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# Riverland Master Sign Program 1<sup>st</sup> Amendment

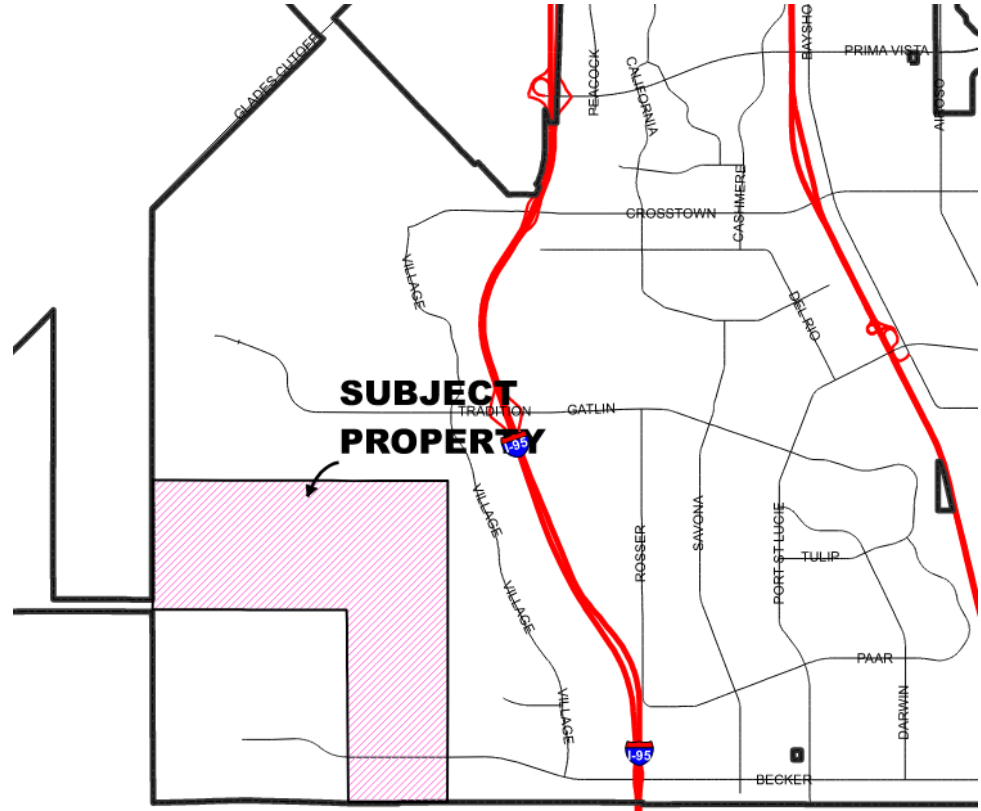
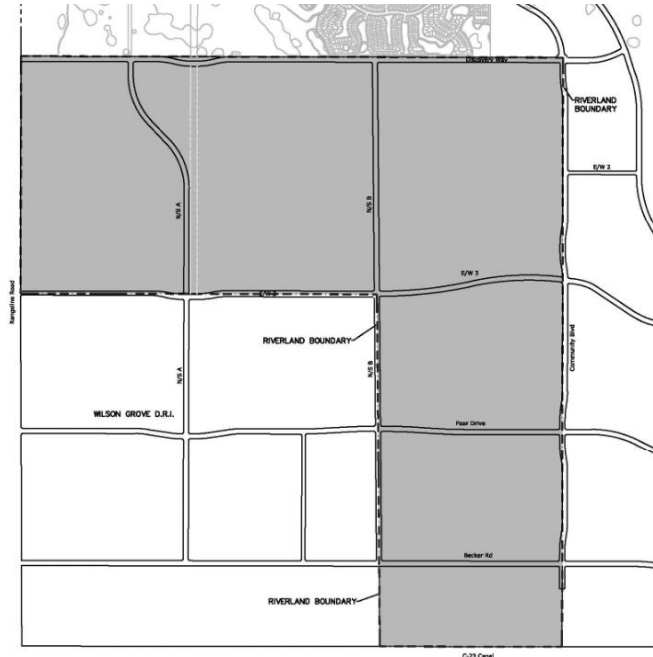
City Council Meeting of May 27, 2025

# Summary

This is a request to amend a master sign program for the Riverland DRI. Master Sign Programs allow applicants to customize the sign regulations applicable to their development. If the master sign program does not have a provision for a particular sign, the City Code applies.

This application is proposing amendments to the existing MSP to better suit the development program.

# Riverland DRI



The Riverland Master Sign Program will provide the following five (5) sign types.

- Master Community Signs – Major sign for all of the DRI
- Residential Project Signs – Individual Residential Development signs
- Temporary Signs – Residential and commercial temporary/info signs
- Non-Residential Freestanding Signs – Permanent Commercial signs
- Non-residential Façade signs – Commercial building signs

# Proposed changes

- The City's sign code has been updated to remove all requirements of a review board for MSPs. The proposed MSP amendment removes the requirement for a review board.
- This application has added non-residential sign regulations for the DRI.
- The updates include several changes to address any non-conforming content- based regulations.
- This application modifies the wayfinding sign regulations and approval process of approval for wayfinding signs within any public right-of-way.
- This application added Electronic Changeable Copy Signs.

<u>Existing Riverland MSP Regulations</u>	<u>Proposed Riverland MSP Regulations</u>	<u>City Sign Code Regulations</u>
<p><b><u>Community Monuments</u></b>  Intended for the perimeter of the DRI.  Maximum of 4 signs  300SF</p>	<p><b><u>Master Primary Monument</u></b>  Intended for the perimeter of the DRI.  Maximum of 6  300SF</p>	<p>The City Sign Code does not address this type of sign.</p>
<p><b><u>Community Amenity Signs</u></b>  Intended for amenity and recreational sites.  Limited in number only by the amount within the DRI and not per site.  Maximum of 12 signs within the DRI.</p>	<p><b><u>Master Amenity Signs</u></b>  Proposed at individual entrances to amenity properties or recreational areas. One (1) sign per site.</p>	<p><b><u>Freestanding Signs</u></b>  Entrance signs for any non-residential property or site.  &lt;3 Acres = 32SF  3-4.9 Acres = 60SF  5-9.9 Acres = 100SF  10-19.9 Acres = 150SF  20 and greater Acres = 200</p>
<p><b><u>Community Directional</u></b>  Along ROWs providing direction to specific parts of the DRI.  Maximum 24 signs  64SF</p>	<p><b><u>Wayfinding</u></b>  Along ROWs providing direction to specific parts of the DRI.  Maximum 100 signs  64SF.</p>	<p>The City Sign Code does not address this type of sign.  The only comparison is small 2SF instructional signs.</p>

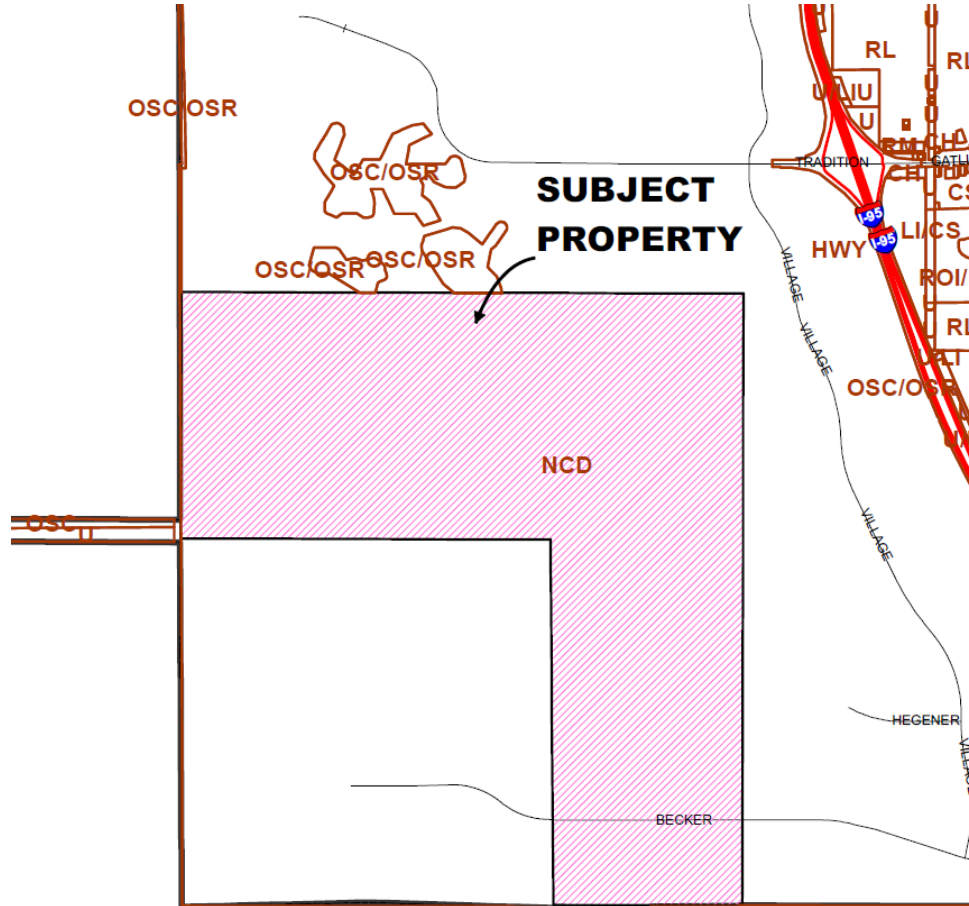
<b><u>Existing Riverland MSP Regulations</u></b>	<b><u>Proposed Riverland MSP Regulations</u></b>	<b><u>City Sign Code Regulations</u></b>
<b><u>Decorative Standards Signs</u></b> Advertising banners on poles within Riverland.	<b><u>Riverland Lifestyle Signs</u></b> Advertising banners on poles within Riverland.	The City Sign Code does not address this type of sign.
<b><u>Welcome Signs</u></b> Free standing signs on the exterior tracts within Riverland to provide signage smaller than the Master Primary Monument signs. Maximum 14 signs 72SF	<b><u>Monument Signs</u></b> Free standing signs on the exterior tracts within Riverland to provide signage smaller than the Master Primary Monument signs. Maximum 30 signs 72SF	The City Sign Code does not address this type of sign.
<b><u>Lifestyle signs/Banners</u></b> 64SF	<b><u>Feather Flags</u></b> 50SF	<b><u>Feather Flags</u></b> Permitted only for Model Home Sites. 45SF

<u>Existing Riverland MSP Regulations</u>	<u>Proposed Riverland MSP Regulations</u>	<u>City Sign Code Regulations</u>
<u><b>Event/Sales Banners</b></u> Temporary signs. 45SF	<u><b>Paseo/Open Space/Recreational Tracts Signs</b></u> Temporary signs within the Riverland Developments. Maximum 10 signs per parcel or site. 64SF	<u><b>Temporary signs</b></u> Temporary signs for MPUDs are permitted by aggregated square footage for each site. Under 5 acres = 32SF 5 Acres and greater = 60SF
<u><b>Directional/Event</b></u> Maximum 15 internal sign per project 24SF each.	<u><b>Temporary Informational signs</b></u> No limit on the amount. Residential parcels = 32SF Non-Residential parcels = 100SF	<u><b>Temporary signs</b></u> Temporary signs for MPUDs are permitted by aggregated square footage for each site. Under 5 acres = 32SF 5 Acres and greater = 60SF
N/A	<u><b>Temporary Non-Residential Tenant Banners</b></u> Businesses with >100 linear feet of frontage = 60SF Businesses with over 100 linear feet of frontage = 120SF	The City Code does not permit banners.

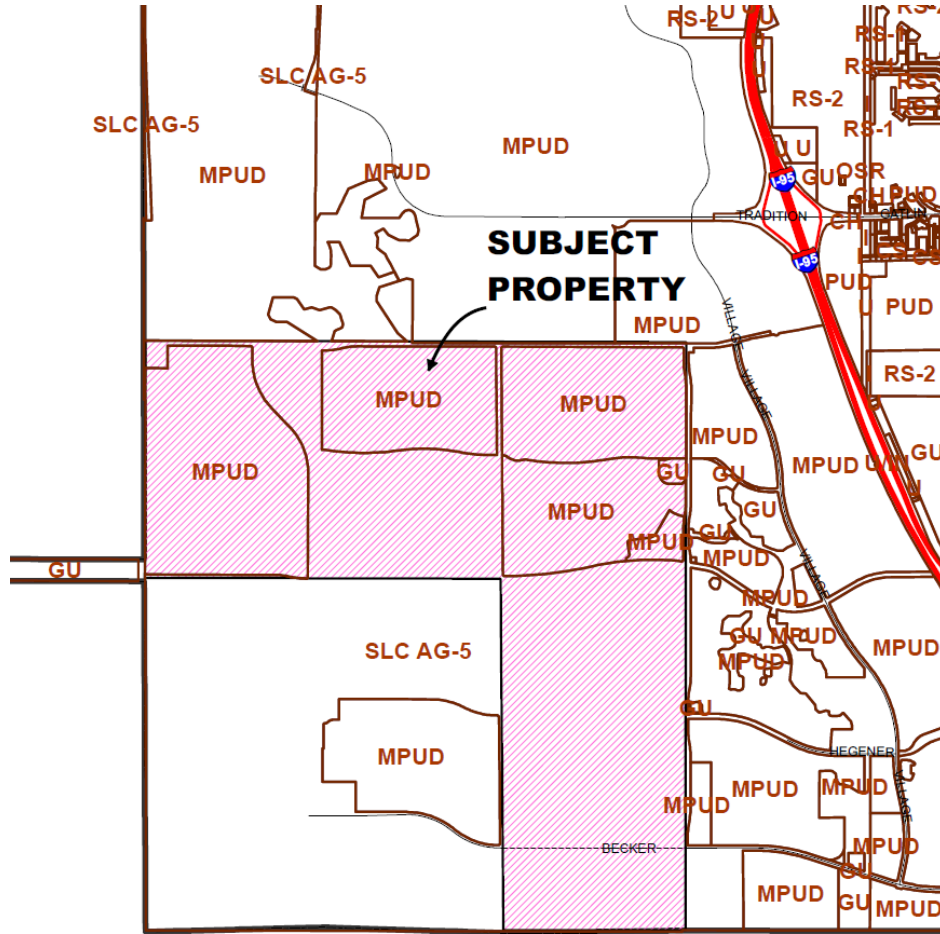


<u>Existing Riverland MSP Regulations</u>	<u>Proposed Riverland MSP Regulations</u>	<u>City Sign Code Regulations</u>
N/A	<p><b><u>Non-Residential Monument Signs</u></b></p> <p>Tracts &gt;5 acres are permitted a maximum of 4 signs.</p> <p>Tracts 5 acres and over are permitted a maximum of 8 signs.</p> <p>All sign are permitted to be 300SF.</p>	<p><b><u>Freestanding Signs</u></b></p> <p>Entrance signs for any non-residential property or site.</p> <p>&lt;3 Acres = 32SF</p> <p>3-4.9 Acres = 60SF</p> <p>5-9.9 Acres = 100SF</p> <p>10-19.9 Acres = 150SF</p> <p>20 and greater Acres = 200</p>
N/A	<p><b><u>Non-Residential Information and/or directional signs</u></b></p> <p>Maximum 30 signs per site</p> <p>32 SF</p>	<p>The City Sign Code does not address this type of sign.</p> <p>The only comparison is small 2SF instructional signs.</p>
N/A	<p><b><u>Electrical Changeable Copy Signs</u></b></p> <p>Maximum overall sign size = 46SF</p> <p>Digital sign portion = 23SF</p>	<p>The City Sign Code does not allow this type of sign other than within the Institutional Zoning District.</p> <p><b><u>Institutional Zoned properties</u></b> Maximum 20SF digital sign permitted within an approved freestanding sign.</p>

# Land Use



## Zoning



# Recommendation

The Planning and Zoning Board recommended approval of the proposed amendment to the Riverland Master Sign Program at their May 6, 2025, meeting.