

Chapter 5: Site, Development, and Operational Standards

Article F: Signage

Sections:

- 9-5F-1 Purpose
- 9-5F-2 Administrative Provisions
- 9-5F-3 General Sign Provisions
- 9-5F-4 Design Standards for Signs
- 9-5F-5 Standards for Permanent On-Site Signs
- 9-5F-6 Standards for Temporary On-Site Signs
- 9-5F-7 Standards for Off-Site Signs
- 9-5F-8 Standards for Signs on City Property

Draft Zoning Code Changes:

- *This article has been comprehensively revised for consistency with recent case law and signage regulation best practices.*
- *Signage area regulations have been revised and simplified based upon the new zoning districts.*
- *New standards for signs on city property have been added.*
- *This article does not address signs in the downtown. See chapter 9-6 for these regulations.*

9-5F-1 Purpose

The purpose of this article is to establish regulations for signs. These regulations are intended to protect the public health, safety, and welfare and provide for the integrity of the community's aesthetics. The city recognizes that signs and other graphics are an essential element of a community's visual appearance and provide a means to identify and promote businesses, provide useful information to the public, and should not become visual distractions along public roadways. Consequently, the purpose of this chapter is to provide sign regulations for signs on private property that are consistent with the goals and objectives of the city's general plan and the community's visual and aesthetic goals. In addition, these regulations are intended to:

1. Promote an economically stable and visually attractive community;
2. Promote signs and graphics that are attractive, pleasing, and harmonized with the physical character of the building and environment surrounding properties;
3. Prevent an inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message;
4. Encourage individuality amongst businesses through signage;

5. Improve traffic safety and the smooth and efficient flow of pedestrians and vehicles to their destinations; and
6. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.

9-5F-2 Administrative Provisions

This section describes the administrative provisions for signage regulation, including permit requirements and review procedures, policies for review of signs, signs exempt from permit requirements, and prohibited signs.

A. Permit Required

The following permits or entitlements shall be required for signs:

1. **Zoning Clearance Required.** Zoning clearance shall be required for all permanent signs (building attached or freestanding) prior to erection, relocation, alteration, or replacement of a sign, unless otherwise exempted by this article. Zoning clearance is conducted as part of the review of the building permit as provided in section 9-2B-3 (zoning clearance). No planning approvals shall be required for general maintenance of existing conforming signs or the replacement of a conforming sign face (including message) when the area of the sign is not being changed and a building permit is not required (e.g., the replacement of a sign face on a legal conforming sign). A sign permit is also not required for the establishment of temporary signs; however, such signs shall be consistent with the development standards and time duration limits established in this article.
2. **Sign Program.** A sign program shall be required for all new multi-tenant shopping centers, office parks, and other multi-tenant, mixed-use, or otherwise integrated developments of three (3) or more separate tenants/uses that share buildings, public spaces, landscape, and/or parking facilities. A sign program provides a process for the city's review of, and decisions related to, requests for signs for multi-tenant projects. The intent of a sign program is to allow for the integration of a project's signs with the design of the structures to achieve a unified architectural statement and to approve common sign regulations for multi-tenant projects. No deviations from the sign standards are allowed through a sign program. The process for application, review, and decision regarding a sign program shall be as established in section 9-2B-13 (sign program).
3. **Highway-Oriented Sign Permit.** A highway-oriented sign permit shall be required for all highway-oriented signs as provided in this article. The process for application, review, and decision regarding a highway-oriented sign permit shall be as established in section 9-2B-18 (highway-oriented sign permit).
4. **Variances.** Applications for a variance from the terms of this article shall be reviewed according to the variance procedures set forth in section 9-2B-16 (variance).

B. Review Procedures

1. **Method of Application.** An application for a sign permit, sign programs, highway-oriented sign permit, or variance shall be made on the form(s) prescribed by the planning department. The application shall be accompanied by any fees as specified by city council resolution. The required contents of the application shall be as specified in article 9-2B (planning permits and entitlements).

2. **Application Review Procedures, Decisions, and Appeals.** The application review procedures, decisions, and appeals of decisions for sign permits, sign programs, highway-oriented sign permits, or variances shall be as provided in article 9-2B (planning permits and entitlements).

C. Policies for Signage Regulations

The following policies regarding signage in the city are established:

1. **Regulatory Interpretations.** The requirements of this article shall not be interpreted to nullify any easements, covenants, or other private agreements that provide for more restrictive sign regulations than are required by this article.
2. **Message Neutrality.** It is the city's policy and intent to regulate both commercial and noncommercial signs in a viewpoint-neutral and/or content-neutral manner. The message of the sign shall not be reviewed except to the minimum extent necessary to identify the type of sign.
3. **Message Substitution.** Subject to the property owner's consent, a noncommercial message of any type may be substituted in whole or in part for the message displayed on any sign for which the sign structure or mounting device is authorized pursuant to this article, without consideration of message content. Such substitution of message may be made without any additional approval or permitting. The purpose of this requirement is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. In addition, any on-site commercial message may be substituted, in whole or in part, for any other on-site commercial message, provided that the sign structure or mounting device is authorized pursuant to this article, without consideration of message content. This requirement does not create a right to increase the total amount of signage on a parcel, lot, or land; does not affect the requirement that a sign structure or mounting device be properly permitted; does not allow a change in the physical structure of a sign or its mounting device; and does not allow for the substitution of an off-site commercial message in the place of an on-site commercial or noncommercial message.
4. **On-Site/Off-Site Distinction.** Within this article, the distinction between on-site and off-site signs applies only to commercial messages.
5. **General Prohibition.** Permanent signs not expressly permitted by this article are prohibited.
6. **Exceptions to Limitations.** Any exception to the limitations listed herein shall require a variance pursuant to section 9-2B-14 (variance). However, consideration of the variance request shall not evaluate the message or graphic design of the sign.
7. **Indecent or Obscene Matter.** To the extent allowed by law, signs with any statements or words of an obscene, indecent or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency, or any other matter or thing of an obscene, indecent or immoral character shall be prohibited.

D. Exemptions from Permit Requirements

The following sign types are expressly exempted from the permit requirements of this article but still must satisfy any and all other applicable permit requirements when necessary (e.g., building, electrical, plumbing, grading, encroachment).

1. **Exempt Signs without Limitations.** The following signs are exempt from sign permit and city review requirements:

- a. Change of copy that does not alter the size, location, or illumination of a conforming sign.
 - b. All devices which are excluded from the definition of a “sign” as set forth in this title.
 - c. Official traffic signs or other municipal governmental signs, legal notices, advertisements prescribed by law and placed by governmental entities, and signs indicating the location of buried utility lines or any notice posted by a governmental officer in the scope of his or her duties.
 - d. Direction, warning, or information signs or structures required or authorized by law, or by federal, state, county, or city authority, including, but not limited to, traffic control signs (e.g., stop, yield), highway route number signs, and construction zone signs.
 - e. Noncommercial utility company signs identifying cables, conduits, and dangerous situations.
 - f. Street address signs on buildings and building identification signs consistent with the city-adopted building code or relevant provisions of the city municipal code. Notwithstanding anything in this section, street address signs may be illuminated and may contain reflective paint or material.
 - g. Tablets and plaques, installed by the city or a historical organization, including names of buildings and date of erection.
 - h. Signs and advertising for the California state lottery as authorized by California Government Code §8880 et seq.
 - i. Gas pricing signs, as required by state law, which identify the brand, types, octane rating, etc., of gasoline for sale within the city (§§13530-13540 of the Business and Professional Code). This does not limit the approval and design requirement for permanent or temporary placement and approval provisions listed herein.
 - j. Signs on vehicles and vessels, including license plates, license plate frames, registration insignia, noncommercial messages, messages relating to the business for which the vehicle or vessel is an instrument or tool (not including general advertising, such as mobile billboards), and messages relating to the proposed sale, lease, or exchange of the vehicle or vessel.
2. **Exempt Signs with Limitations.** The following signs are exempt from sign permit and city review, provided that they meet the size, height, duration, and/or maximum number limitations listed:
- a. Window signs in conformity with this article.
 - b. Temporary signs in conformity with this article.
 - c. Flags, provided they meet the following requirements:
 - i. Flag poles shall be located a minimum of ten feet (10') from the public right-of-way.
 - ii. The maximum height for flag poles is twenty-five feet (25').
 - iii. The maximum size for any one flag is twenty-five (25) square feet.
 - d. Signs on property undergoing construction or remodeling not exceeding thirty-two (32) square feet each in area and limited to one sign for each street frontage. Such signs shall

not be illuminated. Such signs shall be removed within thirty (30) days of the earliest of the following events: final building inspection approval, issuance of a valid certificate of occupancy, opening for business to the public, or expiration of the building permit.

- e. Signs on property for sale, lease, or rental as follows:
 - i. On residential property, one (1) sign not exceeding eight (8) square feet and not exceeding a height of five feet (5'). On weekends and holidays, up to four (4) signs to direct traffic to the subject property are allowed, provided each sign does not to exceed eight (8) square feet in area and three and one-half feet (3½') in height . Signs shall not be placed on the sidewalk or street or where it creates a safety hazard. The sign shall not be illuminated.
 - ii. On nonresidential, downtown, and mixed-use property, one (1) sign per street frontage, not exceeding thirty (30) square feet in area or ten feet (10') in height. The sign shall not be illuminated.
- f. Signs on property where there is a garage, yard, or estate sale taking place. Such signs may be posted for no more than forty-eight (48) hours and must be removed at the end of the sale. A maximum of six (6) square feet is allowed per sign. For further information, see section 3-8-4 of this municipal code.
- g. On-site directional signs, such as exit, entrance, or other on-site traffic directional signs. The maximum height of any directional sign shall be forty-two inches (42") and the maximum size shall be six (6) square feet. No advertising or message other than for traffic direction shall be displayed.
- h. Noncommercial signs, as defined in this title, consistent with the following requirements:
 - i. Six (6) square feet of signage, setback at least five feet (5') from the public right-of-way and not projecting above the roofline of any structure.
 - ii. During the time period beginning ninety (90) days before a special, general, or primary election and ending three (3) weeks after such election, the total allowed sign area for noncommercial signs may be increased by an additional thirty (30) square feet in area (for a total of thirty-six (36) square feet). The same setback and height restrictions listed above shall apply to this additional area.

E. Prohibited Signs

The signs listed in this section are inconsistent with the purposes and requirements of this chapter as described below and as such are prohibited in all zoning districts, unless specifically authorized by another requirement of this article.

1. Any sign not specifically in accordance with the requirements of this chapter.
2. Billboards (off-site signs with commercial message), as defined in this title. The city prohibits the construction, erection or use of any billboards other than those that legally exist in the city, or for which a valid permit has been issued and has not expired, as of the date on which this provision is first adopted. No permit shall be issued for any billboard which violates this policy, and the city will take immediate enforcement or abatement action against any billboard constructed or maintained in violation of this policy.

3. Can signs, as defined in this title.
4. Roof signs or sSigns placed above the roofline.
5. Animated, flashing, scrolling, or video screen signs (e.g., electronic readerboard sign) where the message changes more frequently than once every twenty (20) seconds. Other types of signs such as barber poles or electronic readerboard signs that change message less frequently than once every twenty (20) seconds may be permitted consistent with the requirements of this article.
6. Pennants, pinwheels, and other signs that utilize two or more light bulbs in a wire string; paraphernalia composed of paper unless displayed inside a window; or signs displayed outdoors that are composed of paper or other lightweight material that could not be securely anchored, would easily degrade, or could not withstand limited exposure to the elements (e.g., a paper sign whose writing would become illegible if exposed to water, or a cardboard sign taped to a building exterior that could easily blow away).
7. Pole signs, as defined in this title. Note that freestanding signs constructed with poles as the substructure where the poles are incased to incorporate design features are not considered pole signs.
8. Signs which are mobile, rotate, or move.
9. Signs placed on the public right-of-way or affixed to an element or structure on the public right-of-way, or located on a publicly owned tree, fence, or utility pole or otherwise posted on public property, except where required by a governmental agency; and signs on private property affixed to a fence; or signs affixed to a tree, shrub, rock, or other natural object on private property.
10. Inflatable balloon signs, including, but not limited to, individual balloons, balloon strings, and other inflatable objects made of a flexible material and inflated so as to be lighter than air.
11. Signs painted upon a fence.
12. Signs affixed to vehicles or trailers that advertise or promote a business. This prohibition does not apply to signs permanently affixed to the side of a business or commercial vehicle or to signs required by state or federal law (e.g., contractor's license number) as exempted in the definition of a sign.
13. Signs attached to light standards (poles) unless part of a sign program or street banner program.
14. Signs affixed to a structure or property not owned by the person installing the signs without the written consent of an owner.
15. Signs that are dilapidated, abandoned, or in disrepair or dangerous condition.
16. Signs displaying any statements or words of an obscene, indecent or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency, or any other matter or thing of an obscene, indecent or immoral character to the extent allowed by law.

F. Nonconforming Signs

Except as otherwise provided by this section, all existing signs which do not meet the requirements of this article shall be deemed nonconforming signs and shall either be removed or brought into compliance with the city's municipal code when a substantial alteration to the sign is made. Change of

copy shall not be deemed a substantial alteration. For purposes of this section, a “substantial alteration” shall be defined as repair or refurbishing of any sign that alters its physical dimensions or height, or replaces any integral component of the sign including, but not limited to, alterations to exterior cabinets, bases, or poles. Customary maintenance, such as repainting the sign text, cabinet, or other component of the sign, or routine replacement of border and trim with substantially the same colors and materials, in its existing approved physical configuration and size dimensions at the specific location approved by the city shall not constitute substantial alteration.

G. Abandoned Signs

“Abandoned signs” shall be those signs left after the close of a business and which have not been updated upon occupancy of a new business at the same location. The following standards shall apply to conforming and non-conforming abandoned signs:

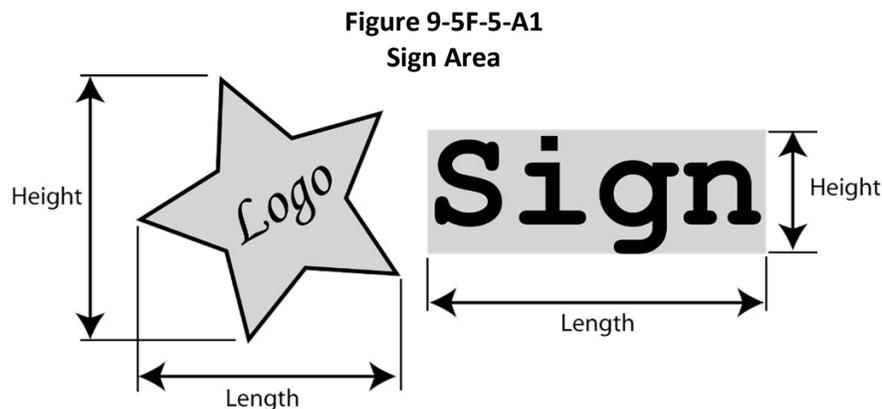
1. If a sign is maintained, the sign copy shall be replaced with blank sign copy within ninety (90) days of the close of the business (e.g., no utility service, not open for more than two (2) weeks).
2. A sign that is maintained with blank copy shall only be allowed to remain for nine (9) months (for a total of twelve (12) months from business closure). At the conclusion of this time period, if a new business that utilizes the non-conforming sign structure not be established, the sign shall be removed.
3. Abandoned signs that are not maintained or removed consistent with the requirements of this section may be abated by the city and reimbursed by the property owner.

9-5F-3 General Sign Provisions

This section describes the procedures for measurement of signs (including area and height) and construction and maintenance requirements.

A. Sign Area Measurement Procedures

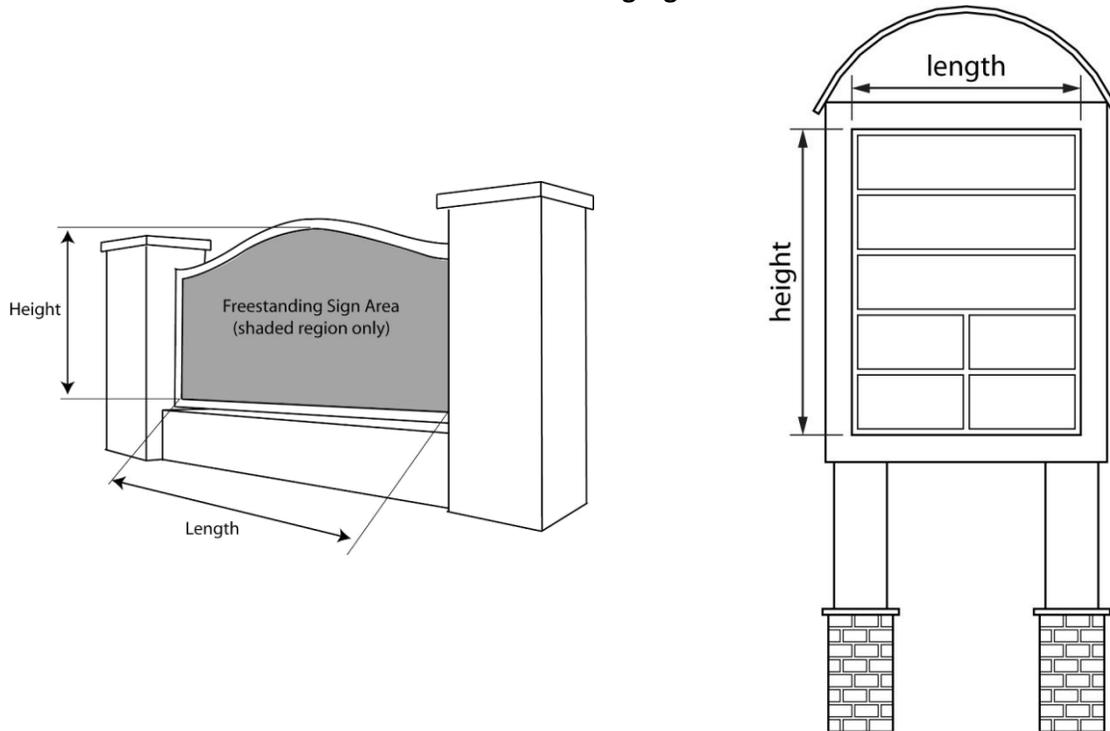
Generally, the area of a sign shall be measured as the overall length of the sign multiplied by the overall height of each segment of copy or logo. See figure 9-5F-5-A1 (sign area).



1. **Awning or Canopy Signs.** Sign copy which is applied to an awning or canopy shall be computed at one hundred percent (100%) of the area within a single rectangle enveloping the sign copy.
2. **Freestanding Signs.** Freestanding signs are to be computed as total height by the total length of the sign for one side regardless if it is single or double-face, excluding framework of separate

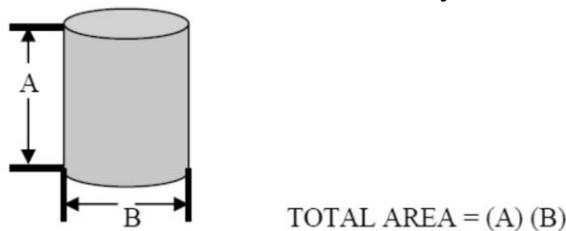
single wood post or masonry column and single wood or masonry beam. The base of a monument sign is not part of the sign. See figure 9-5F-5-A2 (freestanding sign area).

**Figure 9-5F-5-A2
Freestanding Sign Area**



3. **Three-Dimensional Objects.** Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculptures, or statue-like trademarks), the sign area shall be measured as their maximum visible surface area from any vantage point. See figure 9-5F-5-A3 (area of three-dimensional objects).

**Figure 9-5F-5-A3
Area of Three-Dimensional Objects**



B. Sign Height Measurement

Sign height shall be measured from the uppermost part of the sign used in determining the area of the sign to the lowest elevation at the base of the sign.

C. Construction Requirements

Every sign and all parts, portions, and materials thereof shall be manufactured, assembled, and erected in compliance with all applicable state, federal, and city laws and regulations, including the locally adopted building code. All signs shall comply with the following criteria:

1. All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the building or shall be concealed within the sign.
2. All permanent signs shall be constructed of quality, low-maintenance materials such as metal, concrete, natural stone, glass, and acrylics. Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements.
3. All freestanding signs that incorporate lighting shall have underground utility service.
4. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed.

D. Clearance from Public Utility Facilities

The person erecting a sign and the owner of the premises shall maintain any legally required clearance from communications and electric facilities. A sign may not be constructed, erected, installed, maintained, or repaired in any manner that conflicts with a rule, regulation, or order of the California Public Utilities Commission pertaining to the construction, operation, and maintenance of public utilities facilities.

E. Interference with Motorist Field of Vision

1. No sign shall be located in a manner which may obstruct or interfere with the view of a traffic signal or other traffic regulatory signs. No sign shall, as determined by the public works director, be so located as to create a hazard to the life or property of any person using the public right-of-way.
2. Any required landscaping may be trimmed as needed to provide maximum visibility of the sign or signs.
3. Signs shall not be located within the clear vision triangle.

F. Sign Siting

1. Location of Building Attached Signs. Building signs may be located along any frontage of a building that faces directly onto a public right-of-way or an internal circulation path of the site. Orientation of signs such that they face directly onto residential property is to be avoided and is allowed only when there is no practical alternative and the visibility of the sign from the residence is minimized and not illuminated.
2. Setback and Spacing of Freestanding Signs
 - a. The minimum setback distance for freestanding signs shall be measured from the back of the public right-of-way or side of a driveway. Unless an encroachment permit is granted, all freestanding signs shall be located outside of the public right-of-way and any required clear vision triangle.
 - b. The minimum spacing distance between permanent freestanding signs, excluding on-site directory and menu/order board signs, shall be two hundred fifty feet (250'), except that highway oriented signs shall be separated a greater distance as described in section 9-5F-5-E. The designated approving authority will review a proposed sign location on a case-by-case basis to ensure the sign is located outside the required clear vision triangle and does not otherwise inhibit motorist safety.

G. Maintenance Requirements

Every sign and all parts, portions, and materials thereof shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other non-maintained or damaged portions of a sign shall be repaired or replaced within thirty (30) days following notification by the city. Noncompliance with such a request will constitute a nuisance condition and zoning violation and will be enforced as such.

H. Sign Removal or Replacement

When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure. This requirement does not apply to routine maintenance.

9-5F-4 Design Standards for Signs

A. General Sign Design Requirements

The following criteria shall be utilized for permanent on-site signs. Signs shall comply with general design standards as provided here in addition to design standards applicable only to unique sign types are provided in subsection 9-5F-4-B (design standards for specific sign types).

1. **Design Compatibility with Building.** Signs shall be compatible with the architectural style of the main building or buildings upon the site where the sign is located. The applicant shall consider construction materials, color, letter style, and other design details in designing an architecturally compatible sign. Multiple signs on any building, or on buildings within the same development, shall have the same primary type of building-attached sign. Signs located on commercial sites but in a predominantly residential area shall be unobtrusive and designed to be compatible with such residential area.
2. **Sign Illumination.** The artificial illumination of signs, either from an internal or external source, shall be designed so as not to cast stray light on surrounding rights-of-way and properties. The following requirements shall apply to all illuminated signs:
 - a. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign;
 - b. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impacts on residential properties in direct line of sight to the sign;
 - c. Unless otherwise permitted by another requirement of this article, signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color;
 - d. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices; and
 - e. Light sources shall utilize energy-efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations.
3. **Sign Copy.** The maximum coverage of copy allowed on a sign shall be eighty percent (80%) of the sign face.

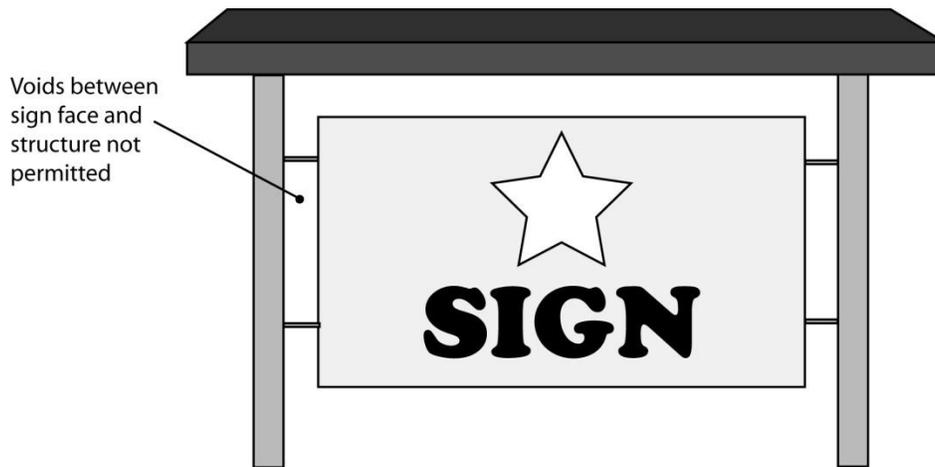
4. **Sign Structure.** The sign's supporting structure shall be simple, yet adequate for supporting the sign face.

B. Design Standards for Specific Sign Types

In addition to the general sign design requirements in subsection 9-5F-4-A, the following requirements shall apply to the specific sign types:

1. **A-Frame Signs.** A-frame signs, where permitted under section 9-5F-6 (standards for temporary on-site signs), shall be placed at least fifteen feet (15') behind the face of curb and outside the city right-of-way; except that in the downtown they may be located on the sidewalk in front of the business. No a-frame signs may be placed where they may obstruct vision or create other public safety hazards or ADA obstruction. A-frame signs shall be removed during all times when the business is closed.
2. **Awning and Canopy Signs.** Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied and shall be considered wall signs for signage area calculation purposes. The following requirements shall apply:
 - a. Lettering shall be located within the middle seventy percent (70%) of the awning area, not to exceed twenty five percent (25%) of the total surface area.
 - b. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
 - c. Awning signs shall only be allowed for first- and second-story occupancies.
 - d. Awnings shall not be lighted from under the awning (backlit) so that the awning appears internally illuminated. Lighting directed downward that does not illuminate the awning is allowed.
3. **Marquee or Changeable Copy Sign.** These types of signs shall be considered to be the same as any other type of sign and shall be regulated based on their location; i.e., if located on a wall, they shall be deemed wall signs. There shall be at least seven feet (7') of clearance between the bottom of the sign and the sidewalk immediately below the sign. No such sign shall project over the public right of way closer than five feet (5') to the curb line of a street or have a sign area exceeding one hundred (100) square feet.
4. **Freestanding Signs.** Freestanding signs, including monument and pylon signs, shall only be permitted as follows:
 - a. In an effort to promote full architectural integration of signs, voids between the sign face and the sign structure are prohibited. Either the sign face shall utilize the full width of the sign structure or coverings that are architecturally consistent with the rest of the sign shall be used to fill any voids. Monument and pylon signs, as defined in this title, are the preferred sign type for freestanding signs.

**Figure 9-5F-4-B1:
FREESTANDING SIGN WITH VOIDS**



- b. Materials and design for freestanding signs shall be complementary to the materials and design of the buildings for the related development. For example, if the façade of the building is made of brick or brick veneer, a complementary freestanding sign would also include brick.
 - c. Landscaping shall be provided at the base of the sign equal to the area of the sign. Landscaping shall be complementary to and designed in concert with the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way but will deter vandal access to the sign.
 - d. Freestanding signs may only be constructed as follows:
 - i. For sites with less than three hundred feet (300') of street frontage, a monument sign is permitted consistent with the requirements of this article.
 - ii. For sites with three hundred feet (300') or more of street frontage, a monument or pylon sign is permitted. Multiple adjoining properties that individually do not have at least three hundred feet (300') for frontage may establish a joint use easement to allow sharing of one sign. Such combination shall first require the approval of a sign program for all properties.
5. **Projecting Signs.** Projecting signs, including, but not limited to, blade signs, bracket signs, and marquee signs, and shall be considered wall signs for the purposes of sign area calculations. Projecting signs shall only be permitted as follows:
- a. Location. Projecting signs shall be placed only on ground-floor façades, except for businesses located above the ground level with direct exterior pedestrian access.
 - b. Angle of projection. Projecting signs shall either be located at right angles to the building front along the building façade, or, when located on the corner of a building, at a forty-five degree (45°) angle to the corner of the building.
 - c. Height. The lowest point of a blade or bracket sign shall be a minimum of six feet eight inches (6' 8") above grade.

- d. Projection. The sign may project a maximum of five and a half feet (5½') from the building.
- e. Suspension. The sign shall be suspended with a clear space of at least six inches (6") between the sign and the building.
- f. Sign structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
- g. Spacing. Projecting signs shall be spaced to maximize the visibility of signage.

6. Wall Signs

- a. Wall signs shall be compatible with the predominant visual architectural elements of the building façade.
- b. Wall signs shall not project more than fourteen inches (14") from the building façade.
- c. Wall sign raceways shall be concealed from public view (e.g., within the building wall or otherwise integrated with the design of the sign and building) so as to not detract from the architectural character of the building.
- d. Channel letters, reverse channel letters, and pushpin letters are preferred. As described in section 9-5F-2-E can signs are prohibited.
- e. Signage containing multiple elements (e.g., logo and text) on one façade shall be designed so that the multiple elements are located and scaled with relationship to each other and the building they are attached to.

7. **Temporary Sign.** In addition to the standards of section 9-5F-6 (standards for temporary on-site signs), no temporary sign shall be day-glow or fluorescent in color.

8. Window Sign.

- a. Window signs shall not take up more than twenty-five percent (25%) of the total window area of the establishment.
- b. Window signs shall count towards the overall allowed permanent signage allowed for an establishment but the message may be changed out on a regular basis similar to a temporary sign.

9-5F-5 Standards for Permanent On-Site Signs

The standards of this section provide the regulations for on-site signs on private property, including height, size, placement, and illumination. Regulations are listed based upon zoning district and sign type.

A. Format and Organization of Standards

The signage standards listed below are summarized, where applicable, in table format for ease of use and organization. Concepts described in these tables are as follows:

1. **Collective Sign Area.** The total sign area allowed herein for each sign type may be distributed among the maximum number of signs permitted for that sign type. For example, the total allowed area for wall signs for a particular establishment may be distributed among the maximum number of wall signs allowed for that same establishment.
2. **Cumulative Sign Area Allowance.** Allowable sign area is either a set square footage per establishment or is based on a ratio of allowable sign area to primary building frontage (i.e., one

(1) square foot of sign per one lineal foot (1') of primary building frontage, or 1 sf/1 lf). Where a ratio is described, it applies to the maximum sign area listed in table 9-5F-5-B1 (signage standards for permanent on-site signs). The sign area allowed for permanent on-site signs shall be independent of the area allowed for temporary signs as provided in section 9-5F-6 (standards for temporary on-site signs).

B. General Standards

Except as provided in subsections 9-5F-5-C (menu/order board signs for drive-in and drive-through uses) and 9-5F-5-D (highway-oriented signs), permanent on-site signs shall be consistent with the standards listed in table 9-5F-5-B1 as listed by base zoning district. The types of signs permitted in each district are specified in table 9-5F-5-B2. Only those signs specified in the tables shall be permitted.

TABLE 9-5F-5-B1 – SIGNAGE STANDARDS FOR PERMANENT ON-SITE SIGNS BY ZONING DISTRICT				
Sign Type		Development Standards		
		Maximum Number Permitted	Maximum Area	Maximum Height
Residential and Special Purpose Districts (AR, RVLD, RLD, RN, RLMD, RMD, RHD, W, AR, AG, PR, PS)				
Home Occupations	Building Attached Sign	1 sign per residence	2 sf	Roofline
Permanent Subdivision Identification Signs	Freestanding Sign (monument or attached to a masonry wall)	1 per subdivision entrance	30 sf each, 60 sf total	10'
Other Nonresidential Uses (those types allowed in table 9-5F-5-B2)	Building Attached Sign	1 per establishment	40 sf	Roofline
	Freestanding Sign	1 per site	40 sf	4'
Downtown Mixed Use Districts (DMX-1, DMX-2, DMX-3)				
See Chapter 9-6 (Downtown Development Standards)				
Mixed Use District (MU)				
Building Attached Signs (those types allowed in table 9-5F-5-B2)		No max per establishment except as provided by sign type in table 9-5F-5-B2	1.5 sf / 1 lf collectively, max. 100 sf ¹	Roofline
Freestanding Signs (those types allowed in table 9-5F-5-B2)	A-Frame Sign	1 per establishment	8 sf max.	5'
	Freestanding Sign	1 per project entrance	50 sf per sign	4'

TABLE 9-5F-5-B1 – SIGNAGE STANDARDS FOR PERMANENT ON-SITE SIGNS BY ZONING DISTRICT

Sign Type	Development Standards		
	Maximum Number Permitted	Maximum Area	Maximum Height
Neighborhood Commercial District (NC)			
Building Attached Signs (those types allowed in table 9-5F-5-B2)	No max per establishment except as provided by sign type in table 9-5F-5-B2	2 sf / 1 lf collectively, max. 200 sf ¹	Roofline
Freestanding Signs (those types allowed in table 9-5F-5-B2)	1 per site	50 sf per sign	4'
Regional Commercial District (RC)			
Building Attached Signs (those types allowed in table 9-5F-5-B2)	No max per establishment except as provided by sign type in table 9-5F-5-B2	2.5 sf / 1 lf collectively, max. 400 sf ¹	Roofline
Freestanding Signs (those types allowed in table 9-5F-5-B2)	1 per street frontage	100 sf per sign	See standards by sign type in table 9-5F-5-B2
Professional Office District (PO)			
Building Attached Signs (those types allowed in table 9-5F-5-B2)	1 per establishment	40 sf per sign	Roofline
Freestanding Signs (those types allowed in table 9-5F-5-B2)	1 per street frontage	40 sf per sign	10'
Industrial Districts (ML, MH)			
Building Attached Signs (those types allowed in table 9-5F-5-B2)	1 per street frontage per establishment	1.5 sf / 1 lf collectively, max. 400 sf ¹	Roofline
Freestanding Signs (those types allowed in table 9-5F-5-B2)	1 per site	100 sf per sign	See standards by sign type in table 9-5F-5-B2
Menu/Order Board Signs for Drive-In and Drive-Through Uses in all Districts			
See Section 9-5F-5-C (Menu/Order Board Signs for Drive-In and Drive-Through Uses)			
Highway Oriented Signs in all Districts			
See Section 9-5F-5-D (Highway Oriented Signs)			
Notes			
1. Establishments with a secondary frontage along a public street or parking lot shall be allowed an additional 1.0 sf/1lf of secondary building frontage and an additional 50 sf of maximum allowed signage.			

TABLE 9-5F-5-B2 – ALLOWED TYPES OF PERMANENT ON-SITE SIGNS BY ZONING DISTRICT								
Sign Type	Nonresidential Uses in Residential and Special Purpose Districts	Zoning District					ML MH	Maximum Height
		DMX	MU	NC	RC	PO		
Building Attached²								
Awning	A ³	See Chapter 9-6	A ³	A ³	A ³	N	N	Roofline
Can	N		N	N	N	N	N	Roofline
Channel Letter	A ⁴		A	A	A	A ⁴	A	Roofline
Marquee	A ³		A ³	A ³	A ³	N	N	Roofline
Projecting	A ³		A ³	A ³	A ³	N	N	Roofline
Pushpin	A		A	A	A	A	A	Roofline
Reverse Channel Letter	A		A	A	A	A	A	Roofline
Vinyl	A		A	A	A	A	A	Roofline
Window	A		A	A	A	A	A	Roofline
Freestanding²								
Monument	A	See Chapter 9-6	A	A	A	A	A	4'
Pole	N		N	N	N	N	N	-
Pylon	N		N	A	A	N	A	Height of tallest building on site or 40', whichever is less

Notes

1. An “A” means that the sign type is allowed; an “N” means that the sign type is not allowed.
2. Subject to area and height restrictions as provided in table 9-5F-5-B2.
3. Only one sign of this type is allowed per establishment.
4. No illumination shall be allowed if the sign is facing a residential use.
5. Other types of building attached signs not listed in this table may be allowed if determined by the planning director to be consistent with the intent and provisions of the regulations of this article, are constructed of long-lasting materials, and are compatible with the small town character of the city.

C. Menu/Order Board Signs for Drive-In and Drive-Through Uses

Each drive-in or drive-through use is permitted a maximum of sixty (60) square feet of menu/order board signage. The sign(s) shall not count as a sign for purposes of table 9-5F-5-B1 (signage standards for permanent on-site signs), either in terms of number or cumulative area. The maximum height for a menu/order board sign shall be six feet (6') and the maximum area allowed for each sign is fifty (50) square feet. No alterations or additions (e.g., rider signs) along the exterior of the menu/order board sign is permitted.

D. Highway-Oriented Signs

Properties in the mixed-use, neighborhood commercial, regional commercial, professional office, and industrial zoning districts and within one thousand hundred feet (1,000') of state highways 41 and 198 may, upon issuance of a highway-oriented sign permit, establish a highway-oriented sign consistent with the following provisions, in addition to other provisions of this article.

1. **Permit Requirements.** All highway oriented signs require the approval of a highway oriented sign permit prior to issuance of building permit. The procedures for application, review, and decision of a highway oriented sign permit are as provided in section 9-2B-18 (highway oriented sign permit).
2. **Number.** One highway-oriented sign shall be permitted per either:
 - a. Integrated developments, as defined in this title, consisting of six (6) or more tenants; or
 - b. Sites with a single tenant of fifty (50) acres or more.
3. **Height.** The maximum height of highway-oriented signs shall be as follows:
 - a. For single-tenant signs, one and a half (1½) times the height of an adjacent building up to a maximum of forty feet (40');
 - b. For multi-tenant signs, a maximum of sixty feet (60').
 - c. Additional height up to a maximum of eighty feet (80') may as part of the approval of the highway oriented sign permit, provided the designated approving authority makes the following additional findings:
 - i. That the additional height is necessary to ensure safe viewing from the highway.
 - ii. That approval of the additional height will not be contrary to the specific intent of the signage regulations established in this article.
4. **Location**
 - a. Spacing between signs. No highway-oriented sign shall be located closer than eight hundred feet (800') from any other highway oriented sign. A lesser spacing distance may be allowed through approval of the highway-oriented sign permit, provided the designed approving authority makes the following findings:
 - i. The reduced distance between highway oriented signs will not cause a safety impact or create sign clutter contrary to a small town atmosphere.
 - b. Setbacks. All signs must be set back a minimum of ten feet (10') from the highway right-of-way or other distance as determined by Caltrans. All highway-oriented signs must be distanced from any residential district by a minimum of two hundred feet (200').
 - c. Visibility. Highway-oriented signs shall not be located to inhibit pedestrian or vehicular visibility and more specifically be located within the clear visibility area as defined in this title. Illuminated signs shall be directed away from any residentially designed land.
5. **Area.** Highway-oriented signs shall comply with the following limitations on sign area:
 - a. Generally. The maximum allowed sign area for single tenant highway-oriented signs shall be one hundred (100) square feet per side. For multi-tenant signs, the maximum sign area shall be six hundred (600) square feet per side with each tenant space limited to one hundred (100) square feet. Ancillary components of the sign, such as shopping

center identification, shall not exceed twenty-five percent (25%) of the total sign area and shall be excluded from the calculation of the sign area.

- b. Cumulative sign area. The area of a highway-oriented sign shall not be counted toward the cumulative maximum sign area of the underlying property.
6. **Architecture.** Highway-oriented signs shall be designed as pylon signs. Pole signs are not permitted. Highway-oriented signs shall be composed of materials and design that are aligned with the purpose of this chapter and the community design element of the general plan. Examples of exterior sign materials include, but are not limited to, stucco, brick, wood panels, marble, aluminum, and roof structures.
7. **Pedestrian Amenities.** A highway-oriented sign shall provide pedestrian-oriented amenities at its base as appropriate to its location (i.e., covered benches, sculptures, artwork, enhanced landscaping, and/or area beautification).
8. **Illumination.** All highway-oriented signs must be internally lit. Signs shall not have blinking, flashing, or fluttering lights or other illuminating devices that have a changing light, brightness, or color. Changeable copy LED lights are allowed to be incorporated into the structure so long as they change no more than every twenty (20) seconds.

F. Murals

1. The city encourages murals as a way to add visual interest to a building or area. As such, murals of a noncommercial nature shall be excluded from the allowed sign area for a property.
2. Murals are allowed on facades of buildings other than the side with the main entrance. The mural may encompass the entire surface area of the wall but shall not project onto the roof.
3. Murals shall be subject to major site plan and architectural review to ensure the scale and character of the mural is in keeping with the surrounding development.

9-5F-6 Standards for Temporary On-Site Signs

This section describes standards for temporary on-site signs. Temporary signs may include, but are not limited to, commercial signs for grand openings or for special product, sale, or event advertising. All temporary signs must comply with the standards listed in table 9-5F-6-D1 (allowed temporary on-site sign standards) and are subject to the following:

A. Time Duration

1. **Generally.** Display periods for temporary on-site signs shall be limited to a maximum of thirty (30) days, provided that the same type of temporary sign was not located on the site for a minimum of thirty (30) days prior to display and the same type of temporary sign will not be displayed for a minimum of thirty (30) days after unless described otherwise in this section.
2. **Subdivision Signs.** All temporary signs for subdivisions shall be removed within ten (10) days after all lots in the subdivision are sold. The city may require the subdivider or developer to submit a performance deposit or other form of security to ensure compliance with the standards of this section. Subdivision signs at new or substantially renovated apartments shall be removed six (6) months from opening.
3. **A-Frame Signs.** A-frame signs shall be removed nightly.

B. Illumination

Temporary signs shall not be illuminated.

C. Message

Temporary signs displaying a commercial message shall be limited to on-site signage only. Off-site signage displaying a commercial message shall not be permitted.

TABLE 9-5F-6-D1 – ALLOWED TEMPORARY ON-SITE SIGN STANDARDS				
Development Standards				
Sign Type	Maximum Temporary Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹
On-Site Subdivision Signs or New/Substantially Renovated Apartment Complexes				
Banner	3	30 sf each	Roofline	10'
Entrance Signs	1 per subdivision entrance or 1 per 50 lots in the subdivision whichever is greater, max. 5	80 sf each	15'	10'
Model Home Sign	1 per model home	15 sf	5'	5'
Flags	5 poles per street frontage, max. 15 poles per subdivision	20 sf/pole	25'	10'
All Other Uses				
Banner	1 sign per establishment per street frontage	1 sf/1 lf, max 100 sf	Roofline	15' behind face of curb, outside of right-of-way
Vertical Banner		1 sf/1 lf, max 20 sf	10'	
Stick Sign	No more than 1 type per street frontage	5 sf max	5'	
A-Frame		10 sf max	5'	
Notes				

1. Must be located outside of the clear vision triangle.
2. Window signage falls under permanent on-site signage table 9-5F-5-B1 as a building attached sign but are exempt from approval or temporary signs.

9-5F-7 Standards for Off-Site Signs

A. General Prohibition

Generally, all new off-site commercial signage is prohibited within the city. Existing off-site commercial signs (e.g., billboards) are considered nonconforming signs as regulated by subsection 9-5F-2-F (nonconforming signs). However, consistent with state law, the city does permit off-site subdivision directional signs (subdivision kiosk signs) as provided in this section.

B. Subdivision Kiosk Sign

The purpose of the subdivision kiosk signs is to direct the traffic related to new residential subdivisions in a manner that minimizes visual clutter, reduces unnecessary traffic through established neighborhoods, and provides an orderly, attractive, high-quality image of the city. When originally placed, kiosk signs will require a sign permit as required by this title and their locations approved within or outside of the city’s right-of-way.

1. Kiosks shall include removable sign panels with no more than one panel per residential subdivision.
2. Kiosks shall not exceed eighty (80) square feet in sign area, twelve feet (12') in height, and five feet (5') in width with signage at least thirty-six inches (36") off the ground. Proposed kiosks exceeding these dimensions require approval through the conditional use permit process.
3. No directional kiosk may be located within one thousand five hundred feet (1,500') of another directional kiosk except in the case of signs on different corners of an intersection, unless an unusual situation causes the need for a deviation as determined by the planning director.
4. All directional kiosk signs shall be placed on private property with written consent of the property owner or on city right-of-way/lighting landscape maintenance district area/public facility maintenance district area pursuant to approval by the planning department and an encroachment permit is obtained.
5. The review of a proposed directional kiosk will include size, height, design, materials and colors of the proposed kiosk and be consistent with other approved and active directional kiosk signs, and show its proposed location(s). The kiosk must be designed as an architecturally enhanced structure that may include features such as a decorative cap and cornice detail, stone clad or masonry clad columns, stone clad or masonry clad foundation, carved/sculptured wood construction, or other similar architectural features as determined to be appropriate by the planning department. The planning director may from time to time adopt a standard design consistent with the requirements of this section which will be utilized for all approved directional kiosk signs.
6. The directional kiosk sign may only be located in a manner that does not obstruct the view of traffic or safety signs, encroach within the clear visibility area, or otherwise pose a traffic or safety hazard.
7. There shall be no additions, tag signs, streamers, balloons, flags, devices, display boards, or appurtenances added to the subdivision kiosk signs as originally approved.
8. The planning director may deny an application for a directional kiosk or revoke an existing permit where an applicant, permittee, or developer with a panel on a kiosk fails to comply with these provisions or fails to properly maintain such structure or when there are weeds at the base of the structure.
9. Panels on directional kiosk signs may not be displayed after a subdivision developer has completed the sale of all units in the development. Each developer shall be responsible for their removal.
10. The planning director may deny an application for a permit for a directional kiosk sign, or revoke an existing permit, where it has been determined that the applicant, permittee, or developer with a panel on a kiosk is maintaining residential subdivision advertising or directional signage on a parcel adjacent to the city that does not conform with the requirements of this article, or if the applicant, permittee, or developer with a panel on a subdivision kiosk sign maintains any residential subdivision advertising or directional signage in Kings County which does not conform with the requirements of the county's zoning ordinance.
11. Approval of a sign location shall not authorize the continuous use of that location when right-of-way improvements necessitate removal of such sign or the sign interferes with the use of the

property upon which it is located. If possible, an alternate location in close proximity shall be allowed, subject to the procedures identified in subsection 5 above.

9-5F-8 Standards for Signs on City Property

A. Purpose and Intent

The purpose of this section is to provide the process and standards for establishing signage on city property. In adopting this section, the city council acts in its proprietary capacity as to city property, as defined in this title, within the city. This section is adopted pursuant to the city's general powers, property rights, Government Code §65850(b), §38774, and §38775, Business and Professions Code §5200, et seq., and Penal Code §556, et seq.

B. Intent as to Public Form

The city declares its intent that not all city property shall function as a designated public forum, unless some specific portion of city property is designated herein as a public forum of one particular type. In such case, the declaration as to public forum type shall apply strictly and only to the specified area and for the specified time period.

C. General Prohibition

Unless specifically authorized by this section, no signs may be displayed on city property by private parties. Any sign posted on city property in violation of this section may be summarily removed by the city as a trespass and a public nuisance.

D. Certain Governmental Signs

The following signs may be erected and displayed on city property:

1. Traffic control and traffic directional signs erected by the city or another governmental unit;
2. Official notices required or authorized by law;
3. Signs placed by the city in furtherance of its governmental functions; and
4. Signs allowable under subsection F of this section.

E. Temporary Signs Displaying Noncommercial Message

In areas qualifying as traditional public forums, private persons may display noncommercial message signs thereon, provided that such signs conform to all of the following:

1. The signs must be personally held by a person or personally attended by one or more persons. "personally attended" means that a person is physically present within five feet (5') of the sign at all times.
2. The maximum aggregate size of all signs held or personally attended by a single person is six (6) square feet. For purposes of this rule, apparel and other aspects of personal appearance do not count toward the maximum aggregate sign area.
3. The maximum size of any one sign which is held or personally attended by two (2) or more persons is fifty (50) square feet, measured on one side only.
4. The sign must have no more than two (2) display faces and may not be inflatable or air-activated.

5. In order to serve the city's interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give at least five feet (5') width clearance for pedestrians to pass by. Persons holding signs may not obstruct the clear visibility triangle, as defined in this title.
6. The message substitution policy of this chapter applies only to traditional public forum areas.

F. Street Banner/Sign Program

1. The street banner/sign program is limited to signs, banners, or other displays placed by the city and/or redevelopment agency over or on city streets, relating to any civic or public events or activities.
2. For purposes of this section, "civic event or activity" shall mean the following: any event or activity organized or sponsored by the city or redevelopment agency, including but not limited to:
 - a. Any public program or educational activity; and
 - b. The commemoration or celebration of any historical date, event or person, holiday, or persons or events of local, state, or national significance.
3. For purposes of this section, "sponsored by" shall mean the city and/or redevelopment agency is:
 - a. Participating in an official capacity in the planning, preparation or promotion of the event or activity; or
 - b. Contributing twenty-five percent (25%) of the total estimated costs of the civic event or activity, or at least one thousand dollars (\$1,000), whichever is less. This contribution may take the form of funds, labor, staff time, materials, fee subsidies, or any combination of the foregoing.
4. Street banners shall be allowed to be displayed up to thirty (30) days prior to the event and shall be removed within nine (9) days after the event has ended.
5. Street signs shall be located so as not to obscure vision or create other public safety hazards as determined by the public works director.

G. Long-Term Leased Signage

The city may establish a program of leasing space at city facilities to private individuals, companies, or other entities for the express purpose of erecting and maintaining off-site commercial message signage. Such a program is limited to 19th Avenue Park, including the ball fields and ancillary facilities. There shall be no limitation on the total square footage of such signage except as otherwise provided.