

Chapter 17.84 SIGNS

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17.84.010 Purposes and applications.

In order to maintain and enhance the attractiveness and orderliness of the city's appearance, and to protect the public safety and general welfare, the location, size, height, illumination and maintenance of signs and outdoor advertising structures are regulated as set forth in this chapter. (Prior code § 183.04(A))

17.84.020 General provisions and exceptions.

A. Application. The provisions set forth in this chapter shall be applicable to all signs permitted by this title.

B. Computation of Sign Area or Display Surface. For purposes of this chapter, measurements for computing the areas of a given sign shall be made as follows:

1. For signs comprised of individual letters attached to the business structure, including module letters and logographic symbols, the "effective sign area" means any area(s) enclosed by the minimum imaginary rectangle or parallelogram of vertical and horizontal lines which fully contains all extremities of each word and/or logographic symbol of the sign. Each word and/or logographic symbol shall be measured separately in computing total sign area. Shadow box borders and other border trims which are an intrinsic part of the building, either architecturally or structurally, shall not be included in such area computations.

2. Where the sign consists of module letters only, and such letters are separated a minimum distance of one and one-half times the width of the individual module, the space between such letters shall not be included when computing sign area.

3. For single unit signs containing letters or logographic symbols on cabinets or panels, the

“effective sign area” means the area enclosed by the minimum imaginary rectangle or parallelogram of vertical and horizontal lines, which fully contains the perimeter of the cabinet or panel sign.

4. For projecting signs and freestanding detached signs containing letters and/or logographic symbols, the “effective sign area” means the area enclosed by the minimum imaginary rectangle of vertical and horizontal lines which fully contains all extremities of the sign, exclusive of its supports and/or ornamental and decorative trim on cabinets or support columns.

5. For freestanding and projecting signs intended to be read from both sides along a single frontage, both sides of the sign shall be counted in computing the total sign area for that frontage.

6. The effective sign area of a ball or sphere shall be seventy-five percent (75%) of the surface area of the ball or sphere.

C. Projection and Height.

1. No sign shall project more than fourteen (14) inches beyond the property line, except that a freestanding sign shall not extend beyond the property line. The minimum height clearance for any freestanding sign, projecting building sign or sign located on a building marquee shall be not less than eight feet as measured from ground level to the lowest portion of the sign display area.

2. No sign other than a directional sign shall project more than twelve (12) inches into a required rear yard or interior side yard.

3. In an RCO, UR, RA, R, RM or PO district, a sign attached to a building shall not project above the parapet or roof line, whichever is higher.

D. Number of Freestanding Signs. Not more than one freestanding on-premises sign, or freestanding outdoor advertising structure, may be located on each parcel of property within a zoning district in which a freestanding sign or freestanding outdoor advertising structure is permitted, with the exception of parcels in the UR district which may have no more than two freestanding on premise signs for special events occurring on the site if permitted by the community development director.

E. Traffic Hazards.

1. No sign or outdoor advertising structure shall be placed within thirty (30) feet of the intersecting curb lines of a street intersection, unless placed on a single pole with a ground clearance of at least ten (10) feet, or unless placed so that the top of the sign and its supporting structure is a maximum of two and one-half feet above the ground.

2. No red, green or amber lights or illuminated signs or outdoor advertising structures, illuminated by or including flashing lights, shall be placed in such position that they reasonably could be expected to interfere with or be confused with any official traffic-control device, traffic signal or official directional guide sign.

F. Movement. A moving sign shall be permitted only in C or I districts; provided, that movement shall be slow (not to exceed ten (10) rpm), and shall not simulate effects obtained by varying the intensity, color, pattern or illumination. Notwithstanding this provision, at no time shall any movement be allowed that violates applicable state or federal law.

G. Utility Lines and Easements. No sign or outdoor advertising structure shall be located within a utility easement, or erected or located in a manner which will reduce the vertical or horizontal clearance from communication lines or energized electric power lines as required by laws, rules and regulations of the state and agencies thereof.

H. Special Signs—Exceptions. The following types of signs shall be exempt from the provisions of this chapter; provided, however, that temporary signs shall be removed by the agency, corporation, group or individual responsible for their erection within thirty (30) days after the date of their original erection, or when the signs become damaged or are no longer intelligible, whichever occurs first:

1. Signs used exclusively for the posting or display of official notices by a public agency or official, or by a person giving legal notice;

2. Signs erected or maintained by a public agency or official, or required by law to be displayed by a public utility for directional, warning or informational purposes;

3. Temporary signs or displays of an emergency, patriotic, religious or community nature, including temporary, nonstructural posters for civic or political campaigns and nonilluminated, non-verbal religious symbols.

4. Signs announcing garage or yard sales shall be removed immediately after the completion of

the sale.

I. Special Signs—Prohibition. Animated signs, the movement of which is simulated by variations in the intensity, color, pattern or illumination of the sign, and flashing signs shall be prohibited in all districts, subject to the following exceptions:

1. A sign changing so as to show time and/or temperature;
2. An on-premises barber pole;
3. A sign changing the price of gasoline, diesel or other retail fuel in accordance with applicable state law.

J. Area Identification Signs. Area identification signs intended to identify a neighborhood, subdivisions, shopping or industrial district, complex or other area composed of multiple ownerships shall be limited to a maximum single surface area of twenty-five (25) square feet, and total sign area not exceeding fifty (50) square feet.

K. Outdoor Advertising Signs. Outdoor advertising signs are signs having part or all of their area devoted to directing attention to a business, profession, commodity, product or service that is not the primary business, profession, commodity, product or service sold, manufactured, conducted or offered on the site on which the sign is located, and shall be subject to the following conditions:

1. Outdoor advertising signs shall not be permitted in the RCO, UR, R, RM, PO, IP or C districts.
2. The maximum single surface area per site of an outdoor advertising structure in the I district shall be five hundred (500) square feet; the maximum aggregate area per site of outdoor advertising signs in the I district shall be one thousand (1,000) square feet. No outdoor advertising signs shall be placed within one thousand (1,000) feet of another such sign on the same side of a street or highway. (Ord. 02-206 § 1; prior code § 183.04(B))

17.84.030 Signs in the RCO, UR, RA, R, RM and PO districts.

No sign of any character shall be permitted in the RCO, UR, RA, R, RM or PO districts, except as follows:

- A. One name plate, not directly illuminated, with a maximum of two square feet in area (for example, a name plate having dimensions of one foot by two feet), containing the name or names of occupants of a residence or office;
- B. One identification sign, not directly illuminated, located flat against a wall and not projecting above the roof line, with a single surface area of not more than sixteen (16) square feet pertaining to a permitted or conditional use conducted on the site;
- C. One non-illuminated sign, with a single surface area of not more than eight square feet, pertaining to the sale, lease, rental or display of a structure or site;
- D. Nonilluminated directional signs, with a single surface area of not more than six square feet, pertaining to vehicular or pedestrian traffic directions and located along a driveway or within a parking lot. Arrows painted on pavement are not included in this regulation;
- E. One bulletin board; not directly illuminated, with a single surface area of not more than twenty (20) square feet, located on the site of a church, school, auditorium or other similar place of public assembly;
- F. One nonilluminated temporary construction sign, with a single surface area of not more than sixteen (16) square feet, on the site of a construction project, which shall be removed at the owner's expense at the time of project completion;
- G. One temporary subdivision sales sign, not directly illuminated, with a single surface area of not more than thirty-two (32) square feet, on the site of a residential subdivision.
- H. In the UR district up to two on-premises, freestanding signs of variable size as may be approved by the community development director, with the number of signs, their maximum size, and other requirements to be as determined by the community development director, provided that the maximum sign area for any single sign may not exceed eight hundred sixty-five (865) square feet. No outdoor advertising signs as defined in Section 17.84.020 shall be permitted in the UR district. (Ord. 02-206 § 2; prior code § 183.04(C))

17.84.040 Regulation of signs within the C districts.

A. Purposes and Application. The purpose of sign regulation within the C districts is to avoid unsightly, inharmonious, competing, cluttered and hazardous location and appearance of signs, and to encourage the replacement of existing nonconforming signs. Sign regulations of this section shall apply to any permitted or conditional use listed within a C district.

B. Maximum Total Aggregate Area in the CN, CC, CR and CW districts.

1. Primary Frontage. An allowable minimum sign area of up to fifty (50) square feet shall be permitted for each primary building frontage (portion of building occupied by the business and facing a street), regardless of the width of such primary building frontage. A maximum total sign area, not to exceed three hundred sixty (360) square feet, shall be permitted for each primary building frontage based on two square feet of sign area for each lineal foot of primary building frontage occupied by the business, except for those businesses located within the CC district that are within one thousand (1,000) feet of a freeway right-of-way. Such businesses shall be allowed a maximum total sign area of five hundred (500) square feet for each primary building frontage occupied by the business, based on two square feet of sign area for each lineal foot of primary building frontage occupied by the business.

2. Secondary Frontage. An allowable minimum sign area of up to thirty-six (36) square feet shall be permitted for each secondary building frontage (portion of building occupied by the business and facing an alley, an adjacent building, parking lot, or the like), regardless of the width of such secondary frontage. A maximum total sign area, not to exceed two hundred (200) square feet, shall be permitted for each secondary frontage based on one square foot of secondary building frontage occupied by the business.

C. Maximum Total Aggregate Area in the CS and CH districts.

1. Primary Frontage. An allowable minimum sign area of up to one hundred (100) square feet shall be permitted for each primary business frontage along a street, regardless of the width of such primary business frontage. A maximum total sign area, not to exceed five hundred (500) square feet, shall be permitted for each primary building frontage based on two square feet of sign area for each lineal foot of primary business frontage occupied by the business.

2. Secondary Frontage. An allowable minimum sign area of up to fifty (50) square feet shall be permitted for each secondary business frontage, regardless of the width of such secondary frontage occupied by the business. A maximum total sign area, not to exceed, two hundred (200) square feet shall be permitted for each secondary business frontage based on two square feet of sign area for each lineal foot of secondary business frontage occupied by the business.

D. Directional Signs. Directional signs for off-street parking and off-street loading facilities shall not exceed six square feet of each sign; parking lot identification signs shall not exceed six square feet per face of sign; provided that no directional sign shall exceed three feet in height, as measured from finished grade. Higher directional signs shall be allowed only when such a sign is setback a sufficient distance from the public right-of-way and driveways as to not impede the clear sight of any vehicle utilizing the driveway for ingress and egress.

E. Sale, Lease and Rental Signs. Signs pertaining to the sale, lease, rental or display of a structure or land shall not exceed thirty-two (32) square feet per single face of sign.

F. Projecting Signs. No sign, other than a directional sign, shall project more than twenty-four (24) inches into a required rear yard or required interior side yard. No sign, other than a sign required by law or a marquee sign, shall project more than fourteen (14) inches into a public right-of-way.

G. Signs Attached to Buildings. Signs attached to buildings shall be installed parallel with the building, with no more than a fourteen (14)-inch projection from the wall, except where permitted under subsection H below and/or attached directly to the vertical or sloped face of the marquee.

H. Marquee or Canopy Signs. Signs attached below the marquee or canopy shall not exceed six square feet per face of sign, and shall have a minimum ground clearance of eight feet above the sidewalk grade in order not to impede or interfere with pedestrian traffic and safety. Where the marquee or canopy is attached at an angle from a building, signs may be affixed to the sloped portion above the horizontal extension of the marquee or canopy as an integral part of the facade.

I. Painted Wall Signs. Within each of the C districts, signs painted upon a wall exterior surface shall be included when computing the allowable sign area.

J. Freestanding Signs.

1. New freestanding signs shall have a permanently landscaped area at their bases, and shall be maintained with live plant materials around the base of such signs equal to at least ten percent

(10%) of the total sign area, and with a minimum landscaped area of ten (10) square feet, or be located within a landscaped planter at least five feet in width.

2. Freestanding area identification signs displaying the name and/or logographic symbol of a shopping center and/or the names of other groupings of businesses, offices, services or combinations thereof shall not exceed a total sign area of five hundred (500) square feet.

3. No more than one freestanding pole or pylon sign shall be permitted for a single business or for a grouping of businesses on a single site, except that two freestanding pole or pylon signs shall be permitted for a grouping of ten (10) or more businesses on a single site.

4. No more than one monument sign (a sign located flush on finished grade) shall be permitted for a single business or for a grouping of businesses on a single site; provided, that any monument sign does not exceed eight feet in height and no more than fifty (50) square feet of total surface area for each sign face. Any proposed monument sign may be located within a setback area; provided, that it does not interfere with the clear sight of vehicles at driveway locations. Any monument sign over three feet in height shall also meet the requirements of subsection P of this section.

K. Temporary Signs. Temporary signs, including official notices, campaign posters and posters advertising community functions or events, shall be removed by the agency, official or person responsible for their erection within seven days after the date of the advertised event or election. In the CN, CC, CR and CW districts, such temporary signs shall be permitted only on special structures which may be provided at various locations, such as public bulletin boards, kiosks and other authorized informational centers.

L. Announcement and Bulletin Boards. Announcement and bulletin boards or structures for any public, philanthropic, civic, religious or charitable organization or agency, nonilluminated or illuminated by indirect lighting only, may not exceed thirty-two (32) square feet in area in any district when appurtenant to the premises on which they are located.

M. Public Service Signs. Electronic public service signs displaying such information as the time of day, temperature or events of community interest, with the purpose of augmenting on-premises identification, shall be permitted. The area of such signs shall be included when computing the total sign area of a business or site.

N. Sight Distance at Intersections. Portable signs, including, but not limited to sandwich board, "A" board, movable freestanding, tire stack and wind signs, shall be prohibited.

O. Public Utility Signs. Nonadvertising signs of public utility companies shall be permitted as required in their operation, providing service for the health, safety and welfare of the general public, including, but not limited to the following: Informational signs for public telephone facilities or marking the location of underground facilities; directional signs for public utility services; and signs notifying the public of danger, emergency, construction and similar conditions. No sign or other item shall be attached to private utility company poles and/or light standards or supports without prior written approval from the utility company to which such poles belong.

P. Sign Distance at Intersections. No sign permitted by this chapter shall be placed within thirty (30) feet of a street intersection (intersecting curb lines) unless placed so that the top of the sign is at a maximum of three feet above the ground or unless the bottom of the sign is a minimum of ten (10) feet above the ground level.

Q. Height of Signs. The height of signs within the CN, CC, CR and CW districts shall not exceed the height of the structure which houses the business being advertised, unless otherwise allowed under the provisions of this title or as approved by the planning commission with a conditional use permit or site plan review and in no case shall such sign exceed the height limitations of the district in which it is located.

R. Signs Expressly Prohibited.

1. No red, green or amber light or illuminated sign may be placed in such a position that it could reasonably be expected to interfere with, or be confused with any official traffic-control device, traffic signal or official directional guide sign.

2. Outdoor advertising structures shall not be permitted.

3. Glaring, flashing and scintillating signs shall not be permitted.

4. Open letter signs which may be viewed from the reverse shall not be permitted.

5. Except in the CS and CH districts, canvas, plastic, cloth, paper or other types of banners or streamers suspended across public or private property, buildings or structures shall not be

permitted, except temporary banners announcing civic events such as parades and homecomings, which banners extend over or across a street.

S. Brand Name Advertising. Up to thirty percent (30%) of the signing allowance for any frontage may be devoted to the advertising or identification of an individual brand or brands of products. This provision shall not apply to the identification of one primary brand name identifying a service station.

T. Design of Signs. All signs shall be designed in scale and harmony with the architectural design of the buildings and uses they are intended to relate to or identify.

U. Alteration and Removal. Achieving the alteration or removal of dangerous, obsolete and nonconforming signs is a major policy of this chapter. To this end, certain signs are declared to be dangerous, obsolete or nonconforming, and shall be removed or altered to conform as follows:

1. A "dangerous sign" is defined as any sign which is an immediate peril or a potential menace to the safety of persons or property. The building inspector shall give a written order for the repair or removal of any unsafe or dangerous sign to the owner of the real property upon which such sign is located. If such owner shall fail to remove or repair such sign or advertising structure within six months of notification by the building inspector, the building inspector may cause the removal of such sign and may enter upon such property for such purpose. Any cost accrued by the city in the removal of such sign shall be charged to the owner of the real property upon which such sign is located and added to the real taxes thereon for the ensuing tax year or be collected in civil action at the option of the city.

2. Any sign hereafter existing which no longer advertises a bona fide business conducted or product sold on the premises where such sign exists shall be removed or made to conform by the owner of the building, structure or property upon which such sign is located within ninety (90) days after written notification by the building inspector, or the building inspector may cause the removal of such sign. Any cost accrued by the city shall be treated in the same manner as provided above for dangerous or unsafe signs.

3. Signs which are nonconforming because of their lighting, movement or animation shall be made to conform or be removed within one hundred twenty (120) days after written notification by the building inspector.

V. Appeals procedure.

1. If, because of any ambiguity, inadvertent omission or error, the interpretation of the provisions and/or intent of this chapter by the Director of Community Development is disputed, the applicant or any aggrieved person may appeal, in writing, setting forth his or her reason for such appeal to the planning commission. The appeal shall be filed with the planning director within fifteen (15) days after an adverse decision of the director. The appeal shall be placed on the regular meeting agenda of the planning commission.

2. The commission shall review the sign proposal and shall approve, approve with conditions or disapprove it, based on the findings set forth in Section 17.120.080 of this code.

3. Any decision of the commission may be appealed by an interested party to the city council by filing an appeal application and paying any applicable fee within ten (10) days following the date of the planning commission's decision. The appeal application shall state specifically where there was an error or abuse of discretion by the commission, or wherein the commission's decision is not supported by the evidence in the record. The council shall hear all pertinent testimony relating to the appeal and render its decision at the next available regular council meeting. The decision of the city council shall be final. (Prior code § 183.04(D))

17.84.050 Regulation of signs within the I districts.

No sign, outdoor advertising structure or display of any character shall be permitted in the I Districts, except as follows:

A. Outdoor advertising signs in accordance with the district limitations and standards prescribed in Section 17.84.020(K);

B. The maximum permissible area of all faces of all permanent and temporary signs pertaining to a permitted use or conditional use, excluding outdoor advertising signs, directional signs and signs identifying products within a window display area, shall be as follows: one square foot of

sign area per lineal foot of property line adjoining a street, or one hundred (100) square feet per acre of site area in use, whichever is greater, to a maximum of six hundred (600) square feet of sign area;

C. Temporary nonverbal signs, such as banners and flags and window displays, shall be permitted in all I districts; provided, that their combined area shall not exceed ten percent (10%) of the maximum total aggregate sign area allowed, or sixty (60) square feet;

D. One nonilluminated sign, not exceeding a single surface area of thirty-two (32) square feet, pertaining to the sale, lease, rental or display of a structure or site;

E. Nonilluminated directional signs along driveways or within parking lots, not exceeding a single surface area of six square feet, pertaining to vehicular and pedestrian traffic direction;

F. One bulletin board not directly illuminated, not exceeding a single surface area of twenty (20) square feet, located on the site of a place of public assembly;

G. One non-illuminated temporary construction sign, not exceeding a single surface area of thirty-two (32) square feet, on the site of a construction project, to be removed at the owner's expense at the time of project completion. (Prior code § 183.04(E))

17.84.100 Master signage plans.

A. The provisions of this chapter are designed to consider a number of unique land uses and situations in which an applicant may submit a master signage plan to address these issues. Such a plan shall address all aspects of signage for a development permitted in the zoning district in which it is located, including freestanding signs, monument signs, directional signs, building signs, "clustered" multi-user signs and signs located in the city's right-of-way. A master signage plan application for projects that contain more than one parcel shall meet the following requirements:

1. The subject site is at least three acres in area;
2. Three or more different activities are proposed;
3. The proposal entails at least one freestanding sign for advertising near a freeway or major arterial street;
4. There is special circumstances in which the application for a master signage plan is applicable, including topography, geographic location, number of uses, and varied and special types of signage.

B. A master signage plan application for projects that are located on only one parcel shall meet the following requirements:

1. The subject site is at least one acre in area;
2. Three or more different activities (uses) are proposed;
3. The proposal entails at least one freestanding sign for advertising near a freeway or major arterial street;
4. There are special circumstances in which the application for a master signage plan is applicable, including, topography, geographic location, number of users, and varied and special types of signage.

C. In approving a master signage plan, the planning director shall make the following findings:

1. The proposed plan is consistent with the adopted general plan and all applicable provisions of this chapter.
2. The proposed plan meets the minimum requirements for submittal as stated by this chapter.
3. The granting of the plan does not constitute a special privilege that cannot be substantiated by special circumstances as required by this chapter.
4. In no circumstance shall the maximum total aggregate area of any proposed project exceed the requirements as stated in this chapter. However, the maximum aggregate sign area of a proposed cluster or multi-user sign may be twice the maximum aggregate sign area as allowed by this chapter. Projects that involve only one parcel shall meet the maximum aggregate sign area as required by this chapter. The maximum height for a proposed cluster or multi-user sign for projects containing more than one parcel shall not exceed ninety (90) feet in height and any proposed single-user sign shall not exceed seventy-five (75) feet in height. For projects involving only one parcel, a proposed cluster or multi-user sign shall not exceed seventy-five (75) feet in

height.

5. The granting of the plan is in compliance with all local, state and federal laws pertaining to the height of any proposed sign.

6. All proposed signs shall incorporate several common design elements, including letter style, colors, illumination, sign shape, and the like.

7. All proposed sign shall be architecturally compatible to any proposed structures and buildings.

8. Approval of the plan shall not adversely affect surrounding land uses or obscure adjacent conforming signage.

D. An application fee for a master signage plan shall be established from time to time as set forth by an adopted city council resolution. (Prior code § 183.04(J))

17.84.110 Special provisions for temporary signs.

Temporary signs as described by Section 17.84.020(H)(3) shall be placed and removed by the following provisions. All such signs shall be clearly and legibly labeled and each label shall include the name, address and phone number of the responsible party erecting the sign or at the option of the responsible party, each sign may be registered with the city clerk on a form indicating the responsible party's name, address and phone number. There shall be no charge for registering any sign as provided by this chapter. Any sign which is placed unlawfully in accordance with this chapter or related law shall be removed by the city at the expense of the responsible part. All such signs shall be removed within fourteen (14) days after the final day in which purpose the sign was erected; this shall include political elections, civic or community posters, or any other temporary use which stipulates a specific time period. The city shall charge a five dollar removal fee to a responsible party for each and every sign that must be removed in accordance with this chapter. (Prior code § 183.04(K))