

RESOLUTION NO. 20705

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE, CALIFORNIA AMENDING THE RIVERSIDE MARKETPLACE SPECIFIC PLAN TO PERMIT REPLACEMENT OF A FREEWAY-ORIENTED READERBOARD SIGN AND TO ESTABLISH DESIGN STANDARDS.

WHEREAS, an application was submitted to the City of Riverside, designated as Case P03-0753 to amend the Riverside Marketplace Specific Plan to permit replacement of a freeway oriented readerboard sign located on an approximately .5 acre vacant lot situated on the westerly side of Vine and northerly of Mission Inn Avenue, with a freeway-oriented electronic message center sign and Tri-Vision changeable panel display area and to establish design standards; and

WHEREAS, the Planning Commission of the City of Riverside, advertised for and held a public hearing on December 18, 2003, to consider the proposed amendment to the Riverside Marketplace Specific Plan and recommended to the City Council that the amendment be approved with modifications and determined that with the adoption of a mitigated negative declaration, the approval of Case P03-0753 will not have a significant effect on the environment; and

WHEREAS, the Land Use Committee considered and approved the request unanimously at its March 25, 2004 meeting; and

WHEREAS, the City Council advertised for and held a public hearing on May 11, 2004, to consider Case P03-0753; and

WHEREAS, the City Council received and considered the staff report and recommendation of the Planning Commission and all other testimony, both written and oral, presented at the public hearing;

NOW, THEREFORE, BE IT RESOLVED, FOUND AND DETERMINED by the City Council of the City of Riverside as follows:

Section 1: It is in the public interest to amend the Riverside Marketplace Specific Plan as more particularly described as follows.

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1 12.2.3 Sign Type: Freeway Sign

2 North Freeway Sign

3 **Function:** The LED portion of this freeway sign is to provide a venue for the display of public
4 activities and messages related to City of Riverside events. The Tri-Vision sign
5 panels will be used to advertise the Riverside Marketplace and individual businesses
6 within the Marketplace Specific Plan area.

7 **Form:** Double face pole LED electronic message center and Tri-Vision display panel sign
8 supported by structural members having an industrial theme, and topped by a
9 decorative arch displaying the Marketplace logo.

10 **Illumination:** LED electronic message center display panel with an illumination level comparable
11 to 10 watts of incandescent lighting intensity; ground-mounted architectural lighting.

12 **Materials:** Painted steel structural frame; painted and polished metal decorative elements; pre-
13 cast concrete column bases; 126 square foot LED electronic message center display
14 panel, 72 foot, two panel Tri-Vision display.

15 **Placement:** Perpendicular to freeway north of Mission Inn Avenue.

16 **Landscaping:** Ground cover and/or shrubbery at the base per the district's streetscape.

17 **Size:** Sign panel maximum: 218 square feet, including the Marketplace logo. Maximum
18 height 75 feet. Total height: 81 feet.

19 **Quantity:** One

20 **Operations:** Operations of the sign, including letter sizes, length of messages, length of display,
21 frequency of changes and all other design related issues shall be governed by a
22 Management Plan subject to the approval by the Planning Department. Any
23 modifications of this Management/Operations Plan are subject to review by the
24 Planning Department prior to implementation.

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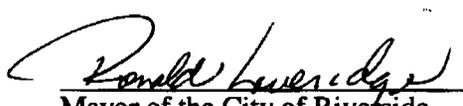
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1 Section 2: It is the independent judgment of the City Council of the City of Riverside that this
2 amendment will not have a significant effect on the environment and a Mitigated Negative
3 Declaration be adopted and all identified mitigation measures shall be required for the project.

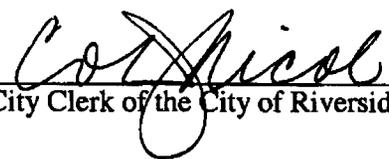
4 Section 3: The Riverside Marketplace Specific Plan, as adopted and referenced in the General
5 Plan, is hereby amended to permit replacement of a freeway oriented readerboard sign located on an
6 approximately .5 acre vacant lot situated on the westerly side of Vine and northerly of Mission Inn
7 Avenue with a freeway-oriented electronic message center sign and Tri-Vision changeable panel
8 display area and to establish design standards for said message board consistent with those
9 described in Section 1 above.

10 Section 4: The amendment adopted by this resolution shall be integrated into the adopted
11 Riverside Marketplace Specific Plan document and shall be noted on the appropriate Specific Plan
12 and General Plan Circulation diagrams previously approved by the City Council.

13 ADOPTED by the City Council and signed by the Mayor and attested by the City Clerk this 8th
14 day of June, 2004.



Mayor of the City of Riverside

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17 Attest:
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20 _____
 City Clerk of the City of Riverside

1 I, Colleen J. Nicol, City Clerk of the City of Riverside, California, hereby certify that the
2 foregoing resolution was duly and regularly introduced and adopted at a meeting of the City Council
3 of said City at its meeting held on the 8th day of June, 2004, by the following vote, to wit:

4 Ayes: Councilmembers Betro, Moore, Gage, Schiavone, Hart, and Adams

5 Noes: None

6 Absent: Councilmember Adkison
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9 IN WITNESS WHEREOF I have hereunto set my hand and affixed the official seal of the City
10 of Riverside, California, this 8th day of June, 2004.

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14 City Clerk of the City of Riverside
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