

## CHAPTER 17.38 - SIGNS

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### Sections:

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### 17.38.010 - Purpose

- A. **Purpose of Chapter.** The regulations established by this Chapter are intended to appropriately limit the number, placement, size, and type of signs allowed within the City, and to require the proper maintenance of signs.
- B. **Purpose of limitations.** The purposes of these limitations and requirements are to:
  - 1. Avoid traffic safety hazards to bicyclists, motorists, and pedestrians, caused by visual distractions and obstructions;
  - 2. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
  - 3. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached;
  - 4. Safeguard and protect the public health, safety, and general welfare; and
  - 5. Advance the community design standards and safety standards identified in the General Plan.

### 17.38.020 - Applicability

- A. **Signs regulated.** The requirements of this Chapter shall apply to all signs in all zones.
- B. **Applicability to sign content.** The provisions of this Chapter do not regulate the message content of signs (sign copy), regardless of whether the message content is commercial or non-commercial.
- C. **Definitions.** Definitions of the specialized terms and phrases used in this Chapter may be found in Article 10 (Glossary) under the term "Sign."

### 17.38.030 - Sign Permit Requirements

#### A. Sign permit required.

1. **Approval required.** No sign shall be constructed, installed, or modified, unless a sign permit is first obtained in compliance with this Section, or the sign is allowed without a sign permit by Section 17.38.040 (Exemptions from Sign Permit Requirements), below.
2. **Sign permit application required with development application.** All sign permit applications associated with a proposed development shall be submitted and reviewed concurrently with the development permit application. Both applications shall be reviewed and approved or denied by the review authority.
3. **Compliance with standards required.** No sign permit shall be approved for an existing or proposed sign unless the sign is in compliance with all applicable requirements of this Chapter.
4. **Need for Building Permits.** Sign permit applications shall be routed to the Building Official. When, in the Building Official's determination, a separate electrical, plumbing, or structure permit is required, the applicant shall be notified and the sign permit shall not be issued until all other required permits are first obtained from the Building Department.
5. **Temporary signs.** Temporary signs shall comply with Sections 17.38.040 C. (Temporary signs), and Section 17.38.080 (Standards for Specific Sign Types), below.

**B. Master Sign Program required.** A Master Sign Program reviewed and recommended by the Development Review Committee (DRC) and approved by the Commission shall be required for any site with two or more tenants or five or more total signs. As part of Master Sign Program approval, the Commission may grant exceptions to the standards of this Chapter for the maximum number and size of signs, based on design features including architectural style, building mass, proportion to landscaping, and site visibility.

**C. Review authority.** Table 3-9 (Sign Permit Review Authority) identifies the responsible review authority for each type of sign approval.

**TABLE 3-9 - SIGN PERMIT REVIEW AUTHORITY**

Type of Action	Role of Review Authority			
	Director	Development Review Committee	Planning Commission	City Council
Master Sign Programs, murals, and Sign Exception Permits (1).	Recommend	Recommend	Decision	Appeal
Sign Permits for signs within Historic Districts, all monument signs, and signs within specified areas.	Recommend	Issue	Appeal	Appeal
All other Sign Permits	Issue		Appeal	Appeal

Note:

- (1) A Sign Exception Permit allows the Commission to approve a sign which exceeds the sign standards specified in this Chapter.

- D. Application requirements.** An application for a sign permit shall be filed and processed in compliance with Chapter 17.70 (Permit Application Filing and Processing). The application shall be accompanied by detailed and fully dimensioned plans, architectural drawings and sketches, and data/materials identified in the Department application for sign permits, and any applicable fees. It is the responsibility of the applicant to establish evidence in support of the findings required by Subsection E., (Findings for approval), below.
- E. Findings for approval.** The approval of a sign permit shall require that the review authority first make all the following findings, as relevant to the specific application.
1. The proposed sign complies with the standards of Sections 17.38.070 (Zone Sign Standards) and 17.38.080 (Standards for Specific Sign Types), and are of the minimum height and size necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
  2. The placement of the sign on the site is appropriate to its height, whether the sign is a freestanding or projecting;
  3. A proposed flush or projecting sign relates to the architectural design of the structure. Signs that cover windows, or that spill over and/or cover architectural features shall be prohibited;
  4. The proposed sign does not unreasonably block the sight lines of existing signs on adjacent properties;
  5. The placement and size of the sign will not impair pedestrian or vehicular safety;
  6. The design, height, location, and size of the sign is visually complementary and compatible with the scale, and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and
  7. The proposed sign is in substantial compliance with the design criteria in Subsection 17.38.060 F. (Sign design criteria and guidelines), below and the City's Design Guidelines.
- F. Expiration and extension of sign permit approval.**
1. A sign permit shall expire 12 months from the date of approval unless the sign has been installed, or a different expiration date is stipulated at the time of approval. Before the expiration of a sign permit, the applicant may apply to the Department for an extension of up to an additional 12 months from the original date of expiration.
  2. The expiration date of the sign permit shall be automatically extended to concur with the expiration date of the companion Building Permit or other applicable permits for the project.

### 17.38.040 - Exemptions from Sign Permit Requirements

The following signs, and sign-related maintenance and modification activities, are allowed without sign permit approval; provided, they comply with Section 17.38.060 (General Requirements for All Signs), below, and any required Building Permit is obtained.

**A. Nonstructural modifications and maintenance.**

1. Modifications to sign copy on conforming signs, or changes to the face or copy of conforming changeable copy signs; and
2. The normal maintenance of conforming signs, except as identified in Subsection 17.38.060 I. (Sign maintenance), below.

**B. Identification signs.** Street identification and house identification signs not exceeding two square feet.

**C. Temporary signs.** The following temporary signs are allowed without a sign permit.

**1. Real estate signs.** Real estate signs are allowed without a sign permit in compliance with California Civil Code Section 713, and subject to the following requirements.

- a. **Commercial, industrial, and other non-residential zones.** Properties within commercial, industrial, and other non-residential zones shall be allowed one real estate sign of no more than 16 square feet, with a maximum height for freestanding signs of six feet, for each parcel street frontage.
- b. **Residential zones.** One non-illuminated real estate sign not more than four square feet in area, including riders, advertising the lease, rent, or sale of a parcel or structure, may be located on the property it advertises.

**2. Political signs.** Political signs are allowed in compliance with the following requirements.

- a. No political sign shall be erected prior to 90 days before the election to which the sign pertains.
- b. In commercial, industrial, and other non-residential zones, each political sign and the total of all political signs on a parcel shall not exceed 32 square feet in total sign area.
- c. In residential zones, no political sign shall exceed four square feet in total sign area.
- d. No political sign shall be located within a public right-of-way.
- e. All political signs shall be removed within 5 days after the election to which the signs pertain.

**3. Window signs.** Temporary window signs are allowed without a sign permit in compliance with Section 17.38.080 K. (Window signs), below, and the area of the signs shall not count towards the maximum allowable sign area.

**D. Governmental signs.** Signs installed by the City, County, or a Federal or State governmental agency, because of their responsibilities for the protection of public health, safety, and general welfare, include the following:

1. Emergency and warning signs necessary for public safety or civil defense;

2. Traffic signs erected and maintained by an authorized public agency;
3. Legal notices, licenses, permits, and other signs required to be displayed by law;
4. Signs showing the location of public facilities (e.g., public telephones, restrooms, and underground utilities); and
5. Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare.

**E. Miscellaneous signs.**

1. Address numbers not exceeding 12 inches in height.
2. Directional signs less than four (4) square feet in size.
3. Official flags of national, State, or local governments, or nationally recognized fraternal, public service, or religious organizations; provided, the length of the flag shall not exceed one-fourth the height of the flag pole, and the flag is not used for commercial advertising.
4. Illumination, patterns, pictures, and/or symbols approved as architectural ornamentation or decoration by the review authority.
5. Historical plaques erected and maintained by non-profit organizations, memorials, building cornerstones, and date-constructed stones; provided, that none of these exceed four square feet in area.
6. Service station price signs required by State law, not exceeding the number and area required by State law. The signs shall not be internally illuminated.
7. Signs or displays located entirely inside of a structure and not clearly visible from public view.
8. Signs created by landscaping (e.g., all of the letters and/or symbols are composed entirely of approved landscape elements).
9. Small, temporary signs, otherwise in compliance with the duration, number, and size requirements of this Chapter, that address non-commercial issues.

### **17.38.050 - Prohibited Signs**

**A. Types of prohibited signs.** All signs not expressly allowed by this Chapter shall be prohibited.

**B. Examples of prohibited signs.** Examples of prohibited signs include the following:

1. A-board and other portable sidewalk signs;
2. Abandoned signs;
3. Animated signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, or signs that emit a varying intensity of light or color, including time and temperature displays;
4. Billboards and any other off-premise signs, except as allowed by Civil Code Section 713 (See Section 17.38.080 I. - Tourist oriented directional signs, above);
5. Flags, except as specifically allowed by Subparagraph 17.38.040 E. 2. (Official flags), above;

6. Freeway oriented signs, unless the sign meets the criteria listed in Subsection 17.38.080 D;
7. Illegal signs;
8. Inflatable or tethered signs or devices;
9. Internally illuminated signs, except where authorized by a Sign Exception Permit, and determined by the review authority to constitute a design element that is integrated with and enhances building architecture;
10. Moving signs, and other similar signs that are stationary but contain moving parts;
11. Obscene signs;
12. Pennants and streamers, except in conjunction with an athletic event, carnival, circus, or fair, or as allowed in Subsection 17.38.080 H. (Temporary signs), below;
13. Pole signs, unless the sign meets the criteria listed in subsection 17.38.080 C;
14. Reader board signs;
15. Roof signs;
16. Because of the City's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of characters, symbols, or words in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic;
17. Second story or higher awning and window signs;
18. Signs in the form or shape of a directional arrow, or otherwise displaying a directional arrow, except as may be approved by the review authority, or as may be required for safety and convenience and for control of pedestrian or vehicular traffic within the premises of the subject use;
19. Signs attached to or suspended from a boat, float, vehicle, or other movable objects parked within a public right-of-way, or in a location on private property that is visible from a public right-of-way, except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of the vehicle;
20. Signs burned, cut, or otherwise marked on or otherwise affixed to a hillside or tree;
21. Signs with reflective material;
22. Signs within the public right-of-way, except for signs installed or maintained by a government agency for traffic safety and directional purposes, in compliance with Subsection 17.38.060 E. (Signs placed within the public right-of-way), below;
23. Signs in residential zones, except as specifically allowed in this Chapter;
24. Signs held or supported by human beings; except for non-commercial signs;
25. Signs in storage or in the process of assembly or repair, located outside on premises other than that advertised in the signs, that are visible from a public right-of-way; and
26. Temporary and portable signs, except as specifically allowed by Subsection 17.38.080 H. (Temporary signs), below.

**17.38.060 - General Requirements for All Signs**

The following rules shall govern the computation of sign area and height measurements.

- A. **Sign area measurement.** Measurements to determine compliance with the sign area limitations of this Chapter shall occur as follows.
  - 1. **Surface area.** The surface area of a sign shall be calculated by enclosing the extreme limits of all emblem, framing, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight perimeter lines. See Figure 3-13.
  - 2. **Sign structure.** Supporting bracing or framework that is determined by the Director to be clearly incidental to the display itself shall not be included in the calculation of total sign area.

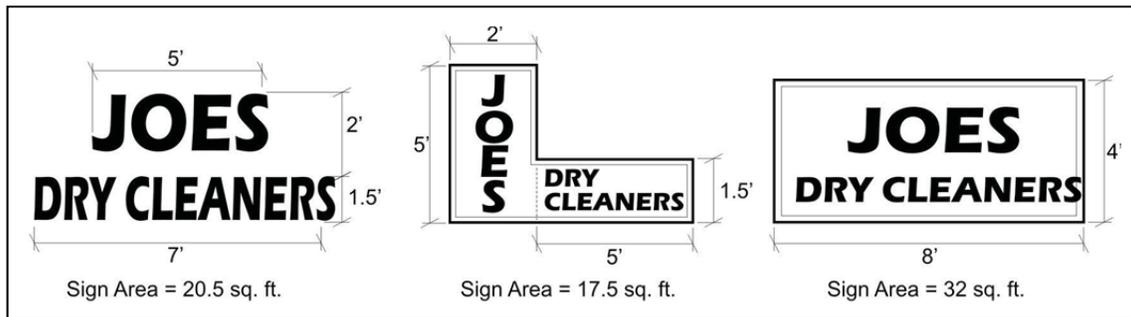


Figure 3-13 - Sign area

- 3. **Multi-faced signs.** The area of a double-faced sign shall be calculated for one face only, unless the two faces are not back-to-back, parallel, and/or are separated by more than 12 inches.
- 4. **Three-dimensional objects.** The area of a sign consisting of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall be measured as their maximum projection upon a vertical plane. See Figure 3-14.

- B. **Sign height measurement.** The height of a sign shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade, to the top of the highest attached component of the sign. See Figure 3-15. Normal grade shall be construed to be the lower of either the:
  - 1. Existing grade before construction; or
  - 2. Newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

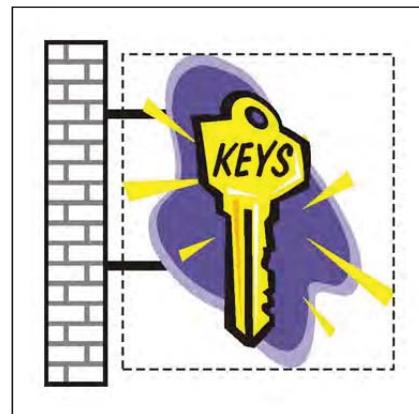


Figure 3-14 - 3-D sign area

**C. Sign height limitations.**

**1. Maximum height for freestanding monument style signs.**

- a. A freestanding sign shall not exceed a height of six feet above normal grade in all zones. Sloped sites may allow for a height of eight feet with a six-foot average height.
- b. Normal grade shall be construed in compliance with Subsection B. (Sign height measurement), above.

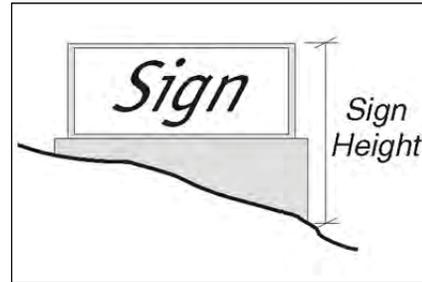


Figure 3-15 - Sign height

**2. Maximum height for signs on structures.** The top of a sign mounted on a structure shall not extend higher than the lesser of:

- a. The top of the wall to which the sign is attached, in the case of a one-story structure;
- b. The window sills of the second floor, in the case of a multi-story structure; or
- c. Twenty feet above normal grade.

**D. Sign location requirements.** Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Chapter.

1. Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Chapter.
2. No sign shall project over public property or into the public right-of-way, except where the City has granted an Encroachment Permit in addition to a sign permit. Any sign within the public right-of-way shall be in compliance with Subsection E. (Signs placed within the public right-of-way), below.
3. No sign shall be placed so as to interfere with the operation of a door, fire escape, or window.

**E. Signs placed within the public right-of-way.**

1. No sign shall be allowed within the public right-of-way, except for the following:
  - a. Bus stop signs installed by a public transit company;
  - b. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way;
  - c. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities;
  - d. Projecting signs, including marquee signs and suspended signs, which shall comply with the following requirements:
    - (1) The minimum clearance between the lowest point of a sign and the grade immediately below shall be eight feet;
    - (2) The minimum horizontal clearance between a sign and the curb line shall be two feet. The maximum projection over a public sidewalk shall be two-thirds the width of the sidewalk or six feet, whichever is less; and

(3) The top of a projecting sign shall not exceed the height of the face of the structure by which it is supported nor be located above the top of the second floor of the structure.

- e. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic; or
- f. Tourist oriented directional signs, when erected and/or installed in compliance with Subsection 17.38.080 I. (Tourist oriented directional signs), below.

**F. Sign design criteria and Guidelines.** The following design criteria, as well as the City's Design Guidelines, as they may be amended from time to time, shall be used in reviewing the design of individual signs. Substantial compliance with each of the following design criteria and the adopted Design Guidelines shall be required before a sign permit or Building Permit can be approved.

1. **Color.** Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the structure colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).
2. **Design and construction.** The intent of this Subsection is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs, and to prevent dilapidation.
  - a. Each sign shall be designed by a professional (e.g., architect, artist, building designer, landscape architect, interior designer, or another whose principal business is the design, manufacture, or sale of signs), or others who are capable of producing professional results.
  - b. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation businesses, or others capable of producing professional results.
3. **Materials and structure.**
  - a. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the primary on-site structure and on other on-site signs.
  - b. The materials of a permanent sign shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
  - c. The size of the structural members (e.g., braces, columns, and crossbeams) shall be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.
  - d. The use of individual letters incorporated into the design of a structure is encouraged, rather than signs with background and framing other than the structure wall.

4. **Street address.** The review authority may require that a sign include the site street address, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more structures on the site.
- G. Copy design guidelines.** The City does not regulate the message content (copy) of signs; however, the following are principles of good copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.
1. Sign copy should relate only to the name and/or nature of the business or commercial center.
  2. Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc. should be avoided.
  3. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
  4. The area of letters or symbols should not exceed 40 percent of the background area in commercial, industrial, and other non-residential zones or 60 percent in residential zones.
  5. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.
- H. Sign lighting.** Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties in compliance with Section 17.30.060 (Outdoor Lighting) and the following.
1. External light sources shall be directed and shielded so they do not produce glare on any object other than the sign, and/or off the site of the sign.
  2. The light illuminating a sign shall not be of a brightness or intensity that will interfere with the reasonable enjoyment of residential properties.
  3. Sign illumination shall not blink, flash, flutter, or change light brightness, color, or intensity.
  4. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
  5. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
  6. Reflective-type bulbs and incandescent lamps that exceed 15 watts shall not be used so as to expose the face of the bulb or lamp to a public right-of-way or adjacent property.
  7. Light sources shall utilize hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency.
  8. Permanently installed illuminated panels, visible tubing, and strings of lights outlining all or a portion of a structure, other than lighting that is primarily for indirectly illuminating architectural features, signs, or landscaping, shall be deemed "signs" subject to this Chapter and shall be counted as part of the allowed maximum sign area. Each line of tubing or lights shall be deemed to have a minimum width of at least six inches for the purpose of calculating sign area.

**I. Sign maintenance.**

1. Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times.
2. A repair to a sign shall be of equal or better quality of materials and design as the original sign.
3. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Municipal Code.
4. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed.
5. Unpainted areas shall be painted to match the adjacent portion of the structure or the sign support structure.

**17.38.070 - Zone Sign Standards**

Each sign shall comply with the sign area, height, number, type, and other requirements of this Section, except as otherwise provided in Section 17.38.080 (Standards for Specific Sign Types).

**A. Residential zones.** Each sign in a residential zone shall comply with the following requirements.

**TABLE 3-10 - SIGN STANDARDS FOR RESIDENTIAL ZONES**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
<b>Residential Use</b>			
Freestanding monument style (1)	6 ft (8 ft average)	1 sign	24 sf
<b>Identification or Non-Commercial Use</b>			
Wall or freestanding	Wall signs: below edge of roof; Freestanding: 6 ft	1 of either allowed sign type	12 sf
<b>Non-Residential - Institutional Use</b>			
Wall or freestanding	Wall signs: below edge of roof; Freestanding: 6 ft	1 of either allowed sign type	24 sf

Note:

- (1) Allowed only to identify the name of the applicable subdivision or multi-family development.

**B. Commercial and industrial zones.** Each sign in the commercial, office, industrial, and other non-residential zones established by Section 17.12.020 (Zoning Map and Zones) shall comply with the requirements in Table 3-11, in addition to the provisions of Section 17.38.080 (Standards for Specific Sign Types), below, as applicable.

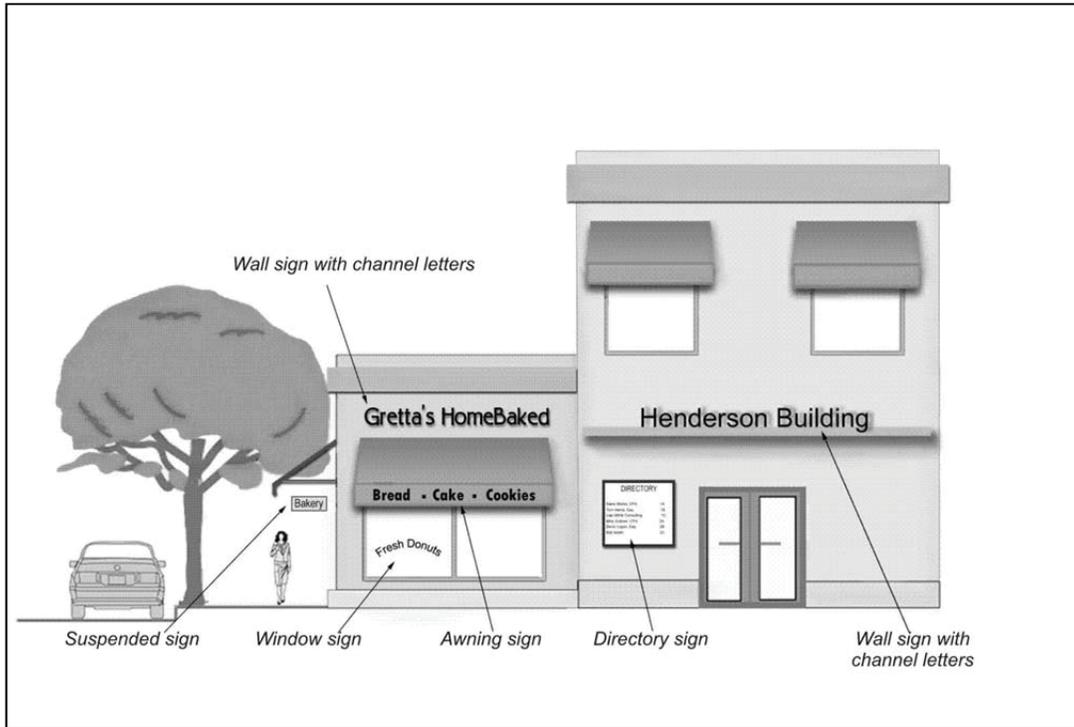


Figure 3-16 - Examples of sign types

**TABLE 3-11 - SIGN STANDARDS FOR COMMERCIAL AND INDUSTRIAL ZONES**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Tenant	Maximum Sign Area Allowed per Tenant
<b>Ground-mounted and Ground-floor Signs</b>			
Awning (17.38.080 A)	Below roof (1)	3 of any combination of allowed sign types per primary tenant frontage. 1 of any allowed sign type for a secondary tenant frontage.	<b>Maximum sign area per tenant.</b> The sign area shall comply with the following requirements.  1. 1 sf. for each linear foot of primary tenant frontage. 2. 0.5 additional sf. for each linear foot of secondary tenant frontage. 3. Each site is allowed a total sign area of at least 25 sf. regardless of frontage length.  <b>Maximum sign area per tenant frontage.</b> The total area of all signs on a primary frontage shall not exceed 100 sf.; the total area of all signs on a secondary frontage shall not exceed 50 sf.
Freestanding (17.38.080 B 17.38.080 C)	6 ft. (8 ft. average on sloped sites)		
Projecting, Wall (17.38.080 F 17.38.080 J)	Below roof (1)		
Suspended (17.38.080 F)	Below eave/ canopy; at least 8 ft. above a walking surface		
Shopping centers (17.38.080 G)	20 ft.	<b>Site with 5 or more tenants:</b> Allowed one freestanding identification sign for each frontage, not to exceed 100 sf. in total sign area.	
Temporary	See Section 17.38.080 H		
Window	See Section 17.38.080 K		

**Second Floor Signs**

Awning, Projecting, Wall	Below roof (1)	1 per tenant space	12 sf. for each tenant. 1 directory sign not to exceed 12 sf. is also allowed to identify upper floor occupants.
Window	See Section 17.38.080.K		

**Indoor Signs, and Outdoor Signs Not Visible from a Street (2)**

Awning, Freestanding, Projecting, Suspended, Wall, Window	Below roof (1)	See Section 17.38.080, as applicable	
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Notes:

- (1) At least one foot below the top of a parapet, the sill of a second floor window, and/or the lowest point of any cornice or roof overhang.
- (2) (The signs are located within an internal portion of the site or center, and are not visible from the public right-of-way.)

### 17.38.080 - Standards for Specific Sign Types

Proposed signs shall comply with the following standards applicable to the specific sign type. Each sign type listed in this Section shall be included in the calculation of the total sign area allowed on a parcel by Section 17.38.070 (Zone Sign Standards), above, unless this Section explicitly provides otherwise. Each sign shall also comply with the sign area, height, and other requirements of Section 17.38.060 (General Requirements for All Signs), above, and all other applicable provisions of this Chapter. Any non-commercial message may be substituted for the copy on any commercial sign allowed by this Chapter.

A. **Awning signs.** The following standards apply to awning signs in all zones where allowed by Section 17.38.070 (Zone Sign Standards), above. See Figure 3-17.

1. Signs on awnings are limited to ground level or second story occupancies only.
2. Awnings shall not be internally illuminated. Direct exterior lighting may be allowed.
3. Translucent awning materials are prohibited.



Figure 3-17 - Awning sign

B. **Freestanding monument signs.** The following standards apply to freestanding monument style signs in all zones where allowed by Section 17.38.070 (Zone Sign Standards), above. See Figure 3-18.

1. Multiple signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs. The review authority may modify this requirement where the locations of existing signs on adjacent properties would make the 75-foot separation impractical.
2. A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the review authority.
3. To assist emergency response personnel in locating the site, freestanding signs shall contain an externally illuminated street address plate. Numbers shall be a minimum of six inches in height. Street address numbers not exceeding 12 inches in height shall not be included in calculations of allowed maximum sign area.
4. The sign shall be set back a minimum of five feet from a street or interior property line and a minimum of 10 feet from the edge of a driveway.
5. To ensure the readability of the sign, the minimum letter size allowed shall be 4 inches. Sign copy shall not be located closer than one half-letter height to the sign edge or other line of copy.
6. The design of each sign shall be compatible with and enhance the architectural design of the structures on the site.
7. Landscaping with automatic irrigation shall be provided at the base of the supporting structure equal to twice the area of one face of the monument style sign or 75 square feet, whichever is greater. For example, 40 sq. ft. of sign area = 80 sq. ft. of landscaped area. The review authority may waive or modify this requirement on a case-by-case basis to take into account existing site conditions.

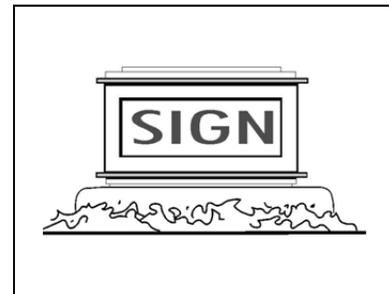


Figure3-18 - Freestanding monument sign

- C. Freestanding pole signs.** Freestanding pole signs shall be permitted if the following criteria are met:
1. Allowed only in NC-Flex (Neighborhood Center-Flex) Zoning District.
  2. Must match character and style of the primary building.
  3. Sign area shall not exceed 12 square feet.
  4. Sign support posts shall be a minimum of 2 inches in diameter.
  5. Sign height shall not exceed 5 feet.
  6. Sign shall be set back a minimum of 10 feet from rear of sidewalk.
- D. Freeway oriented signs.** Freeway oriented signs shall only be permitted if all the following criteria are met:
1. The property shall be zoned for, and used as, commercial/retail use.
  2. The property contains at least 300 feet of freeway frontage.
  3. The property abuts Highways 20 and/or 49.
  4. There can be only one freeway sign per tenant.
  5. The sign shall be either a freestanding sign or a wall sign.
  6. Multiple tenants must share the freestanding sign, or each tenant can have a separate wall sign.
  7. A freestanding monument style sign can be up to 10 feet in height, but no higher than 6 feet above the immediately adjacent freeway travel lane.
  8. A freestanding sign shall incorporate the architectural style and features of the building.
  9. The freestanding sign shall have a minimum setback of 15 feet from the highway right-of-way.
  10. The signs shall be externally illuminated.
  11. The maximum number of signs and sign area are still limited to the standards in Table 3-11.
- E. Historic signs.**
1. **Signs within the Historic (H) zone.** All signs within the Historic (H) zone shall require review and approval by the Development Review Committee (DRC). Signs within this zone shall contribute to the historical theme and design character of their setting. The DRC may allow types of signs other than those allowed in the zone standards within this special district when the signs are part of a unified design plan which furthers the purpose and intent of this Chapter.
  2. **Designation of historic signs.** The designation of a sign as a historic sign is intended to allow nonconforming signs that otherwise would be required to be removed in compliance with Section 17.38.090 (Nonconforming Signs), below, to remain if the sign or the establishment associated with the sign are determined to have historical or local identity significance to the City in compliance with the standards established in this Section.

3. **Application and review authority.** Application for historic sign status may be submitted by the business owner, property owner, or the City. All applications for historic status shall be reviewed and recommended by the Historic Commission and approved or denied by the DRC in compliance with this Section.
4. **Historic sign criteria.** The DRC may designate a sign as a historic sign if the sign is the type of sign that would be subject to removal as a nonconforming sign and the sign meets both of the following criteria:
  - a. **Historically significant.** A sign is historically significant if the sign was created or erected at least 35 years ago and is either representative of a significant sign-making technique or style of a historic era or represents entities or establishments that are an important part of the City's history; and
  - b. **Visually significant.** The sign is visually significant in at least two of the following regards:
    - (1) The sign possess a uniqueness and charm because it has aged gracefully;
    - (2) The sign remains a classic example of craftsmanship or style of the period when it was constructed and uses materials in an exemplary way;
    - (3) The sign compliments its architectural surroundings or is particularly well integrated into the structure; and/or
    - (4) The sign is an inventive representation of the use, name, or logo of the business or structure.
5. **Procedure for designation of historic signs.**
  - a. The Director shall review each application for historic sign status on a case-by-case basis to assess whether the sign meets the criteria for designation as a historic sign.
  - b. Based on this review, the Director shall prepare findings and recommendations to the DRC regarding their assessment and the application's merit regarding the designation.
  - c. The DRC shall review the findings and recommendations at a noticed public hearing.
  - d. The DRC may ask the Director to undertake additional analysis to assess whether a sign should receive historic sign status.
  - e. The DRC may also ask the Director to undertake additional analysis of any sign already designated as a historic sign.
  - f. The Director's additional analyses and recommendations shall be available for public review and comment before the DRC's subsequent meeting for review and action on a historic sign.
  - g. Upon due consideration of the findings and recommendations plus all public testimony and comment, the DRC may approve or deny designation of historic sign status.
6. **Alteration of historic signs.**
  - a. Designated historic signs may not be physically altered, except for routine cleaning and general maintenance.
  - b. Cleaning and maintenance shall be consistent with the preservation of the character or defining features of the sign in all respects.

- c. A designated historic sign may be removed if desired.
  - d. If a designated historic sign is removed, its historic status shall be revoked.
  - e. If the character or defining features of a designated historic sign are altered, its designation as a historic sign shall be revoked and the sign shall be removed.
  - f. Where applicable, the sign may be modified to conform to the requirements of this Chapter.
7. **Maintenance in a functioning condition required.** All parts of the exempted historic sign including neon tubes, incandescent lights and shields, and sign faces, shall be maintained in a functioning condition as historically intended for the sign to the greatest degree possible.
  8. **Signs originally designed to flash or move.** Parts of historic signs originally designed to flash or move may be allowed to continue to flash or move. There shall be no alterations to the historic pattern, speed, or direction of flashing or moving elements.
  9. **Alteration of wording or image.** The wording or image of a historic sign may be altered only if the alterations do not substantially change the historic dimensions, height, scale, style, or type of materials of the historic sign.
  10. **Failure to maintain.** Failure to maintain a historic sign as required above shall be grounds for disallowing an exemption from the requirements of this Chapter. The sign shall thereafter be brought into compliance with the requirements of this Chapter subject to a determination by the Director.
- F. Murals.** A mural placed on the wall of a structure may be allowed in any commercial, industrial, and other non-residential zone subject to the following requirements. All murals shall be subject to the review and recommendation by the Development Review Committee (DRC) and approval by the Commission.
1. A mural without text visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by Section 17.38.070 (Zone Sign Standards), above; a mural with text shall comply with the sign area limitations applicable to the site.
  2. Murals that illustrate the local setting, history, or cultural significance as sources of inspiration are encouraged.
  3. The approval of a mural shall require that the review authority first find that the colors, placement, and size of the mural are visually compatible with the structure's architecture, and that the mural will serve to enhance the aesthetics of the City.
- G. Neon signs and architectural lighting.** The use of neon tubes for signs or architectural elements shall be allowed in commercial zones only subject to the following requirements.
1. Neon signs and linear tubing shall be UL (Underwriters Laboratories) listed with a maximum 30 milliamps per circuit and be designed to accommodate a dimmer in order to reduce the brightness of the neon.
  2. The neon manufacturer shall be registered with Underwriters Laboratories.
  3. Neon tubing shall not exceed one half inch in diameter.

4. Neon lighting adjacent to residential uses shall not exceed one half footcandle measured at the property line.
5. Neon tubing shall not be combined with any reflective materials (e.g., highly-glazed tiles, mirrors, polished metal, or other similar materials).
6. When used as an architectural element, neon tubing shall be used only to reinforce specific architectural elements of the structure and shall be concealed from view whenever possible through the use of cornices, ledges, or parapets.
7. Neon signs placed within a storefront window shall not occupy more than 25 percent of the window area.
8. Neon lighting that completely surrounds a door, window, or similar element is not allowed.

**H. Projecting, overhead, or suspended signs.** The following standards apply to projecting, overhead, or suspended signs in all zones where allowed by Section 17.38.070 (Zone Sign Standards), above. See Figure 3-19.

1. The minimum horizontal clearance between a sign and the curb line shall be two feet. The maximum projection over a public sidewalk shall be two-thirds the width of the public sidewalk below or six feet, whichever is less. Any projection over a public right-of way shall require an Encroachment Permit.

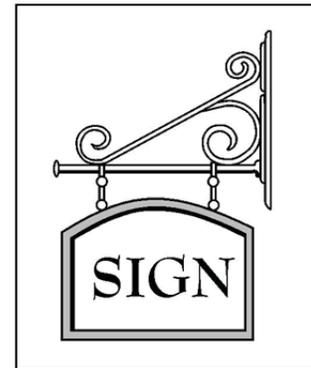


Figure 3-19 - Projecting Sign

2. The top of a projecting sign shall not exceed the lesser of 14 feet, eave height, parapet height, or sill height of a second floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.
3. A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade immediately below.

4. Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged. See Figure 3-20.
5. Each sign shall be graphically designed for pedestrians, with a maximum area of eight square feet on each sign face, regardless of the length of the building frontage.

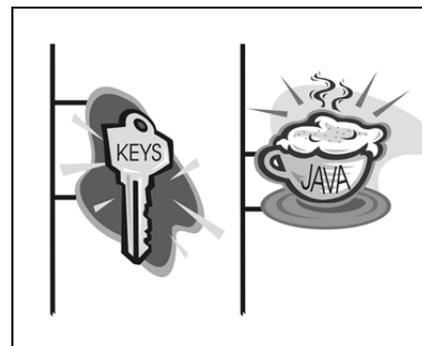


Figure 3-20 - Use of icons/symbols

6. Sign supports shall be well-designed and compatible with the design of the sign.

**I. Shopping center identification signs.** In addition to the signs allowed for individual tenants or businesses, a shopping center with five or more tenants and a minimum of 50,000 square feet of gross floor area may have one overall identification sign as follows.

1. One identification sign may be approved for each frontage, not to exceed 100 square feet in total sign area or 20 feet in height.
2. An identification sign shall not be included in the maximum sign area or size calculations for the individual tenants or businesses.

- J. Temporary signs.** Temporary signs are allowed subject to the following requirements.
- 1. Banners and pennants.** Temporary banners and pennants on private property shall comply with the following requirements.
    - a. The use of a banner or pennants may be allowed only for a licensed business for a period not to exceed 30 days per year. A temporary sign permit may be issued for not less than two consecutive days, up to 30 days. A business can secure multiple temporary sign permits but the combined time period cannot exceed 30 days per year. This is in addition to the 30 days allowed for a business grand opening banner. The maximum size of the banner is 24 square feet.
    - b. The application for a temporary sign permit for banners or pennants shall include the dates proposed by the applicant for scheduled banner use.
    - c. A bond may be required by the Director for a temporary sign permit for banners or pennants. The bond may be revoked if the temporary banner or pennants are not removed within two days following their scheduled use.
  - 2. Subdivision signs.** Signs advertising land subdivisions in any zone shall be limited to one two-sided sign of 32 square feet in area placed at a right angle to the street, or two one-sided signs of 32 square feet in area each facing the street. The signs shall be at least 200 feet apart and shall be placed only on the subdivision site, or on land leased by the subdivider. The signs shall be removed within 30 days after the final lot of the subdivision is sold. The signs shall be non-illuminated.
  - 3. Construction signs.** Construction identification signs may be allowed in all zones in compliance with the following standards.
    - a. The number, placement, size, and type of signs shall comply with the sign requirements of Section 17.38.070 (Zone Sign Standards), above, for the applicable zone.
    - b. The signs shall be removed before final building inspection or the issuance of a Certificate of Occupancy.
  - 4. Other temporary signs.** Temporary signs may be authorized by the Director, upon submittal of a sign application, plan for removal, and the fees required by the City's Planning Fee Schedule.
    - a. **Maximum sign area.** In a residential zone, the combined area of temporary signs shall not exceed four square feet. In a commercial, industrial, and other non-residential zone, the combined area of temporary signs shall not exceed that allowed for the non-corner lots in the zone in which the sign will be placed.
    - b. **Maximum number of signs.** No more than one temporary sign shall be erected on a premise at a time.
    - c. **Sign placement.** Temporary signs shall be subject to the same placement and height restrictions as permanent signs for the applicable zone.
    - d. **Time limits.** Temporary signs shall not be allowed for more than 30 consecutive days. Temporary signs shall not be allowed for a combined total of more than 60 days in a 12-month period. Signs advertising a particular event shall be removed within 10 days after the event.
- K. Tourist oriented directional signs.** The following standards apply to tourist oriented off-site directional signs (e.g., providing directions to local wineries and other locations of interest) in all zones where allowed by Section 17.38.070 (Zone Sign Standards), above.

1. The signs shall be smaller in size, each not exceeding four square feet in sign area.
2. The signs shall be non-illuminated in order to be compatible with their generally rural surroundings.
3. The signs shall be hand crafted, generally made of wood or other natural materials.
4. The signs shall be subject to the issuance of an Encroachment Permit.

**L. Wall signs.** The following standards apply to wall signs in all zones where allowed by Section 17.38.070 (Zone Sign Standards), above. See Figure 3-21.

1. One wall sign may be located on a primary structure frontage, and on one secondary structure frontage.
2. The area of a wall sign shall not exceed one square foot for each linear foot of primary tenant frontage and 0.5 additional square foot for each linear foot of secondary tenant frontage or 10 percent of the area of the building facade on which the sign is mounted or painted, whichever is less. The total area of all signs on a primary frontage shall not exceed 100 square feet and the total area of all signs on a secondary frontage shall not exceed 50 square feet.



Figure 3-21 - Wall sign

3. A wall sign shall not project more than 12 inches from the surface to which it is attached.

**M. Window signs.** The following standards apply to permanent window signs where allowed by Section 17.38.070 (Zone Sign Standards), above. See Figure 3-22.

1. **Maximum sign area.** Permanent window signs shall not occupy more than 15 percent of the total window area. The window sign area shall count towards the maximum allowable sign area.
2. **Sign location.** Signs shall be allowed only on windows located on the ground level and second story of a structure frontage.
3. **Sign materials.** Signs shall consist of individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass.
4. **Unobstructed observation.** The lowermost portion of the entire window (a minimum of 24 inches) shall be clear of any signs in order to allow for unobstructed observation by security personal (e.g., City police, private security, etc.).

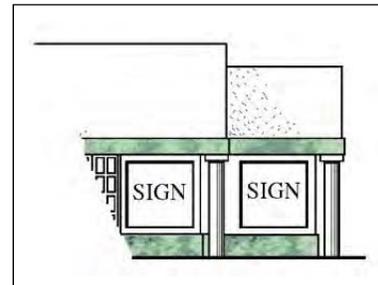


Figure 3-22 - Window sign

### 17.38.090 - Nonconforming Signs

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation, but does not now comply with the requirements of this Development Code. A nonconforming sign shall not be altered, moved, or replaced except in compliance with this Development Code, or as exempt in compliance with this Section.

#### A. General requirements.

1. A nonconforming sign shall not be:
  - a. Changed to another nonconforming sign;
  - b. Structurally altered to extend its useful life;
  - c. Enlarged;
  - d. Re-established after a business is discontinued for 90 days;
  - e. Re-established after damage or destruction exceeding 50 percent of the replacement cost of the sign immediately before the damage or destruction, or its components, as determined by the Building Official; or
  - f. Re-installed after facade improvements that required the removal of the sign during construction.
2. An interruption in the use of a nonconforming sign that continues for 90 days or more shall be deemed to be an abandonment of the sign. Subsequent use shall comply with this Chapter. Non-occupation or non-operation of the building or business advertised on the sign shall be deemed an interruption of the use of the sign.

#### B. Exemptions. The following signs shall be exempt from the requirements and limitations of this Section:

1. Any sign covered by a Master Sign Program previously approved by the City, or by the County prior to annexation; and
2. Any sign within a shopping center previously approved by the City or County, except for:
  - a. Pole signs; and
  - b. Shopping center identification signs that exceed the allowable sign area allowed by this Chapter.

#### C. Historic sign exemptions. A sign granted historic sign status in compliance with Subsection 17.38.080 C. (Historic signs), above, is exempt from the requirements of this Section.

#### D. Exceptions. The Commission may grant an exception to the requirements of Subsection A. (General requirements) provided that the Commission first finds that:

1. The new proposed sign is significantly more conforming in area and/or height than the existing sign; and
2. The approval and installation of the new sign will eliminate the existing nonconforming sign.

- E. Removal of certain types of nonconforming signs.** The following nonconforming signs shall be removed or altered to be conforming within 15 years of the effective date of this Chapter, unless an earlier removal is required by Subsection F. (Removal of nonconforming signs).
1. Oversized awning signs, building signs, freestanding signs, projecting signs, wall signs, and window signs that exceed the maximum sign area allowed by this Chapter.
  2. Billboards and other off-premise signs.
  3. Freeway oriented signs.
  4. Internally illuminated signs with a translucent face.
  5. Moving signs.
  6. Pole signs.
  7. Roof signs, where no other opportunity for a sign exists.
- F. Removal of nonconforming signs.** A nonconforming sign shall be removed if the sign is:
1. More than 50 percent destroyed, and the destruction is other than facial copy replacement. A nonconforming sign shall be deemed to be more than 50 percent destroyed if the estimated cost of reconstruction or repair exceeds 50 percent of the replacement cost as determined by the Building Official;
  2. Remodeled, unless the sign is remodeled to comply with this Chapter;
  3. Located on a structure that is enlarged or expanded, if the nonconforming sign is affected by the construction, enlargement, expansion, or remodel. An enlargement, expansion, or remodel of the portion of the structure upon which the nonconforming sign is located or that is more than 50 percent of the building area shall be deemed to affect the nonconforming sign; or
  4. The nonconforming sign is temporary.
- G. Deactivation of flashing features.** The owner of a sign that contains flashing features shall permanently deactivate the flashing features.
- H. Continuance of nonconforming signs.** Except as provided in Subsections E. and F., above, a nonconforming sign may be continued and shall be maintained in good condition as required by these regulations, but it shall not be:
1. Structurally changed to another nonconforming sign, although its copy and pictorial content may be changed;
  2. Structurally altered to prolong the life of the sign, except to meet safety requirements; or
  3. Altered or expanded in any manner that increases the degree of nonconformity.
- I. Repairing and repainting.** Nonconforming signs shall only be painted and repaired in place and shall not be removed from their existing location, except for building remodeling, unless removal of the sign for painting or repair is part of the sign's customary maintenance and repair.
- J. Change of business ownership.** Upon a change of ownership, the new owner of a nonconforming sign may change sign copy so long as there is no change in the structure or configuration of the sign.