

SECTION 28.46 – SIGN STANDARDS**28.46.010 Content and Applicability**

As noted in Article 8, a sign is “a structure or device designed or intended to convey information to the public, or to identify or direct attention to a business, profession, commodity, service, event or entertainment venue in written or pictorial form”.

This section specifies design and placement standards, as well as permit requirements, for signs within the City limits. It applies to all signs unless they are specifically exempted under Section 28.46.040 or another section of this Ordinance. No sign shall be authorized, constructed, placed, maintained, altered or moved except in conformity with this section.

28.46.020 Permitted Sign Types and Their Standards

Signs are categorized first by their permanence, then by their location, and finally by the type of support they use. Sign types are as follows:

A. Temporary and Portable Signs. As noted in Article 8, these signs are intended to be removed and deployed as needed, therefore they are not permanently fixed in place. The amount of time they are permitted to be displayed depends upon their intended use. All Temporary and Portable Signs require the approval of a Sign Permit and must meet the conditions specified under their sign-type (below) as well as Section 28.46.030 unless otherwise indicated below, or unless otherwise approved by a Use Permit or Variance pursuant to Section 28.52.040 or 28.52.050 respectively. Temporary and Portable Signs fall into the following categories:

1. Real Estate Advertising Signs.

a. **Small.** Real Estate signs do not require a Sign Permit, as long as they:

- (1) Do not exceed six square feet in size,
- (2) Are only posted when the property on which they are placed is available for purchase, and
- (3) No more than two such signs are placed on site unless a Sign Permit is issued for the excess signs.

b. **Other.** Real Estate signs not meeting the size requirements of Subsection 1.a require a Sign Permit, processed pursuant to Section 28.52.020, and must conform to the following conditions:

- (1) They may not exceed 250 SF in size,
- (2) They must be placed so as not be a safety hazard,
- (3) They must be maintained in good condition, with no visible signs of wear, and

- (4) They must be removed within 10 days of close of escrow, or whenever the Sign Permit is set to expire, whichever comes first.
- 2. **Sandwich Board Signs.** All Sandwich Board Signs require Sign Permit approval processed pursuant to Section 28.52.020, and must conform to the following conditions.
 - a. Limit: 1 per business.
 - b. Although the sign may be double-sided it may not exceed 42” in height and 30” wide.
 - c. Signs placed on the sidewalk must allow a minimum of 60 inches of sidewalk clearance.
 - d. Sandwich Board Sign Permits shall expire within one year of issuance unless a longer time is approved by the Decision Making Authority.
 - e. All Sign Permits shall indicate that, as a condition of approval, an encroachment permit is also required from Cal Trans if the sign is placed within Cal Trans right-of-way.
- 3. **Vehicle Signs.** Vehicle Signs are exempt from the design requirements of Section 28.46.30.A, but require a Sign Permit unless otherwise indicated by this section. Vehicle Signs fall into two categories:
 - a. **Small.** Vehicle Signs not more than twelve square feet in size. Small Vehicle Signs do not require a Sign Permit as long as:
 - (1) The vehicle is in good working order, and
 - (2) Not more than three such signs appear on the same vehicle.
 - b. **Large.** Vehicle Signs not meeting the size requirement of Subsection (1) are not permitted to park in a public parking area for more than two hours, or on a private lot where they are visible to the public, without a Sign Permit unless they fall into the exclusions indicated in Section 28.46.040.C.
- 4. **All Other Temporary and/or Portable Signs.** All other Temporary and Portable Signs (including banners, pennants and flags, balloons and balloon figures, search lights, and similar eye-catching devices) require a Sign Permit if they are displayed for longer than three days in any given month, or they encroach into a public right-of-way. The Sign Permit shall be conditioned to allow the signs for a specific period of time, and require the signs be kept in good repair, not block the public right-of-way, and be completely removed at the end of their permit life.

D. Permanent Signs. These signs are fixed in place and are intended to stay in place for a long period of time, typically the life of the business. All permanent signs require the approval of a Sign Permit, and must meet the conditions specified under their sign-type (below) as well as Section 28.46.030 unless a Use Permit or Variance is approved pursuant to Section 28.52.040 or 28.52.050 respectively. Sign-types are as follows:

1. **Free-Standing.** In addition to any other sign on the Lot, one Free-Standing Sign (whether Monument Sign or Pole Sign) is permitted on Lots with at least 200 linear feet of street frontage unless otherwise prohibited by this Ordinance. Additional Free-Standing signs may be approved by Use Permit where a finding is made that the sign is necessary to adequately advertise a business. Free-Standing Signs include:

a. **Monument Sign.** Conditions for approval:

- (1) May not exceed 8 feet in height
- (2) The area of the sign face shall not exceed 50 square feet on one side (two sides permitted without Use Permit approval).

b. **Pole Sign.** Conditions of approval:

- (1) May not exceed 20 feet in height.
- (2) The area of the sign face shall not exceed 50 square feet on one side (two sides permitted without Use Permit approval)
- (3) No Pole Sign shall project over the public right-of-way or sidewalk.
- (4) Pole Signs erected over a private vehicular drive shall be placed so as to provide not less than fifteen (15) feet vertical clearance.

2. **Building Signs.** These signs include:

a. **Projecting or Blade Signs.** Conditions of approval:

- (1) Permitted as an identification sign which may be used alone or in addition to Wall Signs.
- (2) Sign area is limited to four square feet on each side unless additional area is approved by a Use or Variance Permit.
- (3) Projecting signs shall be placed perpendicular to the building frontage and shall not extend above the level of the building eaves of a sloped roof or highest point on a flat roof.
- (4) These signs may not be internally lit unless approved by a Use Permit.

b. **Roof Sign.** Conditions of approval:

- (1) Permitted only on buildings that do not possess adequate areas or the visibility for the location of other types of signs.
 - (2) Not permitted on buildings with sloped and mansard roofs unless the sign fascia is placed at a plane parallel to the building wall while the back of the sign is screened from view by either recessing the sign into the roof slope or by providing screening to the rear of the sign to create a boxed-in-area
 - (3) May not exceed 60 square feet of sign face.
 - (4) May not be used in conjunction with any other permanent sign type.
- c. **Wall Sign.** Conditions of approval.
- (1) May not project more than 6 inches from the surface of the building to which it is attached,
 - (2) May not exceed 60 total square feet of sign face (divided among all the business on site), with an additional 20 square feet of sign face permitted for each business in excess of three businesses on site,
 - (3) Wall Signs may be placed on the same lot with a Free-Standing Sign, and
 - (4) Where no Free-Standing Sign is present, an additional 60 square feet of wall sign may be placed on a building if this additional signage faces at least 90 degrees away from all other wall signs.

28.46.030 General Design, Placement and Maintenance Criteria

All Permanent Signs shall conform to the following standards and conditions unless waived through the Use Permit process:

- A. **Materials and Colors.** Signs shall be harmonious with the materials, color, texture, size, shape, height, location and design of the building, property or neighborhood of which it is a part.
- B. **Illumination.** Signs may be internally or externally illuminated pursuant to the following conditions:
1. When reflectors, flood lights, or spotlights are used to illuminate signs, they shall be installed, focused and maintained to concentrate their illumination upon the sign face or outdoor advertising structure face and shall not cause glare upon the street or adjacent private property or cause sky reflected glare.
 2. Signs shall be illuminated at the lowest level consistent with adequate identification and readability of the sign.
 3. Sign lights, whether internally or externally lit, shall be placed on a timer to automatically turn off, and remain off, when the store is closed for business.

- 4. Signs operated by electricity that are intended to attract attention by flashing on and off, or simulating any motion through a series of rapid light or content changes, are not permitted unless they are emergency or roadway signs utilized by public works or emergency personnel, or they are window signs of not more than four square feet in total area per business.
 - 5. LED signs designed to provide changing content with a high resolution screen must be approved by Use Permit.
- C. **Sign Maintenance and Removal.** Sign Permits, including Use Permits approving sign placement, shall be conditioned to ensure that all signage is maintained in good condition (without peeling paint, faded lettering, or damage), and that obsolete signs and damaged signs are removed in their entirety, including all structural supports. The determination of whether or not a sign is obsolete or damaged beyond repair shall be made by the Director, and said determination may be appealed to the Planning Commission and then to the City Council pursuant to Section 28.52.090.
- Sign maintenance and removal shall be the responsibility of the property owner, not the business interest that may have originally paid for the sign.
- D. **Retention of Sign Structure.** When a sign face has been determined to be obsolete pursuant to Subsection C, the structure of the sign may be retained by approval of an Administrative Permit if there is a high likelihood that the sign structure can be reused and the sign face is replaced with a neutral facing or cover satisfactory to the Director.
- E. **Off-premises Signs.** Permanent Signs that advertise a use, product or service that is conducted or available at a location other than the Lot on which the sign is located, or otherwise conveys information unrelated to an authorized activity on the Lot on which the sign is located, are prohibited except as approved through a Use Permit.

28.46.040 Exemptions

The following signs are exempt from these standards.

- A. **Directional signs** that do not mention a business name or contain a business logo. Typical directional signs include signs that show the way to an exit, entrance, restroom area, picnic area, or parking area. They are not intended to provide any other information other than directional information.
- B. **Emergency or roadway signs** intended to provide drivers with information relating to traffic conditions and safety concerns while driving.
- C. **Portable Vehicle Signs** not otherwise meeting the requirements of this section are exempt from this Ordinance if they are affixed to a vehicle that is (1) not parked in a location visible from a public right-of-way for more than two hours a day, or (2) is being driven through town.

- D. **Window Signs**, the combined total of which do not exceed ten percent of the total window area (including windows in doors) facing dedicated right-of-ways.
Note: Merchandise located within one foot of window or door glass is considered window signage for the purposes of this Section.
- E. **Historic markers**, not exceeding three (3) square feet in area, placed flat against the side of a building and made of incombustible material, that identify the name and history of a building or an historic event that occurred in the near vicinity.
- F. **Flags**. Federal, State and City flags, as well as official flags of clubs and other civic organizations.
- G. **Holiday and Special Event Signage and Decorations** placed in use no more than 60 days before the event and removed no more than 30 days after.
- H. **Political Signs** that are placed no more than 90 days before the election and removed within 10 days after the election.

28.46.050 Penalty for Violation

Signs erected in violation of this section shall be cited, and, if the violation is left uncorrected in the time-frame provided, shall be removed at the expense of the property owner, and if left unpaid for greater than 30 days, the cost shall be placed as a lien against the property.

28.46.060 Effect on Existing Signs

- A. **Temporary Signs**. Temporary Signs have no Grandfathering Rights. Regardless of the history of these signs, they are required to conform to this Ordinance as written.
- B. **Permanent Signs**. Permanent Signs legally placed prior to the adoption of this ordinance may continue pursuant to the Grandfathering Rights described in Section 28.62 (*Nonconforming Uses, Structures and Lots*).