

CITY OF RIVERBANK

ORDINANCE NO. 2018-006

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIVERBANK
AMENDING THE DOWNTOWN SPECIFIC PLAN: SECTION 2.3.4 SIGNAGE, BY
REPEALING THIS SECTION IN ITS ENTIRETY AND SUBSTITUTING IT WITH A
NEW SECTION 2.3.4 SIGNAGE TO THE DOWNTOWN SPECIFIC PLAN**

WHEREAS, on June 19, 2018, the Planning Commission held a public workshop to discuss and take public comment on Section 2.3.4 Signage of the Downtown Specific Plan; and

WHEREAS, on June 6, 2018, notice of the Planning Commission public workshop was published in the Riverbank News in compliance with California Government Code Section 65090, and posted in public places throughout the City; and

WHEREAS, the Planning Commission held a public hearing on July 17, 2018, to consider an amendment to the City of Riverbank Downtown Specific Plan to regulate signage in the downtown; and

WHEREAS, on July 4, 2018, notice of the Planning Commission public hearing was published in the Riverbank News in compliance with California Government Code Section 65090, and posted in public places throughout the City; and

WHEREAS, the proposed Specific Plan amendment complies with the General Plan in that Policy ED-5.2 states the City will proactively maintain responsiveness to addressing any business climate shortcomings identified through outreach and communication with local businesses; and

WHEREAS, the amendment to the City of Riverbank Downtown Specific Plan is exempt from environmental review because it is not a project within the meaning of Section 15378 of the State CEQA Guidelines; and

WHEREAS, The Riverbank Planning Commission made the following finding:

1. The regulation of signage in the Downtown Specific Plan is consistent with the goals, policies, programs, and uses of the General Plan.

NOW, THEREFORE THE CITY OF RIVERBANK CITY COUNCIL DOES ORDAIN AS FOLLOWS: (Note that Section 2.3.4’s existing photos, which are not currently shown in this document, will appear unmodified in the published document. They are not under review for change. In addition, the Permitted Sign Types chart below will also appear in its existing colors in the final version of the document):

SECTION 1:

2.3.4 SIGNAGE

Purpose and Intent
This section contains standards and guidelines to control the location, type, and size of signage throughout the Downtown Specific Plan.

Applicability

New development that chooses to adorn their building or buildings with signage, whether to attract customers or to welcome home its residents, is required to follow the standards for permitted sign types contained within this section. Guidelines in this section suggest additional qualities that will help to shape the future look of Downtown as it continues to grow.

Overview

Signs in the Downtown Specific Plan shall embrace the qualities of scale and materials that are supportive of Riverbank’s small-town character. Permanent signs throughout the Downtown are limited to types that are incorporated into building architecture or are affixed to buildings and/or the landscape.

Permitted Sign Types

DTSP Zones	Downtown Core	Downtown General	Mixed-Use Neighborhood	Highway Boulevard	Downtown Neighborhood	Cannery District
Sign Types						
A. Wall	permitted	permitted	permitted	permitted	---	permitted
B. Awning/Canopy	permitted	permitted	permitted	permitted	---	permitted
C. Projected/Blade	permitted	permitted	permitted	permitted	---	permitted
D. Window	permitted	permitted	permitted	permitted	---	permitted
E. Marquee	permitted	permitted	---	permitted	---	permitted
F. Monument	---	---	---	permitted	---	conditional
G. Electronic (City)	permitted	---	---	permitted	---	permitted

Prohibited Sign Types

Any sign type not expressly permitted by this Code shall be prohibited. Examples of prohibited sign types include but are not limited to the following:

- a. Pole mounted signs.
- b. Signs referring to off-site commercial uses on non-contiguous parcels except as allowed elsewhere in this Chapter.
- c. Billboards.
- d. Flags & Bunting.
- e. Sandwich boards which block pedestrian access to public sidewalks and thoroughfares.

General Standards and Guidelines for all Types

1. For each establishment, 2 feet of total sign area is allowed per lineal foot of building frontage, distributed among permitted sign types.
2. Signs shall be located to coordinate with building architecture. Signs should be coordinated with architectural features, and shall not obscure or interfere with them.
3. Animated signs are discouraged. Electronic displays, blinking, flashing, or otherwise motioning signs should be designed in consideration of Riverbank's small-town character.
4. Signs shall promote the aesthetic of the envisioned Downtown Specific Plan. Signs shall in no way detract from the attractiveness of the Downtown as a place to live, work, and shop.
5. No permanent or temporary sign shall project above the roof lines or cornice or parapet lines of a building, except when the sign is an integral feature of the building such as a marquee sign.
6. Community directory signs such as public information signs shall not be deducted from the sign allotment of the private property on which it is located.
7. Temporary construction signs are limited to a maximum size of 16 square feet. No off-site construction signage is permitted. Such sign shall be removed 30 days after construction has been completed.

Content

1. Content may identify, advertise, or attract attention only to a business, product, service, event, or activity located on the premises.
2. Permanent signs should not include price information or phone numbers (except electronic city signs).

Materials and Colors

1. Materials should be consistent with building architecture and may include wood, metal, glass, and ceramic.

2. Synthetic materials including plastics and acrylics should be discouraged and only used if they are designed to a high level of quality and craft.

3. Each permanent sign shall be constructed using durable materials and shall be structurally secured to the building by direct attachment to a rigid wall, frame, or structural element.

4. Colors should relate to and contribute to overall building design and aesthetic. A simple palette of colors that creates attractive contrast between letters and back- ground or graphics and borders is preferred.

5. Fluorescent colors are strongly discouraged.

6. Cabinet signs shall be discouraged.

Lighting

1. Lighting of signs should be considered an element of overall building and site design and presents an opportunity to heighten overall district character.

2. Signs should be illuminated directly from external lighting sources located immediately adjacent to the sign. Preferred methods include direct spot lighting, front lighting from above or below, and backlighting letter volumes to project a shadow or halo on a backing surface.

3. Lighting shall not cause glare on surrounding rights-of-way, properties, or adjacent structures.

4. Individual letters should be back-lit using low-level lighting that does not cause glare or cast light on other building elements, or shall be internally illuminated.

5. Recommended light sources include compact fluorescent, LED, neon gas signs, low wattage incandescent, and other energy-efficient modes.

6. High-pressure sodium, low pressure sodium, and tube fluorescent lighting is strongly discouraged.

Temporary Signs

A temporary sign includes any impermanent sign or banner advertising a business promotion, grand opening, sale, or community event. Only one temporary sign per business is permitted and shall be removed no longer than 30 days after the first day of the event.

Display Boards, Menu Boards, and Sidewalk Signs

Temporary signs including menu display boards and other pedestrian-oriented signs are encouraged for commercial uses throughout the Downtown Specific Plan Area. Signs shall be constructed with a heavy base and durable materials and should incorporate a free-swinging message board placed within an open designed, non- rectangular frame. Signs shall be located so that they do not interfere with pedestrians or sight distance requirements.

One (1) temporary on-site sign such as a display board, menu board, or sidewalk sign is permitted in front of each downtown business. Each downtown business is allowed one (1) directional a-frame sign (no larger than 48" x 32" x 4" closed) to be located on private property (with that property owner's permission) on either Highway 108/Atchison Street (between 1st and 4th Streets) or Patterson Road (between 1st and 3rd Streets), subject to any Caltrans or railroad restrictions. The directional sign may include the business name and/or logo and one (1) arrow on each side.

2.3.4.A WALL SIGNS

Located on and parallel to a building wall.

Standards

1. Maximum of 1 wall sign is permitted per business.
2. Maximum individual sign area is 1 square foot per 1 linear foot of primary business frontage.
3. One additional wall sign such as masonry or bronze plaque bearing an owner's or building's name is permitted in the building's cornice or parapet wall or under the eaves, not to exceed 8 square feet.
4. Maximum height of sign shall be 48 inches.
5. Letters should be 3 dimensional, created by raised letter forms mounted to the building's facade or sign panel. Maximum height of letters shall be 18 inches.
6. Signs shall be mounted a minimum of 2 feet below parapet or eave line.

Guidelines

1. Preferred locations for ground-floor uses include sign bands and architectural features within shop front architecture, above first floor windows, and between upper story windows.
2. Upper story uses may locate signs on walls centered between upper story windows.

2.3.4.B AWNING & CANOPY SIGNS

Standards

1. Maximum of 1 sign is permitted per awning
2. Maximum sign area is 50% of awning valence area.
3. Maximum height of letters on valence is 18" or 2/3 of valence height, whichever is smaller.

1. Signs may be painted directly on the awning or attached. Letters may also be “punched” into or cut out of metal awnings.
2. Awnings should be illuminated using external lighting sources.
3. Colors of letters and graphics should complement building architecture yet provide contrast to be visible and attractive.

2.3.4.C PROJECTED & BLADE SIGNS

Standards

1. Maximum of 1 sign is permitted per business frontage.
2. Maximum sign area is 8 square feet.
3. Signs must remain minimum 8 foot clear above the sidewalk.
4. Signs shall be mounted using durable structural elements.

Guidelines

1. Signs should be made of wood, metal, or other architecturally compatible material.
2. Signs should be consistent with overall character of building architecture.
3. Signs should be illuminated using external lighting sources.

2.3.4.D WINDOW SIGNS

Standards

1. Maximum of 1 sign is permitted per business window.
2. Maximum sign area shall be 25% of window area.
3. Maximum letter height is 18 inches.
4. Letters may be painted on windows or signs may be suspended behind or appended to the interior of windows.

Guidelines

1. Exposed neon tube illumination should be limited to a single color.
2. The combination of all window signs, including both primary and temporary window signs should not cover more than 25 percent of the total window area.
3. Window signs should present a neat and aligned appearance.
4. Adhesive “stick-on” letters should not be used.
5. Signs identifying hours of operation, menus, newspaper reviews and other customer information should be framed, board-mounted, or laminated for a finished appearance.

Subtle window sign lettering complements Window and door signs designed to be building style.

2.3.4.E MARQUEE SIGNS

Standards

1. Marquee sign is limited to Theater, Playhouse, or similar Civic/Cultural Use.
2. Maximum of 1 sign is permitted per business.
3. Signs shall project a maximum of 12 feet from the façade of the building.
4. Signs must maintain a minimum 8 foot clear area above the sidewalk.

Guidelines

1. Signs should be consistent with overall character of building architecture.
2. Signs should be illuminated using external bulbs, exposed neon tubes, internal, or external lighting.

2.3.4.F MONUMENT SIGNS

A free standing sign resting on the ground (not pole mounted) used to announce an address, building name, or name of business.

Standards

1. Maximum of 1 sign is permitted for each building.
2. Maximum permitted height of letters on monument is 18 inches.
3. Signs shall be constructed with a base treatment and a cap treatment.
4. Monument shall not exceed 6 feet in length and 5 feet in height. Maximum sign area occupied by text shall be 24 square feet.
5. Signs shall be located to allow sufficient sight distances at all intersections and driveways and to maintain adequate visibility for pedestrians, vehicles, and bicycles.

Guidelines

1. Monuments signs should be constructed of materials and style similar to that of primary building architecture. Recommended materials include masonry, wood, stucco, brick and pre-cast concrete.
2. Monument signs should be illuminated from external light sources only.
3. Colors of letters and graphics should complement building architecture yet provide contrast to be visible and attractive.

SECTION 2: If any section, subsection, subdivision, paragraph, sentence, clause, phrase or portion of this chapter, or any part thereof is for any reason held to be unconstitutional, such

decision shall not affect the validity of the remaining portion of this chapter or any part thereof. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsection, subdivision, paragraph, sentence, clause or phrase be declared unconstitutional.

SECTION 3: This Ordinance shall become effective thirty (30) days from and after its final passage (10/12/2018), provided it is published pursuant to GC § 36933 in a newspaper of general circulation within fifteen (15) days after its adoption.

The foregoing ordinance was given its first reading and introduced by title only at a regular meeting of the City Council of the City of Riverbank on August 28, 2018. Said ordinance was given a second reading by title only and adopted.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of Riverbank at a regular meeting on the 11th day of September, 2018; motioned by Councilmember Cal Campbell, seconded by Councilmember Leanne Jones Cruz, and moved said ordinance by a City Council roll call vote of 5-0:

AYES: Fosi, Campbell, Jones Cruz, Barber-Martinez, and Mayor O'Brien
NAYS: None
ABSENT: None
ABSTAINED: None

ATTEST:

APPROVED:

ORIGINAL DOCUMENT FILED WITH THE CITY CLERK

Annabelle H. Aguilar, CMC
City Clerk

Richard D. O'Brien
Mayor

APPROVED AS TO FORM:

XXXXXXXXXXXXXXXXXXXX

Tom P. Hallinan, City Attorney