

Chapter 9.12

SIGN REGULATIONS

[Amended by Ordinance No. 489, effective July 11, 1996]

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Section 9.12.010 Purpose and Intent

The purpose and intent of this Chapter is to establish the legal framework for a comprehensive system of sign regulation to :

1. Provide for the maximum public convenience; and
2. Maintain a high quality visual image for the community; and
3. Promote the economic well being of local businesses and the community; and

4. Reduce possible traffic and safety hazards

Section 9.12.020 Applicability

No sign shall be erected, placed or maintained except as specified in this Chapter. All signs shall require permits and payment of applicable processing fees unless exempted by this Chapter.

Section 9.12.030 Sign Area Calculations**A. Sign Area**

The area of a sign shall be the entire area that encloses the outside limits of the sign, including the sign copy area and any frame, border, background area, structural trim, or other material forming an integral part of the sign.

B. Sign Copy Area

The sign copy area shall be the area that encloses the extreme limits of the area available for displaying the desired message. The sign copy area includes both the written message and the background against which the message can be displayed..

C. Measurement Criteria

1. Only one side of a double-faced sign (a sign with two parallel, back-to-back faces) shall be counted in the calculation of sign area or sign copy area.
2. The area (sign area /sign copy area) of three dimensional signs such as spheres or cubes shall be considered to be one-half of the total visible surface area of the sign.
3. If the sign consists of more than one section or module, all of the area, including the area between the sections or modules, shall be included in the computation. The area between the sections of a wall sign shall not be included in the computation.
4. If the sign is a wall sign composed of individual letters using the wall as a background, with no additional elements, the sign area shall be equal to the sum of the area within the perimeter of each word and symbol. The perimeter shall be delineated by drawing straight lines along the outside edge of each word or symbol.

9.12.040 Exempt Signs**A. Exempt Signs**

The following signs shall be exempt from the Minor Development Review permit requirements, and shall be permitted subject to the limitations contained in this Chapter. However, a building permit may be required.

1. Change of copy involving no change in the structure, materials or dimensions of the sign
2. Temporary holiday decorations.
3. Interior signs.
4. Licensed commercial vehicles.(see Section 9.12.050-C regarding prohibited vehicle signs)
5. Memorial tablets and plaques
6. Official and legal notices.
7. Public transportation vehicles and bus shelters.
8. Public utility signs.
9. Safety signs.
10. Residential identification signs (see Section 9.12.040-B)
11. Temporary site identification signs (see Section 9.12.040-C)
12. Window signs (see Section 9.12.040-D)
13. For sale, lease or rent and personal message signs (see Section 9.12.040-E)
14. Open house signs (see Section 9.12.040-F)
15. On-site subdivision sale signs (see Section 9.12.040-G)
16. Temporary political signs (see Section 9.12.040-H)
17. Signs for projects under construction (see Section 9.12.040-I)
18. Directional, warning and informational signs (see Section 9.12.040-J)
19. Flags (see Section 9.12.040-K)

20. Incidental signs (see Section 9.12.040-L)
21. Agricultural signs (see Section 9.12.040-M)
22. Under-canopy signs (see Section 9.12.040-N)

B. Residential Identification Signs

The following signs shall be limited to a maximum area of four (4) square feet and a maximum letter height of four (4) inches.

1. Residential Building Identification Signs (identifying the name of a residential complex, e.g. AMoreno Arms@)
2. Residential Name Plate (identifying the occupants, e.g. AThe Smiths@)

C. Temporary Site Identification Signs

Temporary site identification for public or quasi-public uses are permitted subject to the following:

1. One sign not to exceed 16 square feet in area shall be permitted per street frontage;
2. The public or quasi-public use is not located within a permanent, full-time facility;
3. The public or quasi-public use has only intermittent or periodic use of the facility it occupies, e.g., a local ministry holding weekly services in a school auditorium;
4. Such temporary signs must be displayed on the property at which the function is to take place;
5. Such temporary signs may only be displayed not more than 24 hours before and while the facility is used or occupied by the intermittent or periodic user and shall be removed immediately thereafter.
6. Temporary site identification signs may include A-frame type signs
[Amended by Ordinance 426, effective 7/14/94]

D. Window Signs

Window signs shall not obscure more than 25% of the Aclear sight@ window area situated between four (4) and seven (7) feet above the finished floor level.

E. For Sale, Lease or Rent and Personal Message Signs

For sale, lease, rent or personal message signs shall be permitted to be placed in all zone classifications on the property offered for sale, lease or rent, or to which the personal message applies, subject to the following regulations:

1. For single family uses - one for sale, lease or rent sign per street frontage not to exceed 4 square feet in surface area and not more than 6 feet in height;
2. For multiple family residential uses - one sign for each street frontage, each sign not to exceed 16 square feet in surface area and not more than 6 feet in height. In addition, a single banner sign may be used not to exceed 40 square feet in area. Said banner shall be affixed to the wall of the building and maintained as described in Section 9.12.060-M;
3. For commercial, office and industrial uses - one sign per street frontage not to exceed 24 square feet in surface area and not more than 6 feet in height; In addition, a single banner may be used not to exceed 40 square feet in area. Said banner shall be affixed to the wall of the building and maintained as described in Section 9.12.060-M.
4. For agriculture uses - one sign for each street frontage, each sign not to exceed 16 square feet in surface area and not more than 6 feet in height;
5. For sale, lease or rent signs shall be removed within 15 days of the execution of the sale, lease or rent agreement of the property or space for which the sign was erected;
6. Personal message signs - one sign of a non-commercial nature not exceeding 8 square feet in area and not more than 6 feet in height.

F. Open House Signs

Off-Premise Temporary Open House Signs shall be permitted to be placed in all zone classifications subject to the following regulations:

1. Off-premise temporary real estate open house signs shall only be permitted in conjunction with an open house event held for the resale on one single family residence, mobile home, condominium or townhouse;
2. A maximum of five off premise open house signs shall be allowed for each open house event;
3. No more than one open house sign shall be permitted to be placed on any interior parcel and no more than two signs (one per street frontage) shall be permitted on any corner lot;
4. Off premise temporary open house signs shall only be displayed during daylight hours;
5. Off premise temporary open house signs shall not exceed four square feet in area;
6. Off premise temporary open house signs are prohibited within the public right-of-way and shall not be installed in a manner which creates a hazard for vehicle or pedestrian traffic;

7. Off premise temporary open house signs may only be located adjacent to street intersections and must be placed outside of the public right-of-way. The definition of "right-of-way", as found in Chapter 9.15, includes "the entire width of property for the use of highways...". Therefore, this item will require that temporary open house signs be located on private property. Placement of open house signs will require the written permission from the private property owners upon which such signs are placed.

G. Subdivision Sale Signs

The following standards shall apply for the construction and installation of on-site subdivision sale signs.

On-site Subdivision Signs, advertising the original sale of a subdivision, are allowed within the boundaries of a subdivision subject to the following minimum standards:

1. No sign shall exceed 100 square feet in area;
2. No sign shall be within 100 feet of any existing off-site residence;
3. No more than two such signs shall be placed within any subdivision; and
4. No such sign shall be artificially lighted.

H. Temporary Political Signs

1. Temporary political signs are permitted in all zoning districts subject to the following limitations:
 - a. No such sign shall exceed 24 square feet;
 - b. No freestanding temporary political sign shall exceed 6 feet in height;
 - c. No lot shall contain temporary political signs having an aggregate surface area in excess of 80 square feet;
 - d. No such sign shall be artificially lighted;
 - e. No such sign shall be erected or placed more than 90 days prior to the scheduled election to which it pertains, except that a sign erected or placed for a candidate who prevails in a primary election may be maintained until 10 days after the final election; all other signs shall be removed within 10 days after the scheduled election to which they pertain;
 - f. No such sign shall be erected, placed or maintained upon any private property without the consent of the owner, lessee, or person in lawful possession of such property;
 - g. No temporary political sign shall be erected, placed, or maintained on any publicly owned building, structure, tree or shrub; or upon any portion of a public street or highway right of way which is used for traffic or parking;

- h. No temporary political sign shall be erected, placed or maintained so that it does any of the following:
- (1) Mars, defaces, disfigures or damages any public building, structure or other property;
 - (2) Endangers the safety of persons or property;
 - (3) Obscures the view of any fire hydrant, traffic sign, traffic signal, street sign, or public informational sign;
 - (4) Blocks lines of sight to areas of vehicular or pedestrian traffic.

[Amended by Ordinance 451, effective 2/24/95]

2. Any temporary political sign erected, placed or maintained in violation of any provisions of this Section will be removed by the City 5 days after notice of the violation is given to the concerned candidate or sponsor, and to the owner, lessee or person in lawful possession of the property; provided however, that any temporary sign erected, placed or maintained on any public property or right of way in violation of paragraphs e, g, or h of Subsection 1 above, or which constitutes an immediate danger to the safety of person or property may be removed by the City summarily and without notice. The City may bill for and/or bring an action to recover the reasonable cost of sign removal from any party or parties found to be responsible for the violation under this Section.

[Amended by Ordinance 434, effective 10/27/94]

I. Signs for Projects Under Construction

Contractor or construction signs, future tenant identification signs, real estate signs for sale or lease may be permitted during construction provided that all of the following are met:

1. 32 square foot maximum;
2. Maximum of 8 feet in height;
3. Signs shall be placed no closer than 10' to any property line;
4. Signs shall be removed within 10 calendar days of issuance of a Certificate of Occupancy;
5. Where a project has in excess of 600 lineal feet of street frontage, one (1) additional sign shall be permitted for each full 600 lineal feet of street frontage and shall be separated by a minimum distance of 600 feet;
6. Sign square footage may be combined for a maximum of 72 square feet to advertise more than one of the categories identified above (i.e. construction sign and future tenant sign); and

7. For residential projects of four (4) dwelling units or less a total of one sign per street frontage may be placed on the site provided that each sign has a maximum of eight (8) square feet, has a maximum height of five (5) feet, and is located no closer than five (5) feet to any property line.

J. Directional, Warning, or Informational Signs

The following directional, warning and informational signs are permitted:

1. Signs providing direction (e.g. exit or entrance), warning, or information as required or authorized by law or by any federal, state, county, special district or city authority.
2. "No Trespassing," "No Parking," and similar warning signs to a maximum of four (4) square feet per sign.

K. Flags and Flagpoles

1. Residential Uses

Any number of flags of a noncommercial nature are allowed.

2. Nonresidential Developments:

- a. A total of three (3) flags may be displayed, inclusive of official flags and flags of a commercial nature, except that additional official flags may be allowed with a sign permit. Official flags are flags of any nation, state, county, city or other noncommercial organization.
- b. Subject to approval of a sign permit, a maximum of two (2) flags of a commercial nature may be displayed on vertical poles; each such flag shall be no larger than four (4) feet by six (6) feet in size.
- c. When a sign permit is required for a flag(s), said permit may be approved if the Community and Economic Development Director finds the flag(s) compliments the design of the development where it is to be displayed.

3. Flags shall be displayed on poles manufactured for such purpose. Flagpole(s) may be erected not less than 10 feet from any property line. The height or the top of each flagpole shall not exceed the maximum building height for the zone in which it is located.
4. Flags shall be maintained in good condition and shall not extend beyond the property line of the property on which they are located.

L. Incidental Signs

Incidental signs which show notices of services provided or required by law, trade affiliations, credit cards accepted, and the like shall be exempt from the provisions of the Minor Development Review process provided all

of the following are met:

1. Such signs are attached to an otherwise approved freestanding sign, structure, or building;
2. There are no more than four (4) such signs; and
3. No sign exceeds an area per face of two (2) square feet.

M. Agricultural Signs

Signs identifying agricultural products grown or raised on the premises are permitted, and shall be subject to the following:

1. The number of such signs shall be limited to one (1) per street frontage;
2. If wall mounted, the sign shall be located below the roof line;
3. Freestanding signs shall be no higher than six (6) feet; and
4. Each sign shall have an area no greater than four (4) square feet for parcels two (2) acres or less, no greater than sixteen (16) square feet for parcels larger than two (2) acres.

N. Under-canopy Signs

1. An under-canopy sign is a pedestrian-oriented sign suspended beneath a covered walkway (arcade) with businesses along one or both sides of the walkway.
2. An under-canopy sign shall be oriented perpendicular to the building face.
3. Each tenant within a nonresidential multi-tenant project may install an under-canopy sign not to exceed four (4) square feet in area near the business entrance.
4. Each under-canopy sign shall provide a minimum clearance of eight feet between the bottom of the sign and the walkway below.
5. Under-canopy signs shall be constructed of material compatible with the building material.

Section 9.12.050 Prohibited Signs

The following signs are prohibited except as otherwise provided in this Section:

- A. Roof signs extending above the eave or parapet line, except when the Community and Economic Development Director finds the sign is an integrated feature of the architectural design or complements the design of the building;

[Amended by Ordinance 426, effective 7/14/94]

- B. Except as provided in Section 9.12.060-A, signs which move in any manner, have any portions which move, convey the illusion of motion, revolve or rotate, emit sounds, odors or visible matter, or that incorporate reflective materials that shimmer, glisten, or glimmer or flash;
- C. Vehicle signs placed or attached on vehicles (or trailers) parked on or adjacent to any property, the purpose of which is to attract attention to a business on such property or a product or service provided on such property;
- D. Portable signs, including A-frame signs except as permitted under Section 9.12.040-C;
- E. Off-site signs except as permitted by 9.12.060-L and Section 9.12.080;
- F. Signs within the public right-of-way except those required by a governmental agency and temporary political signs and off-site directional signs subject to the provisions of Section 9.12.040-H and 9.12.060-L;
- G. Outside light bulb strings except for temporary uses such as, but not limited to, Christmas tree lots, carnivals, and other similar uses subject to prior approval of a Temporary Use Permit pursuant to the provisions of Section 9.02.150. This shall not be construed to preclude the year-round use of strings of mini-lights typically used as a Christmas tree decoration;
- H. Banners, flags, pennants, and balloons, except as specifically permitted by the provisions of Sections 9.12.040-E, 9.12.040-K, 9.12.060-K and 9.12.060-M;
- I. Other advertizing devices used to attract attention, including statues and inflatables, except as permitted for Special Events under Section 9.12.060-K;
- J. Signs which are an imitation of, or resemble official traffic warning devices or signs, that by color, location, or lighting, may confuse or disorient vehicular or pedestrian traffic. This prohibition shall not include traffic or directional signs installed on private property to control on-site traffic;
- K. Signs which permit beams or rays of light to be directed at any portion of the traveled way or which are of such intensity or brilliance as to cause glare or to impair the vision or otherwise interfere with the driver of any motor vehicle;
- L. All signs not otherwise permitted by the provisions of this Title
- M. Signs attached to trees or shrubs
- N. Signs painted on roofs, fences or walls.
- O. Projecting signs, except as provided in Section 9.12.060-J.

TYPES OF SIGNS

Figure 9.12.050-8

Section 9.12.060 Permitted Signs**A. General Provisions**

1. The following signs shall be permitted subject to a sign permit.
 - a. Modified monument signs
 - b. Tenant identification (wall) signs
 - c. Drive-through restaurant menu boards
 - d. Freeway signs
 - e. Gas station signs
 - f. Theater marques
 - g. Internal guidance signs
 - h. Directory signs
 - i. Special event signs
 - j. Off-site directional signs
 - k. Banners

2. Changeable Copy

The signs described in this Section may include manual, electronic or mechanically activated changeable copy comprising not more than 50 percent of the sign copy area. Such changeable copy shall not blink, flash or change in appearance more than once in 3 seconds. Manually activated changeable copy signs shall use no more than two (2) colors and shall be enclosed within a cabinet with a clear protective cover.

B. Modified monument sign requirements

1. Commercial and Industrial Developments

One sign is allowed per driveway not to exceed a total per street frontage of 2 square feet of copy area and 2.5 square feet of sign area respectively for each 1,000 square feet of gross floor area within the development. With respect to a single building of less than 10,000 square feet in gross floor area located on an individual parcel with street frontage, said sign need not be less than 20 square feet in sign copy area and 35 square feet in sign area per street frontage.

2. Residential Developments

- a. Neighborhood Identification Signs

One non-illuminated sign is permitted not to exceed 25 square feet in copy area, 45 square feet in sign area and six (6) feet in height at each street entrance to a neighborhood. The content of such signs shall be limited to the name of neighborhood.

b. Multiple Family Complex

One sign is permitted per street frontage not to exceed 12 square feet in copy area, 25 square feet in sign area and six (6) feet in height. The content of such signs shall be limited to the name of the complex and the range of addresses within the complex.

c. Temporary Model Home Complex

Two non-illuminated signs are permitted not to exceed 25 square feet in copy area, 45 square feet in sign area and six (6) feet in height at each major entrance to the complex. Such signs shall be removed at the completion of home sales.

3. Institutional Signs within Residential Districts

One modified monument sign not to exceed 36 square feet in copy area, 48 square feet in sign area and 8 feet in height is permitted to identify the premises of a place of religious worship or similar quasi-public institution.

4. Sign Height and Area

- a. The height of a modified monument sign is the vertical dimension measured from the average finished grade level to the highest point of the sign. The height of a modified monument sign shall not exceed fifteen (15) feet.
- b. The maximum height of a sign located on a berm with a finished grade level more than two (2) feet above the top of the street curb shall be reduced an amount equal to the distance that the grade level exceeds two (2) feet above the top of curb.
- c. Where topographic constraints make the established copy height standards impractical, the Community and Economic Development Director may adjust the height requirements on a project by project basis.

[Amended by Ordinance 426, effective 7/14/94]

- d. The sign area of a modified monument sign may not exceed the limits prescribed in this Section unless a determination is made by the decision-making body that an increase is needed to improve the compatibility of the sign with the architecture of the development where the sign is to be located. This provision shall not be construed to apply to the sign copy area..

5. Addresses

Addresses with a minimum of six (6) inch letters shall be located above the copy area. If a series of addresses are located within the project, the address shall include the entire address range beginning with the lowest number. Addresses shall not be considered in the calculation of the copy area.

