

CHAPTER 17.48 - SIGNS

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17.48.010 - Purpose

This Chapter provides standards for signs to safeguard life, health, property, safety, and public welfare, while encouraging compatibility, creativity, variety, 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.

17.48.020 - Applicability

- A. **Signs allowed.** The sign standards 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 (Section 17.61.030) 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 17.48.050 (Sign Exceptions).
- E. **Nonconforming signs.** An existing legally allowed 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 17.48.140 (Nonconforming Signs).

17.48.030 - 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 alter, apply, erect, move, or reconstruct a permanent sign, except signs or routine maintenance that are exempt from the regulations of this Chapter in compliance with 17.48.040 (Exempt Signs and Maintenance) below.
- B. **Approval authority.** The 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 Director or Design Commission in the same manner as other project components in compliance with Section 17.61.030 (Design Review).

17.48.040 - 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 automated teller machines,

gasoline pumps, and telephone booths. The 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., credit cards accepted, trade affiliations, 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. Maintenance.** Routine, general maintenance and repair of signs as defined herein shall be exempt from Building Permit approval.
- E. Names of buildings.** Names of buildings, dates of erection, monumental citations, commemorative tablets and the like, when carved into concrete, stone, or similar material or made of aluminum, bronze, 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.
- F. Official signs.** Signs of a noncommercial nature and in the public interest, erected by, or on the order of, a public officer (e.g., danger signs, public notices, safety signs, traffic and directional signs, trespassing signs, etc.).
- G. Signs within buildings.** Signs within a building five feet or more from a window.
- H. Signs within interior spaces.** Signs within an interior arcade, courtyard, mall, or similar area and not visible or intended to be visible from an alley, parking lot, or street.
- I. 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.
- J. Window signs.** Signs consisting of individual lettering not exceeding four inches in height with a total sign area of two square feet per window.
- K. Incidental residential signs.** Signs in residential zoning districts that are no more than one square foot in area (e.g., beware of dog, keep off grass, private property, etc.) No more than four of these signs shall be allowed.

17.48.050 - 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.

17.48.060 - Master Sign Plan

A. Purpose. A Master Sign Plan is intended to integrate project signs into the architectural design of the 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 ensure 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 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 Director before the issuance of a Building Permit. In approving a Master Sign Plan, the 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, height, and location. 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 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 in compliance with the Council's Fee Resolution.
- F. Findings.** In order to approve a Master Sign Plan, the following findings shall first 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.**
1. Revisions to Master Sign Plans may be approved by the Director if the intent of the original approval is not affected.
 2. Revisions that would substantially deviate from the original approval shall require the approval of a new Master Sign Plan.

17.48.070 - 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 imagination, inventiveness, spirit, and thoughtfulness; 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 in compliance with the Council's Fee Resolution.
- D. Approval authority.** An application for a Creative Sign Permit shall be subject to review and approval by the Director.
- E. Findings.** In approving an application for a Creative Sign Permit, the Director 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 imagination, inventiveness, spirit, and thoughtfulness; and
 - c. Provide strong graphic character through the imaginative use of color, graphics, proportion, quality materials, scale, and texture.
 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 logo, name, or use 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.

17.48.080 - Regulations for On-Premises Signs

Tables 4-18 through 4-21 (Sign Standards by Zoning District) prescribe regulations applying to signs within each base zoning district. Section numbers in the last column reference additional regulations located elsewhere in this Chapter.

17.48.090 - Sign Standards by Zoning District

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.
3. Public, semi-public, and commercial uses	Wall mounted or monument	One per property frontage	20 sq. ft. ⁽¹⁾	Below edge of roof: 5 ft. monument ⁽¹⁾		Yes	

(1) Larger signs may be allowed in the OS and PS zoning districts with Conditional Use Permit approval.

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	
5. Residential, public, and semi-public uses, See Subsection A., above.							

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. ⁽¹⁾ One sign per basement occupancy. Second story, window, or awning signs only. ⁽²⁾	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.A, G, K, and L	Yes	See 17.48.110 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 of property frontage, 40 sq. ft. max.	8 ft.	17.48.110.C	Yes	See 17.48.110 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 17.48.110.L
5. Residential, public, and semi-public uses, see Table A above.							

⁽¹⁾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.

⁽²⁾Wall signs shall be allowed for second-story occupancies with exterior entrances.

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

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, in any combination of 2 signs max per ground floor occupancy per frontage ⁽¹⁾ Second story window, or awning signs only. ⁽²⁾	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 17.48.110 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. 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 ft. in height
4. Business directory: multi-tenant buildings	Wall	One per property frontage	8 sq. ft.	6 ft.		Yes	

⁽¹⁾ 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.

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

17.48.100 - 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.** A sign designated as a Category 1 historic resource (Section 17.52.110) shall be exempt from the requirements of this Chapter as to height, illumination, location, movement, and sign area and may be maintained as legally 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 dimensions, height, scale, style, or type of materials 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 Historic Preservation 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 any residential zoning district. Internally illuminated signs visible

from any residential zoning district shall not be illuminated between the hours of 11:00 p.m. and 6:00 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 conduits, raceways, 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 17.48.110.D (Neon signs and architectural 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 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.
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 17.48.140.
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.

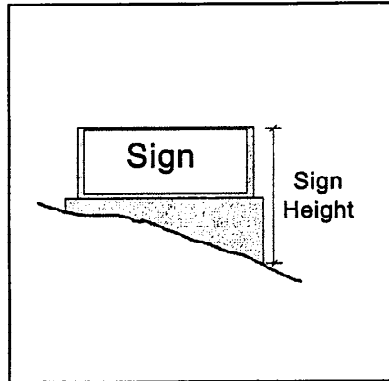


Figure 4-13 - Sign height

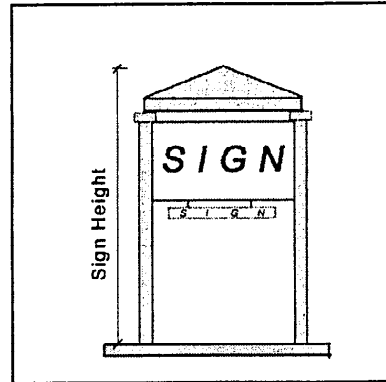


Figure 4-14 - Sign height

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.

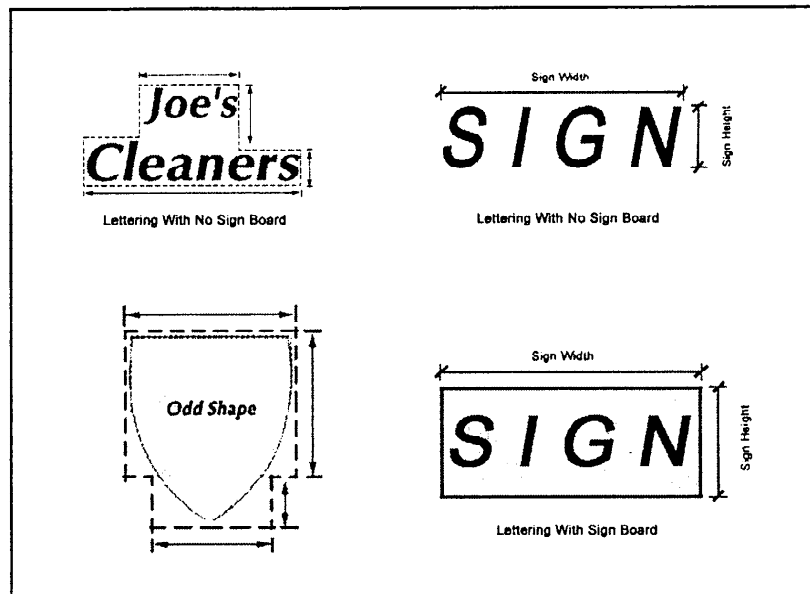


Figure 4-15 - Sign area measurement

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 (e.g., 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.

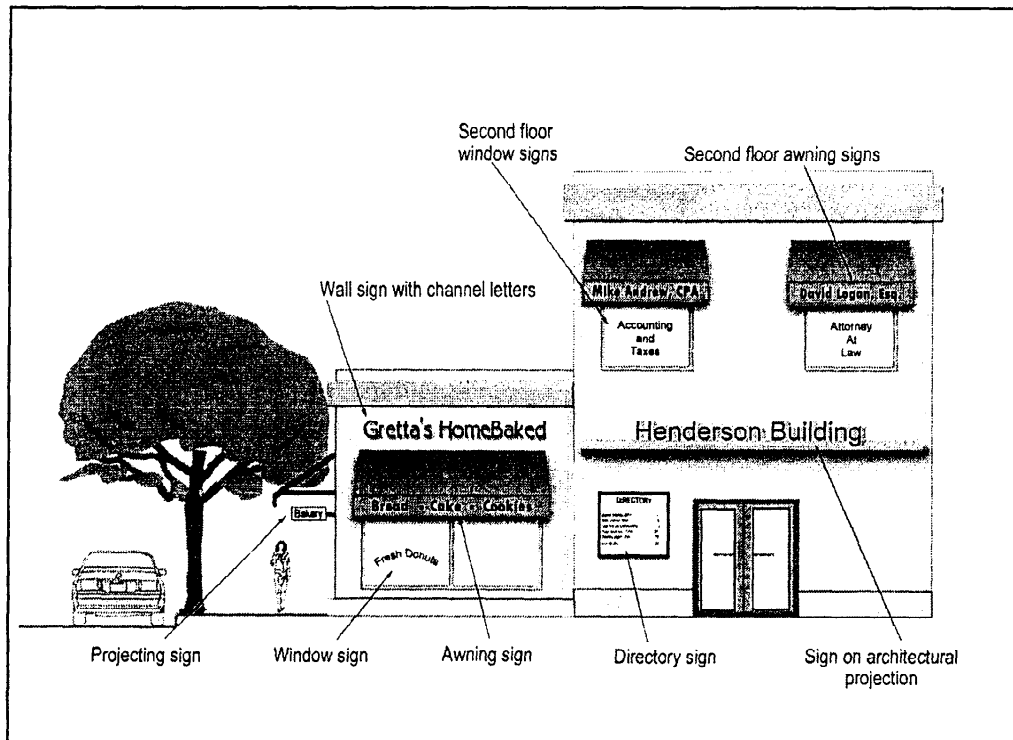


Figure 4-16 - Types of signs

17.48.110 - 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 cultural, religious, and theatrical 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.

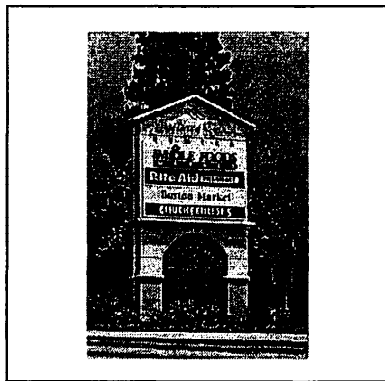


Figure 4-17 - Pylon sign



Figure 4-18 - Monument sign

2. Freestanding signs shall be set back a minimum of five feet from a street property line, a minimum of five feet from an interior property line, and a minimum of 10 feet from the edge of a driveway. This requirement shall not apply within the Central District.
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 signs 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 Department. See Figure 4-14.

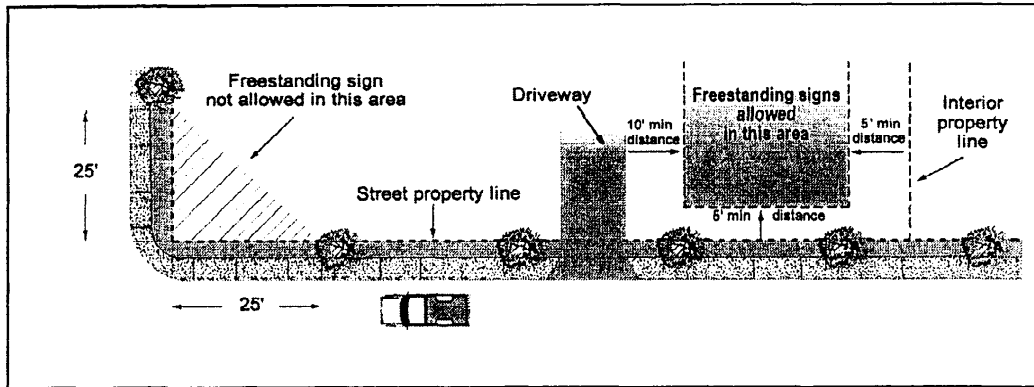


Figure 4-19 - Location of freestanding signs

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 allowed for each 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., highly glazed tiles, mirrors, polished metal, 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 cornices, ledges, or parapets.
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 door, window, or similar element is not allowed.

E. Projecting signs.

1. Projecting signs shall not be less than eight feet above the surface over which they project 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, logos, numbers, or symbols 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 hipped or mansard 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 affect the features.
9. A two-dimensional fabric banner suspended perpendicular to a wall may be displayed in lieu of a projecting sign, provided the banner shall meet all of the height, size, 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. See Figure 4-15.

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. Such signs may be illuminated.
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 Tables 4-18 through 4-21 (Sign Standards by Zoning District), above.
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.

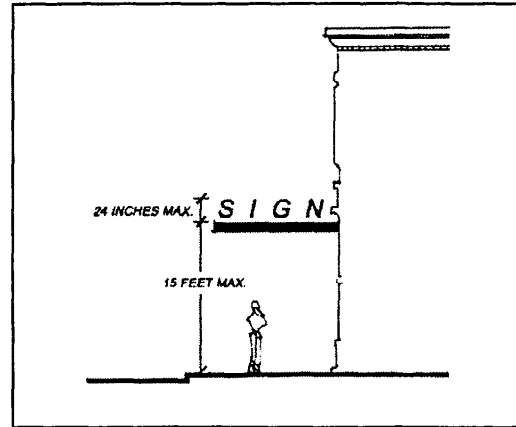


Figure 4-20 - Sign on projection

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

1. Signs shall not be placed on a building facade that does not have frontage on a public street or alley; or on a driveway, parking area, or internal pedestrian arcade/courtyard/plaza 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 lot 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 modify 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 modify this requirement where it can be clearly demonstrated that it severely limits proper sign placement.

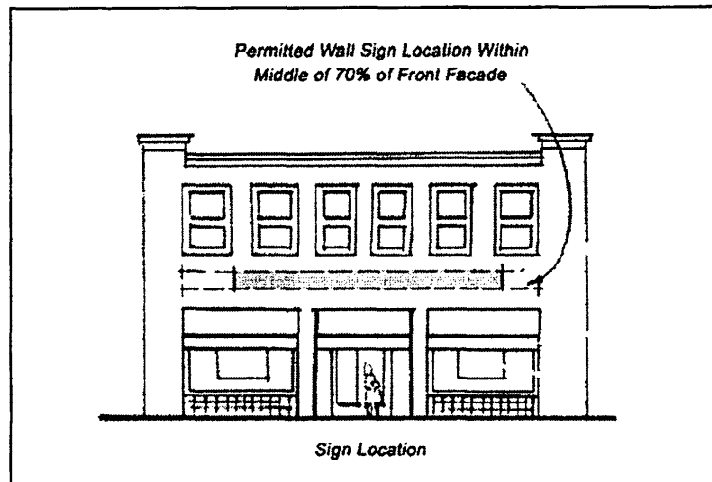


Figure 4-21 - Sign location on facade

6. Signs shall not be placed to obstruct any portion of a window or cover architectural elements (e.g., cornices, transom windows, vertical piers, and similar elements). Exceptions to this requirement may be allowed in the CD zoning district if approved through the Design Review process, in compliance with Section 17.61.030.
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 doors and windows except for allowed temporary signs.
3. Signs within three 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. **Vehicle dealer, banners, flags, pennants, etc.** Banners, flags, pennants, etc., for new or used vehicle 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 occupancy.** A business that occupies 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, courtyard, or mall 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.

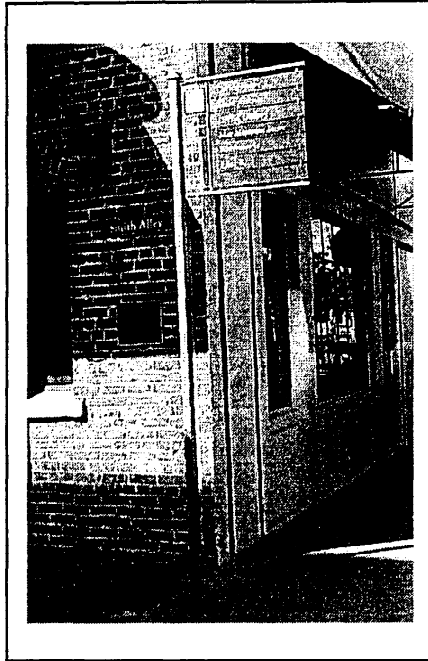


Figure 4-22 - Freestanding directory sign

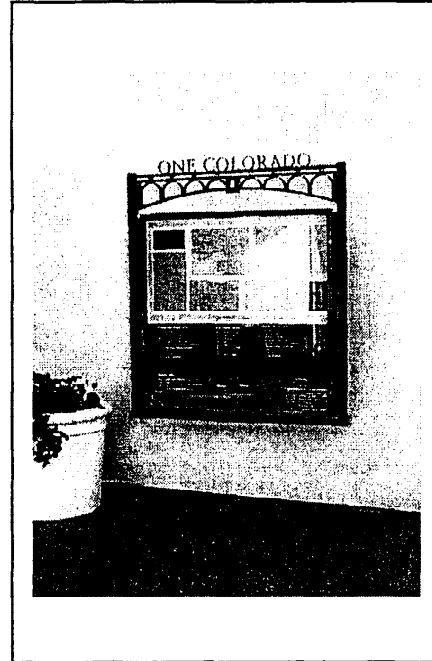


Figure 4-23 - Wall mounted directory sign

4. **Flags and flagpoles (nonresidential districts).** The pole height shall not exceed the allowed height of the subject zoning district. A maximum of three flags shall be allowed per development site.
5. **Theater signs.** An Expressive Use Permit for a cinema or theater may authorize signs deviating from the standards of this Chapter, subject to review by the Hearing Officer. The Expressive Use Permit may allow brighter lights, marquee signs, 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. A Master Sign Plan shall be approved in conjunction with the application for a Building Permit to alter, erect, move, or reconstruct any service station sign.
 - b. One freestanding sign, not to exceed 150 square feet in area, and eight feet in height shall be allowed.
 - c. 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-faced 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.

17.48.120 - Standards for Temporary Signs

- A. **Temporary Sign Permit required.** A Temporary Sign Permit, issued by the Department, shall be approved before the placement of a promotional temporary sign in CO, CD, CL, CG, and IG zoning districts as indicated in Table 4-22 (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 4-22 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 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.	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 construction site and shall not obstruct visibility at intersections and driveways.
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.
Event sign	no restriction	4.5 sq. ft. in the RS, RM and PS districts, 4.5 sq. ft. in the CD, CG, CL, CO and IG districts.	6 ft.	Shall be removed 10 days after the event	If the event is location specific, the sign shall be placed on the property where the event is to take place.

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. Signs 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.**17.48.130 - 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 the 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. Banners, pennants, ribbons, spinners, streamers, 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 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. Advertisings, banners, bills, cards, notices, placards, posters, signs, stickers, 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 door, stairway, ventilator, or window.
- Q. Signs emitting audible sounds, odors, or visible matter.

17.48.140 - Nonconforming Signs

A. Continuation and maintenance.

- 1. A legal, nonconforming sign may be continued, except as provided in Section D. below, or unless ordered discontinued, modified, 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 altered, enlarged, or moved unless a Variance, in compliance with Section 17.61.080, is first obtained. Standards exceeding the minimum requirements may be required by the Zoning Administrator 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, height, or setback.

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 Heritage Preservation 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, a Building Permit for the 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 before the damage or partial destruction and the estimated cost of duplicating the sign as it existed before 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 Table 4-23, below 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, in compliance with Section 17.61.080.