



## CITY OF RIVERSIDE

Issues and Options for Sign Regulation:  
Freestanding, Exempt, Prohibited,  
and Temporary Signs

Sign Code Review Committee Meeting  
March 13, 2014

# Agenda

- Follow-up questions and discussion from February meeting
  - General provisions
  - Wall, window, roof, and projecting signs
- Review and discussion of current sign regulations, guidelines and issues
  - Freestanding
  - Exempt
  - Prohibited
  - Temporary
- Next Steps

## General Provisions: Policy Questions

- *Should the total sign “budget” (aggregate sign area) for projects in non-residential zones be adjusted (e.g. restrictions on maximum area and height adequate without limit on number)?*
- *Should code regulate size of text and text area rather than number of information items?*
- *Should specific additional adjustments to total sign area be created to account for specific circumstances, such as freeway-oriented sites?*

## Follow-Up—Sample Sign Budget Provisions

- Huntington Beach—Commercial Districts
  - 1.5 sq. ft./linear foot of frontage up to 200 sq. ft maximum total for businesses <50,000 sq. ft.
  - 1.5 sq. ft./linear feet of wall and 200 sq. ft maximum/sign with no maximum total for >50,000 sq. ft.
  - 8 sq. ft./business under canopy
  - Additional standards by type
- Manhattan Beach—Commercial and Industrial
  - 2 sq. ft./linear foot of frontage including monument or 1 pole up to 30 feet and .5 sq. ft. of linear foot of frontage wall in lieu of 1 sq. ft. of area of other types of signs

## Wall Signs: Policy Questions

- *How should the City regulate walls signs on buildings with three or less floors?*
- *What are appropriate standards for buildings taller than 4 stories?*



## Wall Signs: Policy Questions

- *Should there be special rules for signs on the top of very tall buildings?*



## Roof Signs: Policy Questions

- *Should list of prohibited signs include roof signs?*



## Roof Signs: Policy Questions

- *Are there any other circumstances when roof signs may be appropriate?*



## Projecting Signs: Policy Questions

- *Should projecting and shingle signs attached to buildings, awnings, and canopies be permitted in all commercial districts? Limited to pedestrian-oriented areas?*



## Projecting Signs: Policy Questions

- *Which features of projecting signs should the code regulate? Should there be specific standards for awnings, shingle signs, marquees, etc. ?*



## Window Signs: Policy Questions

- *Should maximum area be limited to 15%, as stated in Guidelines, or 9 sq. ft, whichever is less?*



## Window Signs: Policy Questions

- *Are additional standards needed to promote pedestrian activity and allow views into building interiors?*



## Follow-Up—Sample Window Sign Regulations

- Chino
  - 25% of window area maximum
- West Covina
  - 25% of window area on frontage up to 100 sq. ft.
  - No permit required except for exposed neon
- Pasadena
  - Exempt if letters do not exceed 4 inches with total sign area not over 2 sq. ft./window
  - 25% of area of each window for identification
  - Ground floor and second floor windows on frontage
  - Within 3 feet of window

## Freestanding Sign Types

- Monument signs
- Pole signs
- Pylon signs
- Entry gateways
- Other freestanding
  - Directional
  - Informational commercial



## Pole and Monument Signs: Policy Questions

- *Should there be additional regulations for pole signs and monument signs such as number of sides, restriction to freeway-oriented areas, etc.?*



# Pole and Monument Signs: Policy Questions

- *Should maximum permitted height of monument signs be increased?*



## Other Freestanding Signs: Issues

- No specific provisions for pylon signs, which may be a preferable alternative to pole signs
- No specific regulations for freestanding “informational” commercial signs
- No specific regulations for entry gateways, which may exceed size and height of other sign types



## Other Freestanding Signs: Policy Questions

- *Should Riverside establish specific requirements for pylon signs?*



## Other Freestanding Signs: Policy Questions

- *How should the City regulate freestanding “informational” commercial signs?*
- *Should there be specific standards for entry gateways?*

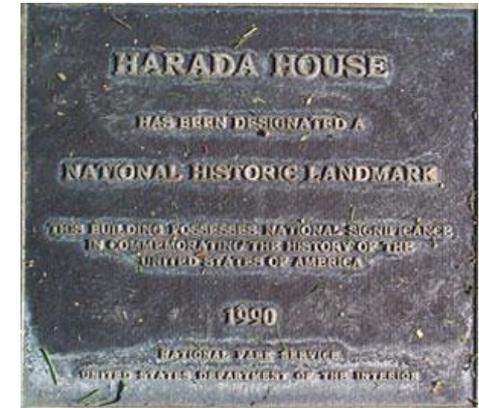


## Exempt Signs: Current Regulations

- Complete exemption from City regulations (e.g. utility company safety signs, railroad crossings, legal notices, State and Federal agencies, etc.)
- Subject to City rules but not permit requirements (e.g. real estate and subdivision signs, non-commercial flags, temporary on-site commercial signs, etc.)
- Exemption from otherwise applicable rules pursuant to variance or non-conforming status

## Exempt Signs: Policy Questions

- *Should the code exempt a broader range of small compliant commercial signs without regard to content (e.g. up to 2 signs, 6 sq. ft. each, 5 ft. high)?*
- *Should additional non-commercial “freedom of speech signs”, organization identification, commemorative plaques, etc. be exempt?*
- *Should all temporary commercial signs be exempt from permit requirements?*
- *What other sign types should be exempt?*



## Prohibited Signs—Issues and Questions

- *Should moving image signs (e.g. those that blink, flash, rotate, or appear to be moving) be permitted in certain zones subject to restrictions? Where and what requirements?*
- *Should portable signs be permitted outside Downtown? Where and what requirements?*



## Prohibited Signs—Issues and Questions

- *Should commercial mascots and “statuary” be permitted subject to specific restrictions?*

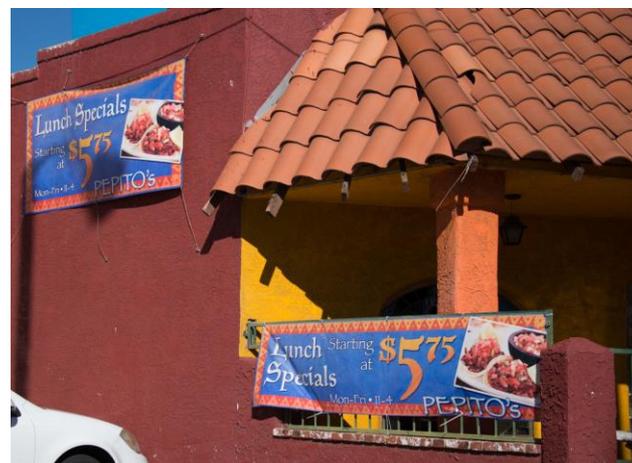


## Temporary Signs—Issues

- 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?*



## Temporary Signs—Policy Questions

- *Are current standards for temporary signs appropriate? Should they be more detailed?*



## Coming Up Next

- Follow-up discussion of options and recommendations
- Issues, options and discussion on:
  - Flags, murals, and other sign features
  - Administration, enforcement, definitions
  - Annotated outline of revised sign regulations



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