

RESOLUTION NO. 18887

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING THE RIVERSIDE MARKETPLACE SPECIFIC PLAN OF THE RIVERSIDE GENERAL PLAN TO PERMIT AN ADDITIONAL MAJOR STREET FRONTAGE POLE SIGN ADJACENT TO THE 91 FREEWAY.

WHEREAS the Environmental Protection Commission of the City of Riverside, California, considered the proposed amendment to the Riverside Marketplace Specific Plan of the Riverside General Plan (Case SP-002-956) at its meeting held on December 14, 1995, and determined that the approval of Case SP-002-956 will not have a significant effect on the environment; and

WHEREAS the Planning Commission of the City of Riverside, California, advertised for and held a public hearing on December 7, 1995, to consider Case SP-002-956 and recommended to the City Council that Case SP-002-956 be approved; and

WHEREAS the City Council of the City of Riverside, California, advertised for and held a public hearing on January 9, 1996 which was continued to and held March 5, 1996, to consider Case SP-002-956;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside, California, that the City Council finds as follows:

1. It is in the public interest to amend the Riverside Marketplace Specific Plan of the Riverside General Plan as more particularly described below.

2. The amendment will not have a significant effect on the environment because mitigation measures have been required and a mitigated negative declaration for the project is hereby

1 adopted.

2 BE IT FURTHER RESOLVED that the Riverside Marketplace
3 Specific Plan of the Riverside General Plan are hereby amended by
4 amending the text of Section 5.4 Signage Criteria in its entirety
5 and to read as follows:

6 "5.4 Signage Criteria

7 5.4.1 Design Standards and Guidelines

8 All signs at Riverside Marketplace shall be
9 controlled by this signage criteria. Signage
10 in the environment will provide character,
11 organization, and to the Riverside Marketplace.
12 The design objective is to use a mix of
13 historically derived characterological
14 treatments combined with contemporary elements
15 expressed in materials and styles reflective of
16 the established Riverside Marketplace
17 architectural era.

18 Signage criteria can go only so far in
19 providing the guidelines for implementation of
20 such a program. To be truly effective, this
21 program should be used as an educational tool
22 for inspiring the designs of signs and other
23 graphic elements. A strict, to-the-letter
24 ordinance can usually not legislate good
25 signing and graphics, especially in a mixed use
26 environment with objectives defined as they are
27 for the Riverside Marketplace Redevelopment
Area.

The City of Riverside Ordinance Number 5607 is
the basis for the Riverside Marketplace Signage
Criteria. The Signage Criteria provides for
the necessary design flexibility to adapt the
ordinance to the unique characteristics and
potential of Riverside Marketplace.

Note: All sign designs within the Marketplace
Specific Plan area will be subject to review
and approval of the City's Design Review Board
unless otherwise indicated in these standards
and guidelines. In addition, all renderings of
signs, bridges, other identification facilities
and structural improvements shown on the
exhibits in this document are conceptual only.
Ultimate designs shall be reviewed by the

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Planning Department and will be approved by the Design Review Board except as otherwise indicated in these guidelines.

5.4.2 Signage Design Guidelines

The desired intent for signs in Riverside Marketplace is to capture the warm, bright, optimistic commercial spirit of the earlier era without lapsing into cuteness or rigid historical recreation. The tone should reflect the sunny playfulness of the orange crate labels of the past without directly imitating them. Signs can display a contemporary treatment of these historically developed colors, forms, materials and typographic styles. Signs should utilize bold, strong, compatible colors for architectural trim and detailing. The common materials of the Marketplace era can be effectively used to sign both new and old structures: dimensional metalwork (fabricated and cast), porcelain enamel, tile and terra cotta, metal leaf, dimensional letterforms, and wood. Appropriate illumination methods include neon, Tivoli lights, and wash lighting from enameled fixtures (while avoiding excessive glare or brightness contrast). Where possible, avoid the use of sign cabinets with fully translucent plastic faces, as these have no precedent in the Marketplace period. In form, freestanding signs should relate to the character of the adjacent building architecture and reflect the spirit of the Riverside Marketplace special graphic. Wall-mounted signs on historical structures should derive their materials and forms from the detailing of the building. Signs on new structures should relate to the guidelines set forth in Section 4.1.1 to achieve architectural integration and pedestrian scale.

5.4.3 Design Criteria

All signs, regardless of type or permanency, are affected by nine criteria for design and execution. The criteria listed below review the variables for each sign type used in the Riverside Marketplace environment.

- Sign Type: Name reference
- Function: The purpose of the sign

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Form: Shape, massing, etc.

Placement: The position of the sign relative to the roadways and other features

Materials: The range of materials and colors from which the sign can be constructed

Landscape Interface: The landscaping treatment

Illumination: The method of lighting and mounting

Typography: Readability requirements, if applicable

Size: The area of sign copy, if applicable

Quantity: The number of elements allowable

5.4.4 North

Sign Type: Major Street Frontage Sign

Function: To identity the project and three major tenants to freeway traffic

Form: Double face text: two structural frame/columns with articulated sign panels and a decorative arch top treatment displaying the Marketplace logo

Placement: Perpendicular to freeway on the westerly side of Vine Street approximately 750 feet northerly of Mission Inn Avenue

Materials: Painted steel structural frame with painted aluminum sign panels and acrylic marquee letter tile; painted metal and polished metal decorative elements; precast concrete column bases

Landscape Interface: Ground cover to match adjacent freeway frontage

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Illumination: Internally illuminated sign panel copy; exposed decorative lighting

Typography: Copy for major tenants to include a combination of upper and lower case lettering with upper case letters not exceeding 24" in height in combination with lower case letters. A maximum of three tenants shall be identified in addition to the Marketplace name on the logo. Typeface is subject to Planning Department staff approval. One line for each tenant logo will be allowed and shall not exceed 24" tall and not to exceed 10% of the copy area. Tenant logo must be approved by the Planning Department on a case by case basis.

Size: Total sign panel area is not to exceed 187 square feet per face, including the Marketplace logo; overall height not to exceed 67 feet.

Quantity: One

NOTE: **This sign does not require Design Review Board Approval and can be approved by the Design Review Staff.**

South

Sign Type: Major Street Frontage Sign (Figure 14)

Function: To display the project identity, two major tenants and current theater features to freeway traffic

Form: Double face text; two structural frame/columns with articulated sign panels and a decorative arch top treatment displaying the Marketplace logo

Placement: Perpendicular and adjacent to

1 the freeway southerly of Tenth
2 Street

3 Materials: Painted steel structural frame
4 with painted aluminum sign
5 panels and acrylic marquee
6 letter tile; painted metal and
7 polished metal decorative ele-
8 ments; precast concrete column
9 bases

10 Landscape
11 Interface: Ground cover to match adjacent
12 freeway frontage

13 Illumination: Internally illuminated sign
14 panel copy; exposed decorative
15 lighting

16 Typography: 10 1/2" copy for major tenants
17 (only two tenants shall be
18 identified in addition to the
19 theater and the Marketplace
20 name); 6" copy for theater fea-
21 tures

22 Size: Total sign panel area is 150
23 square feet per face

24 Quantity: One

25 5.4.5 Sign Type: Primary Entry Archway (Shown
26 conceptually on Figure 9)

27 Function: To identify the project and
create a formal entry portal at
the principal cross street

Form: Column-supported archway lattice
with attached letterforms

Placement: Spanning Ninth Street; inset
from the intersection of
Mulberry Street

Materials: Painted steel arch and columns;
painted aluminum letterforms;
painted metal and polished metal
decorative elements; precast
concrete column bases

Landscape
Interface: Integrated into hardscape

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5.4.6
5.4.7

Illumination: Exposed lighting in pan channel letterforms; exposed decorative lighting

Typography: 24" letter height for legibility to oncoming motorists

Size: "Riverside Marketplace" copy is approximately 60 square feet

Quantity: One

Sign Type: Secondary Street Frontage Sign (Figure 15)

Function: To identify the project at secondary entries

Form: Lattice structure

Placement: (1) At the project westerly boundary on the southerly side of University Avenue
(2) At the Fourteenth Street entry to the project
(3) At the southeasterly corner of Vine and Third Streets

Materials: Painted steel lattice with painted aluminum letterforms; polished metal decorative elements; precast concrete bases

Landscape Interface: Accent planting around sign base

Illumination: Ground lights

Typography: 10 1/2" letter height

Size: "Riverside Marketplace" copy zone is 25 square feet

Quantity: Three

Sign Type: Pedestrian Kiosk (Figure 15 A)

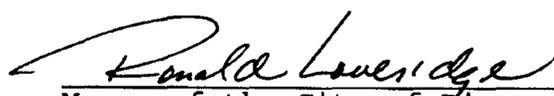
Function: Displays area map and listing of activities and places within the Riverside Marketplace

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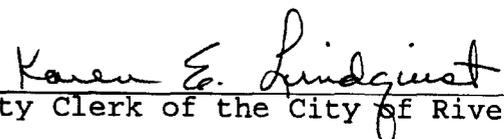
Form: Multi-faced kiosk structure of up to 12 feet high
Placement: Oriented towards pedestrian areas, should be located sufficient distance from roadways so as not to be readable from automobiles
Materials: To be determined on case by case basis
Landscape Interface: Integrated into hardscape
Illumination: Low wattage back lighting of sign copy only
Typography: To be determined on case by case basis
Size: 20 square feet of copy area per face
Quantity: To be determined"

BE IT FURTHER RESOLVED that the amendment adopted by this resolution shall be noted in the Riverside Marketplace Specific Plan previously adopted by the City Council.

ADOPTED by the City Council and signed by the Mayor and attested by the City Clerk this 2nd day of April, 1996.


Mayor of the City of Riverside

Attest:


City Clerk of the City of Riverside

KMG/sb
3/26/96