



Introduced by: \_\_\_\_\_

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY OF PASADENA AMENDING TITLE 17 (THE ZONING CODE), TO REVISE REGULATIONS REGARDING NONCOMMERCIAL SIGNS FOR RESIDENTIAL DISTRICTS**

The People of the City of Pasadena ordain as follows:

**SECTION 1.**

This ordinance, due to its length and corresponding publication will be published by title and summary as permitted in Section 508 of the Charter of the City of Pasadena. The approved summary of this ordinance is as follows:

**“SUMMARY**

“Ordinance No. \_\_\_\_\_ amends the Zoning Code regulations regarding signs to allow noncommercial signs in residential districts without the requirement for a building permit, establishes total square footage and maintenance standards for noncommercial signs, and makes other minor changes to the Zoning Code regarding signs.

Ordinance No. \_\_\_\_\_ shall take effect 30 days from its publication.”

**SECTION 2.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, Section 17.48.040 entitled, “**Exempt Signs and Maintenance**” is amended as follows:

**A. By amending the first paragraph as follows:**

“The following signs and their manufacture are exempt from other requirements of this Chapter if developed and maintained in compliance with the provisions/limitations of this Section. All signs shall be maintained in compliance with Section 17.48.100.E.1. All routine, general maintenance and repair of signs shall be exempt from Building Permit approval.”

**B. By deleting subsection D as follows and relettering the remaining subsections in the**

**proper alphabetical sequence.**

~~**D. Maintenance.** Routine, general maintenance and repair of signs as defined herein shall be exempt from Building Permit approval.~~

**SECTION 3.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, Table 4-18, entitled, **RS, RM, OS, AND PS ZONING DISTRICT SIGN STANDARDS**, is amended as shown on Attachment 1, attached hereto and incorporated by this reference.

**SECTION 4.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, Section 17.48.100, is amended by:

**A. By adding a new paragraph as follows to Subsection D:**

“8. For residential districts the lighting shall not exceed one foot candle.”

**B. By amending paragraph 1 of Subsection E as follows:**

“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. Banners shall be replaced if tattered or worn. Any cracks, broken surfaces, malfunctioning lights, 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.”

**SECTION 5.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, is amended by adding the following new Section as follows:

**“17.48.115 – Standards for Noncommercial Signs for Residential Uses**

**A. No permit required. A noncommercial sign shall be exempt from Building Permit review.**

**B. Standards for noncommercial signs.**

1. Noncommercial signs shall not exceed a cumulative total of 25 square feet per residential dwelling unit, and no single sign shall exceed 16 square feet.
2. No sign shall exceed 10 feet in height measured from existing grade and shall not be located above the edge of the roof.
3. Noncommercial signs shall be setback a minimum setback of 5 feet from the street property line.
4. Lighting shall meet the requirements of Section 17.48.100.D.8.
5. Noncommercial signs shall be maintained in conformance with Section 17.48.100.E.1.”

**SECTION 6.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, Table 4-22, entitled, “**Temporary Signs**” is amended as shown in Attachment 2, attached hereto and incorporated by this reference.

**SECTION 7.** Pasadena Municipal Code, Title 17, Article 4, Chapter 17.48, is amended as shown in Attachment 3, attached hereto and incorporated by this reference.

**SECTION 8** Pasadena Municipal Code, Title 17, Article 7, Chapter, 17.76, Section 17.76.010, Subsection B, Paragraph 2, Subparagraph b, is amended as follows:

**“b. On-site posting requirements.** The sign shall be posted, at least 14 days before the public hearing, in the following manner:

- (1) For corner lots, signs shall be posted on each street frontage.
- (2) The sign(s) shall be located in a conspicuous place on the property abutting a street not more than 10 feet inside the property line but no closer than five feet to a property line.” (The remainder of this subparagraph remains unchanged.)

**SECTION 9.** This ordinance shall take effect 30 days from its publication.

Signed and approved this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

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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 this \_\_\_\_\_ day of \_\_\_\_\_ 2006, by the following vote:

AYES:

NOES:

ABSENT:

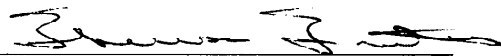
ABSTAIN:

Date Published:

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Jane L. Rodriguez, CMC  
City Clerk

Approved as to form:



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Theresa E. Fuentes  
Deputy City Attorney

TEF/ordinances/resolutions – sign ordinance relined

Attachment 1 – Sign Code

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

TABLE 4-18 – RS, RM, OS, AND PS ZONING DISTRICT SIGN STANDARDS

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 ft. and below edge of roof		Yes	
2. Multi-family uses	Wall-mounted or monument	One wall sign per property 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
1. RS, RM-16, RM-32, and RM-48 Districts	Wall mounted or freestanding		25 sq. ft. per dwelling unit cumulative total for commercial, noncommercial and temporary signs				
Commercial Signs	Wall mounted or freestanding	Four signs per parcel	One square foot per sign	10 ft. and below edge of roof		See 17.48.100.D.8	
Noncommercial signs	Wall mounted or freestanding		16 sq. ft. per sign	10 ft. and below edge of roof		See 17.48.100.D.8	See 17.46.115
3. Public, semi-public, and commercial uses	Wall-mounted or monument	One per property frontage	20 sq. ft. <sup>(1)</sup>	Below edge of roof. 5 ft. monument		Yes	
2. PS and OS Districts	Wall mounted or monument	One per property frontage	20 sq. ft. <sup>(1)</sup>	Below edge of roof. 5 ft. monument		Yes	

<sup>(1)</sup> Larger signs may be allowed in the OS and PS zoning district with Conditional Use Permit Approval.

**Attachment 1 – Sign Code**

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

**TABLE 4-19 – CO ZONING DISTRICT SIGN STANDARDS**

Sign Class	Allowed Sign Types	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification: Primary building frontage	Wall or monument	One per property 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 property 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 property 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 property frontage	1 sq. ft. per foot of building frontage. 8 sq. ft. max per sign			Yes	
<del>5. Residential, public, and semi-public uses. See Subsection A.7, above</del>							
<u>5. Single-family and Multi-family uses shall use the sign standards for RS and RM Districts of Subsection A... above.</u>							

Underlined language added, scored language deleted.

## Attachment 1 – Sign Code

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

TABLE 4-20 – CD ZONING DISTRICT SIGN STANDARDS

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 warning signs only. <sup>(2)</sup>	1.5 sq. ft. of sign 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.	17.48.110.A, B and G	Yes	See 17.48.100 for sign standards by sign type
2. Business identification:	Monument	One sign for each 200 feet of property frontage.	0.5 sq. ft. of sign area per foot property frontage, 40 sq. ft. max	8 ft.	17.48.110.C	Yes	See 17.48.110 for sign standards by sign type
3. Business identification:	Wall	One per property frontage	1 sq. ft. per foot of building frontage	20 ft. or bottom of second story windows: 5 ft. for monument		Yes	Limited to buildings greater than 75 feet in height. Now allowed in CD-1
4. Business directory: multi-tenant buildings	Wall	One per frontage	8 sq. ft.			Yes	See 17.48.110.L
5. <del>Residential, public, and semi-public uses; see Table A above.</del>							
5. <u>Single-family and Multi-family uses shall use the sign standards for RS and RM Districts of Subsection A., above.</u>							

<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.

**Underlined language added, scored language deleted.**



Attachment 1 – Sign Code

D. Signs allowed in the CL, CG, IG zoning district.

TABLE 4-21 – CL, CG, AND IG ZONING DISTRICT SIGN STANDARDS

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 per frontage <sup>(1)</sup> . Second story window, or waning 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.	17.48.110	Yes	See 17.48.100 for sign standards by sign type
2. Business identification:	Freestanding (pylon and monument)	One sign for each 250 feet of property frontage.	1.0 sq. ft. of sign area per linear foot of property 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. = 15 ft. max height Over 200 ft. = 20 ft. max height.	17.48.110	Yes	See 17.48.110 for sign standards by sign type
3. Business 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 property frontage	8 sq. ft.	6 ft.		Yes	
5. <del>Residential, public, and semi-public uses; see Table A above.</del>							
5. <u>Single-family and Multi-family uses shall use the sign standards for RS and RM Districts of Subsection A., above.</u>							

<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.

Underlined language added, scored language deleted.

Attachment 2 – Sign Code Amendments

TABLE 4-22 - TEMPORARY SIGNS

Sign Type	Maximum Number	Maximum Area	Maximum Height	Duration	Additional Requirements
Promotional signs in CD, CG, CL, CO, and IG districts only.	1 banner sign per frontage. 1 window sign per window.	Banner - 30 sq. ft. Window signs - 25% of window area.	20 ft., or bottom of lowest floor window	3 times per calendar year. 30 days for each period.	Temporary Sign Permit approval required.
<del>Construction signs. All zoning districts.</del>	<del>1 sign per street frontage.</del>	<del>30 sq. ft. per sign.</del>	<del>8 ft.</del>	<del>Shall be removed following final inspection.</del>	<del>Shall be placed only on construction site and shall not obstruct visibility at intersections and driveways.</del>
Construction signs in RS and RM districts.	1 sign per street frontage.	16 sq. ft. per sign. Commercial, noncommercial and temporary signs shall not exceed a total of 25 sq. ft.	8 ft.	Shall be removed following final inspection.	Shall be placed only on construction site and shall not obstruct visibility at intersections and driveways.
Construction signs in CD, CG, CL, CO, and IG districts only.	1 sign per street frontage.	30 sq. ft. per sign.	8 ft.	Shall be removed following final inspection.	Shall be placed only on construction site and shall not obstruct visibility at intersections and driveways.
<del>Future tenant signs. All zoning districts.</del>	<del>1 sign per street frontage.</del>	<del>30 sq. ft. per sign.</del>	<del>20 ft. or bottom of lowest second floor window. 10 ft. for freestanding.</del>	<del>Shall be removed upon first occupancy of the site.</del>	<del>Shall be placed only on the property of the future tenant and shall not obstruct visibility at intersections and driveways. Temporary Sign Permit approval required.</del>
Future tenant signs in RS and RM districts.	1 sign per street frontage.	16 sq. ft. per sign. Commercial, noncommercial and temporary signs shall not exceed a total of 25 sq. ft.	8 ft.	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. Temporary Sign Permit approval required.
Future tenant signs in CD, CG, CL, CO, and IG districts only.	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. Temporary Sign Permit approval required.

## Attachment 2 – Sign Code Amendments

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. <u>Commercial, noncommercial and temporary signs shall not exceed a total of 25 sq. ft.</u>	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 maximum.	16 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or upon sale/lease.	
Real estate signs for individual tenant spaces.	1 sign per tenant space. 2 riders maximum.	6 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or upon sale/lease.	
Yard sale sign.	1 sign per street frontage.	3 sq. ft. <u>Commercial, noncommercial and temporary signs shall not exceed a total of 25 sq. ft.</u>	4 ft.	2 days within a 30-day period.	Shall be placed only on property where sale is held.
Event sign.	<u>No restriction.</u>	4.5 sq. ft. in the RS, RM, and PS districts. <del>4.5 sq. ft. in the CD, CG, CL, CO, and IG districts.</del>	6 ft.	<del>Shall be removed 10 days after the event.</del>	<del>If the event is location-specific, the sign shall be placed on the property where the event is to take place.</del>
<u>Event sign in RS, RM and PS Districts.</u>	<u>No restriction.</u>	<u>4.5 sq. ft. in the RS, RM, and PS districts. In RS and RM Districts, commercial, noncommercial and temporary signs shall not exceed a total of 25 sq. ft.</u>	<u>6 ft.</u>	<u>Shall be removed 10 days after the event.</u>	<u>If the event is location-specific, the sign shall be placed on the property where the event is to take place.</u>
<u>Event sign in CD, CG, CL, CO, and IG Districts.</u>	<u>No restriction.</u>	<u>4.5 sq. ft. in the CD, CG, CL, CO, and IG districts.</u>	<u>6 ft.</u>	<u>Shall be removed 10 days after the event.</u>	<u>If the event is location-specific, the sign shall be placed on the property where the event is to take place.</u>

Underlined language added, scored language deleted.

**Attachment 3 – Sign Code Amendments**

**TABLE 4-23 - REMOVAL OF NONCONFORMING SIGNS**

TYPE OF SIGN TO BE REMOVED	REQUIRED DATE OF REMOVAL
A nonconforming on premises sign in a OS, PD, or PS zoning district	4/1/76
A nonconforming sign painted on a wall or affixed to or within a window	4/1/77
Removal or alteration of a sign having nonconforming lighting or movement	4/1/78
A nonconforming roof, projecting, or freestanding sign	4/1/81
Signs resulting in a nonconformity with maximum sign area or total number of signs per frontage	4/1/81

**17.48.150 - 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.

**17.48.160 - Illegal Signs**

- A. **Penalties.** Illegal signs shall be subject to the administrative remedies of the Municipal Code.
- B. **Removal of illegal signs in the public right-of-way.**
  - 1. 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.
  - 2. 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.
  - 3. If not recovered within the 45-day period, the sign and supporting structure shall be declared abandoned and title shall vest with the City.
  - 4. The costs of removal and storage (up to 45 days) may be billed to the owner.
  - 5. If not paid, the applicable costs may be imposed as a tax lien against the subject property.

**17.48.170 - 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.

### Attachment 3 – Sign Code Amendments

**Alteration.** Any change of color, construction, copy, illumination, location, position, shape, sign face, size, 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~~ 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.

**Commercial Sign.** A sign designed to advertise a product or service.

**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.

### Attachment 3 – Sign Code Amendments

**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.

**Event sign.** Any temporary sign for a temporary event, including, ~~by way of example,~~ signs for a carnival or fair, for an athletic event or competition, for a vehicle show, or for an election campaign, but not including those signs which are otherwise differentiated in this Chapter.

**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

### Attachment 3 – Sign Code Amendments

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.

**Noncommercial Sign.** A sign designed to express political, religious, or other ideological sentiment that does not advertise a product or service, and is also not an event sign.

**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.

### Attachment 3 – Sign Code Amendments

**Property or street frontage.** The side of a lot 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, merchandise 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



### **Attachment 3 – Sign Code Amendments**

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.