

# Ordinance Fact Sheet

**TO: CITY COUNCIL**

**DATE: January 6, 2003**

**FROM: CITY ATTORNEY**

**REGARDING: ADOPTING OF SIGN ORDINANCE AMENDING DESIGN  
GUIDELINES FOR SIGNS AND AWNINGS WITHIN THE CENTRAL  
DISTRICT AND CITYWIDE**

**RECOMMENDATION OF CITY ATTORNEY:** It is recommended that the City Council introduce the following ordinance, "An Ordinance of the City of Pasadena Amending Chapters 12.15, 17.12, 17.20, 17.22, 17.24, 17.28, 17.32, 17.33, 17.57, 17.72, 17.76, 17.82 and Repealing and Replacing in its Entirety Chapter 17.72 Relating to Sign Regulations.

**REASONS WHY LEGISLATION IS NEEDED:** The provisions in the City's Zoning Code relating to signs was last revised in 1985. The sign regulations are currently contained in two separate chapters of the Zoning Code, Chapter 17.72 and Chapter 17.33. Chapter 17.72 contains the sign regulations for the City, except for the downtown area. Chapter 17.33 contains the sign regulations for the downtown (Central District) area. This proposed ordinance will consolidate the various sign requirements of the Zoning Code into a single chapter. This proposed ordinance will also create consistent sign standards for all commercial districts. In addition, this ordinance amends Section 12.15.010 in Chapter 12.15 by deleting the provision which currently allows real estate open house signs on public streets.

**PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED:** The Department of Planning and Development will be responsible for administering the sign regulations and the sign design guidelines.

**ENVIRONMENTAL:** A negative declaration was adopted by the City Council on July 22, 2002.

66792.1

MEETING OF 1/06/2003

AGENDA ITEM NO. 9.A.1.


**FISCAL IMPLICATIONS:** No fiscal impact.

**POLICY CHANGES:** The proposed ordinance will delete the current provisions which allowed real estate open house signs in the public right of way. The proposed ordinance will consolidate regulations relating to signs on private property in one chapter. In addition, consistent with constitutional standards, the proposed ordinance will delete regulations which distinguish based on the content of a sign.

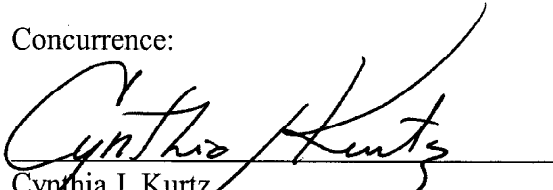
Respectfully submitted,

  
MICHELE BEAL BAGNERIS  
City Attorney

Prepared by:

  
Maribel S. Medina  
Assistant City Attorney

Concurrence:

  
Cynthia J. Kurtz  
City Manager

Introduced by Council member \_\_\_\_\_

ORDINANCE NO.

**AN ORDINANCE OF THE CITY OF PASADENA AMENDING CHAPTERS 12.15, 17.12, 17.20, 17.22, 17.24, 17.28, 17.32, 17.33, 17.57, 17.72, 17.76, 17.82 AND REPEALING AND REPLACING IN ITS ENTIRETY CHAPTER 17.72 RELATING TO SIGN REGULATIONS**

The People of the City of Pasadena ordain as follows:

**SECTION 1.** This ordinance, due to its length and the corresponding costs of publication, will be published by title and summary as permitted by Section 508 of the Charter.

The approved summary reads as follows:

**“Summary**

The purpose of this ordinance is to consolidate all regulations relating to signs and embodied in various chapters of Title 17 of the Pasadena Municipal Code, into one new chapter, Chapter 17.72. The sign requirements are currently contained in two separate chapters of the Zoning Code, Chapter 17.72 contains the sign regulations for all but the downtown area of the City and Chapter 17.33 contains the sign regulations for the downtown (Central District). In addition, the sign regulations for Old Pasadena are contained in the Design Guidelines and are only incorporated by reference within the City’s Zoning Code.

Definitions relating to the regulation of signs currently found in Chapters 17.12, 17.20, 17.22, 17.24, 17.28, 17.33, 17.57, 17.76, 17.82 are repealed. Chapter 17.72 is repealed in its entirety and replaced with the provisions of this Ordinance. In addition, the proposed ordinance amends Section 12.15.010 in Chapter 12.15 by deleting the provision in the section which currently allows real estate open house signs on the public right of way.

The provisions of the proposed ordinance will not apply to projects for which design approval has been given or a building permit has been issued prior to the effective date of this proposed ordinance.

This ordinance shall take effect upon its publication by title and summary.”

**SECTION 2.** Section 12.15.010 of Title 12 is amended by deleting the following language, “Real estate open house signs, however, shall be permitted in public street areas any day at the times during which an open house is being conducted at the address shown thereon.”

**SECTION 3.** Chapter 17.12 is amended by repealing the following definitions: “Historic sign inventory,” “Nonconforming sign,” “Outdoor advertising,” and “Outdoor advertising structure,” “Sign,” “Sign, Canopy or Awning,” “Sign, Construction,” Sign, Freestanding,” “Sign height,” “Sign, Off-Premises,” “Sign, On-Premises,” “Sign, Planter,” “Sign, Political,” “Sign, Portable,” “Sign, Projecting,” “Sign, Real Estate,” “Sign Roof,” “Sign Tenant Directory,” “Sign, Wall,” and “Sign Area.”

**SECTION 4.** The provisions of this ordinance shall not apply to projects for which design approval has been given or a building permit has been issued prior to the effective date of this ordinance.

**SECTION 5.** Chapter 17.20, entitled, “**RS Single-Family Residential Districts**” is amended as follows:

1. By amending the schedule entitled, “**RS-1, RS-2, RS-4 AND RS-6 District: Land Use Regulations**” as contained in Section 17.20.020 and deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, **“RS-1, RS-2, RS-4 AND RS-6 Districts: Development Standards”** as contained in Section 17.20.030 deleting the phrase Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

**SECTION 6.** Chapter 17.22 entitled, **“RM-12 Multifamily (Two Units Per Lot) Districts”** is amended as follows:

1. By amending the schedule entitled, **“RM-12 District: Land Use Regulations”** as contained in Section 17.22.020 deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, **“RM-12 Multifamily Development Standards”** as contained in Section 17.22.030 by deleting all references to “signs.”

**SECTION 7.** Chapter 17.24 entitled, **“RM Multifamily (City Of Gardens) Residential Districts”** is amended as follows:

1. By amending the schedule entitled, **“RM-16, RM-32 AND RM-48 Districts: Land Use Regulations”** as contained in Section 17.24.020 by deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, **“RM-16, RM-32 AND RM-48 Districts: Development Standards”** as contained in Section 17.24.030 by deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

**SECTION 8.** Chapter 17.28 entitled, **“CO, CL AND CG Commercial Districts”** is amended as follows:

1. By amending the schedule entitled, **“CO, CL, AND CG Commercial Districts: Land Use Regulations”** as contained in Section 17.28.020 by deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, **“CO, CL, AND CG Commercial District: Development Standards”** as contained in Section 17.28.030 by deleting all references to the word “signs”.

**SECTION 9.** Chapter 17.32 entitled, **“IG Industrial District”** is amended as follows:

1. By amending the schedule entitled, **“IG District: Land Use Regulations”** as contained in Section 17.32.020 by deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, **“IG District: Development Standards”** as contained in Section 17.32.030 by deleting all references to the word “signs”.

**SECTION 10.** Table 17.33.050 entitled, **“CD District: Land Use Regulations Part 1 and Part II”** is amended by deleting all references to the word “signs”.

**SECTION 11.** The table entitled, **“CD District: Development Standards”** contained in Section 17.33.070 is amended as shown in Exhibit 1, attached here to and incorporated by this reference.

**SECTION 12.** Subsection P of Table 17.33.080 entitled, **“CD Central District: Additional Development Standards”** is amended to read as follows:  
“P. Not Used.”

**SECTION 13.** Paragraph 4, of Subsection C, of Section 17.57.040, entitled, **“Development Standards”** is amended to read as follows:

“For those projects located within the CO and CL base zoning districts, the height of a free-standing sign shall be limited to 8 feet. A minimum of 75 square feet of landscaping shall be required. All other signs shall meet the requirements of Chapter 17.72.”

**SECTION 14.** Chapter 17.72, entitled, **“Sign Regulations”** is hereby repealed. A new Chapter 17.72 is established as shown in Exhibit 2 titled “Sign Regulations”, attached hereto and incorporated by this reference.

**SECTION 15.** Chapter 17.76, entitled, **“Nonconforming Uses, Structures and Signs”** is renamed to read, **“Nonconforming Uses and Structures.”**

**SECTION 16.** Subsections A, D, E and F of Section 17.76.010 entitled **“Purposes”** is amended to read as follows:

“A. Limit the number and extent of specific nonconforming uses and structures that conflict with the provisions of this title by prohibiting their reestablishment after abandonment or in some cases their enlargement.”

“D. Allow for the continuation and maintenance of specific nonconforming uses and structures.”

“E. Limit the alteration, enlargement or relocation of nonconforming structures in a manner that would increase the discrepancy between existing conditions and the provisions of this title.”

“F. Establish procedures and criteria for evaluating the enlargement of nonconforming uses and structures.”

[Subsections B and C remain unchanged.]

**SECTION 17.** Section 17.76.020 entitled, **“Continuation and maintenance”** is amended by repealing subsection D. Subsection E is relettered to read as subsection D.

**SECTION 18.** The title of Section 17.76.030 is amended to read as follows, “Alteration and enlargements of nonconforming uses and signs.”

**SECTION 19.** Section 17.76.030 is amended by repealing subsections D and E. The existing subsection F is relettered to be subsection D.

**SECTION 20.** Section 17.76.060 entitled, **“Elimination of nonconforming uses, structures and signs,”** is amended to read, **“Elimination of nonconforming uses and structures.”**

**SECTION 21.** The first paragraph of section 17.76.060 is amended to read as follows:

“Nonconforming uses and structures listed in the following table shall be discontinued and removed from their sites, altered to conform, or altered as prescribed to decrease the degree of nonconformity, except that the cost to the property owner to comply with screening and buffering standards shall not exceed \$10,000.00 per year. Additional time for abatement of the nonconformity may be granted pursuant to a variance”

**SECTION 22.** Subsection C of 17.76.060 is hereby repealed. Subsection D is relettered as subsection C.

**SECTION 23.** Chapter 17.82, entitled, **“Variances, Exceptions, and Modifications”** is renamed to read, **“Variances and Modifications.”**

**SECTION 24.** Section 17.82.040, entitled, **“Sign Exceptions”** is hereby repealed.



**SECTION 25.** The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

**SECTION 26.** This ordinance shall take effect 30 days from its publication.

Signed and approved this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

\_\_\_\_\_  
Bill Bogaard  
Mayor of the City of Pasadena

**I HEREBY CERTIFY** that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held day of \_\_\_\_\_, 2003, by the following vote:

AYES:

NOES:

ABSENT:

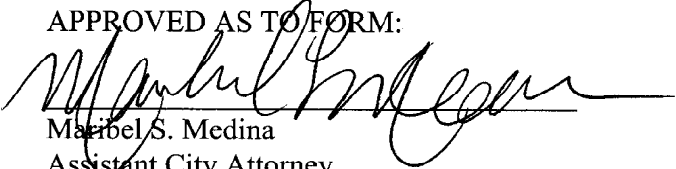
ABSTAIN:

Date:

Published:

\_\_\_\_\_  
JANE L. RODRIGUEZ, CMC  
CITY CLERK

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Maribel S. Medina

Assistant City Attorney

**Exhibit "1"**

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Exhibit 1 – Sign Ordinance

CD DISTRICT: DEVELOPMENT STANDARDS  
PART I (Continued)

Development Standards	(1)	(2)	(3)	(4)	(5)
	SOUTH LAKE AVENUE				
	OLD PASADENA	COLORADO BOULEVARD	CIVIC CENTER	LAKE/CORDOVA	

Exhibit 1 – Sign Ordinance

CD DISTRICT: DEVELOPMENT STANDARDS PART II (Continued)															
Development Standards	(6)	(7)	(7A)	(8)	(9)	(10)	(11)	(12)	(13)	(13A)	(14)	(15)	(16)		
	GREEN STREET	PASADENA IN-TOWN	BELLEVUE- PLEASANT	LOS ROBLES- CORDOVA	ARROYO PARKWAY	CENTRAL PARK	WEST DOWNTOWN	CALIFORNIA- FAIR OAKS	WALNUT STREET	NORTH OAKLAND	NORTH LAKE AVENUE	MEMORIAL PARK	COLORADO- LOS ROBLES	ADD'L LAND USE REGS.	
Fences and Walls														(2)	
Off-Street Parking and Loading														(3)	
Signs														(4)	
Signs							(See Chapter 17.72)							(5)	
Accessory Structures														(6)	
Satellite Earth Station Antenna														(7)	
Screening of Mechanical Equipment							(See Section 17.64.230)								
Refuse Storage Area							(See Section 17.64.240)								
Underground Utilities							(See Section 17.64.250)								
Nonconforming Uses, Structures and Signs							(See Chapter 17.76)								
Nonconforming Uses and Structures							(See Chapter 17.76)								
Design Review (Refer to guidelines)														(8)	
Public Art Design Standard							(See Chapter 17.78)								

**Exhibit "2"**

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## **Chapter 17.72 – Sign Regulations**

### **Sections:**

## **Chapter 17.72 – Sign Regulations**

**17.72.010 – Purpose**

**17.72.020 – Applicability**

**17.72.030 – Building Permit and Design Review Required**

**17.72.040 – Exempt Signs and Maintenance**

**17.72.050 – Sign Exceptions.**

**17.72.060 – Master Sign Plan**

**17.72.070 – Creative Sign Permit**

**17.72.080 – Regulations For On-Premises Signs**

**17.72.090 – Sign Standards by Zoning District**

**17.72.100 – General Provisions for On-Premise Signs**

**17.72.110 – Standards for Specific Types of Permanent Signs**

**17.72.120 – Standards for Temporary Signs**

**17.72.130 – Prohibited Signs**

**17.72.140 – Nonconforming Signs**

**17.72.150 – Abandoned Signs**

**17.72.160 – Illegal Signs**

**17.72.170 – Definitions**

### **17.72.010 – Purpose**

This Chapter provides standards for signs to safeguard life, health, property, safety, and public welfare, while encouraging creativity, variety, compatibility, and enhancement of the City's visual image. The specific purposes of sign regulation are to:

- A. Provide each sign user an opportunity for effective identification by regulating the time, place, and manner under which signs may be displayed;
- B. Enable users of goods and services to identify establishments offering services to meet their needs;
- C. Ensure freedom of expression for all sign uses by maintaining a content-neutral approach to sign regulation.

- D. Regulate the number and size of signs according to standards consistent with the purpose of each zoning district;
- E. Protect residential districts adjoining nonresidential districts from adverse impacts of excessive numbers or sizes of signs nearby;
- F. Encourage creative, well-designed signs that contribute in a positive way to the City's visual environment, and help maintain an image of quality for the City;
- G. Ensure that signs are responsive to the aesthetics and character of their particular location (adjacent buildings and surrounding neighborhood) and that are compatible and integrated with the building's architectural design, including historic building elements, and with other signs on the property; and
- H. Ensure the quality of the City's appearance by avoiding clutter and by subjecting certain signs to the design review process.

#### **17.72.020 – Applicability**

- A. **Signs allowed.** The sign standards provided in this Chapter are intended to apply to all types of signs in each zoning district in the City. Only signs authorized by this Chapter shall be allowed.
- B. **New zoning district.** If a new zoning district is created after the enactment of this Chapter, no signs shall be allowed until this Chapter is amended to govern the new zoning district.
- C. **Design guidelines.** The Sign Design Guidelines (\_\_\_\_\_) shall be used during the design review process (Chapter 17.92) to ensure that signs are well designed, compatible with their surroundings, and do not detract from the overall visual quality of the City.
- D. **Exceptions.** Exceptions to the standards of this Chapter may be allowed through the approval of a Sign Exception in compliance with Section 17.72.050 (Sign Exceptions).
- E. **Nonconforming signs.** An existing legally permitted sign that does not conform to the requirements of this Chapter shall be deemed a nonconforming sign and shall be subject to the requirements of Section 17.72.140 (Nonconforming Signs).

#### **17.72.030 – Building Permit and Design Review Required**

- A. **Building Permit required.** To ensure compliance with the regulations of this Chapter, a Building Permit shall be required in order to apply, erect, move, alter, or reconstruct a permanent sign, except signs or routine maintenance that are exempt from the regulations of this Chapter in compliance with 17.72.040 (Exempt Signs and Maintenance), below.

- B. Approval authority.** The Planning Department shall have the authority to ministerially approve Building Permits for signs in conjunction with the Building Official.
- C. Design review.** Nonexempt signs on the site of a project subject to design review shall be reviewed by the Planning Director or Design Commission in the same manner as other project components in compliance with Chapter 17.92 (Design Review).

#### **17.72.040 – Exempt Signs and Maintenance**

The following signs and their maintenance are exempt from other requirements of this Chapter if developed and maintained in compliance with the provisions/limitations of this section. Building permits may be required.

- A. Accessory signs.** Signs manufactured as a standard integral part of a mass-produced product accessory to a commercial or public or semi-public use, including telephone booths, automated teller machines and gasoline pumps. Such signs may contain the company's name and/or logo only. No advertising message shall be provided.
- B. Affiliation signs.** Signs that provide notices of services (e.g., trade affiliations, credit cards accepted, etc.). Signs or notices shall not exceed one square foot in area for each sign, and no more than three signs shall be allowed for each business.
- C. Decorative flags and banners.** Flags and banners of a purely decorative nature that do not contain any commercial or noncommercial messages. Limited to a total of four per use with a maximum size of 32 square feet each.
- D. Flags and flagpoles (Residential Districts).** One flag is allowed for each parcel in a residential zoning district. The height of a flagpole shall not exceed the height allowed for accessory structures in the district.
- E. Maintenance.** Routine, general maintenance and repair of signs as defined herein shall be exempt from Building Permit approval.
- F. Names of buildings.** Names of buildings, dates of erection, monumental citations, commemorative tablets and the like, when carved into stone, concrete, or similar material or made of bronze, aluminum, or other permanent type of material and made an integral part of the structure. Signs shall be wall mounted only, shall not exceed six feet in height, and shall not be illuminated.
- G. Official signs.** Signs of a noncommercial nature and in the public interest, erected by, or on the order of, a public officer (e.g. public notices, safety signs, danger signs, trespassing signs, traffic and directional signs, etc.).



- H. Signs within buildings.** Signs within a building five feet or more from a window.
- I. Signs within interior spaces.** Signs within an interior courtyard, mall, arcade, or similar area and not visible or intended to be visible from a street, alley, or parking lot.
- J. Site address.** Limited to two for each street address. Individual numbers and letters shall have a minimum height of four inches and width of two inches and shall not exceed a height of eight inches for residential uses and 24 inches for nonresidential uses.
- K. Window signs.** Signs consisting of individual lettering not exceeding four inches in height with a total sign area of two square feet per window.
- L. Incidental residential signs.** Signs in residential zoning districts that are no more than one square foot in area (e.g., beware of dog, private property, keep off grass, etc.). No more than 4 such signs shall be allowed.

#### **17.72.050 – Sign Exceptions.**

- A. Purpose.** Sign Exceptions are a form of a Variance from the sign regulations of this Chapter.
- B. Procedures.**
  - 1. The Zoning Administrator shall be the applicable review authority for Sign Exceptions.
  - 2. The Hearing Officer shall be the applicable review authority for Sign Exceptions that are combined with applications for a Conditional Use Permit or a Variance.
  - 3. The procedures for a Sign Exception shall be the same as for a Minor Variance, including those for notice and hearing upon request.
- C. Findings and decision.** The applicable review authority shall record the decision in writing with the findings on which the decision is based. Following a public hearing, if required, the review authority may approve a Sign Exception application, with or without conditions, only after first finding that:
  - 1. The proposed sign is architecturally and aesthetically compatible with the major structures on the subject site and adjacent sites and is compatible with the character of the established neighborhood and general environment;
  - 2. Granting the application is in conformance with the goals, policies, and objectives of the General Plan and the purpose and intent of any applicable specific plan, and the purposes of this Zoning Code and would not constitute a grant of special privilege inconsistent with the limitations on other properties in the vicinity and the same zoning district; and

3. Granting the application would not be detrimental or injurious to property or improvements in the vicinity of the subject site, or to the public health, safety, or general welfare.

#### **17.72.060 – Master Sign Plan**

- A. Purpose.** The purpose of a Master Sign Plan is to integrate a project's signs into the architectural design of the subject site thereby creating an architectural statement of high quality. A Master Sign Plan provides a flexible means of applying and modifying the sign regulations in this Chapter to insure high quality in the design and display of multiple permanent signs for a project or use and to encourage creativity and excellence in the design of signs. It is expected that the design quality of signs proposed under a master sign plan will be of a superior quality and creativity to those that might result through the normal sign permit process. The provisions of a Master Sign Plan shall not include temporary banners.
- B. Applicability.** The approval of a Master Sign Plan shall be required whenever any of the following circumstances exist:
1. Whenever six or more separate nonresidential tenant spaces are created on the same parcel;
  2. Whenever six or more permanent non-exempt signs are proposed for a single use; and
  3. Whenever the Planning Director determines that a Master Sign Plan is needed because of special project characteristics (e.g., the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes, etc.) or when unique, creatively designed signs are being proposed and certain aspects of the sign's design (e.g., animation) might not otherwise be allowed.
- C. Approval authority.** A Master Sign Plan shall be approved by the Planning Director prior to the issuance of a Building Permit. In approving a Master Sign Plan, the Planning Director shall find that the plan's contribution to the design quality of the site and the surrounding area will be superior to the quality that would result under the regulations of this Chapter.
- D. Modification of regulations.** A master sign plan may include sign regulations that are, at the same time, both more restrictive in some respects and less restrictive in other respects than the regulations established in this Chapter. Allowed modifications may relate to sign area, number of signs, location, and height. Less restrictive provisions in a master sign plan shall not include signs that are otherwise prohibited by this Chapter. The applicant may appeal a decision of the Planning Director to the Design Commission.
- E. Application requirements.** A Master Sign Plan shall include all information and materials required by the Department, and the filing fee set by the City's fee resolution.

**F. Findings.** In order to approve a Master Sign Plan, the following standards shall be made:

1. The Master Sign Plan complies with the purpose of this Chapter, including the Sign Design Guidelines;
2. Proposed signs enhance the overall development and are in harmony with other signs included in the plan with the structures they identify and with surrounding development;
3. The Master Sign Plan contains provisions to accommodate future revisions that may be required because of changes in use or tenants; and
4. The Master Sign Plan complies with the standards of this Chapter, except that flexibility is allowed with regard to sign area, number, location, and/or height to the extent that the Master Sign Plan will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this Chapter.

**G. Revisions to Master Sign Plans.** Revisions to Master Sign Plans may be approved by the Zoning Administrator if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new Master Sign Plan.

**17.72. 070 – Creative Sign Permit**

**A. Purpose.** This Section establishes standards and procedures for the review and approval of Creative Sign Permits. The purposes of the Creative Sign Permit are to:

1. Encourage signs of unique design that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and;
2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the City, while mitigating the impacts of large or unusually designed signs.

**B. Applicability.** An applicant may request approval of a Creative Sign Permit in order to allow standards that differ from the provisions of this Chapter but comply with the purpose and findings of this Section.

**C. Application requirements.** A Creative Sign Permit application shall include all information and materials required by the Department and the filing fee set by the City's Fee Resolution.

**D. Approval authority.** An application for a Creative Sign Permit shall be subject to review and approval by the Zoning Administrator.

**E. Findings.** In approving an application for a Creative Sign Permit, the Zoning Administrator shall ensure that the proposed sign meets the following design criteria.

**1. Design quality.** The sign shall:

- a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
- b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
- c. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.

**2. Contextual criteria.** The sign shall contain at least one of the following elements:

- a. Classic historic design style;
- b. Creative image reflecting current or historic character of the City; or
- c. Inventive representation of the use, name, or logo of the structure or business.

**3. Architectural criteria.** The sign shall:

- a. Utilize or enhance the architectural elements of the building; and
- b. Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features and details of the facade.

**4. Impacts on surrounding uses.** The sign shall be located and designed not to cause light and glare impacts on surrounding uses, especially residential uses.

**17.72.080 – Regulations For On-Premises Signs**

Table 17-01 (Sign Standards by Zoning District) prescribes regulations applying to signs within each base zoning district. Section numbers in the last column reference additional regulations located elsewhere in this Chapter.

### 17.72. 090 – Sign Standards by Zoning District

#### A. Signs allowed in the RS, RM, OS, and PS, zoning districts.

**TABLE 17.01  
SIGN STANDARDS BY ZONING DISTRICT**

Sign Class	Allowed Sign Types	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Single-family, and duplex uses	Wall mounted or freestanding	Four signs per parcel	One square foot per sign	10 feet and below edge of roof		Yes	
2. Multi-family uses	Wall mounted or monument	One wall sign per street frontage. One monument sign per project.	20 sq. ft.	Below edge of roof: 5 ft. monument		Direct external only	Name of project, address, and phone number only.
3. Public, semi-public, and commercial uses	Wall mounted or monument	One per street frontage	20 sq. ft. <sup>(1)</sup>	Below edge of roof: 5 ft. monument		Yes	

(1) Larger signs may be allowed in the OS and PS zoning districts subject to the approval of a conditional use permit.

**B. Signs allowed in the CO zoning district.**

**TABLE 17.01  
SIGN STANDARDS BY ZONING DISTRICT**

<b>Sign Class</b>	<b>Allowed Sign Types</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Lighting Allowed?</b>	<b>Additional Requirements</b>
1. Business identification: Primary building frontage	Wall or monument	One per street frontage	1 sq. ft. per foot of building frontage	Below edge of roof: 5 ft. monument		Yes	
2. Business identification: Secondary building frontage	Wall or monument	One per street frontage	1 sq. ft. per foot of building frontage	Below edge of roof: 5 ft. monument		Yes	
3. Building or project identification: multi-tenant sites	Wall or monument	One per street frontage	1 sq. ft. per foot of building frontage	20 ft. or bottom of second story windows: 5 ft. for monument.		Yes	
4. Tenant directory: multi-tenant buildings	Wall	One per street frontage	1 sq. ft. per foot of building frontage. 8 sq. ft. max per sign			Yes	
5. Residential, public, and semi-public uses. See Table A above.							

## C. Signs allowed in the CD zoning district.

**TABLE 17.01**  
**SIGN STANDARDS BY ZONING DISTRICT**

Sign Class	Allowed Sign Types	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification:	Wall, projecting, window and awning	Wall, projecting, and awning signs, in any combination of 2 signs max. per ground floor occupancy. <sup>(1)</sup> One sign per basement occupancy. Second story, window, or awning signs only. <sup>(2)</sup>	1.5 sq. ft. of sign area per foot of building frontage total for any combination of wall and/or projecting signs. 20 sq. ft. max for projecting signs Window signs, 25% max of each window area.	25 ft. or bottom of lowest second story window whichever is lower.	17.72.xxx.A, G, K, L	Yes	See 17.72.xxx for sign standards by sign type
2. Business identification:	Monument	One sign for each 200 feet of street frontage.	0.5 sq. ft. of sign area per foot of property frontage, 40 sq. ft. max.	8 ft.	17.72.xxx.C	Yes	See 17.72.xxx for sign standards by sign type
3. Building identification:	Wall	One per wall plane. 4 signs max.	1.5 sq. ft. of sign area per foot of building frontage at sign location. 100 sq. ft. max per sign	Below edge of roof		Yes	Limited to buildings greater than 75 feet in height. Not allowed in CD-1.
4. Business directory: multi-tenant buildings	Wall	One per frontage	8 sq. ft.			Yes	See 17.72.xxx.L
5. Residential, public, and semi-public uses, see Table A above.							

<sup>(1)</sup> The aggregate total of business identification signs is two. Business identification signs include wall, projecting, and awning signs. All other signs (i.e., building identification, window, directory, and temporary signs are not included in this restriction.

<sup>(2)</sup> Wall signs shall be allowed for second story occupancies with exterior entrances.

**D. Signs allowed in the CL, CG, IG zoning districts.**

**TABLE 17.01**  
**SIGN STANDARDS BY ZONING DISTRICT**

Sign Class	Allowed Sign Types	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification:	Wall, projecting window and awning	Wall, projecting, and awning, in any combination of 2 signs max per ground floor occupancy <sup>(1)</sup> Second story window, or awning signs only. <sup>(2)</sup>	1.5 sq. ft. of sign area per foot of building frontage total for any combination of wall and/or projecting signs. 20 sq. ft. max for projecting signs. Window signs, 25% max of each window area.	25 ft. or bottom of lowest second story window, whichever is lower.	17.72.xxx.A, G, K, L	Yes	See 17.72.xxx for sign standards by sign type
2. Business identification:	Freestanding (pylon and monument)	One sign for each 250 feet of street frontage	1.0 sq. ft. of sign area per linear foot of street frontage, 150 sq. ft. max per sign	If lot width is less than 100 ft. max sign height = 8 ft. 101 ft. to 200 ft.=15ft max height Over 200 ft.=20 ft max height	17.72.xxx	Yes	See 17.72.xxx for sign standards by sign type
3. Building identification:	Wall	One per wall plane 4 signs max.	1.5 sq. ft. of sign area per foot of building frontage at sign location.	Below edge of roof		Yes	Limited to buildings greater than 75 feet in height
4. Business directory: multi-tenant buildings	Wall	One per street frontage	8 sq. ft.	6 ft.		Yes	

<sup>(1)</sup> The aggregate total of business identification signs is two. Business identification signs include wall, projecting, and awning signs. All other signs (i.e., building identification, window, directory, and temporary signs are not included in this restriction.

<sup>(2)</sup> Wall signs shall be allowed for second story occupancies with exterior entrances.



**17.72.100 – General Provisions for On-Premise Signs**

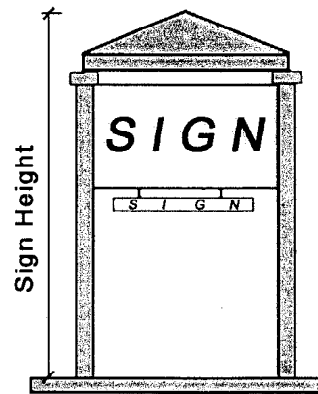
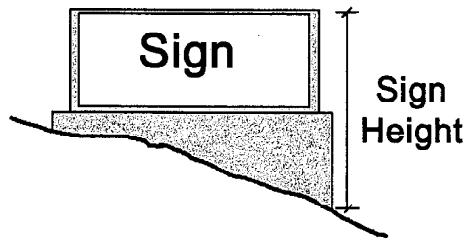
- A. Change or vacation of business.** When the name of a business location changes or upon vacating a business location, the business or property owner shall remove the sign copy that advertised the previous business. At no time shall a sign cabinet remain empty and without a copy panel so that the internal lighting and electrical fixtures are exposed. During any period when a sign cabinet is not being utilized for identification of a business, a blank opaque copy panel (face) shall be installed in the sign cabinet structure.
- B. Frontage allocation not transferable.** No sign or sign area allowed on one frontage shall be transferred to another frontage.
- C. Historic signs.** Signs that have been listed by the Cultural Heritage Commission on the historic sign inventory shall be exempted from the requirements of this Chapter as to height, location, sign area, illumination, and movement and may be maintained as legal conforming signs subject to the following conditions.
1. All parts of the exempted historic sign including neon tubes, incandescent lights and shields, and sign faces, shall be maintained in a functioning condition as historically intended for the sign to the greatest degree possible.
  2. Parts of historic signs originally designed to flash or move may be allowed to continue to flash or move. There shall be no alterations to the historic pattern, speed, or direction of flashing or moving elements.
  3. The wording or image of a historic sign may be altered only if the alterations do not substantially change the historic style, scale, height, type of material, or dimensions of the historic sign.
  4. Failure to maintain a historic sign as required above shall be grounds for disallowing an exemption from the requirements of this Chapter. The sign shall thereafter be brought into compliance with the requirements of this Chapter subject to a determination by the Director.
  5. Full reconstruction of a historic sign shall require approval of the Cultural Heritage Commission or, in the CD zoning district, the Design Commission.
- D. Illumination of signs.** The artificial illumination of signs, either from an internal or external source, shall be designed to eliminate negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:
1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
  2. Signs shall not have exposed fluorescent tubes or incandescent bulbs exceeding 15 watts, and the brightness of luminous or backlighted signs shall not exceed 250 footlamberts.

3. Light sources (e.g., light bulbs) used for externally illuminated signs shall not be visible within 100 feet of an R zoning district or CD-7 and CD-7A district. Internally illuminated signs visible from an R zoned district or within 100 feet of CD-7, Cd-7A, or PD8 district shall not be illuminated between 11 p.m. and 6 a.m. unless they identify an establishment open for business during those hours.
4. Electrical raceways and conduits shall be placed so that they are not within public view. Where this is physically impractical, or doing so would damage significant architectural features or materials, the Zoning Administrator may grant a waiver of this requirement provided all raceways, conduits, and similar devices are kept as small as possible and are painted the same colors as adjacent wall surfaces.
5. Signs with electrical components shall be constructed, inspected, and approved by the Underwriters Laboratory (UL) or equal and a label of approval from the laboratory shall be affixed to the sign in plain view.
6. The use of neon signs and lighting is regulated by Section 17.72.110.D (Neon signs and lighting).
7. Awnings with back-lit text or graphics are not allowed.

**E. Maintenance, alteration, and removal.**

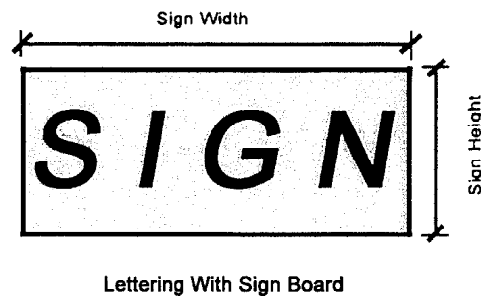
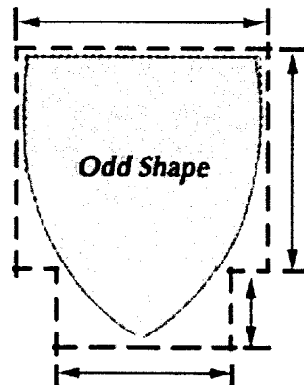
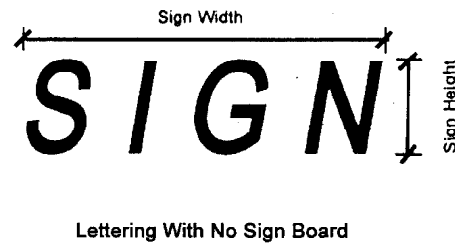
1. All signs and sign structures including those otherwise specifically exempt from the provisions of this Chapter, including all parts, portions, and materials, shall be maintained, in good repair, and structurally sound. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any crack, broken surfaces, malfunctioning lights(s), missing sign copy or other unmaintained or damaged portion of a sign shall be repaired or replaced within 30 calendar days following notification by the City. Noncompliance with the notification shall constitute a public nuisance.
2. Existing signs shall not be physically altered, (except for routine general maintenance and repair), moved, or relocated unless the sign complies with all provisions of this Chapter. Legal, nonconforming signs shall comply with the requirements of Section 17.72.130.
3. When a sign is removed or replaced, all brackets, poles, and other structural elements that supported the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure.

- F. Measurement of sign height.** The height of a sign shall be measured as the vertical distance from the uppermost point used in measuring the area of the sign to the lowest elevation of the existing grade immediately below and adjoining the sign.

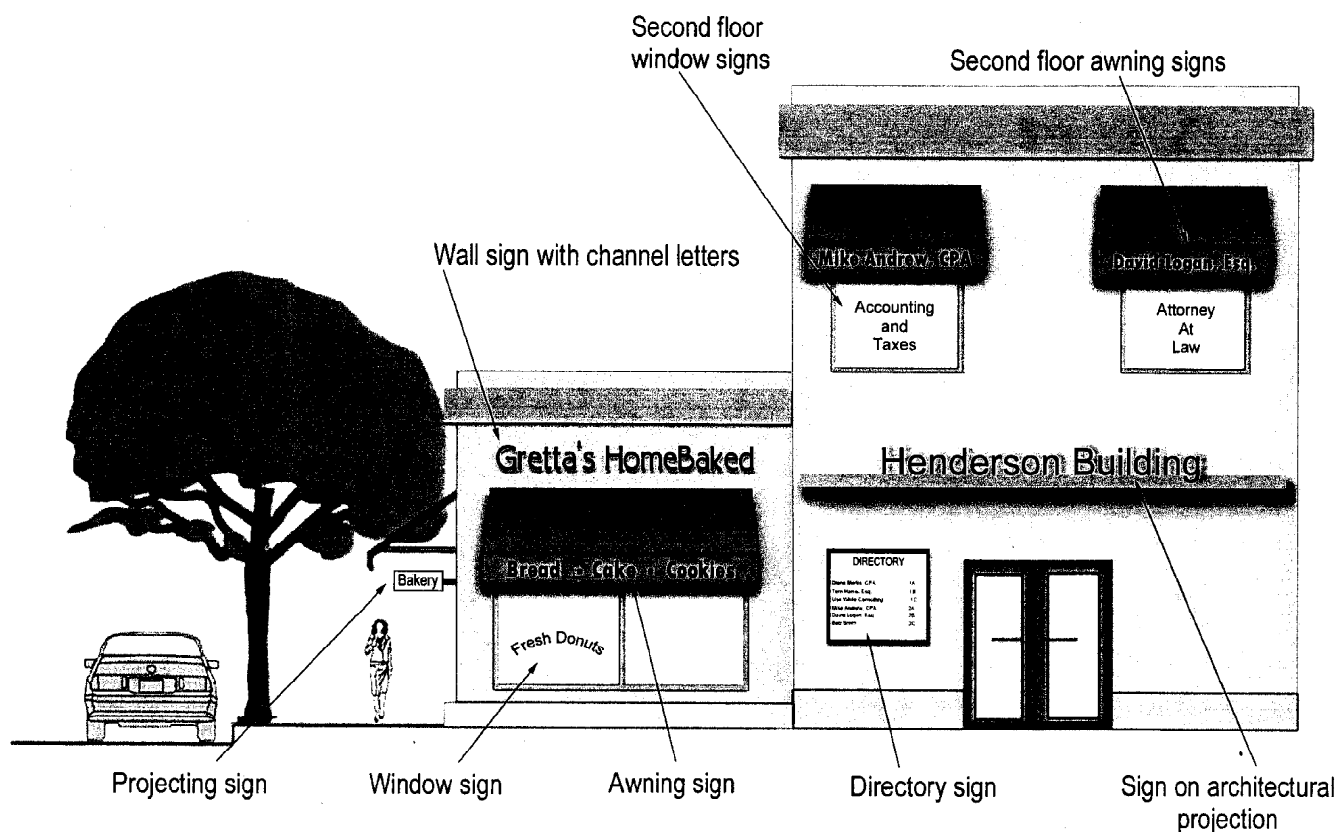


**G. Measurement of sign area.**

1. The surface area of a sign shall be calculated by enclosing the extreme limits of all lettering, background, emblem, logo, corporate banding, representation, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines drawn at right angles.



2. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
3. Double-faced signs with back-to-back sign faces shall be regarded as a single face sign if the distance between each sign face does not exceed two feet at any point.
4. Where a sign contains three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture, or statue-like objects), the sign area shall be measured as the maximum projection of the objects upon a single vertical plane.



### Allowed Sign Types

**17.72.110 – Standards for Specific Types of Permanent Signs****A. Awning signs.**

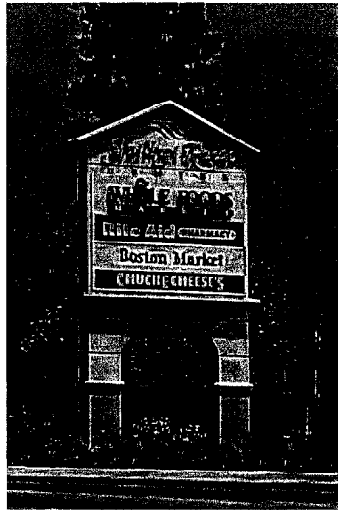
1. Lettering shall be allowed on awning valances only and shall not exceed eight inches in height. Logos, symbols, and graphics that do not include text may be allowed on the shed (slope) portion of an awning and shall not exceed four square feet in area for each awning.
2. Lettering shall be located within the middle 70 percent of the valance area.
3. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
4. Awning signs shall only be allowed for first and second story occupancies.
5. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
6. Awnings shall be regularly cleaned and kept free of dust and visible defects.

**B. Changeable copy signs.**

1. Changeable copy signs may be allowed in conjunction with facilities used exclusively for the presentation of theatrical, cultural, religious activities, and similar group assembly uses including schools.
2. Changeable copy signs shall be included in the allowed maximum sign area for a use.

### C. Freestanding signs.

1. Freestanding signs include monument and pylon signs and shall be allowed only for frontages adjoining a public street.

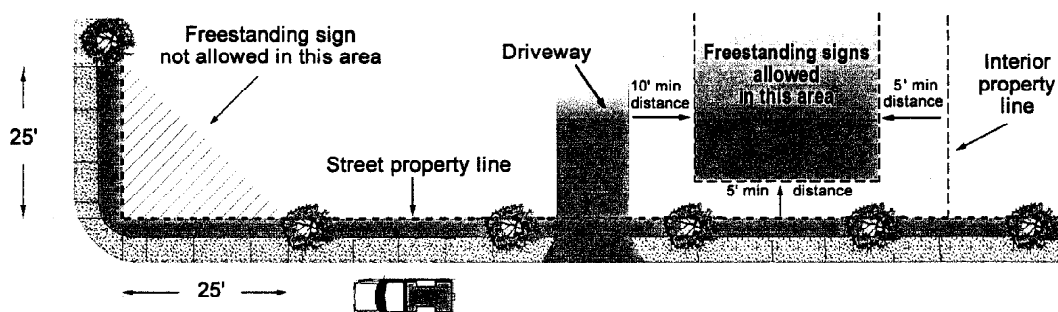


Pylon Sign



Monument Sign

2. Freestanding signs shall be set back a minimum of 5 feet from a street property line, a minimum of 5 feet from an interior property line, and a minimum of 10 feet from the edge of a driveway.
3. There shall be a minimum of 250 feet between freestanding signs on the same site or 30 feet between signs on adjoining sites to ensure adequate visibility for all signs.
4. For corner lots, freestanding sign shall not be located in the required 25-foot vision triangle. On a case-by-case basis, this requirement may be waived by the Public Works and Transportation Department.



5. Freestanding signs shall be a minimum of 50 feet from a lot line of any residentially zoned property.
6. Freestanding signs shall not project over any building, or over any on-site driveway or vehicle circulation area in a parking facility.
7. No more than six tenants are permitted per freestanding sign.
8. The supporting structure of a freestanding sign shall not include exposed metal pole(s), but should be surrounded by a decorative pole cover architecturally compatible with the sign cabinet.
9. Landscaping with automatic irrigation shall be provided at the base of the supporting structure equal to twice the area of one face of the sign or 75 square feet, whichever is greater. For example, 40 sq. ft. of sign area = 80 sq. ft. of landscaped area. Landscaping is not required in the CD zoning district.
10. Freestanding signs shall contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area.

**D. Neon signs and architectural lighting.** The use of neon tubes for signs or architectural elements shall be allowed in commercial zoning districts only subject to the following requirements.

1. Neon signs and linear tubing shall be UL (Underwriters Laboratories) listed with a maximum 30 milliamps per circuit and be designed to accommodate a dimmer in order to reduce the brightness of the neon.
2. The neon manufacturer shall be registered with Underwriters Laboratories.
3. Neon tubing shall not exceed one half inch in diameter.
4. Neon lighting adjacent to residential uses shall not exceed one half footcandle measured at the property line.
5. Neon tubing shall not be combined with any reflective materials (e.g., mirrors, polished metal, highly-glazed tiles, or other similar materials).
6. When used as an architectural element, neon tubing shall be used only to reinforce specific architectural elements of the structure and shall be concealed from view whenever possible through the use of parapets, cornices, or ledges.
7. Neon signs placed within five feet of a storefront window shall not occupy more than 25 percent of the window area.

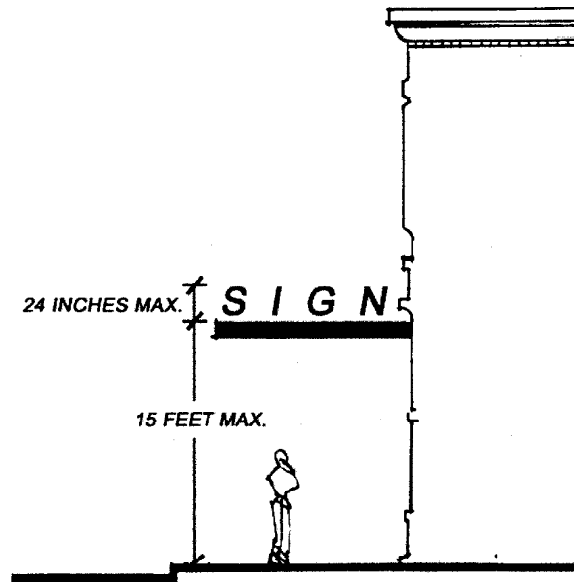
8. Neon lighting that completely surrounds a window, door, or similar element is not allowed.

**E. Projecting signs.**

1. Projecting signs shall not be less than eight feet above the surface over which it projects in pedestrian areas. Signs shall not project more than five feet into a public right-of-way and shall not project closer than two feet to a curb.
2. Projecting signs shall not project into an alley more than three feet and shall not be less than 14 feet above the alley surface where vehicles are allowed.
3. Projecting signs may have a maximum thickness of 18 inches.
4. Internally illuminated projecting signs shall have opaque face panels so that only the letters, number, symbols, or logos appear illuminated.
5. Projecting signs shall not be closer than 15 feet to another projecting sign or to a freestanding sign or five feet from an interior property line or line dividing two separate business frontages. The Zoning Administrator may waive this requirement in the CD zoning district where it can be clearly demonstrated that it severely limits proper sign placement.
6. Projecting signs shall not project above an apparent eave or parapet, including the eave of a simulated mansard roof or hipped roof.
7. Projecting signs shall not be attached to the sloping face of mansard overhangs or other architectural devices intended to resemble or imitate roof structures.
8. Projecting signs may be mounted flush to a building wall if they do not damage or obscure architectural details or historic materials. In cases where a projecting sign may impact architectural details, historic materials, or similar elements, the sign shall be set away from the building wall so as not to impact such features.
9. A two-dimensional fabric banner suspended perpendicular to a wall may be displayed in lieu of a projecting sign, provided that the banner shall meet all of the size, height, and projection requirements for a projecting sign.

**F. Signs on architectural projections at street level.** The following regulations apply to signs that are located on, attached to, or are an integral part of a projecting architectural feature located not more than 15 feet above street level.





1. Signs may be erected on top of an architectural projection provided the sign is comprised of dimensional letters only that do not exceed 24 inches in height. No internal illumination is allowed.
2. Signs may be attached to the face of an architectural projection provided the sign does not exceed a maximum thickness of 10 inches as measured from the face of the sign to the outer face of the architectural projection and that the letters do not exceed a height of 24 inches. No internal illumination is allowed.
3. The maximum sign area for signs mounted on architectural projections shall be the same for other business identification signs identified in Table 17.01 (Sign Standards by Zoning District.)
4. Signs may be placed below and may be supported by an architectural projection provided the sign shall not exceed six feet in length and 16 inches in height. Internally illuminated signs shall be allowed. No exposed tubing or incandescent lamps are allowed. Signs shall not be less than eight feet above the sidewalk and shall be placed perpendicular to the face of the building.

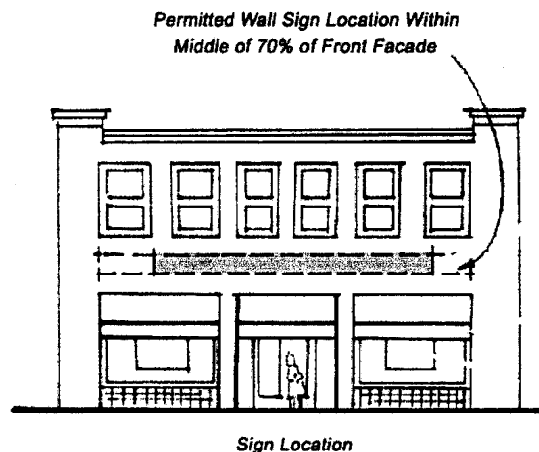
**G. Signs on multifrontage lots or buildings.** Signs on buildings with more than one street frontage, or that face onto a driveway alley, parking area, or internal pedestrian plaza/courtyard/arcade shall be subject to the following requirements.

1. Signs shall not be placed on a building façade that does not have frontage on public street or alley; or on a driveway, parking area, or internal pedestrian plaza/courtyard/arcade that is directly associated with and under the control of the subject property.

2. The allowable number and area of signs shall be computed for each separate building frontage. Allowances are not transferable from one street frontage to another.
3. When a sign is erected on the parcel at the intersection of two streets or at the intersection of two building frontages, and the sign is situated at an angle so as to be visible from both streets, the sign shall not exceed the maximum area allowed for the longest building frontage. The area of the sign shall be deducted from the total area allowed on the property and the number of signs allowed shall be reduced accordingly.

#### H. Wall signs.

1. Signs shall be located only on a building frontage and shall not extend above an eave or parapet, or above or below a fascia on which they are located.
2. Signs shall consist of individual letters only and may be either internally or externally illuminated. Cabinet signs are prohibited for use as wall signs.
3. Electrical raceways shall be kept as small as possible, shall not extend beyond the outside edges of the sign copy, and shall be painted to match the color of the background on which they are placed.
4. Signs shall be placed flat against the wall and shall not project from the wall more than required for normal construction purposes and in no case more than 12 inches. The Zoning Administrator may waive this requirement in special circumstances where a projection greater than 12 inches may be desirable to allow the creation of an especially creative and unique sign design.
5. Signs shall be located within the middle 70 percent of the building or occupancy's frontage measured from lease line to lease line. The Zoning Administrator may waive this requirement where it can be clearly demonstrated that it severely limits proper sign placement.



6. Signs shall not be placed to obstruct any portion of a window or cover architectural elements (e.g., transom windows, vertical piers, cornices, and similar elements). Exceptions to this requirement may be allowed in the CD zoning district if approved through the design review process.
7. Signs attached to the sloping face of hipped/sloped roofs, mansard overhangs, or similar architectural features intended to resemble or imitate roof structures shall require approval of a Sign Exception.

**I. Window signs, permanent and temporary.**

1. Signs shall be allowed only on windows located on the ground floor and second story of a building frontage.
2. Signs shall be permanently painted or mounted on the inside of windows and doors except for allowed temporary signs.
3. Signs within five feet of a storefront window shall be counted as a window sign.
4. Window signs shall be allowed in addition to the aggregate sign area allowed for wall and projecting signs.

**J. Miscellaneous signs.**

1. **Automobile dealer, banners, flags, pennants, etc.** Banners, pennants, flags, etc., for new or used automobile dealers may be allowed if approved through a master sign plan. Banners, etc., may be applied for by an association of dealerships or by individual dealers. The banners' locations shall be limited to light poles or other similar devices as specified on a site plan. An inspection schedule of the site shall be required as a condition of approval based upon the longevity of the materials used. The inspection shall be made jointly by the zoning enforcement staff and the applicant.
2. **Basement occupancies.** Businesses that occupy a basement space with a direct exterior entrance from a sidewalk or alley shall be allowed one sign. The sign shall be placed near the main entrance. The maximum sign area shall be six square feet. Only external illumination is allowed.

3. **Business directory signs.** Businesses that occupy spaces accessed only from an alley, arcade, mall, or courtyard or have similar limited visibility may be allowed up to two directory signs with a maximum area of six square feet each. Only external illumination is allowed.



Freestanding directory sign



Wall mounted directory sign

4. **Flags and flagpoles (nonresidential districts).** The pole height shall not exceed the allowed height of the zoning district. A maximum of three flags shall be allowed per development site.
5. **Theater signs.** An Expressive Use Permit for a theater or cinema may authorize signs deviating from the standards of this Chapter, subject to review by the Hearing Officer. The Expressive Use Permit may allow marquee signs, brighter lights, and other features not otherwise authorized by this Chapter if the modifications are consistent with the adopted design review guidelines.
6. **Service station signs.** In addition to all other provisions of this Chapter, the following regulations shall be applicable to service stations.
- A master sign plan shall be approved in conjunction with the application for a Building Permit to erect, move, alter, or reconstruct any service station sign.
  - One freestanding sign, not to exceed 150 square feet in area, and eight feet in height shall be allowed.
  - The total area of all signs (including canopies) shall not exceed two square feet of sign area for each linear foot of street frontage. Corner lots shall use only one street frontage to determine maximum allowable sign area.

7. **Vending machine signs.** Signs on vending machines that contain messages related to the contents or products provided by the machines shall be counted towards the total sign area allowed for a business if the signs are visible from a public right-of-way.
8. **Vehicle-oriented directional signs.** Signs solely for the purpose of guiding vehicle traffic, and identifying hazards (e.g. clearance) on private property are covered by this section. On-premises directional signs are limited to one double-face sign per entrance. Each sign face shall not exceed three square feet in area and four feet in height. Letters or symbols shall not exceed five inches in height.

#### 17.72.120 – Standards for Temporary Signs

- A. **Temporary Sign Permit required.** A Temporary Sign Permit, issued by the Department, shall be approved prior to the placement of a temporary sign as indicated in Table 17-02 (Temporary Signs), below. The Zoning Administrator may approve a Temporary Sign Permit on an annual basis, which allows the applicant to tailor the duration and the number of days of the permit to meet the particular needs of the business as long as the total number of days in a calendar year does not exceed 90 days.
- B. **Number and size allowed.** Temporary signs are allowed in addition to permanent signs allowed for the property. However, combinations of permanent and temporary window signs shall not cover more than 25 percent of any window.
- C. **Standards for temporary signs.** Table 17.02 provides standards under which temporary signs may be displayed. The sign areas allowed are in addition to the sign areas allowed for permanent signs.

**TABLE 17-02  
TEMPORARY SIGNS**

Sign Type	Maximum Number	Maximum Area	Maximum Height	Duration	Additional Requirements
Promotional signs in CO, CD, CL, CG, and IG districts only.	One banner sign per frontage. One window sign per window.	Max area for banner, 30 sq. ft. Window signs, 25% of window area	20 ft. or bottom of lowest second floor window.	3 times per calendar year. 30 days for each period.	Subject to approval of a Temporary Sign Permit.
Construction signs. All zoning districts.	1 sign per street frontage	30 sq. ft. per sign	8 ft.	Shall be removed following final inspection.	Shall be placed only on the property where construction is taking place and shall not obstruct visibility at intersections and driveways.

**TABLE 17-02  
TEMPORARY SIGNS**

<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Duration</b>	<b>Additional Requirements</b>
Future tenant signs. All zoning districts	1 sign per street frontage	30 sq. ft. per sign	20 ft. or bottom of lowest second floor window. 10 ft. for freestanding	Shall be removed upon first occupancy of the site.	Shall be placed only on the property of the future tenant and shall not obstruct visibility at intersections and driveways. Subject to approval of a Temporary Sign Permit.
Real estate signs for residential units and unimproved property	1 sign per street frontage 2 riders per sign.	3 sq. ft. 1 sq. ft. per rider	4 ft.	Shall be removed at end of listing period or upon sale/lease.	
Real estate signs for commercial property	1 sign per street frontage. 2 riders max.	16 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or sale/lease	
Real estate signs Individual tenant spaces	1 sign per tenant space 2 riders max.	6 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or sale/lease	
Yard sale sign	1 sign per street frontage	3 sq. ft	4 ft.	2 days within a 30-day period.	Shall be placed only on the property where the sale is being held.

**D. Placement of signs.**

1. Signs are allowed on private property only. Signs shall not be placed in public rights-of-way or at off-site locations.
2. Signs may be placed only in locations where permanent signs are allowed.
3. Sign shall not be attached to temporary structures.

**E. Illumination prohibited.** Signs shall not be illuminated.

**F. Durable materials required.** Signs shall be constructed of durable, rigid material suitable to their location and purpose. Only interior window signs may be made of nonrigid (e.g., paper) material.

**G. Removal of signs.** Temporary signs and their components shall be promptly removed at the expiration of the Temporary Sign Permit.

**17.72.130 – Prohibited Signs**

The following signs are inconsistent with the purposes and standards of this Chapter and are prohibited in all zoning districts except where noted.

- A. Awnings that are back-lit (internally illuminated) so that the awning radiates light.
- B. Cabinet (can) signs that are mounted flush against a building wall, except for corporate logos. Cabinet signs with opaque backgrounds and illuminated letters are allowed as projecting signs only.
- C. Electronic message signs except time and/or temperature signs.
- D. Signs containing statements, words, pictures, or other representations that violate Section 311 et seq. of the Penal Code of the State.
- E. Signs that imitate an official traffic sign or signal, or contain the words “stop,” “go,” “slow,” “caution,” “danger,” “warning,” or similar words, excepting construction signs and barricades, and except when the words are incorporated in the permanent name of a business.
- F. Signs that advertise an activity, business, service, or product no longer conducted or sold on the premises 45 days after such discontinuance or abandonment, except signs listed on, or eligible for, the City’s historic sign inventory.
- G. Signs that are oriented towards the freeway.
- H. Signs that blink, flash, or move in any manner, have any portions that move, or have the appearance of moving, except for signs listed in the historic sign inventory, clocks, time and temperature displays, public service signs, and unique/creative signs allowed through the approval of a master sign plan.
- I. Balloons, lighter-than-air devices, inflatable signs and objects, except as may be allowed through a Temporary Sign Permit.
- J. Pennants, banners, ribbons, streamers, spinners, or other similar devices, except as specifically allowed through a Temporary Sign Permit.
- K. Portable, folding, or similar signs, except as allowed in Title 12 of the Pasadena Municipal Code.
- L. Signs mounted on the roof of a building, including mansard roofs, and similar architectural roof-like elements.
- M. Signs that are displayed on the exterior of a building and are made of materials that are impermanent and will not stand exposure to the weather.

- N. Notices, placards, bills, posters, cards, stickers, banners, signs, advertisings, or other devices designed to attract the attention of the public that are posted or otherwise affixed upon any street, street furniture, right-of-way, public sidewalk, crosswalk, curb, lamppost, fencing, hydrant, tree, alley, telephone pole, public telephone, lighting system, or other public alarm or communication system.
- O. Off-site outdoor advertising signs (billboards).
- P. Signs erected so that any portion of its surface or supports interfere with the free use of a fire escape, exit, or standpipe, or obstruct a required ventilator, door, stairway, or window.
- Q. Signs emitting audible sounds, odors, or visible matter.

#### **17.72.140 – Nonconforming Signs**

##### **A. Continuation and maintenance.**

1. A legal, nonconforming sign may be continued, except as provided in Section D, below or unless ordered modified, discontinued, or removed as a public nuisance in compliance with the Municipal Code.
2. Routine maintenance and repairs may be performed on a nonconforming sign.

##### **B. Alteration and enlargement.**

1. Nonconforming signs shall not be moved, altered or enlarged unless a variance is first obtained. Standards exceeding the minimum requirements may be required by the zoning administrator or the hearing officer in the conditions of approval in order to reduce the impact that the nonconforming sign may have on the surrounding properties.
2. Nonconforming signs shall not be altered or reconstructed so as to increase the discrepancy between existing conditions and current standards for sign area, setback, or height.
3. The sign face of an existing wall mounted cabinet/can sign shall be allowed to be changed if the new sign face will have an opaque background with illuminated letters, numbers, or symbols. No increase in sign area shall be allowed.
4. A sign included in the historic sign inventory, which has been destroyed by fire or other calamity, by act of God or by public enemy to an extent greater than 50 percent, may be reconstructed in a historically accurate manner. Reconstruction shall be authorized only upon determination by the Cultural Heritage Commission or Design Commission that the sign is an accurate duplication of the historic sign, based on review of photographic or other documentary evidence.



5. Alterations and/or enlargements for the purpose of complying with Chapter 14.06 of the Municipal Code (Earthquake Hazard Reduction in Existing Unreinforced Masonry Buildings) are exempt from the requirements of this Chapter.

**C. Restoration of nonconforming signs.**

1. Whenever a nonconforming sign is involuntarily destroyed by fire or other calamity, by act of God, or by public enemy to the extent of 50 percent or less, the sign may be rebuilt and resumed; provided that a building permit for such restoration is issued and diligently pursued. Whenever a nonconforming sign is involuntarily destroyed by fire or other calamity, by act of God, or by public enemy to an extent greater than 50 percent, or is voluntarily razed or is required by law to be razed, the sign shall not be resumed except in full conformity with the current regulations for the zoning district in which it is located.
2. The extent of damage or destruction shall be determined by comparing the estimated cost of restoring the sign to its condition prior to the damage or partial destruction and the estimated cost of duplicating the sign as it existed prior to the damage. Estimates for this purpose shall be reviewed and approved by the Code Enforcement Administrator or the Zoning Administrator.

**D. Elimination of nonconforming signs.** Nonconforming signs listed in the following table shall be discontinued and removed from their sites, altered to conform, or altered as prescribed to decrease the degree of nonconformity within the specified time after they become nonconforming. Additional time for abatement of the nonconformity may be granted through approval of a variance.

1.	Removal of a nonconforming on premises sign in a PS, OS, or PD district	4/1/76
2.	Removal of a nonconforming sign painted on a wall or affixed to or within a window	4/1/77
3.	Removal or alteration of a sign having nonconforming lighting or movement	4/1/78
4.	Removal of a nonconforming roof, projecting or freestanding sign	4/1/81
5.	Removal of signs resulting in nonconforming with maximum sign area or total number of signs per frontage	4/1/81

**17.72.150 – Abandoned Signs**

A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. The sign shall be removed within 45 days of the close of business. Signs listed on the City's historic sign inventory shall be exempt from this requirement.

**17.72.160 – Illegal Signs**

**A. Penalties.** Illegal signs shall be subject to the administrative remedies of the Pasadena Municipal Code.

**B. Removal of illegal signs in the public right-of-way.** The City may cause the removal of any sign that has been illegally placed in the public right-of-way without first complying with the requirements of this Chapter, including abandoned signs.

Signs removed in compliance with this Section shall be stored for 45 days, during which time they may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered within the 45-day period, the sign and supporting structure shall be declared abandoned and title shall vest with the City. The costs of removal and storage (up to 45 days) may be billed to the owner. If not paid, the applicable costs may be imposed as a tax lien against the property.

**17.72.170 – Definitions**

The following are definitions of specialized terms and phrases used in this Chapter.

**Abandoned sign.** Any sign that advertises a business, lessor, owner, product, service or activity that is no longer located on the premises where the sign is displayed.

**Alteration.** Any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.

**Animated or moving sign.** A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement. (Prohibited)

**Area of a sign.** See "Sign area."

**Awnings.** Awnings are roof-like covers made of fabric (e.g., canvas) that project from the wall of a building for the purpose of shielding a doorway or window from the elements.

**Awning sign.** Any sign copy or logo attached to or painted on an awning.

**Banner, flag, or pennant.** Any cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

**Billboard.** See "Outdoor advertising sign."

**Building frontage.** That building elevation that fronts on a public street alley, driveway, parking area, or pedestrian plaza, courtyard, or arcade.

**Building identification sign.** A sign that identifies the name of the building or its major tenant.

**Business identification sign.** A sign that serves to identify only the name, address, and lawful use of the premises upon which it is located and provides no other advertisements or product identification.

**Bus or transit shelter.** A small structure designed for the protection and convenience of waiting transit passengers that has a roof and usually two or three sides.

**Cabinet sign (can sign).** A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be illuminated. Not allowed as a wall sign.

**Changeable copy sign.** A sign designed to allow changing of copy manually.

**Channel letters.** Three-dimensional, individually cut letters or figures, illuminated or unilluminated, affixed to a structure.

**Contractor or construction sign.** A temporary sign that states the name of the developer and contractor(s) working on the site and any related engineering, architectural or financial firms involved with the project.

**Copy.** Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

**Directional sign.** An on-site sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

**Directory sign.** A sign listing the tenants of a multiple tenant structure or center.

**Double-faced sign.** A sign constructed to display its message on the outer surfaces of two identical and opposite parallel planes.

**Edge of roof.** On a pitched roof, the lowest portion of the fascia board covering the roof rafters, or if no fascia board exists, the lowest point of the roof rafters. On a flat roof, the top of the parapet wall or three feet above the roof deck, whichever is less.

**External illumination.** The lighting of an object from a light source located a distance from the object.

**Flashing sign.** A sign that contains an intermittent or sequential flashing light source. (Prohibited)

**Freestanding sign.** A sign that is supported by a base structure that rests on the ground and is not supported by or attached to a building.

**Future tenant sign.** A temporary sign that identifies the names of future businesses that will occupy a site or structure.

**Grand opening.** A promotional activity used by newly established businesses, within two months after initial occupancy, to inform the public of their location and services available to the community. "Grand Opening" does not mean an annual or occasional promotion by a business.

**Height of sign.** The vertical distance from the uppermost part of a sign to the highest elevation of the finished grade immediately below and adjoining the sign.

**Illegal sign.** Any of the following:

1. A sign erected without first obtaining a permit and complying with all regulations in effect at the time of its construction or use;
2. An abandoned sign that has not been removed within the time period specified by this Chapter.
3. A sign that was legally erected, but which later became nonconforming and then was damaged to the extent of 50 percent or more of its current replacement value;
4. A sign that is a danger to the public or is unsafe; or
5. A sign that pertains to a specific event that has not been removed within the specified time after the occurrence of the event.

**Inflatable device.** An object that is blown up with air or gas.

**Internally illuminated sign.** A sign whose light source is located in the interior of the sign so that light rays go through the face of the sign. This does not include a sign with a light source that is attached to the face of the sign and is perceived as a design element of the sign.

**Maintenance, routine.** The painting of signs and/or the replacement of like parts of a nonstructural nature (e.g., lights, trim pieces, panels, etc.)

**Monument sign.** A permanent freestanding sign where the entire supporting base of the sign is affixed to the ground and is not attached to or supported by a building.

**Multiple tenant building.** A development consisting of two or more separate uses or tenancies that share either the same parcel or structure and use common access and parking facilities.

**Neon sign.** Glass tube lighting in which a gas and phosphors are used in combination to create a colored light.

**Nonconforming sign.** An advertising structure or sign which was lawfully erected and maintained in compliance with the requirements in effect at the time, and which has subsequently come under new amended requirements and does not now completely comply.

**Off-site sign.** A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premise as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premise, does not constitute the principal item for sale or manufactured on the premise. (Prohibited)

**Outdoor advertising sign (billboard).** An off-premises sign that has a flat surface sign space upon which advertising may be posted, painted, or affixed, and which is primarily designed for the rental or lease of sign space for advertising not related to the use of the property upon which the sign is located. (Prohibited)

**Permanent sign.** A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

**Political sign.** A temporary sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election or a sign expressing political, religious, or other ideological sentiment that does not advertise a product or service.

**Projecting sign.** A sign, other than a wall sign, that is suspended from or supported by a structure attached to a building and projecting outward from the building.

**Promotional sign.** A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, new service, grand opening, or to promote a special sale.

**Property frontage.** The side of a parcel or development site abutting on a public street.

**Pylon sign.** A permanent freestanding sign that is supported by two or more uprights, braces, poles, or similar structural elements and is not attached to or supported by a building.

**Real estate sign.** A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

**Rider.** A small sign attached as a rider to a real estate sign that provides limited information about the property (e.g., number of bedrooms, agent's name, open house, etc.).

**Roof sign.** A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the highest point of building with a flat roof, the eave line of a building with gambrel, gable, or hip roof, or the deck line of a building with a mansard roof. (Prohibited)

**Sign.** A device, fixture, surface, or structure of any kind, made of any material, displaying letters, numbers, words, text, illustrations, symbols, forms, patterns, colors, textures, shadows, or lights; or any other illustrative or graphic display designed, constructed, or placed on the ground, on a building, architectural projection, wall, post, or structure of any kind, in a window, or on any other object for the purpose of advertising, identifying or calling visual attention to any place, structure, firm, enterprise, profession, business, service, product, commodity, person, or activity whether located on the site, in any structure on the site or in any other location. The term “placed” includes constructing, erecting, posting, painting, printing, tacking, nailing, gluing, sticking, sculpting, casting, or otherwise fastening, affixing, or making visible in any manner. The term does not include a religious symbol on a place of worship.

**Sign area.** The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.

**Temporary sign.** A sign intended to be displayed for a limited period of time and capable of being viewed at a building frontage.

**Three-dimensional signs.** Signs that have a depth or relief on their surface greater than six inches.

**Time and/or temperature sign.** Signs that accurately display the current local time and/or temperature, usually through arrays of small electric lights. No commercial advertising or other message is allowed.

**Vehicle sign.** A sign that is attached to or painted on a vehicle that is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

**Wall sign.** A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

**Window sign.** A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign that faces a window exposed to public view that is located within three feet of the window is considered a window sign for the purpose of calculating the total area of all window signs.

**Yard sale signs.** Temporary signs used to attract attention and advertise the presence/location of a sale of personal property on a premise within a residential zoning district.