

## **CHAPTER 19.75. SIGN REGULATIONS**

### **Sec. 19.75.010. Purpose.**

The purpose of this chapter is to enhance the visual environment and safety of the city:

- (1) To provide a reasonable system of sign control, integrated within and as a part of the comprehensive zoning plan set forth by this Code.
- (2) To enhance the economic value of the city through the uniform regulation of development standards for the size, height, location, and illumination of signs.
- (3) To protect public and private investment in buildings and open space.
- (4) To preserve and improve the appearance of the city as a benefit to residents and those employed here, and as an attraction to others who come to visit or trade.
- (5) To attract and direct persons to a variety of activities and enterprises for the maximum public convenience.
- (6) To encourage sign compatibility with the land use.
- (7) To reduce traffic and safety hazards to motorists and pedestrians through sound sign practices.
- (8) To encourage a desirable urban character with a minimum of overhead clutter.
- (9) To avoid a profusion of sign displays confusing to the public.
- (10) To encourage and incentivize well-designed signs and provide grounds for latitude regarding well-designed sign relationships.
- (11) To promote the public health, safety and general welfare of the city.

(Code 1972, § 19.75.010)

### **Sec. 19.75.020. Findings and intent.**

- (a) In adopting this chapter, the city council finds that excessive and inappropriate signage has an adverse impact on the overall visual appearance of a city, and can increase risks to traffic and pedestrians. Proper sign control safeguards and preserves the health, property and public welfare of county residents through prohibiting, regulating and controlling the design, location and maintenance of signs.
- (b) By adopting this chapter, the city intends to regulate signs on the basis of location, relationship to land uses, illumination, motion, size, height, orientation, separation, safety of physical structures, and the public need for functional information. It is the intent of this chapter to minimize visual clutter and enhance traffic safety by ensuring that signage does not distract, obstruct or otherwise impede traffic circulation. Proper sign control also safeguards and preserves the health, property and public welfare by prohibiting, regulating and controlling the structural design, location and maintenance of signs.

(Code 1972, § 19.75.020)

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### **Sec. 19.75.030. Sign authority and approval.**

The development services department shall review and approve sign applications upon compliance with the provisions of this chapter. No person shall erect, move, alter, or reconstruct any type of sign without approval, unless the sign is exempt from the regulations of this chapter. The following sign permits shall apply to the various types of signs:

- (1) *Minor development plan review.*
  - a. No sign or signs shall be erected, re-erected, constructed, painted, or altered, without minor development plan review pursuant to chapter 19.54.
  - b. In accordance with this chapter, a sign plan shall be approved through a minor development plan review pursuant to chapter 19.54. Any sign included in a sign plan shall be in conformance with the approved sign plan, and building and electrical permits shall be obtained for each sign, as required.
- (2) *Conditional use permit required.* Outdoor advertising signs shall require a conditional use permit pursuant to the provisions of chapter 19.61 and building permits for the same issued by the development services department.

(Code 1972, § 19.75.030)

### **Sec. 19.75.040. Application requirements.**

Applications for sign approvals shall be made to the development services department accompanied by the current filing fee, with the following information:

- (1) Completed application form and fee.
- (2) Plans drawn to scale of the site plan and building elevations detailed with location, area, and dimension of each and every sign and type of sign indicated. All signs shall be depicted, including: Tenant identification sign, building identification sign, address sign, window sign, and any other permitted signage.
- (3) Sign plans drawn to scale which include the location, dimensions, and elevation of each sign proposed. Details as sign area, dimensions, color, letter height, and illumination method shall be included.
- (4) Blueprint or electronic drawings of the plans and specifications and method of construction and attachment to the building, structure, or ground.
- (5) Name of the person erecting the advertising structure, name of the tenant, owner, or land on which the advertising structure is to be erected.

(Code 1972, § 19.75.040)

### **Sec. 19.75.050. Fee schedule.**

Sign application filing fees shall be as set forth by City Council Resolution No. 2659 (7-28-1998). The fee deposit collected for sign plan review is intended to cover the actual costs of the city to administer the sign approval process.

(Code 1972, § 19.75.050)

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## **Sec. 19.75.060. Building permits required.**

No sign shall be constructed, placed, or otherwise installed on any parcel of land, building, or other structure, unless all required building permits have been obtained, and appropriate fees have been paid. Separate building permits and electrical permits shall be required for each sign or group of signs in one location. A change in sign copy does not require a permit when the sign is otherwise in compliance with the provisions of this chapter.

(Code 1972, § 19.75.060)

## **Sec. 19.75.070. Definitions.**

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned sign* means any sign which no longer advertises a business, lessee, owner, product, service or activity on the premises where the sign is displayed.

*Alteration* means any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.

*Animated or moving sign* means any sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.

*Area of a sign* means the entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of a lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.

*Awning sign* means any sign copy or logo mounted or attached to, or painted, on an awning.

*Banner, vertical banner, flag, or pennant sign* means any cloth, bunting, plastic, paper or similar non-rigid material used for temporary advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

*Bench sign* means any copy painted on any portion of a bench.

*Billboard* means a large-scale sign or panel for the display of offsite advertisements in public places, such as along highways.

*Building frontage* means the building elevation that is oriented toward a parking lot, mall, walkway, street, driveway, alley or freeway where a sign will be visible to the public and/or access to the building is available.

*Bulletin board* means a sign of permanent character, but with removable letters, words or numerals indicating the names of persons associated with events conducted upon or products or services offered upon the premises which such signs are located and maintained.

*Business frontage* means that portion of a building frontage occupied by a single business tenant having a public entrance within the building frontage.

*Business identification sign* means a sign which serves to identify only the name, address, and lawful use of the premises upon which it is located and provides no other advertisements or product identification.

*Cabinet sign or can sign* means a prohibited sign containing all the text and/or logo symbols within a single enclosed cabinet which may or may not be illuminated.

*Candela.* The candela (cd) per meter squared is the standard unit of luminance. See *Nit*.

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*Changeable copy sign* means a sign designed to allow the changing of copy through manual, mechanical, or electronic means, including time and temperature. See *Electronic sign* or *Readerboard*.

*Channel letters* means three-dimensional individually cut letters or figures, illuminated or non-illuminated, affixed to a building or sign structure.

*Civic event sign* means a temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

*Cladding* means the non-structural covering designed to conceal the actual structural supports of a sign. See also *Pole sign* or *Pylon sign*.

*Cloud sign* is a one-piece, vacuum-formed plastic sign that features dimensional or embossed letters and graphics in a custom shape. The name is taken from the rounded, less angular shape of the sign.

*Commemorative sign* means a sign identifying historical buildings, structures, places, trees, or events.

*Commercial outdoor advertising sign* means a permanent off-premises sign erected, maintained or used in the outdoor environment for the purpose of providing copy area for commercial or noncommercial messages.

*Conforming sign* means a sign that is legally installed in conformance with all prevailing jurisdictional laws and ordinances.

*Contractor or construction sign* means a sign which states the name of the developer and contractor working on the site and any related engineering, architectural or financial firms involved with the project.

*Convenience sign* means a sign that conveys information (e.g., restrooms, no parking, entrance) or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists.

*Copy* means the graphic content or message of a sign, including words, letters, numbers, figures, designs, characters or other symbolic representations incorporated into a sign.

*Copy area of a sign* means the actual area of the sign copy as applied to any background. Copy area on any individual background may be expressed as the sum of the geometrically computed shape or shapes encompassing separate individual letters, words, or graphic elements on the background.

*Digital outdoor advertising display (electronic billboard)* means an electronic outdoor advertising display where the message is changed more than once every two minutes, but no more than once every four seconds.

*Dimensional letter, symbol, or graphic* means a letter, symbol, or graphic that is three-dimensional in character, containing height, width, and depth.

*Directional sign* means any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

*Directory sign* means a sign located in a multi-unit complex which lists businesses and corresponding addresses located within the complex.

*Display time* means the amount of time a message and/or graphic is displayed on an electronic sign.

*Dissolve* means a mode of message transition on an electronic sign accomplished by varying the light intensity or pattern, in which the first message gradually appears to dissipate and lose legibility with the gradual appearance and legibility of the second message.

*Double-faced sign* means a sign with two faces, back to back.

*Dynamic frame effect* means an electronic sign frame effect in which the illusion of motion and/or animation is used.

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*Electronic sign* (also called an *electronic message sign*, *programmable electronic sign*, *electronic message center* or *electronic reader board*) means an electronic or digital LED display and/or message sign with programmable text and images for the advertisement or promotion of the business or entity upon which property it is located, or off-site, such as a billboard.

*Fade* means a mode of message transition on an electronic sign accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

*Foam letters* means individual letters used for signs that are manufactured from structural foam and painted.

*Footcandle* means an English unit of measurement of the amount of light falling upon a surface (illuminance). One footcandle is equal to one lumen per square foot.

*Foot-lambert* means an English unit of measurement of the amount of light emitted by or reflecting off a surface (luminance) equivalent to 3.4262591 candelas per square meter.

*Frame* means a complete, static display screen on an electronic sign.

*Frame effect* means a visual effect on an electronic sign applied to a single frame. See also *Dynamic frame effect*.

*Freestanding sign* means a sign permanently supported by one or more uprights, braces, poles, or other similar structural components attached to the ground or any foundation set in or upon the ground as a support base. Also called a monument sign or ground-mounted sign.

*Freeway sign* means a sign located on the same parcel as the entity it identifies and such parcel is located within 660 feet of the nearest edge of a freeway right-of-way line.

*Frontage (building)* means the length of an exterior building wall or structure of a single premise along either a public way or other properties that it faces.

*Frontage (property)* means the length of the property line of any single premises along either a public way or other properties on which it borders.

*Grand opening* means a special event solely for the purpose of promoting newly established businesses, within 60 days of the initial occupancy of the premises by the business.

*Human-held sign* means a person with or without a costume representing a business located on site or offsite on or near the right-of-way wearing and/or manipulating an advertising sign.

*Illegal sign* means a sign erected without compliance with all ordinances and regulations in effect at the time of its construction and erection.

*Lighted sign* means a sign which utilizes internal or external illumination or material which creates a similar effect.

*Logo* means a graphic representation or symbol of a company, trademark, etc., often uniquely designed for ready recognition to be used on its letterhead, advertising material, and signs.

*Marquee* means any sign designed to allow the changing of symbols through manual, mechanical or electrical means, including time and temperature signs. A marquee sign may also be printed or mounted on a rigid canopy or awning of a commercial business.

*Mobile sign* means any nonpermanent sign which is movable by or on wheels, attached to a vehicle, or otherwise transportable.

*Monument sign* means a low profile, freestanding sign supported by a solid base as opposed to poles or open braces.

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*Mural* means a very large image, such as a painting or enlarged photograph that is applied directly to an expanse of wall, window or ceiling. Murals are commissioned public art and as such, no commercial image, logo or trademark may be mounted on the same visual plane as the mural.

*Nonconforming sign* means a sign that was legal when established but which because of the adoption or amendment of the current ordinance does not comply with the present laws.

*Nit* means a photometric unit of measurement referring to luminance that is used to calculate the luminance of an electronic sign. One nit is equal to one  $\text{cd}/\text{m}^2$ .

*Off-site sign* means a sign which advertises or directs attention to a business, profession, product, commodity or service sold, manufactured or offered not upon the property upon which the sign is located.

*On-site directional sign* means a noncommercial sign to direct pedestrian and vehicular traffic.

*Outdoor advertising sign* means the same as an off-site sign.

*Pole sign* is a high-profile sign having one or more leg supports permanently attached directly into or upon the ground, without decorative cladding. Such signs are prohibited by this Code.

*Political sign* means any of a group of signs that are intended to inform or influence the action of the voting public with respect to the passage or defeat of a measure appearing on the ballot at any national, state or local election, or which is designed to influence the voters with respect to the nomination, election or defeat of a candidate for public office or the removal of any person from public office at any national, state or local election. Political signs include any sign which is designed to encourage voters to vote for the candidates of a particular political party, and any sign pertaining to the conduct of a government in general.

*Pylon sign* means a high profile sign over six feet in height having a solid support permanently attached directly into or upon the ground.

*Readerboard* means a sign on which copy can be changed manually or automatically. It usually consists of a panel on which individual letters or pictorials are mounted, such as prices or other information. Modern readerboards are often electronic to allow for frequent updating and more efficient conveyance of information to the public. See also *Electronic sign*.

*Real estate sign* means a temporary sign advertising the sale, lease, or rental of the property upon which it is located and maintained, but does not include subdivision signs.

*Sign* means any notice, writing of letter, words or numerals, pictorial presentations, illustrations or decorations, emblems or devices, symbols or trademarks, flags, banners or pennants, graphic announcements, insignia display, display of words, bills, posters, pictures, lithographs, maps, plats, buntings, whirligigs, balloons, valances, light festoons, or items of a similar nature, designed to be and used as a means of attracting attention outdoors, including, but not limited to, a structure or any part thereof, or an item attached to, painted on, or in any manner represented on a building or structure or device that is used to advertise, promote, inform and/or attract human interest.

*Sign, community identification*, means any sign which identifies the name and/or logo of a subdivision, mobile home park, multi-family complex, or specific plan.

*Sign height* means the greatest vertical distance measured from the finished grade at the point the sign supports intersect the ground to the uppermost area of the sign which includes support features.

*Sign, permanent*, means a sign which is intended to exist for the duration of time that the use or occupant is located on the premises.

*Sign, permitted*, means any sign which is lawfully erected, replaced, altered, relocated or maintained in conformance with the requirements of this chapter and other applicable laws.

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*Sign program or sign plan* means a comprehensive sign plan for large projects demonstrating a common relationship and unity of design, such as an artistic and architectural relationship, between the types of signs included in the project. To provide the maximum incentive towards the design of a superior quality sign program, the planning division will allow flexibility and latitude in the interpretation of the sign regulations to achieve the intent of the sign regulations for multi-tenant and large, unique or sensitive developments. A master signage plan shall be prepared for all new commercial, office or industrial projects or any multitenant buildings or group of buildings having four or more tenant or occupant spaces on a lot or combination of lots subject to a common development permit or plan. See section 19.75.120.

*Sign, projecting*, means a sign which protrudes from a building or structure.

*Sign, prospective tenant identification*, means a temporary sign which identifies a future use of a site or building.

*Sign, public convenience*, means a noncommercial sign which directs the public to public facilities.

*Sign, public utility*, means a sign erected for the purpose of identifying public utilities and related equipment.

*Temporary sign* means any sign not intended for permanent display that is displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property. See also section 19.75.140.

*Tenant identification sign* mean a sign which identifies a tenant or business and is located on the same premises as that business or tenant.

*Vehicle sign* means a sign which is placed on, attached to, or painted on a vehicle.

*Wall sign* means a sign attached or erected upon a wall of a building or structure.

*Window area* shall be computed by calculating each window pane or panel. The area shall be separate for each building face, and for each window. A group of window panes or panels may be considered one window if they are adjoining and less than six inches apart.

*Window sign* means a sign painted or otherwise attached to a window for the purpose of outside display.

(Code 1972, § 19.75.070)

## **Sec. 19.75.080. Exempt signs.**

The following signs or displays are exempt from permit requirements pursuant to this chapter:

- (1) Address identification signs posted on contrasting background that comply with the following minimum requirements:
  - a. *Single-family residential*. Minimum character height of four inches.
  - b. *Multi-family residential*. Minimum character height of six inches for each individual unit and 12 inches for each building and/or complex.
  - c. *Industrial/office/civic/institutional*. Minimum character height of 12 inches.
- (2) Real estate signs that indicate availability for sale, lease, or rent on the site on which they are located, provided such signs comply with the following:
  - a. *Multifamily or neighborhood residential for sale or rent*. Nonilluminated signs not to exceed six square feet in area and seven feet in height. One sign per street frontage only, to be removed within 15 days after the close of escrow, or the execution date of a rental or lease agreement.

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- b. *Nonresidential.* Nonilluminated signs not to exceed 32 square feet in area and eight feet in height. One sign permitted per street frontage, placed a minimum of ten feet from the property line.
- (3) Prospective tenant identification signs, provided such signs are not erected on a site prior to the approval of a parcel map, final map, conditional use permit or plot plan for the project being advertised for the site, and are removed within 14 days upon issuance of the certificate of occupancy.
- a. *Parcels less than ten acres.* Signs shall be limited to one per street frontage, not to exceed 32 square feet in area and eight feet in height. Such signs shall be placed ten feet from property line.
  - b. *Parcels ten acres or greater.* Signs shall be limited to one per every 600 linear feet of street frontage not to exceed 64 square feet in area and 15 feet in height. Such signs shall be placed ten feet from property line.
- (4) Safety and governmental signs are allowed as follows:
- a. Political signs when displayed in accordance with section 19.75.130(a).
  - b. State or federal flags.
  - c. Signs included as part of a bus shelter erected on an official bus route in cooperation with the Riverside Transit Authority.
  - d. City-sponsored wayfinding signage installed as part of a coordinated privately contracted program.
  - e. City-sponsored public gateway entrance identification monumentation.
  - f. Construction signs provided such signs comply with the following:
    - 1. One directory sign per construction site (one acre net or larger) not to exceed 32 square feet in area and eight feet in height placed not more than ten feet from property line. Such signs shall be removed prior to occupancy of the project.
    - 2. On an occupied residential lot, one sign not to exceed six square feet in area and four feet in height which states the name of the contractor performing construction work on the site, to be removed at end of construction work.
    - 3. Safety signs are allowed on construction sites.
  - g. Signs required by law, including, but not limited to, official or legal notices issued and posted by any public agency or court; or traffic directional or warning signs.
  - h. Warning signs, including, "no trespassing," "no parking," and other warning signs are allowed, provided they not exceed two square feet in area, and are located entirely onsite.
  - i. Public utility signs which aid public safety, or which show the location of underground facilities.
  - j. Incidental signs not to exceed two square feet in surface area, provided that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.
- (5) Miscellaneous signs.
- a. Commemorative signs.
  - b. Historical plaques, tablets or inscriptions that are an integral part of the building structure, or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in area.

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- c. On-site directional signs are allowed provided such signs do not exceed a maximum of four feet in height as measured from ground level, and three square feet in area.
  - d. Nameplates attached to doors are allowed provided they are non-illuminated and do not exceed two square feet in area.
  - e. Public convenience signs, such as signs identifying restrooms, public telephones, walkways and similar features or facilities, are allowed provided such signs are no more than two square feet in area, and contain no advertising message.
  - f. Signs carved or raised in integral relief on a building that are a physical part of the building construction materials that comprise the facade.
  - g. A flag of a commercial institution, provided no more than one on-site flag is permitted per business premises, or one per tenant in a multitenant building. The flag shall not exceed 20 square feet in surface area or advertise a product. Multiple flags in a multitenant building shall be grouped aesthetically in one location. Flags shall be attached to a permanently anchored decorative pole, which requires a building permit. Corporate flags shall be maintained in good condition.
  - h. Signs or displays not intended to be visible from streets or public ways, signs in the interior of a building more than three feet from the closest window and not facing a window, and point of purchase advertising displays, such as vending machines.

(Code 1972, § 19.75.080)

### **Sec. 19.75.090. Prohibited signs.**

The following signs or displays are prohibited:

- (1) Portable signs, except as provided for in section 19.75.140.
- (2) Roof signs.
- (3) V-shaped, A-shaped or multi-faced signs with an angle between each face exceeding 20 degrees.
- (4) Signs placed on utility poles, fences, walls or trees, except signs of utility companies or government.
- (5) Signs which may be confused with traffic control signs or signals by reason of their size, location, movement, content, coloring or manner of illumination.
- (6) Signs that may interfere with visibility for the safe movement of pedestrians, bicycles, and vehicles.
- (7) Inflatable signs and other permanent objects used to advertise a business or a commodity, including, but not limited to, figural balloons and humanoid figures.
- (8) Signs with emissions of smoke, vapor, particles, sound or odor, or open flames used to attract public attention to a place of business or to an advertising sign.
- (9) Flashing signs or signs with a strobe effect that have a change rate or dwell time of four seconds or less are prohibited.
- (10) Off-premises signs, billboards, poster boards and other advertising for products or business not located on the site of the business or place of sale, except as permitted in this chapter.
- (11) Cabinet signs and can signs. However, one-piece dimensional plastic cloud signs are permitted subject to the standards contained in this chapter.
- (12) Foam letter signs (with or without rigid facing material).

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(13) Pole signs.

(Code 1972, § 19.75.090)

### **Sec. 19.75.100. Permitted signs and sign standards**

- (a) *Office, commercial and industrial building signs.* Generally, each establishment located in a non-residential zone is allowed at least one wall sign per building frontage.
- (1) *Wall signs.* For each use or occupancy with lease space or building frontage with a minimum width of less than 80 feet, one wall sign per building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway, a maximum of one square foot of sign per lineal foot of frontage of the lease space or building occupied by the use, but not to exceed 200 square feet of total sign area.
- a. For each lease space or building with more than 80 feet of building frontage, a maximum of two wall signs shall be allowed on each building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway. Total square footage of all signs on each building frontage shall not exceed one square foot of sign per lineal foot of building frontage, up to a maximum of 200 square feet combined area of all signs on a given frontage.
  - b. The width of each wall sign shall not exceed 80 percent of the linear width of the building elevation.
  - c. Wall sign placement shall be below building roofline and eaves, unless architecturally designed into building.
  - d. Signs above the third floor. Building signs shall not be allowed above the third floor, except that, in lieu of signs on the second and third floors, one sign may be placed as near the top of the building, but not projecting over the roof line, on each frontage, subject to a maximum area computed as follows: One square foot of sign per frontage foot of building, up to 100 square feet per frontage for a building two to four stories high, up to 150 square feet for a building five to six stories high, up to 200 square feet for a building seven to ten stories high and up to 250 square feet for a building over ten stories high.
- (2) *Window signs.* For each use or occupancy, one window sign for each public entrance, and no sign exceeding nine square feet shall be permitted.
- (3) *Awning and marquee signs.* For signs that are printed or mounted on an awning or marquee, the following standards apply:
- a. Awning and marquee signs are only allowed on building facades that are adjacent to a sidewalk or walkway.
  - b. Signs shall only be allowed on the front face or valance of the awning, but are allowed on all faces of marquees.
  - c. Lettering shall not exceed a height of eight inches and symbols/logos shall not exceed a height of 12 inches.
  - d. The width of the sign shall not exceed 80 percent of the width of the awning or marquee.
  - e. Awning and marquee signs shall be illuminated by external lighting only.
  - f. Signage area on an awning or marquee will be included in the total allowable sign area of the building frontage on which it is located.
- (4) *Under-canopy signs.* For each use of occupancy, one under-canopy sign, and no sign exceeding nine square feet shall be permitted.

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(b) *Office, commercial, institutional and industrial freestanding and monument signs.* Monument or other types of freestanding signs such as pylon signs are permitted in addition to wall signs for occupants of individual pad tenant and multi-tenant buildings, based on site development and size criteria. Signs shall be located to be directed toward a parking lot, major pedestrian access, street, driveway or alley. Where signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street frontage as practical or at a major driveway entrance to the complex from the street frontage. Signs shall be separated by 300 feet on public streets.

(1) *Office uses.*

- a. *Single tenant buildings and individual pad tenant identification.* Maximum of two monument signs, one per street frontage, with each sign area not to exceed 20 square feet and four feet in height from finished grade.
- b. *Complex identification.*
  1. Small complex (two to ten tenants): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 32 square feet and five feet in height from finished grade.
  2. Large complex (ten or more tenants): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 50 square feet and five feet in height from finished grade.
  3. Office park (ten or more acres): Large office park developments shall substantially conform to the sign regulations of this chapter, and shall be subject to design review and approval by the planning division, and/or preparation of a sign program.
- c. *Commercial uses.*
  1. *Single tenant buildings and individual pad tenants (less than 10,000 square feet of building area).* Maximum of two monument signs, one per street frontage, with each sign area not to exceed 20 square feet and four feet in height from finished grade.
    - (i) Median tenants (10,000—30,000 square feet of building area): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 32 square feet and five feet in height from finished grade.
    - (ii) Large tenants (30,000 or more square feet of building area): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 50 square feet and five feet in height from finished grade.
  2. *Complex identification.*
    - (i) Small complex (less than five acres): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 32 square feet and five feet in height from finished grade.
    - (ii) Median complex (five to 15 acres): Maximum of two monument or pylon signs, one per street frontage, with each sign area not to exceed 50 square feet and six feet in height for monument signs, and 100 square feet and 20 feet in height for pylon signs, as measured from finished grade.
    - (iii) Large complex (15—25 acres): Maximum of two monument or pylon signs, one per street frontage, with each sign area not to exceed 75 square feet and eight feet in height for monument signs, and 150 square feet and 20 feet in height for pylon signs, as measured from finished grade.

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- (iv) Regional commercial centers (25 or more acres): Large regional center developments shall substantially conform to the sign regulations of this chapter, and shall be required to prepare a sign program for review and approval by the planning division.
- (2) *Institutional uses (including churches, schools, and hospitals).*
- a. Sites less than three acres: One monument sign per site with sign area not to exceed 20 square feet and four feet in height.
  - b. Sites three to seven acres: One monument sign per site with sign area not to exceed 32 square feet and five feet in height.
  - c. Sites seven acres or more: Large institutional developments shall substantially conform to the sign regulations of this chapter, and shall be subject to design review and approval by the planning division, and/or preparation of a sign program.
- (3) *Industrial uses.*
- a. *Single tenant buildings and individual pad tenants.*
    - 1. Small tenants (less than five acres): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 20 square feet and five feet in height from finished grade.
    - 2. Median tenants (five to 15 acres): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 32 square feet and five feet in height from finished grade.
    - 3. Large tenants (ten or more tenants): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 50 square feet and six feet in height from finished grade.
  - b. *Complex identification.*
    - 1. Small complex (less than ten acres): Maximum of two monument signs, one per street frontage, with each sign area not to exceed 20 square feet and five feet in height from finished grade.
    - 2. Large complex (ten to 25 acres): Maximum of three monument signs, one per street frontage, with each sign area not to exceed 32 square feet and six feet in height from finished grade.
    - 3. Industrial park (more than 25 acres): Large industrial park developments shall substantially conform to the sign regulations of this chapter, and prepare a sign program for review and approval by the planning division.
- (4) *Freeway signs.* Freeway signs shall be located on the same parcel as the entity identified or an off-site nearby parcel and shall comply with the following provisions:
- a. Approval of a conditional use permit is required.
  - b. A maximum of one freeway sign shall be allowed per parcel or site.
  - c. The parcel on which the sign is located shall be located within 660 feet of the nearest edge of a freeway right-of-way line.
  - d. Freeway signs shall not exceed an overall height of 25 feet and a total sign area of 100 square feet, with the following exception: freeway signs located within 300 feet of a freeway interchange or overpass shall be permitted an additional sign height of 25 feet.

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- e. Joint use freeway signs identifying more than one site/business may have a total sign area of 150 square feet, and shall be subject to the following provisions:
    - 1. Joint use signs may be permitted for two or more sites or businesses, and shall be located within 660 feet of the nearest edge of a freeway right-of-way line.
    - 2. Joint use signs may only identify businesses located on the parcel upon which the sign is located, and not to exceed a total of two, which are located on parcels situated within 75 feet of the parcel upon which the sign is located.
    - 3. Joint sign users/businesses shall be located within 660 feet of the nearest edge of a freeway right-of-way line and within 75 feet of the parcel upon which the joint use sign is located.
    - 4. Only one freeway sign shall be permitted per site/business irrespective of whether a singular or joint use freeway sign is used.
    - 5. The supporting structure of the base of the freeway sign shall be a minimum of 30 percent of the sign width, and architecturally treated to be consistent with the development.
- (5) *Offsite freeway signs (i.e. not Billboards). Offsite freeway signs for a shopping center may be permitted subject to the following provisions, in addition to and to the extent stricter than any applicable provisions of the California Outdoor Advertising Act:*
- a. *The commercial shopping center must be a minimum of 5 acres in area and must be commercially zoned.*
  - b. *The parcel containing the off-site freeway sign shall be located adjacent to a freeway right-of-way.*
  - c. *The off-site parcel must be located 150 feet or closer to one or more the parcel(s) developed with the commercial shopping center.*
  - d. *A maximum of one off-site freeway sign may be permitted and associated with a commercial shopping center.*
  - e. ~~*The City logo must be included in the sign design.*~~
  - f. *The off-site freeway sign must not exceed an overall height of 50-feet and a total sign area of 100 square feet for single tenant signs and 150 square feet for multitenant signs.*
  - g. *The sign is limited to one single tenant panel or multi-tenant panels with static text.*
  - h. *No digital signage will be allowed.*
  - i. *All offsite freeway signs must maintain a 500-foot distance from any other offsite freeway sign.*
  - j. *Approval of a Conditional Use Permit is required. Any deviation from the standards requires the approval of a Minor Adjustment or Variance.*
- (6)~~(5)~~ *Additional development standards for freestanding or monument signs.*
- a. *Each freestanding or monument sign shall be located in a planted landscaped area of a shape, design and size not less than the total sign area.*
  - b. *If the sign is constructed upon an artificial berm, the height of the sign, as measured from the toe of the slope or berm, shall not exceed 150 percent of the maximum height allowed by this chapter.*
  - c. *Location of freestanding or monument signs shall be no closer than five feet from the property line.*

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- (c) *Sign program required.* For new office and commercial complexes with four units or more, a sign program shall be prepared for planning division staff approval prior to issuance of any sign permits. New sign programs for existing commercial complexes may also be required at times of renovation. See section 19.75.150.
  - (d) *Specific plans.* Signs proposed within the geographic confines of an approved specific plan are subject to the sign provisions contained therein. When a conflict or absence of sign standards exists, the requirements of this chapter will apply.

(Code 1972, § 19.75.100)

### **Sec. 19.75.110. Sign regulations by use.**

- (a) *Political signs.* Political signs associated with any local, state, regional or national official election shall be permitted in any zoning district subject to the following provisions:
  - (1) No political sign shall be placed earlier than 90 calendar days prior to the election or primary which it addresses, and such signage shall be removed no later than ten calendar days following the date of the election or primary.
  - (2) Political signs shall not be erected on a permanent foundation, or be attached to a sign structure having a permanent foundation. Structures with permanent foundations include buildings, fencing, utility poles, utility boxes, traffic signs and directional signs.
  - (3) Political signs shall not be displayed on city-owned property; however, such signs may be permitted in the right-of-way provided no sign is erected, placed, used or maintained on any publicly owned tree or shrub, or upon the improved portion of any street or highway right-of-way used for traffic or parking, or upon any street divider or median. Political signs shall not be suspended over the right-of-way.
  - (4) No sign shall be placed in a manner that would obstruct visibility of traffic, or which constitutes an immediate peril to persons or property.
  - (5) A political sign shall not exceed 32 square feet in total area for one side.
  - (6) Contact information shall appear on the face of the sign. At minimum, contact information shall consist of the name of a responsible individual, committee, or the campaign identification number, and a valid telephone number. The font used for contact information shall be not less than one-half inch in height.
  - (7) No political sign shall exceed an overall height of six feet. Signs used for identification of political headquarters shall comply with other provisions of this section.
  - (8) No lot shall contain political signage with a combined aggregate surface area in excess of 80 square feet.
  - (9) Political signs may not be erected, placed, used or maintained upon property without the consent of the owner, lessee, person or entity in lawful possession of the property.
  - (10) Political signs shall not be artificially illuminated.
  - (11) Any political sign that remains posted for more than ten calendar days after the political or primary to which it pertains shall be deemed abandoned. If the development services director or designee finds that any political sign has been posted or is being maintained in violation of the provisions of this section, the owner of the sign shall be given written notice to remove said sign. Said notice shall include a brief statement of the reasons for requiring removal. If the person so notified fails to correct the violation or remove the sign within five days after such notice, the development services director or designee may cause such sign to be removed. If the owner of the sign cannot in good faith be located within a reasonable time, the sign shall be deemed abandoned. The development services

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director or designee may cause such abandoned signs to be removed summarily and without prior notice. The city may recoup reasonable costs associated with the removal of violating or abandoned political signs.

- (b) *Vehicle fueling stations.* Vehicle fuel stations, whether situated on an independent parcel or incorporated as part of a commercial, industrial or office complex, shall have independent freestanding sign rights and are not restricted by the number of signs serving uses not related to the vehicle fuel station.
- (1) *Freestanding signs.*
- a. *On-site/price monument sign.* For each vehicle fuel station, one monument sign, maximum 50 square feet in size and maximum six feet in overall height shall be permitted. The price portion of the sign may not exceed 30 square feet and must include all price advertising required by state law.
  - b. *Freeway adjacent locations.* For vehicle fuel stations located contiguous to a freeway, where a freeway exit serves the street from which the station takes direct access, in addition to the on-site/price monument sign, one on-premises pylon sign, maximum 80 square feet in size and 45 feet in overall height, situated to be directed toward and permanently viewable from the freeway, is permitted subject to the granting of a conditional use permit.
  - c. *Secondary price sign.* In addition to the on-site/price monument sign allowed, each station may display a maximum of one non-lighted, double-faced changeable copy price sign, maximum 15 square feet in display area and four feet in overall height.
- (2) *Building and gas canopy signs.*
- a. *Building and gas canopy signs.* Building and gas canopy signs shall be limited to two on-site signs totaling no more than 30 square feet in combined display area. For stations with multiple uses, one additional building sign and ten additional square feet of combined sign area shall be allowed for each use, with a maximum of five signs with a combined sign area limited to 60 square feet.
  - b. *Pump island signs.* Each pump may display one sign per side for a total of two signs per pump. Signs must be permanently affixed to the pump island they identify, and each sign may not exceed four square feet in overall size.
  - c. *Window signs.* One window sign may be displayed at each public entrance to the building, not to exceed 25 percent of the window area.
- (c) *Drive-through restaurants.* Signs for drive-through restaurants shall be permitted subject to the following provisions:
- (1) Wall and monument signs shall comply with the requirements for commercial businesses as described in section 19.75.100(a)(1) and (2).
  - (2) Menu boards shall comply with the following:
    - a. A maximum of two menu board signs shall be allowed per business.
    - b. A menu board shall not exceed 32 square feet in total area. No sign shall obstruct visibility of pedestrian or vehicular traffic.
    - c. No menu board signs shall exceed an overall height of seven feet, including base.
    - d. Temporary signs for advertising purposes shall not be attached to the menu board.
    - e. A loudspeaker is permitted on menu board signs and shall not exceed a maximum noise level range of 45 decibels.

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- f. Menu board signs shall not face the public right-of-way, and shall be screened from other public views, including adjacent parcels and common areas and including parking lots, dining areas, open space, and similar areas.
  - g. Menu board signs shall be located on the drive-through aisle as to allow stacking for a minimum of eight passenger vehicles, and to prevent vehicle overflow upon public right-of-way areas or required parking drive aisles and circulation paths.
- (3) Other drive-through restaurants may be permitted up to a maximum of four signs, to include, but not be limited to:
- a. Window signs shall not exceed 25 percent of the window area.
  - b. Under-canopy signs and advisory signs (i.e., "Have Payment Ready") shall not exceed three square feet.
  - c. Clearance structure signs shall not exceed ten feet ten inches in overall structure height.
  - d. Support posts shall not contain signage of any kind.
- (d) *Entertainment theater.* Entertainment theater signs shall be permitted subject to the following provisions:
- (1) An entertainment theater may dedicate up to 50 percent of the permitted sign area to marquee signs.
  - (2) The entertainment theater complex with two or more screens shall be permitted an additional ten square feet of sign area per each screen over two.
  - (3) One movie poster encased in glass attached or fixed to the building shall be permitted per theater screen. Glass encasements shall not exceed three feet in width and four feet in height.
  - (4) Live performance theaters with permanent seating for at least 100 persons may provide a maximum of 1½ square feet of signage for each linear foot of building frontage, not to exceed 100 square feet of signage per frontage.
- (e) *Murals.* For the purposes of this chapter, murals are considered public art. The intent of this section is to establish standards for murals that comply with the definition found in section 19.75.070. Design review and approval for murals is required through the planning division and subject to the following standards:
- (1) A mural shall be integrated into the design of the structure on which it is to be placed, with logical borders and orientation.
  - (2) A mural shall use colors and a design complementary to the colors and design of the structure on which it is to be placed.
  - (3) A mural shall not obscure or detract from the architecture of the structure on which it is to be placed.
  - (4) No commercial image, logo or trademark may be mounted on the same visual plane as the mural.
  - (5) No building permit is required when the mural is painted onto an existing building surface. Construction of new backgrounds or building surfaces for mural placement is subject to approval of the development services department and may require a building permit.

(Code 1972, § 19.75.110; Ord. No. 1266, § 4, 3-30-2010)

### **Sec. 19.75.120. Electronic signs.**

- (a) *Commercial, office, business park and industrial zones.* Electronic signs are permitted for freestanding or monument signs in accordance with the sign areas for permitted uses described in section 19.75.100(b)(5), and as otherwise provided in this Code. Electronic signs shall comply with the following general regulations:

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- (1) An electronic sign may be a portion of the freestanding sign, or may comprise the entire sign area.
  - (2) All electronic signs shall have automatic dimming controls, either by photocell (hardwired) or via software settings, to bring the electronic sign lighting level at night into compliance with section 19.75.160.
  - (3) In commercial and industrial zones, all electronic sign display features and functions are permitted except full motion video or film display via an electronic file imported into the electronic sign software or streamed in real time into the electronic sign. Full motion video as described shall be permitted by conditional use permit only.
- (b) *Office and business park zones.* Electronic signs shall have a minimum display time of eight seconds. The transition time between messages and/or message frames is limited to three seconds and these transitions may employ fade, dissolve, and or other transition effects. In office and business park zones, the following electronic message sign display features and functions are prohibited: continuous scrolling and/or traveling, flashing, spinning, rotating, and similar moving effects, and all dynamic frame effects or patterns of illusionary movement or simulating movement.
- (c) *Places of assembly in other zones.* Assemblies of people not in commercial, office, business park and industrial zones shall be permitted one freestanding electronic sign per use as described below:
- (1) *Sites one acre in size or less.* Maximum of one 15 square foot, six-foot high electronic monument sign. Copy shall not be changed more than once a day and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.
  - (2) *Sites greater than one acre in size.* Maximum of one 25 square foot, six-foot high electronic monument sign. The copy shall not be changed more than once a day and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.
- (d) *Places of assembly within an existing industrial, office or commercial complex.* Assemblies of people in an existing office, commercial or industrial complex shall be allowed an electronic sign serving that use in lieu of the permitted monument sign for the existing multi-tenant office, commercial or industrial complex.
- (e) *Entertainment theater.* An entertainment theater may dedicate up to 50 percent of the permitted sign area for building marquee signs to electronic signage.
- (f) *Freeway signs.* A freeway sign may dedicate up to 50 percent of the permitted sign area to electronic signage.

(Code 1972, § 19.75.120)

### **Sec. 19.75.130. Off-site advertising signs (billboards).**

- (a) *Location criteria.* Outdoor advertising signs or display structures may be permitted in any commercial or industrial zone district subject to a conditional use permit and the following conditions noted below. However, outdoor advertising signs may deviate from such standards if such signs replace or relocate existing signs pursuant to a relocation agreement approved by the city council as forth in subsection (e) of this section:
- (1) The area of permitted outdoor sign or display structure shall not exceed 300 square feet, unless otherwise permitted under a relocation agreement as set forth in subsection (e) of this section.
  - (2) Outdoor advertising signs shall be set back 100 feet from any right-of-way, unless otherwise permitted under a relocation agreement as set forth in subsection (e) of this section.

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- (3) Outdoor advertising signs or display structure erected on a parcel of land located at the intersection of any state or federal highway with a major or secondary street of the city shall be setback at least 660 feet from any right-of-way.
  - (4) Outdoor advertising signs shall not be located within 1,000 feet of any other outdoor advertising sign or display structure, unless otherwise permitted under a relocation agreement as set forth in subsection (e) of this section.
- (b) *Distance criteria.*
- (1) Freestanding outdoor advertising signs shall not be erected within 200 feet of a residential zone district.
  - (2) Freestanding outdoor advertising signs shall not be erected within 200 feet of any public or private school, church, library, or any street designated as a parkway, or entrance to a public park.
- (c) *Height/location/design criteria.*
- (1) Freestanding outdoor advertising signs shall not exceed an overall height of 40 feet, unless otherwise permitted under a relocation agreement as set forth in subsection (e) of this section.
  - (2) No outdoor advertising sign shall be painted or attached to any wall, building, or fence.
  - (3) No outdoor advertising sign shall be erected upon the roof of any building.
  - (4) No outdoor advertising sign shall have digital displays, unless otherwise permitted under a relocation agreement as set forth in subsection (e) of this section and located along the I-215 Freeway, subject to the following requirements:
    - a. The digital display shall not change its message more than once every four seconds. The digital display shall not include any red or blinking or intermittent light likely to be mistaken for a warning or danger signal.
    - b. The digital display illumination shall not impair the vision of travelers on adjacent highways. Illuminations shall be considered vision impairing when its brilliance exceeds the values set forth in section 21466.5 of the California Vehicle Code.
    - c. The digital display shall not display any video streaming, flashing, intermittent, or moving light or lights.
    - d. The sign shall comply with all applicable CALTRANS standards for signs adjacent to a freeway.
- (d) *Permit expiration.* Any permit for an outdoor advertising sign or display structure shall expire ten years from the date of issuance or as otherwise provided in an approved relocation agreement.
- (e) *Outdoor advertising signs permitted pursuant to relocation agreement.* The city recognizes that California Business and Professions Code section 5412 encourages cities to enter into relocation agreements, and to adopt ordinances or resolutions providing for relocation of billboards. Thus, the intent of this section is to reduce visual clutter, eliminate non-conforming signage, facilitate the relocation and redistribution of existing outdoor advertising displays to more appropriate locations within the city to better serve the advertising needs of the local business community, allow incorporation of modern technology into relocated outdoor advertising displays in the form of digital outdoor advertising displays, and to eliminate the need for the city to pay compensation for removal of existing outdoor advertising displays to accommodate a public project.
- (1) *Content.* Each relocation agreement shall contain, at a minimum, the following information:

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- a. Identification of the location of the relocated outdoor advertising display and, if removal of further outdoor advertising display sign area is required, outdoor advertising display being permanently removed; and
  - b. Conceptual design drawings for the relocated outdoor advertising display, including sign area and dimensions.
- (2) *Review process.* All relocation agreements shall be reviewed and approved by the city council. The following findings must be made by the city council in order to approve a relocation agreement:
- a. The proposed agreement is consistent with the goals, objectives, purposes and provisions of the city general plan and this Code;
  - b. The proposed relocation site is compatible with the uses and structures on the site and in the surrounding area;
  - c. The proposed relocation agreement either:
    - 1. Reduces the number of outdoor advertising displays within the city; or
    - 2. In the case of relocations to accommodate a public project, the relocation agreement serves the public interest eliminating the need for public fund expenditure;
  - d. The proposed outdoor advertising display would not create a traffic or safety problem with regard to onsite access circulation or visibility;
  - e. The proposed outdoor advertising display would not interfere with onsite parking or landscaping required by city ordinance or permit; and
  - f. The proposed outdoor advertising display would not otherwise result in a threat to the general health, safety and welfare of city residents.
- (3) *Status of existing outdoor advertising displays.* Only outdoor advertising displays that comply with this Code or that are legal non-conforming outdoor advertising displays as of the date of adoption of this section are eligible to be relocated pursuant to a relocation agreement.
- (4) *Placement of relocated outdoor advertising display.* Relocated outdoor advertising displays may only be constructed on property located within commercial, office or manufacturing zoning districts.
- (5) *Permits required.* Subsequent to the approval of a relocation agreement by the city council, the outdoor advertising display and/or property owner shall file an application for a conditional use permit and sign permit to relocate or reconstruct the outdoor advertising sign structures as authorized by the relocation agreement, pursuant to the provisions of section 19.75.040. The outdoor advertising display and/or property owner must also file an application for building permits pursuant to the provisions of section 19.75.060. All outdoor advertising displays, whether relocated, reconstructed, or new, require a conditional use permit.
- (6) *Nonconforming outdoor advertising displays.* Any nonconforming outdoor advertising display relocated or reconstructed pursuant to an approved relocation agreement shall no longer be considered non-conforming for purposes of this Code.

(Code 1972, § 19.75.130)

### **Sec. 19.75.140. Temporary signs.**

The following regulations shall apply to temporary sign displays:

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- (1) *Application and permit required.* A temporary sign permit is required before any temporary sign is placed on a site. The following information is required for submittal of a temporary sign permit application:
    - a. A completed application form and fee.
    - b. Plans drawn to scale indicating the sign area, dimensions, proposed copy, colors, materials and method of illumination, if any.
    - c. Site plan indicating the location of the proposed sign on the subject property.
  - (2) *Approval.* An application for a temporary sign permit shall be reviewed and approved by the planning division, subject to the regulations for each sign type as contained in this section.
  - (3) *Temporary sign permits.* A temporary sign permit shall be required for the following:
    - a. *Grand opening banners.* One banner not exceeding 60 square feet shall be allowed for a period not exceeding 60 consecutive days per calendar year for a business opening, change of ownership or management, or change of use, with verification of a new business license or change to an existing business license, as part of the permit application process, on the building frontage where the banner is to be displayed. The banner shall be stretched and secured flat against the building surface and shall not extend higher than the building eave or the building parapet wall. A separate permit application is required for each occurrence.
    - b. *Window signs for special events.* No more than three temporary signs not exceeding a combined 25 percent of the total window area, or a combined area of 40 square feet, whichever area is less, may be displayed up to 14 days in the window area of each building frontage throughout the duration of an event. Such signs may be painted directly onto the window in water-soluble paints or constructed of paper, wood, fabric, plastic, vinyl or similar materials and securely adhered to, or oriented toward the street or public right-of-way. All paper signs must be mechanically printed. Signs shall be removed within seven days of the conclusion of the event, and will be permitted a maximum of four times during the calendar year. A separate permit application is required for each occurrence.
    - c. *Vertical banner signs.* Not more than four freestanding vertical banners may be displayed per street frontage, at a distance of not less than 20 feet apart, no closer than five feet from the property line and public right of way. Vertical banners shall not exceed 15 square feet and ten feet in height. Signs may be displayed a maximum of 30 days. Such temporary signs may be permitted and erected again after an interval of 45 days, and in no case shall the vertical banners exceed 90 total days of display per calendar year.
    - d. *Temporary commercial event signs.* Other types of temporary signage including balloons, festoons, statuary, pennants and flags may be included in the temporary sign permit, subject to Planning Division review and approval in conjunction with the temporary signs described above, and as required by other sections of this code.
  - (4) *Temporary signs shall be maintained in good condition.* Damaged or faded signs shall be replaced within 72 hours.
  - (5) *Model home complex signs.* All signs for model units associated with new single-family developments and multi-family developments shall require a temporary sign permit. Model units for multi-family and single-family developments are permitted as follows:
    - a. Up to five flags, with an additional two flags permitted per each model home within the complex, or every 50 units contained within the multi-family development.

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- b. One on-site identification sign not to exceed 12 square feet in area and not more than eight feet in height.
  - c. Directional signs for parking areas, model home entrance and sales office area. No sign shall be more than two square feet in area, and four feet in height if freestanding, or six feet from finished grade if attached to a structure.
  - d. Each model shall be permitted one sign two square feet in area and four feet in height if freestanding, or six feet from finished grade if attached to the home.
  - e. All model home complex signs shall be removed within ten days from the closure of the model home complex.
  - f. All signage for multi-family development shall be permitted upon the opening of a complex and until 80 percent of the complex is rented/sold or for a period of time not to exceed 12 months from opening date, whichever comes first. A six-month extension may be granted, if less than 80 percent of the complex is occupied.
- (6) *Directional subdivision signs.* A temporary sign permit is required prior to the placement of a directional subdivision sign either on or off the subject property. Off-site signs are limited to a maximum of two signs located on collector and arterial streets only, and not within the public right-of-way. Such signs shall not exceed 32 square feet and/or ten feet in height. These signs may be allowed at the discretion of the planning division in addition to a city-approved off-site directional sign program for subdivisions.

(Code 1972, § 19.75.140; Ord. No. 1368, § 4, 6-12-2018)

### **Sec. 19.75.150. Sign programs.**

- (a) *Sign program or plan required.* A sign program (sign plan, master sign plan) shall be prepared for all new commercial, office or industrial projects, or any multi-tenant buildings or group of buildings, having four or more tenant or occupant spaces on a lot or combination of lots subject to a common development permit or plan. Existing developments aspiring to comply with this Code shall be permitted to apply for a master sign plan retroactively. A "common development permit or plan" means any parcel map, grading, building, sign or other permit issued by the city which is for the complex, building as a whole or four or more tenants.
- (b) *Consistency and integration.* A sign program within multi-tenant developments shall be compatible and consistent with other on-site signs, structures, surrounding developments, and landscaping design to project a unified architectural statement.
- (c) *Application requirements.* A sign program shall be submitted to the planning division with the deposit fee for review, and contain the following plans and information:
  - (1) Completed sign permit application form and fee.
  - (2) Plans drawn to scale which indicate sign dimensions, colors, letter height and elevations.
  - (3) Plans indicating the site plan and elevations detailed with location, area and dimension of every sign and the type of sign. All signs shall be depicted, including project identification signs, tenant identification signs, building identification signs, address signs, window signs, and on-site directional signs, as applicable.
  - (4) Detailed narrative describing the regulations of the sign plan, including construction requirements, general requirements, installation requirements, and removal and replacement policies.

(Code 1972, § 19.75.150)

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### **Sec. 19.75.160. Sign illumination standards.**

Signs may be illuminated consistent with the following standards:

- (1) A sign in any zone may be illuminated at night. Signs that are illuminated at night may not exceed a maximum luminance level of 750 cd/m<sup>2</sup> or nits, regardless of the method of illumination.
- (2) Signs with external illumination shall have fully shielded lighting fixtures or luminaires.
- (3) All illuminated signs shall not exceed the maximum luminance level of 750 cd/m<sup>2</sup> or nits at least one-half hour before apparent sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA), U.S. Department of Commerce, for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night until apparent sunrise, as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions, when required or appropriate.

(Code 1972, § 19.75.160)

### **Sec. 19.75.170. Sign clearance.**

- (a) *Vision clearance areas.* Vision clearance areas are triangular-shaped areas located at the intersection of any combination of rights-of-way, alleys or driveways. The sides of the triangle extend 30 feet from the intersection of the right-of-way, alley or driveway in either/each direction. No sign may be installed within this clear sight triangle
- (b) *Vehicle area clearances.* In areas outside of rights-of-way, when a sign or awning extends over an area in which vehicles travel or are parked, the bottom of the structure must be at least 14 feet above the ground. Vehicle areas include driveways, alleys, parking areas, and loading and maneuvering areas.
- (c) *Pedestrian area clearances.* When a sign or awning extends more than twelve inches over a sidewalk, walkway, or other space used by pedestrians, the bottom of the structure must be at least eight feet above the ground.
- (d) *Clearances from fire escapes, means of egress or standpipes.* Signs, sign structures and awnings are prohibited from being erected in any manner that interferes in any way with the free use of any fire escape, means of egress or standpipe. Attaching signs, sign structures or awnings to a fire escape is prohibited.
- (e) *Obstruction of windows and ventilation.* Signs, sign structures and awnings are prohibited from being installed in any way that obstructs any building openings to such an extent that light, ventilation or exhaust are reduced to a level below that required by the building code or other applicable regulations.
- (f) *Obstruction of view.* Signs, sign structures and awnings shall not cover windows or glazing, or block views from within the building.

(Code 1972, § 19.75.170)

### **Sec. 19.75.180. Sign maintenance.**

Signs shall be properly maintained at all times. Noncompliance with the following requirements shall constitute a zoning violation and shall be abated pursuant to the provisions of chapter 19.75.190.

- (1) Every sign and all parts, portions, and materials shall be manufactured, assembled and erected in compliance with all applicable state, federal and local regulations.

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- (2) All signs shall be kept clean, neatly painted and free from rust, **discoloration, fading** and corrosion. Any cracked or broken surfaces, malfunctioning lights, missing sign copy, **discoloration, fading** or other unmaintained or damaged portions of a sign shall be repaired or replaced within 14 days from notification by the city.
  - (3) Signs, sign structures and awnings, together with their supports, braces, guys, anchors and electrical components must be maintained in a proper state of repair. The city may remove or order the removal of any sign, sign structure or awning that is not maintained in accordance with this Code.
  - (4) Any residue, damage or exposure of holes or electrical material on a building or structure resulting from the removal of signs shall be repaired within 14 days from removal of this sign.
  - (5) Any sign pertaining to activities of businesses which are no longer in operation shall be removed from the premises or the sign copy shall be removed or obliterated within 60 days after the premises has been vacated. Any such sign not removed or altered within the specified time as set forth above shall constitute a nuisance and shall be subject to removal by the city at the property owner's expense.
  - (6) Signs which are not properly maintained in accordance with the provisions of this section shall constitute a public nuisance, and shall be removed or abated at the owner's expense pursuant to the provisions of chapter 19.75.190.

(Code 1972, § 19.75.180)

### **Sec. 19.75.190. Sign enforcement and abatement.**

A violation of the provisions of this chapter is deemed a continuing violation until the violation has been corrected.

- (1) *Public nuisance.* Any illegal sign within the city shall constitute a public nuisance and may be abated by the city in accordance with the following:
  - a. If the address of the owner or person in possession or control of the sign is known, notice of the city's intention to remove and destroy the sign, stating the date after which the sign shall be removed, shall be mailed to the owner or person in possession or control, by certified mail, return receipt requested, at least ten days before the date of removal. If the address of the owner or person in possession or control is unavailable, the notice shall be affixed in a conspicuous place on the sign to be removed at least ten days before the date of removal. The notice shall set forth the applicable provisions of this chapter.
  - b. The owner or person in possession or control of the sign may, before the removal date stated in the notice, file a written request for hearing with the planning commission. The request shall identify the sign and its location, date the name and address of the owner or person in possession or control and set forth in detail the reasons why the sign should not be removed and destroyed.
  - c. If a request for hearing is filed, the planning commission shall hear the matter at a regularly scheduled meeting held not more than 60 days thereafter. After the hearing, the planning commission shall determine whether the sign shall be removed in accordance with this chapter. The planning commission shall render a written decision within ten days after the hearing and a copy of the decision shall be mailed to the owner or person in possession of the sign within seven days thereafter.
- (2) *Hazardous signs.* Notwithstanding any provision of this chapter, any illegal sign which constitutes a hazard to pedestrian or vehicular traffic may be removed immediately by the city, at the expense of

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the owner or people in possession or control of the sign, pending the completion of the notification and hearing procedures set forth in this section.

(Code 1972, § 19.75.190)

### **Sec. 19.75.200. Nonconforming signs.**

The intent of this section is to recognize that the eventual elimination of existing signs not in conformity with the provisions of this chapter is as important as the prohibition of new signs that would violate these regulations.

- (1) *General requirements.* A nonconforming sign shall not be:
  - a. Altered to convey an additional or alternative message.
  - b. Structurally altered to extend its useful life.
  - c. Structurally expanded or enlarged.
  - d. Reestablished after a business discontinues for 60 days.
  - e. Reestablished after damage or destruction of more than 50 percent of its value, as determined by the building division.
- (2) *Review required prior to sign approval.*
  - a. No new sign shall be approved for a site, structure, building or use that contains nonconforming signs, unless such nonconforming signs are removed or modified to conform to the provisions of this chapter.
  - b. No building permit shall be issued for any structure or building expansion or any new construction on a site which contains nonconforming signs, unless all signs on the site are brought into conformance with this chapter.
- (3) *Exceptions.* This section shall not apply to outdoor advertising displays permitted under a relocation agreement pursuant to section 19.75.130(e). Such signs shall not be deemed nonconforming.

(Code 1972, § 19.75.200)