGN GUIDELINES

1. PEDESTRIAN MALL SIDEWALK SIGNS

Pedestrian mall sidewalk (A-frame) signs are permitted only for specific uses identified in the Zoning Code and within the Downtown Specific Plan area, as specified in the specific plan. These signs are designed to stand on their own, are portable and are usually placed along public sidewalks to attract pedestrians into shopping areas.

a. Pedestrian mall sidewalk signs shall be located in front of the business and not be located in a landscape planter, permanent seating area, or any location which may create an impediment to pedestrian, disabled, or emergency access.

b. A pedestrian mall sidewalk sign may not exceed 12 square-feet in overall area, nor a maximum height or width of 4 feet. No more than 50% of the overall sign area may be used for changeable copy.

c. Pedestrian mall sidewalk signs must not be permanently affixed to any object, structure, or the ground.

d. A pedestrian mall sidewalk sign must be constructed using one of the following durable materials: wooden or metal signs suspended form a wire frame, wooden A-frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions. Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials.

e. All visible surfaces of the sign shall be finished in a uniform or complementary manner.

f. A pedestrian mall sidewalk sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged.

g. Lettering and graphics shall be of a professional quality. Borders, artistic enhancements, and graphics reflecting the nature of the related business are encouraged.

h. Lettering and graphics shall be of a professional quality.

2. SIGNS FOR HISTORIC BUILDINGS

Many of Riverside's historic buildings are rich with architectural elements and details. Extreme care must be taken not to cover or interfere with design elements that contribute to the building's character.

a. Signs must not cover over architectural elements. As major elements of the storefront, signs must also fit into the building façade just as if they were one of the architectural elements. Within permitted parameters, use a building's or storefront's architectural elements, such as prominent entranceways, display windows, and lintel bands or friezes above transom windows or cornices, to suggest a location, size, or shape for the sign.

b. Signs, themselves, may also be a significant historic architectural feature of a building. The rehabilitation of these signs is strongly encouraged.

c. Lighting shall be in accordance with historically appropriate lighting types. This includes neon, individual incandescent bulbs, and overhead goose-neck lighting, subject to compliance with current electrical codes.

d. Per the Zoning Code, City's sign regulations are intended to allow the construction and installation of signs that are in character with the building or district on/in which it is proposed to be located. However, the intent of these regulations is not to require all signs on a historic building be exact replicas of the signs that would have been on the building when it was new. Rather, a range of sign types that would have been applied to the building during its period of historic significance is allowed. See Section 19.76.075 Historic Signs of the Riverside Zoning Code for further regulations pertaining to the signing of Designated Historic Resources.

V. DEFINITIONS FOR SIGN DESIGN GUIDELINES

The design and signage vocabulary as they apply to this Appendix are defined below. See *Chapter VII. Glossary* of the Citywide Design Guidelines for a more comprehensive glossary of design terms.

Area of a Sign The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Awning A structure projecting from the façade of a building for the purpose of ornamentation and/or protection for pedestrians. Awnings are located primarily on the front façade over the primary entrance and/or storefront windows.

Blade Sign A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Projecting Sign.

Building Frontage For the purpose of calculating sign areas, "building frontage" means the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways.

Building Sign A sign with a single face of copy, painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are considered building signs only if such signs do not extend above the top of the main building wall parapet to which the mansard roof is attached.

Canopy A fixed overhead shelter used as a roof, which may or may not be attached to a building.

Channel Letter An individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.

Commercial Sign A sign that identifies, advertises or otherwise attracts attention to a product or business.

Compatible Projects that gives the appearance of existing together without conflict with respect to site design, architectural style, building massing, landscape, and signs.

Consistent Free from variation or contradiction.

Directory Sign A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity.

Fluorescent Colors The range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors. The prohibited colors are listed on the fluorescent color chart as adopted by the City, are kept on file in the Planning & Building Department.

Freestanding Sign Any sign supported by structures or supports that are placed on, or anchored in, the ground which are independent from any building or other structure, such as pole and monument signs.

Height of Sign The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially increase the height of a sign.

Letter Area The total square feet of the letters and logos in a sign that can fit within a set number of straight vertical and horizontal lines.

Lighted Sign A sign which is illuminated either directly or indirectly by artificial light.

Mansard Roof A roof with two slopes on each side, the lower slope being much steeper.

Menu Display A single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.

Monument Sign A two-sided sign with an overall height of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a planter flanking all sides of the sign base.

Mural Abstract or realistic artwork applied to a wall for decorative purposes containing no trademarks, corporate logos, words or letters, and therefore not a sign.

Neon Sign A sign comprised partially or entirely of exposed small diameter tubing, illuminated by neon, argon or other means.

Painted Sign A sign which is painted directly on any wall, window, fence or structure of any kind.

Pedestrian Mall A pedestrian mall is established and is described as follows: Main Street between the southerly line of Sixth Street and the northerly line of Tenth Street including as part of the mall the intersection of Main Street with Ninth Street but excluding from the mall the intersections of Main Street with Seventh Street and Eighth Street; and Ninth Street between the westerly line of Main Street and the easterly line of the alley between Main Street and Market Street; and Ninth Street between the easterly line of Main Street and the westerly line of the alley between Main Street and Orange Street.

Pedestrian-oriented Development designed with an emphasis primarily on the street sidewalk and development on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building façades which face the street.

Pedestrian Scale The relating of the structures in the built environment to the size of a person.

Plaque Sign A wall sign.

Pole Sign A two-sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground.

Portable Sign A sign which is capable of being carried or readily moved from one location to another. Also referred to as an A-frame Sign.

Projecting Sign A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Blade Sign.

Proportion The relationship between elements taken as a whole or in comparison to each other. Often expressed as a ratio.

Raceway A box mounted on the building exterior that houses the wiring and transformers to which channel letters are mounted.

Readerboard Sign A sign having changeable copy used to announce a coming event or attraction or used to convey a commercial or non-commercial message related to the building or use of the property on which the readerboard sign is located.

Reverse Channel Letter A three-dimensional letter with a metal face and sides and an open back so the internal light source illuminates the wall and silhouettes the letters at night.

Roof Sign Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in Section 19.76.140 of the Zoning Code..

Scale Proportionate size judged in relation to an external point of reference.

Sign Any medium for visual communication, including but not limited to words, symbols and illustrations, together with all parts, materials, frame and background, which is used or intended to be used to attract attention to identify or advertise an establishment, product, service, activity or location or provide information or an opinion.

Sign Area The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Sign Cabinet A type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.

Sign Face An exterior display surface of a sign including non-structural trim exclusive of the supporting structure.

Sign Program A set of design standards or criteria that governs the signs of a designated lot or site.

Temporary Sign A commercial or non-commercial sign displayed for a period of time not exceeding thirty days or as otherwise provided by the Zoning Code.

Two-sided Sign A freestanding sign where two identical sign faces are placed back to back on the same structure. Any other configuration is considered to be a sign with more than two faces.

Under-Canopy Sign A sign with a single or double face copy hung below a canopy perpendicular to the adjacent building wall of the business being identified.

Window Sign A sign with a single face of copy which is permanently marked on or adhered to a window or which is oriented toward a window and designed to read through a window.