

Chapter 15.32

SIGN REGULATIONS*

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* Prior ordinance history: Ords. 181, 234, 318, 598, 633, 644, 684 and 689.

15.32.010 Purpose and intent.

The purposes and intent of these sign regulations include to:

- A. Regulate signs located on private property within the city and on property owned by public agencies other than the city and over which the city has zoning and land use regulatory power;
- B. Implement the city's community design and safety standards as set forth in the city's general plan and municipal code;
- C. Protect and improve pedestrian and vehicular traffic safety by balancing the need for signs which facilitate the safe and smooth flow of traffic (e.g., directional signs and on-site signs) without an excess of signage which may distract motorists or overload their capacity to quickly receive information;
- D. Reduce hazardous situations, confusion and visual clutter caused by the proliferation, placement, illumination, animation and excessive height, area and bulk of signs which compete for the attention of pedestrian and vehicular traffic;
- E. Regulate signs in a manner so as to not to physically interfere with or obstruct the vision of pedestrian or vehicular traffic;
- F. Maintain and enhance the city's appearance by regulating the design, character, location, number, type, quality of materials, size, illumination and maintenance of signs;
- G. Generally limit commercial signage to on-site locations in order to protect the aesthetic environment from the visual clutter associated with the unrestricted proliferation of signs, while providing channels of communication to the public;
- H. Limit the size and number of signs to levels that reasonably allow for the identification of a residential, public or commercial location and the nature of any such commercial business;
- I. Encourage signs that are appropriate to the zoning district in which they are located and consistent with the permitted uses of the subject property;

J. Establish sign sizes in relationship to the scale of the lot and building on which the sign is to be placed or to which it pertains;

K. Minimize the possible adverse effects of signs on nearby public and private property, including streets, roads and highways;

L. Serve the city's interests in maintaining and enhancing its visual appeal for residents, tourists and other visitors, by preventing the degradation of visual quality which can result from excessive and poorly designed, located or maintained signage;

M. Protect the investments in property and lifestyle quality made by persons who choose to live, work or do business in the city;

N. Avoid unnecessary and time consuming approval requirements for certain minor signs such as informational and directional signs because such signs advance the city's safety and welfare interests by allowing persons to locate destinations or receive property-related information while limiting the size and number of such signs so as to avoid excess visual clutter;

O. Respect and protect the right of free speech by sign display, while reasonably regulating the structural, locational and other noncommunicative aspects of signs, generally for the public health, safety, welfare and specifically to serve the public interests in traffic and pedestrian safety and community aesthetics;

P. Enable the fair, consistent and efficient enforcement of the sign regulations of the city;

Q. Regulate signs in a constitutional manner, which is content neutral as to noncommercial signs and viewpoint neutral as to commercial signs. All administrative interpretations and discretion is to be exercised in light of this policy and consistent with the purposes and intent stated in this section. (Ord. 746 § 3, 2008)

15.32.020 Definitions.

The following words and phrases, whenever used in this chapter, will be construed as defined in this section.

“Abandoned sign” means a sign that no longer advertises an approved use or activity, product, good or service available on the site of the sign for a period of more than ninety days.

“Animated sign” means any sign which is designed and constructed to call attention, or to give its message, through a sequence of progressive changes in lighting, or of parts, including flashing, rotating or revolving signs.

“Approval holder” means a person who has received a sign approval pursuant to this chapter.

“Approved sign” means a sign for which a sign approval application has been received and approved by the city pursuant to this chapter.

“Banner” means any sign made of nonrigid paper, fabric, plastic or similar material, with or without frame.

“Building frontage” means the total width of the elevation of a building that fronts on the public right-of-way providing the street address, or, if there is no such frontage, then the building elevation along which the main entrance exists will be utilized. For the purposes of calculating permitted sign area, every building has only one building frontage. If more than one business or occupancy is located in a single building, then such area will be limited to that portion which is occupied by each individual business or occupancy.

“Changeable copy sign” means a sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign.

“Commercial message: means any wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a commercial or industrial business, product, good, service or other commercial or industrial activity.

“Commercial sign” means any sign, wording, logo, picture, transparency, mechanical device or other representation that is intended to attract attention to a commercial or industrial business, occupancy, product, good, service or other commercial or industrial activity for a commercial or industrial purpose.

“Curblineline” means the line of the face of the curb of the street or roadway nearest to the applicable sign.

“Designated street frontage” means the primary public right-of-way from which an off-site sign is intended to be viewed and is indicated on the city’s zoning map.

“Directional sign” means a sign designed to guide or direct pedestrian or vehicular traffic to uses on the same site which is located adjacent to a driveway or mounted on a building.

“Electronic message board sign” means a sign with a fixed or changing display composed of a series of lights, light emitting diodes (LED) or liquid crystal display (LCD) or functionally similar devices.

“Erect” means to build, construct, attach, hang, place, suspend or affix to or upon any surface.

“Flag” means a piece of cloth or bunting varying in size, color and design, used as a symbol, standard, signal or emblem.

“Flashing sign” means any sign that is designed and constructed to call attention, or to give its message, through a sequence of changes in color or intensity of illumination.

“Freestanding sign” means a sign, including a billboard or pole sign, which is self-supporting in a fixed location and not attached to a building.

“Frontage” means the side of a lot or property fronting on a public right-of-way, such as a dedicated street, exclusive of alleys.

“Front wall sign” means a wall sign placed on the side of the building parallel to the public right-of-way providing the street address for the site, or, if there is no such frontage, then the side of the building which serves as the main entrance will be utilized.

“Hand held sign” means a sign that is held by or otherwise mounted on a person.

“Hearing officer” means the person designated by the city manager to hear administrative appeals of decisions made under this chapter.

“Identification sign” means any on-site sign that is used to identify the occupant of a building, which sign is attached to the building and does not exceed one square foot in area.

“Illegal sign” means: (1) any sign originally erected or installed without first complying with all structural, locational, design, building, and electrical regulations in effect at the time of its construction or installation; (2) any abandoned sign; (3) any unsafe sign; (4) any legally nonconforming sign that has not been removed following the expiration of the fifteen-year amortization period provided in this chapter; and (5) any sign that is in violation of the provisions of this chapter.

“Inflatable sign” means a sign that is inflated by air or other gaseous matter.

“Informational sign” means any sign that states a fact or attribute of that property which is of interest to the general public, such as the location of restrooms, the hours of operation, a security protection notice or similar facts, and which sign is attached to the applicable building and does not exceed two square feet in area.

“Legal nonconforming sign” means a sign that was originally erected or installed in compliance with all structural, locational, design, building, and electrical regulations at the time of its erection or installation, but which no longer conforms to the provisions of this chapter.

“Logo” means a trademark or symbol identifying the business, commercial or industrial service provided on the site. Logos are considered signs for the purposes of this chapter.

“Menu sign” means a wall or monument sign displaying a list of items available with prices at a drive-through business for the purpose of taking drive-through orders.

“Monument sign” means a low-profile freestanding sign erected with its base on the ground.

“Noncommercial message” means any wording, logo or other representation that does not directly or indirectly, name, advertise or call attention to a commercial or industrial business, product, good, service or other commercial or industrial activity.

“Noncommercial sign” means a sign which does not name, advertise or call attention to a commercial or industrial business, commodity, product, good, service or other commercial or industrial activity for a commercial or industrial purpose.

“Off-site sign” means a commercial sign not located on the site of the business or entity indicated or advertised by the sign, or a commercial sign advertising a commodity, good, product, service or other commercial or industrial activity that originates on a site other than where the sign is maintained.

“On-site sign” means any commercial sign that directs attention to a commercial or industrial occupancy, business, commodity, good, product, service or other commercial or industrial activity conducted, sold or offered upon the site where the sign is maintained. For purposes of this chapter, all signs with noncommercial speech messages shall be deemed to be “on-site,” regardless of location.

“Permanent sign” means any sign which is intended to be and is so constructed as to be of lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear and tear) and position and in a permanent manner affixed to the ground, wall or building.

“Planning director” means the director of the city planning department or the director’s designee.

“Pole sign” means a freestanding sign that is supported by one or more poles or uprights on the ground.

“Portable sign” means any sign not permanently attached to the ground or another permanent structure, or a sign capable of being transported, including, but not limited to, signs designed to be transported by means of wheels, signs converted to A or T-frames, menu and sandwich board signs. This definition does not apply to signs in, on or attached to vehicles or painted, stenciled or similarly affixed to the surface of vehicles, nor does it include hand held signs.

“Price sign” means a sign limited to the name or identification of items or products for sale on the premises, and the price of such items or products.

“Projecting sign” means a sign that is mounted on and at an angle to the face of the wall of the building to which it is attached.

“Real estate sign” means a temporary sign advertising the sale, lease, or rental of the premises on which the sign is located.

“Rear wall sign” means a wall sign placed on a building wall that is parallel to the front wall of a building, but located on the opposite end of the building.

“Roof line” means the upper edge of any building wall or parapet, or ridge line. If a building has both a parapet and a ridge line, the lower of the two will be considered the “roof line.”

“Roof sign” is a sign upon, on or above the roof line of a roof or parapet of any building or structure.

“Side wall sign” means a wall sign placed on a building wall that is perpendicular to the front wall of a building.

“Sign” is any device, fixture, placard or structure, including its component parts, which draws attention to an object, product, place, activity, opinion, person, institution, organization, or place of business, or which identifies or promotes the interests of any person and which is to be viewed from any public street, road, highway, right-of-way or parking area. The following are not within the definition of “sign” for the regulatory purposes of this chapter:

1. Any public or legal notice required by a court or public agency;
2. Decorative or architectural features of buildings, except letters, trademarks or moving parts;

3. Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building that is otherwise legal;

4. Time and temperature devices;

5. Signs on street legal vehicles, license plates, license plate frames, registration insignia, including noncommercial messages, messages relating to the business or service of which the vehicle is an instrument or tool (not including general advertising).

“Site” means a parcel or parcels of land as designated by the county assessor.

“Temporary sign” is any sign constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames, intended to be displayed for a limited period of time.

“Unsafe sign” means a sign posing an immediate peril or reasonably foreseeable threat of injury or damage to persons or property on account of the condition of the physical structure of the sign or its mounting mechanism.

“Vehicle-mounted or trailer-mounted sign” means any sign placed or maintained on a stationary automobile, truck, trailer or any other motor-driven vehicle.

“Wall sign” is a sign, including a painted sign, attached to, painted on, or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of such wall.

“Window sign” means a sign that is painted on either the outside or inside surface of the glazed area (including glazed doors), and any sign that is posted or affixed to the inside surface of the glazed area, or is located in such a manner as to be visible through the glazed area. Other than painted window signs, no sign is permitted to be located on the outside surface of the glazed area. (Ord. 746 § 3, 2008)

15.32.030 Applicability.

This chapter primarily regulates signs located on private property within all zoning districts of the city and on property owned by public agencies other than the city and over which the city has zoning and land use regulatory power. Except where otherwise expressly provided in this chapter, all signs located in such areas of the city shall be erected and maintained in conformity with this chapter. The standards regarding the number and size of signs regulated by this chapter are maximum standards, unless otherwise stated. (Ord. 746 § 3, 2008)

15.32.040 General provisions.

A. Sign Approval Required. Except as otherwise expressly provided in this chapter, no person may affix, place, erect, suspend, attach, construct, structurally or electrically alter (not including a change in sign copy or sign face), move or display any temporary or permanent sign without first obtaining a sign approval from the city planning department in accordance with the provisions of this chapter.

1. No sign approval is required for cleaning or other normal maintenance of a properly approved sign, unless a structural or electrical change is made.

2. No sign approval is required when a noncommercial message is substituted for a commercial message or when a noncommercial message is substituted for a noncommercial message on a properly approved sign.

B. Owner’s Consent Required. The consent of the property owner or person in control or possession of the property is required before any sign may be erected on any private property within the city.

C. Noncommercial Signs. Noncommercial signs are allowed wherever commercial signage is permitted and are subject to the same standards and total maximum allowances per site or building of each sign type specified in this chapter. An approval is required for a permanent noncommercial sign only when a

permanent commercial sign has not been previously approved. For purposes of this chapter, all noncommercial speech messages shall be deemed to be “on-site,” regardless of location.

D. Substitution of Noncommercial Message. Subject to the consent of the property owner or person in control or possession of the property, a noncommercial message of any type may be substituted for all or part of the commercial or noncommercial message on any sign allowed pursuant to this chapter. No special or additional approval is required to substitute a noncommercial message for any other message on an approved sign, provided the sign structure is already approved or exempt from the approval requirement and no structural or electrical change is made. When a noncommercial message is substituted for any other message, however, the sign is still subject to the same design, locational and structural regulations (e.g., color, materials, size, height, illumination, maintenance, duration of display, etc.) as well as all building and electrical code requirements that would apply if the sign were used to display a commercial message. In the event of any perceived or actual conflict between the general provisions of this subsection and any other specific provisions in this chapter, the provisions of this subsection shall prevail.

E. Substitution of Commercial Messages. The substitution of one commercial message for another commercial message is not automatically allowed nor is the free substitution of a commercial message in a place where only a noncommercial message is allowed. In addition, no off-site commercial messages may be substituted for on-site commercial messages.

F. Legal Nature of Sign Rights And Duties. All rights, duties and responsibilities related to permanent signs attach to the land on which the sign is erected, affixed or displayed, and run with the land or personal property. The city may demand compliance with this chapter and with the terms of any sign approval from the approval holder, the owner of the sign, the property owner or person in control or possession of the property, or the person erecting the sign. (Ord. 746 § 3, 2008)

15.32.050 Permitted signs by zone and use.

Except as otherwise expressly provided in this chapter, and subject to a sign approval pursuant to Section 15.32.080, the following signs are the only signs that are permitted for the specified zoning districts and types of uses or structures identified.

A. Commercial—Shopping Centers.

1. Shopping Centers (Specific). Centers with (a) common driveways, access and parking, (b) a minimum of forty thousand square feet of building area located on the ground floor of the center and (c) a minimum of ten businesses which are all held under separate ownership, shall be permitted:

- a. One pole sign (double-faced):
 - i. Maximum height—forty-five feet,
 - ii. Maximum area—five hundred square feet; or
- b. One monument sign (double-faced) per parcel:
 - i. Maximum height—six feet,
 - ii. Maximum area—seventy-two square feet.

2. Shopping Centers (All). Commercial shopping centers are permitted the following signs:

- a. One monument sign (double-faced) per parcel:
 - i. Maximum height—six feet,
 - ii. Maximum area—seventy-two square feet.
- b. Front Wall Sign. Two square feet per linear foot of building frontage on the ground floor or a maximum sign area of three hundred square feet, wherever is less. If the shopping center is two stories, one square foot of sign area per linear foot of building frontage is permitted for businesses or uses located on the

second floor or a maximum sign area of one hundred fifty square feet, whichever is less. One front wall sign per business or occupancy is permitted.

c. Side Wall Sign. Businesses or other uses located at the end of a multitenant building may have one side wall sign of one square foot of sign area per linear foot of frontage of that side of the building or a maximum area of one hundred fifty square feet, whichever is less.

d. Rear Wall Sign. One square foot of sign area per linear foot of rear wall frontage or a maximum area of one hundred fifty square feet, whichever is less. One rear wall sign per business or occupancy is permitted.

e. Temporary Banners. Permitted twice a year for a period no greater than fifteen days. All temporary banners shall be immediately removed after fifteen days. A maximum of two banners will be permitted with a total combined sign area not to exceed eighty square feet, and all banners must be attached to the wall of the building. Such temporary banners must be approved by the city for conformance with these provisions prior to placement or use on the site.

f. Directional Signs. One sign adjacent to a driveway for delivery, pick-up, entrance or exit shall be permitted for each driveway of a development, not to exceed a total of four directional signs, three square feet per sign and no greater than forty-two inches in height.

g. Window Signs. All window signs must be kept inside the building. No number or area restrictions will apply.

B. Commercial—Freestanding Building (One Occupant). The following signs are permitted:

1. One monument sign (double-faced per parcel):

- a. Maximum height—six feet;
- b. Maximum area—seventy-two square feet.

2. Front Wall Sign. Two square feet of sign area per linear foot of building frontage or a maximum area of three hundred square feet, whichever is less. One front wall sign is permitted.

3. Side Wall Sign. One and one-half square feet of sign area per linear foot of side building wall length or a maximum area of one hundred fifty square feet, whichever is less. One side wall sign is permitted on each side wall of the building.

4. Rear Wall Sign. One square foot of sign area per linear foot of rear building wall length or a maximum area of one hundred fifty square feet, whichever is less. One rear wall sign is permitted.

5. Temporary Banners. Permitted twice a year for a period no longer than fifteen days. All temporary banners must be removed after fifteen days. A maximum of two banners will be permitted with a total combined sign area not to exceed eighty square feet, and all banners must be attached to the wall of the building. Such temporary banners must be approved by the city for conformance with these provisions prior to placement or use on the site.

6. Directional Signs. One sign adjacent to a driveway for delivery, pick-up, entrance or exit is permitted for each driveway of a development, not to exceed a total of four directional signs, three square feet per sign and no greater than forty-two inches in height.

7. Window Signs. All window signs must be kept inside the building. No number or area restrictions apply.

C. Commercial—Office Building. The following signs are permitted:

1. One monument sign (double-faced) per parcel:

- a. Maximum height—six feet;
- b. Maximum area—seventy-two square feet.

2. Wall Signs. Two wall signs per building wall are permitted not to exceed eight signs per building. One and one-half square feet of wall sign area is permitted per linear foot of building wall length or a maximum of two hundred square feet, whichever is less for each wall of the building.

3. Directional Signs. One sign adjacent to a driveway for delivery, pick-up, entrance or exit is permitted for each driveway of a development not to exceed a total of four directional signs, three square feet per sign and no greater than forty-two inches in height.

D. Commercial—Service Station. The following signs are permitted for any gasoline service station use:

1. One monument sign:

- a. Maximum height—six feet;
- b. Maximum area—seventy-two square feet.

2. Canopy Signs. Two signs mounted on the side of a gasoline island canopy are permitted per site. A canopy-mounted sign may not extend above or below the canopy structure. A canopy sign may not exceed thirty-six inches in height or fifty feet in length.

3. Wall Signs. Two wall signs are permitted. No wall sign may exceed a total area of fifty square feet.

4. Price Signs. Four individual price signs are permitted that state the price and type of gasoline sold on the premises. The maximum area of any price sign is six square feet.

E. Commercial—Theaters. In addition to the signage permitted in subsection (B) of this section, the following sign is permitted for theaters:

One changeable copy sign: Maximum area—one hundred fifty feet.

F. Commercial—Drive-Through Business. In addition to the signage permitted in subsection (B) of this section, the following signs are permitted:

1. Two menu board signs:

- a. Maximum height—six feet;
- b. Maximum area—fifty-four square feet.

2. All menu board signs shall be set back a minimum of twenty feet from the curblines of all adjacent streets.

G. Automobile Agency in the Automobile Zone. The following signs are permitted for an automobile agency located in the automobile zone:

1. One monument sign (double-faced per parcel):

- a. Maximum height—six feet;
- b. Maximum area—ninety-six square feet.

2. Front Wall Sign. Two square feet of sign area per linear foot of building frontage or a maximum area of three hundred square feet, whichever is less. One front wall sign is permitted.

3. Side Wall Sign. One and one-half square feet of sign area per linear foot of side building wall length or a maximum area of one hundred fifty square feet, whichever is less. One side wall sign is permitted on each side wall of the building.

4. Rear Wall Sign. One square foot of sign area per linear foot of rear building wall length or a maximum area of three hundred square feet, whichever is less. One rear wall sign is permitted.

5. Temporary Banners. Two banners are permitted with a combined area not to exceed eighty square feet for each of the special events as listed in Section 17.44.050(B) of this code. Such temporary banners must be approved by the city for conformance with these provisions prior to placement or use on the site, and must be immediately removed after thirty days.

6. Directional Signs. Signs are permitted in such locations and sizes as may be approved by the planning director with a height not to exceed fifty inches.

7. Window Signs. All window signs must be kept inside the building. There are no restrictions on the number or area of window signs.

8. Electronic Message Board Signs. Up to three electronic message board signs are permitted within the entire automobile zone including any city-owned property conveniently located to such zone. Such signs may be at such reasonable height and area as may be approved by the planning director, but may not exceed a maximum height of eighty feet, and a maximum sign area of one thousand five hundred square feet of which up to eight hundred square feet is permitted for the display of electronic messages. Each such sign may display messages pertaining to any automobile agency within the automobile zone subject to such terms and conditions as the respective automobile agencies (and the city if the sign is located on city-owned property) may agree upon. For the purposes of this chapter, each such jointly used sign will be considered an “on-site” sign, and the three signs permitted reflect the total number of such signs permitted within the entire automobile zone and not any individual parcel.

H. Industrial. The following signs are permitted:

1. One monument sign (double-faced) per parcel:
 - a. Maximum height—six feet;
 - b. Maximum area—seventy-two square feet.
2. Front Wall Sign. One and one-half square feet of sign area per linear foot of building frontage or a maximum of one hundred fifty square feet, whichever is less. One front wall sign is permitted.
3. Side or Rear Wall Sign. One side or rear wall may also have one wall sign, one square foot of sign area per linear foot of building wall or a maximum of one hundred square feet, whichever is less.
4. Directional Signs. One sign adjacent to a driveway for delivery, pick-up, entrance or exit is permitted for each driveway of a development, not to exceed a total of four directional signs, three square feet per sign and no greater than forty-two inches in height.

I. Off-Site Signs.

1. Relocation of Off-site Signs. Notwithstanding any other provision of this chapter, the city manager is authorized to negotiate the relocation of any existing off-site sign for the city or the Industry Urban-Development Agency in lieu of monetary compensation for the removal of such sign. At the request of the city manager, the city council may approve the relocation of an off-site sign, provided that such relocated off-site sign otherwise conforms to the provisions of this chapter.

2. Any legally erected off-site sign will be considered a separate business use of the site upon which it is located. Conformity of the permitted use for the site and of the sign shall be considered independently.

3. Criteria for Off-site Signs.

a. Off-site signs may only be located within the commercial or industrial zones of the city.

b. Off-site signs may be single or double-faced. Double-faced signs shall not exceed thirty-five feet between sign faces at their widest point, nor exceed six feet between sign faces at their closest point.

c. Off-site signs may not be located within five hundred feet from the nearest off-site sign on the same side of a designated street frontage. Such distance will be measured linearly along the center line of the street from the closest points of the sign structures regardless of height.

d. The sign area of a single face on an off-site sign may not exceed six hundred seventy-two square feet, excluding any temporary extensions or temporary cut-outs incidental to a change in copy. Temporary, extensions or temporary cut-outs may not exceed twenty percent of the total square footage for the sign and may not remain for longer than ninety consecutive days.

e. The maximum height of an off-site sign may not exceed sixty feet measured from the highest point of the support structure to the finished grade of the base of the structure or the roadway adjacent to the site on which the sign is located and from the designated street frontage, whichever is higher.

f. The support structure for an off-site sign must be constructed using one monopole steel column unless an exception is granted by the planning director.

g. No more than two off-site signs may be located within one hundred fifty feet of the intersection of two more streets if such signs are near the frontage of such intersecting streets.

h. Off-site signs that constitute an “advertising display” under the Outdoor Advertising Act (Business and Professions Code Section 5200 and following) must comply with all applicable provisions of such Act.

J. Real Estate Signs. Real estate signs are permitted in all zones provided each such sign is located entirely within the site and is unlighted. Two real estate signs are permitted per site with a commercial or industrial use and may be freestanding or wall signs. The maximum combined area for such real estate signs may not exceed one hundred square feet, and no freestanding sign may exceed twelve feet in height. On properties with an existing residential use, one real estate sign is permitted, which may not exceed an aggregate of eight square feet in total area. Real estate signs must be removed within fifteen days after the sale or lease of the property has been accomplished.

K. Temporary Freestanding Noncommercial Signs. Two temporary freestanding noncommercial signs are permitted at any site with an existing residential use, provided the sign does not exceed six square feet in area and four feet in height.

L. Informational and Identification Signs. Informational and identification signs are permitted in all zones. (Ord. 746 § 3, 2008)

15.32.060 General location, height and area standards.

A. Location Standards.

1. Except as specifically provided in this chapter, no sign may be located upon or project over a public right-of-way.

2. No sign may be attached to any public utility pole or other public utility property except for signs posted by the applicable utility as may be required in their operations or by any federal or state law.

3. No sign may extend above the eave line or parapet of the building on which it is located.

4. Signs may not be placed or constructed in a manner that blocks any doors, fire escapes or public rights-of-way, or impairs the sight distance requirements at any public or private street intersection or driveway.

5. All on-site pole signs on sites with a commercial or industrial use must be located a minimum of thirty feet from the curblin of all adjacent streets, and all monument signs on sites with a commercial or industrial use, except those within the automobile zone, must be located a minimum of twenty feet from the curblin of all adjacent streets.

6. Signs must be designed and located so as not to interfere with the unobstructed clear view of the public right-of-way and nearby traffic regulatory signs of any pedestrian, bicyclist or motor vehicle driver.

B. Sign Height. Sign height will be measured using the greatest vertical measurement from grade level along the base of the sign structure to the highest point of the sign. Any monument or pole sign placed on a raised or mounded area shall have its height calculated from the height of the curblin of the street.

C. Sign Area. Sign area is computed as follows:

1. Generally. Sign area will be computed by measuring the rectangle that encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the message or display or otherwise used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting base, framework or bracing unless decorated or displayed with advertising.

2. Multi-faced Signs. The sign area for a two-sided or multi-faced sign will be computed by adding together the area of all sign faces visible from any one point. When two sign faces are placed back to back, so that both faces cannot be viewed from any one point at the same time, and when such sign faces are part of the same structure, the sign area shall be computed by the measurement of one of the faces. In the case of a sign of spherical or cylindrical shape, the area of the sign will be one-half of the surface area. (Ord. 746 § 3, 2008)

15.32.070 Material, design, construction and maintenance standards.

Each permanent approved sign must comply with the following standards:

A. Materials and Colors. All permanent signs must be constructed of durable materials, which are compatible in kind or appearance to the building supporting or identified by the sign. Such materials may include, but are not limited to: ceramic tile, sandblasted, hand carved or routed wood, channel lettering, concrete, stucco or stone monument signs with recessed or raised lettering. Sign colors and materials should be selected to be compatible with the existing building designs and should contribute to legibility and design integrity.

B. Relationship to Buildings. Each permanent sign located upon a site with more than one main building, such as a commercial, office or industrial project, must be designed to incorporate the materials common or similar to all buildings.

C. Relationship to Other Signs. Where there is more than one sign on a site or building, all permanent signs must have designs that similarly treat or incorporate the following design elements:

1. Type of construction materials;
2. Sign/letter color and style of copy;
3. Method used for supporting sign (e.g., wall or ground base);
4. Sign cabinet or other configuration of sign area;
5. Illumination; and
6. Location.

D. Sign Illumination. Illumination from or upon any sign must be shaded, shielded, directed or reduced so as to minimize light spillage onto the public right-of-way or adjacent properties. Externally illuminated signs must be lighted by screened or hidden light sources.

E. Logos and Graphics. Logos and graphics may be used in conjunction with wall, monument and pole signs, and will be included as part of the calculation of sign area.

F. Construction. Every sign, and all parts, portions and materials thereof, must be manufactured, assembled and erected in compliance with all applicable state, federal and city regulations including the city's building code and electric code.

G. Maintenance. Every sign and all parts, portions and materials must be maintained and kept in good repair. The display surface of all signs must be kept clean, neatly painted and free from rust, cracking, peeling, corrosion or other states of disrepair.

H. Removal of Signs and Restoration of Building or Property. When there is a change or discontinuance of a business or occupancy such that a sign no longer properly identifies a place of business or occupancy, the sign must be removed or the name of the prior business or occupant either removed, or the sign face covered in a manner that blends with the building or supporting structure within ninety days of the change or discontinuance of a business or occupancy. Within thirty days of the removal of a sign from a building or from the grounds of the premises if a freestanding sign, the building or the grounds of the premises must be repaired and restored to remove any visible damage or blemish left by the removal of the sign. (Ord. 746 § 3, 2008)

15.32.080 Administration.

A. Purpose. The purpose of a sign approval is to ensure compliance with the provisions of this chapter, in particular, the provisions regulating the design, illumination, location, materials, number, size and type of permitted signage, as well as the city's building and electrical codes.

B. Where specifically required by this chapter, the application for a sign approval must be made in writing on the form provided by the planning department, contain all required information, and must be accompanied by all required materials, plans and exhibits as well as the processing fee established by city council resolution.

C. No sign approval application will be accepted if:

1. The applicant has erected a sign in violation of the provisions of this chapter and, at the time of submission of the application, each such illegal sign has not been legalized, removed or included in the application;

2. There is any other existing code violation located on the site of the proposed sign(s) (other than an illegal or nonconforming sign that is not owned or controlled by the applicant and is located at a different business location on the site for which the approval is sought) that has not been cured at the time of the application;

3. The sign approval application is substantially the same as an application previously denied, unless: (a) twelve months have elapsed since the date of the last application, or (b) new evidence or proof of changed conditions is furnished in the new application;

4. The applicant has not obtained any applicable use permit or conditional use permit or other required city approval.

D. Processing Applications.

1. After receiving a complete sign approval application, the planning director will cause such application to be reviewed and render a written decision to approve or deny such sign application within fifteen days.

2. The planning director's determination will be guided solely by the standards and criteria set forth in this chapter. The application will be approved whenever the proposed sign meets the following requirements:

a. The proposed sign conforms to all design, size, height and other standards for signs subject to an approval requirement, as such requirements are set forth in this chapter;

b. The sign conforms to the construction standards of the city's building and electrical codes.

3. An application may be granted either in whole or in part when more than one sign or location is proposed by the applicant. When an application is denied in whole or in part, the planning director's written notice of determination must specify the grounds for such denial.

E. Notice. All notices required by this chapter are deemed given upon the date any such notice is either deposited in the United States mail or the date upon which personal service of such notice is provided.

F. Modifications. As permitted by Section 17.40.040, the planning director may grant minor exceptions from the permitted sign area, height or setback requirements of this chapter provided that no such modification exceeds ten percent of the applicable requirement. Before granting any such minor exception, the director must make the following findings:

1. The sign will not interfere with pedestrian or vehicular safety.

2. The sign will not be located so as to have a significant negative impact on the visibility or aesthetic appearance of any adjacent property.

3. The sign will generally be compatible with other on-site signs, the structure or development it identifies, and surrounding development.

G. Exceptions. The planning commission may grant exceptions from the provisions of this chapter when difficulties, unnecessary hardship or results inconsistent with the general purpose of this chapter would otherwise occur and would deprive the owner of rights enjoyed by others. The application and review process for a sign exception will follow the applicable procedures set forth in Chapters 17.40 and 17.48 of this code.

H. Time Limit. Signs authorized by a sign approval issued under this chapter must be erected within one year of the issuance of the approval, otherwise the approval will be null and void.

I. Revocation of a Sign Approval. Subject to Section 15.32.130 of this chapter, the planning director may revoke any approval upon refusal of the holder to comply with the provisions of this chapter after written notice of noncompliance and at least fifteen days' opportunity to cure, if a permanent sign, or such shorter period as may reasonably be appropriate under the circumstances for a temporary sign. (Ord. 746 § 3, 2008)

15.32.090 Signs not requiring a sign approval.

The following signs do not require a sign approval under Section 15.32.080, nor shall the area of such signs be included in the maximum area of signs permitted for any commercial, industrial or residential site or use; provided, however, that each such sign must comply with all other applicable requirements of this chapter or code. The intent of this section is to avoid unnecessary or time consuming approval procedures where certain permitted signs are minor or temporary and the installation of such sign does not require review for compliance with the city's building or electrical codes.

A. Hand held and portable noncommercial signs;

B. Memorial signs or tablets, names of buildings and dates of erection when cut into the surface of a building, or markers affixed to a building of designated historic significance, provided such sign does not exceed three square feet in area;

C. On-site informational signs;

D. On-site identification signs;

E. Real estate signs;

F. Temporary freestanding noncommercial signs at residential premises;

G. Window signs. (Ord. 746 § 3, 2008)

15.32.100 Signs prohibited.

Except as otherwise provided in this chapter, the following signs are prohibited:

A. Animated signs;

B. Banners, except as permitted for temporary signs;

C. Electronic message board signs, except as provided in Section 15.32.050(G);

D. Inflatable signs, pennants, streamers and the like, designed to rotate or move with the wind or be air activated, other than noncommercial flags;

E. Mobile signs;

F. Off-site signs, except as provided in Section 15.32.050(I);

G. Pole signs, except as permitted for shopping centers in Section 15.32.050(A);

H. Portable or hand-held commercial signs;

I. Projecting signs;

J. Roof signs and wall signs which extend above the roof line of the building;

K. Signs on bus benches and bus shelters;

L. Signs attached to any public utility pole or other public utility property;

M. Signs located in such a manner as to constitute a traffic hazard or obstruct the view of any authorized traffic sign or signal device;

N. Signs emitting audible sounds, odors or particulate matter. (Ord. 746 § 3, 2008)

15.32.110 Legal nonconforming signs—Amortization.

A. Except as otherwise provided in this section and in Section 15.32.130, any legal nonconforming sign may be permitted to remain until September 12, 2018, which is twenty-five years from the effective date of the adoption of the original ordinance codified in this section.

B. A legal nonconforming sign may not be expanded, extended, rebuilt, altered or reconstructed in any way, except for normal maintenance or to protect public safety. All such legal nonconforming signs must be demolished, removed or made to conform upon the addition of any new signage to the site or structure upon which the legal nonconforming sign is located.

C. The change of copy on attraction board signs of theaters, price signs of service stations, menu board signs of drive-through businesses, and off-site signs shall not require that a legal nonconforming sign be made to conform to this chapter.

D. During the twenty-five-year amortization period during which a legal nonconforming sign may continue to be used, the city may not deny, refuse to issue or condition the issuance of a sign approval for modification or alteration to the sign upon change of ownership of any existing business if the modification or alteration does not include a structural change in the sign and does not increase the extent of the nonconformance.

E. Special Circumstances. No legal nonconforming sign may be required to be removed on the sole basis of its height or size if special topographic circumstances would result in a material impairment of visibility of the sign or the owner's or user's ability to adequately and effectively continue to communicate to the public through the use of the sign. The owner or user may maintain the sign at the business premises and at a location necessary for continued public visibility at the height or size at which the sign was previously erected pursuant to all applicable codes, regulations and permits. Such signs will be deemed to be in conformance with this chapter.

F. All existing legal nonconforming signs must be demolished, removed or made to conform by September 12, 2018, which is within twenty-five years from the adoption of the original ordinance codified in this section.

G. The planning commission may grant additional time for compliance of legal nonconforming signs upon the filing of a zone exception application by the sign owner as required in Chapter 17.40 of this code. (Ord. 746 § 3, 2008)

15.32.120 Removal of signs.

A. Unsafe Signs. Any unsafe sign may be removed by the city without prior notice. Alternatively, the planning director may issue a notice of violation and give the approval holder, property owner, or person in possession or control of the property up to fifteen days to cure the violation.

B. Illegal Signs.

1. Permanent. Any illegal permanent sign must be removed or brought into conformity by the approval holder, property owner, or person in possession and control of the property following written notice from the planning director. Such notice must specify the nature of the violation, order the cessation thereof and require either the removal of the sign or the execution of remedial work in the time and in the manner specified by the notice. The time for removal or repair may not be less than fifteen days from the date of mailing the notice.

2. Temporary. Any temporary illegal sign may be immediately removed by the city. The city employee or agent removing the sign may, but is not required to, attempt to notify the owner of the sign of such removal, if such owner can be ascertained.

C. Abatement of Signs. All signs erected or maintained in violation of the provisions of this chapter are declared to be a public nuisance, and may be removed at the direction of the city manager whenever the permit holder, property owner, or person in possession or control of the property fails to comply with an order of the director requiring compliance with this chapter. In addition to all other remedies available to the city, the city may abate any such sign in the manner set forth in Chapter 1.30 of this code.

D. Disposal of Removed Signs.

1. Permanent. No permanent sign that has been removed and stored by the city may be released until the administrative fine and any other costs of removal and storage have been paid. If a sign remains unclaimed for a period of thirty days after notice of removal is sent to the approval holder, property owner, or person in possession and control of the property, it will be deemed to be unclaimed personal property and may be disposed of in accordance with applicable law.

2. Temporary. Any temporary sign removed by the city may be (a) immediately disposed of by the city, or (b) if the owner is contacted, considered abandoned if it is not retrieved within five days after notice, and in each instance such disposal will be without liability to any person. (Ord. 746 § 3, 2008)

15.32.130 Appeals.

Any person aggrieved by a decision of the planning director made under this chapter has the right to appeal such decision as follows:

A. Notice of Appeal. Any decision of the planning director made under this chapter will become final within ten days from the date such notice is served, unless within that ten-day period an appeal is filed with the city clerk, including payment of the applicable fee established by city council resolution. The appeal notice must state, with specificity, the factual and legal basis of the appeal.

B. Scheduling of Appeal Hearing. The city clerk will expeditiously schedule a hearing before a hearing officer and notify the appellant, in writing, of the day, time and location of the hearing, which may be held no later than thirty days after the notice of appeal is received by the city; provided, however, the hearing may be held after such thirty-day period upon the request or concurrence of the appellant. The time for compliance of any original order will be stayed during the pendency of the appeal hearing.

C. Hearing by Hearing Officer. The hearing officer will consider the testimony of the appellant, city staff or agents, and any other testimony or evidence relevant to the decision. The hearing officer must provide the appellant with a written decision within ten days from the date of the conclusion of the hearing. The decision of the hearing officer will be final and conclusive.

D. Any person dissatisfied with the hearing officer's decision may seek prompt judicial review of such decision pursuant to California Code of Civil Procedure Section 1094.8. (Ord. 746 § 3, 2008)