Meeting Date: March 23, 2016
To: Chairman and Members of the Planning Commission
From: Development Services Department
Presentation By: Arnoldo Rodriguez, AICP, Director
Public Hearing: Consideration of Zoning Code Text Amendment 14-01 relating to on-site signs
Location: Citywide application

Project Information:
The Sign Code Update process commenced several years ago, dating back to a workshop initially held by the City Council on August 9, 2011. For various reasons, efforts to update to the Sign Code were halted. In order to better reflect contemporary City Planning and business practices, the Development Services Department has recently taken a proactive approach in addressing deficiencies ingrained in the City’s Sign Code. The purpose of the Department’s latest effort is a proposed text amendment in the current regulatory scheme for on-site signs.

This text amendment was derived from studying the application of the current ordinance, policies, and researching other communities. The existing regulatory scheme evolved over an extended period of time and has resulted in a Sign Code that does not necessarily reflect existing business or contemporary practices.

After extensive research, including a workshop with the Planning Commission on February 16, 2016, staff:

- Assessed the existing ordinance;
- Drafted design principles;
- Clarified the regulations pertaining to exempt and prohibited signs;
- Incorporated illustrations;
- Deleted obsolete language;
- Established sign criteria for specific uses;
- Established criteria for Electronic Message Boards;
- Updated the sign definitions; and
- Established objective criteria for signs, such as proximity to residences and lighting types.

After an analysis of the current ordinance and researching other communities, staff’s intent is to:

- Protect public welfare and property values;
Raise the bar for quality signs, in terms of materials, style, and lighting;
Create clear and concise definitions;
Create minimum development standards that are easy to read in a user friendly format;
Ensure consistency and predictability while minimizing arbitrary discretion; and
Avoid conflicts between regulations.

Overall, the proposed changes, with a few exceptions, are minimal. Rather, staff is primarily proposing modifications to obsolete language and clarifying existing regulations. **Attachment 1** (Table 1) provides a summary of the proposed modifications.

It should be noted that the proposed ordinance does not modify existing regulations for billboards. While imperative, staff will prepare updated regulations for billboards at a later time.

**Environmental Finding:**
The State Guidelines for the implementation of the California Environment Act (CEQA) provide for the exemption of projects which will clearly have no significant effects on the environment. More specifically, Section 15061(b)(3) of the CEQA Guidelines states:

“...CEQA only applies to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.”

It has been determined that there is no possibility of significant adverse effects as a result of this proposal. Therefore, it is not subject to CEQA.

**Recommended Actions:**
City staff recommends that the Planning Commission take the following actions:

A. Recommend that the City Council adopt the attached Draft Yuba City Sign Regulations amending the City’s Sign Code as shown in Attachment 2.

As an alternative, the Planning Commission may request that staff provide additional research or continue the meeting to a date certain.

**Commission Action:**
The Commission’s action will be considered by the City Council.

**Attachments:**
1. Table 1: Summary of proposed modifications
2. Draft Yuba City Sign Regulations
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Proposal</th>
<th>Example of Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wall</strong></td>
<td>Nominal modifications to existing regulations.</td>
<td><img src="image1.png" alt="Example of Sign" /> <img src="image2.png" alt="Example of Sign" /></td>
</tr>
<tr>
<td><strong>Monument</strong></td>
<td>Nominal modifications, however language has been incorporated that requires the inclusion of architectural elements, such as columns, and that a minimum 12 inch base made of a decorative material be incorporated. A minimum landscaping requirement is also proposed.</td>
<td><img src="image3.png" alt="Example of Sign" /> <img src="image4.png" alt="Example of Sign" /></td>
</tr>
<tr>
<td><strong>Awning</strong></td>
<td>Nominal modifications. Language has been added that clarifies clearances from the finish grade, materials, and lighting.</td>
<td><img src="image5.png" alt="Example of Sign" /> <img src="image6.png" alt="Example of Sign" /></td>
</tr>
</tbody>
</table>
**Projecting**

Nominal modifications. Language has been added that clarifies clearances from the finish grade, materials, and lighting.

**A-frame**

Clarifying language has been incorporated pertaining to the size, height, materials, proximity to primary business entrance, maintenance, design, and building materials.

**Political**

Current regulations defer to State. Proposed ordinance would limit the posting of signs 90 days before an election. Maximum area of 32 square feet.
<table>
<thead>
<tr>
<th>Electronic fuel price</th>
<th>Proposed ordinance would permit static fuel price signs. Maximum letter height of two feet.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Electronic Message Board</th>
<th>Currently not permitted. Proposal would permit signs along State Route 20 and 99. Parcels would need to be a minimum of 5 acres and have 300 feet of frontage. Language is included regarding the dimming of the lighting in the evening.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Subdivision signs for the sale of new homes</th>
<th>Current ordinance does not permit. Proposed code would limit signs to on-site, active subdivisions. The quantity of signs would be dependent on the size of the subdivision. Material language is provided, while the City of Yuba City name and logo would be required to be prominently displayed on the sign.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive-thru menu boards</td>
<td>Current regulations are silent. Proposed code would limit their size and quantity per restaurant.</td>
</tr>
<tr>
<td>------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Pole</strong></td>
<td>Currently not permitted. No modifications are proposed.</td>
</tr>
<tr>
<td><strong>Snipe</strong></td>
<td>Currently not permitted. No modifications are proposed.</td>
</tr>
</tbody>
</table>
Attachment 2. Draft Yuba City Sign Regulations
Article 63. Signs

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Sec. 8-5.6301. Purpose.

The purpose of this article is to regulate signs as an information system that expresses the character and environment of Yuba City and implements the General Plan, consistent with State and federal law. These regulations recognize the importance of business activity to the economic vitality of the City as well as the need to protect the visual environment. Specifically, these regulations are intended to:

A. Provide adequate opportunity for the exercise of the right of free speech right by display of a message or image on a sign, while balancing that opportunity with other community and public interests;

B. Provide minimum standards to safeguard life, health, property, public welfare, and traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures;

C. Preserve and enhance the visual attractiveness of the City, for residents, businesses and visitors;

D. Protect and enhance property values and community appearance by encouraging signs that are compatible with the architectural style, character, and scale of the building to which they relate and with adjacent buildings and businesses;

E. Restrict signs that may create visual clutter or a nuisance to nearby properties, violate privacy, or create hazards or unreasonable distractions for pedestrians and drivers;

F. Ensure that commercial signs are accessory or auxiliary to a principal business or establishment on or near the same premises, rather than functioning as general advertising for hire; and

G. Prohibit signs that may cause traffic or pedestrian safety hazards or interfere with ingress and egress.

Sec. 8-5.6302. Applicability.

This article regulates all signs on public and private property, except where expressly stated otherwise. No sign shall be erected or maintained anywhere in the City except in conformity with this article. No sign(s) shall be erected or maintained in any land use district established by this chapter, except those sign(s) specifically described in this chapter. The number and area of signs as outlined in this chapter are intended to be maximum standards. In addition to the specified standards, consideration shall be given to a sign's relationship to the overall appearance of the subject property.

Sec. 8-5.6303. Sign Maintenance.
Every sign displayed within the City, including but not limited to those signs for which permits are or are not required, shall be maintained in good physical condition. All signs, together with supports, braces, anchors, and electrical components, shall be kept in a safe, presentable condition. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required. The Planning Director may order the repair or removal of any sign determined by the City to be unsafe, defective, damaged, or substantially deteriorated.

Sec. 8-5.6303. Design Principles.

A. Architectural Compatibility. A sign (including its supporting structure, if any) should be designed as an integral design element of a building’s architecture and be architecturally compatible, including color and scale, with any building to which the sign is to be attached and with surrounding structures. A sign that covers a window or that spills over “natural” boundaries or architectural features and disrupts parts of upper floors of buildings is detrimental to visual order and is not permitted.

B. Consistency with Area Character. The size, materials, colors, graphic style, illumination, and other features of the sign shall be in keeping with the visual character of the street or area in which it is proposed. Proposed new signs should reflect the highest quality of design possible for a given area.

C. Legibility. The size and proportion of the elements of the sign’s message, including logos, letters, icons and other graphic images, should be selected based on the anticipated distance and travel speed of the viewer. Sign messages oriented towards pedestrians may be smaller than those oriented towards automobile drivers. Colors chosen for the sign text and/or graphics should have sufficient contrast with the sign background in order to be easily read during both day and night hours.

D. Readability. To ensure that signs perform their essential communicative function appropriately, characteristics such as the proportion between different parts of the sign, visibility from important vantage points, and other design features will be considered. A sign message should be easily recognized and designed in a clear, unambiguous and concise manner, so that a viewer can understand or make sense of what appears on the sign. Excessive use of large areas of several colors can create competition for the eye and significantly reduce readability.

E. Finish. Signs must have finished edges with a clean, smooth, consistent surface. Lettering on the sign is to be of complementary size, proportion and font and either carved, routed, painted or applied.

F. Visibility. A sign should be conspicuous and readily distinguishable from its surroundings.

Sec. 8-5.6304. Measuring Sign Area.
Sign area includes the entire face of the sign, including the surface and any framing, but not including the support structure. Individual letters on a building shall be measured by the area enclosed by a continuous line outlining the perimeter of the words, emblems and logos. For double-faced signs with less than 18 inches between faces, only one side shall be counted as the total area.

Sec. 8-5.63042. Permits Required. Review Process.

With the exception of exempt signs, listed in Section 8-5.6306 of this article, no new, altered or changed sign shall be installed or utilized without prior approval and issuance of a zoning clearance (Sec. 8-5.7002), which may be conditionally approved, by the Planning Director. Minor repair of all or part of an existing sign so as to duplicate the appearance and location of the original sign shall not require such prior review and approval.

Sec. 8-5.6304. Permits Required.

With the exception of exempt signs as listed in Section 8-5.6305, permits shall be required as follows, unless otherwise stated.

A. Zone Clearance Required. Subject to Section 8-5.7002, Zone Clearance, which may be conditionally approved, the Development Services Department will review applications for building permits for signs and determine if the proposed signs are consistent with the requirements contained in this article. All signs, temporary or permanent, and flags per this article, shall require a Zone Clearance, unless specifically exempted.

B. Master Sign Program (MSP). A Master Sign Program is required for signage proposals as specified in Sec. 8-5.6316, Master Sign Program (MSP).

C. Building Permit Required. No person shall erect, alter, repair, or relocate any sign without first obtaining any required building permit from the City for such work from the City. No permit shall be issued until the City determines that such work is in accordance with the building or electrical codes of the City. Except as otherwise provided, permits required by this article will be issued pursuant to the same terms and according to the same fee schedule as all other building permits.

D. Encroachment Permit. Signs that project over a public street, or sidewalk, or other City owned property or easement shall be subject to an Encroachment Permit approval by the Public Works Department pursuant to the provisions of Chapter TBD of the Municipal Code.

Sec. 8-5.6305. Exempt Signs.

The following signs are exempt from Planning the permit requirements of this article and do not count toward the total sign area limit for a site, provided that they conform to applicable standards. Building permits may be required.
A. **Address Signs and Name Plates.** Each residence and establishment may post one address sign and one name plate, **not to exceed four square feet**, with display faces per Sec. TBD, Street Names & Addressing.

B. **Barber Poles.** Barber poles less than 18 30 inches in height.

C. **City Property/Bus Stop Signs.** Signs placed by the City or the transit authority on property or public right-of-way held by the City.

D. **Civic signs.** Memorial signs and plaques installed by a civic organization. Said signs shall first be recognized by the City Council.

E. **Equipment Signs.** Signs incorporated into permitted displays, machinery, or equipment by a manufacturer, distributor, or vendor and identifying or advertising only the product or service dispensed by the machine or equipment, such as signs customarily fixed to automated teller machines (ATMs) and gasoline pumps.

F. **Garage Sales/Yard Sales.** Limited to 2 such signs, having a maximum of 5 square feet each and not to exceed 6 feet high, located on private property with the property owner's permission. Signs may not be erected prior than 24 hours to the event and shall be removed no later than 24 hours of the conclusion of the sale.

G. **Gateway Signs.** Signs erected by the City or in partnership with the City, contents of which are limited to the name of the City and the name of or other information regarding civic, fraternal, or religious organizations located within the City.

H. **Decorative Holiday Decorations and Lights.** Provided that such displays are removed within 45 days of their installation.

I. **Interior Graphics or Signage.** Visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior thereof, or located on the inside of a building and at least three feet from the window, door, and/or opening.

J. **Memorial Signs.** Memorial signs or tablets, names of buildings or date of building erection, when cut into any masonry surface or when on a bronze plaque.

K. **Official Government Notices.** Official and legal notices used by any court, public body, person, or officer in the performance of a public duty; any legal or official notices posted by a utility or other quasi-public agency; temporary or permanent signs erected and maintained by or required by the City, State, or federal government, or government transportation or transit agencies, for the purpose of providing official governmental information to the general public, including, but not limited to: traffic direction, city entrance, or for designation of direction to any school, hospital, historical site, or public service, property, or facility; public hearing or meeting notices; seismic warning signs; or other signs required or authorized by law.
L. Public Carrier Graphics. Graphic images mounted on carrier vehicles such as buses, taxicabs, and limousines that legally pass through the City.

M. Operational Window Signs. Window signs limited to the hours of operation, address, occupancy, and emergency information, subject to the following standards:
   
a. Limitations on Placement. Operational window signs shall not be mounted or placed on windows higher than the second story.

b. Maximum Area. The maximum area of exempt window signage shall not exceed three square feet in area.

N. Traffic signs. Traffic, directional, warning, or informational signs required or authorized by a governmental agency.

Sec. 8-5.63065. Prohibited Signs.

The following signs are expressly prohibited:

A. A-frames

B. Banners - No canvas sign, banner, pennant, streamer, bunting, wind sign, balloon or flag shall be permitted except as permitted in Section 8-5.6308 of this article.

C. Flashing signs - No sign (including window sign, exterior lighting or window lighting) shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination, except for date, time and temperature signs and Christmas lights for duration not to exceed 60 days during the holiday season.

D. Signs on City property - No sign located on City property or within the right-of-way of any City street without the expressed permission of the City.

E. Signs that move or show movement - No moving (except date, time and temperature signs, Christmas decorations not to exceed 60 days duration) shall be permitted.

F. Noise or smoke - No signs or device which emits audible sound, odor or visible matter shall be permitted.

G. Posters - The tacking, painting, pasting or otherwise affixing of signs or posters of a miscellaneous character, visible from a public right-of-way, located on the walls of a building, bars, shed, on trees, poles, posts, fences, or other structures, or anywhere on public property is prohibited.

H. Roof signs.
I. Traffic hazard - No sign shall be permitted at the intersection of any street in such a manner as to obstruct free and clear vision of motor vehicle operators or at any location where by reason of its position, intensity of light, shape or color, it may interfere with or be confused with any authorized traffic sign, signal, or device or which makes use of a work symbol, phrase, shape or color in such a manner as to interfere with, mislead, or confuse traffic.

J. Vehicle signs - Signs on vehicles, trailers, boats, storage boxes or other similar objects where such signs are not incidental to the primary use of the vehicle or other similar objects for conveyance of persons or property or storage of property, and where the primary purpose of the sign and vehicle or other similar object upon which the sign is attached or affixed is for advertising purposes.

K. Building signs - A building sign that exceeds the height of the eave line of the building wall to which it is attached.

L. Freestanding signs.

Sec. 8-5.6306. Prohibited Signs

Unless expressly allowed by another subsection of this article or other applicable law, the following sign types, locations, and materials are prohibited:

A. Animated Signs/Moving Signs. Animated, flashing, blinking, reflecting, revolving, or other similar signs, or signs with visibly moving or rotating parts or visible mechanical movement of any kind, rolling or running letters or message.

B. Flashing signs. No sign (including window sign, exterior lighting or window lighting) shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination, except for date, time and temperature signs and Christmas lights for duration not to exceed 60 days during the holiday season.

C. Flying Signs. No flying signs such as blimps or kits designed to be kept aloft by mechanical, wind, chemical, or hot air means shall be allowed.

D. Fences Signs. Signs attached or painted on fences or freestanding walls that are not associated with part of a building.
E. **Free Standing Signs.**

F. **Outdoor Advertising Signs.**

G. **Moving Signs.** Signs that show movement.

H. **Pole signs Signs.**

I. **Posters.** The tacking, painting, pasting or otherwise affixing of signs or posters of a miscellaneous character, visible from a public right-of-way, located on the walls of a building, bars, shed, on trees, poles, posts, fences, or other structures, or anywhere on public property is prohibited, unless permitted as a under a Garage/Yard Sale Sign.

J. **Roof signs Signs.**

K. **Signs blocking doors or windows.** Blocking Doors or Windows. Signs shall not be located or installed on any door, window, or fire escape in a manner that will prevent free ingress or egress.

L. **Signs on standpipes or fire escapes.** Standpipes or Fire Escapes. No sign shall be attached to any standpipe or fire escape, except those required by other codes.

M. **Snipe signs Signs.** All off-site signs, tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, trailers, temporary construction barriers, or other supporting structures.

N. **Signs in the public right-of-way.** Public Rights-of-Way. Unless otherwise noted, no sign shall be affixed within median strips or islands, on sidewalks, trees, retaining walls, bridges, benches, traffic signals, public fences, poles or utility equipment, street lighting, utility poles, traffic signs, or traffic sign posts, supporting structures, anchor wires, or guy wires. This provision, however, does not prohibit subdivision monument signs, which shall be permitted at the discretion of the City Engineer.

O. **Signs that produce noise or emissions.** That Produce Noise or Emissions. Signs that produce noise or sounds that can be heard at the property line, excluding voice units at menu boards, and signs that emit visible smoke, vapor, particles, or odors.

P. **Signs creating a traffic hazard or affecting pedestrian safety.** Creating a Traffic Hazard or Affecting Pedestrian Safety. Signs placed or located in such a manner as to constitute a safety hazard or to impede the public use of the public right-of-way.

   a. Exits and Entrances. No sign shall be placed, mounted, erected, or installed in any manner that obstructs the use of any door, window, or fire escape.

   b. Sidewalks. No sign shall be mounted or displayed in such a manner that it blocks or impedes the normal pedestrian use of public sidewalks.
c. **Intersections.** No sign shall be erected or maintained at or near any street intersection that will obstruct the free and clear vision of drivers and pedestrians. Other than traffic control signals, no sign shall be installed in the visibility triangle at intersections pursuant to Section TBD, Intersection Visibility.

Q. **Vehicle signs.** Signs on vehicles, trailers, boats, storage boxes or other similar objects where such signs are not incidental to the primary use of the vehicle or other similar objects for conveyance of persons or property or storage of property, and where the primary purpose of the sign and vehicle or other similar object upon which the sign is attached or affixed is for advertising purposes.

**Sec. 8-5.6306. Exempt Signs.**

The following signs shall be exempt from the provisions of this chapter:

A. **Address sign.** The numeric reference of a structure or use to a street.

B. **City entrance signs.** Signs erected in or near the City boundary, contents of which are limited to the name of the City, and the name of or other information regarding civic, fraternal, or religious organizations located within the City.

C. **Civic signs.** Memorial signs and plaques installed by a civic organization recognized by the City Council.

D. **Civic event signs.**

E. **Flags.** Official governmental flags of a state, nation, or political subdivision, and nationally or internationally recognized organizations.

F. **Off-site garage/yard sale signs.** Limited to 2 such signs, having a maximum of 5 square feet and not to exceed 6 feet high, each, located on private property with the property owner’s permission. All signs are to be removed within 24 hours of the conclusion of the sale.

G. **Gas station signs.** Only gas price signs as required by State law.

H. **Indoor signs.** Signs within a structure and not visible from the outside or public right-of-way.

I. **Notices.** Official and legal notices issued by a court or governmental agency.

J. **Political signs.** Political signs as provided for by State laws.

K. **Real estate signs.**
1. All districts—One per street: frontage not to exceed 6 square feet in area and not to exceed a height of 6 feet.

2. C and M Districts—One per street: frontage not to exceed 32 square feet in area and not to exceed a height of 8 feet.

3. Such real estate signs shall be removed within 7 days after the sale, rental or lease of the property has been accomplished.

4. Up to 4 off-site directional signs, to a maximum of 4 square feet each and 3 feet in height, directing traffic to open houses and subdivisions involved in real estate sales may be permitted in any zone providing that:
   a. the sign does not obstruct sight clearance,
   b. the owner of the property on which such directional sign is posted has agreed to such posting, and
   c. such directional signs are removed at the close of business on each day.

L. Subdivision flags—Bearing the name of the developer or development and only when utilized in association with an approved model home sales office for a new residential subdivision. Subdivision flags shall be limited to 2 flags per model home and 4 flags at the subdivision entrance not to exceed a maximum area of 20 square feet each and a pole height of 25 feet. If there are no model homes, then up to 4 flags may be utilized in addition to those at the subdivision entrance.

M. Traffic signs—Traffic, directional, warning, or informational signs required or authorized by a governmental agency.

N. Vehicle signs—A vehicle that is covered (or partially covered) with a business advertisement for the company of its primary use. This sign type is not considered a mobile billboard.

N. Window signs (inside)—Signs painted on, or otherwise displayed from the inside surface of a window, showcase, or other similar facility are permitted in addition to other permitted signs, provided that all such commercial and incidental signs (both temporary and permanent) do not exceed a combined maximum of 35 percent of the total window area.

Sec. 8-5.6307. Developer/Contractor Signs.

Development/contractor’s sign(s) not to exceed 50 square feet per street frontage and not to exceed 10 feet in height, with the name of the subdivision, development, building contractor, architect, or real estate firm, which may refer to materials, appliances, supplies, and building trades used in the construction of the development or services provided by the
developer, may be allowed, upon securing a zoning clearance (Sec. 8-5.7002) in any zone for a period of not to exceed one year and may receive annual renewals for periods of up to one year each upon an approval by the Planning Director, provided the project remains under construction.

**Sec. 8-5.6307. Measuring Sign Area.**

A. **Single-Faced Signs.** Sign area shall include the entire area within a single continuous perimeter composed of squares or rectangles (consisting of horizontal and vertical lines and no more than 12 corners) that enclose the extreme limits of all sign elements, including, but not limited to, sign structures or borders, written copy, logos, symbols, illustrations, and color. Supporting structures such as sign bases and columns are not included in the sign area provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of single-faced signs is illustrated in Figure 8-5.6307-A(1).
FIGURE 8-5.6307-A(1): MEASURING SIGN AREA
B. **Double-Faced Signs.** Where two faces of a double-faced sign are parallel, or less than an interior angle of 45 degrees or less from one another, the sign area shall be computed as the area of one face. Where the two faces are not equal in size, the larger sign face shall be used. Where two faces of a double-faced sign are located equal to or more than 45 degrees from one another, both sign faces shall be counted toward sign area.

C. **Multi-Faced Signs.** On a three-faced sign, where at least one interior angle is 45 degrees or less, the area of two faces (the largest and smallest face) shall be summed to determine sign area. In all other situations involving a sign with three or more sides, sign area shall be calculated as the sum of all faces.

D. **Three-Dimensional Signs.** Signs that consist of, or have attached to them, one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area of the sum of all areas using the four two vertical sides of the smallest cube that will encompass the sign.
E. **Measuring Sign Height.** The height of a sign is the vertical distance measured from the ground level **finish grade** directly beneath the sign to the highest point at the top of the sign.

F. **Measuring Sign Clearance.** Sign clearance shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.

G. **Measuring Building Frontage.** Building frontage is the building facade that directly abuts a public street, private street, parking lot driveway, or parking spaces. For buildings with two or more frontages, the length of the wall and allowable sign area shall be calculated separately for each building frontage.

**Sec. 8-5.6308. Special Event Signs.**

A. Temporary, on-site, special event signs, including but not limited to banners, pennants, streamers, bunting, wind signs, balloons or flags other than those of any nation, state or political subdivision shall be permitted up to a maximum of 90 days in each calendar year. In no event shall the special event sign advertising exceed 30 days in any quarter.

B. Prior to the use of the special event signs, each business shall provide a schedule to the City identifying the dates for which the special event signs are to be used and obtain a zoning clearance pursuant to Sec. 8-5.7002. The use of these types of special event signs are limited to properties located in commercial and industrial zoning districts.

C. Special event signs, regardless of the number or location of such signs, shall be accompanied by a cash deposit or bond to assure the removal of such signs in accordance with the provisions of this chapter. If such special event signs are not removed within the required time, the City may remove such signs, which then shall become the property of the City and may also require a forfeiture of all or part of such cash deposit or bond.
Sec. 8-5.6308. General Standards.

A. **Visibility Triangles.** No sign, permanent or temporary, flag, flagpole, etc. may be erected within the visibility triangle per Public Works policy ST 22, Site Distance Triangle.

B. **Residential and Non-Residential Interface.** Signs in Commercial and Industrial Zone Districts zoned property shall be set back a minimum distance of 45 feet from a Residential District.

C. **Materials and Mounting Required.**
   
a. **Materials.** Signs shall be made of sturdy, durable materials. Paper, plastic, cardboard, and other materials subject to rapid deterioration may only be used for temporary signs.

   b. **Mounting Required.** All permanent signs shall be firmly anchored, shall comply with all requirements for public safety, and shall satisfy all applicable safety codes and all other applicable governmental enactments, rules, regulations, or policies.

D. **Changeable Copy.** Non-electronic changeable copy shall cover no more than 20 percent of the total sign area, except for the following uses which are allowed up to 75 percent of the maximum sign area to be changeable copy: all public facilities and semi-public uses, indoor theaters, and fuel price signs. Copy shall not be changed more than once every 24 hours.

E. **Illumination.** The illumination of signs shall be designed, installed, and maintained to avoid negative impacts on surrounding right-of-ways and properties. The following standards shall apply to all illuminated signs:
   
a. **Shielding Required.** To the extent feasible, and at the discretion of the Review Authority, light sources shall be concealed or shielded to prevent or minimize light spillage, glare, momentary blindness, or other annoyance, disability, or discomfort to persons within the view of such light sources.

   b. **Colored Lights.** Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

F. **Light Sources Adjacent to Residential Areas.** Illuminated signs located adjacent to any residential area shall be controlled by a rheostat or other acceptable method to reduce glare that will create a nuisance for residential buildings in a direct line of sight to the sign. Signs that are adjacent to Residential Areas that in the opinion of the Review Authority (i.e., Development Services Director, Planning Commission, or City Council) shall come equipped with automatic dimming technology which automatically adjusts the brightness of the sign in direct correlation with ambient light conditions (i.e., daytime, nighttime, cloudy conditions).
G. **Concealed Electrical Systems.** External conduits, boxes, and other connections related to the function of a sign and associated lighting shall not be exposed. A switch disconnecting each circuit shall be placed in plain sight and near the inspection opening.

**Sec. 8-5.6309. Seasonal Displays.**

For commercially zoned and developed lots permanent or semi-permanent displays may be suspended from the parking lot light standards, such as bunting used to attract attention to a coherent retail property or properties, provided the following can be met:

A. The display does not advertise a company; product or special event associated with an individual business;

B. The display is designed so it does not obstruct traffic, sight distance, parking area lighting or existing directional signs; and

C. Installation shall be subject to securing a zoning clearance (Sec. 8-5.7002) by the Planning Director.

The zoning clearance shall be issued provided the Planning Director can make the finding that the display will enhance the aesthetic appearance of the retail area and not be an unwanted distraction to adjoining properties.
Sec. 8-5.6309. Permitted sign types by Zone Districts

A. Residential Zones (R-1\(^1\), R-2\(^2\), R-3)
Additional regulations are denoted in the right hand column. Numbers indicated in parenthesis ( ) are references to notes at the bottom of the table.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Area</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monument Signs</strong></td>
<td>1 per building</td>
<td>32 sq. ft.</td>
<td>6 feet. ft</td>
<td>Name, logo and nature of occupancy of the building to be advertised. For public, quasi-public uses, churches, religious institutions and similar uses a non-electronic changeable copy sign is permitted provided it occupies no more than 50% of total sign area.</td>
<td>5 feet. ft from all property lines. Sight distance requirements must be maintained.</td>
<td>Yes, externally. or internally. (3) external, backlit, or halo.</td>
<td>For public, quasi-public uses, religious institutions an electronic changeable copy sign is permitted provided it occupies no more than 50% of total sign area. Refer to Sec. TBD.</td>
</tr>
<tr>
<td><strong>Directional Signs</strong></td>
<td>1 for one-way, 2 for two-way driveways.</td>
<td>4 sq. ft.</td>
<td>3 feet. ft</td>
<td>Directional and regulatory information, with no more than 20% of the sign area to identify the occupancy.</td>
<td>Outside of the public right-of-way.</td>
<td>Yes, between the hours of 6 a.m. and 10 p.m. (3)</td>
<td></td>
</tr>
<tr>
<td><strong>Directory Signs</strong></td>
<td>1 per building complex.</td>
<td>8 sq. ft.</td>
<td>6 feet. ft</td>
<td>Name and nature of the occupancy to which the sign is directing the public.</td>
<td>As near the main entrance of the building complex as possible and not</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 8-5.6309(A): Residential Zones **Districts R-1(1), R-2(2), R-3**

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Area</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building Wall Signs</strong></td>
<td></td>
<td></td>
<td></td>
<td>Name, logo and nature of occupancy of the building to be advertised. For public, quasi-public, churches and similar uses a changeable copy sign is permitted provided it occupies no more than 50% of total sign area.</td>
<td>Attached to building below eaves.</td>
<td>Yes, externally or internally, backlit, or halo.</td>
<td>For public, quasi-public, churches and similar uses a changeable copy sign is permitted provided it occupies no more than 50% of total sign area.</td>
</tr>
<tr>
<td>1 sign per street frontage.</td>
<td>1</td>
<td>32 sq. ft. of</td>
<td>Not to exceed the eaves of the building which it is affixed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Changeable Copy Signs</strong>(2)</td>
<td></td>
<td></td>
<td>50% or less of total permitted sign area to which it is attached.</td>
<td>Limited to the activities and events to be offered by the use.</td>
<td></td>
<td>Yes, externally or internally.</td>
<td>Limited to the activities and events to be offered by the use and public, quasi-public, religious institutions and similar uses. A changeable copy sign is permitted provided it occupies no more than 50% of total sign area.</td>
</tr>
<tr>
<td>1 attached to a wall or monument sign.</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(1) In the R-1 and R-2 Districts limited to uses requiring Use Permits. **Adding a sign(s) to an existing use no use permit needed.**
(2) When used in association with a religious or civic institution, church or school.
(3) Internally illuminated monument signs, in all R District, shall require a minor use permit.
(3) Yes, between the hours of 6 a.m. and 10 p.m. or during normal business hours, whichever is more restrictive. **Lighting shall be limited to external, halo, or backlit.**
### B. Commercial Zones (C-0, C-1, C-2, C-3, C-M)

#### Table 8-5.6309(B): Commercial Zones Districts (C-0, C-1, C-2, C-3, C-M)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Building Project Square Footage SF</th>
<th>Maximum Area Per Sign</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monument Signs (1-4 businesses)</td>
<td>1 sign per each 300 ft of lineal street frontage.</td>
<td>C-0, C-1: 40 sf sq. ft. in C-0, C-1 C-M: 48 sf sq. ft. in C-M C-2, C-3: 64 sf sq. ft. in C-2, C-3</td>
<td>C-0, C-1, C-M: 6 feet-ft in.</td>
<td>5 feet-ft from all property lines. Sight distance requirements must be maintained per Sec. TBD</td>
<td>Name, logo and nature of occupancy of the building or business to be advertised. (6)</td>
<td>1 sign per each 300 ft of lineal street frontage.</td>
<td>Yes, externally or internally. (1) (2) (3) (4)</td>
<td></td>
</tr>
<tr>
<td>Monument Signs (5 or more businesses in C-2 or C-3)</td>
<td>1 sign per each 300 ft of lineal street frontage.</td>
<td>1-50,000 sq. ft sf</td>
<td>80 sq. ft-ft</td>
<td>12.5 feet-ft</td>
<td>Name, logo and nature of occupancy of the building or business to be advertised. (6)</td>
<td>5 feet-ft from all property lines. Sight distance requirements must be maintained.</td>
<td>Yes, externally or internally. (1) (2) (3) (4)</td>
<td></td>
</tr>
<tr>
<td>Directional Signs</td>
<td>1 for one-way, 2 for two-way driveways.</td>
<td>4 sq. ft-ft</td>
<td>3 feet-ft</td>
<td>Directional and regulatory information, with no more than 20% of the sign area to identify the occupancy.</td>
<td>Outside of the public right-of-way and building setbacks.</td>
<td>Yes, during the business hours only. Yes, external, backlit, or halo lit.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directory Tenant/Occupancy Signs</td>
<td>1 per building frontage.</td>
<td>12 sq. ft-ft</td>
<td>6 feet-ft</td>
<td>Name and nature of the occupancy(s) to which the sign is directing the public.</td>
<td>As near the main entrance of the building complex as possible and not readable from the public right-of-way.</td>
<td>Yes, during the business hours only-external, backlit, or halo lit.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 8-5.6309(B): Commercial Zones Districts (C-0, C-1, C-2, C-3, C-M)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Building Project Square Footage SF.</th>
<th>Maximum Area Per Sign</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Off-site Advertising Signs</strong>&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>C-3, C-M (Only with an approved use permit) Number based on locational requirements. (continues)</td>
<td>300-sq.-ft.</td>
<td>30-feet.</td>
<td>Minimum distance of 1,000 feet from another off-site sign on same side of street and 500 feet apart if located on opposite sides of the street.</td>
<td>No internally-illuminated signs. May be externally illuminated, with no moving parts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Building Wall Signs</strong>&lt;sup&gt;(2)(3)&lt;/sup&gt;</td>
<td>C-0, C-1: 1 sf sq-ft. for each 1 lineal ft. foot of building frontage&lt;sup&gt;(2)&lt;/sup&gt; C-2, C-3, C-M: 1 1/2 sf sq-ft. for each 1 lineal ft. foot of building frontage&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td>Not to exceed the building eaves of the building to which it is affixed. Name, nature and logo of the occupancy of the building or business to be advertised.</td>
<td>Attached to building below eaves.</td>
<td>Yes, externally or internally.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Changeable Copy Signs (non-electronic)</strong>&lt;sup&gt;(4)&lt;/sup&gt;</td>
<td>Business and changeable copy sign area not to exceed total allowed for the site. Not to exceed the building eaves of the building to which it is affixed. Limited to events to be offered by the use.</td>
<td>Attached to building below eaves.</td>
<td>Yes, externally or internally. No moving letters or symbols.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Projecting Wall Signs</strong>&lt;sup&gt;(5)&lt;/sup&gt;</td>
<td>Not to exceed combined Not to exceed combined total square footage Not to exceed the eaves of the building to Limited to the name, nature and logo of the. Lowest portion of the sign must be a minimum of 8 feet</td>
<td>Yes, external, backlit, or halo.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>(1)</sup> Changeable copy sign area not to exceed total allowed for the site.
<sup>(2)</sup> Building Wall Signs:
<sup>(3)</sup> Building Wall Signs:
<sup>(4)</sup> Changeable Copy Signs (non-electronic):
<sup>(5)</sup> Projecting Wall Signs:
<sup>(6)</sup> Changeable Copy Signs (non-electronic):
<table>
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<th>Text</th>
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<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>total square footage allowed for wall signs.</td>
<td></td>
<td></td>
<td>allowed for wall signs.</td>
<td>which it is affixed.</td>
<td>occupancy of the building or business to be advertised. May only be attached to the building, to which the copy relates.</td>
<td>above the average grade. May not project more than 4 ft feet from the wall to which it is attached.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Awning/Canopy Signs</strong></td>
<td></td>
<td></td>
<td>50% of the total awning/canopy area. Not to exceed combined total square footage of allowed wall signage.</td>
<td>Not to exceed the eaves of the building to which it is affixed.</td>
<td>Limited to the name, nature and logo of the occupancy of the building or business to be advertised.</td>
<td>Lowest portion of the sign must be a minimum of 8 ft feet above the average grade.</td>
<td>Yes.</td>
<td></td>
</tr>
<tr>
<td><strong>Under Canopy Sign(s)</strong> Blade/Valance (continues)</td>
<td>1 per building frontage.</td>
<td>6 sf square feet</td>
<td>Name, nature and logo of the occupancy of the business to be advertised.</td>
<td>The sign must be perpendicular to the building face and no less than 8 ft feet above the average grade.</td>
<td>No.</td>
<td>(6)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Suspended Signs</strong></td>
<td>1 double-faced sign per business entrance.</td>
<td>6 sq. ft.</td>
<td>Must be located under a covered walkway and perpendicular to the walkway.</td>
<td>Limited to the name, nature and logo of the occupancy of the building or.</td>
<td>Lowest portion of the sign must be a minimum of 8 ft feet above the average grade.</td>
<td>No.</td>
<td>Signs must be uniform in color, design and materials for all tenants identified</td>
<td></td>
</tr>
</tbody>
</table>
### Table 8-5.6309(B): Commercial Zones Districts (C-0, C-1, C-2, C-3, C-M)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Building Project Square Footage SF</th>
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</thead>
<tbody>
<tr>
<td>Awning/Canopy Signs</td>
<td></td>
<td>Refer to Sec. TBD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(6)</td>
</tr>
<tr>
<td>A-frame Signs</td>
<td></td>
<td>Refer to Sec. TBD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(6) (7)</td>
</tr>
</tbody>
</table>

1) Increased sign area and/or height in excess of maximums are only allowed following the approval by the Planning Commission of a Use Permit (Sec. 8-5.7003). Prior to the issuance of the Use Permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.

2) For an Electronic Message Boards, refer to Sec. 8-5.6312.

3) Should a sign be within 100 feet of a Residential Zone District, lighting, if proposed, shall be backlit, external or halo.

4) Buildings over one story: Signs located above the first or ground floor of a multiple story building shall be individual letters, externally lit, including but not limited halo lit or backlit. For signs located above the first floor, the maximum letter height shall be 3 ft. 6 inches, while the maximum symbol height shall be 3 ft. 10 inches, or as permitted per the underlying Zone District, whichever is less. Only one sign is permitted per building face above the first/ground floor.

5) New cabinet or can signs shall not exceed 20 percent of the total area of the proposed sign(s).

6) An encroachment permit issued by the Engineering Division of Development Services may be required if sign projects into a public right-of-way.

7) For regulations pertaining to the Civic Center Specific Plan, refer to the Plan.
### C. Industrial Zones (M-1, M-2)

#### Table 8-5.6309(B): Industrial Zones Districts (M-1, M-2)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Area Per Sign</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monument Signs (1)</td>
<td>1 sign per each 300 feet ft of lineal street frontage.</td>
<td>48 sq. ft sf</td>
<td>6 feet ft</td>
<td>Name, logo and nature of occupancy of the building or business to be advertised (3)</td>
<td>5 feet ft from all property lines. Sight distance requirements must be maintained.</td>
<td>Yes, externally or internally.</td>
<td>(1) (2) (3)</td>
</tr>
<tr>
<td>Directional Signs</td>
<td>1 for one-way, 2 for two-way driveways.</td>
<td>4 sq. ft sf</td>
<td>3 feet ft</td>
<td>Directional and regulatory information, with no more than 20% of the sign area to identify the occupancy.</td>
<td>Outside of the public right-of-way.</td>
<td>Yes, during the business hours only.</td>
<td></td>
</tr>
<tr>
<td>Directory Signs</td>
<td>1 per building frontage.</td>
<td>12 sq. ft sf</td>
<td>6 feet ft</td>
<td>Name and nature of the occupancy to which the sign is directing the public.</td>
<td>As near the main entrance of the building complex as possible and not readable from the public right-of-way.</td>
<td>Yes, during the business hours only.</td>
<td></td>
</tr>
<tr>
<td>Off-site Advertising Signs (4)</td>
<td>Only with an approved Use Permit use permit. Number based on Locational Requirements.</td>
<td>300 sq. ft sf</td>
<td>30 feet ft</td>
<td>Minimum distance of 1,000 feet ft from another off-site sign on same side of street and 500 feet ft apart if located on opposite sides of the street.</td>
<td>No internally illuminated signs. May be externally illuminated, with no moving parts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Wall Signs</td>
<td>1 sq. ft. 1 sf for each 1 lineal feet ft of building frontage (4)</td>
<td></td>
<td></td>
<td>Limited to the name, nature and logo of the occupancy of the building or business to be advertised.</td>
<td>Attached to building below eaves.</td>
<td>Yes, externally or internally.</td>
<td>(3) (4)</td>
</tr>
</tbody>
</table>
### Table 8-5.6309(B): Industrial Zones Districts (M-1, M-2)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Area Per Sign</th>
<th>Maximum Sign Height</th>
<th>Text</th>
<th>Location Requirements</th>
<th>Lighting Allowed?</th>
<th>Additional Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Projecting Wall Signs</strong></td>
<td></td>
<td></td>
<td></td>
<td>Limited to the name, nature and logo of the occupancy of the building or business to be advertised. May only be attached to the building to which the copy relates.</td>
<td>Lowest portion of the sign must be a minimum of 8 feet above the average grade. May not project more than 4 feet from the wall to which it is attached.</td>
<td>Yes, externally or internally. External, backlit, or halo lit.</td>
<td>(5)</td>
</tr>
<tr>
<td><strong>Awning/Canopy Signs</strong></td>
<td></td>
<td>50% of the total awning/canopy area. Not to exceed combined total square footage of allowed wall signage.</td>
<td>Not to exceed the eaves of the building to which it is affixed.</td>
<td>Limited to the name, nature and logo of the occupancy of the building or business to be advertised.</td>
<td>Lowest portion of the sign must be minimum of 8 feet above the average grade.</td>
<td>Yes.</td>
<td></td>
</tr>
<tr>
<td><strong>Suspended Signs</strong></td>
<td>1 double-faced sign per business entrance.</td>
<td>6 sq. ft.</td>
<td>Must be located under a covered walkway and perpendicular to the walkway.</td>
<td>Limited to the name, nature and logo of the occupancy of the building or business to be advertised.</td>
<td>Lowest portion of the sign must be a minimum of 8 feet above the average grade.</td>
<td>No.</td>
<td>(5) Signs must be uniform in color and design for all tenants identified within the center.</td>
</tr>
<tr>
<td><strong>Awning/Canopy Signs</strong></td>
<td></td>
<td></td>
<td></td>
<td>Refer to Sec. TBD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>A-frame Signs</strong></td>
<td></td>
<td></td>
<td></td>
<td>Refer to Sec. 8-5TBD</td>
<td></td>
<td></td>
<td>(5)</td>
</tr>
</tbody>
</table>
(1) Increased sign area and/or height in excess of maximums are only allowed following the approval by the Planning Commission of a use permit (Sec. 8-5.7003). Prior to the issuance of the use permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.

(2) Should a sign be within 100 feet of a Residential Zone District, lighting, if proposed, shall be external lit, backlit, or halo lit.

(2) Up to two (2) contiguous building sides, provided each has frontage, may be used to calculate allowable sign area.

(3) For an Electronic Message Board electronic or animated signs, refer to Sec. 8-5.6312 TBD.

(4) Buildings over one story: Signs located above the first or ground floor of a multiple story building shall be individual letters, externally lit, including but not limited halo lit or backlit. For signs located above the first floor, the maximum letter height shall be 3 ft. 6 inches, while the maximum symbol height shall be 3 ft. 10 inches, or as permitted per the underlying Zone District, whichever is less. Only one sign is permitted per building face above the first/ground floor.

(5) An encroachment permit issued by the Engineering Division of Development Services may be required if sign projects into a public right-of-way.
Sec. 8-5.6310. Specific Plan, Master Plan, or Planned Development Areas.

Sec. 8-5.631011. Specific Plan or Planned Development Areas.

Any new sign or enlargement to an existing sign on property located within a Specific Plan, Master Plan area or a planned development district shall comply with those more specific standards.

Sec. 8-5.6312. Temporary Banner Signs for Economic Stimulus.

From the effective date of this section until its expiration on February 28, 2011, and during any duly authorized extension(s), the Community Development Department shall be authorized to review and approve applications for the temporary installation of banner signs upon commercial and industrial retail businesses provided the following criteria can be met:

A. Business owners or property owners of commercial and/or industrial retail tenant space shall be allowed to install a single temporary banner sign upon the building wall of their building in addition to any other signage allowed by Section 8-5.6310.

B. The length of the banner sign shall not exceed 33% of the linear frontage of the building wall facing a public street. The overall height of the sign shall be no greater than 70 percent of the height of the solid wall surface upon which the banner is located and shall in no instance be greater than three feet in height. The banner shall be located on the building wall such that it does not project above any parapet or roof line and does not interfere with any windows, doors, or prominent architectural feature(s) of the building.

C. The banner shall be constructed of durable materials that will withstand the elements, retain a neat and well-maintained appearance, and shall be affixed securely to the building.

D. The content of the banner sign shall be limited to either the services or product(s) offered by the subject business, or the identification of the tenant space for lease or sale.

Requests for "Temporary Banner Signs for Economic Stimulus" shall be made to the City's Community Development Department. Applicants shall complete and submit a Zoning Clearance Form along with the required processing fee of $41 plus a refundable $150 deposit (upon removal of the sign) to the Planning Division for administrative review and approval.

At the expiration of the effective date of this section including any extension approved by the City Council, all temporary banners authorized by this section shall be removed within ten (10) days of the expiration date. Any temporary banner authorized by this section still displayed after ten (10) days from the expiration date shall be subject to the City's Administrative Citation process specified in Section 1-6.010.
Sec. 8-5.6311. Standards for Specific Sign Types.

This section establishes location and other general standards for specific sign types that apply to all areas where such signs are permitted.

A. **Wall Signs.** Wall signs are subject to the following standards:

   a. **Projection Allowed.** Wall signs shall not extend more than 12 inches beyond the face of the wall to which they are attached.

   b. **Placement.** No wall sign may cover, wholly or partially, any wall opening. Wall signs shall not occupy more than 80 percent of any architectural element that they occupy (frieze, pilaster, etc.).

   c. **Orientation.** Unless a different orientation is specifically authorized, each wall-mounted sign shall be placed flat against the wall of the building. Signs shall be oriented towards a public street, a private street, or parking lot designated to serve patrons of said establishment.

 FIGURE 8-5.6311-A(1): WALL SIGN

B. **Monument Signs.** Monument signs are subject to the following standards:

   a. **Base.** Signs shall have a solid architectural base constructed of a permanent material, such as concrete block, stone, or brick. The base of the Monument Sign shall be a minimum width of 75 percent of the sign and a minimum 12 inches in height from the top of the finished grade.

   b. **Depth.** A monument sign shall have a depth of at least 12 inches between the two faces.

   c. **Design.**
i. **Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign.**

ii. **Signs shall be constructed of materials and colors related to the principal building.**

iii. **Monument Signs shall have an encasing constructed of brick, stone, synthetic material, or masonry. An aluminum and/or sheetmetal encasing is not an acceptable material.**

iv. **Embellishment, either structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development may be included. Embellishment shall not include letters, numerals, figures, emblems, logos, color bands, or other features conveying a commercial advertising message.**

v. **Synthetic material shall adequately simulate the appearance of the natural material it imitates, demonstrates the ability to age similar to natural material, and should have the ability to withstand being pressure washed.**

d. **Landscaping.** Signs shall provide a minimum landscape area of five feet measured in all directions.

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**FIGURE 8-5.6311-B(1): MONUMENT SIGNS**

C. **Awning Signs.** Signs painted on awnings, canopies, arcades, or similar features or structures are subject to the following standards:

a. **Location.** Awnings shall be located on the ground floor of buildings.
b. **Maximum Sign area per Sign.** 10 square feet or 25 percent of the surface area of the awning, whichever is less.

c. **Minimum Sign Clearance.** Eight feet from finished grade.

d. **Signs or awnings which they are placed may not be plastic, transparent, or translucent,** and may not be backlit from inside the awning.

![Awning Sign Diagram]

**FIGURE 8-5.6311-C(1): AWNING SIGN**

D. **Projecting Signs.** Signs under canopies or covers in conjunction with pedestrian walkways, or Signs projecting from buildings are allowed, subject to the following additional standards:

a. **Maximum Number:** One per building or tenant space.

b. **Maximum Sign Area Per Sign:** 12 square feet.

c. **Height Limit:** 12 feet.

d. **Minimum Sign Clearance:** Eight feet from finished grade.

e. **Projection Allowed.** A projecting sign cannot extend more than four feet from the building to which it is attached and shall be designed and located so as to cause no harm to street trees.

f. **Illumination:** No internal illumination is permitted.
Sec. 8-5.6312. **Electronic Message Board Signs.**

Any Electronic Message Board signage to be used must be high-quality resolution and shall comply with the following design standards:

A. **A Use Permit shall be required for Electronic Message Board Signs.** A Use Permit shall not be required for static Fuel Price signs.

B. **Electronic Signs may be allowed for use in the project’s monument signage.**

C. **Signs are permitted on parcels or unified developments at least five acres in area with a minimum frontage of 300 on State Route 99 or State Route 20 (Colusa Highway).**

D. **All non-conforming signs shall be made to conform to the strict requirements of this Sign Ordinance.** Should a nonconforming monument, freestanding, and/or pole signs exist on the property, said signs shall be brought into compliance with the strict application of this article as part of the Use Permit process.

E. **Electronic Message Boards may only advertise establishments and/or products available on-site.**

F. **All electronic signage shall display static images only.**

G. **Message Duration.** Such signs may only change their static images once every three 10 seconds.
H. Transitions from one static image to the next shall appear instantaneous without the use of animation, swipes, flashing, or frame effects.

I. Such signs shall come equipped with automatic dimming technology which automatically adjusts the sign’s brightness of the sign in direct correlation with ambient light conditions (i.e., daytime, nighttime, cloudy conditions).

J. Signs shall be a constructed of high quality pixel pitch resolution.

K. Signs shall be full color digital displays. No monochrome displays.

L. Signs shall be comprised of high definition, light emitting diodes (LED).

M. Signs shall not be illuminated between 10 pm and sunrise when located within 150 feet of a Residential Zone District.

N. No Electronic Message Boards electronic signs shall not exceed a brightness level of 0.3 foot candles above ambient light.

O. The owner of any illuminated sign shall arrange for a certification by an independent contractor showing compliance with brightness standards at the request of the City. The results of the inspection shall be provided within 14 days of the request by the City.

P. Default Display. In the case of malfunction, digitally-illuminated signs shall contain a default design to freeze the sign message in one position.

Q. Each automatic changeable copy sign shall be operated with monitoring and methods in place that shall either turn off the display, or show a full black image on the display, in the event of a malfunction that affects more than 50 percent of the sign face

R. New electronic monument signs shall be located in an enhanced landscape planter within the project boundaries. The enhanced landscape planter shall be a minimum area of two times the size of the sign copy.

S. Signs located on a project site with four or less business, no more than one-half (1/2) of the monument sign Monument Sign shall be designed with electronic messaging.

T. Signs located on project sites with more than five businesses, no more than one-third (1/3) of the Monument Sign monument sign shall be designed with electronic messaging. The other two-thirds (2/3) of the monument sign shall be comprised of standard designed (internally illuminated) sign panels which identify specific tenants of the shopping center.

Sec. 8-5.6313. Signage Allowances for Specific Uses.

This section establishes signage allowances for specific uses. These signs are allowed in addition to the signs allowed by Zoning District, if any.
A. **Agricultural Operations.** Signs for agricultural operations conducted on parcels 2-10 acres or more in size may be erected subject to the following standards:

   a. **Maximum Number of Signs.** One sign per street frontage.

   b. **Location.** Shall be setback back a minimum of five feet from the public right-of-way.

   c. **Maximum Sign Area per Sign.** 100-80 square feet in area.

   d. **Maximum Sign Height.** 20 feet.

B. **Drive-thru Menu Display Boards.**

   A maximum of 2 menu boards, not exceeding 20 square feet in area apiece, with a maximum height of six feet are permitted per drive-through. Should a facility have two drive-throughs, each drive-through may have two menu boards. All outdoor speakers shall be directed away from any residential zone or residential use.

C. **Service Stations.**

   a. **Signs on service station canopies are not to exceed 50 square feet on each side.**

   b. **Freestanding or monument Monument signs may provide electronic fuel prices.** A freestanding and/or monument sign that is to be converted to an electronic fuel price sign shall comply with the size requirements and setbacks required by the Sign Ordinance.

   c. **Fuel prices shall be static and shall not be blinking, flashing, continuously changing colors, etc.**

   d. **Prices shall not change more than once in a 12 hour period.**

   e. **Only one electronic fuel price sign is permitted per site.**

   f. **Electronic numbers shall not exceed 24 inches in height.**

   g. **Fuel price signs shall not exceed 32 square feet in area and 8 feet in height.**

D. **Theaters.**

   a. **Developments containing theaters are allowed one additional monument sign with changeable copy.** The maximum height is 20 feet and the maximum size is 80 square feet.
b. Theatres may provide additional wall signs. Said signs shall not exceed 200 square feet. Show times may be displayed electronically.

Sec. 8-5.6314. Temporary Signs.

A. A-frame signs.

Commonly referred to as Sidewalk A-frame signs shall comply with the standards below. A permit is not required.

a. **Quantity.** A maximum of one A-frame Sidewalk sign per business is allowed.

b. **Locations.**

i. **Private Property.** May be on privately owned commercial property landscape setbacks.

ii. **Public Property.** Where there is no private property available because the storefront of the business is directly adjacent to the public right-of-way, a business may place an A-frame Sidewalk sign on the sidewalk, directly in front of the subject business with the approval of an encroachment permit from the City.

iii. **If located on a pedestrian path,** Sidewalk signs shall be located away from important paths of pedestrian travel. A five four foot wide travel path shall be maintained for through pedestrian traffic to the primary path of through pedestrian traffic, and for travel from crosswalks to the primary path of through pedestrian traffic, and for travel into and out of the establishment.

iv. A-frame Sidewalk signs shall not be located less than 18 inches from a curb.

v. A-frame Sidewalk signs shall not be located in front of another commercial establishment.

vi. A-frame Sidewalk signs shall not be located more than 50 feet from the establishment for which it is advertising.

vii. May only be displayed during the normal business hours of the business it is advertising.

viii. It is the business owner's responsibility to assure that signs remain in good condition and repair (no peeling paint, tacked on notices or general unkempt appearance).
c. **Lighting.** A-frame Sidewalk signs shall not be illuminated except by ambient sources.

d. **Design:**

   i. **A-frame** Sidewalk signs shall have no more than two sides.

   ii. The height of an A-frame Sidewalk signs shall be no less than 18 inches and no more than 36 inches.

   iii. The width of an A-frame Sidewalk signs shall be no less than 18 inches and no more than 24 inches.

   iv. Signs shall be professionally manufactured.

   v. The sign must be constructed of materials that present a finished appearance. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited, as are stenciled or spray painted signs. Chalkboard signs are permitted.

   vi. The sign shall be made of a durable material(s), such as medium density overlay plywood painted with enamel paint, stainless or other durable steel, laminate plastic, slate chalkboard, or marker board. A natural wood 1" x 2" frame is strongly encouraged. No glass, breakable materials, or attached illumination shall be allowed.

   vii. Common rough-cut plywood is not permitted. All interior parts of the signs shall be finished with a painted surface to blend with the rest of the sign design.

   viii. Paper signs, wind-activated items (such as balloons, windsocks, and pinwheels), and non-rigid changeable areas may not be attached to a sign.

   ix. Stabilization. Signs shall be able to withstand wind gusts or be removed during inclement weather.

   x. Creative shapes that reflect the theme of the businesses are encouraged.

B. **Window Signs.** Permanent or temporary signs that are painted on, or otherwise displayed from the inside surface of a window, showcase, or other similar facility are permitted in addition to other permitted signs, provided that all such commercial and incidental signs (both temporary and permanent) do not exceed a combined maximum of 35 percent of the total window area.
C. Special Event Signs. Banners, streamers, moving signs, and inflatables (including air
dancers, balloons, and similar objects) are allowed subject to Temporary Sign Permit and/or Zone Clearance approval for establishments within Non-Residential Zone Districts, subject to the following standards. Signs of this type do not count towards total maximum sign area.

a. **Maximum Number.** A maximum of one type of sign is allowed per street frontage, plus two flags per Major street frontage.

b. **Maximum Height.** If a banner is on a freestanding pole, the pole height shall not exceed 10 feet; signs affixed to the building shall not be located above the roofline. Flags shall not exceed 10 feet in height.

c. **Maximum Size.** The maximum total sign area is 60 square feet.

d. **Air-inflated Signs.** Air-inflated signs shall have a minimum separation of one-half mile from other air-inflated signs and may not be within 100 feet from on abutting parcels or adjacent to a Residential Zoning District. Air inflated signs shall not exceed 20 feet in height.

e. **Duration.** No sign per this section shall be displayed for more than 30 days, and a period of 30 days must lapse before displaying another Special Event Sign. Signs shall not be displayed for more than 90 total days during a calendar year.

f. **Removal.** Signs shall be removed within 24 hours of completion of the event.

Temporary, on-site, special event signs, including but not limited to banners, pennants, streamers, bunting, wind signs, balloons or flags other than those of any nation, state or political subdivision shall be permitted up to a maximum of 90 days in each calendar year. In no event shall the special event sign advertising exceed 30 days in any quarter.

Prior to the use of the special event signs, each business shall provide a schedule to the City identifying the dates for which the special event signs are to be used and obtain a zoning clearance pursuant to Sec. 8-5.7002. The use of these types of special event signs are limited to properties located in commercial and industrial zoning districts.

Special event signs, regardless of the number or location of such signs, shall be accompanied by a cash deposit or bond to assure the removal of such signs in accordance with the provisions of this chapter. If such special event signs are not removed within the required time, the City may remove such signs, which then shall become the property of the City and may also require a forfeiture of all or part of such cash deposit or bond.

D. Seasonal Displays.

For Commercial Zone Districts commercially zoned and developed lots, permanent or semi-permanent seasonal displays may be suspended from the parking lot light standards, such
as bunting used to attract attention to a coherent unified shopping center retail property or properties, provided the following can be met:

a. The display does not advertise a company; product or special event associated with an individual business.

b. The display is designed so it does not obstruct traffic, sight distance, parking area lighting or existing directional signs.

c. Individual decorative features shall not exceed 6 square feet or 12 square feet per light posts.

d. There shall be a minimum clearance of eight feet from the floor to the bottom of a decorative feature attached to a light posts.

e. Installation shall be subject to securing a zoning clearance (Sec. 8-5.7002) by the Development Services Planning Director.

The zoning clearance shall be issued provided the Planning Director can make the finding that the display will enhance the aesthetic appearance of the retail area and not be an unwanted distraction to adjoining properties.

**Sec. 8-5.6315. Contractor Signs and Real Estate Signs**

Development/contractor's sign(s) not to exceed 50 square feet per street frontage and not to exceed 10 feet in height, with the name of the subdivision, development, building contractor, architect, or real estate firm, which may refer to materials, appliances, supplies, and building trades used in the construction of the development or services provided by the developer, may be allowed, upon securing a zoning clearance (Sec. 8-5.7002) in any zone for a period of not to exceed one year and may receive annual renewals for periods of up to one year each upon an approval by the Planning Director, provided the project remains under construction.

**E. Contractor Signs.**

Contractor signs advertising materials, appliances, and buildings trades shall comply with the following:

a. Signs shall not to exceed 80 square feet per street frontage

b. Signs shall not to exceed 10 feet in height

c. Duration. Signs may be installed for the duration of an active building permit. Signs shall be removed within five days of a Certificate of Occupancy.

**F. Temporary Subdivision Signs.**
On-Site temporary real estate signs advertising real property which has been subdivided for purposes of sale or lease shall be permitted, subject to the following conditions:

a. **A Zone Clearance is required.**

b. **Location Criteria.** May not be located within 2,500 feet of another subdivision sign except in the case of signs on different corners of an intersection.

c. Signs may only advertise subdivisions located within the City limits and/or within the City’s Sphere of Influence and which have applied for annexation to the City.

d. **Maximum Number.** Two Four per subdivision, plus 1 additional sign for every 20 acres over 40 acres in area. Signs shall be on-site.

e. **Maximum Total Sign Area.** 320 square feet plus 20 square feet for every 20 acres over 60 acres of site area.

f. **Maximum Sign Area per Sign.** 80 48 square feet for sites less than 20 acres or less in-size in area; 160 72 square feet for sites more than 20 acres or greater in size area.

g. **Height Limit.** 16 10 feet.

h. **Duration.** The sign shall remain only as long as some portion of the property advertised for sale remains unsold, or for a period of two years, whichever period is shorter. The two year period shall begin on a date determined by the Director. The Director may extend this period, but not it shall not exceed one year.

i. **Illumination.** Signs shall not be illuminated except by ambient sources.

j. **Design.**

   i. The City name, logo and motto shall be displayed prominently on the sign.

   ii. Signs shall be professionally manufactured.

   iii. Signs shall have no more than two sides.

   iv. Sign must be designed as an architecturally-enhanced structure that shall include features such as a decorative cap and cornice detail, stone-clad or masonry clad columns, stone-clad or masonry clad foundation, carved/sculptured wood construction, or other similar architectural features as determined to be appropriate by the Development Services Department.
v. The sign must be constructed of materials that present a finished appearance. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited, as are stenciled or spray painted signs.

vi. Nonstructural trim. Nonstructural trim shall be incorporated into signs. Surfaces may be of wood, metal, approved plastics, or any combination thereof, treated or painted to resist oxidation, decay or dry rot.

vii. Common rough-cut plywood is not permitted. All parts of the signs shall be finished with a painted surface to blend with the rest of the sign design.

viii. Stabilization. Signs shall be able to withstand wind gusts or be removed during inclement weather.

k. There shall be no additions, tag signs, streamers, balloons, flags, devices, display boards, or appurtenances, added to the sign.

l. Maintenance. It is the owner’s responsibility to assure that signs remain in good condition and repair (no peeling paint, tacked on notices or general unkempt appearance).

m. Signs shall not be a visibility hazard to traffic on adjacent streets or parking areas.

G. Temporary Subdivision Flags.

Bearing the name of the developer or development and only when utilized in association with an approved model home sales office for a new residential subdivision. Subdivision flags shall comply with the following:

a. Two flags per model home and 4 flags at the subdivision entrance not to exceed a maximum area of 20 square feet each and a pole height of 20 feet.

b. If there are no model homes, then up to 4 flags may be utilized in addition to those at the subdivision entrance.

H. Real Estate Signs.

Real estate signs are subject to the regulations below. A permit is not required. Real estate signs advertising real property for sale after being subdivided shall not be subject to this subsection, but shall be subject to subsection B F (Temporary Subdivision Signs) above.

a. On-Site Real Estate Signs. On-premises signs conveying information about the sale, rental, or lease of the lot, premises, dwelling, or structure on which they are located, provided that they comply with the following standards:
i. No more than one real estate sign per lot in a Residential Zone District residential districts, or one real estate sign per street frontage per lot in non-residential districts, is displayed at any one time;

ii. Height and Area:

![Sign Height Diagram]

- Wall signs shall not be higher than seven (7) feet above grade in a Residential Zone District residential districts or fifteen (15) feet in non-residential districts Non-Residential District. Freestanding signs shall not exceed six feet in height in residential districts or eight feet in height in non-residential districts.

- The sign or signs are not illuminated; and

- The sign or signs shall be removed within 15 days after the sale, lease, or rental of the property has been completed.

b. **Directional Signs for Open Houses.** Up to three off-site signs directing the public to “open house” events for the viewing of lots, premises, dwellings, or structures that are for sale, lease, or rent, are permitted on public or private land, provided that they comply with the following standards:

- No sign or signs shall exceed six (6) square feet in area, or three (3) feet in height from finished grade.

- The sign or signs may not be placed more than 12 hours before the start or remain more than 12 hours after the conclusion of the open house event.

- Signs shall not inhibit circulation nor be within the visibility triangle per Public Works policy ST 22, Site Distance Triangle.

I. **Political/Campaign Signs.**
Shall comply with the standards below. Signs are not required to obtain a permit.

a. **Size.** Signs shall not exceed 32 square feet.

b. **Height.** Signs shall not exceed 10 feet in height.

c. **Time Limits.** Signs shall not be erected or displayed earlier than 90 days before or 7 days after an election.

d. **Signs shall not obstruct.** Signs shall be instructed in such a manner that they will, or reasonably may be expected to, interfere with, obstruct, confuse, or mislead the pedestrians, cyclist, or motorist.

**Sec. 8-5.6315. Flags.**

Free standing flagpoles may be installed in accordance with the following standards below and subject to a Zone Clearance per Sect. 8-5.7002.

A. **Location.**

   a. Flags in Residential **Zone Districts** zones shall be set back a minimum of 15 feet from all property lines.

   b. Flags in Commercial and Industrial Zones **Districts** shall be set back a minimum of one foot for each foot in height from a Residential Zone District. **Residential Zones.**

B. **Maximum Flagpole Height.** The pole height shall not exceed 25 feet.

C. **Maximum Size.** 24 square feet in Residential Zone District residential districts, 32 square feet in all other zone districts.

D. **Decorative Flags.** Flags may be for non-commercial purposes. Permitted flags include, but are not limited to, countries, counties, cities, branches of the military, or decorative flags that do not contain a commercial message.

E. **Residential Zones.**

   a. **Developed with residential uses:** 1 flagpole

   b. **Residential Zones developed with nonresidential uses:** 2 flagpoles

F. **Commercial and Industrial Zones.** 2 flagpoles

G. **Additional Flagpoles.** The Planning Commission may approve up to four flagpoles subject to approval of a Use Permit pursuant to Sec. 8-5.7003 in Non-Residential Districts. **non-residential zones.**
H. **Temporary Flags.** For Temporary Flags refer to Sec. 8-5.6314(C), and for Temporary Subdivision Flags refer to Sec. 8-5.6314(F)(C).

**Sec. 8-5.6316. Master Sign Program.**

A. **Projects Requiring a Master Sign Program.** A Master Sign Program is required for the following types of projects:

a. **Nonresidential or Mixed Use Projects.** All new non-residential or mixed use projects of five or more separate tenants.

b. **Multiple Signs.** Proposals for five or more signs on the same building or site with one or two tenants, such as parking areas.

c. **Shopping Centers.** Any unified shopping center or shopping center that shares common areas.

d. **Signs with electronic copy an Electronic Message Board.**

B. **Required Submittals.** An application of approval of a Master Sign Program shall contain the following information:

a. **A site plan showing the location of buildings, parking lots, driveways and landscaped areas;**

b. **Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of signs allowed;**

c. **An accurate indication on the site plan of the proposed location of each proposed sign and existing sign which is to remain;**

d. **Lighting and sign construction materials; and**

e. **Sign dimensions (if tenants are not known, generic dimensions may be presented).**

**Sec. 8-5.6317. Nonconforming Signs.**

Refer to Sec. 8-5.7306 for Nonconforming Signs.

**Sec. 8-5.6318. Sign Removal.**

Demolition or Clearance of the Site. Should a site be cleared, signs, including poles, foundations, etc., shall be removed. This includes sites that are cleared for redevelopment.
Sec. 8-5.6319.  Signs Rendered Non-Conforming by Annexation.

Any sign that becomes non-conforming subsequent to the effective date of this Code by reason of annexation to the city of the territory upon which the sign is located, shall be subject to the provisions of this article.

Sec. 8-5.6319.20. Sign Maintenance.

Sec. 8-5.6319.  Sign Maintenance.

All signs and associated supporting structures shall be maintained in good condition, without rips, tears, and similar damage.

A. Deteriorated Signs. Any sign or sign structure that is sagging, leaning, fallen, decayed, broken, deteriorated, or in an otherwise dilapidated condition shall be promptly repaired, to the satisfaction of the City, or removed.

B. Graffiti. Graffiti on a sign shall be removed within 48 hours of notice of its placement on such sign.

C. Maintenance Standards. All parts, portions, units, and materials composing a sign, together with the frame, background, surface, support, or enclosure shall be maintained in a safe condition, painted, and adequately protected from weathering with all braces, bolts, and structural parts, supporting frames, and fastenings reasonably free from deterioration, rot, rust, and loosening so that they do not create a hazard to persons, or property or constitute a nuisance.

D. Summary Removal of Hazards. Whenever any sign, by virtue of its physical nature and condition, poses an immediate and serious threat to the public safety, it may be removed by City personnel, or have its physical deficiency cured, to the extent necessary to protect the public safety. The cost of such removal or repair shall be assessed against the sign owner.

E. Repair or Removal. The Development Services Director may order the repair or removal of any sign determined by the City to be unsafe, defective, damaged, or substantially deteriorated. Every sign displayed within the City, including but not limited to those signs for which permits are or are not required, shall be maintained in good physical condition. All signs, together with supports, braces, anchors, and electrical components, shall be kept in a safe, presentable condition. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required. The Planning Development Services Director may order the repair or removal of any sign determined by the City to be unsafe, defective, damaged, or substantially deteriorated.
Sign Terms.

**Address Sign.** The numeric reference of a structure or use to a street.

**A-Frame Sign.** A free standing sign usually hinged at the top or attached in a similar manner, and widening at the bottom to form a shape similar to the letter "A."

**Animated Sign.** A sign with messages that visually change, or images that move or appear to move, more frequently than once every 24 hours, regardless of the method by which the visual change is affected. This definition does not include traditional barber poles, hand-held signs, personally attended signs, commercial mascots, scoreboards, or signs which merely display time or temperature.

**Awning Sign.** A nonelectric sign that is printed on, painted on, or attached to an awning, canopy, or marquee.

**Banner.** Any sign of lightweight fabric or similar material that is mounted to a pole or a building at one or more edges. Flags are not within this definition.

**Canopy Sign.** See "Awning Sign."

**Changeable Copy Sign.** A sign designed to allow the changing of copy through manual, mechanical, means including date, time, and temperature. This does not include and Electric Message Board.

**Civic Event Sign.** A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency or similar noncommercial organization.

**Developer/Contractor Sign.** A temporary sign erected on a parcel on which construction is taking place, indicating the names of the architects, engineers, landscape architects, contractors, and similar artisans, and the owner, financial supporters, sponsors, and similar individuals of firms having a major role or interest with respect for the structure or project.

**Directional Sign.** Signs limited to directional messages for pedestrian or vehicular traffic, such as "one-way," "entrance," and "exit."

**Directory Sign.** A sign listing the tenants or occupants and their suite numbers of a building or center.

**Face.** That portion of a sign upon which the copy is mounted or displayed.

**Flag.** Any fabric or banner containing distinctive colors, patterns, or design that displays the symbol(s) of a nation, state, local government, company, organization, belief system, idea, or other meaning.

**Freestanding Sign.** A permanent sign that is self-supporting in a fixed location and not attached to a building. Freestanding signs are of two types: monument and pole. Monument signs are connected or attached to a sign structure, fence, or wall that is not an integral part of a building. Pole signs are mounted on a pole(s) or other support(s) that are placed on and anchored in the ground or on a base and that is independent from any building or other structure. Flag poles are not within this definition.
**Master Sign Program.** A coordinated sign plan which includes details of all signs (not including exempt or temporary signs) which are or will be placed on a site, including master identification, individual business, and directory signs.

**Monument Sign.** A freestanding sign erected to rest on the ground or to rest on a monument base designed as an architectural unit. The width of the base of a monument sign is at least 75 percent of the width of the top of the sign.

**Name Plate.** A sign that identifies an occupant and/or address.

**Off-site Sign.** A sign that advertises or informs in any manner, businesses, services, goods, persons, or events at a building site other than upon which the sign is located. Off-premise sign, billboard, and outdoor advertising sign are equivalent terms.

**Pennant.** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a rope, wire, or string, usually in a series, designed to move in the wind and attract attention. Flags and banners are not within this definition.

**Pole Sign.** A freestanding sign mounted on free-standing poles, columns, or other supports.

**Political Sign.** A temporary sign directly associated with national, state, or local elections.

**Projecting Sign.** Any sign that is perpendicular to the face of a building and projects more than 18 inches from the face. This category includes awning and under canopy signs.

**Real Estate Sign.** Any sign, temporary in nature, with copy which concerns a proposed sale, rent, lease, or exchange of real property. This definition does not include occupancy signs at establishments offering transient occupancy, such as hotels, motels, and "bed and breakfast" facilities.

**Roofline.** The top edge of a roof or building parapet, whichever is higher, excluding any cupolas, pylons, chimneys, or minor projections.

**Roof Sign.** A sign erected, constructed, or placed upon or above a roof of a building.

**Sign.** Any identification, description, illustration, or device illuminated or non-illuminated, which is visible to the general public from any exterior public right-of-way, and directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, or placard designed to advertise, identify, or convey information. A display, device, or thing need not contain lettering to be a sign. Notwithstanding the generality of the foregoing, the following are not within this definition:

- **Architectural features.** Decorative or architectural features of buildings (not including lettering, trademarks, or moving parts), that do not perform a communicative function;

- **Fireworks, etc.** The legal use of fireworks, candles, and artificial lighting not otherwise regulated by this Code;

  Foundation stones, cornerstones;
Grave markers, grave stones, headstones, mausoleums, shrines, and other markers of the deceased;

Personal appearance. Items or devices of personal apparel, decoration, or appearance, including tattoos, makeup, wigs, costumes, and masks, but not including commercial mascots or hand-held signs; and

*Symbols embedded in architecture.* Symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building, including stained glass windows on churches, carved or bas relief doors or walls, bells, and religious statuary.

**Sign Area.** The area contained within a single continuous perimeter enclosing all parts of such sign copy, excluding any structural elements outside the limits of the sign required to support the sign

**Snipe sign.** A sign made of any material when such sign is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, fences or other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which such sign is located.

**Special Event Sign.** A sign including but not limited to banners, flags, pennants, or balloons intended to be erected on a temporary basis, and displayed for a limited period of time, to promote a new business, the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

**Suspended Sign.** A sign that is suspended from the underside of a canopy, portico or like structure.

**Temporary Sign.** A structure or device used for the public display of visual messages or images, which is typically made of lightweight or flimsy materials which is not intended for or suitable for long term or permanent display

**Vehicle Sign.** A sign which is attached to, or painted on or carried in a vehicle, the principal purpose of which is to attract attention to a product sold or an activity or business.

**Wall Sign.** Any sign attached to, erected against, or painted upon the wall of a building or structure, the face of which is in a single plane parallel to the plane of the wall. Wall signs also include signs on a false or mansard roof.

**Window Sign.** Any sign painted, etched, or otherwise affixed to an exterior window of a building, or in the interior of the building, within three feet of a window, intended to be viewed from the exterior of such building. On-site advisory signs are not considered window signs.