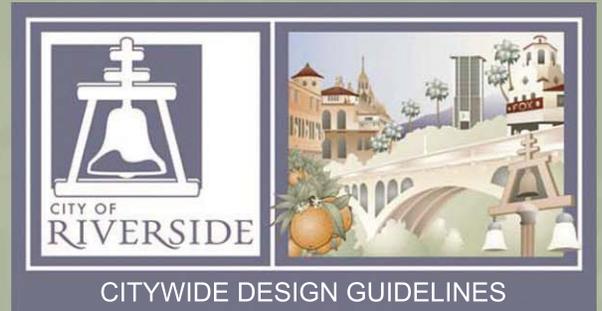


RIVERSIDE CITYWIDE DESIGN GUIDELINES AND SIGN GUIDELINES

ADOPTED NOVEMBER 2007
RESOLUTION No. 21544



CITYWIDE
DESIGN



RIVERSIDE
CITYWIDE DESIGN GUIDELINES

ADOPTED NOVEMBER 2007
RESOLUTION NO. 21544
CITY OF RIVERSIDE

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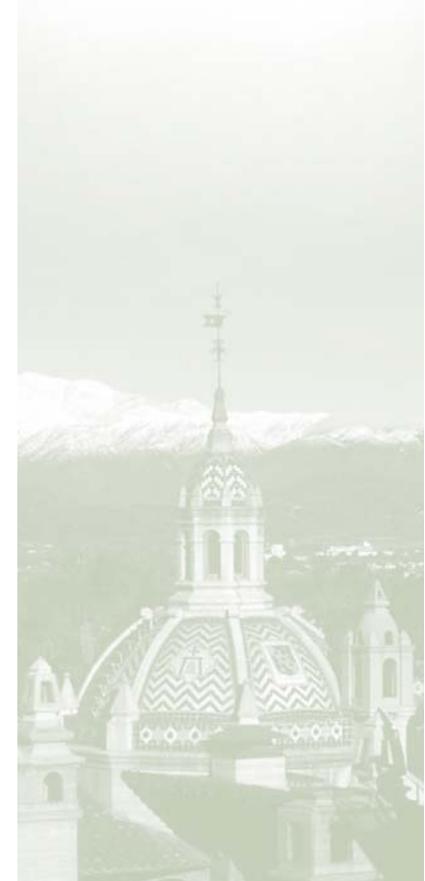


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I. INTRODUCTION

The physical image of Riverside reflects the City's prosperity, well-being, and the value and contribution of agriculture, cultural diversity, industry and manufacturing, education, and architectural heritage of the city. The image of the City's residential neighborhoods and neighborhood shopping centers emphasizes a small-town character within an urban metropolis. The City's educational facilities, universities, and college provide the image of a college town. The physical image of Riverside provides an aesthetic that attracts the City's work force, employers, residents, and visitors.



A. PURPOSE OF CITYWIDE DESIGN GUIDELINES

These Citywide Design Guidelines work to reinforce this physical image of Riverside. These Guidelines are intended to promote quality, well-designed development throughout Riverside that enhances existing neighborhoods, creates identity, and improves the overall quality of life within the City. The guidelines are intended to promote a desired level of future development in Riverside that:

1. Promote a positive physical image and identity of all types of development;
2. Provide guidance to the development community, architects/designers and property owners;
3. Promote a high quality of development that stimulates investment in and strengthening of the economic vitality of all areas of Riverside;
4. Promote design in context with existing development in the surrounding neighborhood as opposed to requiring thematic architecture;
5. Contributes to implementing the concepts and recommendations provided in the 2002 *Visioning Riverside* program;
6. Implements the objectives, policies and tools of the General Plan;
7. Supplement the contents of the Riverside Zoning Code on matters of design and aesthetics
8. Maintain and protect the value of property; and
9. Maintain a high quality of life and pride of ownership without causing unnecessary public or private costs or unduly restricts private enterprise, initiative, or innovation in design.



I. INTRODUCTION

The Guidelines are meant for use by homeowners, business owners, architects, and developers in achieving superior quality and design of new construction or additions to existing buildings. The Guidelines convey City policies about the design of buildings and structures, additions to existing structures, and new construction. However, they do not dictate solutions. Instead, the Guidelines define a range of appropriate responses to a variety of specific design issues.

These guidelines acknowledge prevailing architectural characters, design elements of historic and/or architectural significance, and development patterns within Riverside. These guidelines do not seek to impose any overriding architectural style, design pattern of development, or artificial themes. They seek to assist in promoting positive design characteristics throughout the City that exemplify Riverside's image and identity. The goal of these guidelines is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements rather than tacked on details. These guidelines complement required development standards per the City's Zoning Code by providing good examples of appropriate design solutions. Lastly, these guidelines strive to explain why good design is important.

B. WHY GOOD DESIGN IS IMPORTANT

Good urban design can enhance the visual quality of the urban environment and invigorate the local economy by attracting people to Riverside. Urban design encompasses many components: the functional aspects of buildings and space, landscaping, safety and accessibility, and elements of a more subjective nature. The primary objective of good urban design is to achieve beautiful, inspiring, and successful urban districts.

Well-designed, well-built projects that fit into existing neighborhoods are good for the community. Good design:

1. Leads to occupant satisfaction and community pride, inspiring ongoing concern and care for the project or building
2. Enhances and helps stabilize neighborhoods, primarily through the pride and commitment of occupants or owners and the respect afforded the project by the community

Good commercial design that is pedestrian scale in execution that uses a palette of rich visual and architectural features can create vibrant settings benefiting residents, business owners, and visitors.





I. INTRODUCTION

- 3. Is durable and easy to maintain
- 4. Appreciates in value, all other things being equal



Good design can positively affect the quality of life in residential neighborhoods. Neighborhoods where the majority of homes are well maintained communicate pride and property owner investment.

During the first 30 years of the life of a home, only minor repair is needed. This includes painting, landscaping, and a variety of preventive maintenance or repairs. Thirty years is typically the point where major maintenance is required, such as stucco work, roofing, and other work needed to main the quality of housing.

Structures older than 50 years can require substantial upgrades to prevent functional or economic obsolescence. High cost typically is an impediment to maintaining and improving properties.

Many older neighborhood shopping centers and industrial areas in Riverside show signs of age and under investment. Stock architectural designs, deferred maintenance, poor lighting, lack of landscaping, and simple but cluttered signs can discourage shoppers from visiting the centers. The lack of visual appeal can indicate a need to reinvigorate community pride and a sense of ownership. Neighborhood shopping centers can benefit from high-quality building standards and better site design considerations.



Vacant older neighborhood shopping center with dated appearance



Newly-constructed shopping center with high-quality building materials, architectural features, and landscaping



I. INTRODUCTION

C. HOW THESE GUIDELINES ARE ADMINISTERED

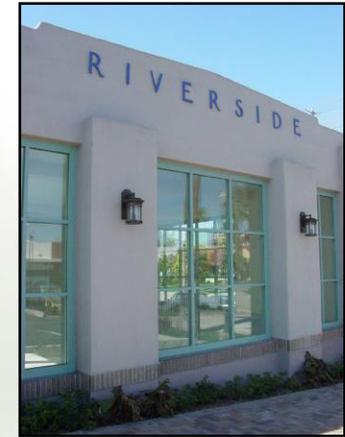
The Citywide Design Guidelines are a part of a structure of policy documents that guide development in Riverside. The Riverside General Plan defines the community vision and establishes a fundamental framework to guide decision-making about development, land use, resource management, public safety, public services, and general community well-being. Both the Riverside Zoning Code (Title 19 of the Municipal Code) and Citywide Design Guidelines are implementing tools of the General Plan and apply to all properties in Riverside. The Zoning Code presents development regulations specifically applicable to new projects or substantial improvements to existing projects. The Design Guidelines are intended to improve overall urban design. A specific plan, such as the Downtown Specific Plan, applies only to a specific area. A specific plan implements the goals and policies laid out in the General Plan for a defined area that merits special treatment. Specific plans supplement the Zoning Code development standards and design guidelines for the project area.

1. RIVERSIDE GENERAL PLAN

The Riverside General Plan establishes the foundation for moving from the Riverside of today toward the desired community of the future. This Plan guides the City to the year 2025 by establishing goals and policies that address land use, circulation, economic development, and urban design issues. Reviewed by the Planning Commission and adopted by the City Council, the General Plan serves as a basis for decisions that affect aspects of everyday life, from where residents live and work to how they move about. The General Plan is implemented by decisions that direct the allocation of public resources and that shape private development. In essence, the General Plan is the blueprint for the community's vision of Riverside.

2. RIVERSIDE ZONING CODE

The Riverside Zoning Code is the City's major implementation tool for the General Plan. The Code regulates structures and uses of property within designated zoning districts by, for example, setting limits on building height, requiring setbacks, and specifying the percentage of a site which must be landscaped. These Design Guidelines complement the Zoning Code by providing urban design and architectural direction that the Zoning Code does not.





3. SPECIFIC PLANS

A specific plan is a detailed plan for the development of a particular area. Falling under the broader umbrella of the General Plan, specific plans provide more restrictive standards for the types of uses permitted, development criteria (setbacks, heights, landscape, architecture, etc.), design guidelines, and circulation and infrastructure improvements. Specific plans are often used to ensure that multiple property owners and developers adhere to a single common development plan, as well as to provide flexibility in development standards beyond those contained in the Zoning Code.

For example, the Downtown Specific Plan guides development specifically within Downtown. The Specific Plan provides goals, objectives, policies, development regulations, implementation, and design guidelines for Downtown Riverside. The design guidelines established for Downtown in the Specific Plan supercede these guidelines. These Design Guidelines apply to all areas of Riverside not previously covered by a specific plan.



4. DESIGN GUIDELINES

Design guidelines provide site planning, architectural, and landscape architectural criteria pertaining to forms of development. Design guidelines can be both qualitative and quantitative. Typically most design guidelines are qualitative, meaning that, they provide, through descriptions and illustrations, a manner in which a project should be designed related to land use, building type, and spatial setting. Qualitative guidelines allow for considerable flexibility and interpretation as long as the intent of the guidelines is upheld. Quantitative design guidelines are more finite, typically written with a specific numerical component, such as a certain measurement (e.g. setback width) or preferred quantity (e.g. percentage of landscape coverage). While these guidelines provide flexibility, the numbers specified relate to a desired image or characteristic that enhances the quality of development.

For example, the Citywide Residential Historic District Design Guidelines provide design criteria to help preserve and assure historically appropriate development of Riverside’s residential Historic Districts. The guidelines established in this manual supercede these guidelines pertaining to design treatment of residential properties in the historic districts discussed in the document.





I. INTRODUCTION

D. APPLICABILITY

The provisions in this guidelines manual are applicable to the proposed development of all Residential, Commercial/Mixed Use, Industrial, and Public Facilities uses within the City of Riverside. Design review is required for any proposed building, structure, or sign, or for any new landscaping associated with such improvements as visible from the public right-of-way and, therefore, shall adhere to these guidelines, as applicable. It should also be noted, that these guidelines do not affect existing buildings which are not proposed for new construction, exterior modifications, or modification in landscaping or irrigation plan.

1. EXEMPTIONS

When in compliance with all other City codes, the following projects are exempt from design review:

- a. Any restoration, rehabilitation, alteration, development, construction, demolition, removal or appearance change of any landmark, landmark structure, landmark site or any structure or site within a preservation district which requires the granting of a permit by the Cultural Heritage Board or the City Council on appeal.
- b. Development of four or fewer single-family dwelling units in any residential zone district other than the RC zone district.

2. LIMITATIONS

In addition to the projects exempt from design review, the following general limitations apply to all development:

- a. Design review shall not consider elements of the design that are not visible beyond the boundaries of the site.
- b. Design review for a manufactured dwelling shall apply only to the approval of foundation, roof material, roof pitch, roof overhang, siding material, and any structural attachments.

.....
These Guidelines are to be used by the public in the design of projects and by City staff and decision-makers in the Design Review process specified in Chapter 19.720 of the Zoning Code (Title 19 of the Riverside Municipal Code).
.....





E. ORGANIZATION

The Guidelines are organized in chapters according to major land use categories. General areas and/or uses addressed include:

- ❖ Single-family residential neighborhoods,
- ❖ Multi-family residential development,
- ❖ Commercial centers,
- ❖ Neighborhood shopping centers,
- ❖ Mixed use developments,
- ❖ Industrial and business park areas, and
- ❖ Public facilities.

Topics include site planning, building massing and scale, quality architectural appearance, landscaping, privacy protection, signage, lighting, and parking. The last section of this manual includes definitions of key terms used in this document.

F. HOW TO USE THESE DESIGN GUIDELINES

These guidelines should be used as a starting point for the creative design process. They should not be looked upon as the only design solution. Instead, property owners/architects/designers are encouraged to be creative and innovative, looking beyond franchise and “cookie-cutter” architectural and landscape architectural design treatments. It is necessary that property owners consult with City staff and any affected residents and/or business owners in the design process prior to development of a design.

Project proponents should review the entire set of design guidelines prior to beginning the project's design process.





I. INTRODUCTION

I. INTERPRETATION OF DESIGN GUIDELINES; “SHOULD” vs. “SHALL”

To assist in understanding the full intent and/or requirement of the various provisions found in the design guidelines, applicants should be informed as to the meaning and context of the words “should” and “shall”, as well as “encouraged” and “discouraged”, as used in the Guidelines. These words will be used consistently throughout the document to describe the intent of each guideline.

Guidelines that use the word “should” are intended to express the City’s desire and expectation. These guidelines are meant to be applied with some flexibility. They indicate that the City is open to design features that are equal to, or better than, that stated – as long as the intent is satisfied. The applicant assumes the burden of proof to demonstrate how a proposed design meets this test, and determinations will be made by the Planning Director or other authorized decision-maker per Chapter 19.710 of the Zoning Code (Administrative Design Review).

Guidelines that use the word “shall” are specific requirements from the City. These standards are absolutely mandatory and offer relatively little flexibility unless choices are provided within the statement itself. All projects must include these elements as described. Regardless of which term is used, each guideline as it pertains to each individual project must be addressed by an applicant. The City will expect to see how the design of a project responds to every one of the guidelines, as applicable.

Guidelines that use the word “encouraged” or “discouraged” are intended to express a more or less desirable design solution. While, they are not direct requirements, these guidelines allow for considerable flexibility and interpretation whose intent must be upheld. Applicants will be expected to prove how the project’s design implements a particular guideline as deemed applicable by City staff



This industrial building’s blank, unarticulated façade would be undesirable and deemed “discouraged”.



This industrial building’s well-articulated façade would be desirable and deemed “encouraged”.



2. RELATIONSHIP TO THE DESIGN REVIEW PROCESS

Applicants of new development or rehabilitation must follow a development review process administered by City Planning staff in order to complete site and building improvements. Design review is one part of the overall process.

At the beginning of any project, prior to drafting any significant design plans, applicants should meet with a City staff member from the Planning and Building Department. At this meeting, City staff can provide time and cost-saving information on the discretionary approvals necessary for project approval and any City codes and ordinances that may affect or apply to the proposed project and its design. City staff can also provide valuable information pertaining to permits, processing, and timelines. This meeting also provides an opportunity to better understand the project's specific design objectives and expectations between the proponents and City staff.





I. INTRODUCTION

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II. DESIGN OBJECTIVES

The following objectives provide direction and purpose for the subsequent design criteria and guidelines with regard to character and urban design. The concepts drawn from these objectives reflect the urban design objectives and vision established in the Riverside General Plan at a citywide scale. These objectives are intended to:



Look to Riverside's rich architectural tradition to inspire good design. Preserve historic character of existing architecturally significant structures

- ❖ Provide for distinct architectural character and physical enhancement of future and existing development to foster revitalization and rehabilitation of the neighborhood, commercial and industrial centers.
- ❖ Preserve and enhance historical character of existing structures with architecturally compatible development.
- ❖ Create pedestrian-oriented neighborhoods and business environments with architectural and landscape architectural design that allows for active, healthy, and safe interaction of pedestrians and vehicles.
- ❖ Through the design of individual projects, promote connectivity to surrounding neighborhoods.
- ❖ Provide guidance to residents, architects/design professionals, and developers in the planning and design of development projects throughout the City.

Create vibrant projects that engage and invite the pedestrian. Outdoor seating and an arcade leading into a courtyard surrounded by shops at this corner retail commercial development invites users.





II. DESIGN OBJECTIVES

A. ARCHITECTURAL THEMES

Architectural theme in the context of a historic city such as Riverside is an important element of the overall urban aesthetic. Recognizable architectural styles provide visual interest, provide a structure's individual identity and sense of place, and connote pride of ownership. The resulting aesthetic increases a community's quality of life and livelihood with the increase and preservation of property values, as well as attraction of consumers and quality development.

I. ARCHITECTURAL STYLES

Recognizable architectural styles create a sense of place and add visual interest to residential neighborhoods and commercial districts. These styles can create a particular character and a sense of consistency within development as well.

- a. Especially in areas of architectural significance, use of a particular style should respect the established pattern of existing development. The consistency that is created with requiring elements from established styles is not intended to be constrictive, but rather offer diversity within a development, district or neighborhood and is not meant to create a situation where all the buildings look the same.
- b. Pre-existing architectural styles serve as a touchstone and visual reference to the City's history and cultural roots. While no particular architectural style is required for a specific area or type of development, elements from an established style are required for new buildings. Architectural styles such as Victorian, Italianate, Craftsman, Mission, Spanish Colonial Revival, Monterey, Colonial Revival, Mediterranean/Italian Renaissance, Tudor Revival, Art Deco/Moderne, and Post-WWII Modern/International are typical of the rich historic development of California and are highly visible in Riverside. (*See Appendix B: Architectural Resources for more information on these architectural styles and others.*)

Riverside's rich architectural history is evident in buildings throughout the City. The Pueblo Revival Style of the City's train station illustrates how diverse and creative architectural styles can be.



Recognizable architectural styles such as this Mission Revival Style commercial building provide visual interest and identity.



II. DESIGN OBJECTIVES



2. CONTEXTUAL STYLE

Building design that is successful in its execution fits within the context of its location, from as small an area as a parcel or block to as large as a neighborhood or district. Architecture, site planning and landscape design should appropriately reflect a contextual style of surrounding elements such as scale and massing, site orientation, façade articulation and fenestration, and architectural ornamentation and decoration.



.....
*Preserve the size and
shape of windows and..*



B. HISTORIC CHARACTER

Historic character is a significant part of Riverside's image. Historic character provides great opportunity to further define the City's image and attraction of new commercial and diverse housing opportunities. The guidelines below will assist with preservation of all applicable buildings representing the City's historic past, and will ensure that additions to these structures maintain this historic integrity. These guidelines will assist with development of new compatible structures adjacent to historic ones. These guidelines apply to all exterior modifications (as defined herein) which are visible from a public right-of-way.



1. Protect and maintain significant stylistic features. Historic features, including original materials, architectural details, window and door openings, contribute to the character of a structure and should be preserved when feasible. Continued maintenance is the best preservation method. Preventative measures should not harm the historic materials. Only those features that are deteriorated should be repaired, and only those features that are beyond repair should be replaced.



II. DESIGN OBJECTIVES

2. Design additions to historic resources in a manner that is consistent with the architectural style, including the scale, form, features, and finishes. Modifications should not obstruct significant historical features of the primary structure. Additions should also take into consideration the historic site design and building placement of the primary structure on the lot.
3. Avoid removing or altering significant architectural features. To the extent feasible, preserve significant features in their original form and position as follows:
 - a. Preserve the size and shape of windows and doors. These features have a significant effect on the building character, giving scale and visual interest to individual façades. It is most important to maintain the proportions of the original windows and doors.
 - b. Maintain a storefront and all of its character-defining features. Many of Riverside's historic resources are commercial buildings with clearly defined primary entrances and large display windows. The repetition of these elements creates visual unity.
4. Preserve the original form and scale of a roof. Roof pitch, materials, size, and orientation are all distinct features that contribute to the character of a roof. Flat roofs with extended parapets and low-pitch hip roofs are predominant features of historic buildings. Repetition of similar roof forms contributes to a sense of visual continuity.
5. Preserve primary historic building materials whenever feasible. Do not cover or conceal the original façade materials (e.g., wood siding or painting over brick or stone).
6. Replace historic features in-kind when restoration is not an option. If replacement is necessary, the new material should match that being replaced in design, color, texture, and finish to convey the visual appearance of the original. When reconstruction of an element is impossible, develop a new design that is a simplified interpretation of it.



Preserved storefront retains historic and architectural character and pedestrian orientation.



Original Mission Revival style industrial warehouse converted into restaurant use. Historic Mission features preserved and enhanced.



II. DESIGN OBJECTIVES



THE SECRETARY OF THE INTERIOR'S STANDARDS FOR THE REHABILITATION OF HISTORIC BUILDINGS

In addition to the guidelines above, the U.S. Secretary of the Interior publishes a set of standards for the rehabilitation of historic structures that forms the basis for many local preservation programs. When working with a historic structure, the Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings should be used.

The Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings are available on the Internet website of the National Parks Service at www.cr.nps.gov





RESIDENTIAL DESIGN GUIDELINES

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III. RESIDENTIAL DESIGN GUIDELINES

Maintaining neighborhood character and ensuring quality design in all residential areas strengthens neighborhoods. If not thoughtfully designed, new housing can adversely affect existing neighborhood character. Especially in previously undeveloped areas, the design of new projects will greatly influence later surrounding development.

High-quality single-family and multi-family dwelling units should protect the privacy of adjacent residential units and complement other houses within the same block. These residential design guidelines protect and enhance the quality of all neighborhoods. Riverside's Zoning Code reinforces these strategies with consistent development requirements.



Riverside's rich residential architectural history is exhibited in this Queen Anne Victorian home.

A. SINGLE-FAMILY RESIDENTIAL DESIGN

Single-family residential uses are lots or parcels containing single-family detached units or attached housing. The following Guidelines apply only to single-family residential uses.

1. SINGLE-FAMILY SITE PLANNING

How a building is placed on a site has a powerful impact on how a project is perceived by neighbors and on how well it "works" for occupants. Both location and appearance of the site entry are critical to the public image of a building. Likewise, setbacks can affect public perception of the project, either by reinforcing the pattern in the surrounding neighborhood or by consciously breaking that pattern. Finally, a building's placement on a site will influence the degree to which climate will impact the building. The following guidelines apply to siting of single-family residences:

- a. Integrate new single-family residential developments into their built surroundings. In particular, encourage a strong relationship between the new dwelling and the street.





III. RESIDENTIAL DESIGN GUIDELINES



Front porches and entries are oriented toward the street providing visual interest from the street. See guideline III.2.1.c.



Garage is set back from the front building plane of the house to deemphasize presence. The front of the house with its distinguishing architectural features including the entry and front porch is prominent from the street.

- b. New structures shall be oriented toward the street to maintain consistency with other existing residential buildings on the street.
- c. Single-family residential buildings shall have entries, front porches, and windows that face toward the street.
- d. Encourage buildings to be sited on properties in such a way that the building promotes a sense of community and does not isolate itself from the remaining residential properties on the street.
- e. Site plan designs shall take into account shading, shadow and similar impacts to onsite and adjacent buildings. Avoid layouts in which adjacent buildings obstruct one another. Design and orient buildings so that sunlight directly enters a dwelling unit during some part of the day year round.
- f. Set back garages from the front building plane of the house to deemphasize their presence.

Octagonal entry relates to the corner of the street. See guideline III.2.1.c.



One-story corner lot homes adjacent to two-story interior lot homes reduce the appearance of mass and visual bulk from the street. See guideline III.A.2.c.



III. RESIDENTIAL DESIGN GUIDELINES

2. SINGLE-FAMILY SCALE AND MASS

Scale and mass are important characteristics of buildings within single-family neighborhoods. The size and scale of a new structure should relate to the prevalent scale in other buildings in the immediate neighborhood, thus creating visual consistency. The following guidelines apply to siting of single-family residences.

- a. The scale and mass of new single-family residential buildings or additions shall not be overbearing or out of place in existing residential neighborhoods.
- b. The physical proportion of a new residential structure or addition shall be appropriate in relation to the lot size, as specified in the Riverside Zoning Code.
- c. The scale and mass of new residential buildings and additions shall be harmonious and consistent on site and with surrounding development.
- d. The scale and mass of new infill buildings shall be reduced by stepping down the building height toward the street and adjacent smaller structures.
- e. Rooflines and pitch of new residential buildings and additions shall be harmonious and consistent on site and with surrounding development.
- f. Architectural elements of new residential buildings shall be designed to avoid box-like structures.



Inappropriate, incompatible scale and mass of newer infill housing on the left as compared to the pre-existing house on the right.



Appropriate, compatible scale and mass.

Roof lines and angles of these adjacent structures are compatible to each other.



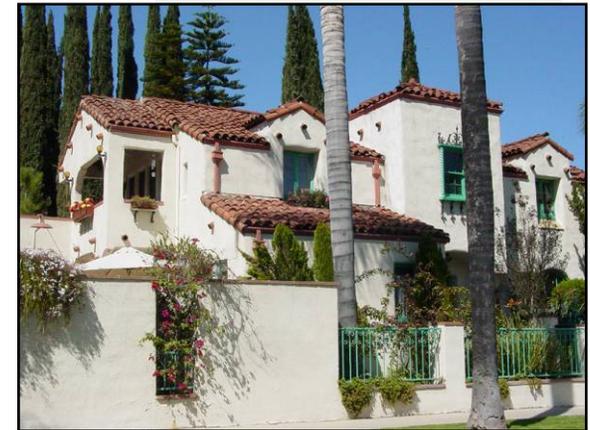


III. RESIDENTIAL DESIGN GUIDELINES

3. HIGH-QUALITY SINGLE-FAMILY BUILDING APPEARANCE

The following guidelines are intended to promote a high quality appearance of single-family buildings.

- a. Communicate the single-family residential function of a building by encouraging the design of visually appealing residential dwellings featuring varied façades and pleasing compositions.
- b. Structures shall be made visually and architecturally pleasing by varying the height, color, setback, materials, texture, landscaping, trim, and roof shape.
- c. Rhythm, size, and proportions of openings (windows, doors) shall be similar to other quality buildings in the neighborhood.
- d. Building façades shall be varied and articulated to provide visual interest to the street and pedestrians.
- e. Porches, bay windows, balconies, railings, fascia boards, and trim designed to Zoning Code requirements should be used to enhance the character of residential buildings.



Varying façade and building plane and roof projections consistent with the home's architectural style or design add visual interest.



Architectural details on these new Craftsman style homes such as front porches, wood columns, exposed rafter tails, and fascia provide a high quality appearance.



III. RESIDENTIAL DESIGN GUIDELINES



Multi-paned windows are treated with decorative moldings, exposed dentils, decorative shutters and window planter boxes. See guideline III.A.3.h.

Rear and side elevations are treated with the same high-quality details as the front of the house. See guideline III.A.3.i.



- f. Building materials and colors should be complementary to the surrounding area.
- g. No building façade shall consist of an unarticulated blank wall or an unbroken series of garage doors.
- h. Simple, unadorned aluminum or similar windows shall be prohibited. Accent features such as sills, shutters, false canopies, surrounds, and multi-paned windows shall be used. Recessed windows shall also be used where appropriate.
- i. Treat the structure as a whole and finish appropriately on all sides to provide continuity.
 - 1. Materials should appear substantial and integral to the structure when material changes occur at changes in plane.
 - 2. Material changes not accompanied by changes in plane appear “tacked-on” and are strongly discouraged.
- j. For most architectural styles, the number of colors on the exterior should be limited to a maximum of three, with an additional contrasting color for accent.
 - 1. In general, lighter colors should be used for the main body, with darker shades for trim and accent.

Use colors to accentuate structural and architectural features such as building projections, columns, decorative moldings, and trim

Natural stone is used consistently around all major wall planes of the home at the first floor only and covering more than three quarters of the first floor level providing the appearance of a natural foundation. Trim is used to finish the appearance of the faux exposed stone





III. RESIDENTIAL DESIGN GUIDELINES



4. SINGLE-FAMILY LANDSCAPING

Landscaping is a critical component of any successful development project and should be considered an essential part of the design process, particularly for single-family residential developments. Landscaping should complement good architectural design and create a finished product. A rich variety of plantings should be selected and provided appropriately for their intended use. The following guidelines apply to landscaping for single-family residences.



Front yard landscaping frames homes.



- a. Trees, shrubs, groundcover, and grass areas shall be incorporated within single-family development projects to create a lush and comfortable environment for residents and those viewing from public areas.
- b. The use of landscaping such as clinging vines, espaliers, trellises, and shrubs to enhance the architecture and create and define attractive private open spaces is strongly encouraged.
- c. Front yard areas should be designed using landscape elements pertaining to form, horizontal and vertical lines, hardscape and softscape, and ornate qualities that are compatible to the primary structure. Visual openness should be maintained.
- d. To the extent feasible, existing mature trees and shrubs that represent existing significant landscaping shall be preserved.

Inlaid pavers reduce the amount of runoff and can be used in place of concrete walks and driveways.



Front walks and steps made of colored concrete, bricks, and/or stone and accentuated with landscaping and architecturally compatible piers with lighting create great curb appeal.

III. RESIDENTIAL DESIGN GUIDELINES



- e. Vegetative ground cover that will absorb rainwater and reduce runoff shall be used. Permeable surfaces should be used wherever possible to reduce paving.
- f. Landscaping should incorporate the use of native planting and/or compatible species of drought-tolerant/water efficient plants to reduce water demand.
- g. Air conditioning/mechanical equipment and trash enclosures should be placed out of view from the public right-of-way and should be screened with landscaping.
- h. Entrances to alleys should be landscaped. Walls in alleys abutting residential uses shall be screened with landscaping such as clinging vines. Landscape areas adjacent and between garages in alley-loaded residential areas are encouraged.
- i. Up-lighting, where the source of light is below grade or hidden, of landscape elements, building facades and architectural features should be used.



Consider using native and/or water efficient plants instead of more water-consuming turf and lawn. See guideline III.A.4.f.

.....
See the City's Water Efficient Landscaping and Irrigation Code Chapter 19.570 for water-efficient planting requirements.
.....



5. SINGLE-FAMILY FENCES AND WALLS

- a. The design of fences and walls shall be architecturally compatible with and of the same architectural style as the primary structure.
- b. The design of fences and walls shall create a visual openness with a decreasing level of opaqueness as the height of the fence or wall increases. Walls which completely isolate the front of the dwelling from the streetscape are strongly discouraged.

Low smooth stucco walls are architecturally compatible with the smooth stucco exterior finish of the Spanish Colonial Style home



III. RESIDENTIAL DESIGN GUIDELINES

- c. Decorative fences and walls where visible to the public are required. The fences and walls shall be made of low maintenance, durable materials. Wood fences are typically not acceptable. Fences and walls are required to screen unsightly views.
- d. Permitted materials for walls shall be decorative masonry split face block, brick, natural stone, precast concrete panels, stuccoed walls or other unique wall materials or finishes that integrate well with on-site buildings, as determined on a case by case basis. Slump stone and precision block are not considered decorative materials and shall not be permitted as acceptable wall materials. All walls must feature matching cap materials.
- e. Landscaping shall be included as part of the design for the fence or wall and should be used to soften and screen large masses of blank wall surface area.
- f. Under the Design Guidelines and Zoning Code, wall height is limited primarily for aesthetic reasons. Limitations on maximum wall heights could reduce the ability to maintain noise levels in some locations to levels required by Title 24 of the California Code of Regulations and the Title 7 of the Riverside Municipal Code. In the cases where mitigation measure MM Noise 1 of the City's General Plan 2025 EIR is implemented, the City may consider increasing wall height as one measure to reduce noise to acceptable levels. In such high level noise situations, combinations of setbacks, site design, berms, and solid walls, including walls higher than normally permitted by Code or these Design Guidelines, may be used to achieve noise standards.



Provide visual interest to long wall expanses, such as for properties whose back yards abut a public right-of-way, with pilasters, cornice moldings, and stone capping. Soften their appearance with clinging vines and heavy landscaping including groundcover, shrubs, and trees. See guideline III.A.5.c.



Front yard fencing and walls such as low garden walls and wood pickets or wrought iron should provide the appearance of visual openness. Use landscaping such as clinging and climbing vines to soften their appearance while still maintaining this openness. See guideline III.A.5.b.



III. RESIDENTIAL DESIGN GUIDELINES



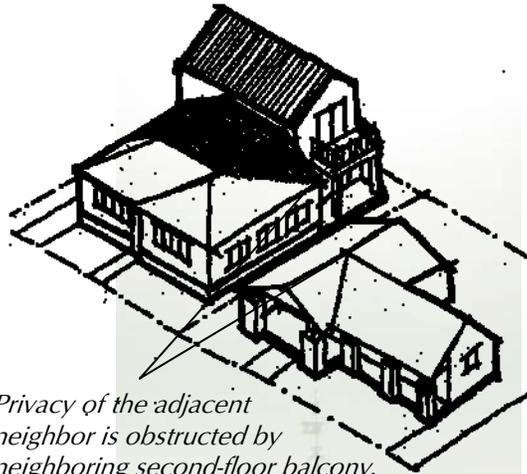
- g. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.

6. SINGLE-FAMILY PRIVACY PROTECTION

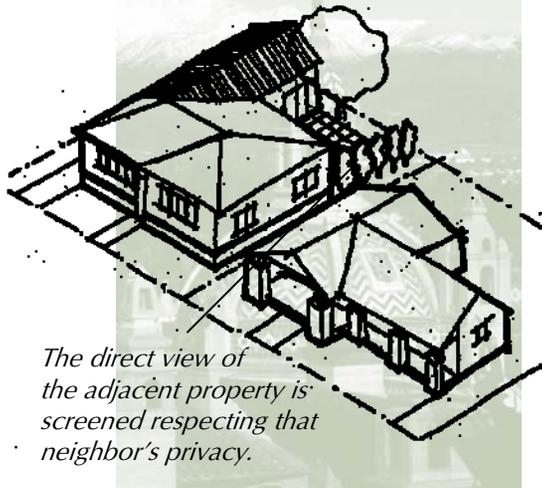
Building height, the placement of windows and entries, setbacks, and landscaping all contribute to the level of privacy between adjacent properties. New two-story buildings with windows directly facing an adjacent existing residential building and private yard may adversely affect the privacy of adjacent units. Simple measures such as purposeful window placement and/or planting of tall trees can help protect residential privacy.

Ensure that new single-family residential buildings or additions are designed and constructed to protect the privacy of adjacent residential properties.

- a. New two-story residential buildings directly adjacent to one-story residential buildings shall be set back and oriented to respect the privacy of the one-story building.
- b. The direct line-of-sight between dwelling units, specifically bedrooms and bathrooms, should be minimized by orienting windows, balconies, and entryways so they do not directly face into adjacent property windows or private open space.
- c. Landscaping should be used as screening to enhance residential privacy.



Privacy of the adjacent neighbor is obstructed by neighboring second-floor balcony.



The direct view of the adjacent property is screened respecting that neighbor's privacy.



III. RESIDENTIAL DESIGN GUIDELINES



7. SINGLE-FAMILY SUBDIVISION DESIGN PROVISIONS

Designs for new residential subdivisions must provide varying high-quality site, architectural and landscape design plans that promote a sense of neighborhood and do not resemble the common “cookie-cutter tract” development. The end-development of these designs must promote an attractive, functional, safe, and lasting neighborhood that is compatible in aesthetic to neighboring existing development, as well as the surrounding natural environment.

Site planning of new subdivisions should provide and link the subdivision’s various components, including lot configuration, residential blocks, natural open space, pedestrian/equestrian routes and trails, landscaping and greenbelts, and community nodes and facilities such as schools, parks, and community centers.

i. Circulation System

- a. The circulation system that serves the subdivision should be logical and predictable. Streets should connect to adjacent subdivisions, thereby providing direct access to schools, parks, and community centers for pedestrians, bicyclists, automobiles, and emergency vehicles. All street widths must meet City standards for road classifications.
- b. Sidewalks shall be separated from the curbs by a landscaped parkway, containing trees, to be maintained by the property owner.



Property line sidewalk with parkway adjacent to street provides safer sidewalks, more attractive street scene.

A. SITE PLANNING PROVISIONS

III. RESIDENTIAL DESIGN GUIDELINES



Landscape open space areas at “T” intersection.

- c. Street patterns that create long interrupted walls at the property line should be avoided.
- d. Traffic calming devices such as landscape medians for arterial streets, slight variations in road curves and widths, and on-street parking should be incorporated wherever feasible.
- e. “T” intersections that occur at development entries should incorporate landscaped open space areas, enhanced parkways and medians to create an attractive entrance.
- f. Cul-de-sacs that side onto through streets or greenbelts should provide pedestrian access to connect to the adjacent through street.

ii. Lot Configuration

- a. To avoid a “tract”-like appearance, lot arrangements should employ varied front yard setbacks, as allowed by the Zoning Code. Side-facing garages, detached garages, and garages setback from the front building plane of the house to deemphasize their presence are strongly encouraged. The front and rear wall planes between adjacent houses should vary by at least three to five feet.
- b. Single-family residential buildings shall be oriented toward the street with primary entries and windows that face toward the street.
- c. Buildings should be oriented in a way that maintains visual appeal from any adjacent roadways. Reverse frontage lots shall be discouraged in favor of street-oriented frontage and side-on lots where possible. Where reverse frontage lots are unavoidable, decorative block walls should be erected in accordance with Section III.A.5 of the Design Guidelines, including the use of landscaping and vines to soften and screen the surface. In addition, maintenance of parkways between the street edge (curb) and property lines should be encouraged and facilitated through the incorporation of linkages and access points in the design.





III. RESIDENTIAL DESIGN GUIDELINES

- d. Buildings and related elements, such as front porches, should be sited on properties in such a way that the building promotes a sense of community and does not isolate itself from the adjacent residential properties on the street.
- e. Corner lots are better suited to be larger and wider with single-story structures, reducing the appearance of bulk and mass along the streetscape.
- f. Lot placement should respect the natural terrain of the site. Mass grading and individual lot grading should take advantage of the natural terrain to the extent feasible. Manufactured slope, heights, and vertical changes between lots should be minimized. Significant grade changes should be gradually stepped or terraced.
- g. Lot configurations shall take into account shading, shadow and similar impacts to onsite and adjacent buildings. Avoid configurations in which adjacent buildings obstruct one another in terms of lighting and air movement. Buildings should be designed and oriented so that sunlight directly enters a dwelling unit during some part of the day year round.
- h. Lots that back onto an arterial roadway or are adjacent to a land use with a higher intensity zoning classification should incorporate landscaped buffer areas and deeper rear yards to mitigate potential noise, aesthetics, and land use compatibility impacts.



Primary entry and porch oriented toward the street.



See guideline III.A.7.ii.e.

III. RESIDENTIAL DESIGN GUIDELINES



B. ARCHITECTURAL DESIGN PROVISIONS

The goal of architectural design for subdivisions is to provide variation, individuality, and visual interest among the multiple homes being developed.



Attractive streetscape is achieved with compatible scale and massing between structures. See guideline III.A.7.b.iii.



Cantilevered windows and projections, window shutters and sills, and dormers enhance the architectural character of the structure.

- i. Visually appealing residential dwellings featuring varied façades and pleasing compositions, utilizing complementary architectural styles and elements and varied elevations, and use of varying building materials, exterior colors and finishes from lot to lot shall be required.
- ii. Structures shall be made visually and architecturally pleasing by varying the height, color, setback, materials, texture, landscaping, trim, and roof shape.
- iii. To maintain a compatible scale and massing of streetscape, the rhythm, size, and proportions of openings (windows, doors) shall be compatible with each other.
- iv. Building elements that articulate the façades, including porches, bay windows, balconies, railings, fascia boards, first-floor gable projections, and trim designed to the requirements established in the Zoning Code should be used to enhance the character of residential buildings.
- v. Building façades utilizing elements of one architectural style shall be varied and articulated to provide visual interest. A palette of at least three complimentary architectural styles will be required for incorporation of home designs. Depending on the number of dwelling units within the subdivision, Planning Staff administering Design Review may require additional complimentary architectural styles to be employed not to exceed six styles. Designs should avoid repeating styles among adjacent dwelling units.



See guideline III.A.7.b.i.





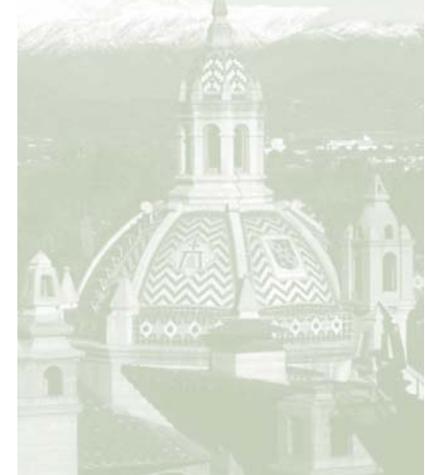
III. RESIDENTIAL DESIGN GUIDELINES

Landscaping is a critical component of any successful subdivision and should be considered an essential part of the design process. Landscaping should complement good architectural design and create a finished product. A rich variety of plantings should be selected and provided appropriately for their intended use. Trees, shrubs, groundcover, and grass areas should be incorporated within subdivisions to create a lush and comfortable environment for residents and those viewing from public areas.

C. LANDSCAPING AND OTHER PROVISIONS

i. Landscaping for Dwelling Units

- a. Use landscaping such as clinging vines, espaliers, trellises, and shrubs to enhance the architecture and create and define attractive private open spaces.
- b. Visual focal points such as fountains, sculpture, and public art are strongly encouraged to be integrated into the landscaping.
- c. Front yard areas shall be designed using landscape elements pertaining to form, horizontal and vertical lines, hardscape and softscape, and ornate qualities that are compatible to the primary structure. Visual openness should be maintained.
- d. To the extent feasible, existing mature trees and shrubs that represent existing significant landscaping shall be preserved.
- e. Vegetative ground cover that will absorb rainwater and reduce runoff shall be used. Permeable surfaces should be used wherever possible to reduce paving.



III. RESIDENTIAL DESIGN GUIDELINES



ii. Entry Treatment

- a. Entry landscape treatments are encouraged. Entry monument walls, fences, and landscaping must comply with the required sight lines for the minimum stopping distances of vehicles as provided in the Zoning Code. Entry treatments should be constructed with the same materials found within the subdivision. Required ongoing maintenance of entry treatments and landscaping should be considered when designing these spaces.
- b. Entry treatments should be reflective and proportional to the size of the project.
- c. Subdivision property line walls or sign walls should not be located so that they abut a sidewalk without an intervening planter wall or dedicated landscape setback.
- d. Gated subdivisions shall have a controlled pedestrian gate in addition to the vehicle entry gates. Pedestrian entries shall be separated from vehicle entries by a minimum five-foot parkway/landscape area. The vehicle entry and any gatehouse structure shall be located a sufficient distance from the cross street to accommodate vehicle stacking and provide adequate space for vehicle turn-around. This on-site portion of the entry shall be surfaced with a contrasting decorative paving material.



iii. Walls and Fences

- a. Design and material elements of walls and fences shall be consistent in style throughout the subdivision or defined phases of the subdivision.





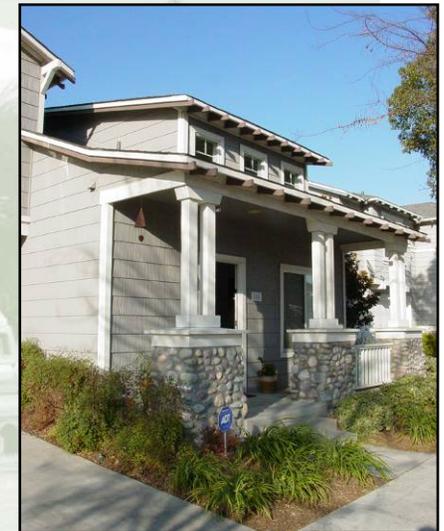
III. RESIDENTIAL DESIGN GUIDELINES

- b. Walls shall be required for areas visible to the general public. Combination walls and fences using decorative fence elements such as wrought iron (tubular steel) shall be permitted. Decorative block walls where visible to the public are required.
- c. Permitted materials for walls shall be decorative masonry split face block, brick, natural stone, precast concrete panels, stuccoed walls or other unique wall materials or finishes that integrate well with on-site buildings, as determined on a case by case basis. All walls must feature matching cap material. Perimeter walls should have regularly spaced pilasters, planter alcoves, or similar techniques in variation of the wall's horizontal lines.
- d. Landscaping shall be included adjacent to a wall when open to public view and should be used to soften and screen the hard edge appearance of the wall.
- e. Walls and fences must comply with the minimum required driver's safety sight line at all intersections and driveways per the Zoning Code.
- f. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.



iv. Screening

- a. Utilities, mechanical equipment, and trash receptacles shall be screened from public view and placed out of the public right-of-way.
- b. Utility connections and service locations such as trash storage areas and air conditioning units should be architecturally screened, placed within an enclosed area, or situated out of public view. Landscaping, such as tall shrubs and clinging vines, should be used to screen these areas.
- c. Any architectural features used for screening shall be compatible in style and colors of the primary structure on the individual lot.





III. RESIDENTIAL DESIGN GUIDELINES



B. MULTI-FAMILY RESIDENTIAL DESIGN

Multi-family residential uses are lots or parcels containing multiple dwelling units such as townhouses, condominiums, and apartment complexes. The following Guidelines apply only to multi-family residential uses.

1. MULTI-FAMILY SITE PLANNING

Site planning for multi-family buildings includes managing the building's relationship to the street, placement of the building entry, determining building setbacks, and factoring climate considerations into the design.

Location and appearance of the site entry are critical to the public image of a multi-family development. Designs should emphasize the main entrance, place shared facilities in easily accessible locations to all units, and locate buildings in a manner that respects the street and reinforces street frontages.



Townhouse front entries are emphasized. Varying elevations, building materials, and exterior colors and finishes define the appearance of individual units.





III. RESIDENTIAL DESIGN GUIDELINES

Key site planning guidelines are:

- a. The existing setback patterns within the immediate vicinity of the building should be maintained.
- b. Locating a building far in front of or far behind the average setback lines of the four to five properties located on either side of the proposed development should be avoided.
- c. The side yard and rear yard setback lines prevalent in the area should be respected as required by the Zoning Code.
- d. Buildings should be placed in a manner that maximizes solar access during cooler months and limits it during warmer months.
- e. Entry treatments should be reflective and proportional to the size of the project.
- f. To receive the benefits of light and air, designs should maximize natural ventilation and access to views and avoid a layout in which adjacent buildings obstruct one another. Builders should design multi-family buildings so that sunlight directly enters each dwelling unit during some part of the day year round.
- g. Site planning shall be used to integrate multi-family developments with built surroundings. In particular, a strong relationship between the building and the street is encouraged.
 1. Buildings should relate to the street and be located on the site so that they reinforce street frontages.
 2. Buildings should relate to existing and planned adjacent uses.



Front yard setback of townhomes reflects surrounding setbacks of adjacent single-family homes.





III. RESIDENTIAL DESIGN GUIDELINES

3. The building should provide as many private, ground-level entries to individual units as possible.
4. All building entries shall be prominent and visible.
5. Each unit should provide visual identity and an individual address whenever possible.
6. Existing setback patterns shall be maintained. A multi-family project should not be located in front of or behind the average setback line of the neighborhood.
7. Paseos, gates, pedestrian walkways, crossings, etc. should be used to provide pedestrian accessibility to adjacent uses.



Consistent front yard setback



Site dwelling entries to be accessed by paseos, pedestrian walkways and paths adjacent to open space areas and ancillary uses.



Avoid siting dwellings where garages and vehicular access are the prominent features.



III. RESIDENTIAL DESIGN GUIDELINES



Site dwellings across from each other linked by shared open space and pedestrian access.

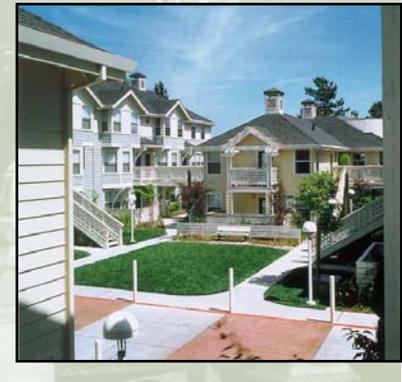


Avoid siting dwellings where vehicular and pedestrian access are together. Keep pedestrian and vehicular access separate.

For site design of multiple dwelling units, site frontages of units closest to the street towards the street. For interior units, site frontages across from each other accessed by a pedestrian walkway and open space area such as a courtyard or plaza.

8. Pedestrian walkways shall be included.
 - a. Pedestrian circulation shall be sited with adequate separation from vehicular traffic.
 - b. Pedestrian walkways should link dwelling units with facilities in the project, such as common open space, plazas and courtyards, parking areas, and public sidewalks.
 - c. A trellis(s) shall be placed where pedestrian access abuts a vehicular access to provide screening and clear delineation, when this situation cannot be avoided in site design.

9. Common facilities – such as community rooms and laundries – should be located centrally, and be linked to common outdoor space.
 - a. Common, passive and active open space and facilities such as pools, basketball/tennis courts, turf areas, dog runs, gardens, picnic tables, patio and barbeque areas, etc. should be integrated with structure(s). Connectivity between these spaces and dwelling units should be provided at the forefront of the design process.
 - b. Buildings and landscaping should be located to maximize solar access during cooler months and to limit it during warmer months. Natural ventilation, sunlight, and views for each unit should be maximized.



Centrally located common open space for recreation and social activities

III. RESIDENTIAL DESIGN GUIDELINES



2. MULTI-FAMILY SCALE AND MASS

The overall size, shape, scale, and massing of a new building can impact the surrounding neighborhood and may determine how a development is perceived by the community. The height of a new building is extremely important. If a new building is too high, it can overwhelm its neighbors. If a building is too low, it creates a gap in the physical "fabric" of a neighborhood. The overall form of a new building should incorporate as much variety as possible and avoid large expanses of flat wall or roof.

Creating a building whose size and shape generally complement the size and shape of surrounding buildings will go a long way toward making a new development acceptable to the community. At the same time, it will reinforce the perception among residents that the new homes fit within the established character of a neighborhood.

- a. The appearance of visual mass of multi-family buildings shall be reduced using scale transitions near adjacent single-family dwellings. Building facades shall be articulated to portray a domestic and pedestrian scale that assigns identity to individual dwelling units.
- b. Overall height of new structure(s) shall be similar to that of other buildings in the neighborhood.
- c. The size and scale of new structures should relate to buildings in the immediate neighborhood.
- d. Box-like forms shall be eliminated with large, unvaried roofs by using a variety of building forms and roof shapes. This may be accomplished by creating clusters of units, variations in height, setback, and roof shape.

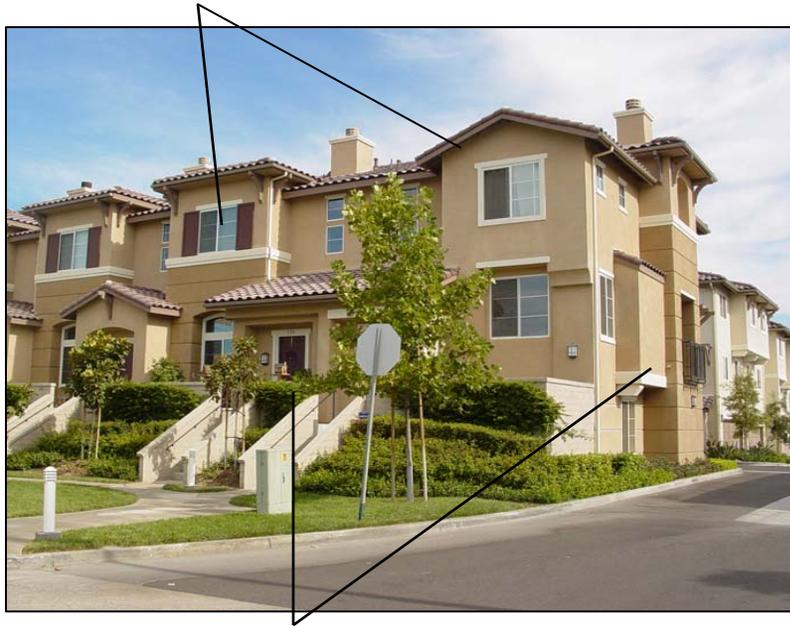




III. RESIDENTIAL DESIGN GUIDELINES

- e. Façades of horizontal buildings should be broken into smaller components broken into smaller components through the use of vertical adjacent structures.
- f. At single-family residential edges, multi-family structures should maintain low profiles to provide a transition between higher density residential areas.
 - 1. Taller elements of the building, such as upper floors, should be increasingly stepped back from adjacent single-family residences to provide attractive transition between structures and to reduce the visual appearance of mass.
 - 2. Elements such as hipped and gable roof projections, balconies that do not directly look into windows of single-family homes or private open space areas, and varying building plane recessions can provide the visual relief of mass and bulk.

Varied roof shapes provide visual interest.



Well-articulated building plane projections break up façade preventing box-like appearance.

Varied roof shapes.



Varying height reduces the appearance of visual bulk

Well-articulated façades step back as the height increases

Building forms employing a variety of roof shapes, articulation, height variation, and inconsistent setbacks provide a visually attractive building, unlike large, box-like buildings with blank walls.

III. RESIDENTIAL DESIGN GUIDELINES



Parking is sited in a small area located along the side of the dwelling units and close in proximity to the units' entries.

3. MULTI-FAMILY PARKING

Parking is one of the most difficult issues to address in multi-family housing development projects. Parking can overwhelm the best-designed buildings and open spaces; therefore, it must be handled carefully. Security is another important consideration. Parking areas should allow easy access and surveillance from housing units. Vehicle/pedestrian interactions should be carefully planned, with a focus on minimizing conflicts.

- a. Well-designed, safe parking areas located away from view from public rights-of-way shall be provided. Security and surveillance should be maximized to provide efficient access to building entrances.
- b. Parking lots should be sited at the rear or side of the site to allow a majority of dwelling units to front on the street.
- c. Garages/carports shall be architecturally integrated with the dwelling unit(s) and be architecturally consistent with the style/design of the principal dwelling unit(s).
- d. Multiple small parking lots should be built in lieu of one large lot.
- e. Trees and shrubs shall be planted to soften the overall impact of parking areas and to provide shade and noise reduction.
- f. Blank walls of parking garages facing the street should be avoided. If blank walls are unavoidable, they should be decorated with artwork, display cases, and/or vines.
- g. Parking lots should be sited in proximity to dwelling units to allow for casual surveillance.



Garages are integrated architecturally with the structure so that they are not a dominant feature. See guideline III.B.3.b.



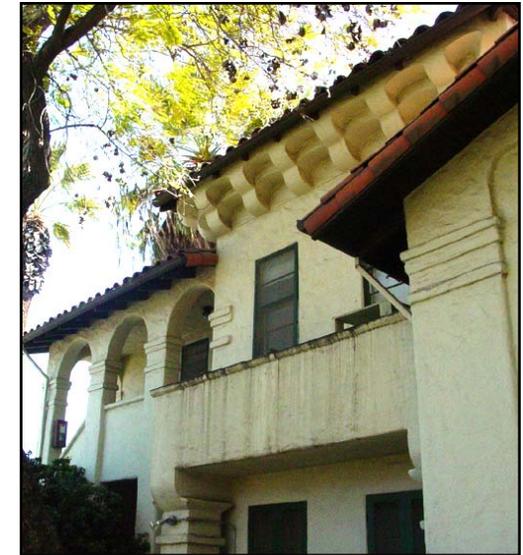
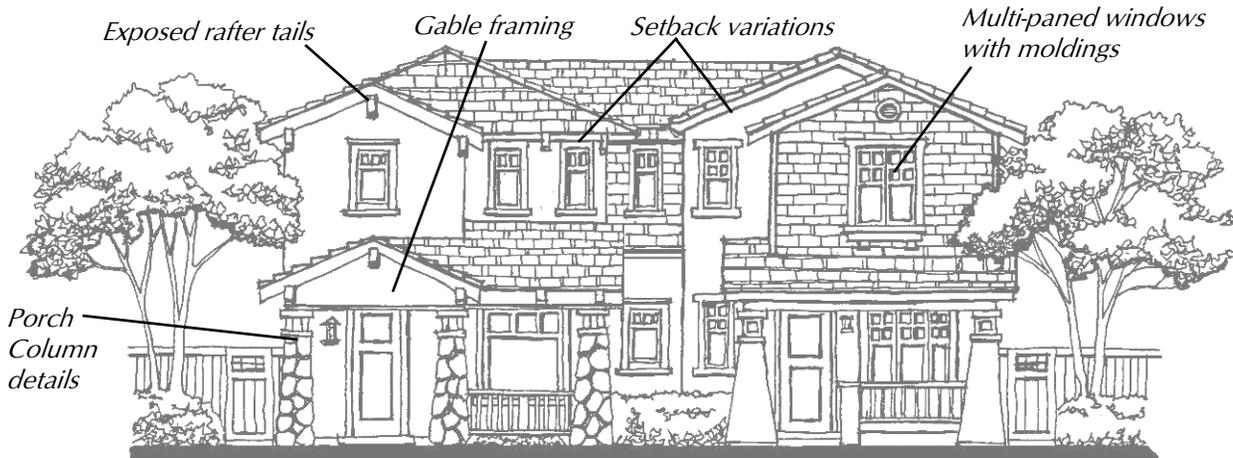
III. RESIDENTIAL DESIGN GUIDELINES

4. HIGH-QUALITY MULTI-FAMILY BUILDING APPEARANCE

A building's appearance is critical to acceptance within the community and to the pride of place it creates among residents. The windows, façade, roof shape, size and rhythm of openings, trim and details, and materials and color should be generally compatible with the surrounding neighborhood. The building should avoid appearing like one large, undifferentiated mass by incorporating as much visual complexity as possible. To the extent feasible, a single development should provide as many dwelling units as possible with individual identities. Finally, special attention should be paid to the design of front doors, as they convey such strong messages about the quality of a development.

What an apartment, townhome, or condominium project looks like says a lot about the value homeowners and property owners place on their neighborhood and community. Every effort should be made to establish a high-quality, community-sensitive appearance for all multi-family development projects.

- a. The multi-family residential function of a building should be communicated by encouraging the design of visually appealing buildings featuring varied façades and pleasing compositions.
- b. Buildings shall be designed specifically for the site. Stock plans shall not be used.



Barrel clay tile, decorative cornice moldings, and balconies with arched openings found on this historic Spanish Colonial Revival style apartment building provide a high quality architectural presence. New multi-family development should make every effort to establish a timeless, high-quality, community-sensitive appearance.

High-quality design elements for multi-family buildings consistent with an architectural style and/or design, such as gabled framing, exposed rafter tail projections, multi-paned windows, decorative window and door moldings, high-quality natural looking building materials, and column details, can significantly improve the value of a property as well as the neighborhood.



III. RESIDENTIAL DESIGN GUIDELINES



First floor level is raised for privacy and security. See guideline III.B.4.c.

Finish appropriately on all façades to provide continuity.



Rear and side façades are finished consistent to the front. See guideline III.B.4.j.

- c. The first floor of the building should be related to the street and should be consistent with the first floors in neighboring buildings.
- d. If the building is close to the street, the level of the first floor is encouraged to be raised slightly to maintain privacy.
- e. Building elements that provide architectural interest should be incorporated. Height, color, setback, materials, texture, landscaping, trim, and roof shape of structures should be varied.
- f. The number of windows should be maximized to enhance views and make spaces feel larger.
- g. Rhythm, size, and proportions of windows and doors should complement other good quality buildings in the neighborhood.
- h. Architectural elements such as porches, stairs, railings, fascia boards, and trim should be used to enhance the building's character.
- i. Simple, unadorned aluminum or similar windows shall be prohibited on any wall visible from a public right-of-way. Accent features such as sills, shutters, false canopies, and multi-paned windows shall be used on all windows.
- j. The structure should be treated as a whole and should be finished appropriately on all façades to provide continuity.

Faux window shutters

Exposed rafter tails



High-quality design elements for multi-family buildings can include window shutters, exposed rafter tails, vine-covered trellis, and different building façade materials.



III. RESIDENTIAL DESIGN GUIDELINES

- 1. Material changes that occur at changes in plane and that appear substantial and integral to the structure are encouraged.
 - 2. Material changes not accompanied by changes in plane appear “tacked-on” and are strongly discouraged.
- k. The building and its elements should be unified with textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials.
- l. For most architectural styles, the number of colors on the exterior should be limited to a maximum of three, with an additional contrasting color for accent.
- 1. In general, lighter colors for the main body, should be used with darker shades for trim and accent. When both the main body and accent colors are dark, lighter colors or shades should be used for trim and accent.
 - 2. The larger and simpler the building design, the more subtle the color should be to reduce the massiveness of large wall planes.
- m. Colors that accentuate the architectural details of the building and that are consistent with the architectural style should be chosen. Colors for graphics, such as signs, should be related to the colors used on the building.



Lighter color for trim

Lighter color for main body

Private balcony



5. MULTI-FAMILY PRIVATE OPEN SPACE

Private open space allows for individual outdoor areas where residents can enjoy sun and sky in relative privacy. Multi-family housing developments shall provide private outdoor space for all dwelling units consistent with Zoning Code requirements. Patios, porches, decks, balconies and yards should be of adequate size with easy access from each dwelling unit. Fencing should be considered wherever possible to provide added privacy and to indicate clear boundaries. Special care should be taken when designing balconies to successfully balance the need for light and view with safety considerations. Common storage needs are often overlooked, yet storage areas can be critical in making private open space work for residents.

III. RESIDENTIAL DESIGN GUIDELINES



Private garden patios easily accessible to individual units are screened by wall and landscaping for privacy. See guidelines III.B.5.b-c.



Fencing defines private from public open space. See guideline III.B.5.e.

Well-designed, adequately sized private open space will improve the quality of multi-family housing and shall be considered a necessity rather than an amenity. The following guidelines apply to the design of private open space for multi-family dwellings.

- a. Well-designed and adequately sized private open spaces shall be incorporated into multi-family development projects to improve the quality of the project and to create usable and pleasant outdoor private spaces for residents to enjoy.
- b. Each unit should be provided with some form of useful private open space, such as a patio, porch, deck, balcony or yard.
- c. Private open space should be easily accessible – physically and visually – from individual units.
- d. Balconies should be screened for privacy. However, solid walls that prevent residents, particularly small children, from looking out should be avoided.
- e. Fencing to ensure privacy and to help define boundaries between public and private open space should be provided.

6. MULTI-FAMILY COMMON OPEN SPACE

Common open space – shared outdoor areas intended for use by all residents – should be as thoughtfully designed as any other space in a development. It is helpful to think of open spaces as outdoor rooms and to design and furnish them with the same care one would any room in a home. Such rooms should be easy to access from any dwelling unit in a complex. They should have clear boundaries so that residents and visitors understand what is common and what is private. Surveillance is also important. As many units as possible should have visual access to open spaces, especially play areas. Finally, common open areas should be designed for use at night as well as during the day. Well-designed nighttime lighting will help ensure that public spaces are attractive and safe after sundown. The following guidelines apply to the design of common open space for multi-family dwellings.



III. RESIDENTIAL DESIGN GUIDELINES

- a. Attractive, centrally located, common open space with functional amenities shall be provided. The amount of open space shall increase with the size of a multi-family development to meet the social and recreational needs of residents. Depending upon the project's proposed residential density, the Zoning Code requires amenities to be provided that include; enclosed tot lots with multiple play equipment, pools and spas, barbeque facilities equipped with grill, picnic benches, etc., athletic court facilities (e.g. tennis, volleyball, basketball, etc.), computer and exercise rooms, clubhouses and multi-purpose rooms equipped with a kitchen and defined areas for games, exercises, recreation, entertainment, etc., jogging/walking trails with exercise stations, community gardens, and theaters/amphitheaters.
- b. Outdoor open space is encouraged to be designed as "outdoor rooms"; e.g. entries, courtyards, playgrounds, walkways and pedestrian trails, and clubhouse, picnic and pool areas. Undifferentiated, empty spaces are discouraged.
- c. Common open spaces should be located so that they can be viewed from individual units, preferably from the kitchen, living room, or dining room.
- d. Play area(s) should be located centrally, and designed in a manner that allows for adult supervision from dwelling units and/or from a central facility such as a laundry.
- e. Common open space areas should be provided with energy-efficient lighting from a variety of sources at appropriate intensities for safety.



This small courtyard provides an attractive and secure gathering and passive recreation space.



These centrally located common open spaces provide places for recreation and social activities for the residents of these multi-family developments. The areas are also visible from many dwelling unit windows for added safety and adult supervision.



Many windows face open space



III. RESIDENTIAL DESIGN GUIDELINES



Vine-covered trellis is visually appealing and defines outdoor spaces.

.....
See the City's Water Efficient Landscaping and Irrigation Code Chapter 19.570 for water-efficient planting requirements.
.....

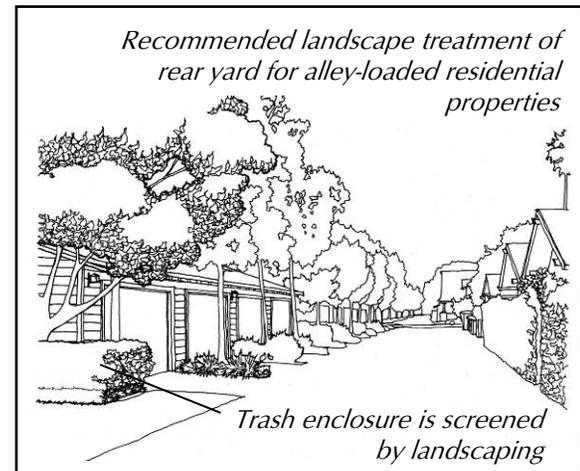


Rear landscaping softens stark appearance of garage doors on alley-loaded development.

7. MULTI-FAMILY LANDSCAPING

Landscaping is a critical component of any successful development project and should be considered an essential part of the design process, particularly for multi-family residential developments. Landscaping should complement good architectural design and create a finished product. A rich variety of plantings should be selected and provided appropriately for their intended use. The following guidelines apply to landscape design for multi-family dwellings.

- a. Trees, shrubs, groundcover, and grass areas should be incorporated within multi-family development projects to create a lush and comfortable environment for residents and those viewing from public areas.
- b. Landscaping and hardscape elements such as trellises, pergolas, and arbors should be used to enhance the architecture and create and define useful public and private spaces.
- c. Visual focal points such as fountains, sculpture, and public art are strongly encouraged to be integrated into the landscaping.
- d. Hardy native trees, shrubs, and groundcover that are easy to water and maintain are encouraged.
- e. Paved areas, especially parking lots, should be shaded.
- f. Seating options in landscaped areas should be provided.
- g. Entrances to alleys should be landscaped. Walls in alleys abutting residential uses shall be screened with landscaping such as clinging vines. Landscape areas adjacent and between garages in alley-loaded residential areas are encouraged.





III. RESIDENTIAL DESIGN GUIDELINES

- h. Appropriate lighting should be provided to ensure that paths are safe at night.
- i. Up-lighting, where the source of light is below grade or hidden, of landscape elements, building façades, and architectural features is encouraged.
- j. Pedestrian walkways should be safe, visually attractive, and well defined by landscaping and lights.
 - 1. Use of varied surfaces and decorative pavement is encouraged.
 - 2. At a minimum, decorative paving should be used to delineate crossings at circulation drives and parking aisles.



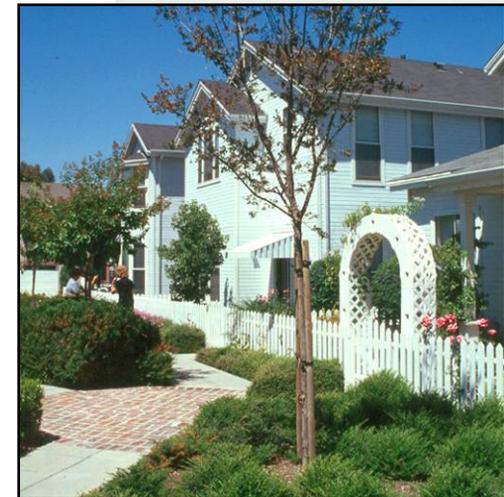
8. MULTI-FAMILY FENCES AND WALLS

Fences and walls are used to demarcate space, private space and public space. More so than single-family housing, the design of walls and fences is a critical component to the aesthetic of a project. With multiple dwelling units there typically are much smaller spaces being fenced and walled which therefore making fences and walls appear more prominent. Fences and walls can provide security and demarcation of private and public space, while creating visual openness and visual interest.



- a. The design of fences and walls shall be architecturally compatible with and of the same architectural style as the primary structures. The fences and walls shall be made of low maintenance, durable materials. Wood fences are typically not acceptable. Fences and walls are required to screen unsightly views.

Patio walls are consistent with dwellings. See guideline III.B.8.a.





III. RESIDENTIAL DESIGN GUIDELINES



Landscaping frames and softens the garden wall. Wall decreases in opaqueness with wrought iron.



Fencing defines private from public space while creating visual openness. See guideline III.B.8.c.

- b. Permitted materials for walls shall be decorative masonry split face block, brick, natural stone, precast concrete panels, stuccoed walls or other unique wall materials or finishes that integrate well with on-site buildings, as determined on a case by case basis. Slump stone and precision block are not considered decorative materials and shall not be permitted as acceptable wall materials. All walls must feature matching cap materials.
- c. The design of fences and walls should create a visual openness with a decreasing level of opaqueness as the height of the fence or wall increases.
- d. Landscaping shall be included as part of the design for the fence or wall and should be used to soften and screen large masses of blank wall surface area.
- e. Under the Design Guidelines and Zoning Code, wall height is limited primarily for aesthetic reasons. Limitations on maximum wall heights could reduce the ability to maintain noise levels in some locations to levels required by Title 24 of the California Code of Regulations and the Title 7 of the Riverside Municipal Code. In the cases where mitigation measure MM Noise 1 of the City's General Plan 2025 EIR is implemented, the City may consider increasing wall height as one measure to reduce noise to acceptable levels. In such high level noise situations, combinations of setbacks, site design, berms, and solid walls, including walls higher than normally permitted by Code or these Design Guidelines, may be used to achieve noise standards.
- f. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.



III. RESIDENTIAL DESIGN GUIDELINES

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IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

This section provides design guidelines that apply to development in Commercial and Mixed Use zoning. These structures can promote a pedestrian-friendly environment that positions storefront display windows at the sidewalk edge, promotes high-quality construction and materials, provides awning shade at the storefront level, articulated entries and pedestrian-oriented signs. These buildings define the pedestrian zone and provide a sense of human scale and visual interest.



This pedestrian-oriented design character also provides a great opportunity to reinvent sound development practices that re-establish the "village commercial" area accommodating a mix of land uses where residential and/or office uses are combined with service or retail commercial functions to create a mixed use context. Design guidelines for stand-alone commercial and mixed use development are as follows.

A. COMMERCIAL

Design of commercial development is not only an aesthetic issue, but also an economic development concern. Site design, good visibility, property maintenance, and landscaping all improve the economic performance and attractiveness of shopping centers. Large parking lots, deferred maintenance, the proliferation of truck parking, and poor storefront presentations give commercial development a barren and unattractive character. Improvements in these areas can help revitalize Riverside's neighborhood centers.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

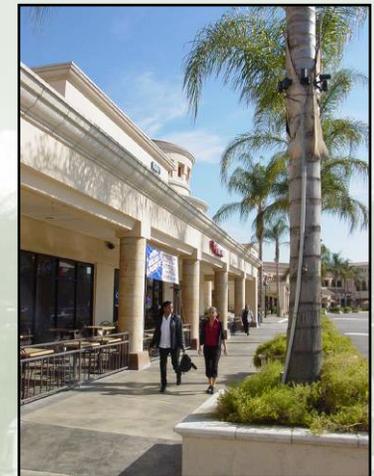
The City supports rehabilitation and revitalization efforts through creative site planning, site reconfiguration, design strategies, and building standards. The General Plan sets increased intensity standards and the introduction of mixed use opportunities for several existing neighborhood shopping centers. These standards and land use opportunities will allow for greater lot coverage and increased flexibility in terms of design and appearance. Using these tools, renovated commercial shopping centers can incorporate more modern designs, increase visibility, improve landscaping, and create a more pleasant shopping environment.

The following design strategies will help create comfortable, pedestrian-friendly, well-designed, and attractive neighborhood centers with uses that meet the needs of local residents. The Zoning Code reinforces these strategies with consistent development requirements.

The relationship between structures, open space, automobiles, and pedestrians has a large impact upon street cohesiveness, accessibility, and comfort. Too often the design of a site from all angles is not given adequate consideration, resulting in piecemeal orientation of structures, inadequate parking and pedestrian access, and inadequate buffering from incompatible land uses. Good site plan designs that are pedestrian-friendly, create an active street environment, and reduce visual impacts should be encouraged.



Since commercial shopping centers are typically located adjacent to residential uses, it is important to lessen impacts of neighborhood commercial centers on adjoining residential properties. The size and scale of the new commercial structure must relate to the prevalent scale of other buildings in the immediate neighborhood. Designers should relate the overall height of new structures to adjacent structures and buildings in the immediate neighborhood. In addition, buildings should avoid appearing as one large, undifferentiated mass through incorporation of visual complexity.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Critical design components of mixed use development include pedestrian interaction and connectivity, human scale, signage, lighting, and parking. See IV.B.

B. MIXED USE

Mixed use development combines commercial, office, and residential uses within a single building or on a single site. The success of mixed use derives from the notion of creating a market of mutually complementary and supportive services and activities. Critical design components contributing to the success of this building type include pedestrian interaction and connectivity, human scale, signage, lighting, and parking.

Encouraging human activity at the street level is paramount to the success of the commercial component at the base of a mixed use building. Fundamental design strategies should include a clear demarcation between commercial areas, streets, semipublic open spaces, and private areas such as unit entries, courtyards, and decks. There must be a distinct separation of the commercial entrances from the residential access and a clear identity for each use.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

C. SITE DESIGN

This section includes guidelines for building placement and orientation, inclusion of outdoor spaces, service access and equipment screening, location of required parking, and parking lot landscaping/lighting as follows.

1. A building's front should be aligned at the sidewalk edge to provide interest at the street level and enhance the pedestrian experience. Where portions of a building are set back from the sidewalk, the areas must be treated as a plaza or courtyard.
2. Develop the ground floor level of a building to encourage pedestrian activity. The linear frontage of the building should incorporate pedestrian-oriented elements such storefronts with transparent display windows or display cases, outdoor dining areas, public art, awnings, trellises, window boxes, and other landscape elements, such as shade trees and benches.



Landscaping and planters, paving, and display windows create an inviting environment for pedestrians. See guideline IV.C.2.



Revitalized commercial area with façades fronting the street, ground floor retail and pedestrian-oriented elements such as awnings, outdoor dining areas, and landscaping. See guideline IV.C.1 and 2.



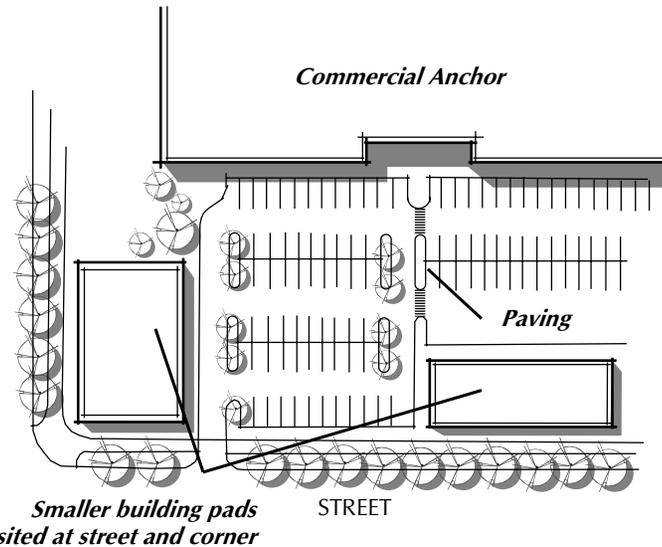
IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

1. BUILDING PLACEMENT AND ORIENTATION

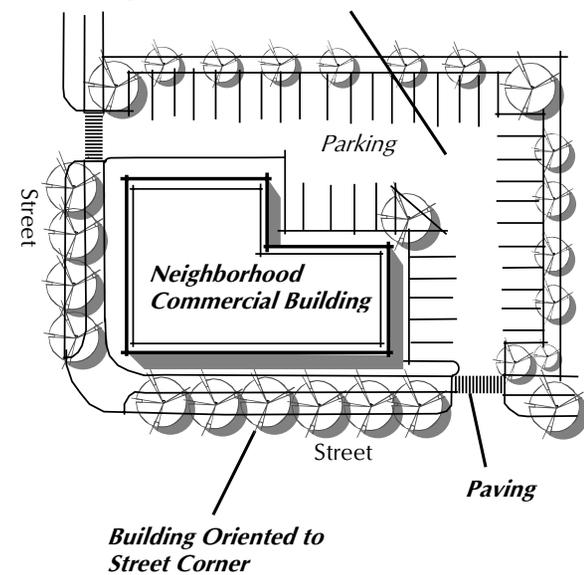
- a. Where appropriate, buildings should be located toward the front of the property, with front building façades at or near the back of sidewalk.
- b. Buildings should be oriented to minimize the visual separation between structures.



Smaller buildings are encouraged to be sited along the street, and particularly at corners, to create an identifiable street edge. Large commercial anchor stores should be located to the rear, adjacent to large parking areas.



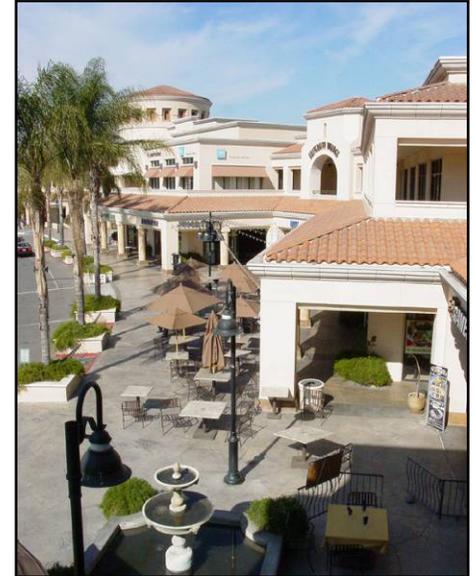
Parking Located to the Rear





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- c. Design outdoor spaces to enliven the sidewalk level and provide for private open space for employees and residents. These outdoor spaces are encouraged to include:
 - 1. A courtyard at sidewalk level, set in line with the building front.
 - 2. An interior courtyard with a major entrance should be clearly visible from the street.
 - 3. Upper-level decks, balconies, and rooftop gardens are encouraged as private open space.
- d. Courtyards are encouraged as places for outdoor commercial activities. Trees, trellises or similar shade elements to be designed into a courtyard are encouraged.



- e. Design buildings with the primary entrance oriented toward the street. The primary entrance should convey a sense of human scale by framing the space through the use of architectural features.
- f. Direct access from the sidewalk to the primary entrance of the building is encouraged. Such pedestrian access should be enhanced with landscape and/or paving improvements. Recommended landscape improvements include potted plants and accent trees. Recommended paving treatments include concrete paving with surface finish and decorative scoring or tile or brick pavers.



Paving treatment, such as the use of bricks, creates an added interest to walking areas. See guideline IV.C.1.f.

- g. Encourage strong pedestrian circulation throughout a commercial center linking parking areas, street sidewalks, buildings, plazas, private open space, and adjacent commercial properties.
- h. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- i. Buildings are encouraged to be placed toward the front of the lot, with parking and loading in the rear of the lot to give the visual impression of increased lot coverage from the street. Blank walls and a vacant lot appearance are inappropriate, as they discourage pedestrian movement.

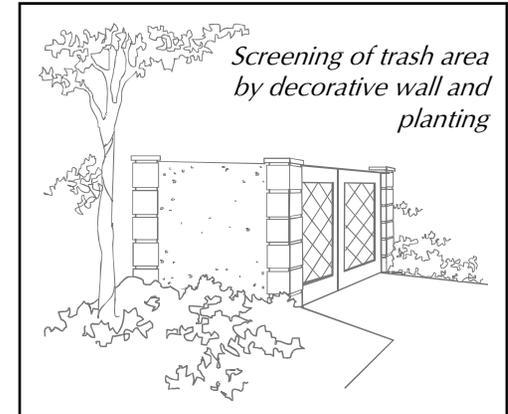


Walls with clinging vines screen accessory areas. See guideline IV.C.2.b.

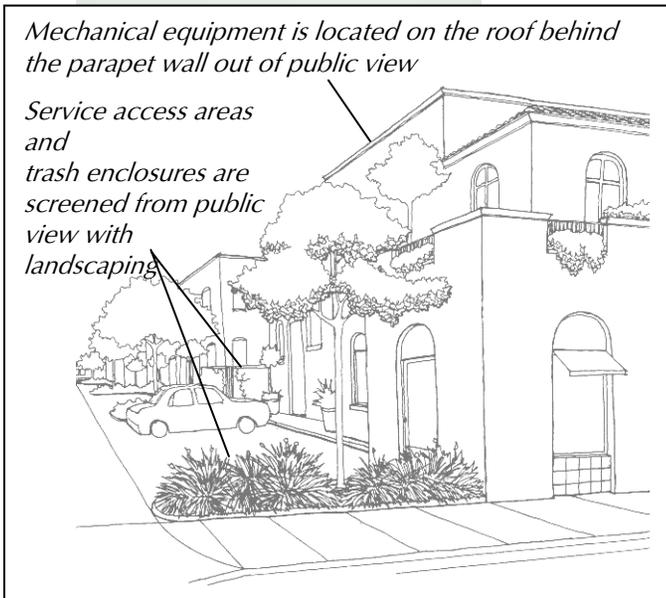
2. SERVICE ACCESS AND EQUIPMENT SCREENING

To reduce the visual impact, service areas and mechanical equipment shall be located out of public view. The following guidelines should apply.

- a. Service access areas, including loading areas and docks, service yards, and refuse/recycling enclosures should be located out of public view. Do not front these areas onto a primary street as well.



Screening of trash area by decorative wall and planting



Mechanical equipment is located on the roof behind the parapet wall out of public view

Service access areas and trash enclosures are screened from public view with landscaping

- b. In addition to any solid enclosures required by the Zoning Code, landscaping, such as tall shrubs and clinging vines, should be used to screen these areas, especially for those properties whose side yard fronts a primary street or abuts a residential property.
- c.. Mechanical equipment shall be located behind or on top of the building, screened from public view with parapet walls, landscaping, etc. Any architectural features used for screening shall be compatible in style and colors with on site buildings.
- d. Elements such as services station pumps or drive thru lanes are encouraged to be screened from the public right-of-way.



Service equipment is adequately screened with landscaping. See guideline IV.C.2.a.



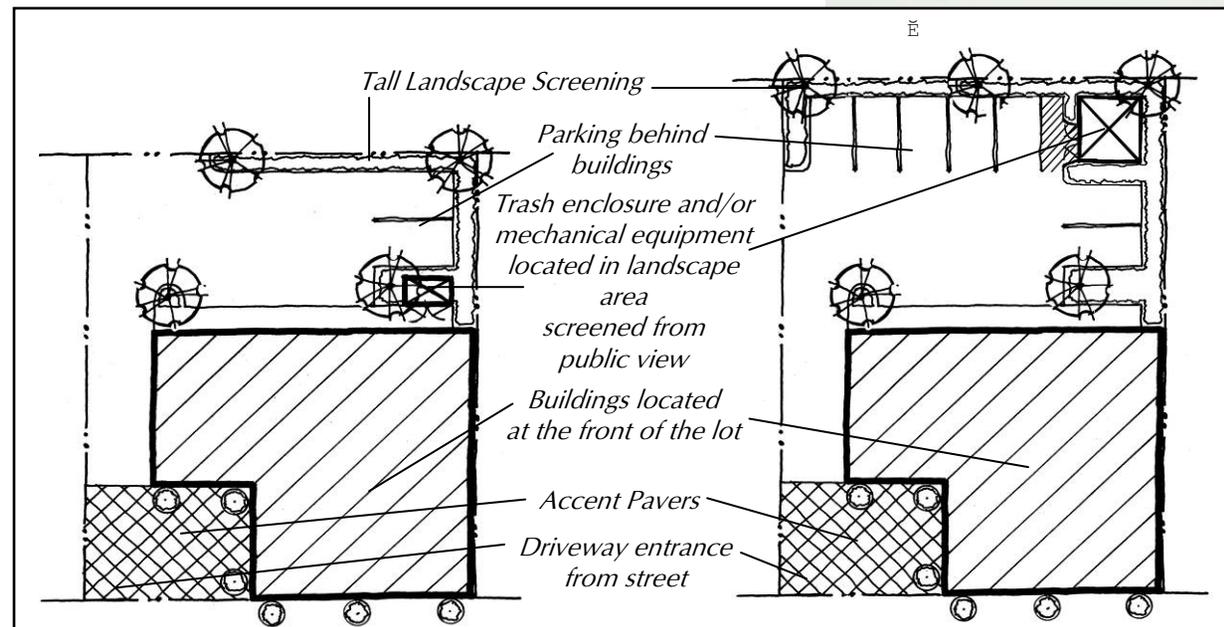
IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. LOCATION OF REQUIRED PARKING

- a. Locate on-site parking to minimize visibility from the sidewalk. Parking should not be located so that it interrupts the storefront continuity along the sidewalk.
- b. Where appropriate, place on-site parking behind the building at ground level.
- c. Design parking to encourage the accessibility from the rear of the property on parcels with alleys. For parcels without alley access, driveways should be minimized in width and provide for good visibility of pedestrians.
- d. Design and locate off-street parking to minimize conflicts with pedestrians and to minimize the physical and visual impact to the traditional streetscape appearance. Where practical, adjoining uses should share parking to minimize the number of parking lots, driveways, and surface hardscape area.
- e. Bike parking for commercial uses should be conveniently located within the sidewalk or front courtyard. Placement of bike racks should be carefully considered to minimize conflicts with pedestrian travel.
- f. Design parking lots to be arranged into smaller island areas with pedestrian connectivity similar to that found at the Towne Center



Pedestrian walkways create easy passage to buildings from parking areas. See guideline IV.C.3.d.



SITE DESIGN AND LOT COVERAGE FOR COMMERCIAL PROPERTIES WITH DRIVEWAYS.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

4. PARKING LOT LANDSCAPING AND LIGHTING

Particularly with stand-alone commercial development, landscaping with mature shade trees and adequate lighting are important components to the attractiveness and safety of parking lots. The parking lot landscape and lighting guidelines are as follows:

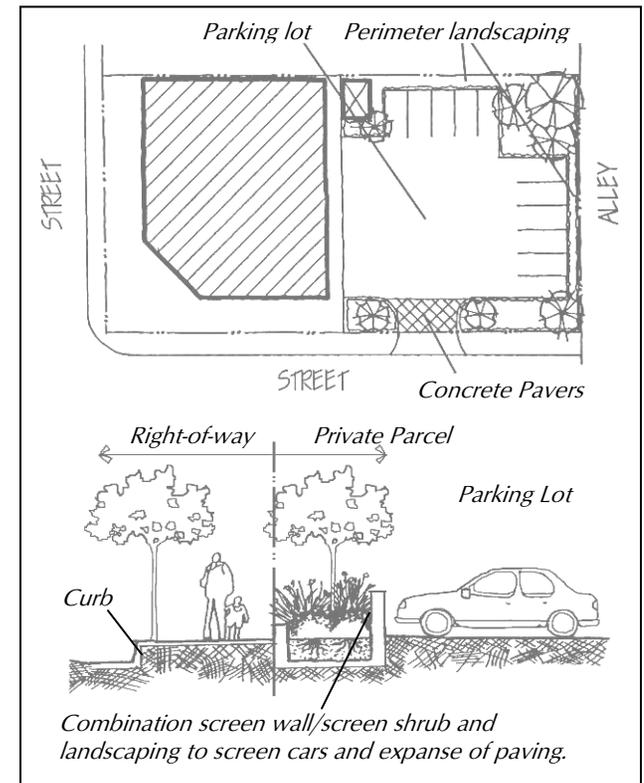


Plantings create a barrier to pedestrian walkways and parking areas. See guideline IV.C.4.a.

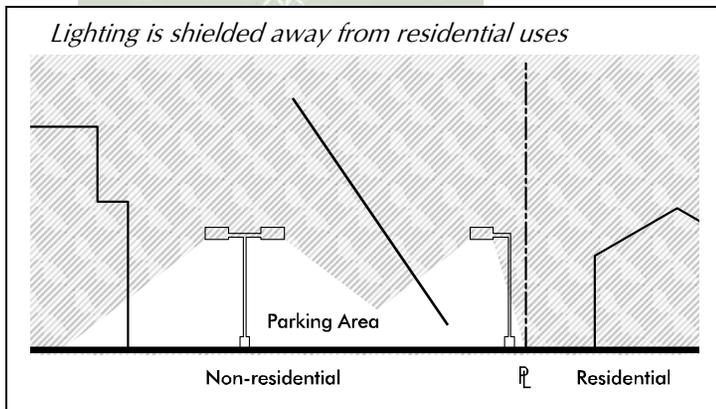


Trees add lush greenery to expansive parking areas. See guideline IV.C.4.b.

- a. Perimeter planter – Design and locate perimeter planters and plantings for the purpose of creating a physical barrier, visual screen, and shading of the parking lot area. The parking lot and perimeter landscape should also be designed for safe and convenient pedestrian circulation throughout, including designated paths across perimeter planters.
- b. Additional parking lot plantings - Within the parking area, shade trees shall be provided per the Zoning Code requirements. The cutout area for the tree island should be a minimum of 40 square feet.



- c. Parking lot light sources should be designed, located and/or shielded to prevent light spillover onto abutting residential property.
- d. Every five stalls should contain a tree planter, including end planters, center row planters, and diamond planters.





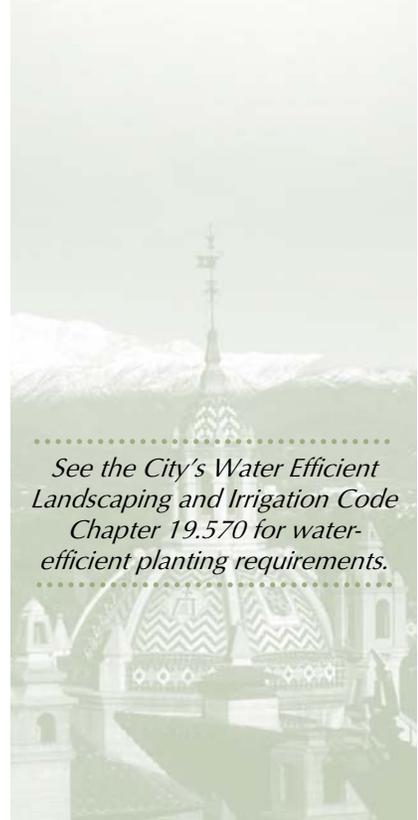
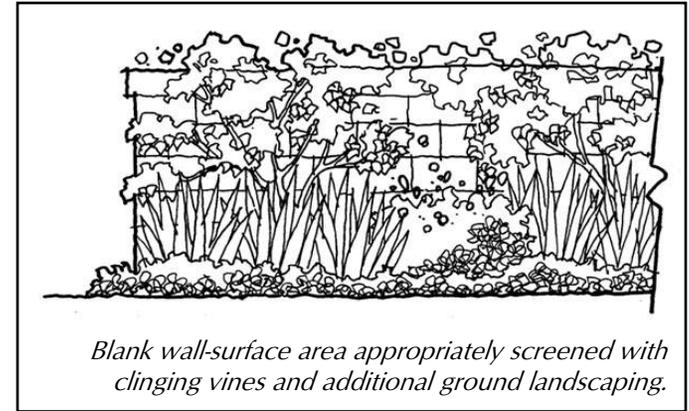
IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- e. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- f. Use of vines on walls is encouraged in commercial areas because such walls often tend to be large and blank.
- g. Landscaping around the entire base of buildings (except loading and service areas) is recommended to soften the edge between the parking lot and the structure. This should be accentuated at entrances to provide a focal point.



- h. Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on at least 3 sides by parking area paving.
- i. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs. Concrete mowstrips are required per development regulations between turf and shrub areas.

- j. Landscaping should consist of a variety of plant materials (minimum of three types of trees, three types of shrubs, and two types of groundcover) suited for Riverside's climate such as native, drought-tolerant and water-efficient plantings. A balance of deciduous and evergreen trees should be used.
- k. Landscaping should be used to soften views of parking lots, loading areas, trash enclosures, storage areas, and utility areas. All backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened with appropriate planting.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- l. Planter beds shall be protected by 6" wide by 6" tall concrete curbing.
- m. Graded slopes shall be provided with sufficient landscaping and irrigation coverage for erosion control and to soften the view to cut and fill slopes from surrounding public views.
- n. Landscaping shall be used to screen parking lots from street view in compliance with the Zoning Code (Section 19.580.090 (B)) through the use of:
 - i. a three foot high landscaped berm;
 - ii. a three foot high shrub row, with all shrubbery to be located towards the rear of the landscaped setback; or
 - iii. a combination of the above two items, or an alternative buffer subject to the written approval of the Planning Director
- o. Within the parking lot, closely spaced minimum five-gallon shrubs shall be provided within the end row planters and finger planters to discourage pedestrian traffic across these planters.
- p. Canopy trees shall be provided to shade parking areas as follows:
 - i. Tree Wells: One tree shall be provided within each tree well centered between the stalls at every 4-5 spaces.
 - ii. End Row Planters: One tree shall be provided within each end planter, next to each parking stall. Two trees shall be provided at the end of each double row of stalls.
 - iii. Finger Planters: One tree shall be provided within each finger planter, centered with the adjacent parking stall.
 - iv. Strip Planters: One tree shall be provided in line with the edge of the parking stall, spaced at every 4-5 stalls.
- q. Sod, not seed, shall be used for lawn areas.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

5. SPECIFIC GUIDELINES FOR MIXED USE DEVELOPMENT

A. PEDESTRIAN SPACE

1. Creation of a pedestrian-friendly environment with the inclusion of landscaping and/or a hard-surface expansion of the sidewalk in the front setback area is strongly encouraged where feasible.
 - a. Walkway connections to building entrances that use special paving treatment or materials are encouraged.
 - b. Awnings, canopies and arcades are encouraged to provide visual interest and shade.
 - c. Benches and other street furnishings are also encouraged.

2. In pedestrian areas, where there is generally no front yard setback (0-foot setback), a portion of the front building elevation should be set back to allow for outdoor use, such as outdoor patio dining, display, public art, entry forecourts, or other amenity appropriate to an urban setback.



Plazas adjacent to buildings can create lively pedestrian spaces. See guideline IV.C.5.A.1.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



B. BUILDING SITING, ORIENTATION, AND ENTRANCES

1. Buildings should be sited to avoid random and irregular building relationships; arrange buildings to create a sense of unity and overall harmony.
 - a. Whenever possible, cluster new structures to create plazas and pedestrian malls; avoid the creation of “barrack-like” rows of structures.
 - b. When clustering is impractical, a visual link should be established between separate structures through the use of an arcade system, trellis/ pergola, or other open structure.
2. The main entrance or entrances should be oriented to the street or major plazas or open space.
 - a. Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian walkways.
 - b. Secondary entries should be provided from parking areas where feasible.
3. Commercial facilities in mixed use projects are encouraged to be oriented to the street, with parking generally located in the rear or sides of buildings.
4. Screening of parking area perimeters and driveways adjacent to streets and sidewalks with attractive low walls, berms, fences, or landscaping is encouraged.
5. Entry treatments should be reflective and proportional to the size of the project.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

6. Residential structures should be oriented to promote privacy to the greatest extent possible.
 - a. Residential windows should face away from loading areas and docks.
 - b. To the extent residential windows face the windows of an adjacent unit, the offsetting of windows to maximize privacy is encouraged.
7. Buildings with residential and nonresidential uses located on the same floor should be designed to have separate entrance hallways and balconies.
8. Windows, balconies or similar openings should be oriented to not have a direct line-of-sight into adjacent units within the development. Units above the first story should be designed so that they do not look directly onto private patios or backyards of adjoining residential property or units.
9. To reduce noise impacts, residential units shall be designed to reflect building orientation and include building elements such as double windows, wall and ceiling insulation, and orientation of and insulations or vents.
10. Residential units should be designed to provide separate and secured entrances and exits directly accessible to secured parking areas. Where residential units are in the same structure as a commercial use, access to residential units should be designed as a separate and secured area located at the ground level.

C. VEHICLE CIRCULATION AND ACCESS

1. Vehicular access and internal circulation shall be located to promote safety, efficiency, and convenience. Vehicular traffic shall be adequately separated from pedestrian circulation. Vehicular entrances shall be clearly identified and easily accessible to minimize pedestrian/vehicle conflict.
2. The number of site access points or driveway aprons shall be minimized for aesthetic purposes and to achieve efficient and productive use of paved accessways. Common driveways that provide vehicular access to more than one site are encouraged.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Pedestrian walkways create lively linkages throughout a mixed use project. See guideline IV.C.5.2.

Plazas and courtyards create dynamic outdoor pedestrian activity areas ideal for outdoor cafes and restaurant seating. See guideline IV.C.5.E.1



D. PEDESTRIAN CIRCULATION

1. All new projects should be designed and oriented to enhance pedestrian movement to, and between, adjacent uses.
2. Include pedestrian walkways.
 - a. Pedestrian circulation elements should be adequately separated from vehicular traffic.
 - b. Pedestrian walkways should link dwelling units with common open space, plazas and courtyards, parking areas, public sidewalks, and the compatible commercial facilities in the project.
3. Pedestrian walkways should be safe, visually attractive, and well defined by landscaping and lights.
 - a. Use of varied surfaces and decorative pavement is encouraged.
 - b. At a minimum, decorative paving should be used to delineate crossings at circulation drives and parking aisles.
4. Transit shelters should be sited near major concentrations of residents and employees.
 - a. It is encouraged to architecturally integrate freestanding shelters to the project with respect to color, materials and architectural style to the extent allowed by the transit provider.

E. PLAZAS, COURTYARDS, AND OTHER OPEN SPACE AREAS

1. New development should incorporate plazas and courtyards into their design. Buildings should be clustered to create usable pedestrian areas.
2. Landscaping, water features, and public art should be incorporated into plaza and courtyard design. Shade trees or architectural elements that provide shelter and relief from direct sunlight should be provided.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. Open space areas should be designed to provide large meaningful and useable areas.
 - a. Common open space areas should be convenient to the majority of dwellings and should be secure and visible from dwellings to ensure safe use.
 - b. Common open space areas should contain amenities appropriate to the project's size.
4. Private open space should be contiguous to the unit they serve and should be screened from public view for privacy. All balconies and patios that front a public street should be substantially enclosed to screen items being stored on the balcony or patio.



This common open space area uses amenities to create a passive comfortable area for pedestrians. See guideline IV.C.5.E.1.



F. PARKING

1. Parking spaces should be specifically designated for non-residential and residential uses by the use of posting, pavement markings and/or physical separation. There should be separate entrances and exits, or a designated lane for residents, to minimize waiting times for residents.
2. It is encouraged to site and architecturally integrate parking structures with the project design to minimize their visual impact.

Parking structures should be designed to include architectural detailing, façade treatment, artwork, landscaping or similar features to enhance the street façade.

3. Shared driveways and parking arrangements between commercial uses are strongly encouraged.





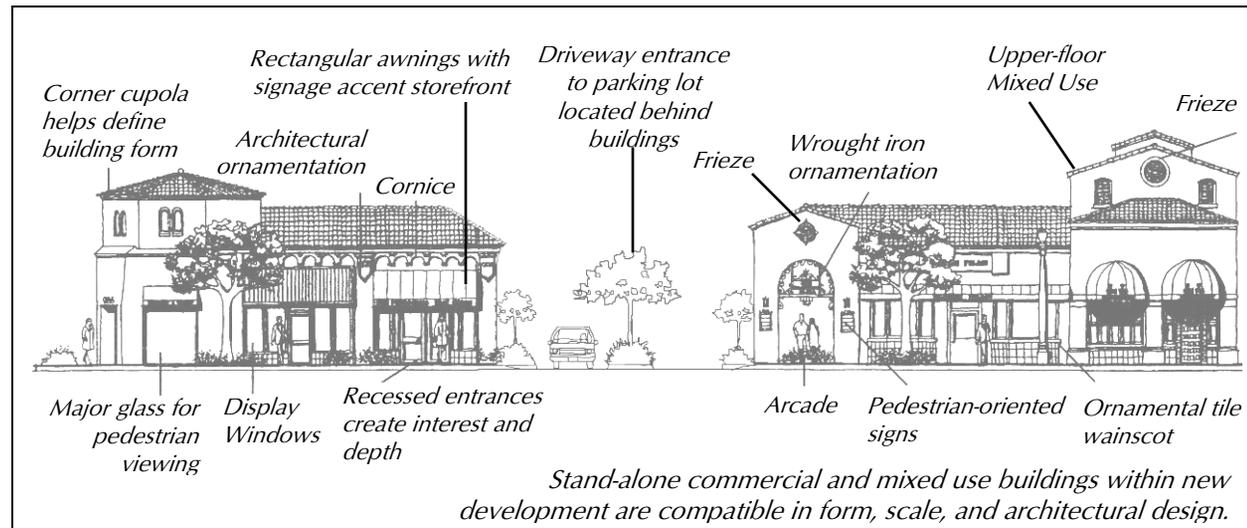
IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

D. ARCHITECTURAL DESIGN

1. FORM, MASS, AND SCALE



- a. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.
- b. At residential edges, buildings should be stepped down to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.
- c. Delineate new buildings and additions both vertically and horizontally to reflect traditional patterns and convey a human scale. A clear visual division between street level and upper floors should be incorporated through the change of materials, colors and/or canopies and awnings.
- d. Avoid designing large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment.

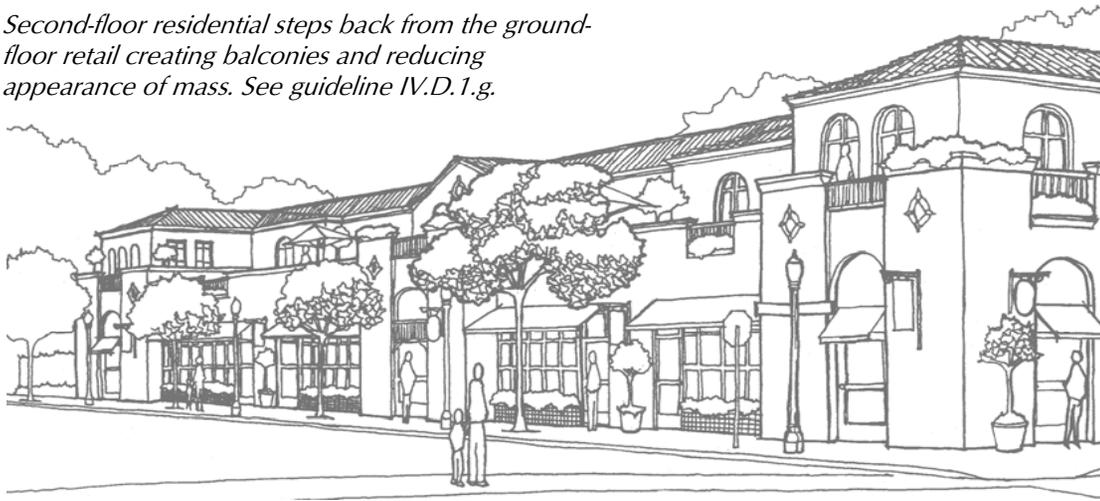




IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- e. Building form should be used to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.
- f. To minimize the transition between new and older buildings, new structures should be compatible with the height of adjacent and nearby buildings. Window and entrance openings on the street level shall be a minimum of ten feet in height. Upper floor windows shall be divided into individual units and not consist of a “ribbon” of glass. Primary upper floor windows should have a taller vertical dimension.
- g. To avoid inappropriate massing of buildings, articulation between the street-level and the second floor is encouraged. For new two-story buildings to be developed adjacent to one-story buildings, the size (mass) of the second floor should be reduced by stepping back the second floor structure from the ground floor. This design provides the opportunity for creative outdoor space while reducing the appearance of mass as compared to the adjacent one-story structure.
- h. Recessed entries, arcades, and covered awnings articulate human scale and are encouraged.

Second-floor residential steps back from the ground-floor retail creating balconies and reducing appearance of mass. See guideline IV.D.1.g.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



The building, tower, and plaza orient to the corner of the street intersection. See guideline IV.D.1.i.



- i. Prominent corner buildings should be designed to invite pedestrian activity.
- j. The use of square cupolas, towers, and similar architectural features at the front corner to define building form and scale and provide visual interest is encouraged.
- k. Upper story decks, balconies, and/or rooftop gardens for outdoor seating, dining, and upper floor entries can be incorporated.
 - i. Balconies on the front façade should be located and designed to minimize potential conflicts with pedestrian traffic on sidewalks below.
 - ii. Balconies should be appropriately scaled and incorporated into the overall design of the building.
 - iii. Projecting balconies should not obscure visibility of signs or storefronts.
 - iv. Consider environmental conditions such as sun, shade, and prevailing winds when designing decks, balconies or rooftop garden spaces.
- l. Parapet walls should be used for screening flat roofs and articulating the building design. These walls should be detailed with architectural elements such as cornices and brackets should be used to define the building roofline. Low-pitched roofs with wide, overhanging eaves and decorative brackets can be used in conjunction with parapet walls.



2. FAÇADE TREATMENT

Guidelines for façade treatment pertain to the exterior appearance of a commercial or mixed use structure from the public right-of-way, typically emphasizing the storefront. Treatment of the façade includes design of storefronts, windows, building entrances, awnings, architectural details, and building materials, colors, and finishes typically consistent with an architectural style. The following guidelines for treatment of façades apply:



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- a. All visible building façades should be subject to significant architectural detailing. However, the front building façade commonly receives more attention with higher quality finish materials and more ornamentation than an interior side or rear façades. Corner lots are considered to have two fronts and each façade should receive significant architectural detailing.
- b. Additions to historic structures must be architecturally compatible with the existing structure.
- c. Commercial façades should be modulated at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.
- d. Building articulation and detailing shall be used to create an interesting and individual design.

The articulation of all building elevations visible from a public way with building elements and architectural details that incorporate the chosen design theme in a consistent manner is encouraged.



- e. Building façade design should give individual identity to each vertical module of residential units.
 - i. Techniques such as providing a deep notch (in plan) between the modules should be used.
 - ii. Architectural elements between units with window color, roof shape, window shape, stoop detail, and railing type should be varied.
 - iii. Porches and balconies are encouraged.
- f. The color or materials of each individual module within a harmonious palette of colors, finishes, and materials should be varied.



Building façade is articulated with recessed wall planes giving the appearance of many storefronts as opposed to one long storefront. Natural stone bulkhead, varying yet proportional window heights, and awnings break up the stucco façade. See guideline IV.D.2.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

A. STOREFRONTS



Storefronts should be oriented toward the street and the pedestrian with a clearly defined primary entrance and large display windows that draw attention inward. Architectural elements seen on traditional storefronts include recessed entries, recessed display and transom windows with decorative kickplates, and flush façades with covered awnings projecting over a walkway. The following storefront guidelines apply:

1. Continuous storefronts should generally not span more than 25 feet. Wall planes that extend more than 25 feet should be articulated horizontally or the architectural treatment varied in a significant way so as to give the appearance of two or more individual storefronts rather than a single massive one.
2. Storefronts should be articulated with reliefs, recesses, and/or pilasters and should incorporate a change of materials, colors and/or canopies and awnings to show a clear visual division between street level and upper floors.

B. WINDOW TREATMENTS



Fenestration refers to the design and placement of windows on the façade. The following guidelines for design of window treatments apply:

1. The style of window treatments should be consistent throughout the building. Upper floor windows should have a vertical orientation.
2. For additions to existing structures, the window treatment should be compatible with the primary structure.
3. For storefront fenestration, a transom window should be placed above the display window and both windows should be architecturally consistent to each other. Windows with true divided lights and raised exterior mullions are preferred.
4. Windows accented with architectural elements appropriate to the primary structure's architectural style are encouraged.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

5. Recessed window openings decoratively accented with materials consistent to the building are encouraged.

For issues of safety and visual recognition, primary entrances should be clearly identified and oriented toward the street. Entries should convey a sense of human scale and be welcoming as specified in the following guidelines:

1. To create the desired overall pedestrian scale at the street level, storefronts should be oriented toward the street. Primary entrances shall be articulated either with recessed entries or projecting overhangs above the entrance.
2. For properties located on a corner, entries oriented toward the corner, at an angle, as opposed to the middle of the façade are strongly encouraged. If an entry cannot be provided at the corner, a display window should be oriented in this position.
3. Entries should be designed to be inviting to the pedestrian with the use of colorful awnings, decorative paving, and/or landscape plantings.

Awnings/canopies are both aesthetic and functional. They can bring visual interest and articulation to a building that is oriented to the pedestrian while providing shade and temporary shelter from various weather elements. The following design guidelines for awnings apply:

1. Awnings intended to accent particular window or door openings should be shaped to match the size and shape of the particular opening (e.g., an arched transom window or doorway should have a rounded awning, a rectangular opening should have a rectangular awning).



Encouraged



Discouraged

C. BUILDING ENTRANCES



D. AWNINGS/CANOPIES



Where windows and entries are recessed, awnings should cover individual openings (as shown on the left) and not span the entire façade (as shown on the right). See guideline IV.D.2.D.1.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Awnings should not be the predominate feature of the façade. See guideline IV.D.2.D.2.

2. Awnings should not be the predominate feature of the façade. Where windows and entries are recessed individually, awnings should only cover the opening and not span across to adjacent openings on the same façade. Care should be taken so that awnings do not obstruct the view of adjacent businesses.
3. Signs on awnings should be located on the flap (valance) or the end panels of an angled, curved or box awning.
4. Awnings shall be opaque and made of canvas, matte finish vinyl, or other acceptable fabrics. Awning color should complement the primary or accent color of the building.
5. Awnings should not be used on building façades with no pedestrian or window screening function.
6. Awnings should be used to protect windows from exterior elements instead of drawing attention to a building.

E. ARCHITECTURAL DETAILS



Architectural decorative details can add visual interest to a building feature. See guideline IV.D.2.E.1.

Architectural details include both functional and decorative building elements that can add great visual interest to a building design. Architectural details include cornice moldings, decorative brackets, ornate brickwork, paneling or molding surrounding recessed windows and doors, and recessed wood paneling and wood-paneled kickplates. The following guidelines for architectural details apply:

1. Architectural features appropriate to the primary structure's architectural style add visual interest to a structure and should be incorporated into the project design.
2. The preservation of architectural features on historic structures is strongly encouraged.
3. For new construction not located near or adjacent to a historic structure, the building design may incorporate contemporary and/or simplified interpretations of the architectural features noted above. These contemporary and/or simplified interpretations must keep in scale and character with the prevalent architectural elements.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Diversity in exterior building materials, color, and finishes, reflective of architectural style and good design, provide visual interest to what would otherwise be a wood- or metal-framed structure. However, the range in which these elements are utilized should be limited in order to promote a sense of visual continuity throughout the City. The following guidelines for building materials, color, and finishes apply:

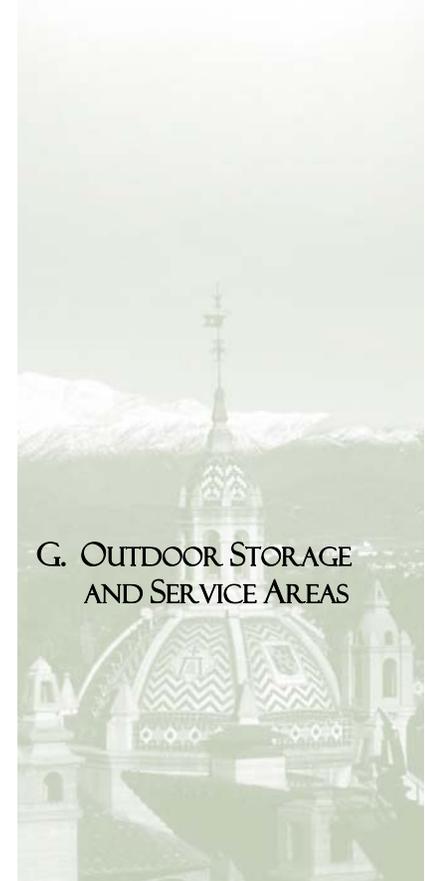
1. Use of high quality materials on exposed exterior surfaces such as brick, metal, stone, terra cotta, wood, tile and stucco is strongly encouraged.
2. Innovative or "green" materials are encouraged provided they appear high-quality and similar in texture, finish and dimension to traditional architecture.
3. Building colors should evoke a sense of richness and liveliness to complement and support overall character.
4. Simple, matte finishes are preferred. Highly reflective building materials and mirrored glass are inappropriate.

Polished stone or ceramic tile, for example should be avoided or limited to accent elements.

1. All storage, outdoor storage and service areas, refuse collection, and mechanical equipment shall be enclosed or completely screened from view of public rights-of-way and any residential units on- or off-site with a combination of building features, decorative walls, and landscaping consistent with the architectural style and design of the building. In addition, rooftop equipment shall be screened from view or integrated into the building design to minimize unsightly views.
2. The use of landscaping, such as tall shrubs and clinging vines to aid in privacy screening and as a buffer from commercial development, is strongly encouraged.

F. BUILDING MATERIALS, COLORS, AND FINISHES

G. OUTDOOR STORAGE AND SERVICE AREAS





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. SPECIFIC GUIDELINES FOR MIXED USE DEVELOPMENT

A. SCALE AND MASS

1. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.
2. At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.

B. BUILDING ARTICULATION AND FAÇADE TREATMENT



The setback of the second story avoids a monotonous façade. See guideline IV.D.3.B.1.

1. Building articulation and detailing shall be used to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding development.
 - a. Large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment are strongly discouraged.
 - b. All building elevations visible from a public way should be highly articulated with building elements and architectural details that incorporate the chosen design theme in a consistent manner.
2. Building form should be used to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.
3. Commercial façades should be modulated at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.
4. Building façades shall be designed to give individual identity to each vertical module of residential units.
 - a. Techniques such as providing a deep notch (in plan) between the modules are encouraged.
 - b. Architectural elements between units should be varied with window color, roof shape, window shape, stoop detail, and railing type.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- c. Porches and balconies are encouraged.
- d. Color or materials of each individual module should be varied within a harmonious palette of colors, finishes, and materials.

C. ARCHITECTURAL STYLE AND DETAILS

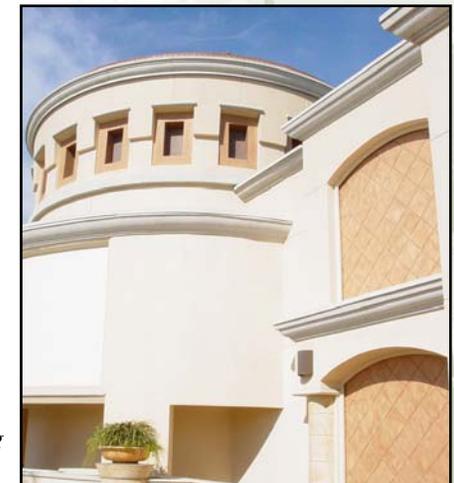
- 1. While there are no mandated architectural styles required for each project, choose an identifiable architectural theme, utilizing high quality design and materials.
 - a. High quality, innovative and imaginative architecture is encouraged.
 - b. New buildings or building complexes should be stylistically consistent.
 - c. Architectural style, materials, colors and forms should all work together to express a single theme.
- 2. Each new building, addition or remodel should be stylistically consistent with the context of building elements from the surrounding area.
 - a. Historic detailing on otherwise contemporary style buildings is strongly discouraged.
 - b. For example, do not use oversized (too large or out of scale) architectural details such as crown moldings or cornices, columns, pediments, window and doorway moldings, etc. in an attempt to make a contemporary building reflect a historic architectural style.



High quality architecture can create a highly stylized building. See guideline IV.D.3.C.1.

D. BUILDING MATERIALS, FINISHES, TEXTURES, AND COLORS

- 1. A building and its elements should be unified with textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.
- 2. Buildings shall be treated as a whole and finished appropriately on all sides to provide continuity.
 - a. Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane.
 - b. Material changes not accompanied by changes in plane appear “tacked-on” and are strongly discouraged.



The color scheme and elements of this building create a unified theme. See guideline IV.D.3.D.1.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. For most architectural styles, the number of colors on the exterior shall be limited to a maximum of three, with an additional contrasting color for accent.
 - a. In general, use lighter colors for the main body, with darker shades for trim and accent.
 - b. The larger and simpler the building design, the more subtle the color should be to reduce the massiveness of large wall planes.
4. Choose colors that accentuate the architectural details of the building and that are consistent with the architectural style. Colors for graphics, such as signs, should be related to the colors used on the building.

4. LIGHTING

Exterior and accessory building lighting should provide adequate illumination that ensures pedestrian safety while being unobtrusive to adjacent buildings. Lighting should be designed with fixtures that provide visual interest but are appropriate to the architectural context of the primary structure. The following guidelines for exterior building lighting apply:

1. Lighting fixtures should compliment and be compatible with the building's design and architectural style. Fixtures shall be appropriately sized and in scale with the building façade.
2. Exterior building lighting should be used to accentuate the building design and highlight architectural details and features integral to the building design.
3. All outdoor lighting shall be designed to not blink, flash, oscillate, or be of unusually high intensity or brightness, while also providing a sufficient level of illumination for access and security purposes.
4. Building entrances and street numbers should be illuminated to be visible from the street



Lighting fixtures complement the architectural design of the building. See guideline IV.D.4.1.



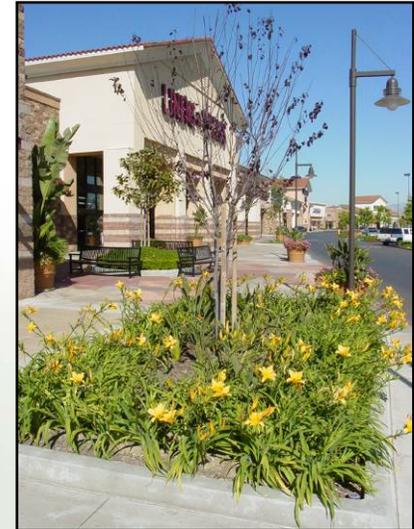


IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

5. LANDSCAPING

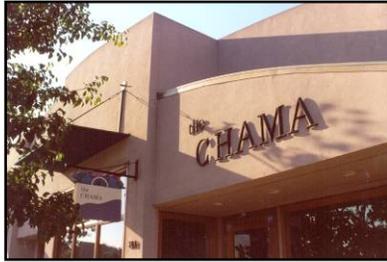
This section includes guidelines for landscape improvements. The primary objective of the landscape guidelines is to create a landscape aesthetic that is inviting to the pedestrian. In the interest of improving overall quality of life and encouraging pedestrian activity, all properties are encouraged to seek means of including trees and plants in the streetscape, where space and safety considerations will allow. The following landscape guidelines apply:

- a. Driveways, small plazas, courtyards, outdoor seating areas, upper story decks and balconies, and pedestrian corridors should be landscaped as extensively as possible. Accent planting beds and color pots with flowering annuals are encouraged. Canopy trees and landscape structures should be used in these outdoor public areas to create “outdoor rooms” and to define spaces.
- b. Small window box type planting beds at entries to buildings are appropriate to the historic context and are encouraged. In addition to planter boxes, ground and hanging pots with colorful accent planting should be used to accent entries and add color and visual interest to buildings.
- c. Evergreen trees and shrubs should be used whenever a landscape screen or buffer is required.
- d. Landscaping should be used to soften the impact of large expanses of blank wall or fencing. These areas should be screened with upright shrubs and clinging or trellised vines. Trellises should be constructed of substantial, durable materials. Regionally appropriate plantings (e.g., ornamental and agricultural plant materials) are encouraged.
- e. Hardscape amenities, such as fountains, benches, seating areas, and trellises, not only should be included but be consistent with the landscaping.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Wall Sign



Awning/Canopy Sign



*Blade/Projecting
(Perpendicular) Sign*

6. SIGNS

This section includes specific guidelines for sign type, design, number, scale and location, and illumination of signs. Refer to Appendix A: Citywide Sign Design Guidelines and the Zoning Ordinance for further design standards for signs.

a. The following preferred building-attached signs include:

- i. Wall sign - Wall signs are flush-mounted signs attached to the building façade, including sign panels, individual letters, and painted signs.
- ii. Blade/Projecting (Perpendicular) sign - Projecting signs are generally mounted on support brackets that extend at a 90-degree angle from the building façade so that the sign face is visible from two sides.
- iii. Awning/Canopy sign - Canopy signs are usually applied to an awning valance or canopy fascia for permanent business identification.
- iv. Under canopy sign - Under canopy signs hang from the underside of a canopy or awning over the sidewalk or building entrance.

b. The following preferred freestanding signs include:

- i. Monument signs - Monument signs are generally constructed upon a solid base or pedestal.
- ii. Readerboard signs - Constructed in the same manner as a monument sign, readerboard signs have changeable sign copy.

Monument Sign





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- iii. Portable sign - Portable signs, where allowable, are freestanding signs that are not permanently affixed to the ground. These signs are used for temporary business identification during open hours. This type of sign is commonly referred to as an A-frame or sandwich board sign.

- c. Signs shall be architecturally compatible with a building's architectural style with regards to size, color, materials, and illumination.

- d. Building-attached signs should complement, rather than compete with, the architectural features and overall façade composition of the building. Such signs should be proportional to the building so as not to dominate the appearance. Lettering style should be appropriate to the building design.

- e. Signs should be located on parapets, towers, turrets, recessed wall areas, and/or other architectural features specifically designed for them.

- f. Awning and blade/projecting signs are encouraged for first floor façades of buildings located in areas designated commercial and mixed use.

- g. Signs should be creative and emphasize artistic expression.

- h. Signs shall be illuminated, internally and/or externally, from a concealed light source.

- i. Freestanding signs should be designed to complement the architectural style of the primary building(s) and should be small in scale and incorporated into the landscape plan of the site, located in landscaped areas.

- j. Portable signs, where allowable, should be located on-site near the building entrance and shall not obstruct pedestrian walkways. Portable signs shall not be located in the public right-of-way.

.....
*See Appendix A:
Citywide Sign Design
Guidelines for more
design criteria.*
.....



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



7. WALLS AND FENCING

- a. Walls and fencing will serve a major function in the industrial landscape. Use walls and fencing to screen automobiles, loading and storage areas, and utility structures. However, utilize walls and fencing only when specific screening or security purposes are required. Keep walls and fencing as low as possible while performing their screening and security functions.
- b. Where walls are used at property frontages, or screenwalls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture.
 - i. Architecturally treat both sides of all perimeter walls.
 - ii. Use landscaping in combination with such walls whenever possible.
- c. When security fencing is required, provide a combination of solid pillars or short solid wall segments and wrought iron grill work. Use landscaping such as clinging vines and shrubs to soften the appearance of fencing.
- d. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.
- e. Permitted materials for walls shall be decorative masonry split face block, brick, natural stone, precast concrete panels, stuccoed walls or other unique wall materials or finishes that integrate well with on-site buildings, as determined on a case by case basis. Slump stone and precision block are not considered decorative materials and shall not be permitted as acceptable wall materials. All walls must feature matching cap materials.



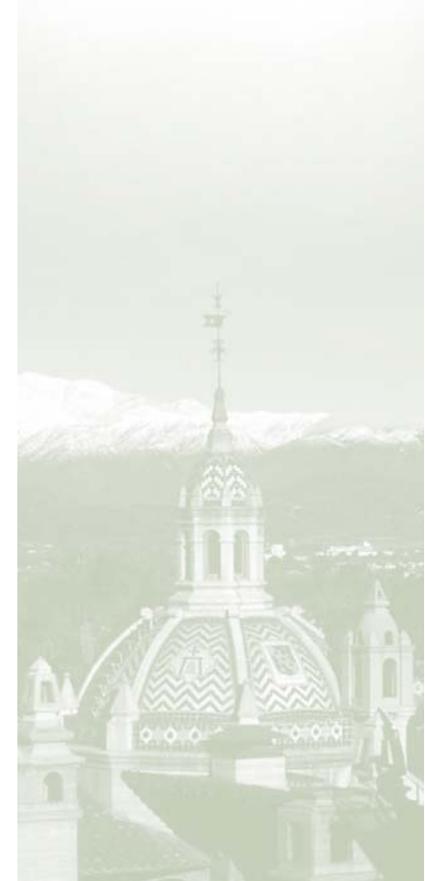


IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- f. Under the Design Guidelines and Zoning Code, wall height is limited primarily for aesthetic reasons. Limitations on maximum wall heights could reduce the ability to maintain noise levels in some locations to levels required by Title 24 of the California Code of Regulations and the Title 7 of the Riverside Municipal Code. In the cases where mitigation measure MM Noise 1 of the City's General Plan 2025 EIR is implemented, the City may consider increasing wall height as one measure to reduce noise to acceptable levels. In such high level noise situations, combinations of setbacks, site design, berms, and solid walls, including walls higher than normally permitted by Code or these Design Guidelines, may be used to achieve noise standards.
- g. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.

8. SCREENING

- a. Screen outdoor storage areas as set forth in the Zoning Code.
 - i. Where screening is required, combine elements, including solid masonry walls, berms, and landscaping.
 - ii. Screen all equipment, whether on the roof, side of building, or on the ground.
 - Employ a method of screening architecturally integrated in terms of materials, color, shape, and size.
 - The screening design shall blend with the building design.
 - Where individual equipment is provided, a continuous screen is desirable.
 - iii. The need to screen rooftop equipment, as required by the Zoning Code, should be taken into consideration during the initial design phase for the structure.





V. INDUSTRIAL DESIGN GUIDELINES

The following guidelines apply to development of industrial land uses. These uses include light industrial establishments, business parks, and heavy manufacturing and industrial establishments. These guidelines address site design, parking and loading, architecture, landscaping, walls and fences, screening, lighting, and signs.

A. SITE DESIGN

Elements of quality industrial site design include the following:

- ❖ Controlled site access
- ❖ Service areas located at the sides and rear of buildings



Attractive landscaping and open space areas are provided.

- ❖ Convenient access, visitor parking and on-site circulation
- ❖ Screening of outdoor storage, work areas, and equipment
- ❖ Emphasis on the main building entry and landscaping
- ❖ Landscaped open space

Architectural elements such as arched entry and cornice moldings reduce appearance of massive industrial building.





V. INDUSTRIAL DESIGN GUIDELINES

Guidelines for site design include:

1. A variety of building and parking setbacks should be provided to avoid long monotonous building façades and to create diversity.



Discouraged



Encouraged

2. A minimum 5-foot landscape strip between parking areas and any portion of the structure shall be provided. This would not apply to those portions of the structure that require vehicular access such as loading areas.
3. Site access and internal circulation should be designed in a straightforward manner which emphasizes safety and efficiency.
 - a. The project's circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, provide adequate maneuvering and stacking areas, and consider emergency vehicle access.
 - b. Truck and auto traffic should be separated to the degree possible.
 - c. Separate circulation routes and parking areas.





V. INDUSTRIAL DESIGN GUIDELINES

- d. Vehicles should not be required to enter the public street in order to move from one area to another on the same site.

Encouraged



- 4. Entry treatments should be reflective and proportional to the size of the project.
- 5. Buildings within a single development should be connected with aesthetic and functional open space and landscape areas.

Encouraged





V. INDUSTRIAL DESIGN GUIDELINES

5. Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, and landscaping shall be provided as set forth in the Zoning Code.



1. PARKING AND LOADING

- a. The industrial site should be a self-contained development capable of accommodating its own parking needs. The use of the public street for parking and staging of trucks is not allowed.
- b. Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
- c. Parking lots adjacent to and visible from public streets should be adequately screened by using rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.
- d. In the Business Manufacturing Park Zone, parking should be located to the side or rear of buildings.
- e. To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear of the site where special screening may not be required.
- f. Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and shall not be utilized.



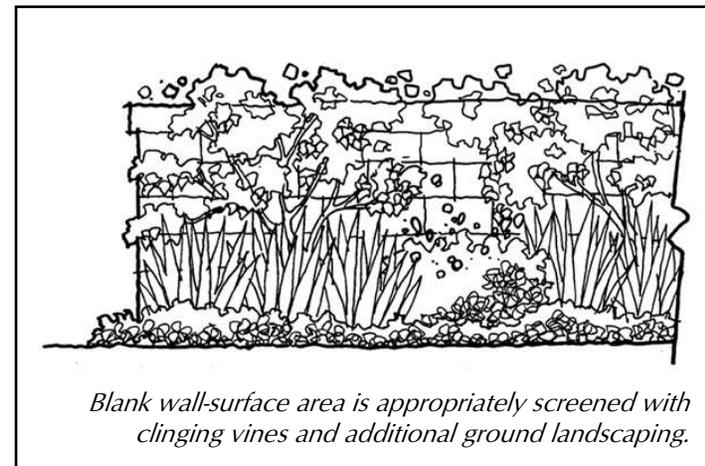
V. INDUSTRIAL DESIGN GUIDELINES



- g. Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and shall not be utilized.
- h. Site circulation should be designed so that auto movement is separate from truck movement and loading to the degree possible.
- i. Sufficient back-up area for trucks on-site should be provided and separated from parking areas.

2. LANDSCAPING

- a. For industrial uses, landscaping should be used to define areas by helping to focus on entrances to buildings, parking lots, loading areas, defining the edges of various land uses, providing transition between neighboring properties (buffering), and providing screening for outdoor storage, loading, and equipment areas.
- b. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- c. Use of vines on walls is encouraged in industrial areas because such walls often tend to be large and blank.
- d. Landscaping around the entire base of buildings (except loading and service areas) is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.



Blank wall-surface area is appropriately screened with clinging vines and additional ground landscaping.

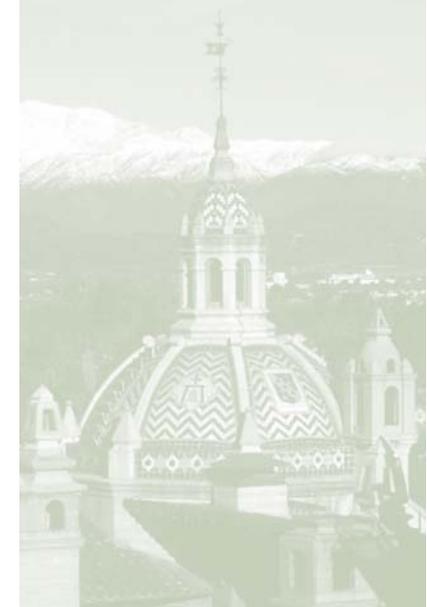


V. INDUSTRIAL DESIGN GUIDELINES

- e. Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on at least 3 sides by parking area paving.
- f. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs. Concrete mowstrips are required per development regulations between turf and shrub areas.
- g. Landscaping should make up of a variety of plant materials (minimum of three types of trees, three types of shrubs, and two types of groundcover) suited for Riverside's climate such as native, drought-tolerant and water-efficient plantings. A balance of deciduous and evergreen trees should be used.
- h. Landscaping should be used to soften views toward parking lots, loading areas, trash enclosures, storage areas, and utility areas. All backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened with appropriate planting.
- i. Planter beds shall be protected by 6" wide by 6" tall concrete curbing.
- j. Graded slopes shall be provided with sufficient landscaping and irrigation coverage for erosion control and to soften the view to cut and fill slopes from surrounding public views.
- k. Landscaping shall be used to screen parking lots from street view in compliance with the Zoning Code (Section 19.580.090 (B)) through the use of:
 - i. a three foot high landscaped berm;
 - ii. a three foot high shrub row, with all shrubbery to be located towards the rear of the landscaped setback, or;
 - iii. a combination of the above two items, or an alternative buffer subject to the written approval of the Planning Director



.....
*See the City's Water Efficient
Landscaping and Irrigation Code
Chapter 19.570 for water-
efficient planting requirements*
.....



V. INDUSTRIAL DESIGN GUIDELINES



- l. Within the parking lot, closely spaced minimum five-gallon shrubs shall be provided within the end row planters and finger planters to discourage pedestrian traffic across these planters.
- m. Canopy trees shall be provided to shade parking areas as follows:
 - i. Tree Well: One tree shall be provided within each tree well centered between the stalls at every 4-5 spaces.
 - ii. End Row Planters: One tree shall be provided within each end planter, next to each parking stall. Two trees shall be provided at the end of each double row of stalls.
 - iii. Finger Planters: One tree shall be provided within each finger planter, centered with the adjacent parking stall.
 - iv. Strip Planters: One tree shall be provided in line with the edge of the parking stall, spaced at every 4-5 stalls.
- n. Sod, not seed, shall be used for lawn areas.

3. WALLS AND FENCING

- a. Walls and fencing will serve a major function in the industrial landscape. Use walls to screen automobiles, loading and storage areas, and utility structures. However, utilize walls only when specific screening or security purposes are required. Walls and fencing should be kept as low as possible while performing their screening and security functions.
- b. Where walls are used at property frontages, or screenwalls are used to conceal storage, loading and equipment areas, they should be designed to blend with the site's architecture.
 - i. Architecturally treat both sides of all perimeter walls.
 - ii. Use landscaping in combination with such walls whenever possible.
- c. When security fencing is required, a combination of solid pillars or short solid wall segments and wrought iron grill work should be used. Landscaping such as clinging vines and shrubs should be used to soften the appearance of fencing.





V. INDUSTRIAL DESIGN GUIDELINES

- d. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.
- e. The use of chain link fencing along any street front shall be prohibited.
- f. Permitted materials for walls shall be decorative masonry split face block, brick, natural stone, precast concrete panels, stuccoed walls or other unique wall materials or finishes that integrate well with on-site buildings, as determined on a case by case basis. Slump stone and precision block are not considered decorative materials and shall not be permitted as acceptable wall materials. All walls must feature matching cap materials.
- g. Under the Design Guidelines and Zoning Code, wall height is limited primarily for aesthetic reasons. Limitations on maximum wall heights could reduce the ability to maintain noise levels in some locations to levels required by Title 24 of the California Code of Regulations and the Title 7 of the Riverside Municipal Code. In the cases where mitigation measure MM Noise 1 of the City's General Plan 2025 EIR is implemented, the City may consider increasing wall height as one measure to reduce noise to acceptable levels. In such high level noise situations, combinations of setbacks, site design, berms, and solid walls, including walls higher than normally permitted by Code or these Design Guidelines, may be used to achieve noise standards.
- h. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.



Encouraged. See guideline V.A.3.b.ii. and d.



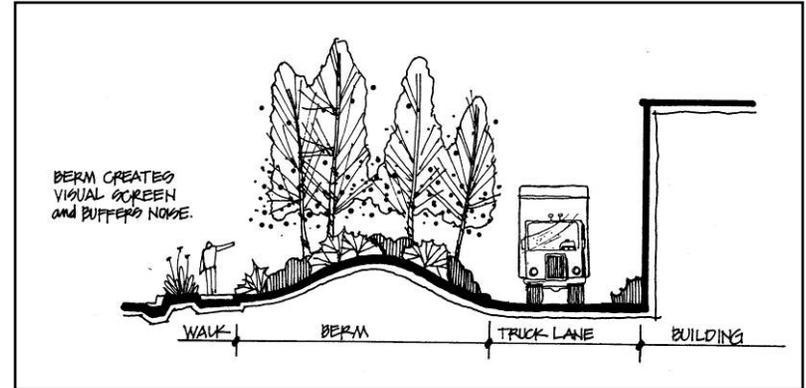
Discouraged. See guideline V.A.3.e.

V. INDUSTRIAL DESIGN GUIDELINES



4. SCREENING

a. Outdoor storage areas shall be screened as set forth in the Zoning Code. Backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened.



b. Where re-screening is required, a combination of elements, including solid masonry walls, berms, and landscaping is encouraged. Chain link fencing with wood or metal slatting and climbing vines is an acceptable screening material only for areas of a lot not visible from a public street.

c. All equipment, whether on the roof, side of building, or on the ground shall be screened.
i. A method of screening architecturally integrated in terms of materials, color, shape, and size is encouraged.
ii. The screening design shall blend with the building design.
iii. Where individual equipment is provided, a continuous screen is encouraged.

d. The need to screen rooftop equipment, as required by the Zoning Code, should be taken into consideration during the initial design phase for the structure.



B. ARCHITECTURAL DESIGN

More modern architectural design of industrial buildings emphasizes design techniques to avoid unattractive or monotonous façades. Some design techniques which are utilized to provide attractive, interesting, industrial buildings are as follows:





V. INDUSTRIAL DESIGN GUIDELINES

1. A variety in structure forms should be used to create visual character and interest.
2. Long, unarticulated façades should be avoided. Façades with varied front setbacks are strongly encouraged. Wall planes should not run in one continuous direction for more than 50 feet without an offset.



Treatment of this industrial building's well-articulated façade is encouraged.



This industrial building's blank, unarticulated façade is undesirable and strongly discouraged.



Façade has been articulated with archway and decorative cornice moldings.

3. Blank front and side wall elevations on street frontages should be avoided.
4. Entries to industrial structures should portray a high-quality appearance while being architecturally tied into the overall mass and building composition.
5. Windows and doors are key elements of any structure's form.
 - a. Windows should be fenestrated in scale of the elevation on which they appear.
 - b. Windows and doors should establish character by their rhythm and variety. Recessed openings help to provide depth and contrast on elevation planes and are strongly encouraged.



V. INDUSTRIAL DESIGN GUIDELINES



6. Sensitive alteration of colors, materials, and textures can produce diversity, enhance architectural forms, and is encouraged.
7. The staggering of planes along an exterior wall elevation creates pockets of light and shadow, providing relief from monotonous, uninterrupted expanses of wall and is encouraged.
8. Design elements which are discouraged and should be avoided include:
 - i. Highly reflective surfaces
 - ii. Large, blank, unarticulated wall surfaces
 - iii. Exposed, untreated precision block walls
 - iv. Chain link fence, barbed wire
 - v. "Stuck on" mansard roofs on small portion of the roofline
 - vi. Unarticulated building façades
 - vii. Materials requiring high maintenance such as stained wood, shingles or metal siding
9. Design elements which are encouraged include:
 - i. Articulation of building planes
 - ii. Cornice moldings
 - iii. Pop-outs
10. Berming in conjunction with landscaping should be used at the building edge to reduce structure mass and height along façades.
11. Rolling shutter doors located on the rear façade of the building are the preferred method for providing large loading doors, while keeping a clean, uncluttered appearance from the exterior.
12. The roof design should be considered as a component of the overall architectural design theme.





V. INDUSTRIAL DESIGN GUIDELINES

C. SIGNS

1. Every project should be designed with a precise concept for adequate signage.
 - a. Provisions for sign placement, sign scale in relationship with building, and the readability of the sign should be addressed while developing the overall signing concept.
 - b. All signs should be highly compatible with the structure and site design relative to color, material, and placement.
2. Monument signs are the preferred alternative for business identification. Where several tenants occupy the same site, individual wall-mounted signs are appropriate in combination with a monument sign identifying the development and address.
3. The use of backlit individually cut letter signs is strongly encouraged.
4. The industrial site should be appropriately signed to give directions to loading and receiving areas, visitor parking, and other special areas.



*See Appendix A:
Citywide Sign Design
Guidelines for more
design criteria for signs..*

VI. INDUSTRIAL DESIGN GUIDELINES



D. LIGHTING

1. Lighting to provide illumination for the security and safety of onsite areas such as parking, loading, shipping, and receiving, pathways, and working areas should be used.
2. Light fixtures and their structural support should be architecturally compatible with main buildings on site. Integrate illuminators within the architectural design of the building(s).
3. As a security device, lighting should be adequate but not overly bright. All building entrances should be well lighted.
4. All lighting should be shielded to confine light spread within the site boundaries.





V. INDUSTRIAL DESIGN GUIDELINES

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VI. PUBLIC FACILITIES DESIGN GUIDELINES

The following guidelines apply to the design of Public Facilities, as well as public open spaces such as parks, plazas, and courtyards. While specific guidelines addressing site design, parking and loading, architectural design, landscape design, walls and fences, lighting and signs applicable to industrial and business park development set forth in the previous section should be applied per the nature and scope of each Public Facilities development project, some general design guidelines are as follows.

1. Create beautiful public places and spaces that promote civic pride. Utilize historic, cultural, and architectural themes as appropriate in the design of these types of buildings to provide a connection to Riverside's rich culture.
2. Site public facilities such as community centers, parks, libraries, performing art centers, etc. with high pedestrian accessibility and visual prominence from the street. With newly developed areas of the City, these facilities should be sited in close proximity to residential and/or mixed use areas.
3. Incorporate open space areas such as plazas, courtyards, and paseos.
 - a. Buildings on the site should be clustered to create pedestrian open space areas, plazas, and courtyards.
 - b. Water features, heavy use of landscaping, public art, sitting areas and benches shaded by trees, special paving treatments, and attractive lighting and signage should be included into the design of these spaces.
 - c. Provide for trail development and maintenance or a connection to trails as shown in the General Plan when these facilities are in the vicinity of planned trails.



Attractive street lighting is encouraged.



Formal landscaping accentuates importance of public facility and readily identifies pedestrian ingress/egress into the facility.



VI. PUBLIC FACILITIES DESIGN GUIDELINES

A. OPEN SPACE, PARKS, PLAZAS, AND COURTYARDS

Open space areas, parks, plazas, and courtyards are fundamental features of a livable and enjoyable city. Parks and plazas can reinforce retail and residential areas by creating suitable gathering spaces for informational and recreational purposes. These spaces provide points to draw pedestrians in the walkable city. Guidelines for parks, plazas, courtyards, and other open space areas are as follows.

1. Parks and plazas should be placed adjacent to public streets, residential areas, and retail uses for high visibility and accessibility.
2. Parks and plazas should be designed for both active and passive uses. They should reflect and reinforce the character of the surrounding area and accommodate anticipated intensity of use.
3. Parks and plazas should provide an adequate balance of shade and sunny areas for year-long use.
4. Parks and plazas shall provide necessary amenities such as drinking fountains, benches, and trash receptacles.



*Park entry at street corner.
See guideline VI.A.1.*



See guideline VI.A.2-3.

VI. PUBLIC FACILITIES DESIGN GUIDELINES



5. Perimeter fencing around open space areas, parks, and plazas should be avoided.
6. Creative lighting sources should be included in the design of parks and plazas
7. Landscaping within and adjacent to natural open space areas should reflect the natural character of these areas with the use of native planting materials. Pedestrian and bicycle access, where applicable, to these areas should be included in the design.



See guideline VI.B.4.

B. CITYWIDE STREET IMPROVEMENTS

The following guidelines apply to public improvements intended to enhance overall neighborhood quality. Area-wide improvements and recommended street treatments to support safe, visually attractive access to pedestrians and residents are as follows:

1. Entry markers are encouraged to be located within the public right-of-way at major intersections, specifically at entrances to neighborhoods and business districts. Signage should be in the form of individual channeled letters, engraved into the marker. Landscaping and up-lighting should be incorporated.
2. Street amenities including street furniture, trash receptacles, and lighting are encouraged. The design of these amenities is encouraged to include Riverside's unique local history and culture.
3. Street lighting such as street lamps reflects a human scale and should be incorporated as street improvements occur.
4. Landscaping in the form of street trees, planters, and pots in the public parkway is encouraged. The use of protective and decorative tree wells is encouraged for street trees.



See guideline VI.B.4.



Decorative tree well.



VI. PUBLIC FACILITIES DESIGN GUIDELINES

5. Particularly for new residential developments, landscaped parkways with street trees within the public right-of-way shall be required to be located between the curb and the sidewalk.
6. Decorative accent paving material is encouraged for major intersections and pedestrian crosswalks within the City.
7. Visual focal points such as fountains and public art are encouraged in areas deemed appropriate. Landscaping and lighting should be incorporated to frame and highlight the artwork.



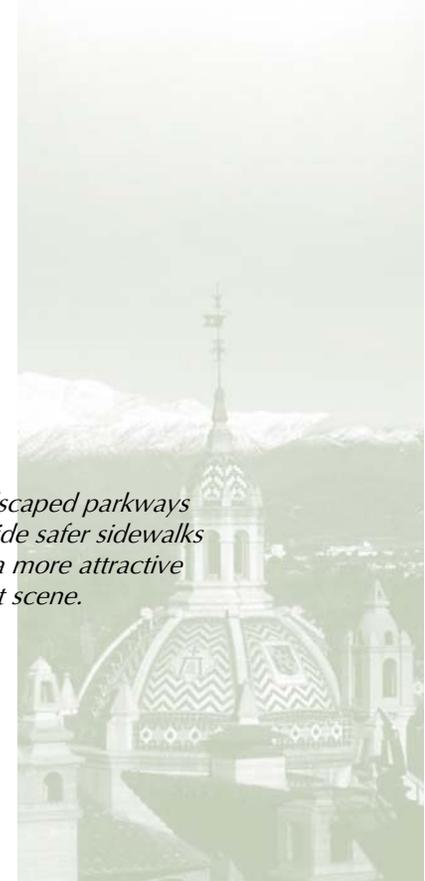
Landscape medians, parkways, and decorative pavement that denotes pedestrian space beautifies public space and assists in defining streetscape and pedestrian movement.



Public art placed within landscaped open spaces is encouraged.



Landscaped parkways provide safer sidewalks and a more attractive street scene.





VII. GLOSSARY

Addition

Any increase to the gross floor area of a structure.

Arcade

An establishment containing four or more electronic amusement devices, such as video games, pinball machines, internet computer cafes and the like. This definition shall not apply to restaurants or recreational premises, such as bowling alleys or skating rinks, where an arcade is clearly incidental to the primary use and providing less than 25% of its gross revenue.

Architectural Element

A design element incorporated into a freestanding sign for the purpose of making the sign directly reflect the architecture of the building(s) which house(s) the business(s) it identifies. Architectural elements, not including any message, may increase the maximum allowable size of a sign by up to twenty-five percent, subject to Design Review staff or Cultural Heritage Board review and approval.

Area of a Sign

The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Articulation

Clear and distinct separation between design elements such as materials, walls, and architectural details.

Awning

A structure projecting from the façade of a building for the purpose of ornamentation and/or protection for pedestrians. Awnings are located primarily on the front façade over the primary entrance and/or storefront windows.





VII. GLOSSARY

- Blade Sign*** A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Projecting Sign.
- Bracket*** A supporting member for a projecting element or shelf, sometimes in the shape of an inverted L and sometimes a solid piece or a triangular truss.
- Buffer*** A strip of land and/or wall established to physically and visually separate and establish a transition between one type of land use from another land use that has the potential of being incompatible. Required buffer areas are landscaped and kept free of structural improvements.
- Building Frontage*** For the purpose of calculating sign areas, "building frontage" means the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways.
- Building Sign*** A sign with a single face of copy, painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are considered building signs only if such signs do not extend above the top of the main building wall parapet to which the mansard roof is attached.
- Building Wall*** The vertical, exterior surface of a building or structure.
- Canopy*** A fixed overhead shelter used as a roof, which may or may not be attached to a building.
- Channel Letter*** An individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.
- Character*** Special physical features of a structure or area that set it apart from its surroundings and contributes to its individuality.



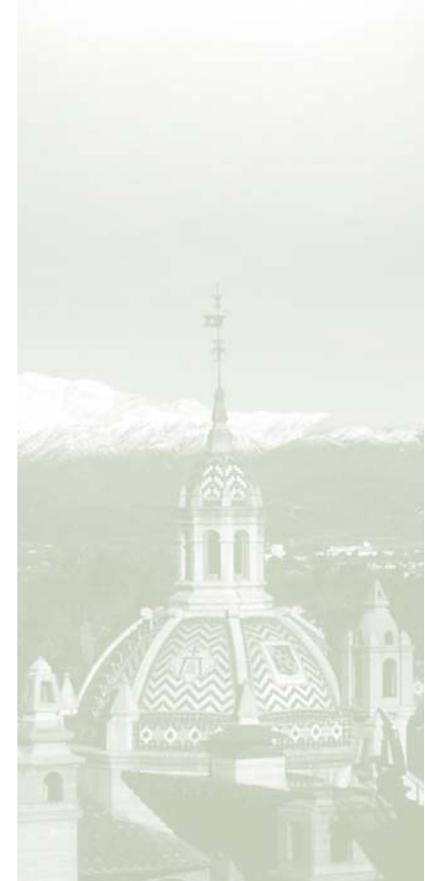


<i>Compatible</i>	Projects that gives the appearance of existing together without conflict with respect to site design, architectural style, building massing, landscape, and signs.
<i>Commercial Sign</i>	A sign that identifies, advertises or otherwise attracts attention to a product or business.
<i>Consistent</i>	Free from variation or contradiction.
<i>Cornice</i>	A decorative horizontal member or top course that crowns a wall or architectural composition.
<i>Cupola</i>	A decorative structure, ranging in size, on top of a roof or building.
<i>Decorative Block Wall</i>	A masonry wall using a design scheme that utilizes both standard masonry units and ornamental masonry units in a decorative fashion consistent or compatible to the design and/or architectural theme of the primary structure.
<i>Directory Sign</i>	A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity.
<i>Eave</i>	The lower border of a roof that overhangs the wall.
<i>Exterior</i>	The renovation, restoration or expansion of historic resources, which alters the modification physical appearance of the structure(s) or architectural features thereof, visible from a public right-of-way. This definition does not include the repainting of a structure.
<i>Façade</i>	The exterior face of a building extending from grade to top of the parapet, wall or eave and the entire width of each building elevation.
<i>Fenestration</i>	The arrangement, proportioning and design of windows and doors in a building.



VII. GLOSSARY

- Fluorescent Colors*** The range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors. The prohibited colors are listed on the fluorescent color chart as contained in Article X, Definitions, of the Zoning Code (Title 19).
- Freestanding signs*** Signs supported permanently upon the ground by poles or braces and not attached to any building, including monument, pole, and portable signs.
- Frontage*** The area on a piece of property that lies adjacent to the street; the area between the street and the main entrance to the building; the front façade of a building where the main entrance to the building is located.
- Gable Roof*** A double sloping roof that creates a gable at each end.
- Height of Sign*** The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially increase the height of a sign.
- Hip Roof*** A roof having four uniformly pitched sides.
- Historic Resource*** The physical links with a city's historic past.
- Kickplate*** A feature that functions to protect the display window by raising the glass area to a safer and easily viewed height. Materials usually include wood panels, marble or ceramic tiles.



VII. GLOSSARY



- Landscape Coverage*** The area of a lot covered with a pervious surface, listed as a percentage of the net lot area. A pervious surface is a surface that presents an opportunity for precipitation to infiltrate the ground. However, landscape coverage may include containerized plantings located on impervious surfaces.
- Letter Area*** The total square feet of the letters and logos in a sign that can fit within a set number of straight vertical and horizontal lines.
- Lighted Sign*** A sign which is illuminated either directly or indirectly by artificial light.
- Live/Work Unit*** An integrated living unit and working space with an internal connection between the living and working space, occupied and utilized by a single housekeeping unit.
- Mansard Roof*** A sloped, decorative roof element attached to the face of a building wall.
- Menu Display*** A single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.
- Mixed Use Development*** A single building containing more than one type of land use or a single development of more than one building and use, where the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of shared vehicular and pedestrian access and parking areas.
- Monument Sign*** A two-sided sign with an overall height of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a planter flanking all sides of the sign base.





VII. GLOSSARY

Mural

A commissioned artistic rendering that does not in any way advertise a product, service or business logo or contain copy that includes a business name or logo.

Neon Sign

A sign comprised partially or entirely of exposed small diameter tubing, illuminated by neon, argon or other means.

Painted Sign

A sign which is painted directly on any wall, window, fence or structure of any kind.

Parapet

The part of a wall that rises above the edge of the roof.

Pedestrian Mall

A pedestrian mall is established and is described as follows: Main Street between the southerly line of Sixth Street and the northerly line of Tenth Street but excluding from the mall the intersections of Main Street with Mission Inn Avenue (formerly known as Seventh Street), University Avenue (formerly known as Eighth Street), and excluding from the mall Ninth Street. (Ordinance No. 6929)

Pedestrian-oriented

Development designed with an emphasis primarily on the street sidewalk and development on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building façades which face the street.





- Pedestrian/Human Scale*** The relating of the structures in the built environment to the size of a person.
- Plaque Sign*** A wall sign.
- Pole Sign*** A two-sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground.
- Portable Sign*** A sign which is capable of being carried or readily moved from one location to another.
- Preservation*** The act or process of applying measures to sustain the existing form, integrity and materials of a building or structure, and the existing form.
- Projection*** The distance as established by this code by which a sign extends beyond the building wall or the street property line.
- Projecting Sign*** A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Blade Sign.
- Proportion*** The relationship between elements taken as a whole or in comparison to each other. Often expressed as a ratio.
- Readerboard Sign*** A sign having changeable copy used to announce a coming event or attraction or used to convey a commercial or non-commercial message related to the building or use of the property on which the readerboard sign is located.
- Roof Sign*** Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in Section 19.76.140 of the Zoning Code.





VII. GLOSSARY

Scale

The measurement of the relationship between objects. Usually expressed in terms of a building or element possessing human or pedestrian proportions. Also refers to the relationship between different architectural elements of a building and their relationship to the building itself.

Sign

Any medium for visual communication, including but not limited to words, symbols and illustrations, together with all parts, materials, frame and background, which is used or intended to be used to attract attention to identify or advertise an establishment, product, service, activity or location or provide information or an opinion.

Sign Area

The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Sign Cabinet

A type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.

Sign Face

An exterior display surface of a sign including non-structural trim exclusive of the supporting structure.

Sign Program

A set of design standards or criteria that governs the signs of a designated lot or site.



VII. GLOSSARY



Streetscape

The visual image is defined by the development along its edges and the physical improvements within the boundaries of the street right-of-way (e.g. parking, lights, landscape, and signs).

Temporary Sign

A commercial or non-commercial sign displayed for a period of time not exceeding thirty days or as otherwise provided by the Zoning Code.

Trellis

A frame or latticework used as a screen or as a support for climbing plants to create a screen.

Two-sided Sign

A freestanding sign where two identical sign faces are placed back to back on the same structure. Any other configuration is considered to be a sign with more than two faces.

Under-Canopy Sign

A sign with a single or double face copy hung below a canopy perpendicular to the adjacent building wall of the business being identified.

Window Sign

A sign with a single face of copy which is permanently marked on or adhered to a window or which is oriented toward a window and designed to read through a window.





VII. GLOSSARY

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RIVERSIDE
CITYWIDE DESIGN GUIDELINES
APPENDIX A: SIGN DESIGN GUIDELINES

ADOPTED NOVEMBER 2007
RESOLUTION NO. 21544
CITY OF RIVERSIDE

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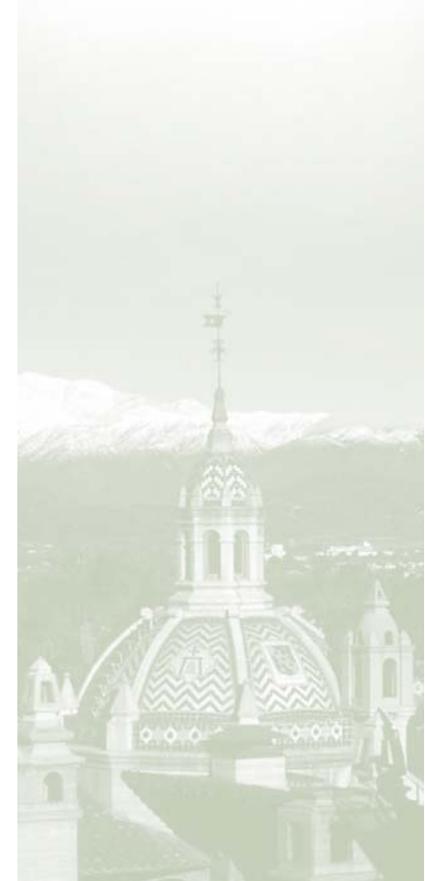




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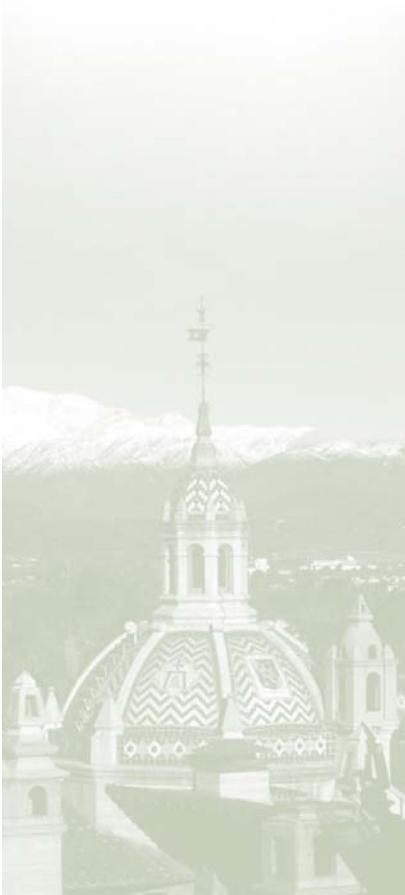


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APPENDIX A: SIGN DESIGN GUIDELINES

Sign controls preserve and enhance the aesthetic, traffic safety, economic, and environmental values of Riverside's neighborhoods and commercial/industrial areas, while at the same time provide channels of communication to the public. Sign regulations in the City's Zoning Code (Title 19 of the Municipal Code) and these Sign Design Guidelines work together to safeguard and preserve property values and public health and welfare through prohibiting, regulating, and controlling the type, design, location, and maintenance of signs. In addition to the standards found in the Zoning Code, these guidelines are intended to provide good examples of techniques that should be used to meet the City's expectations for quality business signage. The sign applicant should carefully consider each guideline that applies and demonstrate a recognition of the guideline's intent. Where any perceived inconsistency between the Zoning Code and these guidelines is identified, the regulations of the Zoning Code shall govern.



I. PURPOSE

The Sign Design Guidelines are established to accomplish the following:

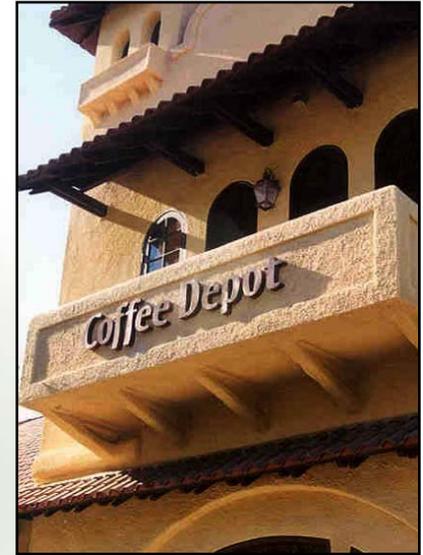
- A. Establish reasonable and improved standards for business identification
- B. Ensure signs on façades of buildings reinforce the existing historic and/or architectural character and are integrated into the overall architectural scheme of buildings
- C. Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message
- D. Promote economic vitality.
- E. Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for business
- F. Encourage creative and innovative approaches to signage within an established framework
- G. Enhance and protect overall property values and the visual environment in the City by discouraging signs which contribute to the visual clutter of the streetscape
- H. Assist property owners and business owners in understanding City expectations



APPENDIX A: SIGN DESIGN GUIDELINES

II. APPLICABILITY

- A. The Sign Design Guidelines will be applied when design review approval or a cultural heritage permit is required and will be administered by City Planning Staff or the Cultural Heritage Board, as applicable.
- B. Signs will be reviewed for their consistency with the Guidelines. The Sign Design Guidelines are designed to help ensure quality signs communicate their message clearly.
- C. The approval authority may interpret the design guidelines with some flexibility in their application to specific signs/projects, as not all design criteria may be workable or appropriate for each sign or project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the approval authority to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the Design Guidelines are followed.
- D. The Sign Design Guidelines in this appendix are presented in two applications:
 1. The first section provides general guidelines that apply citywide.
 2. The second section provides specific guidelines that apply for individual types of permitted signs and for any specific geographic area and/or zones. Applicants proposing signs in these zones and/or geographic areas with specific guidelines will be required to follow both sets of guidelines.
- E. The photographs of signs in these guidelines are for illustrative purposes only; readers are to consult the Zoning Code for specifics regarding height, sign dimensions, and permitted lines of articles of information.



Individual channel letter signs in a simple letter style rather than taking focus away from complement building design.



III. CITYWIDE SIGN DESIGN GUIDELINES

A. DESIGN COMPATIBILITY

The design and location of signs shall be consistent with the character and scale of the buildings to which they are attached and visually harmonious with surrounding development.

1. QUALITY SIGNS REQUIRED

Throughout Riverside, signs play a major role in portraying an image for the City. Signs must make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The City requires high-quality, imaginative, and innovative sign design.



Discouraged



Certain innovative, whimsical signs are appropriate within pedestrian zones.





APPENDIX A: SIGN DESIGN GUIDELINES

The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign shall be proportional with the scale of the structure. Small storefronts shall have smaller signs than larger storefronts.

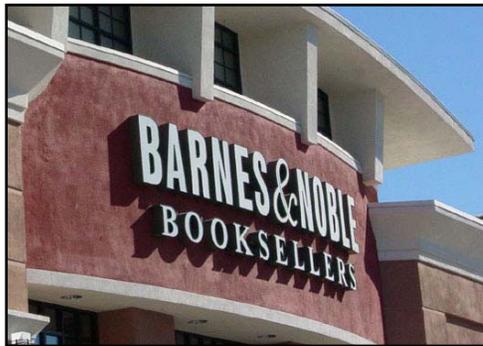
2. PROPORTIONAL SIZE AND SCALE



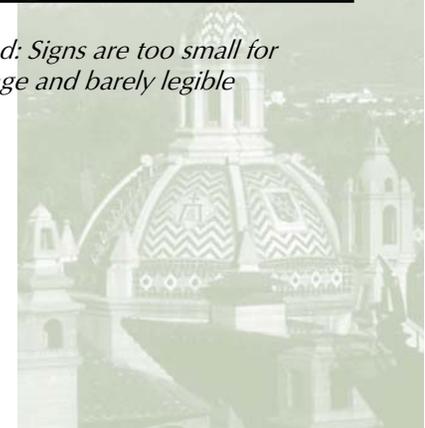
Discouraged: Sign is too massive and out of scale.



Discouraged: Signs are too small for store frontage and barely legible



Encouraged: Appropriate size and scale



APPENDIX A: SIGN DESIGN GUIDELINES



3. INTEGRATE SIGNS WITH THE BUILDING

Signs shall be designed so that they are integrated with the design of the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design, and a coordinated color scheme. Signs in multiple-tenant buildings shall be designed to complement or enhance the other signs in the building.



Encouraged: Signs are well integrated into architectural elements of the structures that they identify.



APPENDIX A: SIGN DESIGN GUIDELINES

Sign programs serve to create a coordinated project theme of uniform design elements such as color, lettering style, and placement. Sign programs are required for new multiple-tenant buildings or complexes and encouraged for existing buildings and complexes.

4. SIGN PROGRAMS



Encouraged: Signs within program are uniform in design.

Discouraged: Signs within program are not consistent in color and design.



APPENDIX A: SIGN DESIGN GUIDELINES

5. PEDESTRIAN-ORIENTED SIGNS

Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that pedestrians can easily and comfortably read the sign as they stand adjacent to the business. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. A-frame/pedestrian mall sidewalk signs are permitted only in specific locations as identified in the Zoning Code and Downtown Specific Plan.



Pedestrian-oriented signs such as projecting/blade, awning/canopy; under canopy are encouraged.





APPENDIX A: SIGN DESIGN GUIDELINES

Where residential and commercial uses exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods. The illumination of signs may be restricted adjacent to residential uses.

6. REDUCE SIGN IMPACT

Encouraged: Monument entry signs provide an attractive transition from commercial to residential uses.



Sign Blight occurs when a business has too many signs, overwhelming potential customers and thwarting communication. The business owner should limit the size and number of their signs so information can be understood in a sequence of importance.

Prohibited approaches to signage

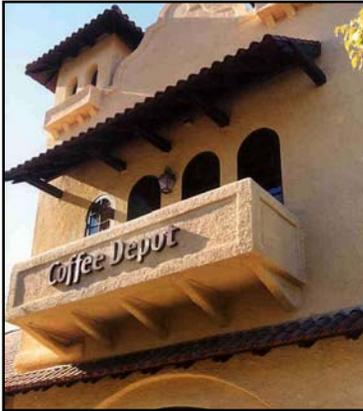


Encouraged: Projecting/Blade Sign surrounded by landscaping to reduces visual impact.





APPENDIX A: SIGN DESIGN GUIDELINES



Architectural elements such as the cantilevered balcony, above, and the arched entry, below, provide ideal locations for signs.

B. SIGN LOCATION

1. The architecture of the building often identifies specific locations for signs, and these locations should be used, except when these areas are above the main roof line.
2. Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square frontage allowed in the Zoning Code.
3. To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
4. Signs that are replaced on stucco exteriors can result in unattractive “patched” areas. These potential maintenance problems shall be addressed during the approval process for the sign replacement.
5. Wall signs should be placed to establish facade rhythm, scale, and proportion. On buildings that have a monolithic or plain facade, signs can be placed to establish or continue appropriate design rhythm, scale, and proportion.



Encouraged: Placement of wall-mounted sign directly above the storefront respects and accentuates the building's architecture.



Discouraged: Wall-mounted sign covers transom windows and would be better located above.

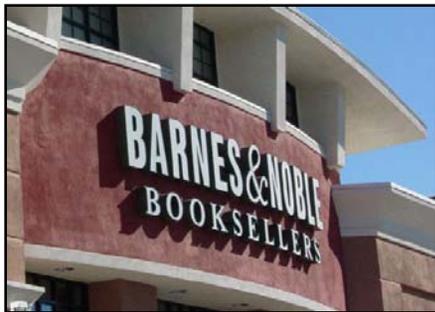


APPENDIX A: SIGN DESIGN GUIDELINES

C. SIGN COLOR



- a. Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought-out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse the reader and negate the message of a sign. Fluorescent colors are not permitted.



- a. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read during both day and night. Light letters on a dark background or dark letters on a light background are most legible. Light letters on a dark background work best for both day and night-time use.

- a. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors often decreases readability.



- a. Sign colors should complement the colors used on the adjacent buildings and the project as a whole.

1. COLOR SELECTION



2. CONTRASTING COLORS



3. OVERUSE OF COLOR

4. COMPLEMENTARY COLORS



APPENDIX A: SIGN DESIGN GUIDELINES

D. USE OF MATERIALS

1. COMPATIBILITY OF MATERIALS

- a. Sign materials shall be compatible with the design of the facade on which they are placed. Developers/designers shall consider the architectural design of the building's facade and select materials that complement the design. The selected materials should also contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.

2. APPROPRIATE MATERIALS

- a. Sign materials should be extremely durable. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. If wood is used, it shall be properly sealed to keep moisture from soaking into the wood and causing the sign's lettering to deteriorate.



Encouraged: Sign materials consistent with building materials found on retail commercial establishments.

E. SIGN LEGIBILITY

1. USE A BRIEF MESSAGE

- a. A brief message should be used whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive because it is less cluttered. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it probably detracts from it and should be deleted.





APPENDIX A: SIGN DESIGN GUIDELINES

- a. Letters and words should not be spaced too closely. Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, overspacing of these elements causes the viewer to read each item individually, again obscuring the message. Letters should not crowd the margins of the sign area.

2. LETTER AND WORD SPACING



Encouraged



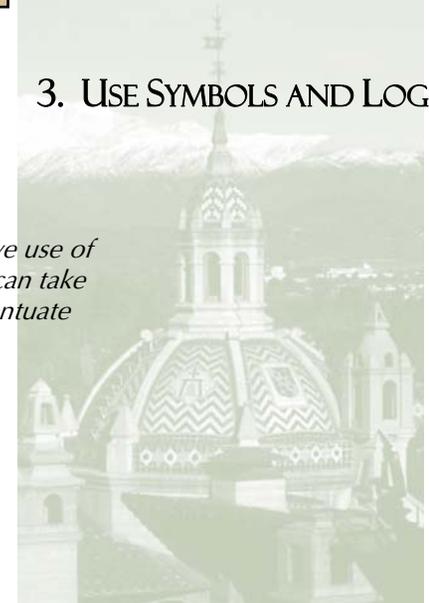
Discouraged

- a. Symbols and logos can be used in place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message. And, they can be an expression of the owner's creativity.

3. USE SYMBOLS AND LOGOS



Encouraged: Creative use of symbols and logos can take the place of or accentuate words on signs.





APPENDIX A: SIGN DESIGN GUIDELINES

4. LIMIT THE NUMBER OF LETTER STYLES

- a. The number of lettering styles that are used on a sign should be limited in order to increase legibility. As a general rule, limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate. In other words, keep it simple.

Limit sign text to two letter styles and ideally two lines of text.



5. PEDESTRIAN-ORIENTED SIGN LEGIBILITY

- a. Signs should be smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign should be.



Pedestrian-oriented signs such as this wall-mounted sign and projecting/blade sign should be in scale with its target pedestrian audience and the surrounding area from which it is viewed.



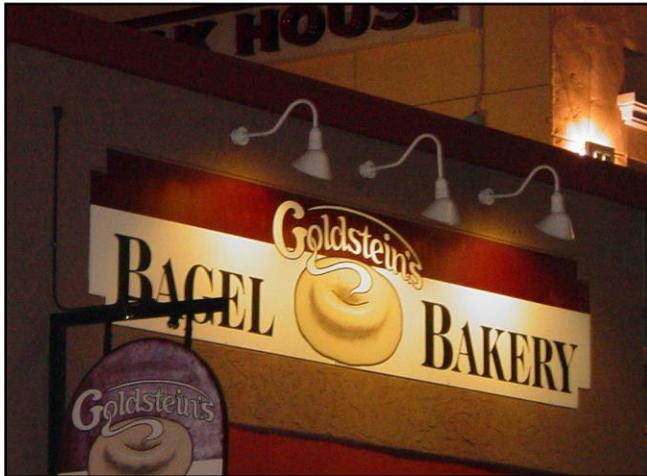


APPENDIX A: SIGN DESIGN GUIDELINES

F. SIGN ILLUMINATION

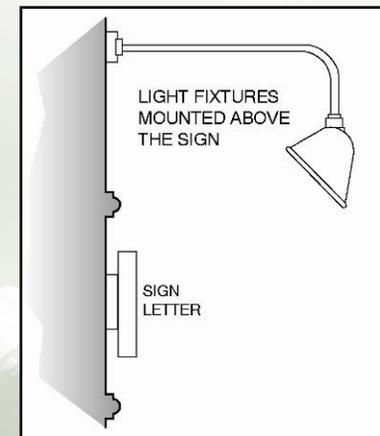
Sign illumination is a necessary component for effective visual communication, particularly for establishments conducting business in the after-dark hours. However, too much light can also be a nuisance. Applicants should consider if the sign needs to be lighted at all. Lighted window displays may provide sufficient illumination to identify the business. This can be particularly effective when good window displays and graphics are used.

- a. Illumination by a projected light (e.g., spotlight) is usually the best arrangement, as the sign appears to be integrated with the building's architecture. Projected lighting emphasizes the continuity of the structure's surface, and signs become an integral part of the façade, which is typically not exhibited with internal illumination. Fixtures illuminating in front of the sign cast light onto the sign as well as the building's façade.



- a. The use of small, unobtrusive fixtures for external (projection) lighting is encouraged. Avoid the use of oversized fixtures that are out of scale with the sign and structure.

1. USE A PROJECTED LIGHT SOURCE



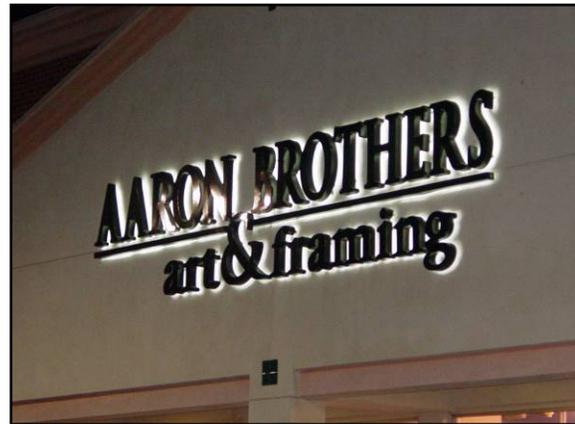
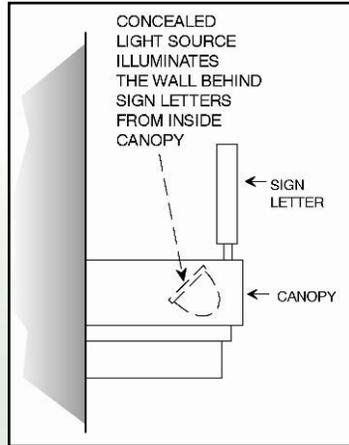
2. USE SMALL LIGHT FIXTURES



APPENDIX A: SIGN DESIGN GUIDELINES

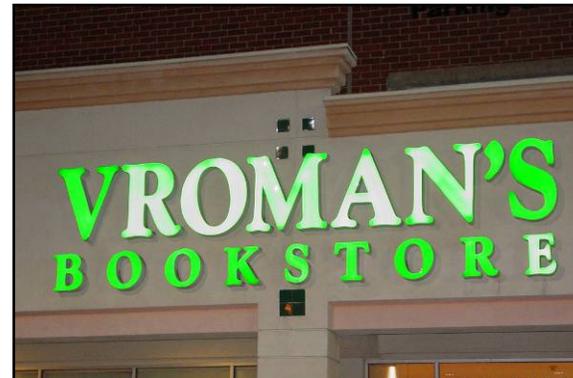
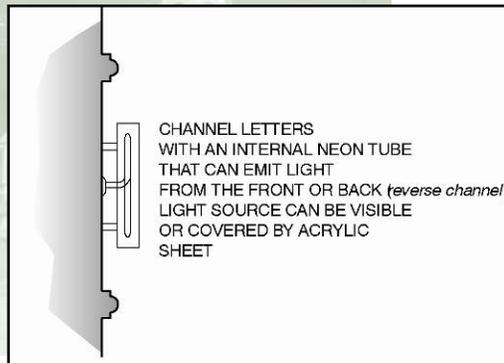
3. BACK-LIGHTED SIGNS

- a. Back-lighted, solid letters are encouraged. Signs consisting of opaque, individually cut letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.



4. INTERNAL ILLUMINATION

- a. Individually illuminated letters, either internally illuminated or backlit solid letters (reverse channel), are a preferred alternative to internally illuminated plastic cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.



Internally illuminated channel letters



APPENDIX A: SIGN DESIGN GUIDELINES

- a. The use of internally illuminated cabinet signs is generally discouraged, except as Projecting/Blade Signs or Monument Signs. When such signs are proposed, the background field should be opaque so that only the lettering appears illuminated. When the background is not opaque, the entire sign face is illuminated and appears separate from the building, disrupting the continuity of the facade.



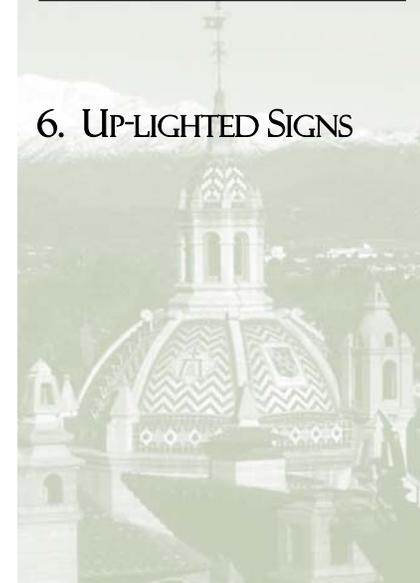
5. CABINET SIGNS



- a. Up-lighting refers to a lighting technique used particularly with monument signs where the light source is located typically in the ground and/or landscaping or within a projecting wall relief, concealed from view. This technique is encouraged, especially for illuminating monument signs.



6. UP-LIGHTED SIGNS

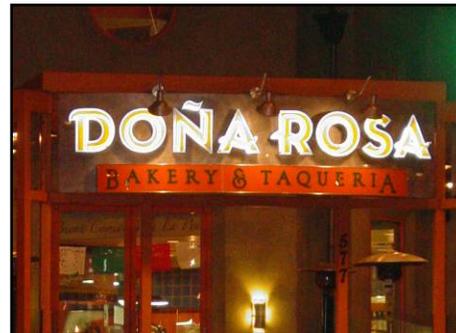
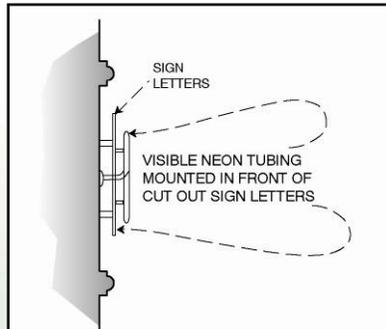




APPENDIX A: SIGN DESIGN GUIDELINES

7. NEON SIGNS

- a. Neon back-lighted signs with opaque, reverse channel letters, neon back-lighted signs with dimensional plexiglas letters, and signs with illuminated open-face, channel letters may be appropriate forms of illuminated signs in certain situations. Where consistent with the design/architectural theme of a building or development, exposed neon tubing script may also be an appropriate alternative, as it fits within the context of a building.

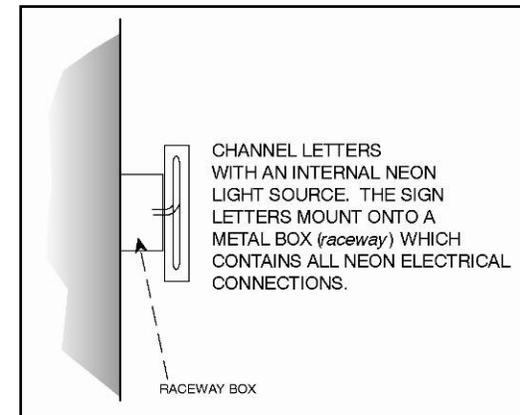


8. SHIELD THE LIGHT SOURCE

- a. Whenever projection lighting is used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.

9. ELECTRICAL RACEWAYS AND CONDUITS

- a. Electrical transformer boxes and raceways are required to be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway shall be finished to match the background wall or integrated into the overall design of the sign.
- b. If raceways are necessary, they should be as thin and narrow as possible and shall never extend in width or height beyond the area of the sign's lettering or graphics.
- c. All exposed conduit and junction boxes shall also be concealed from public view.





APPENDIX A: SIGN DESIGN GUIDELINES

The brightness of signs, when lighted, shall conform to the following standards:

- a. Fluorescent sign illumination shall not exceed 430 millilamps.
- b. Neon lighting shall not exceed 30 millilamps.
- c. Incandescent lighting shall not exceed 50 watts.

10. SIGN BRIGHTNESS



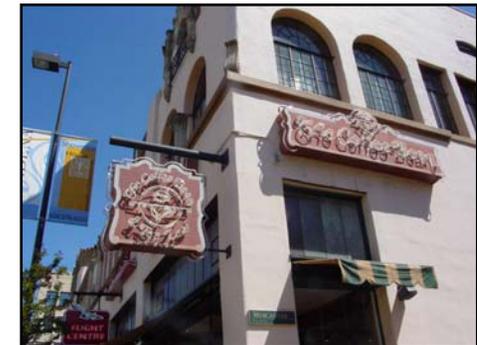


IV. PERMITTED SIGNS AND SPECIFIC GUIDELINES

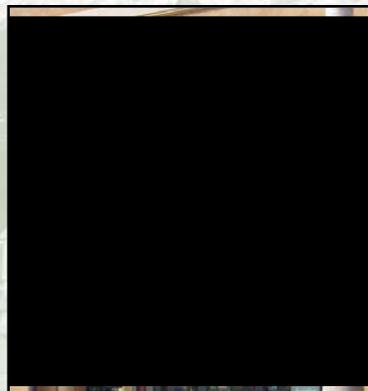
The design and location of signs shall be consistent with the character and scale of the buildings to which they are attached and visually harmonious with surrounding development.

A. AFFIXED SIGNS

Affixed signs refer to signs that are physically attached to the building façade. The signs include wall, window, awning/canopy, projecting/blade, banner, under-canopy/hanging, marquee, plaque, restaurant menu, and tenant directory signs. Roof-mounted signs are prohibited, with the exception of signs placed on a mansard roof. However, mansard roof designs, and subsequently mansard roof-mounted signs, are strongly discouraged in the Citywide Design Guidelines.



1. BUILDING (WALL) SIGNS



Building Signs, also called Wall Signs, are to be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

- a. Wall signs should be located on the upper portion of the storefront, within or just above the storefront opening. The length of the sign should not exceed the width of the storefront.
- b. Wall signs shall be placed within a clear area. These areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
- c. Wall signs should not exceed 15% of the building façade (the exterior walls of a building exposed to public view).
- d. Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.
- e. Signs should not obscure windows, grillwork, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).
- f. Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.



APPENDIX A: SIGN DESIGN GUIDELINES

- g. Signs should be designed to create a clearly defined edge, provide shadow relief, and a substantial appearance. This effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are discouraged.



Wall-mounted channel letters are encouraged



Discouraged

Window signs are signs that are painted, posted, displayed, or etched on an interior translucent or transparent surface, including windows or doors. This type of signage generally contains only text but in some circumstances can express a special business personality through graphic logos or images combined with color.

- a. Window signs shall not exceed 15% of the window area so that visibility into and out of the window is not obscured.
- b. Sign copy should not exceed 8 inches in height.
- c. Window sign copy shall be applied directly to glazed area.
- d. Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.
- e. Well-designed window graphics shall be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.

2. WINDOW SIGNS



APPENDIX A: SIGN DESIGN GUIDELINES



3. AWNING AND CANOPY SIGNS

Awning and Canopy Signs are signs that are printed on, painted on, or attached to an awning or canopy above a business door or window. They may be used in place of permitted Under Canopy Signs. They generally serve to bring color to the shopping environment and are oriented toward pedestrians from the opposite side of the street.

- a. Sign lettering and/or logo should comprise no more than 30% of the total exterior surface of an awning or canopy.
- b. Awnings and canopies must be permanently attached to buildings.
- c. The minimum height of awnings shall be 8 feet from the lowest point to the sidewalk.
- d. Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- e. Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.
- f. Awnings must be constructed of durable materials that can be maintained in good condition.
- g. Awnings with back-lit graphics or other kinds of interior illumination are not permitted.
- h. Matte finish canvas, glass, or metal are appropriate materials for awnings or canopies.
- i. Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and inappropriate.





APPENDIX A: SIGN DESIGN GUIDELINES

Projecting/Blade (Perpendicular) Signs are affixed to the face of a building or structure and project in a perpendicular manner more than 12 inches from the wall surface of that portion of the building or structure to which it is mounted. These types of signs are considered Under Canopy Signs, even when not placed under a canopy. These signs are strongly encouraged and should be carefully designed to reflect the character of each building and business, as well as fitting comfortably with other adjacent signage. Where permitted:

- a. Projecting/Blade (Perpendicular) Signs should not be mounted above the second floor window-sill in multi-storied buildings.
- b. The design of the sign should consider visually interesting elements such as square or rectangular shapes with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- c. Projecting/Blade (Perpendicular) Signs shall be small in scale and provide a vertical clearance of at least 8 feet along pedestrian areas.
- d. Projecting/Blade (Perpendicular) Signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.
- e. Projecting/Blade (Perpendicular) Signs should fit within an imaginary rectangle with a maximum area of 5 square feet.
- f. Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.



4. PROJECTING OR BLADE (PERPENDICULAR) SIGNS





5. UNDER-CANOPY OR HANGING SIGNS



Under-Canopy or Hanging Signs are similar to Projecting/Blade Signs, except that they are suspended below a marquee or under a canopy. Under-Canopy or Hanging Signs are generally smaller than Projecting/Blade Signs due to their lower mounting height. Where permitted:

- a. Under-Canopy/Hanging Signs shall be used only at ground-floor locations except for upper-floor businesses with covered entry porches and balconies.
- b. Under-Canopy/Hanging Signs shall be treated similar to but smaller than Projecting/Blade Signs.
- c. Under-Canopy/Hanging Signs, excluding supporting rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
- d. Signs shall be oriented toward the pedestrian and impart a sense of creativity in its design.



6. MARQUEE SIGNS



- a. Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.
- b. The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- c. The facility name portion of the sign shall not exceed 40 percent of the total sign area, and the changeable copy portions of the sign shall not exceed 80 percent of the total sign area.





APPENDIX A: SIGN DESIGN GUIDELINES

By definition, plaque signs are small versions of Building (Wall) Signs that are attached to surfaces adjacent to shop front entries. These signs are also encouraged for Planned Residential Development and Apartment and Condominium Project identification.

- a. Plaque signs are to be located only on wall surfaces adjacent to tenant entries.
- b. Signs are to include the business name and a business logo.
- c. Plaque signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape.
- d. For Planned Residential or multi-family Development, plaque signs are encouraged to be placed on low walls surrounded by landscaping and lit using up-lighting techniques where the light source is completely shielded by landscaping.



7. PLAQUE SIGNS



Address numbers are typically individually channeled numeric plaque signs that are attached to surfaces adjacent to front entries.

- a. Addresses must be legible to persons in vehicles and located within 4 feet of an entry door. Address numbers should be a minimum of four inches and a maximum of 6 inches in height.
- b. Addresses can be individually cutout numbers mounted on the building exterior or numbers applied to a plaque. Numbers applied to a plaque can be painted, screen printed or adhesive vinyl. The plaque should be a minimum of one half inch thick and no larger than three inches from any edge to the numbers.
- c. For business park, office/commercial, and industrial development, address numbers used in conjunction with monument signs are encouraged.

8. ADDRESS NUMBERS





9. TENANT DIRECTORY SIGNS

Tenant Directory Signs are used to identify tenants within multi-tenant buildings. Tenant directory signs shall be constructed and oriented to the pedestrian and shall only be located immediately adjacent to a building entrance.

- a. Tenant Directory signs shall be mounted flat against a solid wall.
- b. The sign copy shall be limited to the following: building or project name, project logo, address, business tenant names, and suite numbers or letters.
- c. The letter size of the building name or project name shall not exceed 4 inches in height. All other copy shall not exceed 2 inches in height.
- d. Tenant Directory Signs should be constructed out of materials that complement both the building structure and its use.





APPENDIX A: SIGN DESIGN GUIDELINES

B. FREESTANDING SIGNS

Freestanding signs refer to signs that are supported separate from the structure that they identify. These two-sided signs include monument sign, pole signs, and directional/way-finding signs. The following general guidelines apply.

1. The sign structure should be architecturally designed and incorporate design details, materials, and colors of the associated buildings.
2. Sign panels should be limited in size to the width of the architectural support elements of the sign.
3. Freestanding signs may be internally illuminated; however, the sign copy is the only portion that should be illuminated. The sign background or field should be opaque. Signs with individual letters, or stenciled panels with push-through graphics are encouraged.
4. Individual tenant sign panels should be uniform in size recognizing that the major tenant, or the name of the center may have a slightly larger sign panel.
5. Freestanding signs must be situated within landscape planters, and accent plantings at the sign base are strongly encouraged.





APPENDIX A: SIGN DESIGN GUIDELINES

1. MONUMENT SIGNS

Monument signs are freestanding signs with a lower height configuration. Such signs are typically used for building complexes that are separated from adjacent streets by substantial setbacks.

- a. Monument signs do not overhang public property and are supported by two columns, uprights, or have a solid footing in or upon the ground.
- b. Architectural lines which compliment that of the building shall be incorporated, especially with respect to the top of the sign.
- c. The design of the sign structure and the text shall express high-quality construction.
- d. The monument sign's materials, finishes, and colors shall be of the same or compatible to the materials, finishes, and colors used on the primary structure(s) that which the sign is identifying.
- e. Monument signs shall be composed of individual lettering that is consistent with the image of the business and the surrounding architectural style.
- f. Low-profile signs must be illuminated either by external fixtures designed to complement the appearance of the sign or back-lit illumination.
- g. Internal illumination may be permitted and should be designed such that only text and logos illuminate. Opaque backgrounds are encouraged and shall be of a non-reflective material.
- h. Monument signs and their bases must be placed within a planted landscape area.
- i. The base of these signs are encouraged to be illuminated using up-lighting techniques where the source of the light is completely shielded by landscaping.



Monument Sign



*Monument Sign for
Business Park/Industrial*



*Monument Sign for Planned
Residential Development*



*Monument Signs for
commercial businesses*



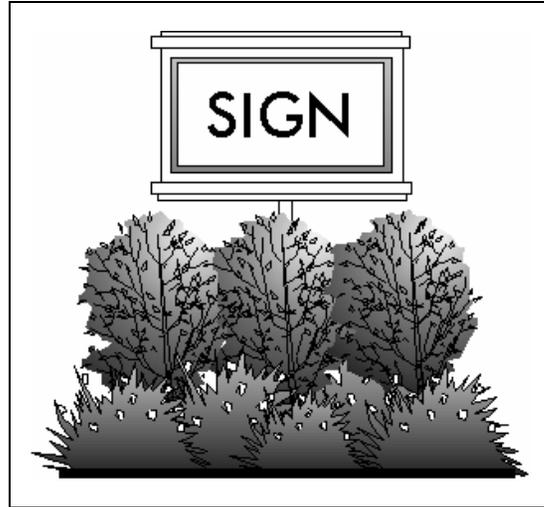


APPENDIX A: SIGN DESIGN GUIDELINES

Pole signs are freestanding signs generally in excess of 20 feet in height mounted on one or more poles or posts. While these signs are permitted by the Zoning Code, applicants are encouraged to use the more preferred monument sign as an alternative to the pole sign.

2. POLE SIGNS

- a. Poles signs and their bases must be located within a planted landscape area.
- b. Pole signs should mount to a base whose material and/or color and finish is in use on the building.
- c. As an option to mounting the pole(s) in a base, dense foliage like a hedge may be used where the pole(s) meet the ground.
- d. The support elements should be substantial and designed to complement the remainder of the sign.



Preferred Pole Sign



Not permitted



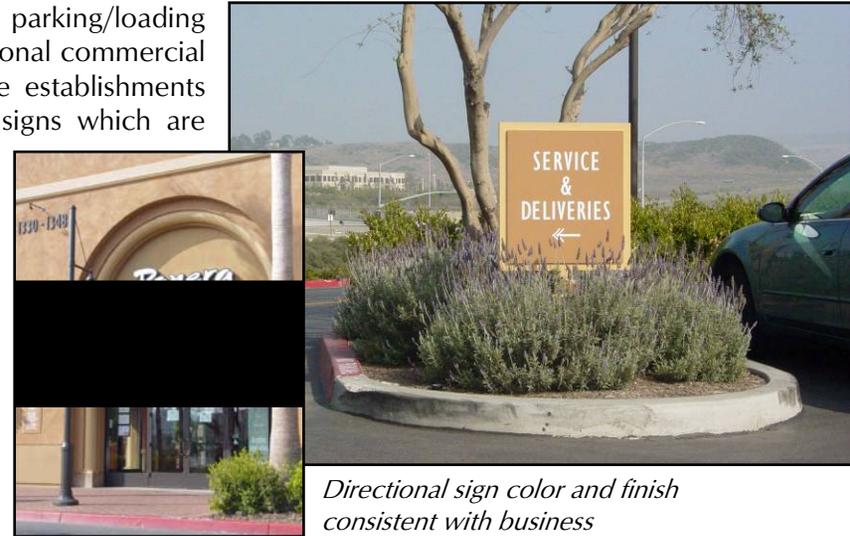


APPENDIX A: SIGN DESIGN GUIDELINES

3. DIRECTIONAL AND WAY-FINDING SIGNS

Properties with on-site private parking/loading adjacent to their buildings and regional commercial development with several separate establishments may have directional/way-finding signs which are vehicle oriented.

- a. These signs should be freestanding and located in landscaped areas.
- b. Their color and design schemes shall match the colors, lettering style, and materials used on the building signs.



C. TEMPORARY SIGNS

Temporary signs take the form of banners, window graphics, or as cards integrated with a window display. Temporary signs may contain written messages and should use a simple font that is easy to read.

1. Temporary signs shall not cover more than permitted by the Zoning Code.
2. Temporary signs are to be allowed on the interior of the business establishment only.
3. Temporary signs should be made of durable materials and shall not incorporate fluorescent or intensely bright colors.
4. Temporary signs should be carefully designed and constructed, as they reflect on the quality of the business.



APPENDIX A: SIGN DESIGN GUIDELINES

D. SPECIFIC SIGN GUIDELINES

Pedestrian mall sidewalk (A-frame) signs are permitted only for specific uses identified in the Zoning Code and within the Downtown Specific Plan area, as specified in the specific plan. These signs are designed to stand on their own, are portable and are usually placed along public sidewalks to attract pedestrians into shopping areas.

- a. Pedestrian mall sidewalk signs shall be located in front of the business and not be located in a landscape planter, permanent seating area, or any location which may create an impediment to pedestrian, disabled, or emergency access.
- b. A pedestrian mall sidewalk sign may not exceed 12 square-feet in overall area, nor a maximum height or width of 4 feet. No more than 50% of the overall sign area may be used for changeable copy.
- c. Pedestrian mall sidewalk signs must not be permanently affixed to any object, structure, or the ground.
- d. A pedestrian mall sidewalk sign must be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame, wooden A-frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions. Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials.
- e. All visible surfaces of the sign shall be finished in a uniform or complementary manner.
- f. A pedestrian mall sidewalk sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged.
- g. Lettering and graphics shall be of a professional quality. Borders, artistic enhancements, and graphics reflecting the nature of the related business are encouraged.
- h. Lettering and graphics shall be of a professional quality.

1. PEDESTRIAN MALL SIDEWALK SIGNS





2. SIGNS FOR HISTORIC BUILDINGS



Many of Riverside’s historic buildings are rich with architectural elements and details. Extreme care must be taken not to cover or interfere with design elements that contribute to the building’s character.

- a. Signs must not cover over architectural elements. As major elements of the storefront, signs must also fit into the building façade just as if they were one of the architectural elements. Within permitted parameters, use a building’s or storefront’s architectural elements, such as prominent entranceways, display windows, and lintel bands or friezes above transom windows or cornices, to suggest a location, size, or shape for the sign.
- b. Signs, themselves, may also be a significant historic architectural feature of a building. The rehabilitation of these signs is strongly encouraged.
- c. Lighting shall be in accordance with historically appropriate lighting types. This includes neon, individual incandescent bulbs, and overhead goose-neck lighting, subject to compliance with current electrical codes.
- d. Per the Zoning Code, City’s sign regulations are intended to allow the construction and installation of signs that are in character with the building or district on/in which it is proposed to be located. However, the intent of these regulations is not to require all signs on a historic building be exact replicas of the signs that would have been on the building when it was new. Rather, a range of sign types that would have been applied to the building during its period of historic significance is allowed. See Section 19.76.075 Historic Signs of the Riverside Zoning Code for further regulations pertaining to the signing of Designated Historic Resources.





APPENDIX A: SIGN DESIGN GUIDELINES

V. DEFINITIONS FOR SIGN DESIGN GUIDELINES

The design and signage vocabulary as they apply to this Appendix are defined below. See *Chapter VII. Glossary* of the Citywide Design Guidelines for a more comprehensive glossary of design terms.

Area of a Sign

The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Awning

A structure projecting from the façade of a building for the purpose of ornamentation and/or protection for pedestrians. Awnings are located primarily on the front façade over the primary entrance and/or storefront windows.

Blade Sign

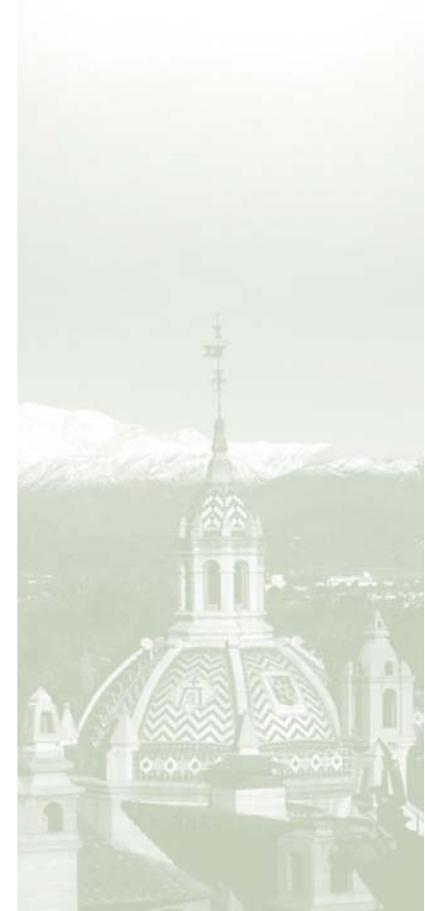
A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Projecting Sign.

Building Frontage

For the purpose of calculating sign areas, "building frontage" means the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways.

Building Sign

A sign with a single face of copy, painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are considered building signs only if such signs do not extend above the top of the main building wall parapet to which the mansard roof is attached.



APPENDIX A: SIGN DESIGN GUIDELINES



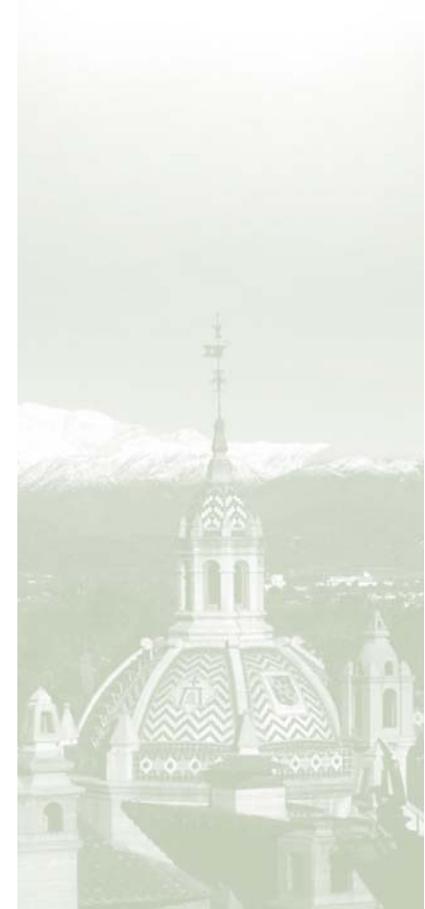
- Canopy*** A fixed overhead shelter used as a roof, which may or may not be attached to a building.
- Channel Letter*** An individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.
- Commercial Sign*** A sign that identifies, advertises or otherwise attracts attention to a product or business.
- Compatible*** Projects that gives the appearance of existing together without conflict with respect to site design, architectural style, building massing, landscape, and signs.
- Consistent*** Free from variation or contradiction.
- Directory Sign*** A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity.
- Fluorescent Colors*** The range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors. The prohibited colors are listed on the fluorescent color chart as adopted by the City, are kept on file in the Planning & Building Department.
- Freestanding Sign*** Any sign supported by structures or supports that are placed on, or anchored in, the ground which are independent from any building or other structure, such as pole and monument signs.





APPENDIX A: SIGN DESIGN GUIDELINES

- Height of Sign*** The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially increase the height of a sign.
- Letter Area*** The total square feet of the letters and logos in a sign that can fit within a set number of straight vertical and horizontal lines.
- Lighted Sign*** A sign which is illuminated either directly or indirectly by artificial light.
- Mansard Roof*** A roof with two slopes on each side, the lower slope being much steeper.
- Menu Display*** A single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.
- Monument Sign*** A two-sided sign with an overall height of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a planter flanking all sides of the sign base.
- Mural*** A commissioned artistic rendering that does not in any way advertise a product, service or business logo or contain copy that includes a business name or logo.
- Neon Sign*** A sign comprised partially or entirely of exposed small diameter tubing, illuminated by neon, argon or other means.
- Painted Sign*** A sign which is painted directly on any wall, window, fence or structure of any kind.



APPENDIX A: SIGN DESIGN GUIDELINES



- Pedestrian Mall*** A pedestrian mall is established and is described as follows: Main Street between the southerly line of Sixth Street and the northerly line of Tenth Street but excluding from the mall the intersections of Main Street with Mission Inn Avenue (formerly known as Seventh Street), University Avenue (formerly known as Eighth Street), and excluding from the mall Ninth Street. (Ordinance No. 6929)
- Pedestrian-oriented*** Development designed with an emphasis primarily on the street sidewalk and development on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building façades which face the street.
- Pedestrian Scale*** The relating of the structures in the built environment to the size of a person.
- Plaque Sign*** A wall sign.
- Pole Sign*** A two-sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground.
- Portable Sign*** A sign which is capable of being carried or readily moved from one location to another. Also referred to as an A-frame Sign.
- Projecting Sign*** A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Blade Sign.
- Proportion*** The relationship between elements taken as a whole or in comparison to each other. Often expressed as a ratio.





APPENDIX A: SIGN DESIGN GUIDELINES

- Raceway*** A box mounted on the building exterior that houses the wiring and transformers to which channel letters are mounted.
- Readerboard Sign*** A sign having changeable copy used to announce a coming event or attraction or used to convey a commercial or non-commercial message related to the building or use of the property on which the readerboard sign is located.
- Reverse Channel Letter*** A three-dimensional letter with a metal face and sides and an open back so the internal light source illuminates the wall and silhouettes the letters at night.
- Roof Sign*** Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in Section 19.76.140 of the Zoning Code.
- Scale*** Proportionate size judged in relation to an external point of reference.
- Sign*** Any medium for visual communication, including but not limited to words, symbols and illustrations, together with all parts, materials, frame and background, which is used or intended to be used to attract attention to identify or advertise an establishment, product, service, activity or location or provide information or an opinion.



APPENDIX A: SIGN DESIGN GUIDELINES



Sign Area

The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

Sign Cabinet

A type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.

Sign Face

An exterior display surface of a sign including non-structural trim exclusive of the supporting structure.

Sign Program

A set of design standards or criteria that governs the signs of a designated lot or site.

Temporary Sign

A commercial or non-commercial sign displayed for a period of time not exceeding thirty days or as otherwise provided by the Zoning Code.

Two-sided Sign

A freestanding sign where two identical sign faces are placed back to back on the same structure. Any other configuration is considered to be a sign with more than two faces.

Under-Canopy Sign

A sign with a single or double face copy hung below a canopy perpendicular to the adjacent building wall of the business being identified.

Window Sign

A sign with a single face of copy which is permanently marked on or adhered to a window or which is oriented toward a window and designed to read through a window.





APPENDIX A: SIGN DESIGN GUIDELINES

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RIVERSIDE
CITYWIDE DESIGN GUIDELINES
APPENDIX B: ARCHITECTURAL RESOURCES

ADOPTED NOVEMBER 2007
RESOLUTION No. 21537
CITY OF RIVERSIDE

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APPENDIX B: ARCHITECTURAL RESOURCES

The following appendix provides additional architectural design resources that can be applied in the development of new projects. These resources provide information pertaining to many of the architectural styles prevalent in Riverside. This listing of styles and their descriptions are intended to encourage design that promotes an appreciation of traditional architectural elements. These styles include, but are not limited to the following:

VICTORIAN

A prevalent style of architecture for single-family dwellings and commercial frontages, the Queen Anne, Stick, and Folk forms of Victorian style originated in England in the late 1800s. The style is typified by:

- ❖ Steeply pitched gabled roofs
- ❖ Decorative shingle patterns
- ❖ Ornate front porch details



Cone-shaped turret commonly referred to as a "Witch's Hat"

Ornate front porch with decorative columns



Queen Anne Victorian single-family residence

Decorative shingle patterns



Steeply pitched gabled roofs





APPENDIX B: ARCHITECTURAL RESOURCES

The Italianate style was part of the Picturesque movement imported from Europe, inspired by the breezy openness of Italian villas, circa 1840s through the 1890s. This style can be seen in many historic commercial and residential buildings in Riverside and, in particular, the Downtown and along Market/Magnolia. Italianate buildings are distinguished by:

- ❖ A boxy or square appearance
- ❖ Heavy use of ornamental brackets set under wide cornices and under door and window hoods

ITALIANATE



Wide cornice

Ornamental brackets



Italianate commercial frontage



Boxy/square appearance



APPENDIX B: ARCHITECTURAL RESOURCES



ARTS AND CRAFTS/ CRAFTSMAN

This style of architecture originated in California during the Arts and Crafts Movement, starting from the late 1890s through the 1920s. Typical features include:

- ❖ A boxy or square appearance
- ❖ Low-pitched gable roofs with wide, unenclosed eave overhangs and exposed rafters
- ❖ Decorative (false) beams or braces added under the gables
- ❖ Large front porches supported by tapered, square wood columns adorned with exposed brick or river rock, leading to an exposed foundation made of the same material



Large front porch supported by columns



Exposed rafter tails

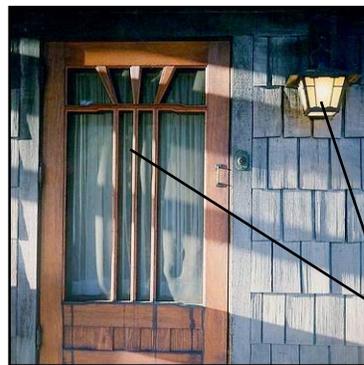
Low-pitched roofs

Unenclosed eave overhangs



Decorative natural elements

Single-family residence in the Arts and Crafts style



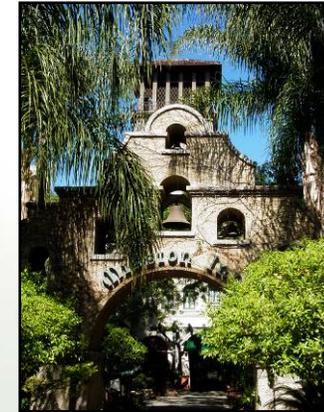


APPENDIX B: ARCHITECTURAL RESOURCES

This eclectic style was popular in California from the 1890s to the 1920s. Influenced by the Spanish Colonial Mission buildings of early California, this type of architecture is best represented in Riverside with major portions of the Mission Inn. The Mission style can be seen in historic industrial warehouse buildings in Riverside. The style is typified by:

- ❖ Barrel clay tile roofs with wide overhanging eaves and shaped Mission dormers
- ❖ Parapet walls with decorative moldings and inverted arches
- ❖ Smooth stucco surfaces

MISSION



The Mission Inn

Corner turrets

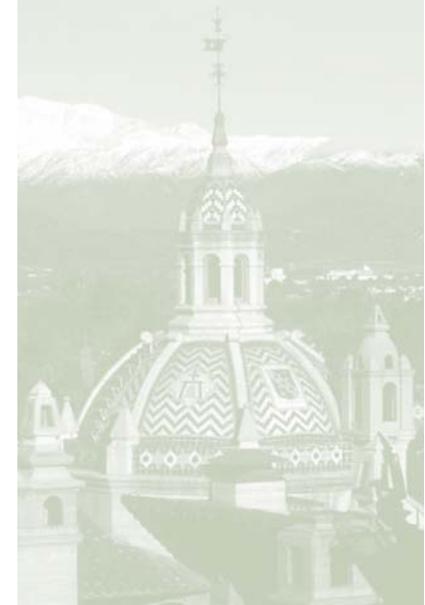


Mission Revival commercial/industrial building

Smooth stucco surface



Parapet walls in the classic mission shape



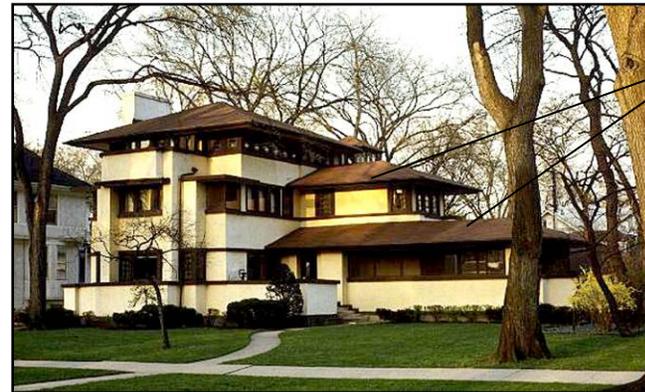
APPENDIX B: ARCHITECTURAL RESOURCES



PRAIRIE

This architectural movement, usually credited to Frank Lloyd Wright, came about in the American Midwest between 1900 and 1916. Mostly applied to residential buildings, the style is typified by:

- ❖ Strong horizontal lines
- ❖ Overhanging flat or slightly hipped roofs with flat enclosed soffits
- ❖ Clustering of windows into bands of three, four, or more openings



Overhanging flat or slightly hipped roofs



Highly decorative windows divided into linear bands



Strong horizontal lines



Prairie style single-family residence



APPENDIX B: ARCHITECTURAL RESOURCES

Synonymous with California architecture, the Spanish Colonial Revival style dates from 1915-1940. The style is commonly seen in Riverside's older residential neighborhoods and is represented in the Fox Theater and portions of the Mission Inn, among other historical and architecturally significant structures in the City. Spanish styling is characterized by stucco exteriors and red tile roofs, with an occasional arched opening. More elaborate examples incorporate decorative elements of wood, wrought iron, or plaster; extensive use of terra cotta and tile; and balconies and patios integrated into plans. In its simplest form, the elements that typify this style include:

- ❖ Low-pitched, barrel clay tile roofs
- ❖ One or more prominent arches placed above doors, principal windows, and/or porch openings
- ❖ Walls with stucco surface

SPANISH COLONIAL REVIVAL



The Fox Theater

Low-pitched barrel clay tile roofs



Spanish Colonial Revival single-family residence

Smooth stucco surface



Prominent arches

Spanish Colonial Revival commercial building



APPENDIX B: ARCHITECTURAL RESOURCES



CALIFORNIA MONTEREY REVIVAL



As its name suggests, the Monterey architectural style emerged in Monterey, California in the 1830s. Deriving from Spanish Colonial architecture in California, typical features include:

- ❖ Simple two-story masses
- ❖ Projecting second story balcony made of wood spanning all or most of the building façade, covered by the principle gabled roof of wood shake or clay tile and cantilevered or supported by wood posts from below
- ❖ Exterior treatments include plaster or stucco with occasional wood siding on the second story and wood shutters equal in width to the size of the multi-paned windows



Smooth stucco surface

Clay tile roof



Monterey Revival single-family residence



Projecting second-floor balcony made of wood



APPENDIX B: ARCHITECTURAL RESOURCES

The Colonial Revival style is a broad category of varying architecture seen in the United States from the late nineteenth century to early twentieth century. Specific styles associated with Colonial Revival include Turn-of-the-Century, American Foursquare, Neoclassical, and Dutch Colonial. Widely popular from 1920 to 1925 and seen frequently in older Riverside neighborhoods, the Colonial Revival Bungalow was typically a one-story side-gabled, wood-sided residence, with central entrances often treated as gabled porticos, and symmetrical fenestration. Elements that typify the general style include:

- ❖ Rectangular one or two-story symmetrical masses with gable or hipped roof
- ❖ Classical prominent porch or gabled portico entrance, sometimes with pediment and square or rounded columns
- ❖ Exterior treatments include narrow clapboard siding with occasional wood shutters equal in width to the size of the multi-paned windows

COLONIAL REVIVAL



Narrow clapboard siding
Symmetrical façade
Multi-paned windows with wood shutters



Colonial Revival single-family residence



Prominent porch with rounded columns



Gabled portico



Pediment



APPENDIX B: ARCHITECTURAL RESOURCES



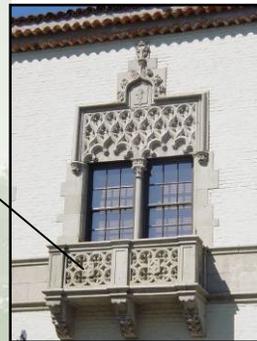
MEDITERRANEAN/ ITALIAN RENAISSANCE REVIVAL

This category combines similar yet distinctive architectural styles. Deriving from Spanish Colonial Revival, Italianate, and Mission styles, Mediterranean/Italian Renaissance provides an eclectic harmony of architectural elements, including:

- ❖ Symmetrical façades with smooth stucco surfaces, decorative balconies, and ceramic tile roofs
- ❖ Arched entries accented by small classical columns or pilasters
- ❖ Window style and size between first and second floors vary, but fenestration is proportional



Arched entry



Decorative balcony



Mediterranean/Italian Renaissance Revival



Decorative window moldings



APPENDIX B: ARCHITECTURAL RESOURCES

This eclectic style of late medieval English architecture seen in the United States from the late nineteenth century to the middle twentieth century features, leaded glass windows, openings detailed like Gothic arches, chimneys of exaggerated heights, and the use of brick and stone for all or part of the exterior. Typical features include:

- ❖ Steeply pitched, wood shake/shingle roofs
- ❖ Exterior façade treatments include brick with portions half-timbered, use of leaded glass windows, Gothic arches, and massive, decorative chimneys

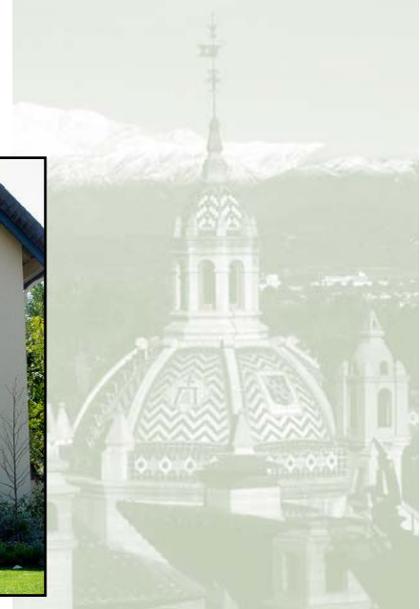
TUDOR REVIVAL



Tudor Revival single-family residence



Half-timbering



APPENDIX B: ARCHITECTURAL RESOURCES



ART DECO/ MODERNE

This style of architecture was popular in the 1920s to 1940s, especially for commercial, industrial, and institutional buildings. While Art Deco style involves more heavy ornamentation with decorative elements such as symbols, icons and reliefs, the Art Deco and Moderne styles are usually typified by:

- ❖ Asymmetrical façades with smooth stucco wall surfaces and flat roofs
- ❖ Use of ornamental elements such as horizontal or vertical grooves, lines, zigzags and other geometric and stylized motifs.

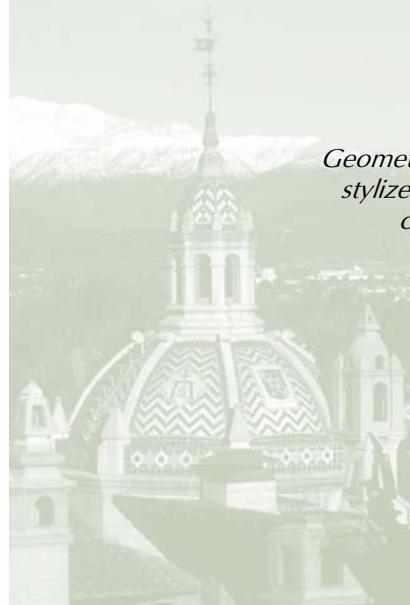


Vertical lines



Art Deco commercial frontage

Geometric and stylized motif carvings





APPENDIX B: ARCHITECTURAL RESOURCES

This simple style of architecture, developed and made popular in early twentieth century Europe by architects such as Le Corbusier and Ludwig Mies van der Rohe and made regionally famous with such residential applications by Joseph Eichler, includes features as modular designs, executed in metal, glass or other materials, with bands of windows, flat roofs, and open floor plans. A more simplified residential interpretation of this style, commonly known as Ranch or Post-World War II Modern, was heavily used in 1950-60s suburban housing tracts. This style found locally prevalent among office, business park, and industrial settings includes such typical features as:

- ❖ Simple asymmetrical compositions and plain cubic forms with flat or low-pitched roofs
- ❖ Major building materials comprised of metal, concrete and glass framework
- ❖ Exterior treatments include unadorned façades finished with smooth stucco or concrete with clear to opaque glass windows comprising much of the façade area

POST-WWII MODERN/ INTERNATIONAL



Post WWII Modern single-family residence



Low-pitched roofs



Cubic forms with flat roofs

Heavy use of glass

Modernist/International institutional building