

**18.54.060 - Prohibited Signs**

The following signs are inconsistent with the purposes and standards of this Chapter and are, therefore, prohibited:

- A. A sign not in compliance with the provisions of this Chapter;
- B. A sign that is in the public right-of-way including signs mounted or placed on or in street trees, roundabouts, traffic control devices and/or utility poles, that is not in compliance with the provisions of this Chapter;
- C. Abandoned signs and sign structures (see also Section 18.54.100 (Nonconforming or Abandoned Signs) and signs that are determined by the Director to be deteriorating from inadequate maintenance, evidenced by faded or otherwise unreadable copy, peeling paint, missing parts or other similar conditions;
- D. Animated, moving, flashing, blinking, reflecting, revolving or other similar signs, except barber poles;
- E. Banners, streamers and pennants, except as specifically allowed by the provisions of Section 18.54.050 (Temporary Sign Permit Requirements);
- F. Billboard signs;
- G. Bench signs, except as provided in Section 18.54.030.D (Exemptions from Sign Plan Review);
- H. Cabinet signs that are made of or partly made of plastic, vinyl, fake glass, or other synthetic material, except minor use of synthetic material for lettering to protect internal wiring, and may be internally illuminated;
- I. Changeable copy signs, except as approved for service stations by the review authority, and except for black background chalkboard signs using erasable chalk;
- J. Electronic reader board signs;
- K. Flags, unless otherwise exempted by state or federal law as outlined in Section 18.54.030.D.2.g;
- L. Home occupation signs, except day care signs allowed by this section;
- M. Inflated signs, balloons and inflatable figures;
- N. Mobile billboards;
- O. Off-site signs, except those off-site signs that are exempt per Section 18.54.030.D or otherwise specifically allowed by this Chapter;

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- P. Obscene or offensive signs containing statements, words or pictures of an obscene, indecent or immoral character which appeal to the prurient interest in sex, or which are patently offensive and do not have serious literary, artistic, political or scientific value;
- Q. Portable freestanding signs, including sandwich board signs and A-frame signs, except as specifically allowed by the provisions of Section 18.54.050 (Temporary Sign Permit Requirements);
- R. Roof signs;
- S. Vinyl signs. Includes vinyl lettering except lettering applied to windows. Does not include temporary signs;
- T. Searchlights other than those used by government agencies;
- U. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit or standpipe or obstruct a required ventilator, door, stairway or window above the first story;
- V. Signs emitting audible sounds, odors or visible matter;
- W. Signs attached to, suspended from, supported by, or otherwise affixed to any vehicle or trailer located on the site that increases the sign area over that which is otherwise allowed by this Chapter. Signs painted directly on, applied with vinyl lettering, or otherwise affixed to a vehicle that is regularly used in the business to which the signs pertain may be parked on the site, but shall not be used in a manner which creates onsite signage in addition to that which is otherwise allowed by this Chapter. All signs on privately owned vehicles shall conform to the signage requirements of the California Vehicle Code;
- X. Signs attached to, suspended from, supported by, hanging on, or otherwise affixed to another sign; and
- Y. Signs on umbrellas.

**18.54.070 - General Requirements for All Signs**

- A. **Sign maintenance.** Signs and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Repairs to signs shall be of equal or better in quality of materials and design as the original sign. Signs which are not properly maintained and are dilapidated shall be deemed to be a public nuisance.

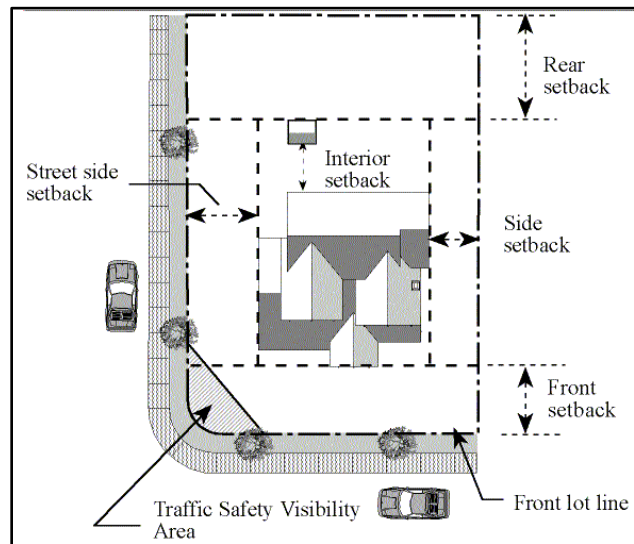
When existing signs are removed or replaced, all brackets, poles and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the building or sign support structure.

- B. **Measurement of sign area.**
  - 1. The sign area shall be calculated by enclosing the extreme limits of the sign face or individually mounted letters/logos on a building wall, including all writing, logo,

are permitted as residents. For facilities that provide 24-hour care, see “Residential Care Facilities.” See “Residential Care Facility” for 24-hour long-term nonmedical care and “Medical Services – Extended Care” for long-term medical care.

**Service Station.** A retail business selling gasoline or other motor vehicle fuels, which may also provide services which are incidental to fuel services. These secondary services may include vehicle engine maintenance and repair, towing and trailer rental services. Does not include the storage or repair of wrecked or abandoned vehicles, vehicle painting, body or fender work, or the rental of vehicle storage or parking spaces.

**Setback.** The distance by which a structure, parking area or other development feature must be separated from a lot line, other structure or development feature, or street centerline. Setbacks from private streets are measured from the edge of the easement. See also “Yard.” Figure 8-4 (Setbacks) shows the location of front, side, street-side, rear, and interior setbacks.



**FIGURE 8-4  
SETBACKS**

**Sexual encounter establishment.** An establishment, other than a hotel, motel or similar establishment offering public accommodations, which, for any form of consideration, provides a place where two or more persons may associate, congregate or consort in connection with "specified sexual activities" or the exposure of "specified anatomical areas."

This definition does not include an establishment where a medical practitioner, psychologist, psychiatrist or similar professional person licensed by the State engages in sexual therapy.

**Shopping Center.** Primarily retail commercial sites with at least five separate tenants whose combined gross floor area totals at least 10,000 square feet, and where any underlying separate lots comprising the site are tied together by a binding legal agreement providing rights of reciprocal parking and access.

**Sign.** A structure, device, figure, display, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to

advertise, or to provide information in the nature of advertising, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Does not include murals, paintings and other works of art that are not intended to advertise or identify any business or product. Does not include product displays immediately behind windows that provide no other advertising of the product (i.e., with prices or other signs or information). Types of signs include the following.

1. **Abandoned Sign.** A sign that no longer advertises a business, lessor, owner, product, service or activity on the premises where the sign is displayed.
2. **Animated or Moving Sign.** A sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
3. **Awning Sign.** A sign copy or logo attached to or painted on an awning.
4. **Banner, Flag, or Pennant.** Cloth, vinyl, bunting, plastic, paper, or similar non-rigid material used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.
5. **Bench Sign.** Copy painted on a portion of a bench.
6. **Billboard Sign.** A sign panel for the display of on-site or off-site advertisement. Billboard signs are often large, steel-framed, ground-mounted signs with an advertisement pre-printed on paper or vinyl sheets which are then pasted onto the sign panel. Also includes digital billboard signs that display still or moving images via electronic technology.
7. **Cabinet Sign (Can/Box Sign).** A sign which contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be internally-illuminated.
8. **Changeable Copy Sign.** A sign designed to allow the changing of copy through manual, mechanical, or electrical means.
9. **Double-Faced Sign.** A sign constructed to display its message on the outer surfaces of two identical and/or opposite parallel planes.

- 23. **Pedestrian-oriented sign.** A sign near street or sidewalk level, oriented and scaled to the pedestrian rather than the motorist.
- 24. **Permanent Sign.** A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.
- 25. **Political Sign.** A sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election.
- 26. **Pole/Pylon Sign.** An elevated freestanding sign, typically supported by one or two poles or columns.
- 27. **Portable Sign.** A sign that is not permanently affixed to a structure or the ground, including A-frame or sandwich board signs.
- 28. **Projecting Sign.** A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.
- 29. **Roof Sign.** A sign constructed upon or over a roof, including mansard roofs, or placed so as to extend above the edge/eave of the roof of the parapet of a building.
- 30. **Temporary Sign.** A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area or neighboring property.
- 31. **Vehicle Sign.** A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.
- 32. **Wall Sign.** A sign which is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.
- 33. **Window Sign.** A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within three feet of the window.

**Sign Area.** Refer to Section 18.54.070.B (Measurement of Sign Area)

**Sign Lighting.** Lighting that is directed at a sign.

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

**Sign width.** The horizontal distance from the outermost portion of the sign, including its base and structural components.

**Significant noise.** Annoying or disturbing to more than a small percentage of the people within the area impacted by the noise in question.