



City of Riverbank
Planning Commission Meeting
City Hall North • Council Chambers
6707 Third Street • Suite B • Riverbank • CA 95367

Agenda
Tuesday, July 17, 2018 – 6:00 P.M.

CALL TO ORDER: Chair: John Dinan

ROLL CALL: Chair: John Dinan
Vice Chair: Robert Ball
Commissioner: Joan Stewart
Commissioner: Melissa Hughes
Commissioner: Mallorie Fenrich

Alternate Member: Commissioner: Steve Link (serves in the absence of a primary commissioner).

CONFLICT OF INTEREST

Any Planning Commission Member or Staff who has a direct Conflict of Interest on any scheduled agenda item to be considered is to declare their conflict at this time.

1. PUBLIC COMMENTS (No action to be taken)

At this time, members of the public may comment on any item not appearing on the agenda, and within the subject matter jurisdiction of the Planning Commission Board. Individual comments will be limited to a **maximum of 5 minutes** per person and each person may speak once during this time; time cannot be yielded to another person. Under State Law, matters presented during the public comment period cannot be discussed or acted upon. For record purposes, state your name and City of residence. Please make your comments directly to the Planning Commission Board.

2. CONSENT CALENDAR

All items listed on the Consent Calendar are to be acted upon by a single action of the Planning Commission Board unless otherwise requested by an individual Planning Commissioner Member for special consideration. Otherwise, the recommendation of staff will be accepted and acted upon by roll call vote.

Item 2.1: Posting of the Agenda. The Agenda for the July 17, 2018 Planning Commission Meeting was posted on the City Community Center bulletin board, City Hall North & South bulletin boards, Post Office, city website and emailed to the Library on July 3, 2018.

Item 2.2: Approval of the Agenda. This provides an opportunity for the Planning Commission or Staff to recommend that an item be placed on the agenda for discussion or to adjust the proposed agenda to allow an item to be taken out of order.

Recommendation: It is recommended that Planning Commission approve the Consent Calendar by roll call vote.

3. PUBLIC HEARING PRESENTATIONS

Item 3.1: **Downtown Specific Plan Amendment No. 2018-01.** The project consists of a Specific Plan Amendment to the Downtown Specific Plan Section 2.3.4 Signage. The Planning Commission held a public workshop on June 19, 2018 to discuss and take public comment on increasing advertising opportunities for downtown businesses such as off-site signage. Staff was directed to return with draft language for their consideration and recommendation to the City Council. An amendment to the 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.

4. PLANNING COMMISSION COMMENTS (Information Only – No Action)

None.

5. COUNTY REFERRAL/CORRESPONDENCE/INFORMATION (Information Only – No Action)

None.

6. STAFF COMMENTS (Information Only – No Action)

Item 6.1: June 26th City Council Meeting Update.

8. ADJOURNMENT - Regular Planning Commission meeting – September 18, 2018 @ 6:00 p.m.
NOTE – The August 21, 2018 regular meeting is canceled.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the Planning Commission Board will be available for public inspection at the address where the meeting is taking place as indicated on the agenda, at the same time that the public records are distributed or made available to the Planning Commission Board.

AFFIDAVIT OF POSTING

I, Janet Smallen, do hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted 72 hours to the meeting in accordance to the Brown Act.

*Posted this 3rd day of July, 2018
Janet Smallen, Sr. CDS*

NOTICE REGARDING AMERICANS WITH DISABILITIES ACT: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Development Services Department at (209) 863-7128 or jsmallen@riverbank.org. Notification 72-hours before the meeting will enable the City to make reasonable arrangements to ensure any special needs are met. [28 CFR 35.102-35.104 ADA Title II].

NOTICE REGARDING NON-ENGLISH SPEAKERS: Pursuant to California Constitution Article III, Section IV, establishing English as the official language for the State of California, and in accordance with California Code of Civil Procedures Section 185, which requires proceedings before any State Court to be in English, notice is hereby given that all proceedings before the City of Riverbank City Planning Commission shall be in English and anyone wishing to address the Planning Commission is required to have a translator present who will take an oath to make an accurate translation from any language not English into the English language.

GENERAL INFORMATION: The Riverbank Planning Commission meets on the third Tuesday of each month at 6:00 p.m.

COMMISSION AGENDAS: The Planning Commission agenda is posted pursuant to the California Brown Act, which only requires these agenda title pages to be posted near the entrance of the location where the meeting is to be held and, when technologically able, on the City's website. Additional documents may be provided by the City in its efforts of transparency to keep the public well informed. The agenda packet (agenda plus supporting documents) are posted for public review at the Development Services Department, 6617 Third Street, Riverbank, CA and at www.riverbank.org upon distribution to a majority of the Planning Commission. A subscription to receive the agenda can be purchased for a nominal fee through the City Clerk's Office.

PUBLIC HEARINGS: In general, a public hearing is an open consideration within a meeting of the Planning Commission Board, for which special notice has been given and may be required. During a specified portion of the hearing, any resident or concerned individual is invited to present protests or offer support for the subject under consideration.

Televised/Video of Meetings: Charter – Channel 2; AT&T Uverse – Channel 99
Visit www.riverbank.org to connect to meeting videos. (Note: Technical difficulty occurs on occasion preventing the televising or recording of the meeting.)

City Hall Hours: City Hall is open Monday – Thursday: 7:30 am – 5:30 pm and Fridays: 8:00 am – 5:00 pm; CLOSED alternating Fridays. **QUESTIONS:** Contact the Developmental Services Department at (209) 863-7128.

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City of Riverbank Development Services Department

Planning Division ≈ Building Division ≈ Neighborhood Improvement Division

6707 Third Street, Riverbank, CA 95367 Office (209) 863-7128 FAX (209) 869-7126

PUBLISH DATE: July 4, 2018

LEGAL DEPT: PLANNING

CITY OF RIVERBANK **NOTICE OF PUBLIC HEARING**

Notice is hereby given that the City of Riverbank Planning Commission will conduct a special public hearing to consider the project described below at 6:00 p.m. on Tuesday, July 17, 2018 in Council Chambers, 6707 Third Street, Riverbank, California.

Project Descriptions:

Downtown Specific Plan Amendment No. 2018-01. The project consists of a Specific Plan Amendment to the Downtown Specific Plan Section 2.3.4 Signage. The Planning Commission held a workshop on June 19, 2018 to discuss and take public comment on increasing advertising opportunities for downtown businesses such as off-site signage. Staff was directed to return with draft language for their consideration and recommendation to the City Council. An amendment to the 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.

The City of Riverbank will hold a Public Hearing as follows:

Planning Commission Meeting

July 17, 2018 at 6:00 pm

City Hall Council Chambers - 6707 Third Street - Riverbank, California

ALL INTERESTED PARTIES are invited to attend the public hearing on **July 17, 2018** at the time and place specified above to express opinions or submit evidence for or against the subject matter being considered. Written comments via e-mail to dkenney@riverbank.org by postal service, or hand delivered to **6707 Third Street, Suite A, Riverbank, California, 95367**, will be accepted by the Development Services Department up to 5:00 p.m. on said date. All written comments received by said time will be distributed to the Planning Commission for consideration. Oral comments will be received by the Planning Commission prior to the close of the Public Hearing on the subject matter being considered. The Planning Commission will receive all testimony prior to taking action. Testimony cannot be given over the telephone. If you challenge the City's action on these matters in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City at, or prior to, the public hearing.

Meeting facilities are accessible to persons with disabilities. Any person requiring special assistance to participate in the meeting should notify the Administration Dept. at (209) 863-7122 or cityclerk@riverbank.org at least seventy-two (72) hours prior to the meeting. For questions regarding the public hearing matter contact Donna M. Kenney, Planning & Building Manager, at (209) 863-7124; dkenney@riverbank.org.

Any public record materials pertaining to the presentation of the subject matter being considered will be made available for review at the Development Services Counter at 6717 Third Street, Riverbank, and (if technologically possible) at <http://www.riverbank.org/Depts/planning/default.aspx> upon distribution to a majority of the Planning Commission (typically 72 hours prior to the meeting).

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The Planning Commission will receive all testimony prior to taking action. Testimony cannot be given over the telephone. If you challenge the City's action on these matters in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City at, or prior to, the public hearing. Meeting facilities are accessible to persons with disabilities. Any person requiring special assistance to participate in the meeting should notify the Administration Dept. at (209) 863-7122 or cityclerk@riverbank.org at least seventy-two (72) hours prior to the meeting. For questions regarding the public hearing matter contact Donna M. Kenney, Planning & Building Manager, at (209) 863-7124; dkenney@riverbank.org.

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majority of the Planning Commission
(typically 72 hours prior to the meeting).
July 4, 2018
RN #18-062

**CITY OF RIVERBANK
PLANNING COMMISSION**

STAFF REPORT

ITEM NO: 3.1

APPLICATION: **Downtown Specific Plan Amendment No. 2018-01.** The project consists of an amendment to the Downtown Specific Plan, Section 2.3.4 Signage.

CEQA: The amendment to the 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.

PROJECT PLANNER: Donna M. Kenney, Planning and Building Manager

RECOMMENDATION: That the Planning Commission reviews the provided information, takes public comment, and makes a recommendation to the City Council by approving Resolution 2018-004 (Attachment 1), recommending the approval of Ordinance No. 2018-XXX (Exhibit A to Attachment 1) to amend the Downtown Specific Plan, Section 2.3.4 Signage.

ACROMYMS: CEQA – California Environmental Quality Act
DTSP – Downtown Specific Plan

I. EXECUTIVE SUMMARY:

The Planning Commission held a public workshop on June 19, 2018 to discuss and take public comment on increasing advertising opportunities for downtown businesses. Staff was directed to return with draft language for their consideration and recommendation to the City Council.

II. BACKGROUND AND ANALYSIS:

The Downtown Specific Plan's Section 2.3.4 SIGNAGE provides regulations for commercial signage in the Downtown Specific Plan ("DTSP") area separate from the Municipal Code which regulates the rest of the City. Downtown parcels with commercial

zoning tend to be smaller in size than those in shopping centers, providing business owners with less space to install signage.

The City can regulate the number, type, and location of signs a business can have but it cannot regulate a sign's content. Currently, each downtown business can have two (2) feet of total sign area per linear foot of building frontage, distributed among permitted sign types.

In the Downtown Specific Plan, permitted sign types include:

- Wall signs
- Awning / Canopy signs
- Projected / Blade signs
- Window signs
- Marque signs
- Monument signs
- Free-swing a-frame signs are encouraged as temporary on-site signage
- Animated signs are discouraged unless they blend in with the building architecture

Prohibited signs currently include:

- Pole mounted signs
- Off-site commercial signs on non-contiguous parcels
- Billboards
- Flags and bunting
- Sandwich signs which block pedestrian access
- Human signs (are not permitted so, therefore are prohibited)

In order to amend the DTSP, Section 3.7.5 SPECIFIC PLAN AMENDMENTS states a Specific Plan amendment may be initiated by a developer, property owner, or the City. Specific Plan amendments require review by the Planning Commission and action by the City Council. All requests for a Specific Plan amendment shall include redline/strike-out text (Attachment 2), graphics and other materials suitable to replace or augment the sections being amended.

A PowerPoint was presented to the Planning Commissioners during their public workshop held on June 19, 2018, to illustrate the various sign types permitted and prohibited by the DTSP. Discussion ensued and public comment was taken. Staff was given direction to propose language that would allow on private property, one (1) directional off-site a-frame sign per downtown business to be located 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. These general locations correspond with some of the City's key way finding locations on a map in DTSP Section 3.4.3 WAY FINDING. Relevant locations are:

Key 1. Signage along Atchison;

Key 2. Signage at the intersection of First Street and Atchison Street; and

Key 3. Signage along Patterson Road.

During the public workshop, staff shared that the City was interested in having an electronic sign or two on Highway 108 to advertise community events and possibly downtown businesses on a rotating basis. While the Planning Commission discussed the need for signage that architecturally matches and enhances the historical nature of the downtown, no specific direction was given on electronic signage. Since the workshop was held, the subject of electronic signage has resurfaced through Parks and Recreation staff and City Council inquiry. Therefore, language for electronic signage has been included in the amendment for Planning Commission review and consideration.

III. ENVIRONMENTAL REVIEW:

An amendment to the 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 because it has no potential for resulting in a physical change in the environment, directly or ultimately. Therefore, the amendment is exempt from CEQA.

IV. PUBLIC NOTICE:

The Planning Commission public notice was published in the Riverbank News on July 4, 2018 and posted at City Hall North, South, Post Office, Community Center and website on July 3, 2018. At the time of writing this Staff Report July 3, 2018, the City has not received any written public comment. Written comments received by the City shall be supplied to the Commission on the day of the meeting.

V. ATTACHMENTS:

Attachment 1 – Planning Commission Resolution 2018-004
Exhibit A to Attachment 1 – Draft City Council Ordinance No. 2018-XXX
Attachment 2 – Draft City Council Ordinance No. 2018-XXX redlined version

Respectfully Submitted By:

Donna M. Kenney
Donna M. Kenney
Planning and Building Manager

**City of Riverbank
Planning Commission
Resolution No. 2018-004**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF RIVERBANK
RECOMMENDING TO THE CITY COUNCIL THE ADOPTION OF AN ORDINANCE
AMENDING THE DOWNTOWN SPECIFIC PLAN, BY REPEALING SECTION 2.3.4
SIGNAGE AND ADDING A NEW SECTION 2.3.4 SIGNAGE.**

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, BE IT RESOLVED the City of Riverbank Planning Commission forwards its recommendation to the City Council to adopt draft Ordinance No. 2018-XXX (Exhibit A).

PASSED AND ADOPTED by the Planning Commission of the City of Riverbank at a regular meeting held on the 17th of July 2018, by the following vote _____:

AYES:

NOES:

ABSENT:

ABSTAIN:

Attest:

Approved:

Donna M. Kenney,
Planning and Building Manager

John Dinan, Chairperson
Planning Commission

EXHIBIT A

**THE CITY COUNCIL
OF THE CITY OF RIVERBANK
ORDINANCE NO. 2018-XXX**

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

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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:

SECTION 1:

2.3.4 S I G N A G E

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:

- Pole mounted signs.
- Signs referring to off-site commercial uses on non-contiguous parcels.
- Billboards.
- Flags & Bunting.
- 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 background 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.

Guidelines

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.

§ SEVERABILITY.

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 2. If any section, subsection, subdivision, paragraph, sentence, clause, phrase or portion of this Ordinance is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

SECTION 3: This Ordinance shall become effective thirty (30) days from and after its final passage September 11, 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; motioned by Councilmember _____, seconded by Councilmember _____; moved said ordinance by a City Council _____ vote of _____:

AYES:

NAYS:

ABSENT:

ABSTAINED:

ATTEST:

APPROVED:

Annabelle H. Aguilar, CMC
City Clerk

Richard D. O'Brien
Mayor

APPROVED AS TO FORM:

Tom P. Hallinan, City Attorney

Attachment 2

Please note that Section 2.3.4's existing photos, which are not currently shown in this attachment, will appear unmodified in the final 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.

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)	<u>permitted</u>	<u>---</u>	<u>---</u>	<u>permitted</u>	<u>---</u>	<u>permitted</u>

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:

- Pole mounted signs.
- Signs referring to off-site commercial uses on non-contiguous parcels.
- Billboards.
- 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 background 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.

Guidelines

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.