

Chapter 17.07 - SIGNS

17.07.010 - Purpose, needs, and goal interest served.

It is the purpose of this Chapter to make the City attractive to residents, visitors and commercial, industrial and professional businesses while maintaining economic stability and vitality through an attractive signing program.

- A. *Recognition of Needs; Goals.* The City recognizes the need for signs as a means to identify businesses and other necessary and beneficial activities within the community. The City finds that signing is an important design element of the physical environment. Provisions consistent with the goals and objectives of the community are necessary to ensure that the special character and image the community is striving for can be attained while serving business and other needs in the community. The City is striving to provide an economically stable and visually attractive community through high quality site planning, building designs, landscaping and signing. As a planned architectural feature, a sign can be pleasing and can harmonize with the physical character of its environment. Proper controls can achieve this goal and will make the City a more attractive place to live, work and shop.
- B. *Interests Served.* The City enacts this Chapter to serve many important governmental, City and community interests, which include but are not limited to: community aesthetics and the promotion of the visual appeal of the City, promotion of economic activity, the promotion of safety for motorists and pedestrians.
- C. *Authority.* The City enacts this Chapter pursuant to the authority granted by the State Legislature and codified as Government Code section 65850.

(Ord. 920 §2, 9/2007)

17.07.020 - Objectives.

The objectives of this section chapter are:

1. To allow for signage which is effective to direct persons to various activities and enterprises, in order to provide for public convenience;
2. To provide a reasonable system of controls for signs, to ensure the development of a high quality visual and functional environment;
3. To encourage signs which are well designed and pleasing in appearance;
4. To encourage a desirable urban character which has a minimum of overhead clutter;
5. To enhance the economic value of the community and each area thereof by reasonably limiting the size, number, location, design and illumination of signs;
6. To encourage signs which are compatible with on-site and adjacent land uses;
7. To help facilitate the establishment of identifiable special areas and enclaves in the community and to enhance important historic elements in such areas;
8. To preclude potential traffic and safety hazards through good signing;
9. To protect the general public health, safety and welfare of the community;
10. To regulate signs in a manner consistent with the General Plan; and,
11. To regulate signs in a manner consistent with the free speech rights guaranteed by the First Amendment to the United States Constitution and the liberty of speech and related provisions of the California Constitution.

(Ord. 920 §2, 9/2007)

17.07.030 - Basic policies.

The policies stated in this section apply to all signs within the regulatory scope of this Chapter, and to all provisions of this Chapter, notwithstanding any more specific provisions to the contrary.

- A. *Enforcement Authority.* The ~~Director of Planning~~ Community Development Director is authorized and directed to enforce the provisions of this Chapter. The Director may designate one or more representatives of the department to implement the provisions of this Chapter.
- B. *Permits When Required.* No sign may be constructed, mounted, or displayed in the City unless the same is duly permitted pursuant to this Chapter, or is exempt from permitting, either pursuant to this Chapter or by other applicable law. In addition to the requirements of this Chapter, all signs constructed, mounted or displayed within the City must also satisfy all applicable safety codes (building, electrical, plumbing, grading, etc.) and all applicable requirements of other bodies of law.
- C. *Message Neutrality.* It is the City's policy to regulate signs in a constitutional manner, which is content neutral as to noncommercial signs and viewpoint neutral as to commercial signs.
- D. *Message Substitution Policy.* Subject to the landowner's consent, any noncommercial message may be substituted, in whole or in part, for any duly permitted or allowed commercial message or any duly permitted or allowed noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this Chapter. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or any favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a parcel; it does not allow the substitution of an offsite commercial message in place of an onsite commercial message, and it does not affect the requirement that a sign structure or mounting device be properly permitted.
- E. *Regulatory Interpretations.* All regulatory interpretations of this Chapter are to be exercised in light of the City's message neutrality policy and message substitution policy. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Chapter, or whenever a sign does not qualify as a "structure" as defined in the California Building Code, then the Director shall approve, conditionally approve or disapprove the application based on the most similar sign type that is expressly regulated by this Chapter.
- F. *Rules for Non-Communicative Aspects of Signs.* All rules and regulations concerning the non-communicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process.
- G. *Billboard Policy.* The City Council finds that the City already has a sufficient number of billboards to satisfy the community's needs for offsite commercial messages, and that any new or additional billboards, which by their very nature cause serious esthetic harm, would negatively impact the appearance of the City. For these reasons, the City completely prohibits the construction, erection or use of any billboards, other than those which 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. This prohibition shall also apply to alterations, enlargements or conversions to digital displays (including changeable image displays that use light emitting diodes or functionally equivalent technologies) of legally existing billboards. The City adopts this policy pursuant to California Government Code section 65850, and California Business and Professions Code sections 5354(a) and 5408.3 (both effective January 1, 2003). No permit shall be issued for any billboard which violates this policy, and the City will take immediate abatement action against any billboard constructed, maintained, altered, enlarged or converted in violation of this policy. The City Council affirmatively declares that it would have adopted this billboard

policy even if it were the only provision in this Chapter. The City Council intends for this billboard policy to be severable and separately enforceable even if other provision(s) of this Chapter may be declared, by a court of competent jurisdiction, to be unconstitutional, invalid or unenforceable. This provision does not prohibit agreements to relocate presently existing, legal billboards, as encouraged by California Business and Professions Code section 5412.

- H. *Mixed or Multiple Use Zones.* In any zone where both residential and non-residential uses are allowed, whether such zones are now existing or created in the future, the signage rights and responsibilities applicable to any particular use shall be determined as follows: residential uses shall be treated as if they were located in the residential use where that type of use would be allowed as a matter of right, and nonresidential uses shall be treated as if they were located in a zone where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.
- I. *Owner's Consent.* No sign may be displayed without the consent of the legal owner of the property on which the sign is mounted or displayed. For purposes of this policy, "owner" means the holder of the legal title to the property and all parties and persons holding a present right to possession, control or use of the property.
- J. *Legal Nature of Signage Rights and Duties.* As to all signs attached to property, real or personal, the signage rights, duties and obligations arising from this Chapter attach to and travel with the land or other property on which a sign is mounted or displayed. This provision does not modify or affect the law of fixtures, sign-related provisions in private leases regarding signs (so long as they are not in conflict with this Chapter), or the ownership of sign structures.
- K. *Preservation of Existing Rights and Duties.* This Chapter does not abrogate any easements, covenants, or other existing agreements that are more restrictive than the provisions of this Chapter.
- L. *Sign Programs.* Sign programs for specific developments, as well as special sign districts or special sign overlay zones, or in specific plans of land uses, when approved as required by applicable law, may modify the rules stated herein as to sign size, height, illumination, spacing, orientation or other non-communicative aspects of signs, but may not override or modify any of these basic policies. All the provisions of this section shall automatically apply to and be deemed a part of any sign program approved after the date on which this provision is initially adopted.
- M. *Severance.* If any section, sentence, clause, phrase, word, portion or provision of this Chapter is held invalid or unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid portion. In adopting this Chapter, the City Council affirmatively declares that it would have approved and adopted the Chapter even without any portion, which may be held invalid or unenforceable.

(Ord. 920 §2, 9/2007; Ord. 967, 4-20-10)

17.07.040 - Categorization of signs.

For purposes of this Chapter, signs within the City shall be classified in one or more of the following categories:

- A. *Animated Sign.* A sign designed to attract attention through movement or the semblance of movement of the whole or any part including, but not limited to, signs which swing, twirl, move back and forth or up and down; or signs which change color or shades of color or any other method or device which suggests movement.
- B. *Announcement or Bulletin Board Sign.* Signs, permanent in character, designed and constructed to accept changeable copy, handbills, posters and other temporary materials of a similar nature.

- C. *Awning Sign.* A sign painted or printed on the exterior surface of and awning. An alternative to a wall sign, permitted as same.
- D. *Banner.* A fabric or fabric-like material on which an advertising message is painted or otherwise affixed.
- E. *Billboard.* A permanent structure sign used for the display of offsite commercial messages.
- F. *Construction Sign.* A sign mounted on the site of a construction or remodeling project, for which a building permit is required and has been issued, displayed during the time period beginning with the issuance of the building permit and ending with the earliest of any of the following: expiration of the building permit, issuance of a certificate of occupancy, certificate of completion, final inspection, or the functional equivalent of any of them.
- G. *Directional Sign.* A sign that provides directional information for drivers, pedestrians, and travelers.
- H. *Electronic Message Sign.* A sign with the capability of presenting variable message displays by projecting an electronically controlled light pattern against a contrasting background and which can be programmed to change the message display periodically.
- I. *Flag.* A device, generally made of fabric or flexible materials, (usually cloth, paper or plastic), which displays visual colors, images, or symbols, typically those of governments, religions, causes, or organizations., or specific business activities.
- J. *Flashing Signs.* Lighted signs which disappear and reappear at periodic intervals, or are intermittently on and off, and which are placed so as to attract vehicular traffic with emphasis on the recurrence of lights. This definition includes beacons, searchlights, and klieg lights only when they are used for commercial purposes.
- K. *Monument Sign.* A sign with an overall height of six feet or less, standing directly on the ground or on a base where the supporting poles or structures, if any, are covered from public view.
- L. *Nameplate.* Signs identifying the occupant of the premises, the business and/or address.
- M. *Off-site sign.* A sign which advertises or informs in any manner businesses, services, goods, persons or events at some location other than that upon which the sign is located. The onsite/offsite distinction applies only to commercial messages.
- N. *Painted sign.* A sign painted or mounted on the exterior surface of a building or structure.
- O. *Pennant.* A display device, usually triangular in shape and made of flexible materials, such as cloth, paper or plastic, used primarily to attract attention of passersby.
- P. *Pole or Pylon Sign.* A sign with an overall height exceeding six feet and supported by one or more poles or pylons attached directly into or upon the ground.
- Q. *Portable Sign.* A sign designed and constructed so as to be easily moved. Such signs are usually not to a building or anchored to the ground. Common types include "A" frame signs, sandwich board signs, and sidewalk signs.
- R. *Poster Sign.* Any sign attached to the ground in a manner approved by the building official, which may be visible from adjacent streets or highways.
- S. *Projecting Sign.* A sign which is suspended from or supported by a building or wall and which projects outward from such building or wall a distance of 12 inches or more. Contrast: wall sign.
- T. *Real Estate Sign.* A sign which displays information regarding an economic exchange of which land or improvements thereon is the subject. Such signs are usually temporary in physical structure and display messages such as "for sale," "for rent," etc. A sign which announces vacancies at hotels, motels, and other places of short-term accommodation are not within this definition.
- U. *Revolving Sign.* A sign or a portion thereof, which rotates or revolves.

- V. *Roof Sign.* A sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure.
- W. *Temporary Sign.* A sign which, by virtue of its lightweight or flimsy construction, is not suitable for long term display. Common temporary signs include banners, pennant valances, streamers, advertising balloon, inflated or air activated advertising devices, search lights, beacons, moving stuffed animals, or advertising displays constructed of cloth, canvas, light fabric, plastic, paper, cardboard, wallboard, wood or other light or similar materials used for advertising purposes attached to or pinned on or from any structure, staff, pole, line, framing, vehicle or other object.
- X. *Under Canopy Sign.* A sign attached to the underside of a projecting canopy perpendicular to the building frontage, commonly used for identifying the land use at that location.
- Y. *Vehicle Signs.* Signs on or affixed to trucks, vans, automobiles, trailers, or other vehicles which advertise or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of service from such vehicles.
- Z. *Wall Sign.* A sign which is in any manner affixed to any exterior wall of a building or structure, the exposed face of which is in a plane approximately parallel to the plane of the wall
- AA. *Window Sign.* A sign painted, attached, glued or otherwise affixed to a window, which is easily visible from the exterior of the building.

(Ord. 920 §2, 9/2007)

17.07.050 - Definitions.

For purposes of this Chapter, the following words and phrases have the meanings stated in this section.

- A. *Administrator.* Same as Director.
- B. *Advertising Structure.* A structure of any kind or character erected or maintained for outdoor advertising purposes, upon which any poster bill, printing, painting or other advertisement of any kind whatsoever may be placed for advertising purposes.
- C. *Area of Sign.* The area of a sign shall include the entire area within a series of rectangles (maximum four per visual plane) whose outermost borders are defined by the outermost extent of any writing, representation, emblem, figure, character or separate sign surface. When letters comprising a sign message are placed on a background or field which is different in color or materials from the architectural features of the building on which the sign is mounted, the sign area shall be calculated as the entire area comprising the overall sign feature. In the case of a two-sided sign, the area shall be computed as including only the maximum single display surface which is visible from any ground position at one time. The supports or uprights on which any sign is supported should not be included in determining the sign area unless such supports or uprights are designed in such a manner as to form an integral background of the sign. In the case of any cylindrical or spherical sign, the total area shall be computed on the total area of the surface of the sign.
- D. *Awning.* Either a fabric covered appendage or a temporary collapsible shelter of noncombustible materials supported entirely from the exterior wall of a building and used to create shade. Such a device is considered a sign only when it is also used to display an image or message.
- E. *Canopy.* A fixed overhead shelter used as a roof, which may or may not be attached to a building. Such a device is also a sign only when it is also used to display an image or message.
- F. *Changeable Copy.* Sign display copy, which may be changed without altering the physical structure or mounting device of the sign itself.

- G. *Commercial Complex*. Any group of three or more commercial uses on a parcel or combination of contiguous parcels which are generally served either by common access or common parking, or a large single commercial use occupying at least two and one-half acres with a minimum of 200 feet of street frontage.
- H. ~~Commercial message. A message displayed on a sign that primarily concerns business, commercial or economic interests, or which proposes an economic transaction. Commercial messages may be onsite or offsite; however, the onsite/offsite distinction applies only to commercial messages.~~
- I. *Development*. A building wherein two or more separate independently owned or operated establishments are located.
- J. *Director*. The City's Planning Community Development Director.
- K. *Establishment*. Any non-residential use of land involving permanent structures or buildings.
- L. *Face of Building*. The wall of a building, excluding any appurtenances, such as projecting fins, columns, pilasters, canopies, marquees, showcases or decorations, but including any required parapet wall.
- M. *Frontage*. The length of a lot along a street or other principal public thoroughfare, but not including such length along an alley, railroad or freeway.
- N. *Frontage of the Parcel*. On a lot with more than one frontage on a public street, the front footage of the parcel shall be determined by the measurement of the larger or largest frontage on a public street.
- O. *Height of a sign*. The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially alter the height of a sign.
- P. *Hospital or Medical Center Complex*. Any group of medical or hospital buildings under single ownership on a parcel or combination of parcels that contain a minimum of 20 acres or more.
- Q. *Industrial Complex*. Any group of three or more industrial uses on a parcel or combination of parcels which are generally served either by common access or common parking, or single industrial use occupying at least 100,000 square feet of floor area.
- R. *Landscaped Planter*. An area specifically designated for plant materials that may be at, below or above grade.
- S. *Line of Sight*. The point of visibility from the street to an object, e.g., sign. The longer the line of sight, the further the sign is visible from the street.
- T. *Luminous sign*. A sign that emits light.
- U. *Mansard Roof*. A sloped, decorative roof element attached to the face of a building wall.
- V. ~~Noncommercial message. A message or image displayed on a sign which concerns matters not included within the definition of commercial message. Noncommercial messages typically consist of expressions on the topics of politics, religion, philosophy, morals, and public controversies. The onsite/offsite distinction applies only to commercial messages.~~
- W. *Off-site or off-premises sign*. A sign whose message does not pertain or relate to the premises upon which the sign structure is mounted or constructed. The onsite/offsite distinction applies only to commercial messages.
- X. *On-site or on-premise*. As pertaining to signs, a message which concerns or relates to the same premises as that upon which the sign is mounted or displayed. The onsite/offsite distinction applies only to commercial messages.
- Y. *Office Complex*. Any group of three or more office uses on a parcel or combination of parcels that are generally served either by common access or common parking.

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- Z. *Primary Street Frontage.* The street frontage from which the majority of the pedestrian or vehicular traffic is drawn or toward which the building or buildings are oriented for primary visual impact. Each commercial complex or shopping center shall be allowed to designate only one primary street frontage. Where no single street frontage can be identified as the primary street frontage, or in cases of dispute as to which street frontage is the primary street frontage, the Planning Director shall designate the primary street frontage in conjunction with the review of proposed signs.
- AA. *Secondary Street Frontage.* A street frontage other than a primary street frontage.
- BB. *Shopping Center.* Same as commercial complex.
- CC. *Sign.* Any device, fixture, placard or structure, including its component parts, which draws attention to an object, product, place, activity, opinion, person, institution, organization, or place of business, or which identifies or promotes the interests of any person and which is to be viewed from any public street, road, highway, right-of-way or parking area. However, the following are not within the definition of "sign" for regulatory purposes of this Chapter:
- a. Interior signs: Signs or other visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior thereof, provided the building or enclosed structure is otherwise legal;
 - b. Architectural features: Decorative or architectural features of buildings (not including lettering, trademarks or moving parts);
 - c. Symbols embedded in architecture: Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal;
 - d. Personal appearance: Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, costumes (but not including commercial mascots);
 - e. Manufacturers' marks: Marks on tangible products, which identify the maker, seller, provider or product, and which customarily remain attached to the product even after sale;
 - f. Fireworks, etc.: the legal use of fireworks, candles and artificial lighting not otherwise regulated by this Chapter;
 - g. Mass transit signage: Advertisements or banners mounted on trains or duly licensed mass transit vehicles that legally pass through the City;
 - h. Certain insignia on vehicles and vessels: On street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, noncommercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including general advertising) and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;
 - i. Gravestones or grave markers.
 - j. News racks and newsstands.
- DD. *Sign Structure.* The supports, uprights, bracings, guy rods, cables and other structural framework of a sign or outdoor display.
- EE. *Window Area.* The total area of a window upon which signs, images or messages may be mounted. A group of window panes or panels can be considered one window if they are adjoining on the building face and are less than six inches apart.

(Ord. 920 §2, 9/2007)

17.07.060 - Administration, permits, and appeals.

- A. *Sign Permit Required.* A sign permit shall be required prior to the placing, erecting, moving or reconstructing of any sign in the City, unless the subject sign is expressly exempted from the permit requirement by this Chapter or other applicable law. Signs requiring a permit shall comply with the provisions of this Chapter and all other applicable laws and ordinances.
- B. *Permit—Method of Application.* An application for a sign permit shall be made on forms as prescribed by the Director. Such an application shall be filed with the Planning Department. The application shall be accompanied by any fees or bonds as specified by City Council resolution.
- C. *Permit Application—Contents.* A sign permit application shall contain the location by street and number of the proposed sign structure, as well as the name and address of the owner and the sign contractor or erector. Three copies of the plans, fully dimensioned, shall be filed with the application, including:
1. Plot plan, fully dimensioned, showing location of all buildings and improvements and the location of each proposed sign together with the location, size and height of all existing signs on the premises/site. The street frontage shall be clearly indicated on the plan.
 2. Elevation plan, fully dimensioned, showing height and size of each proposed sign, colors, method of illumination and materials of construction, and if a wall sign, the exact location on the face of the building.
 3. Structural details and circulations prepared and signed by an engineer or architect registered in the State. Such details shall be required when the area of the sign exceeds five square feet and the height of the sign exceeds six feet.
 4. A statement by the owner of the proposed sign as to whether the sign is to display commercial or noncommercial messages, or both, and whether the display face will be permanent, changeable, or a permanent structure with changeable elements. If the proposed sign is to be used to display commercial messages, then the applicant shall also state whether the message is to be onsite or offsite.
- D. *Purpose and Method of Review.* The purpose of a permit is to ensure compliance with the provisions of this Chapter. After receipt of a complete sign application, the Director shall render a decision to approve, approve with modifications or conditions, or deny the sign request within 15 working days. Unless the applicant waives time, failure of the Director to issue a written decision within 15 working days shall constitute denial of the application. Such a review shall ensure that any sign proposal is in conformance with this Chapter and is consistent with its intent and purpose. In the event that the application is approved with modifications or conditions, those requirements shall not be based upon the proposed message content, sign copy, or design of the visual display of the sign.
- E. *Appeals.* All sign permit applications shall be initially reviewed by the Director. When the Director issues a decision on a sign permit application, or when the time for doing so has expired without a written decision, then the applicant or any concerned person may appeal first to the Planning Commission and then to the City Council. Appeal is effected by filing a written notice thereof with the City Clerk, and paying the applicable appeal fee as set by Resolution of the City Council. In each case, written notice of appeal must be filed with the City Clerk within ten days of when the decision was delivered or sent to applicant and all known concerned persons, or the last day on which a decision should have been timely rendered. In each case, the appellate body must conduct a hearing and consider evidence, and render a written decision within 30 days. In the cases of appeal to the Planning Commission and the City Council, the hearing must follow normal procedures for agendaing and giving public notice. Unless time is waived by the applicant, any permit or approval on which the City does not render a definite decision within the required time shall be deemed denied, and the time for appeal or filing judicial review shall commence on the last date on which the City could have issued a decision.
- F. *Judicial Review.* Following final decision by the City Council, any concerned person may seek judicial review of the final decision on a sign permit application pursuant to California Code of Civil Procedure section 1094.8.

- G. *Multiple Sign Applications.* When an application proposes two or more signs, the application may be granted either in whole or in part, with separate decisions as to each proposed sign. When an application is denied in whole or in part, the Director's written notice of determination shall specify the grounds for such denial.
- H. *Revocation or Cancellation.* The Director shall revoke any approval upon refusal of the holder thereof to comply with the provisions of this Chapter and/or the terms or conditions of any permit, after written notice of noncompliance and at least 15 days opportunity to cure.
- I. *Permits Issued in Error.* Any approval or permit issued in error may be summarily revoked at any time before substantial work in reliance upon the permit has been accomplished, by the City upon written notice to the holder of the reason for the revocation.
- J. *Interpretation of Provisions.* Whenever the application of this Chapter is uncertain, the Director may refer the matter to the Planning Commission for determination. All interpretations are to be made in light of the Basic Policies section of this Chapter.
- K. *Variations.* Applications for a variance from the terms of this Chapter shall be reviewed by the Planning Commission according to the variance procedures set forth in the Zoning Ordinance; however, variations shall be considered without reference to the proposed content, copy, or message of the proposed sign (other than the onsite/offsite distinction for commercial messages).
- L. *Uniform Sign Program.* All applications for approval of signs in a shopping center, commercial, industrial or office complex, a group of three or more businesses on a parcel or project site or for commercial recreation uses shall be submitted in the form of Uniform Sign Program accompanied by sketches and drawings to scale and dimensions showing details of construction, including connections and electrical plans, if any, and shall delineate the typical size, shape, design, material, coloring, lettering, lighting and position of the signage in relationship to the building form or place where it will be displayed. Scaled sketches of existing signs on the premises shall accompany the application.
- M. *Motorists' Line of Sight.* All sign locations shall be safe for traffic sight purposes. A sight distance study may be required with each monument or pylon sign being proposed in the Uniform Sign Program when located next to any right-of-way, sidewalk, driveway, or as designated by the [Planning Community Development](#) Director.
- N. *Program Approval.* All sign programs shall be filed and reviewed as provided in this Chapter. Such Uniform Sign Programs shall be developed in full compliance with the requirements of this Chapter. No sign shall be installed which does not conform to the approved Uniform Sign Program.

(Ord. 920 §2, 9/2007)

17.07.070 - General provisions.

- A. *Exempt Signs.* Subject to the qualifications and conditions stated in this section, the following signs are exempt from the application, permit and fee requirements of this Chapter. However, the exemption from the sign permit requirement does not exempt the proposed sign from safety code permitting, such as building, electrical, plumbing, grading permits, etc.
 - 1. Permanent window signs not exceeding four square feet and limited to business identification, hours of operation, address and emergency information only;
 - 2. Real estate signs not exceeding four square feet in area of five feet in height, maximum one sign per parcel or lot, provided it is unlit and is removed within 15 days after the close of escrow or the rental or lease has been accomplished;
 - 3. Contractor or construction signs: One sign shall be permitted on a construction or remodeling site. The sign may not exceed 32 square feet unless a larger sign is required by another body of law, in which case the smallest sign conforming to the law shall be used. The construction sign may not exceed eight feet in overall height, and shall be set back from the property line by at

least ten feet. Construction signs must be removed at the earliest of: issuance of certificate of occupancy, certificate of completion, or final inspection check off, or their functional equivalent.

4. Future tenant identification sign: Future tenant identification signs may be placed on vacant or developing property to advertise the future use of the property and where this information may be obtained. Such sign shall be limited to one per street frontage and to a maximum of 32 square feet in area and eight feet in overall height for parcels containing ten acres or less. For parcels greater than ten acres, one sign is permitted for every 600 feet of street frontage and is limited to 64 square feet in area per side and 15 feet in overall height. Such signs may also be placed along the freeway at 1,000 foot intervals, not to exceed 150 square feet in area per side and 20 feet in overall height. Further, such signs shall be placed no less than ten feet from any property line. Any such sign shall be removed upon completion of such project;
5. Real estate signs on industrial, commercial or agricultural property: One sign per street frontage not to exceed 32 square feet; no such sign shall exceed eight feet in overall height and shall be set back from the property line at least ten feet. Where a property has in excess of 600 linear feet of frontage, one additional sign is permitted for each 600 linear feet of street frontage.
6. Real estate signs on residential properties: one sign not exceeding eight square feet in area per display face, not more than two display faces, maximum height five feet, setback from the property line at least five feet.
7. Memorial tablets, plaques, or directional signs for community historical resources, installed by a recognized historical society or civic organization;
8. Directional signs not exceeding three square feet in area;
9. Residential building identification signs used to identify individual residences and not exceeding two square feet;
10. Official and legal notices issued by the court, public body, person or officer in performance of his public duty or in giving any legal notice;
11. Directional, warning, identification, or informational signs or structures required or authorized by law or by federal, State, County or City authority;
12. Flags on commercial, industrial, or agricultural properties:
 - a. Maximum number of flags for property less than one acre: three; maximum height of flag poles: 30 feet; maximum area of each flag: 60 square feet (measured one side only).
 - b. Maximum number of flags for property one acre or larger: six; maximum height of flag poles: 30 feet; maximum area of each flag: 60 square feet (measured one side only)
 - c. Flags on residential properties less than $\frac{3}{4}$ acre: maximum number of flags: three; maximum number of flag poles: one; maximum height of flag poles: 20 feet; maximum area of each flag: 40 square feet (measured one side only). No flags displaying commercial messages, images or symbols may be displayed in residential zones.
 - d. Flags on residential properties $\frac{3}{4}$ acre or larger: maximum number of flags: three; maximum number of flag poles: one; maximum height of flag poles: 30 feet; maximum area of each flag: 40 square feet (measured one side only). ~~No flags displaying commercial messages, images or symbols may be displayed in residential zones.~~
13. Signs of public utility companies, indicating danger or which serve as an aid to public safety or which show location of underground facilities or public telephones;
14. Safety signs on construction sites;
15. ~~Political etc. Off-Site, Temporary Signs~~ Signs displaying political or other noncommercial messages may be displayed on private property in any zone at any time under the message substitution policy of this Chapter.

- a. In residential zones and on legal residential uses, in addition to the flag allowance, temporary ~~or permanent~~ signs displaying ~~political or other noncommercial~~ messages may be displayed at anytime subject to:
 1. Maximum number of signs: not limited
 2. Maximum size of any one side (measured one side only): ten square feet.
 3. Maximum area of all signs combined: 20 square feet.
 4. Maximum height: six feet.
 5. Placement shall be at least five feet from edge of curb or street pavement if no curb exists and shall not obstruct pedestrian traffic or at least five feet from any sidewalk property line or driveway and shall not obstruct any line of sight for vehicle traffic.

6. Signs shall not be displayed for more than 45 consecutive days
 - b. In Commercial or industrial zones and on legal commercial or industrial uses on land one-half acre or less, temporary ~~or permanent~~ signs displaying ~~political or other noncommercial~~ messages may be displayed at anytime subject to:
 1. Maximum number of signs: not limited
 2. Maximum size of any one side (measured one side only): ten square feet.
 3. Maximum area of all signs combined: 20 square feet.
 4. Maximum height: six feet.
 5. Placement shall be at least five feet from edge of curb or street pavement if no curb exists and shall not obstruct pedestrian traffic or five feet from any sidewalk property line or driveway and shall not obstruct any line of sight for vehicle traffic.

6. Signs shall not be displayed for more than 45 consecutive days
 - c. In Commercial or industrial zones and on legal commercial or industrial uses on land over one-half acre, temporary ~~or permanent~~ signs displaying ~~political or other noncommercial~~ messages may be displayed at anytime subject to:
 1. Maximum number of signs: not limited
 2. Maximum size of any one side (measured one side only): 16 square feet.
 3. Maximum area of all signs combined: 64 square feet.
 4. Maximum height: eight feet.
 5. Placement shall be at least five from edge of curb or street pavement if no curb exists and shall not obstruct pedestrian traffic or feet from any sidewalk property line or driveway and shall not obstruct any line of sight for vehicle traffic.

6. Signs shall not be displayed for more than 45 consecutive days
 - d. These limits on size, number and total area (but not height or placement) may be doubled during the time period which commences 45 days before and ends ten days after any general or special election.
16. Temporary window signs for any establishment in a commercial zone, and for commercial uses in industrial or industrial/business park zones when approved as part of a Uniform Sign Program, are allowed without permit subject to:
- a. Maximum window sign: 30 percent of the window area (on multi-story buildings, only the windows on the first floor may be counted), but in no event shall window signs exceed 150 square feet per street frontage.

- b. The placement of the sign shall be located on the first floor only on multi-story buildings, and shall not exceed 20 feet in height above finished grade on one-story buildings.
 - c. No temporary window sign shall be displayed continuously for more than 30 days.
17. Paper signs, ~~which advertise "weekly specials"~~, and similar signs which are rotated on a regular basis, shall have a fastening device for a more permanent look.
18. Residential garage or yard sale signs are allowed without permit subject to the following requirements:
- a. A permit for the garage and yard sale shall be obtained prior to the erection of any signs for such event.
 - b. A maximum of three signs are permitted.
 - c. Signs shall be limited to a maximum size of three square feet each.
 - d. Signs shall only be placed on private property, and not in the public right-of-way or on utility poles.
 - e. Signs shall only be erected on the day of the event as permitted and shall be removed at sunset each day.
- B. *Prohibited Signs.* The signs described in this subsection are prohibited, unless some other more specific provision in this Chapter or other applicable law makes them allowable, either by permit or exemption from the permit requirement.
- 1. Roof signs;
 - 2. Flashing signs, except time and temperature signs;
 - 3. Animated signs;
 - 4. Revolving signs;
 - 5. Portable signs;
 - 6. Off-site commercial signs on permanent structures;
 - 7. Signs blocking doors or fire escapes;
 - 8. Light bulb strings and exposed tubing, except for temporary uses such as Christmas tree lots;
 - 9. Banners, flags, pennants and balloons, except for special events as provided for in this Chapter;
 - 10. ~~Inflatable signs or signs designed to be air activated, floated or flown, including balloons used for commercial advertising purposes, kites or other serial signs that are made of any electrically conductive material;~~
 - 11. Signs, posters, advertisements, etc., attached to utility poles, shall be prohibited.
- C. *Roof Signs.* Roof signs may be used only in the event no other signing alternatives are available. Roof signs may be permitted if architecturally designed and built into the roof structure. Such design shall be compatible in design and materials with the building.
- D. *Signs Related to Inoperative Establishments.* Signs promoting activities or establishments which are no longer in operation shall be removed from the premises or the sign copy shall be removed or obliterated within 60 days after the premises has been vacated. Any such sign not removed within the specified time shall constitute a nuisance and shall be subject to removal under the provisions of this Chapter.
- E. *Enforcement, Penalties and Abatement.*
- 1. Any violation of this Chapter shall be deemed to be a continuing violation until the violation has been corrected.

2. Violation of any of the provisions of this section shall constitute a nuisance and a Zoning ordinance violation.
3. Notwithstanding any other provision of this Chapter, the City Attorney, upon the direction of the City Council, may commence an action in a court of competent jurisdiction to obtain an injunction prohibiting the construction, erection, maintenance or display, or requiring the removal, of any sign that is in violation of any of the provisions of this section. In any such action, the City shall be entitled to recover its costs and its reasonable attorney's fees.
4. The owner or other person entitled to possession of a sign which is removed, stored and/or destroyed pursuant to any provision of this section shall be liable to the City for the cost of the removal, storage and/or destruction and the City may recover the same through an action commenced in a court of competent jurisdiction together with the City's court costs and reasonable attorney's fees.
5. Any illegal sign within the public right-of-way is found and declared to be a public nuisance, and such sign may be abated by the City as follows:
 - a. If the address of the owner or other person entitled to possession of the sign is known, notice of the City's intention to remove and destroy the sign, stating the date after which sign will be removed and destroyed, shall be mailed to the owner or other person entitled to possession by certified mail, return receipt requested at least ten days before the date. If the address of the owner or other person entitled to possession is not known, the notice shall be affixed in a conspicuous place on said sign at least ten days before the date. The notice shall also set forth the provisions of this section.
 - b. The owner or other person entitled to possession of the sign may, before the removal date stated in the notice, file a written request for hearing with the Planning Department. The request shall identify the sign and its location, state the name and address of the owner or other person entitled to possession and set forth in detail the contentions why the sign should not be removed and destroyed.
 - c. If a request for hearing is filed, the Planning Commission shall hear the matter at a regularly scheduled meeting held not more than 30 days thereafter. After the hearing, the Planning Commission shall determine whether or not the sign is an illegal sign within the public right-of-way. The written decision of the Planning Commission shall be rendered within ten days after the hearing and a copy of the decision shall be mailed to the owner or other person entitled to possession within seven days thereafter. Unless a notice of appeal is filed as provided for in this Chapter, the decision of the Planning Commission shall become final ten days after mailing.
 - d. The owner or other person entitled to possession may file a notice of appeal with the City Clerk within ten days after the date of mailing of the Planning Commission's decision. If a timely notice of appeal is filed, the matter shall be heard by the City Council at a regular meeting scheduled not more than 30 days thereafter. After hearing, the City Council shall determine whether or not the sign is an illegal sign within the public right-of-way. The written decision of the City Council shall be rendered within ten days after the hearing and a copy of the decision shall be mailed to the owner or other person entitled to possession within seven days thereafter. The decision of the City Council becomes final ten days after mailing.
 - e. Unless the owner or other person entitled to possession of the sign, on or before the removal date stated in the notice described in this section, files a written request for hearing with the Planning Department, the City may, at any time after said date, remove and destroy the sign. If a written request for hearing is filed then upon any final decision of the Planning Commission or the City Council determining that the sign is an illegal sign within the public right-of-way, the City may remove and destroy the sign.
 - f. Notwithstanding any provision of this Chapter to the contrary, any illegal sign within the public right-of-way which constitutes a hazard to pedestrian or vehicular traffic may be

removed immediately and stored by the City, at the expense of the owner, or other person entitled to possession, pending completion of the notification and hearing procedures set forth in this section.

F. *Construction and Maintenance of Signs.*

1. Every sign and all parts, portions, and materials shall be manufactured, assembled and erected in compliance with all applicable State, federal, and City regulations, the Uniform Building Code and the National Electrical Code.
2. Every sign and all parts, portions and materials 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 unmentioned or damaged portion of a sign shall be repaired or replaced within 30 days following notification by the City. Noncompliance with such a request will constitute a zoning violation and will be enforced as such.

G. *Flags* ~~(*real estate sales and leasing*)~~. Commercial flags and banners are permitted in conjunction with an approved residential subdivision sales office or a commercial sales or leasing office, or an industrial sales or leasing office. Such flags shall conform to the following provisions:

1. A maximum of six may be used.
2. The flags or banners shall be no higher than 15 feet.
3. The flags or banners shall be displayed in the immediate vicinity of the sales/leasing office. In no case shall the flags be allowed within the public right-of-way.
4. In the case of a residential subdivision office, the flags may be maintained as long as a valid operating permit for the sales office remains in effect.
5. In the case of a commercial office or industrial sales or leasing office, the flags may be maintained until 75 percent of the spaces have been leased.
6. The maximum size of any one flag shall not exceed 15 square feet. All flags shall be maintained in good condition; torn or worn flags shall be replaced.

~~H. *Roof Signs*. Roof signs may be used only in the event no other signing alternatives are available. Roof signs may be permitted if architecturally designed and built into the roof structure. Such design shall be compatible in design and materials with the building.~~

Commented [CT3]: H, I, J & K are duplicate of C, D, E & F

~~I. *Inoperative establishments*. Signs pertaining to activities or businesses which are no longer in operation shall be removed from the premises or the sign copy shall be removed or obliterated within 60 days after the premises has been vacated. Any such sign not removed within the specified time shall constitute a nuisance and shall be subject to removal under the provisions of this Chapter.~~

~~J. *Enforcement, penalties and abatement*.~~

1. ~~Any violation of the provisions of this section shall be deemed to be a continuing violation until the violation has been corrected.~~
2. ~~A violation of any of the provisions of this section shall constitute a nuisance and a zoning ordinance violation.~~
3. ~~Notwithstanding any other provision of this section, the City Attorney, upon the order of the City Council, may commence an action in a court of competent jurisdiction to obtain an injunction prohibiting the construction, erection, maintenance or display, or requiring the removal, of any sign that is in violation of any of the provisions of this section. In any such action, the City shall be entitled to recover its costs and its reasonable attorney's fees.~~
4. ~~The owner or other person entitled to possession of a sign which is removed, stored and/or destroyed pursuant to any provision of this section shall be liable to the City for the cost of the removal, storage and/or destruction and the City may recover the same through an action~~

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~~commenced in a court of competent jurisdiction together with the City's court costs and reasonable attorney's fees.~~

~~5. Any illegal sign within the public right-of-way is found and declared to be a public nuisance, and such sign may be abated by the City as follows:~~

~~a. If the address of the owner or other person entitled to possession of the sign is known, notice of the City's intention to remove and destroy the sign, stating the date after which sign will be removed and destroyed, shall be mailed to the owner or other person entitled to possession by certified mail, return receipt requested at least ten days before the date. If the address of the owner or other person entitled to possession is not known, the notice shall be affixed in a conspicuous place on said sign at least ten days before the date. The notice shall also set forth the provisions of this section.~~

~~b. The owner or other person entitled to possession of the sign may, before the removal date stated in the notice, file a written request for hearing with the planning department. The request shall identify the sign and its location, state the name and address of the owner or other person entitled to possession and set forth in detail the contentions why the sign should not be removed and destroyed.~~

~~c. If a request for hearing is filed, the planning commission shall hear the matter at a regularly scheduled meeting held not more than 30 days thereafter. After the hearing, the planning commission shall determine whether or not the sign is an illegal sign within the public right-of-way. The written decision of the planning commission shall be rendered within ten days after the hearing and a copy of the decision shall be mailed to the owner or other person entitled to possession within seven days thereafter. Unless a notice of appeal is filed as provided for in this Chapter, the decision of the planning commission shall become final ten days after mailing.~~

~~d. The owner or other person entitled to possession may file a notice of appeal with the City Clerk within ten days after the date of mailing of the planning commission's decision. If a timely notice of appeal is filed, the matter shall be heard by the City Council at a regular meeting scheduled not more than 30 days thereafter. After hearing, the City Council shall determine whether or not the sign is an illegal sign within the public right-of-way. The written decision of the City Council shall be rendered within ten days after the hearing and a copy of the decision shall be mailed to the owner or other person entitled to possession within seven days thereafter. The decision of the City Council becomes final ten days after mailing.~~

~~e. Unless the owner or other person entitled to possession of the sign, on or before the removal date stated in the notice described in this section, files a written request for hearing with the planning department, the City may, at any time after said date, remove and destroy the sign. If a written request for hearing is filed then upon any final decision of the planning commission or the City Council determining that the sign is an illegal sign within the public right-of-way, the City may remove and destroy the sign.~~

~~f. Notwithstanding any provision of this Chapter to the contrary, any illegal sign within the public right-of-way which constitutes a hazard to pedestrian or vehicular traffic may be removed immediately and stored by the City, at the expense of the owner, or other person entitled to possession, pending completion of the notification and hearing procedures set forth in this section.~~

K. *Construction and Maintenance of Signs.*

~~1. *Code compliance.* Every sign and all parts, portions, and materials shall be manufactured, assembled and erected in compliance with all applicable state, federal, and City regulations, the uniform building code and the national electrical code.~~

~~2. *Maintenance.* Every sign and all parts, portions and materials 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 unmentioned or damaged portion of a sign shall be repaired or replaced within 30 days following notification by the City. Noncompliance with such a request will constitute a zoning violation and will be enforced as such.~~

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(Ord. 920 §2, 9/2007; [Ord. No. 1071, §§ 4\(Exh. A\), 5\(Exh. B\), 5-17-2016](#))

17.07.080 - Signs permitted in all zones.

- A. *Permitted Signs.* Generally, Sign permits shall be issued for signs included under this section, provided the signs are in compliance with the qualifications stated in this section, and all other applicable laws and ordinances.
- B. *Directional Signs.*
1. Private party directional signs shall be designed, constructed and mounted so as to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.
 2. Private party directional signs may not contain commercial advertising material.
 3. Private party directional signs are not ~~be~~ allowed within the public right-of-way.
 4. Private party directional signs shall not exceed four square feet in area, per side. In the case of a ground sign, the overall height shall not exceed four feet.
- C. *Special Event Signs.* Special event signs shall be permitted when they comply with the provisions of this subsection. Such signs are permitted for a limited period of time in any zoning district in connection with a special temporary event, such as (by way of example and not limitation), grand openings, parades, marches, demonstrations, carnivals, festivals, charitable events, special holiday season displays, etc., when such events comply with all applicable laws. Applicants for a special event signs shall submit a letter to the director that describes the proposed event by location, area and time duration. The application shall be processed in the same manner, and subject to the same appellate procedures, as an application for a sign permit. Special event sign permits shall be limited to the following provisions:
1. No more than one special event sign shall be permitted per special event and may be in the form of a banner or pennant.
 2. The special event sign shall be a maximum of 50 square feet in area (measured one side) and shall be no higher than ten feet in the case of a ground sign.
 3. Special event signs shall be limited to cumulative total of 45 days per calendar year.
- D. *Permitted Signs—On-site Subdivision Signs.* Onsite subdivisions may display signs which conform to the following:
1. One temporary on-site subdivision sign not to exceed 64 square feet total for two sides or 32 square feet for one side and a total overall height of 15 feet may be permitted on each primary street frontage of the property being subdivided, not to exceed two such signs for all phases of any subdivision (interior streets of the subdivision are not recognized as a main street frontage).
 2. Such signs shall be removed within ten days from the date of the final sale of the land and/or residences.
 3. Signs shall be maintained in good repair at all times.
 4. A cash deposit of \$500.00 per sign shall be deposited with the sign application to ensure compliance with this section and removal of such sign. The deposit shall be refunded to the applicant upon sign removal by the applicant. If the City is forced to remove any signs, then the cost of removal shall be deducted from the deposit.
- E. *Permitted Signs—Temporary Subdivision Directional Signs.* The following signs may be permitted in any zoning district subject to the provisions listed:
1. A maximum of six signs may be used to lead customers to the site.

2. Signs shall be no larger than 600 square inches and shall be grouped on a two-sided sign structure as shown in exhibit A. the City may, from time to time, develop or amend the design details for this sign structure.
 3. A sign structure shall be located not less than 600 feet from an existing or previously approved sign site. Further, each sign may only contain the name of the subdivision, and a directional arrow ~~as shown on exhibit B.~~
 4. The placement of each sign structure shall be reviewed and approved by the Planning Community Development Director, who shall base the decision on non-communicative aspects of the sign.
 5. Signs placed on private property shall require the written consent of the property owner, to be filed with the Planning Community Development Director prior to issuance of a permit. Signs in the public right-of-way shall be reviewed and approved by the Public Works Director prior to issuance of the sign permit, and shall require approval of an encroachment permit.
 6. A sign location plan shall be prepared showing the site of each directional plan sign and shall be submitted to the Planning Department prior to the issuance of a sign permit.
 7. Any such sign approved for a particular subdivision within the City shall not be changed to advertise another subdivision.
 8. There shall be no additions, tag signs, streamers, devices, display boards, or appurtenance added to the sign as originally approved. Further, no other directional signing may be used, such as posters or trailer signs.
 9. All nonconforming subdivision signs associated with the subdivision in question must be removed prior to the issuance of a new sign permit.
 10. A \$500.00 cash deposit shall be placed with the City to ensure compliance with this subsection. Any sign placed contrary to the provisions of this section may be removed by the City and the cost of removal shall be deducted from the deposit. Additional costs incurred by the City resulting from the removal of illegal signs shall be charged to the developer.
 11. The sign(s) may remain on display only until the subdivision is sold out.
- F. *Signs on the Public Right-of-Way.* Signs on the public right-of-way, except where required by a governmental agency, shall require an encroachment permit ~~and are limited to political or other noncommercial messages.~~ The encroachment permit shall be on a form as provided by the City with information as deemed fit by the City Manager or designee to review compliance with section. A maximum of six encroachments per calendar year are permitted per applicant, organization, or candidate. The maximum time limit for signs to be on display is 30 days.
1. Signs that are 24" x 18" or 432 square inches and under have the following requirements:
 - a. Maximum number of signs: 50.
 - b. Maximum size: 24" x 18" or 432 square inches.
 - c. Placement requirements: Signs shall be placed a minimum of ~~one foot from edge of sidewalk~~ five feet from edge of curb or street pavement if no curb exists and shall not obstruct pedestrian traffic ~~or line of sight for vehicle traffic~~ and a minimum of five feet from edge of curb or street pavement if no curb exists; No signs shall be placed in lawn areas, parks, medians, civic center, CRC, or other government buildings; signs shall not be attached to fences, traffic control posts, utility poles, or bus shelters; Signs shall be limited to one sign per block of street in each direction of travel in developed areas and limited to one sign per one-quarter mile spacing in each direction of travel for undeveloped areas.
 2. Signs that are over 24" x 18" or 432 square inches have the following requirements:
 - a. Maximum number of signs: 8.
 - b. Maximum size: 48" x 48".

- c. Placement requirements: Signs shall be placed a minimum of five feet from edge of curb or street pavement if no curb exists of one foot from edge of sidewalk and shall not obstruct pedestrian traffic or line of site for vehicle traffic and a minimum of five feet from edge of curb or street pavement if no curb exists; No signs shall be placed in lawn areas, parks, medians, civic center, CRC, or other government buildings; signs shall not be attached to fences, traffic control posts, utility poles, or bus shelters; Signs shall be limited to one sign per block of street in each direction of travel.
- d. Applicant shall submit insurance naming the City as additionally insured in an amount as required by the City Manager.
- e. These limits on size, number and total area (but not height or placement) may be doubled during the time period which commences 45 days before and ends ten days after any general or special election.

(Ord. 984, 12-7-2010; [Ord. No. 1071, § 6\(Exh. C\), 5-17-2016](#).)

17.07.090 - Signs in recreation, open space, residential and agricultural zones.

- A. *R-C (Recreation-Conservation) Zone.* Signs in the R-C Zone shall be limited to Special Event Signage in compliance with Section 17.07.080(C) or "for sale" signs in accordance with Section 17.07.070 of this Chapter and the following signs for commercial recreation uses, subject to approval of a Uniform Sign Program as described in Section 17.07.060.
 - 1. One monument sign for each street frontage, limited to five feet in height and 32 square feet in size.
 - 2. Building mounted signage not exceeding ten percent for any building wall.
- B. *Residential Zones.* The following signs shall be permitted in residential zoning districts:
 - 1. *Single-Family Residential Zone (R-SF).* Real estate for sale signs, and identification signs in accordance with Section 17.07.070.A(2) of this Chapter, and ~~noncommercial~~ signs per Section 17.07.070.A(15).
 - 2. *Multi-Family Residential Zone (R-MF).*
 - a. Real estate for sale signs in accordance with Section 17.07.070.A(2) of this Chapter.
 - b. A maximum of two signs indicating the name of the multiple-family dwelling, apartment or dwelling group shall be permitted. Such signs may include monument signs not exceeding six feet in height and/or wall-mounted signs. The total area of each sign shall not exceed four square feet for less than 12 units, or 12 square feet for 12 or more units. Signs attached to the wall of the building shall not extend above the roof or eave line. Such sign may project 12 inches maximum from the building face. Identification signs may be illuminated, either internally or externally; provided, that all lights are directed away from public rights-of-way and adjacent properties.
 - c. An illuminated directory sign shall be provided at each entrance of all multi-family complexes with more than 12 dwelling units. Directory signs shall provide a diagrammatic representation of the complex in accordance with the requirements of the Fire Department
 - d. Noncommercial signs per Section 17.07.070.A(15) of this Chapter.
- C. *Rural Residential (R-R) Zone.*
 - 1. Real estate for sales signs and identification signs in accordance with Section 17.07.070.A(2) of this Chapter.
 - 2. Signs for produce sales, subject to approval of a Uniform Sign Program in accordance with Section 17.07.060.L of this Chapter.

3. **Noncommercial** signs per Section 17.07.070.A(2) of this Chapter.

(Ord. 920 §2, 9/2007)

17.07.100 - Signs in manufacturing zones.

A. *M (Manufacturing) Zone.*

1. *Permitted Signs.* The following signs are specifically permitted for industrial complexes, subject to the approval of a Uniformed Sign Program in accordance with Section 17.07.060 B. of this Chapter:
 - a. *Wall Signs.* One wall sign is permitted for each wall face of the establishment, up to a maximum of four wall signs. If said signs display commercial images or messages, they shall qualify as "onsite" commercial messages. In no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or buildings primary frontage. In no event shall the area of any one wall sign exceed 100 square feet. Wall signs shall not occupy more than 70 percent of the storefront or unit width. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.
 - b. *Monument Signs.* One monument sign not to exceed 30 square feet in sign area may be permitted to identify separate businesses or uses in the industrial complex. The monument sign structure shall not exceed six feet in height. Additional monument signs may be permitted on parcels having more than one frontage if the signs are located at least 300 feet apart. Monument signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be located a minimum of five feet from any right-of-way, sidewalk or driveway.
 - c. *Pylon Sign.* One pylon sign not to exceed 100 square feet in sign area will be permitted to identify separate business or uses in the industrial complex. The pylon sign structure shall not exceed 20 feet in height. Pylon signs shall be placed in a landscaped area or planter of not less than 250 square feet. Pylon signs shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
 - d. *Directional Signs.* A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.
2. *Signs Permitted for Uses Not in an Industrial Complex.*
 - a. *Wall Signs:* One wall sign is permit for each wall face of the establishment, provided: There are not more than four wall signs for any one establishment; if the display is used for a commercial message, then it must be onsite commercial; in no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 100 square feet per sign. A wall sign shall not occupy more than 70 percent of the storefront or unit width. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.
 - b. *Monument Signs:* One monument sign not to exceed 30 square feet in sign area which may be permitted to identify a business. The monument sign structure shall not exceed six feet in height. Monument signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
 - c. *Pylon Signs:* One pylon sign not to exceed 75 square feet in sign area will be permitted. The pylon sign structure shall not exceed 20 feet in height. Pylon signs for individual establishments which are not located within an industrial complex shall be subject to the approval of a sign permit by the Planning Commission, and shall require the applicant to

demonstrate that the specific land use necessitates a pylon sign for visibility; in considering such an application, the Planning Commission shall consider only the non-communicative aspects of the sign. Pylon signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.

- d. *Directional Signs:* A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.

B. *Special Signage Requires for Business Parks.*

- 1. *Permitted Signs:* The following signs are permitted for industrial complexes, subject to the approval of a Uniform Sign Program in accordance with this Chapter:

- a. *Wall Signs:* One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. All commercial messages on such signs must qualify as onsite. In no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 100 square feet per sign. Wall signs shall not occupy more than 70 percent of the storefront or unit width. Sign copy for all wall signs shall be individual channel letters of a maximum of 24 inches in height. If the sign contains a logo, said logo shall be a maximum of 36 inches in height. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.
- b. *Monument Signs:* One monument sign not to exceed 30 square feet in sign area is permitted to identify separate establishments or uses in the industrial complex, ~~or to display noncommercial messages.~~ The monument sign structure shall not exceed six feet in height. Additional monument signs may be permitted on parcels having more than one frontage and if the signs are located at least 300 feet apart. Monument signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
- c. *Pylon Signs:* One pylon sign not to exceed 100 square feet in sign area which may be permitted to identify a separate business or uses in the industrial complex. The pylon sign structure shall not exceed 20 feet in height. Pylon Signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
- d. *Under Canopy Signs:* For each use occupancy, one under canopy sign not exceeding four square foot shall be permitted.
- e. *Directional Signs:* A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height

- 2. *Signs Specifically Permitted for Uses Not in an Industrial Complex:*

- a. *Wall Signs:* One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one business. Any commercial messages on such signs must qualify as onsite. In no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 100 square feet per sign. Wall signs shall not occupy more than 70 percent of the storefront or unit width. Sign copy for all wall signs shall be individual channel letters of a maximum of 24 inches in height. If the sign contains a logo, said logo shall be a maximum of 36 inches in height. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.
- b. *Monument Signs:* One monument sign not to exceed 30 square feet in sign area. The monument sign structural shall not exceed six feet in height. Monument signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway. ~~If such sign displays a commercial message, it must qualify as onsite.~~

- c. *Pylon Signs*: One pylon sign not to exceed 75 square feet in sign area. The pylon sign structure shall not exceed 20 feet in height. Pylon signs for individual establishments which are not located within an industrial complex shall be subject to the approval of a sign permit by the Planning Commission, and shall require the applicant to demonstrate that the specific land use necessitates a pylon sign for visibility; in considering such an application, the Planning Commission shall consider only the non-communicative aspects of the proposed sign. Pylon signs shall be placed in a landscaped area or planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
- d. *Directional Signs*: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.

(Ord. 920 §2, 9/2007)

17.07.110 - Signs in commercial zones.

The standards and provisions contained in this section shall be applicable to the ~~General-Commercial (G-G) Commercial Neighborhood (C-N)~~ and Community Commercial (C-C) zones, ~~but not including properties with these zoning designations, which are located in the "Special Commercial Areas" as set forth in Section 17.07.120 of this Chapter.~~

- A. Permitted signs in the ~~C-G-N~~ and C-C Zones within a commercial complex shall include:
 - 1. *Wall Signs*: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. If used to display a commercial message, the sign must qualify as onsite. In no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 100 square feet per sign. Wall signs shall not occupy more than 70 percent of the storefront or unit width. If the sign contains a logo, said logo shall be a maximum of 36 inches in height a wall sign may not project any of its height above the roof eave line or parapet of the wall upon which is mounted.
 - 2. *Monument Signs*: One monument sign not to exceed 30 square feet in sign area which may be permitted to identify separate establishments or uses in the commercial complex. The monument sign structure shall not exceed six feet in height. Additional monument signs may be permitted on parcels having more than one frontage and the signs are located at least 300 feet apart. Monument signs shall be placed in a landscaped area or planter of not less than 250 square feet. Monument signs shall be located a minimum of five feet from any right-of-way, sidewalk or driveway.
 - 3. *Pylon Signs*: One pylon sign not to exceed 100 square feet in sign area will be permitted to identify a separate business or uses in the commercial complex. The pylon sign structure shall not exceed 20 feet in height. For each secondary street frontage with at least 300 feet of length, one additional pylon sign may be permitted not to exceed 100 square feet in sign area and shall not exceed 20 feet in height. ~~When such a sign is used to display a commercial message, it must qualify as onsite.~~
 - a. Where pylon signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street frontage as practical or at a major driveway entrance to the commercial complex from the street frontage.
 - b. Pylon signs shall be placed in a landscaped area or planter of not less than 250 square feet. Pylon signs shall be a minimum of five feet from any right-of-way, sidewalk or driveway.
 - c. A maximum of three signs may be used to identify any one establishment pursuant to the criteria outlined in this section.

4. *Service and Delivery Signs*: One unlighted sign per occupancy not to exceed two square feet may be placed on the rear of the building for service and delivery purposes.
 5. *Directional Signs*: A maximum of two on-site directional signs per drive approach, each not to exceed a total of ten square feet in area and four feet in height.
 6. *Window Signs*: Window signs conforming to the provisions of Section 17.07.070.A(1), (16).
 7. *Under Canopy Signs*: For each use or occupancy, one maximum four foot under canopy sign per frontage.
- B. Permitted signs in the C-G-N and C-C Zones for uses not part of a commercial complex shall include:
1. *Wall Signs*: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. If such sign is used for a commercial message, it must qualify as onsite. In no case shall the total sign area of any unit or building exceed one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 100 square feet per sign. Wall signs shall not occupy more than 70 percent of the storefront or unit width. A wall sign may not project any of its height above the roof eave line or parapet of the wall upon which is mounted.
 2. *Service and Delivery Signs*: One unlighted sign per occupancy not to exceed two square feet may be placed on the rear of the building for service and delivery purposes.
 3. *Directional Signs*: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.
 4. *Window Signs*: Window signs conforming to the provisions of Section 17.07.070.A(1), (16)
 5. *Under Canopy Signs*: For each use or occupancy, one maximum four foot under canopy sign per frontage.
 6. *Exceptions*: Certain exceptions to the sign standards applicable to commercial uses not located within a commercial complex may be approved by the Planning Commission including the election of freestanding sign(s) when the following findings can be made by the Planning Commission, without consideration of proposed message content ~~(other than the onsite/offsite distinction in the case of commercial messages)~~:
 - a. The site is subject to limited visibility and additional signing is necessary for a reasonable level of advertising exposure;
 - b. The type of establishment or the configuration of the site necessitates additional signage.
 - c. Exceptions shall be processed through the sign permit and minor variance process provided for in the Zoning Ordinance.
- C. *Freeway-Facing Signs*. Permitted in the C-G-N and C-C Zones subject to the following requirements:
1. The maximum allowable sign face area of any freeway-facing sign for a shopping center or commercial complex which totals more than 250,000 square feet of gross floor area shall be 300 square feet and shall not exceed 60 feet in height. ~~When such display area is used for commercial speech, the copy must qualify as onsite as to the shopping center or commercial complex.~~
 2. The maximum allowable sign face area of any freeway-facing sign for a shopping center or commercial complex which totals less than 250,000 square feet of gross floor area shall be 150 square feet and shall not exceed 60 feet in height.
 3. Freeway-facing signs, including freeway-facing electronic message signs, may only be permitted subject to the approval of a sign permit by the Planning Commission. Freeway-facing signs will be permitted when they satisfy all of these criteria:

- a. The proposed sign is located upon the property upon which the use identified is located;
 - b. The proposed sign is located in the vicinity of a freeway interchange and within 300 feet of the freeway right-of-way and 600 feet of the intersecting street right-of-way;
 - c. The following findings must be made, without consideration of message content of the proposed sign:
 - i. The elevation of the freeway in relation to the elevation of the abutting properties justifies the height requested, and is the minimum necessary.
 - ii. The number and spacing of freeway signs will not cause unnecessary confusion, clutter or other unsightliness in the general location.
 - iii. The use identified, as well as its type, size and intensity, justifies the size, design and location of the sign requested.
 - iv. The needs of the traveling public for identification and directional information justifies the sign requested.
- D. Automobile Service Station Signs. Automobile service station signs shall be permitted subject to the following requirements:
1. *Identification/Price Monument Sign:* For each service station, one monument, combination price and identification sign, maximum 30 square feet in size and maximum six feet in overall height shall be permitted, and must include all price advertising as required by State law. Elevated signs may be used subject to approval of the Planning Commission (without consideration of message content) where vision impairments exists, however elevated signs shall be designed with appropriate vision spaces. Such signs shall not exceed 15 feet in overall height.
 2. *Identification Pylon Sign:* For service stations located contiguous to a freeway, where a freeway exit serves the street from which the service station takes direct access, in addition to the identification/price monument sign allowed by paragraph (1) above, one pylon sign, maximum 100 square feet in size and 40 feet in overall height, situated so as to be directed toward and permanently viewable from the freeway, shall be permitted.
 3. *Special Service Signs:* Each service station may display two special service signs per pump island. Special service signs shall be limited to such items as self serve, full serve, air, water, cashier, and shall be non-illuminated. Such signs must be permanently affixed to the pump island they identify. Each sign may not exceed four square feet in overall size.
 4. *Wall Signs:* Wall signs for automobile service stations shall be permitted subject to the provisions set forth in Section 17.07.110.A(1) and (16).
 5. *Directional Signs:* Maximum of two on-site directional signs per drive approach, each not to exceed a total of ten square feet in area and four feet in height.
 6. *Window Signs:* Window signs conforming to the provisions of Section 17.61.025.A(1) and (16).
- E. Theater Marquee Signs. Theater marquee signs shall be permitted subject to the following requirements:
1. The size of a theater marquee sign shall be determined by the number of screens. Each screen shall be permitted a maximum of ten square feet for each sign face area. A theater marquee sign may not total more than 100 square feet of sign face area.
 2. A maximum of one theater marquee sign, not to exceed 25 feet in height, is permitted per street frontage exclusive of freeway; provided, however, that the theater is part of an integrated shopping center.

3. A maximum of one theater marquee sign, not to exceed 25 feet in height, shall be permitted for theaters not considered to be part of an integrated shopping center.
 4. A maximum of one wall-mounted theater marquee sign shall be permitted at the main entrance to the theater.
- F. Electronic Message Signs. Electronic message signs shall be permitted subject to the following requirements:
1. One electronic message sign may be permitted in a commercial complex with a minimum of 25,000 square feet of floor area. No electronic message sign shall be located closer than 2,500 feet to another electronic message sign. A conditional use permit shall be required whereby the Planning Commission will determine the size and height of the sign.
 2. Each display shall appear for a period of at least eight seconds. Displays shall not be animated, appear in incremental stages or move across the changeable copy sign face. The sign shall remain blank (no message or display) for at least one second between separate images.
 3. ~~The sign may display only noncommercial messages or onsite commercial messages, related to those establishments that are part of the complex or the merchandise or activities available on the parcels which are part of the commercial complex.~~ The sign shall not be used as a billboard.
 4. The sign shall be reviewed for traffic safety purposes by the City's Public Works Director and shall comply with any and all safety standards as prescribed by the State of California. Such reviews shall not consider message content.

(Ord. 920 §2, 9/2007)

~~17.07.120—Signs in special commercial areas.~~

~~Certain commercial areas within Beaumont are of a unique character due to historic, land use, parcelization and circulation considerations. These areas, which contain C-G (Commercial-General), and C-C (Community Commercial) Zoning Districts, shall be subject to differing criteria as compared to other commercial areas in the City, as set forth within this section.~~

- ~~A. *Antique Village District Area.* [This area consists of properties fronting on the north side of Sixth Street between Magnolia Avenue and Veile Avenue, on the south side of Sixth Street Between Euclid Avenue and Veile Avenue, and on the east and west sides of Beaumont Avenue between Sixth Street and Seventh Street.~~

1. ~~Within this special district, signs are permitted for commercial complexes as follows:~~
 - a. ~~Wall Signs: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. If used for commercial messages, the message must qualify as onsite. In no case shall the total sign area of any unit or building exceed three-quarters square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 75 square feet per sign. Wall signs shall not occupy more than 60 percent of the storefront or unit width. Painted wall signs are permitted when determined to be compatible with the architectural character of the building and area. If the sign contains a logo, said logo shall be a maximum of 36 inches in height. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.~~
 - b. ~~Monument Signs: One monument sign not to exceed 30 square feet in sign area which may be permitted to identify separate establishments or uses in the commercial complex, or for noncommercial messages. The monument sign structure shall not~~

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exceed six feet in height. One additional monument sign may be permitted on parcels having more than one frontage and the signs are located at least 200 feet apart.

- c. ~~Pylon Signs: Pylon signs not to exceed 75 square feet in sign area which may be permitted to identify separate establishments or uses in the commercial complex, subject to approval of a sign permit by the Planning Commission. In consideration of pylon signs in this area the Planning Commission shall consider the need for compatibility and appropriateness of such signage at the proposed location, but shall not consider the message content of the proposed sign, other than the onsite/offsite distinction for commercial messages.~~
 - d. ~~Monument and pylon signs shall be placed in a landscaped area or planter of not less than 250 square feet. Monument and pylon signs shall be a minimum of five feet from any right-of-way, sidewalk or driveway.~~
 - e. ~~Service and delivery signs, limited to one unlighted sign per occupancy not to exceed two square feet, may be placed on the rear of the building for service and delivery purposes.~~
 - f. ~~Directional signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.~~
 - g. ~~Window signs: Window signs conforming to the provisions of Section 17.07.070.A(1) and (16).~~
 - h. ~~Under canopy signs: For each use or occupancy, one maximum four square foot identification under canopy sign per frontage.~~
 - i. ~~Internally or back lit fluorescent signs shall not be permitted in the Antique Village District Area.~~
2. ~~Permitted signs for uses not part of a commercial complex shall include:~~
- a. ~~Wall signs: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. Any such sign used for commercial messages must qualify as onsite. In no case shall the total sign area of any unit or building exceed three quarters square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 75 square feet per sign. Wall signs shall not occupy more than 60 percent of the storefront or unit width. Painted wall signs are permitted when determined by the Director, without consideration of message content, to be compatible with the architectural character of the building and area. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.~~
 - b. ~~Service and delivery signs: One unlighted sign per occupancy not to exceed two square feet may be placed on the rear of the building for service and delivery purposes.~~
 - c. ~~Directional signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.~~
 - d. ~~Window signs conforming to the provisions of Section 17.07.070.A(1) and (16).~~
 - e. ~~Under canopy signs: For each use or occupancy, one maximum four foot identification under canopy sign per frontage.~~
- 3G. Automobile service stations signs shall be permitted subject to the following requirements:
- a. Identification/price monument sign: For each service station, one monument, combination price and identification sign, maximum 30 square feet in size and maximum six feet in overall height shall be permitted, and must include all price advertising as required by State law.

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- b. Special service signs: Each service station may display two special service signs per pump island. Special service signs shall be limited to such items as self serve, full serve, air, water, cashier, and shall be non- illuminated. Such signs must be permanently affixed to the pump island they identify. Each sign may not exceed four square feet in overall size.
- c. Wall signs for automobile service stations shall be permitted subject to the provisions set forth in Section 17.07.110.A.(1) and (16).
- 4. Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.
- 5. Window Signs: Window signs conforming to the provisions of Section 17.07.070.A.(1) and (16).

B. ~~Beaumont Avenue Corridor. Properties fronting on both sides of Beaumont Avenue between Seventh Street and Fourteenth Street are allowed signs as follows:~~

1. ~~Permitted signs for commercial complexes shall include:~~

- a. ~~Wall Signs: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one business. If used to display a commercial message, the sign must qualify as onsite. In no case shall the total sign area of any unit or building exceed three-quarters square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 75 square feet per sign. Wall signs shall not occupy more than 60 percent of the storefront or unit width. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted~~
- b. ~~Monument Signs: One monument sign not to exceed 30 square feet in sign area which may be permitted to identify separate businesses or uses in the commercial complex. The monument sign structure shall not exceed six feet in height. Additional monument signs may be permitted on parcels having more than one frontage and the signs are located at least 200 feet apart. Monument signs shall be located in a landscaped planter of not less than 250 square feet and shall be a minimum of five feet from any right-of-way, sidewalk or driveway.~~
- c. ~~Service and Delivery Signs: One unlighted sign per occupancy not to exceed two square feet may be placed on the rear of the building for service and delivery purposes.~~
- d. ~~Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.~~
- e. ~~Window Signs conforming to the provisions of Section 17.07.070.A.~~
- f. ~~Under Canopy Signs: For each use or occupancy, one maximum four square foot under canopy sign per frontage.~~

2. ~~Permitted signs for uses not part of a commercial complex shall include:~~

- a. ~~Wall Signs: One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one business. If used to display a commercial message, the sign must qualify as onsite. In no case shall the total sign area of any unit or building exceed three-quarters of one square foot of sign area for each linear foot of the unit's or building's primary frontage and shall not exceed 75 square feet per sign. Wall signs shall not occupy more than 60 percent of the storefront or unit width. A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.~~
- b. ~~Monument Sign: One monument sign not to exceed 30 square feet in sign area that may be permitted to identify an establishment. The monument sign structure shall not exceed six feet in height. Additional monument signs shall be located in a landscaped area or planter of not less than 250 feet and shall be located a minimum of five feet from any right-of-way, sidewalk or driveway.~~

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- ~~e.—Service and Delivery Signs: One unlighted sign per occupancy not to exceed two square feet may be placed on the rear of the building for service and delivery purposes.~~
- ~~d.—Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.~~
- ~~e.—Window Signs conforming to the provisions of Section 17.07.070.A.(1) and (16).~~
- ~~f.—Under Canopy Signs: For each use or occupancy, one maximum four square foot identification under canopy sign per frontage.~~

(Ord. 920 §2, 9/2007)

17.07.130 - Sign regulations for specific plan area zone.

- A. *Permitted Signs in the Specific Plan Area (SPA) Zone—Exempt Signs.* The SPA Zone permits a variety of residential and supporting commercial and other supporting land uses. Signs, which may be erected without permits as provided for in Section 17.07.070 of this Chapter are permitted in the SPA Zone consistent with the respective land use.
- B. *Signs Subject to Permits.* Provisions and standards for signs shall be established within a specific plan for land uses contained therein. The specific plan shall establish a project-wide sign program and shall make provisions for the development and review of Uniform Sign Programs consistent with Section 17.07.060.L of this Chapter for each non-residential land use component of the specific plan.

(Ord. 920 §2, 9/2007)

17.07.140 - Sign design standards.

The design standards set forth in this section apply to all signs in the City of Beaumont.

- A. *Relationship to Other Signs.* Where there is more than one monument sign located upon a lot, all such signs shall have designs which are well related to each other by the similar treatment or incorporated of not less than four of the following six design elements:
 1. Type of construction materials as used in the several sign components (such as cabinet, sign copy, supports);
 2. Letter style of sign copy;
 3. Illumination;
 4. Type or method used for supports, uprights or structure on which sign is supported;
 4. Sign cabinet or other configuration of sign area;
 6. Shape of entire sign and its several components.
- B. *Landscaping.* Each monument sign shall be located in a planted landscaped area which is of a shape, design and size (equal to at least the sign area) that will provide a compatible setting and ground definition to the sign. The planted landscaped area shall be maintained on a reasonable and regular basis.
- C. *Illumination and Motion.* Monument signs shall be non-moving stationary structures (in all components) and illumination, if any, shall be maintained by artificial light which is stationary and constant in intensity and color at all times (non-flashing).
- D. *Sign Color.* Sign colors should be compatible with the building architecture. Within shopping centers, sign color should complement the color scheme for the center. This provision does not apply to noncommercial messages displayed on signs.

~~E.— *Special Commercial Areas.* Signs proposed within the special commercial areas identified in this Chapter shall be subject to detailed design review by the Planning Director and/or Planning Commission for the purpose of ensuring consistency and compatibility with the respective area. Such review shall be performed in conjunction with the processing of permit applications as set forth in this Chapter. However, such analysis shall not consider the message content of the proposed sign.~~

(Ord. 920 §2, 9/2007)