



CITY OF RIVERSIDE

Issues and Options for Sign Regulation:

Remaining Issues

Review of Sign Variances

Sign Code Review Committee Meeting

April 14, 2014

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Urban and Regional Planners

Agenda

- Follow-up questions and discussion from March meeting
- Issues previously discussed:
 - Sign budgets vs. limits on number of signs
 - Regulation of articles of information
 - Window signs
 - Wall signs
- Dealing with remaining issues
- Analysis of variances granted
- Next steps

Portable Signs—Issues and Questions

- *Now permitted only as temporary signs and in Downtown*
- *Should portable signs be permitted outside Downtown?*
- *Where and what requirements?*



Temporary Signs—Issues

- Code includes more detailed requirements for some temporary signs (e.g. real estate, commercial window signs, non-commercial speech, etc.) than others (e.g. balloons, portable signs)
- Some types of signs (banners, balloons, portable) are only permitted when temporary
- Dimensional and other requirements are specified without enforcement mechanism

Temporary Signs—Policy Questions

- *Should Riverside require permits for all temporary signs?*
- *Are current standards for temporary signs appropriate?*



Sign Variances

- Number of signs
- Sign area
- Height of freestanding signs
- Information articles

Sign Variances: Number

- 3 building signs on front façade (2 allowed)
- 2 secondary fuel price signs (1 allowed)
- 6 monument signs for medical complex (3 allowed)
- 3 and 4 monument signs/frontage (1 allowed)
- 5 building mounted for anchor tenant (2 allowed by Specific Plan)
- 2 freestanding on 10+ acre complex (1 allowed)

Sign Variances: Sign Area Size

- 40 sf freestanding (25 sf allowed)
- 452 sf for two wall signs (200 sf for 1 allowed)
- Various sign width, size and design standards (Auto Center SP)
- 133 sf for 6 monument signs (50 sf for 3 allowed)
- 49 sf for monument sign (25 sf allowed)
- 182 sf freestanding (100 sf allowed)

Sign Variances: Height

- 12.5 ft freestanding (6 ft allowed)
- 20 ft for monument signs (6 ft allowed)
- 16 ft pylon (6 ft monument allowed)
- 8 ft monument (6 ft allowed)

Sign Variances: Information Articles

- 4 articles (1 allowed)
- 4 articles on freestanding sign for 10+ acre complex (3 allowed)

Coming Up Next

- Annotated outline of revised sign regulations
 - Proposed format
 - New sections and reorganization of existing
 - Examples of new provisions
 - Graphic examples