



Office of the  
City Attorney

Subject: ***Political Signs***

Dear Candidate:

With the approach of Election Day, this letter is being sent to remind you of the provisions of the Riverside Municipal Code related to the placement of signs, including campaign signs, in the public rights-of-way of the City of Riverside and to request your cooperation, and that of your supporters, in complying with the City's laws.

Section 19.625.030 of the Riverside Municipal Code makes it unlawful for any person to place or maintain any sign, in the public street right-of-way. This section prohibits the placement of campaign signs anywhere in the street right-of-way including, but not limited to, the parkway, median, street trees, utility poles, guy wires and traffic signals.

Section 19.625.050 allows non-commercial message signs (political signs) in areas qualifying as traditional public places, such as streets, parks and sidewalks provided that:

- A. The signs must be personally held by a person, or personally attended by one or more persons. "Personally attended" means that a person is physically present within 15 feet of the sign at all times.
- B. The maximum aggregate size of all signs held by a single person is 12 square feet.
- C. The maximum size of any one sign which is personally attended by two or more persons is 50 square feet.
- D. The displayed signs may not be inflatable or air-activated.
- E. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance for pedestrians to pass by.

Section 19.620.230 of the Riverside Municipal Code sets forth the regulations and limitations on the placement of temporary non-commercial message signs on residential, commercial, business, industrial, and manufacturing property.

Please also be advised that the City of Riverside has an active removal program for any illegal sign placed in the street right-of-way. Administrative citations will be issued for each and every illegal sign. An administrative fine of \$100 will be imposed for the first offense, \$200 for the second offense, and \$500 for every offense thereafter.



If you have any questions concerning the legal placement of your signs, you may call the City's Code Enforcement Division at (951) 826-5633.

Thank you for your cooperation in respecting the laws and appearance of the City of Riverside.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'G. Priamos', with a long horizontal flourish extending to the right.

Gregory P. Priamos  
City Attorney

*[Rev. 2009]*

### **19.620.230 Temporary Signs.**

A. All paper signs, banners, balloons, streamers, placards, pennants or portable signs that direct, promote, attract, service or that are otherwise designed to attract attention are prohibited, except that the following temporary signs may be displayed in all non-residential zones subject to the stated rules. Any calculations of sign measurements may be subject to review of the Planning Division, and the Planning Division may add conditions to address matters of public safety and welfare.

1. **Grand Opening Banners.** One banner not exceeding 60 square feet shall be allowed for a period not exceeding 30 consecutive days for newly opened or reopened establishments at the site where the banner is to be displayed. The banner shall be stretched and secured flat against the building surface and shall not extend higher than the building eave or the building parapet wall.

2. **Temporary Commercial Event Signs.** No more than three (3) temporary signs not exceeding a combined twenty-five (25%) percent of the total window area, or a combined area of forty (40) square feet, whichever area is less, may be displayed in the window area of each building frontage throughout the duration of an event. Such signs may be painted directly onto the window in water soluble paints or constructed of paper, wood, fabric, plastic, vinyl or similar materials and securely adhered to, or oriented toward the street or public right-of-way. All paper signs must be mechanically printed. Such signs must remain in good condition and shall be removed within 7 days of the conclusion of the event. There is no limit on the number of colors that can be used in these signs, however, fluorescent colors, as defined in Article X (Definitions), are prohibited.

3. **Construction Signs.** In all zones, unlighted freestanding or wall signs are allowed. All such signs shall be displayed only on the lot or parcel on which the construction is occurring and only during the construction period. Such signs and support structures and fasteners shall be totally removed prior to release for occupancy. Signs shall not exceed 32 square feet in area.

4. **Subdivision Signs.** In all zones, a maximum of 3 unlighted double-faced temporary subdivision signs, not exceeding 40 square feet in area per display face and 15 feet in overall height, may be erected and maintained with a subdivision during sale of the lots. Such signs shall be located within the subdivision and shall be a minimum distance of 300 feet apart from each other. All signs shall be removed at the close of escrow of the model complex houses.

5. **Non-commercial Message Signs on Residential Uses.** On residential uses, non-illuminated temporary signs displaying non-commercial messages, maximum 4 feet in height, totaling no more than 6 square feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision. (Ordinance No. 6925)

6. **Non-commercial Message Signs on Commercial, Business, Industrial and Manufacturing Uses.** On commercial, business, industrial, and manufacturing uses, non-illuminated temporary signs displaying non-commercial messages, maximum six-feet in height, totaling no more than twenty-five-square-feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary, or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision. (Ord. 6966 §1, 2007)

### **19.625.030 Private Party Signs Generally Banned.**

Except as expressly allowed by a provision of this Chapter, or another provision of law, private parties may not display or post signs on public property or in the public right of way. (Ord. 6966 §1, 2007)

**19.625.050 Temporary Political, Religious, Labor Protest and Other Noncommercial Signs in Traditional Public Forum Areas.**

In areas qualifying as traditional public forums, such as streets, parks and sidewalks, persons may display noncommercial message signs thereon, provided that their sign displayed on Public Property conforms to all of the following:

A. The signs must be personally held by a person, or personally attended by one or more persons. "Personally attended" means that a person is physically present within 15 feet of the sign at all times.

B. The maximum aggregate size of all signs held by a single person is 12 square feet.

C. The maximum size of any one sign which is personally attended by 2 or more persons is 50 square feet.

D. The displayed signs may not be inflatable or air-activated.

E. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this Section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles and persons displaying signs on public sidewalks must give clearance for pedestrians to pass by. (Ord. 6966 §1, 2007)