

ARTICLE 1 - SIGN REGULATIONS

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8840.10 - Purpose

The regulations established by this Chapter are intended to appropriately limit the placement, type, size, and number of signs allowed within the City, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- A. Avoid traffic safety hazards to motorists and pedestrians caused by visual distractions and obstructions;
- B. 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;
- C. 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; and
- D. Safeguard and protect the public health, safety, and general welfare.

8840.20 - Applicability

- A. **Signs regulated.** The requirements of this Chapter shall apply to all signs in all zoning districts, except on a site for which a specific plan has established separate sign regulations.
- 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 noncommercial.

8840.30 - Sign Permit Requirements

No sign shall be installed, constructed, or altered unless a Sign Permit and, where applicable Sign Program approval is first obtained in compliance with this Section, or the sign is allowed without Sign Permit approval by Subsection E., below. A Building Permit may also be required. After approval of a Sign Permit and/or Sign Program, each sign installed and maintained on a site shall comply with the Permit and Plan.

- A. Fees and plans required.** An application for a Sign Permit shall be prepared, filed and processed in compliance with the City's submittal requirements. The application shall also include architectural elevations and plans of all proposed signs drawn to scale, with all dimensions noted, and include illustrations of copy, colors, materials, and samples of the proposed colors and materials. The plans submitted shall also show the location of each sign on buildings and the site.
- B. Sign Permit review authority.** The City Planner shall review all Sign Permit applications and approve only those that comply with the findings required in Subsection D. The City Planner may require conditions of approval as are reasonably necessary to achieve the purposes of this Chapter.

The City Planner may also refer a Sign Permit application to the Planning Commission for Design Review and a decision, either for the individual Sign Permit, or as part of a development project that is otherwise subject to Design Review.

C. Sign Program.

- 1. When required.** The City Planner has the authority to approve or disapprove a Sign Program. A Sign Program must be approved by the City Planner (or by the Planning Commission upon referral by the City Planner) prior to the issuance of any Sign Permit for:
- a. A new nonresidential project with four or more tenants; and
 - b. Major rehabilitation work on an existing nonresidential project with four or more tenants, that involves exterior remodeling, and/or the application proposes modification to 50 percent or more of the existing signs on the site within a one year period. For the purposes of this Chapter, major rehabilitation means adding more than 50 percent to the gross floor area of the building/buildings, or exterior redesign of more than 50 percent of the length of any facade within the project.

All signs installed or replaced within the nonresidential project shall comply with the approved Sign Program.

- 2. Content of plan.** A Sign Program shall include all the information and materials required by Subsection A., and shall provide standards for the uniform style, construction, size, and placement of signs within the proposed project.
- 3. Revisions.** The City Planner may approve revisions to a Sign Program that was previously approved by the City Planner. The City Planner may approve revisions to a Sign Program approved by the Planning Commission if the City Planner first determines that the revision is minor and that the intent of the original approval, and any applicable conditions are not affected. A new Sign Program approval shall be obtained for revisions that would substantially deviate from the original approval.

- D. Findings for approval.** The approval of a Sign Permit or Sign Program shall require that the review authority first make all the following findings:
1. Each sign is in compliance with the standards of Sections 8840.60 (Zoning District Sign Standards) and 8840.70 (Standards for Specific Sign Types);
 2. Notwithstanding the previous finding, the proposed signs are no larger or higher than necessary for motorists and pedestrians to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
 3. The size, location, and design of the signs are 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
 4. The proposed signs are in substantial conformance with the design criteria in Section 8840.50.D (General Requirements for All Signs - Design Criteria for Signs).
- E. Signs and sign changes allowed without a Sign Permit.** The following are permitted without a Sign Permit, provided that they comply with Section 8840.50 (General Requirements for All Signs), and any required Building Permit is obtained.
1. **Nonstructural modifications, and maintenance.**
 - a. Modifications to sign copy on conforming signs, or changes to the face or copy of conforming changeable copy signs;
 - b. Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a Sign Program, provided that the modifications are consistent with the Sign Program approved in compliance with Subsection C.;
 - c. The normal maintenance of conforming signs, except in compliance with Section 8840.90.B (Nonconforming Signs - Maintenance and changes).
 2. **Temporary signs.** Temporary signs in compliance with Section 8840.70.G (Temporary signs).
 3. **Governmental signs.** Signs installed by the City, or a Federal or State governmental agency within a public right-of-way; and any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect public health, safety, and general welfare.
 4. **Official flags.** Flags of national, State, or local governments, or nationally recognized religious, fraternal, or public service agencies, provided that the length of the flag shall not exceed one-fourth the height of the flag pole. The maximum allowed height of a flag pole in a residential zoning district shall be 12 feet; the maximum height of a flag pole in a non-residential zoning district shall be 30 feet. Additional height may be authorized through Design Review approval. No flag shall be located within the public right-of-way.
 5. **Political signs.** Political signs are allowed without a Sign Permit provided that the signs are installed on private property with the property owner's consent.
 6. **Public directional signs and notices.** Signs showing the location of public facilities such as public telephones, restrooms, and underground utilities.
 7. **Service station price signs.** Service station price signs required by State law.

8. **Street addresses.** Street address numbers not exceeding an aggregate area of two square feet.

8840.40 - Prohibited Signs

All signs not expressly permitted by this Chapter shall be prohibited. Examples of prohibited signs include the following:

- A. Abandoned signs, which shall be removed within 90 days following the business, profession, or industry leaving the site;
- B. Animated signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, except time and temperature displays (which are not considered signs);
- C. Balloons and other inflatable devices;
- D. Flags, except those allowed by Section 8840.30.E.4;
- E. Illegal signs;
- F. Moving signs, except barber poles;
- G. Obscene signs;
- H. Off premise signs;
- I. Pennants;
- J. Pole signs;
- K. Roof signs;
- L. 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 words, symbols, or characters in a manner that interferes with, misleads or confuses pedestrian or vehicular traffic;
- M. Signs attached to or suspended from a vehicle 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; and
- N. Temporary and portable signs, including a-frame (sandwich board) signs, except as allowed by Section 8840.70.A, and 8840.70.G.

8840.50 - General Requirements for All Signs

A. **Sign area measurement.** The measurement of sign area to determine compliance with the sign area limitations of this Chapter shall occur as follows.

1. The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, writing, logo, representation, emblem, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 1.

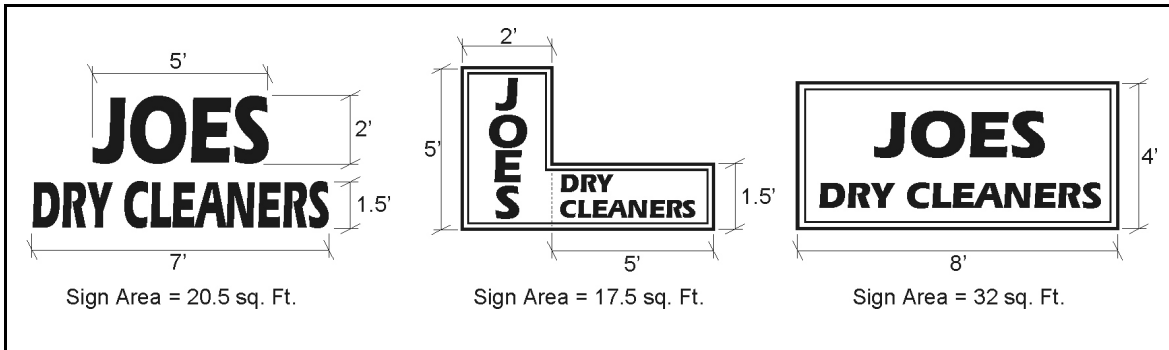


Figure 1 - Sign Area Measurement

2. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
3. The area of a double-faced (back-to-back) sign shall be calculated as the aggregate total of the area of both sign faces.
4. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane. See Figure 2.
5. The area of a time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.

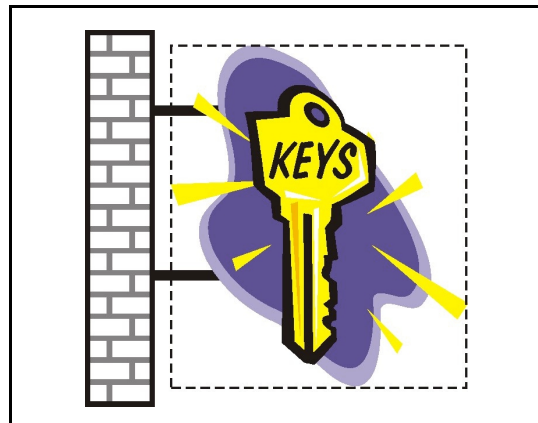


Figure 2 - 3-Dimensional Sign Measurement

- B. Freestanding sign height measurement.** The height of a freestanding sign shall be measured as the vertical distance from the lowest point of the base of the sign structure, to the highest point of the structure, where the lowest point of the base of the structure does not include fill, planters, or other material artificially placed to allow increased sign height. See Figure 3.

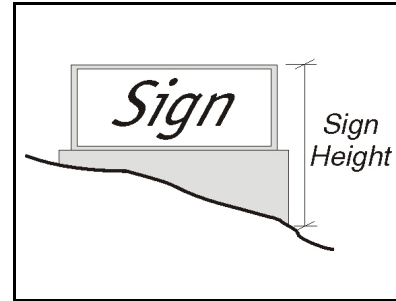


Figure 3 - Sign Height Measurement

C. Sign location requirements.

1. All signs shall be located on the same site as the subject of the sign, except as otherwise allowed by this Chapter. A sign may project over an adjacent public right-of-way only when authorized by an encroachment permit as well as a Sign Permit.
2. No sign shall be located within a public right-of-way, except as otherwise allowed by this Chapter.
3. A freestanding sign shall be set back a minimum of one foot from the nearest street property line, and shall be located within an approved landscape area of at least 70 square feet.
4. The location of all signs shall be evaluated to ensure:
 - a. That the setback is appropriate for the height and area of a freestanding or projecting sign;
 - b. That flush or projecting signs relate to the architectural design of the building. Signs that cover windows, or that spill over natural boundaries and/or cover architectural features shall be discouraged;
 - c. That signs do not unreasonably block the sight lines of existing signs on adjacent properties; and
 - d. Pedestrian and vehicular safety.

D. Design criteria for signs. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria 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 building or buildings being identified. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the building colors and prevailing colors in the surrounding neighborhood (where a theme can be identified). A maximum of four colors shall be used in a sign.
2. **Design and construction.**
 - a. Proposed permanent signs should be designed by professionals (e.g., architects, building designers, landscape architects, interior designers, or those whose principal business is the design, manufacture, or sale of signs), or others who are capable of producing professional results.
 - b. All permanent signs should 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. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability so as to reduce maintenance costs and to prevent dilapidation.

3. **Materials and structure.**
 - a. Sign materials (including framing and supports) should be representative of the type and scale of materials used on the site of the sign. Sign materials should match those used on the building and on other signs.
 - b. Materials for permanent signs 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. columns, crossbeams, and braces) should be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports. The sign base should appear solid, with massing of appropriate proportion to the sign structure it supports.
 - d. The use of individual letters incorporated into the building design is encouraged, rather than signs with background and framing other than the building wall.
 - e. The use of reflective materials or surfaces may be approved only where the review authority determines that these materials will not distract motorists or create other hazards, and should be minimized in all cases.
 4. **Street address.** The review authority may require that a sign include the street address of the site 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 buildings on the site.
- E. **Copy design guidelines.** The City does not regulate the message content (copy) of signs; however, the following are principles of 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 districts or 60 percent in residential districts.
 5. Freestanding signs may contain the street address of the parcel or the range of addresses for a multi-tenant center.
 6. The name of the business should be the dominant message on the sign.

F. Sign lighting. The artificial illumination of signs, either from an internal or external source, shall be designed to minimize light and glare on surrounding rights-of-way and properties.

1. The City prefers that a sign on the ground be illuminated by lights shining on the sign rather than by lights within the sign, although signs comprised of individually mounted, internally lit letters are acceptable. In the case of a sign comprised of a metal cabinet with a face of plastic or similar material, the face material shall be opaque except for the letters and artwork that convey the message. It is the intent of the City that a cabinet sign be designed and constructed to appear as much as possible as illuminated individual letters.
2. External light sources shall be directed and shielded so that they do not produce glare on any object other than the sign, and/or off the site of the sign.
3. The light from an illuminated sign shall not be of an intensity or brightness that will interfere with the reasonable enjoyment of residential properties. In areas with low ambient nighttime illumination levels (i.e., areas of the City with little or no illuminated signing) a sign should be designed to use light, illuminated copy against a dark or opaque background.
4. Sign illumination shall not blink, flash, flutter, or change light intensity, brightness or color.
5. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
6. Neither the direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
7. Reflective-type bulbs and incandescent lamps that exceed 15 watts shall not be used on the exterior surface of signs so as to expose the face of the bulb or lamp to a public right-of-way or adjacent property.
8. Light sources shall utilize energy efficient fixtures to the greatest extent possible.
9. Permanently installed illuminated panels, visible tubing, and strings of lights outlining all or a portion of a building, 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 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 area calculation.

G. Maintenance of signs. Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Any repair to a sign shall be of equal or better in quality of materials and design as the original sign. 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.

When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the building or sign support structure.

8840.60 - Zoning District Sign Standards

Each sign shall comply with the sign type, area, height, and other restrictions provided by this Section, except as otherwise expressly provided in Section 8840.30.E (Signs and sign changes allowed without a Sign Permit) or Section 8840.70 (Standards for Specific Sign Types).

A. **Residential zoning districts.** Each sign in a residential zoning district shall comply with the following requirements.

TABLE 1 - SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
On-building or freestanding	On-building signs: below edge of roof; Freestanding: 5 ft	1 of either allowed sign type per entrance or street frontage	24 sf maximum each; 48 sf total for all signs

B. **Commercial and industrial zoning districts.** Each sign in a commercial or industrial zoning district shall comply with the requirements in Table 2, in addition to the provisions of Section 8840.70 (Standards for Specific Sign Types), as applicable. Signs in the OTC zoning district shall also comply with applicable provisions of the City's Architectural Review Guidelines for signs in the Old Town. In the event of any conflict between these requirements and the Architectural Review Guidelines for signs within the OTC zoning district, the Architectural Review Guidelines shall control.

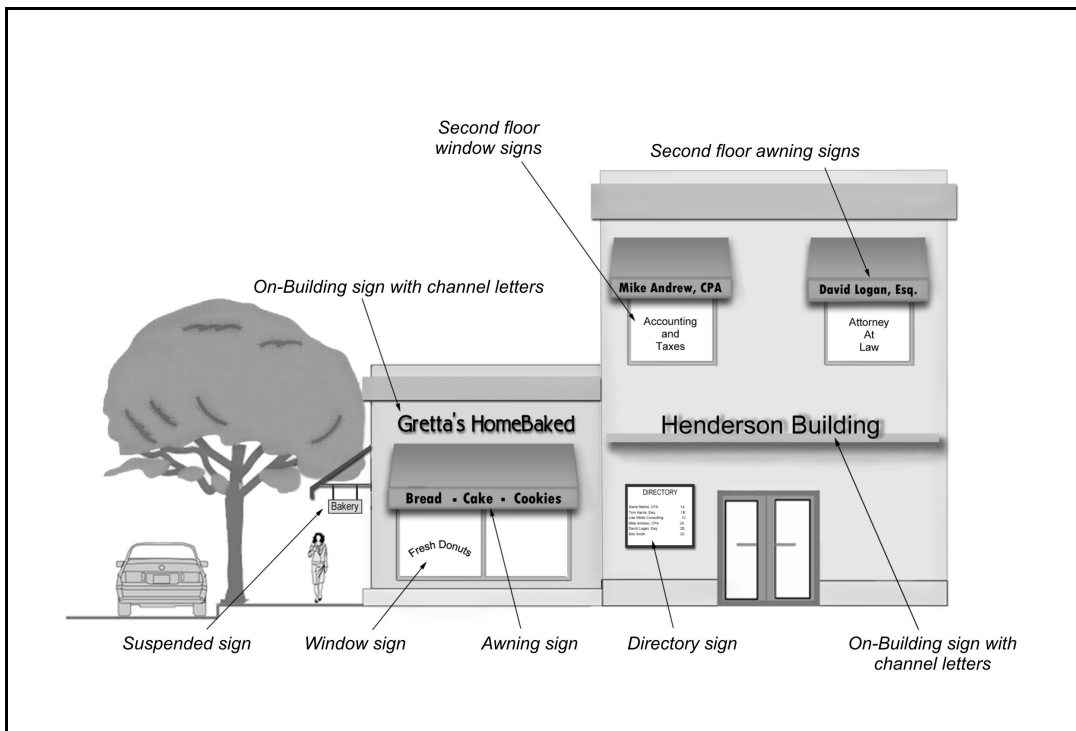


Figure 4 - Examples of Sign Types

TABLE 2 - SIGN STANDARDS FOR COMMERCIAL & INDUSTRIAL ZONES

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Ground-mounted and Ground-floor Signs			
Awning	Below roof (1)	<p>Single tenant site or building: 3 of any combination of allowed sign types per primary building frontage. 1 of any allowed sign type per secondary frontage.</p> <p>Site or building with 4 or more tenants: 1 of any allowed sign type per business frontage.</p> <p>See Sections 8840.70.A and 8840.70.G</p>	<p>Maximum sign area on an Interior parcel: 1 sf for each linear ft of primary building frontage (for buildings with multiple frontages such as within a shopping center, 1 sf for each linear foot of primary frontage plus 0.5 sf for each foot of secondary frontage)</p> <p>The total area of all signs on a single building frontage shall not exceed the total linear feet in that frontage.</p> <p>Each use is allowed at least 25 sf, and no use is allowed more than 200 sf, regardless of frontage width.</p> <p>Additional sign area on a corner parcel: 0.5 additional sf is allowed for each linear foot of secondary frontage.</p> <p>Site with 4 or more tenants: May be allowed additional signs and sign area with Conditional Use Permit approval.</p>
Freestanding (prohibited in the OTC zone)	6 ft		
On-building, Projecting	Below roof (1)		
Suspended	Below eave/ canopy; at least 8 ft above a walking surface		
Temporary/Portable Window			
Second Floor Signs			
Awning, On-building Projecting	Below roof (1)	1 per tenant space	12 sf for each tenant. 1 directory sign of 12 sf max. also allowed to identify upper floor occupants.
Window			See Section 8840.70.H
Indoor Signs, and Outdoor Signs Not Visible from a Street			
Awning, Freestanding, On-building Projecting, Suspended, Window	Below roof (1)	See Section 8840.70, as applicable	

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.

8840.70 - Standards for Specific Sign Types

Proposed signs shall comply with the following standards where applicable, in addition to the sign area, height, and other requirements of Section 8840.60 (Zoning District Sign Standards), and all other applicable provisions of this Chapter. Signs in the OTC zoning district shall also comply with applicable provisions of the City's Architectural Review Guidelines for signs in the Old Town. In the event of any conflict between these requirements and the Architectural Review Guidelines for signs within the OTC zoning district, the Architectural Review Guidelines shall control.

A. A-frame and other portable sidewalk signs. A-frame signs are allowed within the City only within the OTC zoning district. Where allowed, A-frame signs shall comply with the City's Architectural Review Guidelines for signs within the OTC zoning district.

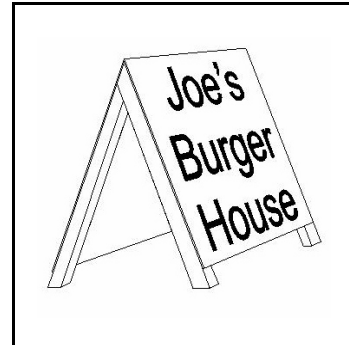


Figure 5 - A-frame Sign

B. Awning signs. The following standards apply to awning signs in all zoning districts where allowed by Section 8840.60 (Zoning District Sign Standards). Awnings shall also be designed in compliance with the City's Architectural Review Guidelines.

1. Signs on awnings are limited to ground level and second story occupancies only.
2. Awnings shall not be internally illuminated, except that lettering on the awning valence may be backlit. Direct exterior lighting may be allowed. Translucent awning materials are prohibited.



Figure 6 - Awning sign

C. Freestanding signs. The following standards apply to freestanding signs in all zoning districts where allowed by Section 8840.60 (Zoning District Sign Standards).

1. Each freestanding sign shall be a monument sign, with sign height not to exceed six feet. (See Section 8840.50.B for measurement).
2. Multiple signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs. The City Planner may waive this requirement where the locations of existing signs on adjacent properties would make the 75-foot separation impractical.
3. 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 City Planner.
4. To assist emergency response personnel in locating the site, freestanding signs should contain an illuminated street address plate. Numbers should be a minimum of six inches in height. An address plate shall not be included in calculations of allowed sign area.
5. An institutional use (e.g., school, religious facility), and a theater or auditorium may have a reader board as a freestanding sign, with a maximum area of 16 square feet. A reader board with more area shall require Conditional Use Permit approval.

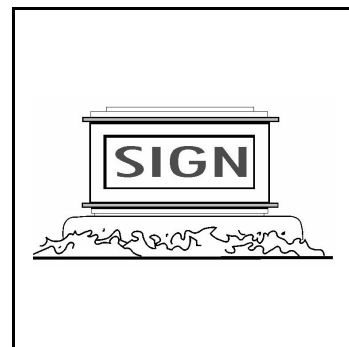


Figure 7 - Freestanding Sign

D. Murals. A mural placed on the wall of a building may be permitted in any commercial zoning district subject to Director approval, and as follows.

1. A mural is in addition to (not counted as part of) the sign area allowed by Section 8840.60.
2. Murals that illustrate the local setting and history as sources of inspiration are encouraged.
3. The approval of a mural shall require that the review authority first find that the size, colors, and placement of the mural are visually compatible with the building architecture, and that the mural will serve to enhance the aesthetics of the City.

E. On-building signs. The following standards apply to on-building signs in all zoning districts where allowed by Section 8840.60 (Zoning District Sign Standards).

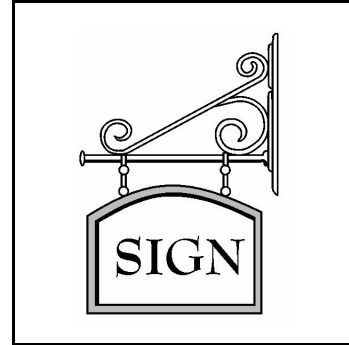
1. A on-building sign may be located on any primary or secondary building frontage.
2. The area of the largest on-building sign shall not exceed seven percent of the area of the building facade on which the sign is mounted or painted, including the area of windows, doors, and recesses.
3. No sign shall project from the surface to which it is attached more than required for construction purposes, and in no case more than 12 inches.
4. No sign shall be placed so as to interfere with the operation of a door or window.



Figure 8 - On-Building Sign

F. **Projecting signs.** The following standards apply to projecting signs in all zoning districts where allowed by Section 8840.60 (Zoning District Sign Standards).

1. The maximum projection of a sign from a building wall over a public right-of-way shall not exceed 36 inches over a sidewalk. Larger projections from the building wall over private property may be approved by the review authority for a theater marquee sign. A marquee sign may project more than 36 inches over a sidewalk with Conditional Use Permit approval and an Encroachment Permit.



2. The maximum height of a projecting sign shall not exceed 14 feet, eave height, parapet height, or sill height of a second floor window, whichever is less. 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.

Figure 9 - Projecting sign

3. A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade below.

4. Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged. See Figure 10.

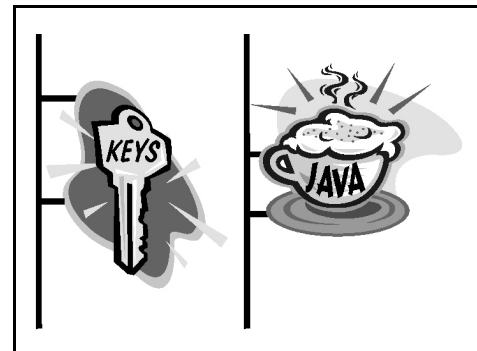


Figure 10 - Use of Icons/symbols

5. Each sign shall be graphically designed for pedestrians, with a maximum area of nine square feet on each sign face, regardless of the length of the building frontage.

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

7. Cabinet or "can" signs (interior illuminated boxed display signs) are prohibited as projecting signs.

8. Projecting signs are discouraged if adequate space for signs is available on the face of the building.

G. **Temporary signs.** Temporary signs are allowed subject to the following requirements.

1. **Banners and pennants.** Banner signs of flexible material shall comply with the following requirements.
 - a. **Size.** A banner shall not exceed 30 square feet or 10 percent of the business storefront elevation, whichever is greater. The business storefront elevation shall be calculated by multiplying the linear width of the building storefront by eight feet (average height of building storefront).
 - b. **Placement.** A banner placed on a building shall not extend above the roof line of the building. A banner shall not be placed in a location that will restrict driver visibility or otherwise endanger public health, safety, and/or welfare.
 - c. **Additional restrictions.** Banners shall be non-permanent, non-illuminated signs. Banners shall not be used in lieu of permanent signs. Banners shall be maintained in good repair and in a clean and attractive condition. Torn, bent, faded, and/or dirty banners shall be replaced or removed. Banners shall be securely attached.

2. **Construction signs.** Temporary construction identification signs may be allowed in all zoning districts with Sign Permit approval, in compliance with the following standards:
- a. Only on-site sign shall be allowed;
 - b. The area of the sign shall not exceed 32 square feet;
 - c. Sign height shall not exceed six feet; and
 - d. The sign shall not be illuminated.
 - e. The sign shall be placed no closer than five feet from a property line in a residential zoning district and no closer than one foot from a property line in commercial and industrial zoning districts.
3. **Off-site directional signs.** Because of the City's compelling interest in ensuring traffic safety, and the City's interest in improving public convenience, temporary off-site directional signs may be allowed in compliance with the requirements of this Subsection, and subject to the approval of a Sign Permit.
- a. **Commercial zones.** Temporary off-site directional signs may be approved within the commercial zoning districts, only where:
- (1) The review authority determines that a property owner has taken advantage of all permanent signs allowed by this Chapter, and site visibility remains seriously impaired; and
 - (2) The structure to which directions are being provided is on a lot that is located more than 150 feet from a predominant public street frontage, the site is developed with all other signs allowed by this Chapter, and the business entry and the other exterior signs allowed for the site by this Chapter are not visible from the predominant public street. The "predominant public street" shall mean the major vehicular route that provides access to the site and surrounding area.
- b. **Residential zones.** Temporary directional signs may be approved within the residential zoning districts only where the review authority first determines that:
- (1) The site to which directions are provided is of a quasi-public, public assembly, or public recreational use;
 - (2) The facility needing the sign has taken advantage of all permanent signs allowed by this Chapter, and site visibility remains seriously impaired, or motorists will otherwise have substantial difficulty locating the site; and
 - (3) The sign will not have significant impact on the residential character of the area where the sign is to be placed; and
 - (4) The sign will be located no closer to 1,000 feet from any other off-site directional sign in a residential zone, as measured along roadway frontages between the signs.
- c. **Sign standards.** An approved temporary directional sign shall comply with all the following requirements.
- (1) **Number, size, and height limitations.** Only one off-site directional sign shall be allowed for any single land use. The sign shall not exceed an area of four square feet, and the height shall not exceed six feet.

- e. The signs may be displayed only during the two years following the date of recordation of the final map, or until all of the units have been sold, whichever occurs first.

H. **Window signs.** Window signs are allowed only within commercial zoning districts, as follows.

1. **Maximum sign area.** Permanent and temporary window signs shall not occupy more than 20 percent of the total ground floor window area.

2. **Permanent window signs.**

a. These signs shall be allowed only on windows located on the ground level and second story of a building frontage.

b. Window signs shall consist of individual letters, logos, or symbols applied to the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass line.

3. **Temporary window signs.** Temporary window signs may be allowed provided that the signs:

a. May be displayed inside a window for a maximum of 10 days within any 30-day time period.

b. Shall only be located within the ground-floor windows of the structure.

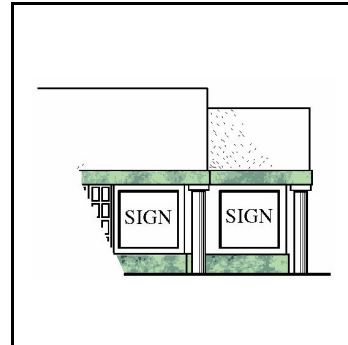


Figure 11 - Window Sign

8840.80 - Exceptions to Sign Area Limitations

The review authority may grant an exception to increase the maximum allowed sign area by up to 25 percent if the review authority first determines that:

- A. The position or setback of the building on the site requires additional area for effective signing;
- B. The exceptional size of the structures, uses, or site requires additional sign area for effective identification from major approaches to the site; or
- C. The name of the business or use to be identified is exceptionally long, so that sign readability would be impaired by crowding words into the allowable sign area.

8840.90 - 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 that does not now comply with the provisions of this Zoning Ordinance.

A. **General requirements.** A nonconforming sign shall not be:

1. Changed to another nonconforming sign;
2. Structurally altered to extend its useful life;
3. Enlarged;
4. Re-established after a business is discontinued for 30 days; or

5. Re-established after damage or destruction to 50 percent or more of the value of the sign, or its components, as determined by the Building Official.

B. Maintenance and changes. Sign copy and face changes, nonstructural modifications and nonstructural maintenance (i.e., painting, rust removal) are allowed with Sign Permit approval up to a maximum of 25 percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this Chapter.

8840.100 - Violations and Abatement

A. Public nuisance declared by City Planner. Any sign erected or maintained contrary to the provisions of this Chapter may be declared to be a public nuisance by the City Planner and proceedings for its removal may take place in compliance with the Municipal Code.

B. Public nuisance declared by Council. The City Planner may ask the Council to declare a sign a public nuisance under the following conditions:

1. The sign is significantly damaged either in support structure or sign face, as determined by the Building Official.
2. The sign is illegible either through fading, rusting, or erosion of the sign face or through faulty or missing illumination; or
3. The sign is unsafe for vehicles or pedestrians.

C. Removal of abandoned sign. A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the City Planner shall give the owner 30 days written notice to remove it. Upon failure to comply with the notice, the City Planner may have the sign removed at the owner's expense.

8840.110 - Appeal

After denial of an application for a Sign Permit, the applicant may appeal that action in compliance with Section 8846 (Appeals). The Review authority shall act to grant or deny the appeal within 60 days of receipt of the request for review/appeal.

8840.120 - Judicial Review

Any permit issued or denied in compliance with this Chapter shall be subject to expedited judicial review to the extent provided by the time limits set forth in Code of Civil Procedure Section 1094.8 et seq.

8840.130 - Definitions

The following terms are defined for the purposes of this Chapter.

A-Frame Sign. A portable "sandwich board" sign.

Abandoned Sign. A sign that identifies a business, lessor, owner, product, service or activity that is no longer on the premises where the sign is displayed.

Animated or Moving Sign. A sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.

Awning Sign. A sign copy or logo attached to or painted on an awning.

Banner, Flag, or Pennant. Cloth, bunting, plastic, paper, or similar non-rigid material used for advertising purposes attached to a 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. Copy painted on a portion of a bench.

Cabinet Sign (Can Sign). A sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures which illuminate the sign face from behind.

Changeable Copy Sign. A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

Construction Sign. A sign placed at a construction site that provides information regarding the project architect, owner, contractors, etc.

Directional Sign. A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

Directory Sign. A sign for listing the tenants and their suite numbers of a multiple tenant structure or center.

Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two identical and/or opposite parallel planes.

Electronic Reader Board Sign. A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.

Flashing Sign. A sign that contains an intermittent or sequential flashing light source.

Freestanding Sign. A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes monument signs and pole signs.

Illegal Sign. A sign that includes any of the following:

1. A sign installed without complying with all regulations in effect at the time of its construction or use;
2. A sign installed or maintained contrary to any applicable provision of Chapter 17.38 (Signs).
3. A sign that is a danger to the public or is unsafe; or
4. A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the City.

Indirectly Illuminated Sign. A sign whose light source is external to the sign and which casts its light onto the sign from a distance; or where the light source is behind an opaque sign element and causes it to be outlined by light reflected from the surface to which the sign is mounted.

Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so that light passes through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

Marquee (Canopy) Sign. A sign which is attached to or otherwise made a part of a permanent roof-like structure which projects beyond the building wall in the form of a large canopy to provide protection from the weather.

Monument Sign. An independent, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.

Multi-Tenant Sign. An identification sign for a commercial site with multiple tenants, displaying the names of each tenant on the site.

Nonconforming Sign. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this Land Use Code, but does not now completely comply with current regulations.

Off-Premise Sign. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premise as the sign, or that identifies a use, service, or product by a brand name which, although sold or manufactured on the premise, is not a principal item for sale or manufactured on the premise.

Off-Site Directional Sign. A sign on private property providing directions to another location.

On-building sign. A sign attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

Permanent Sign. A sign constructed of durable materials and intended to exist for the entire time that the identified use or occupant is on the premises.

Political or Social Issue Sign. A sign that addresses:

1. The passage or defeat of a measure appearing on the ballot in any national, state, or local election;
2. The election or defeat of any candidate for any public office in any national, state, or local election; or
3. An international, national, state, or local political or social issue.

Pole/Pylon Sign. An elevated freestanding sign, typically supported by one or two poles or columns.

Portable Sign. A sign that is not permanently affixed to a structure or the ground.

Projecting Sign. A sign other than a on-building sign suspending from, or supported by, a structure and projecting outward.

Real Estate Sign. A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

Roof Sign. A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof.

Sign. A structure, device, figure, display, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to otherwise provide information, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Does not include murals, paintings and other works of art that are not intended to advertise or identify any business or product. Types of signs include the following.

Sign Area. The entire area within a perimeter defined by a continuous line composed of right angles using no more than four lines which enclose the extreme limits of lettering, logo, trademark, or other graphic representation.

Sign Height. The vertical distance from the uppermost point used in measuring the area of a sign to the average grade immediately below the sign, including its base or the top of the nearest curb of the street on which the sign fronts, whichever measurement is the greatest.

Subdivision Directional Sign. A sign that provides directions to a new subdivision with on-site model homes and/or sales office, where parcels and/or housing units are, or will be for sale.

Suspended Sign. A sign oriented toward pedestrians that is suspended from the underside of an arcade or other covered walkway.

Temporary Sign. A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area or neighboring property.

Vehicle Sign. A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

Window Sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within three feet of the window.