

ORDINANCE NO. 2552

AN ORDINANCE OF THE CITY OF REDLANDS AMENDING SECTION 15.36
OF THE REDLANDS MUNICIPAL CODE RELATING TO SIGNS

THE CITY COUNCIL OF THE CITY OF REDLANDS DOES ORDAIN AS
FOLLOWS:

Section 1. Chapter 15.36 of the Redlands Municipal Code relating to signs is
hereby deleted in its entirety and rewritten to read as follows:

"CHAPTER 15.36

SIGN CODE

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- 15.36.020 Intent and Purpose
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ARTICLE I. GENERAL PROVISIONS AND DEFINITIONS

- 15.36.010 Short Title

This Chapter shall be known as the "Sign Code."

- 15.36.020 Intent and Purpose

- A. This Chapter establishes regulations for the erection, maintenance and use of signs and other exterior advertising media within the City to:

- 1. Safeguard and enhance property values;
 - 2. Protect public and private investment in buildings and open spaces;
 - 3. Improve the appearance of the City as a place in which to live and work, and as an attraction to nonresidents who come to visit or trade;
 - 4. Encourage sound signing practices as an aid to business, and to provide information to the traveling public;
 - 5. Prevent excessive and confusing sign displays;
 - 6. Reduce hazards to motorists and pedestrians; and
 - 7. Promote the public health, safety, and general welfare.

- B. The City has a reputation as a community of natural beauty rendering it highly attractive to visitors and potential future residents. The City Council

has determined that the natural, traditional and manmade advantages of the City substantially contribute to the residential character of the community and to its aesthetic, cultural and economic values. The unregulated and uncontrolled erection and maintenance of signs, billboards and advertising structures results in a gaudy and garish atmosphere that would be out of harmony with the fine attributes and excellent character of the City. The City Council further determines that the lack of regulation and control of signs results in costly and unfair competition for the public eye through the proliferation, increased height, and size of signs, and that the safety of the general public requires that the structural elements and location of signs be regulated.

- C. The reasonable and proper regulation of signs and advertising structures is conducive to the fullest enjoyment by the people of the community of natural and traditional advantages, and necessary to prevent depreciation of property values, and the regulation of signs results in a more fair and equitable public exposure of the advertising displays of all businesses, large and small, and that the appearance of the commercial areas will be protected.
- D. It is also the intent of this Chapter to recognize that the eventual elimination of existing signs that do not conform with the provisions of this Chapter is as important as is prohibiting new signs that would violate these regulations.

15.36.030 Applicability.

A. The provisions of this Chapter shall apply to all zones established by Title 18 of this Code. Except as noted below, a sign, as defined in this Chapter, may be affixed, erected, constructed, placed, established, mounted or maintained only in compliance with the standards, procedures and other requirements of this Chapter. The standards regarding number and size of signs regulated by this Chapter are maximum standards, unless otherwise stated. In those areas of the City where specific plan sign standards or sign programs have been adopted by ordinance or resolution, those sign standards or sign programs shall apply; provided, however, the "substitution" provisions of this section shall apply to such programs and plans. This Chapter shall not apply to the following signs:

1. Signs which are not visible from any public vehicular or pedestrian

right-of-way;

2. Signs required by federal or state law which do not exceed the minimum number and dimensional requirements of such law;

3. Signs and advertising for the California State Lottery as authorized by Government Code Sections 8800 et. seq.

4. Signs containing a maximum area of two square feet or less;

5. Holiday decorations and lights.

6. Flags and any other insignia of any government that do not display a commercial message and are attached to poles; provided that no more than three (3) flags/poles are permitted on property containing less than one acre of land, and no more than six (6) flags/poles are permitted on property containing more than one acre of land. Poles for flags and insignia shall not exceed thirty (30) feet in height and flags shall not exceed forty two (42) square feet in surface area. Such flags shall be maintained in good condition and free of tattering or tearing. The City has a compelling interest in permitting the identification of government facilities.

7. Street address signs. The City has a compelling interest in permitting such signs to promote the identification of property to guide emergency response personnel; provided such signs shall not exceed two square feet in area or the size required by the City's Fire Department, whichever is greater.

8. Official traffic signs or other municipal directional signs, legal notices, advertisements prescribed by law and placed by governmental entities, and signs indicating the location of buried utility lines or any notices posted by a governmental officer

in the scope of the officer's duty. The City has a compelling interest in permitting such signs to comply with State and local laws and to promote public safety.

9. Memorial tablets and identification plaques installed by a recognized governmental historical agency. The City has a compelling interest in permitting such signs to promote interest in historical structures and events and to promote public safety and identification.

10. Time and temperature signs containing no advertising copy. The City has a compelling interest in permitting such signs to promote awareness of local conditions for individuals with medical problems.

11. Signs not exceeding two square feet and carried by individuals which standing, sitting or traveling along any public sidewalk or other public property.

12. Signs located on City-owned property.

13. Signs located in the interior of a building or enclosed area.

14. Signs designated by the City as an historic resource, provided that the original verbiage, symbols and structure of the sign are retained.

B. All sign programs that were approved prior to the effective date of the ordinance adopting this Chapter are subject only to the "substitution" provisions of this section; provided, however, that if any such sign program is proposed for amendment to increase overall sign area allowed, then the sign program shall be amended to conform with all development and design standards of this Chapter.

C. In each instance, and under the same conditions in which this Chapter

permits any sign, a sign containing an ideological, political or other noncommercial message of the same dimensions shall be permitted. Noncommercial messages may be placed on any sign otherwise permitted by this Chapter.

D. Real estate signs may be placed as authorized by Civil Code sections 713 et. seq., provided they shall comply with the type, number, area, height, special restrictions and permitting requirements applicable to temporary signs in the zoning district in which the real estate sign is located.

ARTICLE II. SIGN DEFINITIONS AND MEASUREMENT

15.36.040 Definitions

For purposes of this Chapter, the following definitions shall apply. Terms used in this Chapter which are not defined below shall be used as otherwise defined in this Code.

"Area of a sign" refers to the area as measured in accordance with the requirements of this Chapter.

"Awning" means either a appendage or shelter (which may be covered in fabric or more durable materials) supported entirely from the exterior wall of a building. An awning which does not contain words or symbols is not considered a sign (see Section 15.36.040 of this Chapter). *See also "Canopy"*

"Banner" means any type of fabric, vinyl, or similar sign attached to a building or other structure. Banners may be displayed only as provided in this Chapter.

"Billboard" means a sign which, except for signs located in unified centers, advertises a business, commodity, industry or other activity which is sold, offered

or conducted elsewhere than on the premises upon which such sign is located. See *"Premises"*

"Building line" means a line established by ordinance beyond which no building may extend. Depending upon the zoning district or other applicable development standards, a building line may be a property line.

"Canopy" means an awning which is supported from the exterior wall of a building and from supports to the ground below. See *"Awning"*

"Changeable copy" means copy containing, displaying or having media or letters each of which can be readily changed without tools, where allowed by this Chapter. See *"Reader board"*

"Construction sign" means a sign available for a construction project.

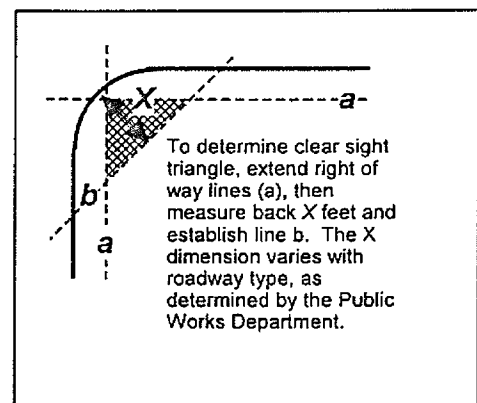


Figure 1: Corner Cutoff

"Corner cutoff area" means a triangle formed as shown in Figure 1. *Note: The dimensions of "corner cutoff areas" may vary, depending on roadway type, zoning, and other features. Refer to Section 18.16.010 of this Code.*

"Director" means the City's Community Development Director or his or her designee.

"Elevation drawing" means a scale drawing of the side, front, or rear of a sign or structure.

"Entity" means an independent, separate and individual business. For the purpose

of this Code, separately owned and operated businesses housed in a single building shall not be considered separate entities unless all of the following apply:

- 1) The business is completely separated from the remainder of the building by walls and ceilings, and
- 2) The business has at least one wall forming the exterior of the building, and
- 3) The business has a customer entrance through this exterior wall.

“Externally illuminated sign” shall mean any sign which is illuminated from a light source which shines directly on the exterior of the sign.

“Fascia” refers to a vertical surface in the form of a flat horizontal band on the face of a building.

“Fascia sign” is a sign applied to the fascia of a building. *See also, “Fascia”*

“Freestanding sign” means any sign supported by a structural element which is not attached to any part of a building. This definition includes pole signs, ground signs, pedestal signs, portable signs, and monument signs.

“Freeway” shall be as defined in the Streets and Highways Code of the State of California.

“Freeway-oriented sign” means a pole-mounted sign for a motorist-serving business. Freeway-oriented signs shall be regulated as provided in this Chapter. *See also, “Motorist-serving business”*

"Frontage" for the purposes of this Chapter shall be defined as follows:

- a. "Lot frontage" means that portion of a legal lot which abuts a public street. For the purposes of determining sign area as defined in this Chapter, only one frontage per lot may be measured; corner lots or lots fronting on two or more streets may be credited with only one frontage.

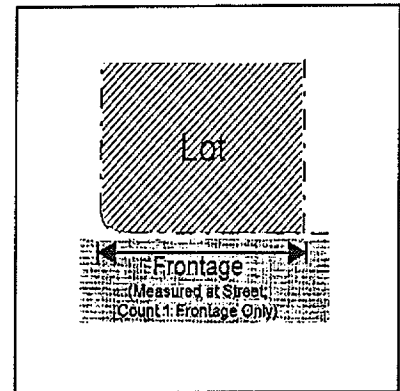


Figure 2: Lot Frontage

- b. "Building frontage" the portion(s) of a building which face a public street, alleyway or public parking lot, even if there is no entrance or exit for use by the general public. No store or lease space shall be credited with more than one building frontage.

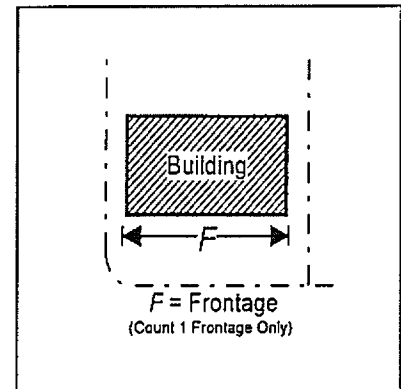


Figure 3: Building Frontage

"Grade" means the elevation of the nearest public sidewalk or paved area adjoining the property upon which a sign or building is erected or the natural surface of the ground supporting a sign or building, whichever is the lower surface.

"Height of sign" means the height of a sign measured as defined in this Chapter.

"Historic sign" means a sign that has been designated by the Historic and Scenic Preservation Commission to be of historic, architectural or cultural importance to the City.

"Illuminated sign" means a sign which is lighted in any way. See also, "*Externally illuminated sign*" and "*Internally illuminated sign*."

“Indirectly lighted or shadow-lighted sign” means an illuminated sign constructed so that the immediate source of the illumination is not visible when the sign is lighted, and which does not exceed ten candlepower per square foot, measured at ten feet from the sign.

“Interior sign” In the context of a Regional Mall, an interior sign is any sign which is located entirely within the interior portion of the Mall.

“Internally illuminated sign” means any sign in which the source of illumination is located within the sign structure and shines through a translucent surface (such as plastic), through holes in an opaque surface, or directly from the illumination source (as with a “reader board” sign). *See also, “Reader board”*

“Main Identification Sign” means a sign with an area greater than twenty-four (24) square feet and located on any building or parcel.

“Major regional mall entry sign” is a sign used within a major mall vehicle entry. *See also, “Regional mall”*

“Major regional mall entry” is a combination of a landscaped area and a Major mall entry sign. Major mall entries must be located within the boundary of the regional mall. *See also, “Regional mall”*

“Major tenant” In a regional mall, a major tenant is defined as a single store containing at least 100,000 square feet of gross floor area. In all other cases, a major tenant is a single store containing at least 50,000 square feet of gross floor area. *See also “Regional mall”*

“Major tenant entry” The pedestrian entry into a major tenant at a regional mall. *See also “Regional mall”*

“Minor tenant” In a regional mall, a minor tenant is defined as any store which is not large enough to be considered a major tenant. See also, “Major tenant” and “Regional mall”

“Monument sign” means a freestanding sign not more than four feet in height which is detached from a building, and the support structure of which is a solid base constructed of a permanent material such as concrete block or brick.

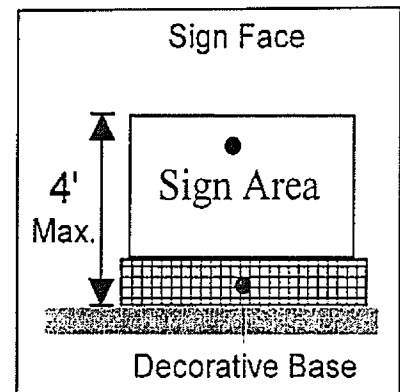


Figure 4: Monument Sign

“Motorist-serving business” means a business especially oriented to provide services to the freeway-traveling public. Motorist-serving businesses

shall be limited to those whose primary products or services are food, lodging, or motor vehicle fuel. A motorist-serving business shall be open to the public a minimum of twelve hours per day, seven days per week.

“Obsolete sign” means a sign relating to a business, product or service no longer available on the premises

“Off-Site” refers to a sign which is not located on the same parcel as the business, product, or activity it identifies or advertises.

“Outparcel” In the context of a regional mall project, an outparcel is any individual parcel of land on which a single building not physically connected to the mall itself will be constructed. See also, “Regional mall”

“Painted sign” means a sign which is comprised only of paint applied on a building or structure.

"Pedestal sign" means a freestanding sign in excess of four feet in height. The support structure of a pedestal sign and the sign face itself shall be designed as one architecturally unified and proportional element. The combined width of the supports of pedestal sign shall be at least one-fourth ($\frac{1}{4}$) the width of the sign face. Pedestal signs may not exceed twelve feet (12') in height. See *also*, "*Monument sign*" and "*Pole sign*"

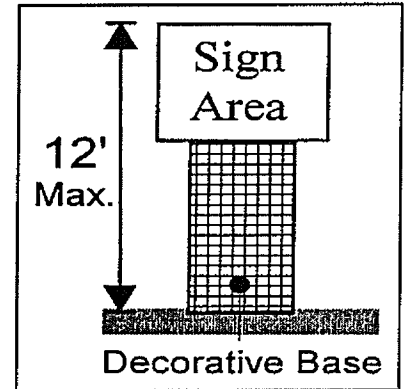


Figure 5: Pedestal Sign

"Permanent sign" means a sign which is permanently affixed to a support or structure and comprised of durable materials such as wood, metal, or fiberglass.

"Pole sign" means a freestanding sign which is supported by one or more structural elements that are either a) architecturally dissimilar to the design of the sign or b) which are less than one-fourth ($\frac{1}{4}$) the width of the sign face.

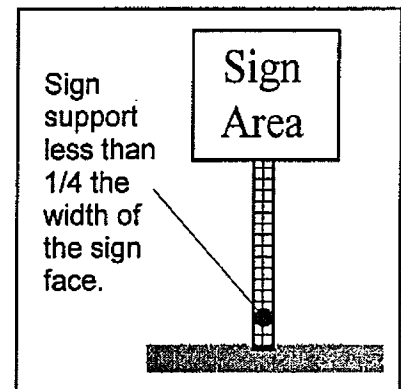


Figure 6: Pole Sign

"Portable sign" means any freestanding sign which is not permanently attached to the ground or a building.

"Premises" for the purposes of this Chapter shall include the parcel or lot upon which a building is located or to any unified center. See "*Unified center*"

“Projecting sign” means a sign mounted on the face or vertical surfaces of a building or structure, the display surfaces of which are not parallel to the supporting structures.

“Projection” means the distance by which a sign extends beyond the vertical surface of the building.

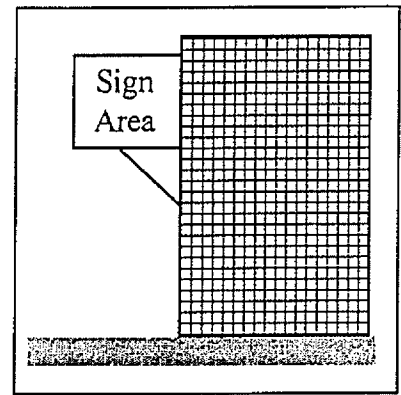


Figure 7: Projecting Sign

“Reader board” as used in this Chapter is a sign in which automated electric lights or other animated devices are used to form letters and/or symbols, generally in an animated or changing display. See “*Changeable copy*”

“Real estate sign” means a sign indicating that the premises on which the sign is located, or any portion thereof, is for sale, lease, or rent.

“Regional mall” is a master-planned retail development in which at least three (3) major tenants and other, minor tenants are arranged around an enclosed, interior courtyard. Regional malls are typified by a pedestrian orientation, in which a customer will drive to the mall, enter the mall, and visit individual stores on foot. Regional malls shall have a minimum gross land area of seventy five acres (75) acres. See also, “*Major tenant*,” “*Minor tenant*”

“Regional mall directional sign” is a sign within the parking area of a regional mall which provides information to motorists. See also, “*Regional mall*”

“Regional Shopping Center” is a master planned retail development with a land area of at least 35 acres and a building area of at least 350,000 square feet.

“Retail center entry, Primary” In a regional mall, a Primary retail center entry shall be the main pedestrian entrance(s) into the interior mall area. Primary retail center entries shall be distinguished by enhanced architecture or landscaping, or both. The number of Primary retail center entries shall not exceed one-and-one-half (1½) times the number of Major tenants (e.g., a mall with four major tenants could be provided with six primary retail center entries). An entry directly into a retail store is not considered a Retail center entry. *See also, “Major tenant entry”*

“Retail center entry, Secondary” In a regional mall, a Secondary retail center entry shall be any pedestrian entry into the interior mall area which is not a Primary retail center entry. An entry directly into a retail store is not considered a Retail center entry. *See also, “Major tenant entry”*

“Roof sign” or “Roof-mounted sign” means a sign erected or painted wholly on or above the roof covering any portion of a building.

“SF” is an abbreviation for “square foot” or “square feet,” depending on the context in which it is used.

“Searchlight” means an apparatus containing a light source and a reflector for projecting a high-intensity beam of approximately parallel rays of light.

“Secondary Sign” means a sign with an area less than or equal to twenty-four (24) square feet and located on any building or parcel. An interior tenant qualifies for a secondary sign if that tenant has frontage on City right-of-way or any other public area.

“Sign” means any writing, pictorial presentation, emblem, banner, or any other device, figure or similar character, including a physical structure or paint placed on another structure, containing words and/or illustrations in any combination which are

intended to advertise, notify, inform, or otherwise impart information about any business, special event, or other public or private purpose. For the purposes of this Chapter, any frame or background which is an integral part of a sign is considered part of the sign.

"Sign structure" shall be defined as follows: 1) for a freestanding sign or a sign which projects from another structure, the "sign structure" shall be physical structure upon which letters or symbols are placed; 2) for a sign placed parallel to the surface of a building, the sign structure shall consist of all elements placed directly upon the building, including individually mounted letters.

"Unified center" for the purposes of this Chapter shall mean a commercial or industrial center designed for occupancy by two (2) or more tenants and in which access to parking and/or the parking area itself is shared by two or more tenants, either physically or formally (as through easements or agreements). Buildings in a unified center may share a common architectural theme, but may also have differing exterior treatments.

"Wall sign" means a sign attached parallel to the exterior wall of a building, not projecting more than eighteen inches therefrom.

"Wind sign or device" means any sign or device in the nature of a banner, flags or other object, designed and installed in such a manner as to move upon being subject to pressure by wind or breeze. Banner signs permitted by this Chapter which are not designed to be moved by wind shall not be considered wind signs.

"Window sign" is any sign painted or hung on either the inside or outside surface of a window, not including merchandise displayed inside a window. Any sign hung more than twelve inches (12") from the inside surface of a window shall not be

considered a window sign and shall not be counted toward maximum permitted window sign area.

15.36.050 Area Measurement

- A. Sign area shall be measured as defined and illustrated below.
1. For signs whose shape is a regular geometric figure (square, rectangle, circle, oval, etc.), the area shall be calculated using standard formulas ($H \times W$, $p \times R^2$, etc.).

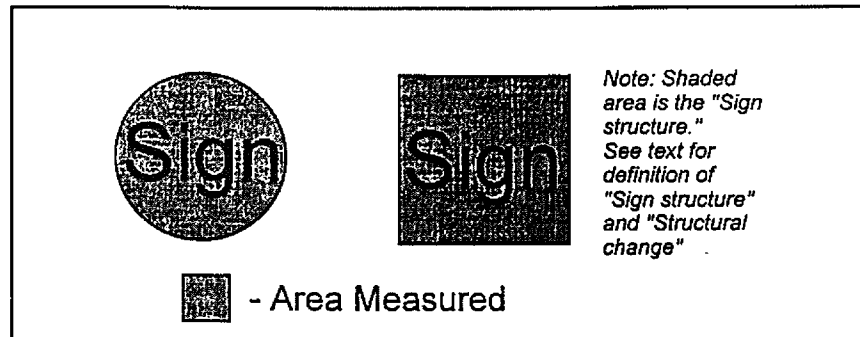


Figure 9: Sign Measurement for Regular Shapes

2. For signs whose shape is irregular (such as individual letters placed on a wall or a monument sign), the area shall be measured by enclosing the sign elements within up to eight straight, intersecting lines.

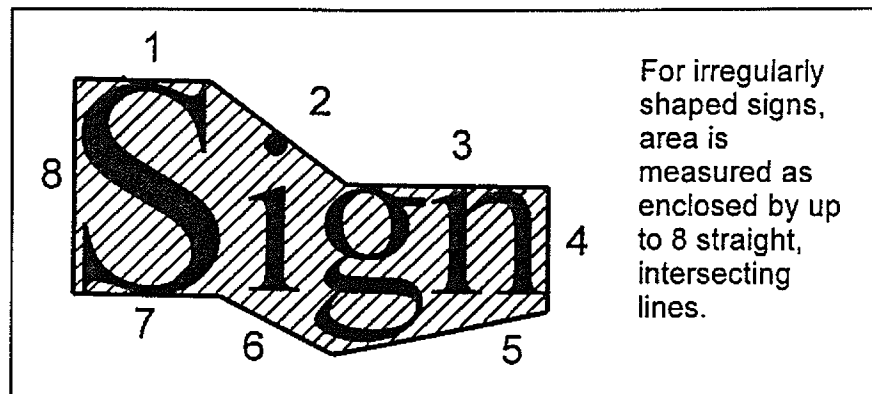


Figure 10: Sign Measurement for Irregular Shapes

- B. Where a sign has two faces, the area of the largest sign face shall be included in determining the area of the sign, so long as the two sides are within 5 degrees of parallel.

Where a sign has two or more faces which are more than 5 degrees from parallel, the sign area shall be computed as the sum of the area of each sign face.

- C. The area of spherical, cylindrical, or other three-dimensional signs shall be measured by calculating the area of an elevation drawing of the sign.
- D. Where a sign contains a frame, background, or other material used to differentiate the sign from the background on which it is placed, the sign area shall be measured to include the entire frame, background, or other material.

- E. The area of a monument sign which is supported by a base which is architecturally distinct from the sign face itself shall not include the area of the base. See Figure 11.

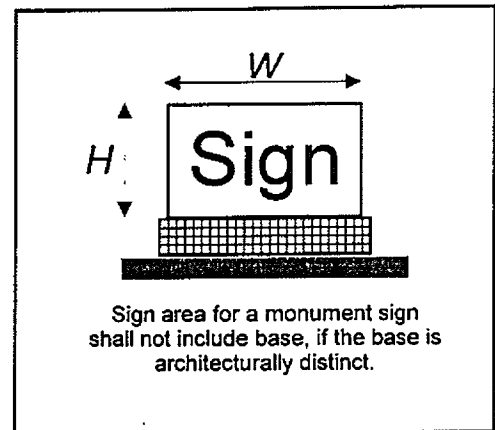


Figure 11: Sign Area for Monument Sign with Base

- F. The supports of a pedestal sign shall not be included in the area of a sign, unless they form an integral part of the sign face.

- G. The following standards shall be used to determine the area of signs containing multiple elements. Figure 12 illustrates these measurement methods.

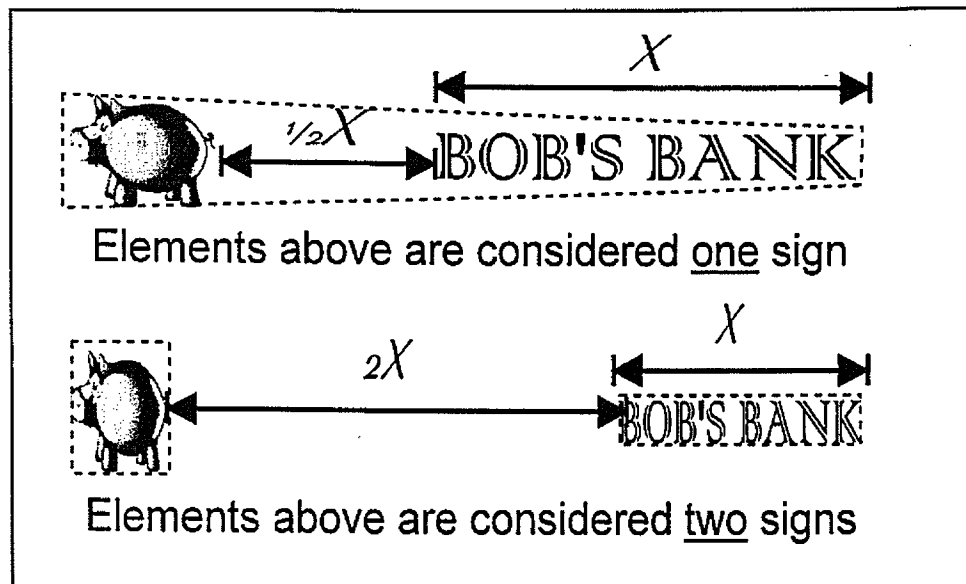


Figure 12: Signs with Multiple Elements

1. Regardless of their spacing, the letters forming a word or name shall be considered a single sign.

2. When two or more separate items in a sign (such as a word and a logo) are separated horizontally or vertically by less than twice the width or height of the largest item, the items shall be considered a single sign, and the area shall be determined by measuring the area enclosed by a perimeter enclosing all of the items.
 3. When two or more separate items (such as a word and a logo) are separated horizontally or vertically by more than twice the width or height of the largest item, the items shall be considered two signs, and the area of each item shall be determined individually.
- H. For signs placed on an awning or other translucent surface lighted from below or behind (other than a window), the sign area shall be calculated to include the entire lighted area of the awning.

15.36.060 Height Measurement

- A. The height of all signs shall be measured from the top edge of the sign and/or support structure to the average finished grade of the ground below the sign and/or support structure, as shown below. If the sign is adjacent to a sidewalk or curb, the height shall be measured from the average top of sidewalk or curb.

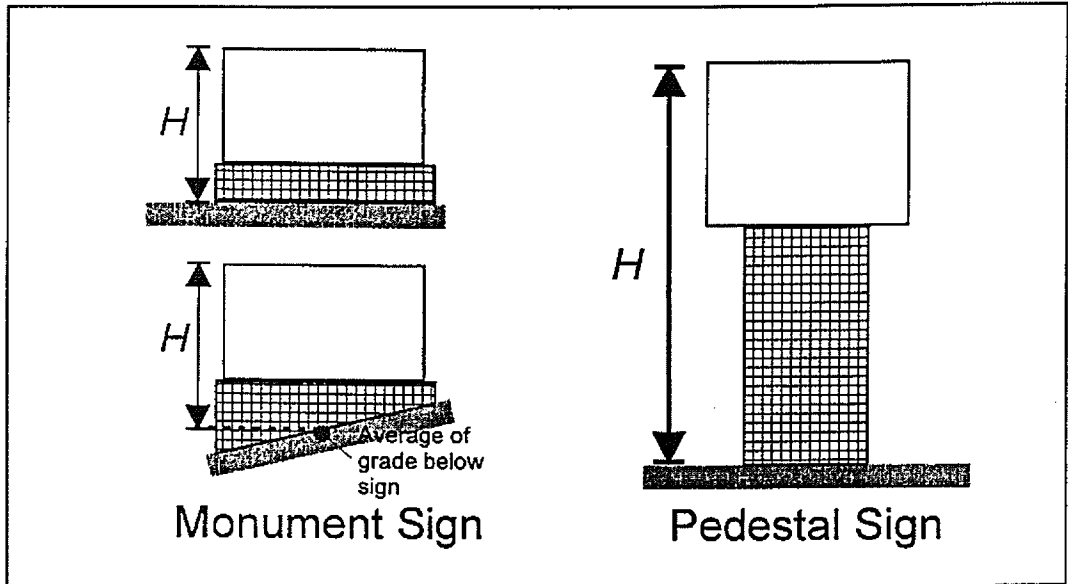


Figure 13: Sign Height Measurement

- B. The following shall apply to signs located within ten (10) feet of a sidewalk or curb:
1. If the sign is located on a mound or other raised area, any mounding more than one (1) foot in height will be added to the height of the sign. (For example, a four-foot-high sign structure located atop a three-foot-high mound will be considered to be six feet in height.)
 2. If the sign is located in a depression or similar lowered area, up to one (1) foot in elevation will be deducted from the height of the sign. (For example, a four-foot-high sign located in a depression two feet lower than the adjacent sidewalk will be considered to be three feet high.)

ARTICLE III. GENERAL SIGN STANDARDS

15.36.070 General Standards

- A. Temporary signs are for sales, special events, business promotions, and other events which occur over a limited time.
- B. Both faces of a dual-faced sign (except as otherwise specifically permitted by this Chapter) shall contain the same words, artwork and logo.

15.36.080 Permits and Fees

- A. It is unlawful for any person to erect, construct, reconstruct, install, place, build, hang, paint, draw, affix, fasten, alter, relocate, or maintain a sign, as defined in this Chapter, without first obtaining all required approvals and permits, and making payment of fees as required by the City, except as noted in Sections B below and for specific sign types in this Chapter. Permits may include planning, building and/or electrical permits or sign permits.
- B. No sign permit shall be required for the following types of signs. Building or electrical permits may be required.
 - 1. Open house signs.
 - 2. Sale, Rent, and Lease signs.
 - 3. Window signs.
 - 4. Exempt signs.

15.36.090 Permit Submittal Requirements

All applications for sign approvals and/or permits shall be made on forms provided by the Community Development Department. The Director shall determine the required information to be specified on these forms.

15.36.100 Sign Approval Required

- A. Sign Approval required. All signs, except as specifically noted in this Chapter, require approval by the City. The following sections describe required sign-related approvals.
- B. Freestanding Signs. The location size and architectural design of all freestanding signs and support structures (except construction and temporary signs) shall be approved by the Planning Commission. Replacement of a sign without any structural change, such as replacement of sign elements including but limited to individual channel letters or increase in sign area, on existing freestanding sign structures shall be approved by the Director.
- C. Roof Signs. Roof signs or roof-mounted signs are discouraged. However, such signs may be permitted upon the finding that (1) the sign is an integral part of the design of a building, such as signs incorporated into roof screens or parapet walls; (2) the sign is compatible with the design of the building; and (3) the location of the sign is aesthetically consistent with the project and nearby building and architecture.
- D. Building-Mounted Signs. Unless specified otherwise in a Specific Plan, Sign Program, or other regulation, the location, size, and architectural design of all building-mounted signs may be approved by the Director. Replacement

of a sign on existing building-mounted signs may be approved by the Director with reasonable conditions to ensure compliance with this Chapter.

- E. Sign Programs. The Planning Commission shall approve all Sign Programs and amendments to Sign Programs.
- F. Signs larger than 120 square feet in area. All signs and sign programs that have signs larger than 120 square feet shall be permitted upon approval of a Conditional Use Permit application. The City Council shall approve the sign or sign program by a four fifths (4/5) vote of the entire authorized membership of the City Council.
 - 1. Approval of application, findings. The City Council in approving a Conditional Use Permit, shall find as follows:
 - a. That the size of the sign is compatible with the design, architecture, and scale of the building(s) and or project.
 - b. That the size of the sign is aesthetically consistent with the project, adjacent areas, and the City.
 - c. That the size of the sign is needed to provide necessary project identity for the benefit of the general public.
 - 2. Public Hearing by City Council. A public hearing shall be held by the City Council after a complete application has been filed and legally required notice given for the hearing.
 - a. Notice shall be published in a newspaper of general circulation, not less than ten days before the date set for the

Council hearing. The notice shall contain all data related to the case.

- b. Notices shall be mailed not less than ten days prior to the date of the meeting to owners of property within a radius of three hundred feet of the external boundaries of the property described in the application, using for this purpose the name and address of such owners as are shown on the latest official tax roll of the County. Such notice shall contain all data related to the case.

- G. Permit issuance does not prevent stop work orders. The granting of a permit shall not prevent the City from thereafter requiring the correction of errors in the work, or from preventing further operations being carried on thereunder when in violation of the provisions of this Chapter or any other ordinance of the City.

15.36.110 Construction and Maintenance Standards

All signs shall comply with the following criteria:

- A. All transformers, equipment, programmers and other related items shall be screened, painted to match the building, or concealed within the sign structure.
- B. To reduce energy use, all sign illumination systems shall incorporate contemporary energy saving techniques and materials.
- C. All permanent signs shall be constructed of quality, low-maintenance materials such as metal, concrete, natural stone, glass or acrylics.

Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight.

- D. All signs shall be constructed in compliance with all applicable building, electrical and other codes in effect at the time of construction or maintenance, with particular respect to wind and seismic loads and overturning moment.
- E. All freestanding signs which incorporate lighting shall have underground utility service.
- F. Signs shall be cleaned, updated and/or repaired as necessary to maintain an attractive appearance and to ensure safe operation of the sign. Unacceptable sign conditions include: broken or missing sign faces, broken or missing letters, chipped or peeling paint, missing or inoperative lights, exposed mechanical or electrical components and missing or broken fasteners. Failure to respond to a written request from the City to perform maintenance work shall result in revocation of the sign's permit.
- G. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed.
- H. No sign support shall be attached to, or supported by, a fire escape.
- I. All illuminated signs shall be of such an intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular traffic.

15.36.120 Standards for Monument and Pedestal Signs

- A. No monument or pedestal sign within one hundred feet of a residential zoning district shall be lighted unless the illumination is concentrated upon the area of the sign and does not cast glare upon any dwelling.
- B. Monument or pedestal signs shall not extend over public property or right of way.
- C. Monument or pedestal signs in a corner cutoff area shall not extend higher than three feet above the adjacent curb top (or road centerline if there is no curb).

15.36.130 Maximum Brightness

Internally illuminated signs shall be limited to the following maximum brightness:

Neon signs: Shall not exceed 30 mA (milliamps)

Exposed incandescent bulbs: Shall not exceed fifteen (15) watts

15.36.140 Prohibited Signs

The following sign types are not permitted:

- A. Any sign not specifically identified in this Chapter as permitted shall be prohibited.
- B. No person, except a public officer or employee in performance of a public duty or a contractor for a public agency, shall place or fasten any type of sign or advertising on public property or on any public structure (including, but not

limited to: pavement, sidewalk, parking place, step, curb stone, lamppost, pole, signpost, hydrant, bridge, wall or tree) except as may be required by ordinance or law or as authorized in the Downtown Business District in compliance with the requirements of this Chapter.

C. The following types of signs are prohibited:

1. Any sign, any portion of which (including its supports) may obstruct any fire escape, stairway or standpipe.
2. A sign that may interfere with human exit through any window or any room located above the first floor of any building.
3. A sign where the sign or its supports may obstruct any exterior door or required exit of any building.
4. A sign that may obstruct any legally required light and ventilation.
5. A sign that, as a result of the intensity, direction or color of its lighting or illumination, may interfere with the proper operation of, or cause confusion to the operator of a motor vehicle on the public streets.
6. Billboard signs, reader boards, bench signs, or wind signs or devices.
7. Combination signs.
8. A sign with outline tubing or neon used on the sign-support structures or running from the sign across the building and thereby invalidating the sign area limitations. *Note: The use of neon on a building is permitted, as provided in this Chapter.*

9. Obsolete signs unless designated as historic.
10. Pennants, streamers, or other similar signs including those which are suspended from ropes, strings, or similar devices, except as provided in Section 15.36.390, Automobile Dealership Signs
11. Portable signs not permanently attached to the ground or a building, except for banner signs which are regulated by this Chapter and portable and projecting signs as permitted within the downtown business district in accordance with this Chapter, and portable signs regulated by Chapter 12.55 of this Code.
12. Projecting signs, except as permitted in Section 15.36.240 of this Chapter.
13. Pole signs, except as freeway signs and Automobile Dealership signs in accordance with this Chapter.
14. Balloons of any shape or size, except as permitted in section 15.36.390.

15.36.150 Signs Under Canopies or Overhangs

Signs located under canopies or overhangs shall meet the following requirements:

- A. The sign may have a double face; the area of one face may not exceed three (3) square feet.
- B. The sign shall be perpendicular to the wall of the building or property line.

- C. A clearance of eight (8) feet shall be maintained over the pavement or grade directly below.
- D. The sign area shall be considered part of the maximum allowable for the entity concerned.
- E. Only one under canopy or under-marquee sign shall be permitted for each entity.

15.36.160 Sign Programs

Sign Programs are encouraged as a means to provide consistency among signs. A Sign Program shall include the following elements:

- A. A Sign Program may specify standards more restrictive or specific than this Chapter or another applicable regulation, but may not contain standards less restrictive or less specific.
- B. All unified centers, as defined in this Chapter, shall prepare a Sign Program.
- C. A Sign Program shall contain the following information for all signs, including on-site directional and informational signs:
 - 1. The design, materials of construction, colors, (graphically shown), lighting and dimensions shall be clearly illustrated.
 - 2. A plot plan illustrating all improved areas, including landscaping, and signs drawn to scale to show the location of each sign.
 - 3. Elevations. All signs are to be illustrated and dimensioned in

elevation drawings. When a sign is attached to a building, the illustration shall be a composite of the sign and the building, rendered to scale.

4. Side view and any other illustration(s) required for clarity.

D. A Sign Program may also contain other information as necessary to establish regulations to ensure that signs are consistent and attractive, including:

1. Size standards, if different from the standards for the underlying zoning district, specific plan, or other approval.

2. Sign colors

3. Letter style

4. Sign materials

5. Types of signs permitted

6. Sign review and approval procedures, if different from the standards for the underlying zoning district, specific plan, or other approval.

7. Transfer of unused sign area from one business to another.

ARTICLE IV. SIGN STANDARDS FOR COMMERCIAL ZONING DISTRICTS

15.36.190 General Commercial Sign Standards

A. Except as provided elsewhere in this Chapter, each business is permitted to

install one (1) main identification sign; all other signs shall be considered secondary signs and shall conform to the size criteria established in the following table.

B. Permitted sign areas for commercial zoning districts are shown below:

Zoning District	Maximum Permitted Sign Area	Maximum Size of Main Identification Sign	Maximum Size of Secondary Sign(s)
C-1 and C-2	½ SF of sign area for each linear foot of building frontage	50 SF* Each business is limited to one (1) main identification sign. *For exception see Section 15.36.210 C	24 SF

Zoning District	Maximum Permitted Sign Area	Maximum Size of Main Identification Sign	Maximum Size of Secondary Sign(s)
<p>C-3 and C-4 Zoning Districts and Other Zoning Districts Referencing C-4 Standards (Except as noted in this Chapter)</p>	<p><i>The greater of the following:</i></p> <p>a. 1 SF of sign area for each linear foot of building frontage up to 120 linear feet <u>plus</u> ½ SF of sign area for each foot of frontage in excess of 120 linear feet</p> <p>or</p> <p>b. ½ SF of sign area for each linear foot of lot frontage</p>	<p>1 SF of sign area for each linear foot of building frontage up to 120 linear feet plus 1/4 SF of sign area for each foot of frontage in excess of 120 linear feet up to a maximum of 300 SF‡</p> <p>Each business is limited to one (1) main identification sign.</p> <p><i>See also specific standards for Regional Mall signs.</i></p> <p>‡ For maximum sizes in industrial zoning districts, see specific zoning district standards</p>	<p>24 SF</p>
<p>C-M</p>	<p><i>The greater of the following:</i></p> <p>a. 1 SF of sign area for each 1 linear foot of building frontage</p> <p>or</p> <p>b. ½ SF of sign area for each 1 linear foot of lot frontage</p>	<p>120 SF†</p> <p>Each business is limited to one (1) main identification sign.</p> <p>‡ Signs in industrial zoning districts which face a residential zoning district may not exceed seventy-five (75) square feet in size.</p>	<p>24 SF</p>

Zoning District	Maximum Permitted Sign Area	Maximum Size of Main Identification Sign	Maximum Size of Secondary Sign(s)
A-P, A-P-C, and M-F	Maximum main identification sign of 20 SF, regardless of frontage <i>See A-P/A-P-C regulations for specific criteria for other signs</i>		<i>See A-P/A-P-C/M-F regulations for specific criteria for other signs</i>
EV/AP	½ SF of sign area for each lineal foot of building frontage	50 SF	24 SF

15.36.200 C-1 and C-2 Zoning Districts

The following standards apply within the C-1 and C-2 zoning districts.

- A. Sign Approval Required. The location, size and architectural design of all freestanding signs and roof signs shall be approved by the Planning Commission. Replacement of a sign without any structural change, such as replacement of sign elements including but limited to individual channel letters or increase in sign area, on existing freestanding sign structures shall be approved by the Director.

The location, size, and architectural design of all building-mounted signs shall be approved by the Director. Replacement of a sign without any structural change, such as replacement of sign elements including but limited to individual channel letters or increase in sign area, on existing building-mounted signs shall be approved by the Director.

- B. Size. The permitted size of signs in the C-1 and C-2 zoning districts is as shown in §15.36.190 of this Chapter. Major tenant signs may be increased in area up to a maximum of 75 square feet in area if approved as part of a

complete sign program approved for the shopping center upon the determination that the increased area is appropriate to improve the aesthetics of the project.

C. Location. The following regulations apply to the location of permanent and temporary signs in the C-1 and C-2 zoning districts.

1. Signs may only be erected on the side of a building where a street right-of-way or public entryway to the store is located. One unlighted sign not to exceed two square feet in area may be placed on the rear of the building for service and delivery identification.
2. All signs shall be placed parallel to the vertical surface of the structure occupied by the use to which a sign pertains, and may not extend out from such surface more than twelve inches.
3. No sign shall be placed within any required yard or setback area.

D. Special Signs

1. One overall identification sign for a unified shopping center may be approved for each street frontage, subject to the following regulations:
 - This sign shall be placed parallel to the vertical surface and below the top of the required three-foot-high wall adjacent to the required front yard area.
 - The dimensions of each letter shall not exceed ten inches, and the maximum area of each sign shall not exceed twenty square feet.

- If more than one identification sign is provided for a center, each identification sign shall be identical in size and color.
 - Center identification signs shall not be included in the sign area for any individual use.
2. Directional signs of two (2) square feet or less are exempt from this Chapter.

E. Specific Limitations

1. All illuminated signs shall be of such an intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular traffic. Signs shall not be lighted between the hours of ten p.m. and six a.m.
2. No freestanding signs are permitted in the C-1 and C-2 zoning districts, except center identification signs as described in Section E, above.

- F. Portable A-Frame signs are permitted within a unified center if included within an approved Sign Program.

15.36.210 C-3 Zoning District

The sign provisions of the C-4 zone apply to all signs located in the C-3 zoning district. In addition, the following requirements shall apply:

- A. Second Floor Windows. Signs permanently painted on second floor windows facing the street are permitted by the Director.
- B. Individual businesses having public access on more than one side of a building are permitted to have a second main identification sign.
- C. Multiple-tenant buildings containing storefronts having no direct access or street frontage are permitted to install a directory-type sign. This directory sign shall conform to the following standards:
 - 1. The directory sign shall be a secondary sign, as defined in this Chapter.
 - 2. The size of the sign shall be limited to two (2) square feet for each tenant in the building.
- D. Portable A-Frame signs are permitted within a unified center if included within an approved Sign Program.

15.36.220 C-4 Zoning District

The following regulations apply to signs in the C-4 zoning district:

- A. Architectural Compatibility. All signs shall be harmonious with the character and architectural style of the structure upon which they are placed.
- B. Sign Approval Required.
 - 1. The location, size and architectural design of all freestanding signs and support structures shall be approved by the Planning Commission. Replacement of a sign without any structural change, such as replacement of sign elements including but limited to

individual channel letters or increase in sign area, on existing freestanding sign structures shall be approved by the Director.

2. The location, size, and architectural design of all building-mounted signs shall be approved by the Director. Replacement of a sign without any structural change, such as replacement of sign elements including but limited to individual channel letters or increase in sign area, on existing building-mounted signs shall be approved by the Director.

C. Size. The maximum size of signs is shown in §15.36.190 of this Chapter (Unless further restricted by an approved Sign Program).

D. Location. All signs shall be placed parallel to the vertical surface of the building, and shall not protrude from the furthest surface of the building, marquee or canopy more than twelve inches, except that one under canopy area sign containing less than three square feet in area is permitted for each street that the building faces.

E. Freestanding Signs. The following regulations apply to freestanding signs:

1. Types of Freestanding Signs. The following freestanding signs are permitted:

- Monument signs with a height not exceeding four feet.
- Pedestal signs with a height not to exceeding twelve feet.

2. One freestanding sign per street frontage per parcel or unified center is permitted, except as follows:

- Each freestanding sign for an individual tenant shall count toward the allowable signage for that tenant. Shopping Center signage shall not count towards maximum signage and shall not exceed the requirements of section 15.36.220(E)(7) of this Chapter.
 - For commercial centers in excess of thirty-five (35) acres, two (2) freestanding signs identifying the center are permitted. One (1) of the signs may be oriented to the freeway if located on land designated as freeway oriented property (See figure 16) and shall meet the design criteria for freeway oriented signs. If not considered a sign oriented to the freeway, the maximum height of the sign shall be twenty feet.
3. No freestanding sign shall be placed in such a manner that it obstructs signs on adjacent properties from public view.
 4. A freestanding sign in excess of twenty-four square feet shall be considered a main identification sign.
 5. No freestanding sign may be placed closer than forty feet to another freestanding sign.
 6. No portion of a freestanding sign shall extend over existing or future public right-of-way.
 7. The following size criteria apply to freestanding signs:

Size of Parcel or Unified Center	Maximum Size of Freestanding Sign
Up to 5 Acres	Twenty-four (24) SF
> 5 to 10 Acres	Fifty (50) SF
>10 - 35 Acres	Seventy-five (75) SF (unless sign is freeway-oriented as defined by this Chapter).
Greater than 35 Acres	120 SF (unless sign is freeway-oriented as defined by this Chapter).

The area of a sign identifying a unified center shall not be counted toward the maximum sign area for any tenant.

F. Miscellaneous Provisions

1. One sign is permitted for each forty feet of frontage of the structure of building.
2. Directional signs of two (2) square feet or less are exempt from this Chapter.
3. Sign standards for specific types of businesses are contained in Article VII of this Chapter.
4. Standards and regulations for multi-tenant freestanding signs are contained in Article VII of this Chapter.

5. Portable A-Frame signs are permitted within a unified center if included within an approved Sign Program.
6. The Planning Commission, as a part of its review of a Sign Program, may exempt certain signs or areas from the requirements of this Section if the following criteria are met:
 - a. The signs cannot be seen from the public rights of way, parking areas or other public areas.
 - b. The signs are oriented to the interior of a pedestrian retail or recreation area.
7. Monument signs in historic districts or for designated structures may have a base which is not solid in order to be consistent with the historic integrity of the property. The sign shall be approved by the Planning Commission and the Historic and Scenic Preservation Commission.

15.36.230 C-M Zoning District

The sign provisions of the C-4 zoning district shall apply to all properties in the C-M zoning district.

15.36.240 Signs in the Downtown Business District

The Downtown Business District is a unique commercial area within the City. Due to the pedestrian orientation and historic nature of the district, signage which is unique and separate from other uses within the City is warranted. The following sign regulations shall apply only to businesses within the boundaries of the Downtown Business District.

- A. Downtown Business District. The boundaries of the Downtown Business District are described and illustrated in Figure 14.

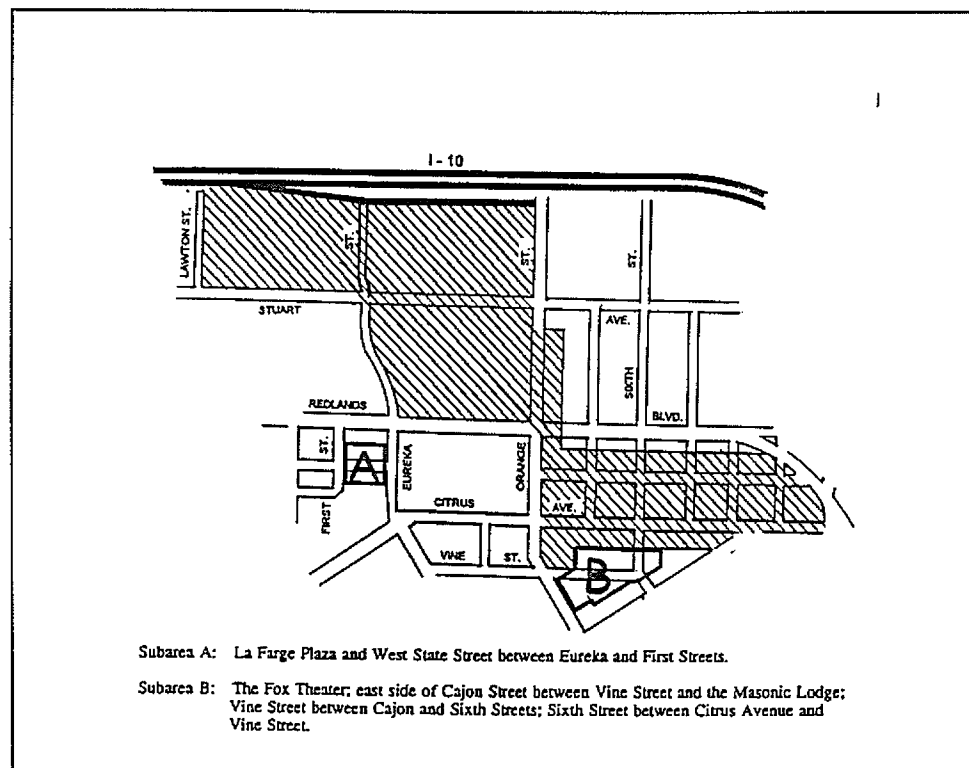


Figure 14: Downtown Business District Boundaries

B. General Limitations

1. A maximum of one portable or projecting sign shall be permitted per business. The sign shall be directly related to the business frontage and shall be located at the main entrance to the business. Businesses with a main entrance facing an alley shall place the sign at the alley entrance.
2. Multiple-tenancy buildings shall be allowed one portable or projecting sign.
3. Buildings/businesses with freestanding signs shall not be permitted to have portable or projecting signs.
4. No objects shall be attached to portable or projecting signs. This includes balloons, banners, merchandise and electrical devices.
5. Portable signs shall be removed at the daily close of business.
6. Portable signs shall comply with all maintenance criteria for temporary signs contained in this Chapter.

C. Design. To ensure uniformity of design, portable and projecting signs shall be designed so as to be aesthetically pleasing and consistent with the "theme" of the business (where such a "theme" exists).

1. All portable and projecting signs visible from both sides shall be double-sided.
2. Projecting signs should function as visual enhancements and should

be graphically oriented.

- D. Size. It is intended that the area of all signs shall be maintained at the minimum determined adequate to advertise a particular business.
1. The maximum allowable sign area for portable and projecting signs shall not exceed six square feet.
 2. The sign shall not exceed three feet in height and two feet in width, including all structural elements.
- E. Location. The figures below show permitted sign locations.

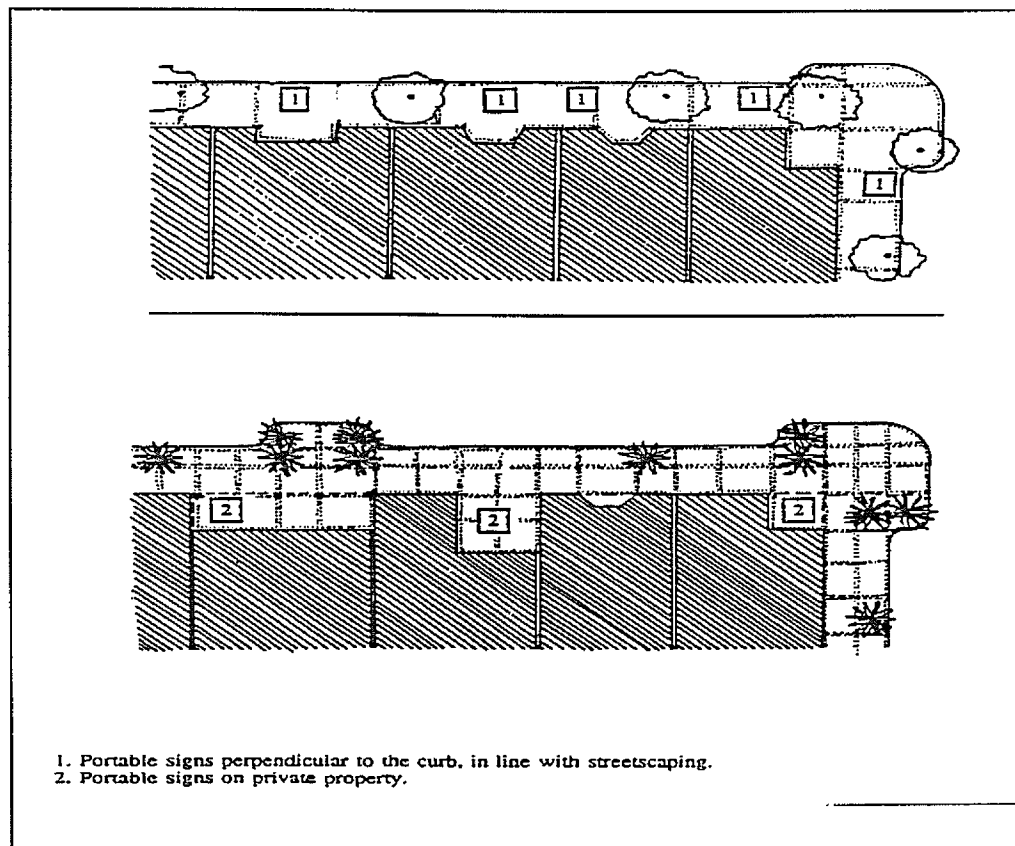


Figure 15: Downtown Business District Portable Sign Locations

1. All portable signs located in the public right-of-way shall conform with Chapter 12.55 of Code.
2. Projecting signs shall be secured to the building and cannot extend into the public right-of-way more than two feet. The lowest portion of the projecting sign shall not be less than eight feet from the ground.
3. Portable signs may be placed on private property as long as they are oriented to the main entrance.
4. No sign shall be placed in such a manner that it obstructs pedestrian or vehicular traffic or visibility. Signs shall not be placed in crosswalks and all corner cutoffs shall be maintained.
5. Portable signs shall not be located within eight feet of permanent pedestrian seating areas.
6. Portable signs shall not be placed in parkways.
7. Portable signs shall be self-standing and shall not lean against or be attached to any public tree, pole or other fixture. Signs shall not be placed over grates, planters, etc.

F. Sign Approval Required. The type, size, location and design of signs and support structures allowed under Section 15.36.240 shall be approved by the Director.

1. Decisions made by the Director may be appealed to the Planning Commission.

2. If approved by the Director, a permit shall be issued.

15.36.250 C-D Overlay District

All commercial signs located in the C-D civic design district shall be approved as provided in this Code.

15.36.260 A-P, A-P-C, and MF Zoning Districts

The following regulations shall apply in the A-P, A-P-C, and M-F zoning districts:

- A. Residential Uses. When signs are used for residential purposes, the regulations of the residential districts shall apply.
- B. For Nonresidential Uses.
 1. Signs Permitted. Only one main identification sign per street frontage will be permitted for each property. No other signs will be permitted with buildings having one main entrance. On buildings with more than one public entrance, a supplementary directional sign indicating the names of the occupants and suite numbers may be located as near as practical to the public entrance.
 2. Area of Sign.
 - a. Any size sign may be used, to a maximum of twenty (20) square feet or total sign area per building or site. The maximum area shall include any directory-type listings incorporated in the sign. If a directory-type listing is used to designate individual businesses, the maximum area provided

for each business shall be one (1) square foot, which shall be counted toward the total sign area.

- b. For the supplementary directional signs for buildings having more than one public entrance, the maximum area of the sign shall be three (3) square feet or one-half ($\frac{1}{2}$) foot per business, whichever provides the lesser area. If this sign is less than two (2) square feet or less, it shall not count toward total sign area.
3. Wall Signs. If the sign is to be attached to the building, it shall be placed parallel to the surface of the building, and may not extend out from the building more than twelve inches.
4. Freestanding Signs. Freestanding signs shall be constructed as monument signs, and shall be parallel with the street and located not closer than ten feet from the street property line or future right-of-way line.
5. Freestanding Signs on Corner Lots. A monument sign may be placed on a corner lot with a setback of ten feet from each of the streets. The sign may have two faces, each parallel with a street and a maximum area of ten square feet for each face.
6. Illumination of Sign. The sign illumination shall be of such intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular travelers.

15.36.270 EV/AP Zoning District

The purpose of the regulations in this section is to acknowledge the larger-scale administrative professional development occurring in the East Valley Corridor Specific Plan area and to provide adequate signage that is architecturally compatible with the development.

- A. Sign Approval Required. The location, size and architectural design of all signs and support structures shall be reviewed and approved by the Planning Commission. Replacement of a sign that entails structural change, such as replacement of sign elements including but limited to individual channel letters or increase in sign area, on existing sign structures shall be reviewed and approved by the Director.
- B. Area of Signage. Total allowable signage is calculated at a ratio of one-half square foot in area for each foot of the structure or portion thereof wherein the pertaining use is conducted. Buildings on corner lots or lots fronting on two or more streets may be credited with only one frontage. No office shall be credited with more than one frontage. One main identification sign will be permitted for each property. The main identification sign shall not exceed fifty square feet. Auxiliary signs shall not exceed twenty-four square feet.
- C. Signs Permitted. The following sign types are permitted in the EV/AP land use district:
 - 1. Monument Sign. One freestanding monument sign per parcel or unified complex shall be permitted, maximum of four feet in height. If illuminated, only the letters are to be illuminated. No translucent backgrounds permitted.

2. Wall Signs. If the sign is to be attached to the building, it shall be placed parallel to the surface of the building, and may not extend out from the building more than twelve inches. No sign shall be permitted on the roof or project above the roofline.
 3. Directional Signs. Directional signs containing a maximum area of two square feet each may be permitted as necessary to facilitate on-site vehicular circulation. An "EMERGENCY" directional sign may be a maximum of eight square feet.
 4. Supplementary Directory Signs. A maximum of one directory sign may be placed near the pedestrian entrance to the building. The maximum area of the sign shall be three square feet or one-half foot per business, whichever provides the lesser area.
- D. Location. Signage may only be erected on the side of a building where a street right-of-way or public entryway to the business is located. One unlighted sign not to exceed two square feet in area may be placed on the rear of the building for service and delivery identification.
- E. General Limitations.
1. All illuminated signs shall be of such an intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular traffic.
 2. Developments designed for occupancy by more than one tenant shall comply with Section 15.36.160.

ARTICLE V. SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS

15.36.280 For Sale, For Lease, For Rent Signs

For sale, for rent, lease or exchange signs may be used in accordance with the regulations contained in the "Temporary Signs" section of this Chapter.

15.36.290 Identification Signs in Multiple-Family Residential Districts

Signs in the Multiple-Family Residential Districts are subject to the following provisions:

- A. Multiple residential developments located on lots less than one hundred feet in width may be permitted one sign containing a maximum area of five square feet.
- B. Multiple residential developments located on lots exceeding one hundred feet in width may be permitted to have one sign with a maximum area of fifteen square feet.
- C. Signs may be externally illuminated only. All lighting shall be directed away from the street and adjacent properties.
- D. The sign may be fastened parallel to the surface of the building, or be constructed as a ground sign parallel with the main building, with a maximum of four feet in height, and shall not project further than five feet from the building. No sign shall be permitted on the roof, eave vents, or on the wall above the first floor.

15.36.300 Identification Signs for Single-family Residential Districts.

Single-family residential subdivisions may be permitted the use of subdivision identification signs, subject to the following provisions:

- A. Single-family residential subdivisions containing a minimum of fifty units may be permitted subdivision identification signs at primary entrances to the development with a maximum sign area of twenty square feet per face. The proposed signs at primary entrances may be located on both sides of the street. Any one development may have a maximum of two primary entrances with subdivision identification signs.
- B. The identification signs adjacent to each primary entrance shall be incorporated into a monumentation style structure, constructed of decorative block/brick and or similar material, be located behind the corner cut-off area, and have a maximum height of six feet. Signs with a maximum height of three feet may be located within the corner cut-off area.
- C. Additional subdivision identification signs with a maximum height of six feet may be permitted adjacent to all secondary entrances to the development provided they are located behind the corner cut-off area, and have a maximum height of six feet. The actual sign face shall not exceed five square feet. Signs with a maximum height of three feet may be located within the corner cut-off area.
- D. All subdivision signs, if lighted, shall be externally illuminated and all lighting shall be directed away from the street and adjacent properties.
- E. Height of all signs shall be measured from the adjacent grade elevation.

- F. An entity, such as a homeowner's association or a landscape and lighting district, shall be formed, empowered, and required to maintain all permitted subdivision identification signs.

15.36.305 Mobile Home Parks Zoning District

The standards for multiple family residential zoning districts shall apply in the Mobile Home Parks zoning district.

15.36.310 Signs for Non-Residential Uses in Residential Zoning Districts

- A. The sign provisions for the A-P zoning district shall apply to non-residential uses within any residential district where permitted by a conditional use permit.
- B. Institutional uses in residential zoning districts may display banners as permitted by this Chapter.

ARTICLE VI. SIGN STANDARDS FOR OTHER ZONING DISTRICTS

15.36.330 M-F, M-P, M-1, I-P, and M-2 Zoning Districts

The provisions of the C-4 zoning district shall apply.

15.36.340 E Zoning District

The following standards shall apply to all educational uses in the E zoning district. Residential uses in the E zoning district shall be subject to the standards for Single Family or Multiple Family zones, as contained in this Chapter.

- A. Entry Walls. Signs of up to twenty-four (24) square feet may be placed on entry walls at roadway intersections leading to educational institutions in the E zoning district.
- B. Banner Program. Within the E zoning district, temporary banners advertising activities which benefit the public may be installed consistent with the time limits for banner signs established in this Chapter.
- C. Building Identification Monument Signs. Two (2) building identification monument signs may be installed for each building, up to a maximum of twenty-four (24) square feet in size, only if identification signs are not placed on the building itself.
- D. Building-Mounted Identification Signs. Two (2) building-mounted identification signs may be installed on each building, up to a maximum of twenty-four (24) square feet per sign, and only if freestanding building identification signs are not used.
- E. Signs for stadiums, ball fields, and other large recreational/entertainment facilities shall be permitted up to one sign per street frontage, up to a maximum of ½ SF per linear foot of frontage and in accordance with an approved sign program.
- F. Vehicle Directional Signs. Directional signs of up to ten (10) square feet in size may be installed in the E zoning district to direct motorists to buildings within an educational facility. These signs may be double faced.
- G. Each use in the E zoning district which proposes to construct signs visible from a public right of way should be required to submit a Sign Program for approval by the Planning Commission. This Sign Program must include at

least the following:

1. Specific designs for each sign type (size, height, letter style, etc.).
2. Locations of all proposed signs by sign type.

H. Signs in the E zoning district may have external illumination only.

15.36.350 T Zoning District

The following regulations shall apply to properties in the T, Transitional zoning district:

- A. When used for residential purposes, the sign regulations for single family residential uses shall apply.
- B. When used for off-street parking in conjunction with a commercial, industrial or administrative and professional use, the total area of signs permitted at any entry or exit shall not exceed one square foot for each one thousand square feet of lot area. The maximum area of any one sign shall not exceed 24 square feet. Illumination of all such signs shall not adversely affect abutting residential properties or vehicular traffic.

15.36.360 P Zoning District

All signs in the P parking district are subject to the provisions of the T transitional district.

15.36.370 O Zoning District

The following signs are permitted in the O open district:

- A. Signs related to a public use or purpose.
- B. Private signs subject to review and approval by the Director.
- C. Signs for commercial/industrial uses, subject to the C-4 zoning district regulations contained in this Chapter.

15.36.380 A-D Zoning District

Signs in the A-D zoning district shall be subject to the requirements of the C-3 zoning district, with the addition of the following regulation:

- A. All signs located in the A-D airport district are subject to flight-safety considerations, and must be approved by the Director.
- B. The following sign types are permitted:
 - 1. For rent, sale, or lease signs.
 - 2. Directional signs to direct motorists to destinations within the airport.
 - 3. One (1) freestanding sign per airport, which may include a directory-type listing of tenants at the airport.
 - 4. Signs painted in accordance with FAA regulations, for the use of air navigation and ground traffic.

- C. Sign sizes shall be as specified in the C-4 zoning district standards.
- D. Sign Locations. With the exception of the freestanding airport identification sign, all signs shall be painted or mounted parallel to the fascia of a building.

ARTICLE VII. SIGN STANDARDS FOR SPECIFIC SIGN TYPES

15.36.390 Automobile and Watercraft Dealership Signs

Automobile and watercraft dealerships, due to the nature of their operations which include large outdoor sales areas, the need for site identification to compete on a regional basis, and importance as significant economic resources to the City, warrant and require signs which is unique and separate from other uses within the City. The following regulations shall apply only to automobile and watercraft dealerships where the principal use is the sale of new cars, motor cycles, motor homes or watercraft.

- A. Sign Area and Sizes. Total sign area and sign sizes shall be within the total allowed for the zoning district in which it is located. Except as provided in this section, the provisions of the zone district in which the automobile dealer is located shall govern signs for the site.
- B. Number and Height of Main Identification Signs. One (1) main identification sign shall be permitted for each street frontage of the site up to a maximum of four (4) main identification signs. Main identification signs shall have a maximum height of (20) twenty feet.
- C. Auto Center Sign. Where more than one auto dealership is located adjacent or directly across the street from another and the area is identified as an auto center or unified complex, an additional main identification sign up to one

hundred twenty (120) square feet in area may be permitted. The sign may be located on a building or be a freestanding sign. An auto center sign shall not count toward the total sign area or number for any individual dealership.

- D. Multi-tenant Auto Center Sign. One multi tenant auto center sign is permitted for all automobile dealerships in the City. The multi-tenant auto center sign shall not count toward the sign area or number of signs for any individual dealership. The location, size, height and architectural design shall be approved by the Planning Commission under the provisions of Section 15.36.100. Signs larger than one hundred twenty (120) square feet in area or over (20) feet in height shall be considered by the City Council under a Sign Conditional Use Permit as described in Section 15.36.100 F.
- E. Uniformity of Design. Signs shall be uniform throughout the project and shall be designed so as to be compatible with the architecture and scale of the structures on the site.
- F. Temporary Signs, Pennants, streamers, banners on poles, or similar signs shall be permitted provided they are maintained in accordance with this code, are located on-site, do not obstruct the visibility of adjacent businesses, or obstruct traffic.
- G. Balloons of any shape with a maximum diameter of two (2) feet, shall be permitted for automobile dealerships on Saturday (s), Sunday(s), and/or holidays.

15.36.400 Changeable Copy Signs

Changeable copy signs are permitted subject to the following regulations:

- A. Changeable copy signs are permitted for the following types of uses:
 - 1. Places of worship.
 - 2. Movie theaters and similar entertainment venues at which shows, performers, or entertainers change on a regular basis.
 - 3. Schools, universities, and other public or private educational establishments.
 - 4. Motels and Hotels.
- B. Changeable copy signs shall be approved by the Planning Commission.
- C. The area of a changeable copy sign shall include the entire area in which changeable letters may be placed.

15.36.410 Freeway-Facing Signs

The following regulations shall apply to signs in a unified center directly adjacent to a freeway or freeway right of way (including on- and off-ramps) which are located on the rear of a building or tenant space which 1) faces the freeway or freeway right of way and 2) does not have a public entrance:

- A. Signs meeting the criteria defined above shall be limited to a maximum of 24 square feet in size.
- B. A Sign Program shall be required for all freeway-facing signs as defined above. This Sign Program shall contain the following mandatory standards:

1. All freeway-facing signs shall be of a consistent font and letter style. This font and letter style need not match other signs in the unified center which are not freeway facing.
2. All freeway-facing signs in a unified center shall use the same color. Only one color may be used per unified center.
3. All freeway-facing signs in a unified center shall use a consistent letter height. In no case may letters exceed three (3) feet in height.

The Sign Program may also contain other standards as determined necessary by the City.

15.36.420 Freeway-Oriented Signs

Motorist-serving businesses and regional shopping centers and new automobile dealerships which are within the areas identified in Figure 16 of this Chapter may install freeway-oriented signs, subject to the regulations and standards of this Code.

The following regulations and standards shall apply to freeway-oriented signs:

- A. Only regional shopping centers, new automobile dealerships in accordance with Section 15.36.390D, and businesses which are "motorist serving" as defined in this Chapter may install freeway-oriented signs. In no case may a regional mall or any use within a regional mall (as defined in this Chapter) install a freeway oriented sign.
- B. The maximum height of freeway-oriented signs shall be twenty-five feet, unless a taller sign is necessary to achieve visibility a minimum of three-tenths (3/10) of one mile from at least one (1) approach to an off-ramp serving the business. If determined necessary by a Flag Test as described

below, a sign higher than 25 feet may be constructed.

- C. The maximum size of a freeway-oriented sign shall be one hundred twenty (120) square feet. The area of a freeway-oriented sign shall not be counted toward the maximum sign area for the business.
- D. Flag Tests for freeway-oriented signs shall be conducted as follows:
 - 1. A flag or object no smaller than 32 SF shall be lifted vertically in the location of the proposed freeway-oriented sign, starting at a height of 25 feet (measured from the bottom of the object).
 - 2. City personnel shall be stationed at locations 3/10 of one mile from the beginning of the offramps directly serving the business for which the sign will be installed.
 - 3. City personnel shall observe whether the object is visible at a height of 25 feet. If the object is not visible, it shall be raised in ten-foot (10') increments until it is visible from one (1) direction at a distance of 3/10 of one mile from the start of the offramp approach. If a greater height is needed for visibility from one of the two offramp approaches, the Planning Commission may permit the greater height to be used if it is determined that visibility from that direction is needed.
 - 4. The height established in step 3 (or by the Planning Commission, as noted in Step 3) shall be maximum height for the sign.
- E. No freeway-oriented sign shall be erected which would obscure another sign when viewed from the freeway.

- F. No freeway-oriented sign shall be erected that will be closer than one hundred feet from another freeway-oriented sign.
- G. The minimum size letter in the text of a freeway oriented sign shall be one foot in vertical or horizontal dimension. The maximum size letter shall be three feet, vertical or horizontal dimension.
- H. No more than one freeway-oriented sign is permitted per property; provided, however, that a freeway-oriented property which is located within a freeway-oriented unified shopping center may be permitted an additional freeway-oriented sign if it is located on a separate parcel and the sign would meet all other standards in this section.

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15.36.430 Mandatory Signs

Mandatory signs (such as signs for street names and signs for traffic safety) shall be installed per the requirements of the City or other public agency (such as Caltrans) having jurisdiction.

15.36.440 Movie Theater Signs

The following standards shall apply to signs for movie theaters in any zoning district in which they are permitted.

- A. All movie theater signs—including building-mounted signs and marquees—shall be subject to review and approval by the City.
- B. Movie theaters may use any or all of the following types of signs:
 - 1. Building-mounted marquee to identify the movie theater and any or all of the movies showing in the theater.
 - 2. Free-standing marquee to identify the movie theater and any or all of the movies showing in the theater.
 - 3. Building-mounted signs to identify the movie theater.
 - 4. A marquee directly over the ticket window(s) for the convenience of ticket buyers to identify movies and show times.
 - 5. Movie posters to display current and coming attractions.
- C. Sign Sizes. The following size limits shall apply to signs for movie theaters:

1. Building-mounted marquee signs shall be limited to the larger of either two hundred (200) square feet or twenty (20) square feet per screen in a multi-screen theater. All screens in a multi-screen theater may be used to calculate the marquee size.
2. Freestanding marquee signs shall be limited to the larger of either a) two hundred (200) square feet or b) twenty (20) square feet per screen in a multi-screen theater. Freestanding marquee signs may be increased to a maximum of twenty-five (25) square feet per screen, subject to approval by the Planning Commission, if it is determined that the sign's architectural design is of such a quality and/or character as to warrant the increase in marquee size. All screens in a multi-screen may be used to calculate the marquee size.
3. The size of a building-mounted marquee shall be calculated separately from a freestanding marquee. Allowable sign area in excess of the amount used may not be transferred from a building marquee to freestanding marquee or from a freestanding marquee to a building marquee.
4. Building-mounted signs (exclusive of marquees) shall be limited to a maximum of two hundred (200) square feet. One sign may be increased in size in excess of two hundred (200) square feet, subject to approval by the Planning Commission, if it is determined that the sign's architectural design is of such a quality and/or character as to warrant the increase in size. Up to two (2) square feet of sign per foot of building frontage may be permitted, subject to approval by the Planning Commission, if it is determined that the design of proposed signs is of such a quality and/or character as to warrant the increase

of total area.

- D. No maximum size for box office marquees is established, other than the limit on letter height contained in this section. The size of a box office marquee shall not be counted toward the total sign area on a theater.
- E. Exterior poster cases shall be limited to a maximum size of thirty-nine inches (39") wide by fifty-two inches (52") high. The size of poster cases shall not be counted toward the total sign area on a theater.
- F. No maximum letter height shall be established for movie theaters, with the exception that letters on box office marquee signs identifying the movies and/or show times shall be no more than three inches (3") high.
- G. Sign Height.
 - 1. Freestanding theater marquee: 20 feet to the top of the marquee area. The overall height of the sign structure may exceed 20 feet (up to the maximum height limit in the land use district), subject to approval by the Planning Commission, if it is determined that the sign's architectural design is of such quality and/or character as to warrant the increase in height. In no case shall the top of the marquee area exceed 20 feet in height above the ground.
 - 2. These height limits shall not apply to signs located on a movie theater building.
- H. Number of Signs. The following limits shall apply to the number of signs at a movie theater:

1. Building-mounted marquee: Maximum of one (1) sign.
2. Freestanding marquee: Maximum of one (1) sign.
3. Exterior poster cases: Maximum of one (1) poster case for every two (2) screens. Poster cases must be located within forty (40) feet of an entrance into the theater lobby. Poster cases may be located in a freestanding structure more than forty feet (40') from a lobby entrance if approved by the Planning Commission. Poster cases on a freestanding structure shall be limited to a maximum of one (1) for every four (4) screens.

15.36.450 Multi-Tenant Signs

Multi-tenant signs may be permitted only subject to the following standards and regulations:

- A. Multi-tenant signs are permitted for unified centers that meet the following criteria:
 1. This criteria only applies to the C-3 and C-4 Districts or in a specific plan land use district which references the sign criteria for these zoning districts.
 2. Two-hundred twenty-five feet of frontage on a dedicated right-of-way.
 3. Lot Frontage shall have a ten (10) foot minimum setback area, inclusive of buildings and driveways, of landscaping from the street right-of-way.

4. The Multi-tenant sign shall be located in a minimum fifty (50) foot linear landscape setback area.
- B. Multi-tenant signs are permitted for unified centers that do not meet the criteria in Section A when the Planning Commission determines: (1) That one or more businesses within the center are not visible from the roadway fronting the property; (2) That no other alternatives exists within the center to provide reasonable business identification for those businesses; and (3) That the shape or location of the unified center, the orientation of the buildings, or other unique conditions lead to the finding that it is in the public interest for the center to be permitted a multi-tenant sign. Multi-tenant signs shall be freestanding.
- C. Standards for Multi-Tenant Signs
1. The number of multi-tenant signs permitted in a unified center shall comply with Section 15.36.220(E)(2) of this Chapter.
 2. All multi-tenant signs shall be within unified centers having a Sign Program that allows multi-tenant signs and complies with the following standards and incorporates the architectural design of the center or surrounding neighborhood area into the sign:
 - a. The size of any freestanding sign is governed by the criteria of section 15.36.220(E)(7) of this Chapter.
 - b. The size of each tenant panel shall be calculated within the allowable signage for that tenant based on the store frontage.

- c. Decorative walls may be used as a background for multi-tenant panel signage with up to a total of three (3) tenant panels. Each tenant panel sign shall be composed of individual channel letters and the area of the sign shall be determined by the area within the eight (8) straight lines around the content as described in Section 15.36.050(A)(2) of this Chapter.
3. In unified centers that meet the criteria in Section B, up to four (4) tenant panels for tenants are permitted on each face of the multi-tenant sign. For all other unified centers, the maximum number of tenant panels is three (3) on each face of the multi-tenant sign.
4. All tenant panels shall have the same size and height.
5. Standards for multi-tenant signs affecting buildings in the C-3 zoning district are contained in Article IV of this Chapter.
6. All multi-tenant freestanding signs shall be approved by the Planning Commission pursuant to section 15.36.220 of this Chapter and shall be architecturally consistent with the surrounding area or unified center.

15.36.460 Neon On Buildings

Neon tubing may be installed on a building (unless prohibited by a Specific Plan or other site-specific design standard or regulation), subject to the following:

- A. Installation of neon on a building shall require a Commission Review and Approval, or a revision to an existing Commission Review and Approval or Conditional Use Permit for the building.

- B. Neon tubing which is physically or visually connected to a sign shall be considered part of the sign and its area included in the total area of the sign.
- C. Neon may only be installed on a building within an architectural feature designed and intended for neon tubing.
- D. All transformers, ballast, etc., shall be contained within the building or otherwise shielded from view.
- E. Neon tubing shall conform with the maximum brightness standards contained in Section 15.36.130 of this Chapter.

15.36.470 Regional Shopping Center Signs.

The following standards shall apply to regional shopping centers as defined in this Chapter.

- A. Except as otherwise provided in this Section, the provisions of the C-4 Zoning District (15.36.220) shall apply.
- B. Sign Program - Each regional shopping center shall be required to prepare a sign program, which shall be subject to review and approval by the Planning Commission. The sign program shall address each of the types of signs which are proposed to be constructed as part of the regional shopping center project.
- C. The Planning Commission may allow secondary signs to be increased in area up to a maximum size of 50% of that permitted for the main identification sign if it is determined by the Planning Commission that the architectural design of the building(s) and the design of the proposed signs

is of such a quality and/or character as to warrant the increase in the sign area.

- D. The Planning Commission may allow an increase in the maximum sign area to be increased from a maximum of 1 square foot per linear foot of building frontage to 1.25 square feet per lineal feet of building frontage for the first 200 feet plus 1 square foot per lineal foot of building frontage in excess of 200 lineal feet if it is determined by the Planning Commission that the architectural design of the building(s) and the design of the proposed signs is of such a quality and/or character as to warrant the increase in the sign area.
- E. Multi-tenant sign(s) may be permitted within a regional shopping center upon the finding that the consolidation of tenants on the same freestanding sign is architecturally and aesthetically superior to allowing a freestanding sign for each tenant otherwise permitted such a sign within this Code. No more than four (4) tenant panels shall be permitted for any multi-tenant sign.
- F. The Planning Commission may allow an increase in the height of freestanding sign(s) up to a maximum of thirty feet (30') high within a regional shopping center when it is determined by the Planning Commission that the height of the sign(s) are proportionate and aesthetically superior to warrant an increase in height.
- G. Sign area from one tenant to another upon the finding that the transfer will complement the architectural design of the building(s) and/or the design of the proposed signs for the project.

15.36.480 Regional Mall Signs

The following standards shall apply to regional malls, as defined in this Chapter.

- A. Sign Program – Each Regional Mall project shall be required to prepare a Sign Program, which shall be subject to review and approval by the Planning Commission. The Sign Program shall address each of the following types of signs which is proposed to be constructed as part of the Regional Mall project.
- B. Interior Signs. All signs located inside the Regional Mall building(s) shall be exempt from City review or approval.
- C. Regional malls may not install freeway-oriented signs, as defined in this Chapter.
- D. Regional malls may install the following types of signs, subject to the regulations and requirements noted below:

- 1. Major Entry Signs

Location(s) – Major Entry Signs shall be located on a Major Arterial roadway at either an intersection with another public street or at vehicle entrances to the Regional Mall. Major Entry sign locations shall be identified in the Sign Program for the Regional Mall. For the purposes of measuring sign area, each corner of an intersection shall be considered a separate sign, subject to the area criteria below.

Major Entry Sign Height – Maximum height of twenty (20) feet.

Major Entry Sign Area – Maximum of 200 SF per sign face. Up to three (3) sign faces per sign. For signs placed on another structure, only the area of the sign shall be measured.

Tenant Identification on Major Entry Sign – Up to five (5) tenant panels may be identified on a Major Entry Sign, along with overall site identification.

Major Entry: Minimum Area Required – Each Major Entry Sign shall be located in a landscaped area of at least 2,000 SF in size.

Design of each Major Entry Sign shall be approved by Planning Commission as part of the Sign Program for the Regional Mall.

2. Major Tenant Signs Two types of signs shall be permitted to identify major tenants within a regional mall: Primary and Secondary. Standards for these sign types are as follows:

Number of signs – Primary Signs: One (1) building-mounted sign per parking lot frontage.

Secondary Signs: One (1) building-mounted sign per customer entrance.

Size – Primary Signs: Maximum size based on location of sign on building:

- 0.75 SF per linear foot of building facing a parking lot for signs located forty (40) feet or less from adjacent ground level
- 1.0 SF per linear foot of building facing a parking lot for signs located more than forty (40) feet above adjacent ground level

Transfer of allowable square footage from one building frontage to another is not permitted

Size – Secondary Signs: Maximum of twenty-four (24) SF.

Overall Height – No maximum.

Letter Height – No maximum.

Logo Height – No maximum.

Location – Signs to be mounted to the Major Tenant's building; not to be placed on any mall building not occupied by the Major Tenant.

Illumination – Signs may be internally or externally illuminated or backlit.

Sign design and placement for Major Tenant Identification signs shall be approved by Planning Commission as part of the Sign Program for the Regional Mall.

3. Minor Tenant Signs

Type and Number of Signs Permitted – The "C4" standards contained in this Chapter shall apply to all minor tenants. Exterior signs for Minor Tenants within an enclosed mall may be permitted only for tenants with customer entrances on the exterior of the mall.

Size, Overall Height, Letter Height, Logo Height, Location, Illumination – Per "C-4" standards contained in this Chapter.

4. Primary Retail Center Entry Signs

Type and Number of Signs Permitted – Primary Retail Center Entry sign locations shall be defined as part of the Sign Program for the Regional Mall. No specific limit is placed on the number of signs.

Size – Maximum of 150 SF of total text area per Primary Retail Center Entry, as follows:

- Mall identification and/or logo: Up to 150 SF
- Secondary signs: Up to 24 SF (to be considered part of overall maximum 150 SF)

Overall Height – No maximum height.

Letter Height – No maximum height.

Logo Height – No maximum height.

Location – To be located at major pedestrian entrances into the interior of the mall, not including entrances through a tenant space. Exact locations shall be determined as part of the Sign Program for the Regional Mall.

Illumination – May be internally or externally illuminated or backlit.

5. Secondary Retail Center Entry Signs

Type and Number of Signs Permitted – Secondary Retail Center Entry sign locations shall be designated in the Sign Program prepared for the Regional

Mall. No specific limit is placed on the number of signs.

Size – Fifty (50) SF maximum per Secondary Entry.

Overall Height – No maximum height.

Letter Height – No maximum height.

Logo Height – No maximum height.

Location – To be located at secondary pedestrian entrances into the interior of the mall. Exact locations to be determined by Planning Commission at the time of architectural/design approval.

Illumination – May be internally or externally illuminated or backlit.

6. Directional Signs at Regional Malls

Type and Number of Signs Permitted – Allow use of monument signs, street signs, directional/information signs, and decorative semi-permanent banners/flags. Banners or flags used as directional signs shall not be subject to regulations affecting temporary advertising signs.

Size – Sign sizes to be limited as follows:

- Monument signs: Maximum of 24 SF
- Street/Directional signs: Maximum of 2 SF per sign
- Banners/Flags: Maximum of 8 SF per banner or flag

Overall Height – Sign heights to be limited as follows:

- Monument signs: Maximum of 4 feet
- Street/Directional signs: Maximum of 8 feet
- Banners/Flags: Maximum 20 feet

Letter/Logo Height – No maximum

Location – Locations to be determined by Planning Commission as part of the Sign Program for the Regional Mall. Directional signs may be located on private property only.

Illumination – Directional signs may incorporate decorative or safety lighting, but may not be internally lit.

Materials/Maintenance – Materials and construction used in Directional/Decorative signs shall be capable of sustaining an attractive appearance throughout the projected lifetime of the sign. Materials/construction specifications to be approved as part of the Sign Program for the Regional Mall.

15.36.490 Service Station Signs

The following regulations address the specific sign needs of service stations:

1. Temporary signs shall be permitted in accordance with the regulations contained in this Chapter.

2. Changeable price signs are permitted as required by state law, but must comply with all requirements of this Chapter. One (1) freestanding price sign per street frontage is permitted, up to a maximum of two (2) signs.
3. The Planning Commission may allow a second freestanding identification sign if such signs incorporate price signs as required by state law, if the service station is located on a corner lot, if both signs are monument signs, and if the Planning Commission determines that two signs are architecturally and aesthetically superior to allowing a single freestanding sign.
4. Signs required by State law or to indicate required inspection services shall be allowed with no permit. Signs shall not exceed two square feet, and may not be placed on the supports of other signs.

15.36.500 Main Identification Signs for Buildings over 100,000Square feet in Area

- A. Buildings in the C-3, General Commercial District; C-4, Highway Commercial District and in other zoning districts that apply these two zoning districts' sign standards are permitted two main identification signs provided the following criteria is satisfied:
 1. The building upon which the sign will be located exceeds 100,000 square feet in floor area.
 2. The building has lot frontage as defined in Section 15.36.040 of this Code, on two major arterials or a freeway.
 3. The two main identification signs do not exceed seventy-five (75) percent of the otherwise allowable signage for the building.

15.36.510 Signs for Buildings Exceeding Three (3) Stories in Height

The following standards shall apply to signs for all buildings exceeding three stories in height, including the ground floor, which are hereinafter referred to as "Multiple Story Buildings."

- A. Approval required. Any sign with an area in excess of 120 square feet shall be approved by the City Council in accordance with the requirements of the City's General Plan.
- B. Multiple Story Buildings may use any or all of the following types of signs:
 - 1. "Main Identification Sign" means a sign greater than twenty-four (24) square feet in area.
 - a. "Main Identification Upper Fascia Sign," means a main identification sign located on the uppermost fascia of the building which does not extend beyond the roof line of the building. A total of four (4) Main Identification Upper Fascia Signs (one per each side of the building) are permitted per building.
 - b. "Main Identification Ground Level Sign" means a main identification sign located at the ground level at the building site. Each building shall be allowed one (1) main identification ground level sign. Said sign shall be in compliance with section 15.36.190B.
 - 2. "Freestanding Signs". A total of four (4) Freestanding Signs shall be permitted per building site. A Freestanding Sign is

one of the following:

- a. Monument Sign(s) which shall comply with Section 15.36.040 herein.
- b. Pedestal Sign(s) which shall comply with Section 15.36.040.
- c. Corner Sign(s) which shall be located on a wall at the corner of a lot. There can be a maximum of two (2) corner signs for any one building, but not located on the same corner.

3. One (1) "multiple business sign" with letters measuring a minimum size of four (4) inches with a maximum of twenty-four (24) square feet of sign area on each side.

4. "Entry Sign" means a sign located over a pedestrian entry of a building. A maximum of four (4) entry signs, one on each side of the building, is permitted per building.

C. Sign Sizes. The following size limits shall apply to signs for multiple story buildings:

1. "Main Identification Upper Fascia Signs" shall be limited to a baseline size for each fascia sign in accordance with the size limitations of section 15.36.190B of this Chapter, provided, however, that the baseline size of the sign may be increased by the product of ten (10) percent multiplied by the number of floors constituting the building. For example, a six (6) story

building may have a fascia sign with an increase of sixty (60) percent over the limitations of section 15.36.190B. Notwithstanding any other provisions of this Chapter, the square footage of Main Identification Upper Fascia Signs shall be computed separately and shall not count towards any square footage sign limitation imposed upon any other signage on the building or premises.

2. The total maximum area for all signage other than Main Identification Upper Fascia Signs shall be calculated pursuant to Section 15.36.190B.
3. All signs placed on a wall shall comply with Section 15.36.050.

ARTICLE VIII. TEMPORARY SIGNS

The regulations contained in this section shall apply to all temporary signs, regardless of their content.

15.36.520 General Regulations for Banner Signs

The following regulations apply to the display of banner signs in all zoning districts:

- A. Banners shall be attached flat against the wall or fascia of a building. Banners shall not be hung from poles, trees, awnings, eaves or similar structures.
- B. Banners shall be hung with permanent attachments, such as bolts or screws. Banners shall not be tied to a structure with rope, string, twine, or similar materials.

- C. All banners require a permit issued by the Community Development Director.
- D. All banners shall be maintained and replaced when necessary as defined in Section 15.36.110 of this Chapter. Banners that are faded and/or torn are not considered to be maintained.

15.36.530 Banner Signs in Commercial and Industrial Zoning Districts

The following regulations apply to the display of banner signs in all commercial and industrial zoning districts:

- A. Each business may display a banner signs for not more than 120 days in a calendar year.
- B. There is no minimum display period for any one business. However, no more than ten (10) display periods per calender year are permitted and no “waiting period” exists between display periods.
- C. The maximum size of a banner shall be equivalent to the maximum permitted area for a permanent sign.
- D. The area of banner shall not be counted toward the maximum permitted area of a permanent sign.

15.36.540 Banner Signs in Residential and Other Non-Commercial and Non-Industrial Zoning Districts

The following regulations apply to banner signs in all zoning districts other than commercial and industrial districts:

- A. Institutional uses only may display one banner sign. Commercial uses and residential uses may not display banner signs.
- B. Banner signs shall be limited to sixteen (16) square feet in size.
- C. Each business is permitted to display a banner sign for a total of 120 days in a calendar year.
- D. There is no minimum display period for any business. However, no more than ten (10) display periods per calendar year are permitted and there is no "waiting period" between display periods.
- E. The area of a banner shall not be counted toward the maximum permitted area of a permanent sign.

15.36.550 Construction Signs

One construction sign may be installed on a building site, subject to the following conditions:

- A. The maximum area of the sign shall be thirty-two square feet;
- B. The sign shall not be installed until the project has been approved by the Planning Commission;
- C. The sign shall be removed if there is no building permit or construction work commenced within one (1) year of project approval, unless an extension is approved by the Director;
- D. The sign shall be removed prior to final inspection and approval of the

project;

- E. All freestanding construction signs shall require a Staff Sign Review and a building permit.

15.35.560 Open House Signs

- A. For the purpose of this Chapter, an "open house" is defined as a period of time during which a house or an apartment for sale is held open for public viewing.
- B. The temporary sign, including any framework or supporting member, shall be displayed only during such time as the model house or houses are open and available for inspection by any person. No such sign shall be displayed unless the owner or his representative is at the house or building when such signs are on display. No sign permit shall be required for temporary open house directional signs as described in this section.
- C. Open house signs shall not require review by the City or the issuance of a building permit.

15.36.570 Sale, Rent, and Lease Signs

The following regulations shall apply to real estate signs advertising property for sale, rent, lease, or trade:

- A. All Residential Zoning Districts.
 - 1. Maximum size shall be three (3) square feet.

2. Maximum height shall be six (6) feet.
 3. Location/Number: One (1) such sign may be placed on the property per street frontage, up to a maximum of two (2) signs.
 4. Attachments: Sign attachments, such as “sold” signs, may be used. No limitations are placed on the materials or design of these attachments.
 5. Signs shall be limited to the lot for sale except for lots not located directly on a public street where an off-site directional sign may be allowed when granted permission to do so by the owner of the off-site property.
- B. AP and A-P-C Zoning Districts. The standards for Single Family Residential Districts shall apply.
- C. Commercial and Industrial Zoning Districts. For sale, rent, or lease signs shall be limited to the following sizes (except in the AP and A-P-C zoning districts, as noted above):
1. Size: Maximum size shall be thirty-two square feet.
 2. Height: Maximum overall height shall be six feet, except in corner cutoff areas, where height is limited to three feet.
 3. Location: Signs shall not be located closer than five feet from street right-of-way lines nor closer than three hundred feet from any other for sale, for rent or for lease sign on the property.

- D. Sale, rent, or lease signs shall not require review by the City or the issuance of a building permit.

See also "Open House Signs" and "Subdivision Signs" in this Chapter.

15.36.580 Searchlights

The following regulations shall apply to the use of any type of searchlight:

- A. Searchlights must be operated in a manner which does not introduce light or glare onto a street or other right of way or into any residential area.
- B. Each business is limited to displaying searchlights a maximum of two (2) display periods per calendar year of seven (7) days each.
- C. Searchlights may be operated in commercial zoning districts only.
- D. Searchlights may not be operated after 12 p.m. (midnight) if all adjacent zoning districts are commercial and/or industrial. When used adjacent to a residential zoning district, the searchlight may not be operated after 10 p.m.
- E. Searchlights shall require a City permit. Items submitted to the City with an application for such a permit shall include, but not be limited to:
 - 1. The address of the proposed searchlight use.
 - 2. A site plan of the proposed location of the searchlight.
 - 3. The type of searchlight, including its power source.

15.36.590 Subdivision Signs

Signs may erected for the purpose of advertising the sale of land or new dwellings in subdivisions. Such subdivision signs must conform with the following criteria:

- A. These signs may be located only within the boundaries of the subdivision. No other directional signs, such as posters or trailer-mounted signs, may be used outside the boundaries of the subdivision.
- B. Installation and Removal. Subdivision signs shall not be installed until a building permit has been issued for one or more residential unit(s) in the subdivision. Such subdivision signs shall be removed when eighty percent of the dwelling units have been sold, or by the time six months have elapsed after the final inspection by the City of the last residential unit in the subdivision.
- C. Size. Subdivision signs shall not have an area exceeding fifty square feet, nor shall the sign exceed ten feet in length. The overall height of the sign shall not exceed ten feet.
- D. Location. Subdivision signs shall not be placed closer than six hundred feet to another subdivision sign, nor within three feet from the street right-of-way. Subdivision signs placed in a corner cutoff area may not exceed three feet in overall height.
- E. Lighting. Illumination of any sign, sales office or model home shall be concentrated only upon the area of the sign, office or model home, and shall not project glare upon any street or adjacent property.

15.36.600 Window Signs

Businesses in commercial zoning districts shall be permitted to display window signs, subject to the following regulations:

- A. No time limit is placed on the display of window signs.
- B. The area of a window sign shall be calculated as the gross window area for all the windows on the same floor, building frontage or facing the same direction. Buildings with setbacks facing the same direction shall be considered one side for the purposes of calculating window sign area.
- C. Window signs may cover no more than twenty-five percent (25%) of the total window area of the business, as defined in Section 15.36.600(B).
- D. Between November 15 and January 10, window signs may cover up to fifty percent (50%) of the total window area of the business.
- E. Public service fliers or posters shall be exempt from the area limits specified above.
- F. No permit is required for window signs.
- G. Window signs shall be repaired as necessary to maintain an attractive appearance. Unacceptable sign conditions include but are not limited to: broken, faded or missing letters, broken, faded or missing sign faces or any other portion of the sign, chipped or peeling paint, missing or inoperative lights, exposed mechanical or electrical components. Failure to respond to a written request from the City to perform maintenance work shall result in removal of the sign.

ARTICLE IX. CHAPTER ENFORCEMENT

15.36.610 Abatement of nonconforming signs

- A. Abatement of Non permitted Signs. Any sign erected without permits or without compliance with all provisions of this chapter, as amended, and in effect at the time of its construction, erection or use, shall immediately be removed from the site by the owner, without compensation.
- B. Amortization of Nonconforming Signs. All signs rendered nonconforming by the provisions of this chapter, or any other provision of this code, as amended, shall be removed twenty years after the date of becoming nonconforming.
- C. Abatement of Nonconforming Signs. Any sign made nonconforming by the provisions of this chapter, as amended, shall immediately be removed from the site, without compensation, under any of the criteria as follows:
 - 1. Any sign whose use has ceased, or the structure upon which the sign is located has been abandoned by its owner for ninety consecutive days.
 - 2. Any sign which has been more than fifty percent destroyed or damaged (other than destruction of the facial copy).
 - 3. Any sign whose owner remodels the sign, except for the change of copy.
 - 4. Any sign whose owner relocates the sign.

5. Any sign which is or may become a danger to the public or is unsafe.
 6. Any sign which constitutes a traffic hazard (not created by the relocation of any street or highway or by any other act of the city).
 7. Any sign where there is a change in type of business that the sign advertises. For example, if the sign is for a florist and a shoe store moves into the space, the sign must be brought into compliance.
 8. Any sign where there is a change in the name of the person licensed to operate the business.
- D. Non-conforming Signs for Automobile Dealerships. Existing Automobile Dealership legal, non-conforming signs may continue as long as the automobile dealership continues operation of the same parcel. A legal, non-conforming sign may be modified as follows, subject to the area and height of the sign remaining equal to or less than the existing sign:
1. The sign may be remodeled including, but not limited to, change of copy, sign face design, and structural improvements.
 2. The sign may be relocated within the boundaries of the parcel which the dealership is located.
 3. Any modification or relocation of a non-conforming sign shall be subject to review and approval by the Planning

Commission.

15.36.620 Notice of Violation, Removal.

- A. No citation will be issued until the Director has issued a notice of violation to the owner, agent or person having a beneficial interest in the building or the premises on which a prohibited sign or any other sign which violates any provision of this chapter is located. The person having a beneficial interest in the sign shall remove or alter the sign to comply with the provisions of this chapter within seventy-two hours of the date of the notice. The notice shall also state that if the sign is not removed or brought into compliance within seventy-two hours of the date of the notice the Director may cause it to be removed.
- B. If the Director causes the sign to be removed, the sign must be retained for fifteen days, during which the owner, agent or person having a beneficial interest may protest the action and reclaim the sign. At the expiration of fifteen days, any unclaimed sign shall be deemed abandoned and may be discarded.
- C. The cost of removal, alteration and/or storage of any sign erected or maintained in violation of this Chapter shall be paid by a permittee, sign owner, agent or person having a beneficial interest in the sign. The cost of removal and storage shall be determined by resolution of the City Council. The cost of removal and storage or alteration shall become a debt owing the city for the collection of which the City may maintain a civil action in its name.
- D. The Director may summarily and without notice cause the removal of any sign which is an immediate safety threat to person or property.

15.36.630 VARIANCE FROM STRUCTURAL REQUIREMENTS

In cases where the strict application of the provisions of this Chapter would deprive a property of privileges commonly enjoyed by other properties in the same zone, a variance may be requested in accordance with Chapter 18.196 of this Code.

15.36.640 Nonconforming signs.

A. Except for normal repair and maintenance, and any modification required for National Electrical Code compliance, no non-conforming sign shall be expanded, structurally or electronically altered (not including a change in sign face or sign copy), moved or relocated unless the sign is brought into compliance with all provisions of this Chapter. Nonconforming signs shall be permitted to remain until such time as any of the events listed in subsection B of this section occurs. At such time, the sign must be removed or brought into conformance with this Chapter.

B. A nonconforming sign shall lose its status as a nonconforming sign if any of the following occurs:

1. The sign is relocated or replaced;
2. The structure, height or size of the sign is altered in any way except toward compliance with this Chapter. Face changes and normal maintenance are allowed;
3. The sign structure is damaged or destroyed by more than fifty percent of its value at the time of damage or destruction.

C. The City shall comply with California Business and Professions Code sections 5490 et. seq. in connection with the enforcement and removal of off-premise

advertising displays and signs.

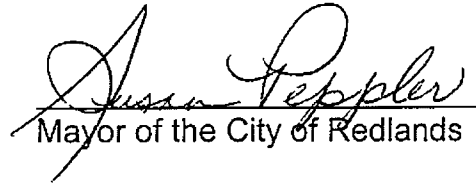
15.36.650 Violation--Penalty.

- A. It is illegal to use, occupy or maintain property in violation of this Chapter.
- B. Violation of this Chapter shall be a misdemeanor, but may be prosecuted as either a misdemeanor or an infraction in the discretion of the City Attorney.
- C. Any person who violates the provisions of this Chapter is guilty of a separate offense for each day, or portion thereof, during which the violation continues.
- D. Violation of this Chapter which threatens to be continuing in nature is a public nuisance which may be abated or enjoined in accordance with law.

15.36.660 Judicial Review

An applicant who has been denied a permit under this Chapter for a sign that is not a prohibited sign may seek immediate judicial review of the denial or within 10 days of the denial may request in writing to the City Clerk or the City Attorney that the City commence a judicial action to review the permit denied. If so requested, the City will commence an action within 10 days of the written request if the request is to judicially review matters that are protected by the First Amendment. The burden of proof shall be on the City where required by law and shall otherwise be upon the applicant."

Section 2. The Mayor shall sign this ordinance and the City Clerk shall certify to the adoption of this ordinance and shall cause it, or a summary of it, to be published once in the Redlands Daily Facts, a newspaper of general circulation within the City, and thereafter, this ordinance shall take effect in accordance with law.

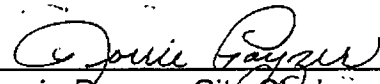

Mayor of the City of Redlands

Attest:


City Clerk

I, Lorrie Poyzer, City Clerk of the City of Redlands, hereby certify that the foregoing ordinance was duly adopted by the City Council at a regular meeting thereof held on the 6th day of January, 2004, by the following vote:

AYES: Councilmembers Gil, Gilbreath, George, Harrison; Mayor Peppler
NOES: None
ABSTAIN: None
ABSENT: None



Lorrie Poyzer, City Clerk