

**SIGN CRITERIA FOR THE FREESTANDING SIGNS
IN THE AUTO CENTER SPECIFIC PLAN**

Freestanding signs shall be per the design guidelines outlined in the Auto Center Specific Plan and as detailed in this criteria.

1. STANDARD SIGN TYPES:

Sign Type 1 — Freestanding Monument Signs

Sign Type 2 — Freestanding Directional Signs

2. STANDARD SIGN DIMENSIONS:

Sign Type 1 — Monument base shall be 88-inches wide, 39-inches high, with a 3-inch transition to the cabinet and 15-inches deep with the copy “RIVERSIDE AUTO CENTER”, the Raincross logo and the arched shaped scoring lines recessed ½-inch deep into the glass fiber reinforced natural grey concrete with a light sandblast finish.

The cabinet portion of the sign shall be limited to 85-inches wide, 42-inches high and 12-inches deep with the copy area limited to a total of 23.66-square-feet. The cabinet face shall extrude 1 ½-inches. The material shall be an all aluminum frame, with steel supports. The design shall include the three step architectural detailing as seen in Exhibit 1 of this criteria.

Sign Type 2 — Monument base shall be 66-inches wide, 32-inches high, with a 3-inch transition to the cabinet and 15-inches deep with the copy “RIVERSIDE AUTO CENTER”, the Raincross logo and the arched shaped scoring lines recessed ½-inch deep into the glass fiber reinforced natural grey concrete with a light sandblast finish.

The cabinet portion of the sign shall be limited 63-inches wide, 32-inches high and 12-inches deep with the copy area limited to a total of 13.64-square-feet. The cabinet face shall extrude 1 ½-inches. The material shall be an all aluminum frame, with steel supports. The design shall include the three step architectural detailing as seen in Exhibit 4 of this sign criteria.

3. STANDARD CABINET RETURN COLORS:

Sign Type 1 — Medium Grey PPG 34820

Sign Type 2 — Medium Grey PPG 34820

4. STANDARD COPY LIMITATIONS:

Sign Type 1 — Copy shall identify the dealership name or a vehicle identity sold on the property.

Sign Type 2 — The dealership name or vehicle identity and logo is permitted. The logo and other graphic elements shall not exceed more than 10% of the sign. The copy or logo shall be limited to 8-inches in height within the top 14-inches of the sign face. Directional copy shall be limited to the primary information required, such as “Used Cars,” “Service,” “Parts,” “Customer Parking” and “Truck Sales.”

5. STANDARD COPY COLORS & MATERIALS:

Sign Type 1 — Colors for cabinet faces shall be limited to two (2). Approved manufacturer color (for background or copy), and one (1) contrasting color (e.g., Ford blue background, with white copy, or white background with Ford blue copy). Fluorescent colors as defined in the Zoning Code Chapter 19.76 shall not be permitted. Dealer’s names and logos shall not encroach on the 4-inch margins on all sides of the sign. The sign face is to be 3/16" solar grade Lexan, all copy and graphics sub-surfaced, with 3-M Translucent material.

Sign Type 2 — Colors for cabinet faces shall be limited to two (2). Approved manufacturer color (for background or copy), and one (1) contrasting color (i.e., Ford blue background, with white copy, or white background with Ford blue copy). Fluorescent colors as defined in the Zoning Code Chapter 19.76 shall not be permitted. Dealer’s names and logos shall not encroach on the 2-inch margins on all sides of the sign. The sign face is to be 3/16" solar grade Lexan, all copy and graphics sub-surfaced, with 3-M Translucent material.

6. STANDARD LOGO PROVISIONS:

Sign Type 1 — Logos and/or additional graphics shall be limited to one per sign, not to exceed 10% of the sign area.

Sign Type 2 — Logos and/or additional graphics shall be limited to one per sign, not to exceed 10% of the sign area.

7. STANDARD LIGHTING TYPES & MILLIAMPS:

Sign Type 1 — Internal lighting to be provided by three fluorescent lamps at 430 milliamps.

Sign Type 2 — Internal lighting to be provided by three fluorescent lamps at 430 milliamps.

8. SIGN LOCATIONS

Sign Type 1 — Signs are to be located along the dealership frontages as approved by the Design Review staff and/or the Auto Center Assessment District plans in landscaped areas to be planted with low ground cover and/or annuals. Signs to be placed in the public right-of-way shall require an encroachment permit from the Public Works Department.

Sign Type 2 — Signs are to be located at the vehicle entrance or exit directly relating to the function identified, unless the Design Review staff determines additional signs are necessary to guide customers to the function identified. The signs shall be in landscaped areas planted with low ground cover and/or annuals. Signs to be placed in the public right-of-way shall require an encroachment permit from the Public Works Department.