

# **EXHIBIT A**

## **CHAPTER 17.55**

### **SIGN ORDINANCE**

<b>Section 17.55.010</b>	<b>Purposes.</b>
<b>Section 17.55.020</b>	<b>Definitions.</b>
<b>Section 17.55.030</b>	<b>Applicability.</b>
<b>Section 17.55.040</b>	<b>Sign permit generally required.</b>
<b>Section 15.55.050</b>	<b>Sign permit approval authority.</b>
<b>Section 17.55.060</b>	<b>Permit application and review procedures.</b>
<b>Section 17.55.070</b>	<b>Sign programs; Variances.</b>
<b>Section 17.55.080</b>	<b>General sign policies.</b>
<b>Section 17.55.090</b>	<b>General design and location standards.</b>
<b>Section 17.55.100</b>	<b>Permanent signs.</b>
<b>Section 17.55.105</b>	<b>Additional permanent signs permitted based on land use.</b>
<b>Section 17.55.110</b>	<b>Additional design standards and regulations by permanent sign type.</b>
<b>Section 17.55.120</b>	<b>Temporary and incidental signs allowed without a permit.</b>
<b>Section 17.55.130</b>	<b>Signs generally prohibited.</b>
<b>Section 17.55.140</b>	<b>Legal nonconforming signs.</b>
<b>Section 17.55.150</b>	<b>Sign maintenance and removal.</b>
<b>Section 17.55.160</b>	<b>Enforcement.</b>

## EXHIBIT A

### 17.55.010 Purposes.

The purposes of this chapter are to:

- A. Regulate signs located on property within the City over which the City has regulatory authority.
- B. Implement the City's community design and safety standards as set forth in the City's general plan, specific plans, municipal code, and design guidelines.
- C. Maintain and enhance the City's appearance by regulating the design, character, location, number, type, quality of materials, size, illumination, and maintenance of signs.
- D. Further the City's interests in maintaining and enhancing its visual appeal for residents, businesses, tourists and other visitors by preventing the degradation of visual quality which can result from excessive and poorly designed, located, or maintained signage.
- E. Generally limit commercial signs to on-site locations in order to protect the aesthetic environment from the visual clutter associated with the unrestricted proliferation of signs, while providing reasonable channels of communication to the public.
- F. Limit the size and number of signs to levels that reasonably allow for the identification of a residential, institutional, public, or business location and the nature of any such use.
- G. Encourage sign types that are appropriate to the zoning district in which they are located and consistent with the permitted uses of the subject property.
- H. Establish sign sizes in relationship to the scale of the parcel and building on which the sign is to be placed or to which it pertains.
- I. Minimize the possible adverse effects of signs on nearby public and private property, including streets, roads, and highways.
- J. Protect and improve pedestrian and vehicular traffic safety by balancing the need for signs that facilitate the safe and smooth flow of traffic (e.g., directional signs and on-site signs) without an excess of signage which may distract drivers or overload their capacity to quickly receive information.
- K. Reduce hazardous situations, confusion, and visual clutter caused by the proliferation, placement, illumination, animation and excessive height, area and bulk of signs which compete for the attention of pedestrian and vehicular traffic.
- L. Regulate signs in a manner so as to not physically interfere with or obstruct the vision of pedestrian or vehicular traffic.
- M. Permit without the need for administrative approval certain minor or temporary signs that meet specified standards for the time, place, and manner of their installation and use, and that do not require administrative review for compliance with the City's building and electrical codes.

## EXHIBIT A

- N. Reasonably regulate the structural, locational and other noncommunicative (time, place, and manner) aspects of signs, generally for the public health, safety, welfare, and specifically to serve the public interests in community aesthetics and traffic and pedestrian safety.
- O. Facilitate the fair, consistent, and efficient enforcement of the sign regulations of the City.
- P. Regulate signs in a constitutional manner, recognizing the important distinctions between noncommercial signs and commercial signs.

### 17.55.020 Definitions.

The words, phrases and terms used in this chapter will have the meaning set forth in this section unless another meaning is clearly apparent from the context.

**“Abandoned sign”** means any commercial sign that identifies a legally established business, product, good, service, commercial activity, or commercial transaction that has ceased operation on the site where the sign is located. See Section 17.55.130 (Signs generally prohibited).

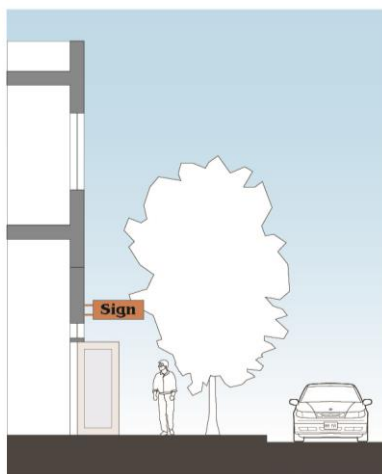
**“Banner sign”** means a temporary sign (typically for special events) composed of lightweight material either enclosed or not enclosed in a rigid frame, and secured or mounted so as not to allow movement of the sign.

**“Billboard”** means a sign structure which is used for the display of off-site commercial messages. See Section 17.55.130 (Signs generally prohibited).

**“Blade sign”** means a small, pedestrian-oriented sign that hangs underneath an awning, canopy, or pedestrian overhang. Similar to an under canopy sign. Figure 17.55-12 (Under-Canopy Sign).

**“Bracket sign”** means a small, pedestrian-oriented sign that projects perpendicular from a structure. See Figure 17.55-1 (Bracket Sign).

Figure 17.55-1 Bracket Sign



**“Building-attached sign”** means a sign placed on a wall or canopy, projecting from a wall, or hung underneath a canopy or overhang structure. This sign category includes bracket signs, can signs, canopy signs, channel letter signs, projecting signs, push pin signs, reverse channel letter signs, under-canopy signs, and wall signs, each as defined in this section.

**“Building frontage, primary”** means the building frontage that faces the street. In cases where a building has more than one street frontage, the longest of the street frontages will be considered the primary building

## EXHIBIT A

frontage. In cases where a business has no building frontage facing a street, the building frontage with the primary business entrance will be considered the primary building frontage. For multi-tenant buildings, ground-floor tenants may have their primary building frontage determined independently of the rest of the building based on the aforementioned definitions.

**“Canopy”** means a structure made of metal or a flexible material covering a metal frame attached to a building (and is also referred to sometimes as an awning).

**“Canopy sign”** means any sign that is part of or attached to an awning, canopy, or other material, or structural protective cover (excluding a marquee) over a door, entrance, window, or outdoor service area.

**“Can sign”** means a sign which contains all the copy within a single enclosed cabinet that is mounted to a wall or other surface. It specifically does not include the sign cabinet that is part of a freestanding sign. See Figure 17.55-2 (Can Sign).

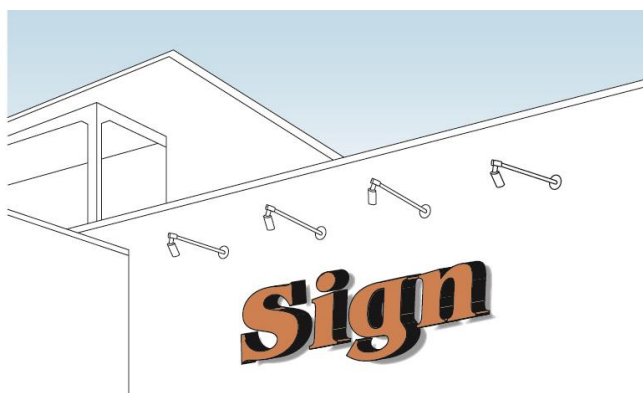
**Figure 17.55-2 Can Sign**



**“Changeable copy sign”** means a sign with copy that can be changed or rearranged manually on the sign face without physically altering the surface of the sign. A sign on which the copy changes more than 12 times per day is considered an electronic message sign for purposes of this chapter.

**“Channel letter sign”** means a sign comprising individual characters of the copy (e.g., letters or numerals) that are independently mounted to a wall or other surface with a covered face, where the “air space” between the characters is the building façade. See Figure 17.55-3 (Channel Letter Sign).

**Figure 17.55-3 Channel Letter Sign**



**“Commercial mascot sign”** means a person, animal, or inanimate object intended to simulate a live person or animal (such as a robotic device) that: (a) holds or supports a commercial sign, or (b) has a commercial

## EXHIBIT A

sign attached. A commercial mascot sign includes “sign twirlers” and “human sandwich boards.” See Section 17.55.130 (Signs generally prohibited).

“**Commercial message**” means any copy that directly or indirectly names, draws attention to, or advertises a business, product, good, service, or other commercial activity, or which proposes a commercial transaction.

“**Commercial sign**” means a sign with a commercial message.

“**Construction sign**” means a temporary sign mounted or displayed on the site of a construction project during the time when actual physical construction is ongoing that identifies the architects, contractors, engineers, lenders, operators, owners, future tenants, or others associated with the construction project, but which contains no other advertising matter.

“**Copy**” means the words, letters, numerals, characters, figures, logos, symbols, trademarks, illustrations, designs, text, or other visual representations incorporated into the communicative elements of a sign.

“**Department**” means the City Community Development Department.

“**Director**” means the Director of the Community Development Department or the designee of the Director or the City Manager.

“**Digital display**” means display methods utilizing light emitting diode (LED), liquid crystal display (LCD), plasma, projected images, or any functionally equivalent technology, and which is capable of automated remote or computer control to change the image, either in a “slide show” manner (series of still images), or full motion animation, or any combination of them.

“**Directional sign**” means a sign designed to guide or direct pedestrian or vehicular traffic to specific parts or locations of a business or use.

“**Directory sign**” means a sign illustrating the general site plan and listing the businesses or establishments within an office complex, shopping center or industrial complex showing the locations of various buildings, uses or occupancies on a single display surface.

“**Election period**” means the period commencing 90 days before any national, state, or local election in which City electors may vote up through the date of the election.

“**Electronic message sign**” means a sign with a digital display, or the intermittent display, stream, or movement of electronic, computerized, digital, or similarly produced copy. Also known as “dynamic signs” and “commercial electronic variable message signs (CEVMS).”

“**Figurative sign**” means a sign that comprises a three-dimensional object that graphically or iconically brands an establishment or development (e.g., provides a representational message rather text messages). Such signs may be used as building-attached or freestanding signs. See Figure 17.55-4 (Figurative Sign).

Figure 17.55-4 Figurative Sign



## EXHIBIT A

**“Flashing sign”** means an illuminated sign that exhibits changing light or color effect by blinking, flashing, or any other such means so as to provide a non-constant illumination. See Section 17.55.130 (Signs generally prohibited).

**“Freestanding sign”** means a sign that is self-supporting in a fixed location and not attached to a building. Freestanding signs include monument, pole, and pylon signs as defined in this section.

**“Freeway-oriented sign”** means a sign located on property which is adjacent to State Route 29 between Trancas Street and State Route 12 and designed to be seen from this area of the freeway.

**“Garage sale signs”** are temporary signs advertising the occasional, non-business public sale of used household and other goods incidental to household uses from a residential use (including yard sales and estate sales).

**“Gas pricing sign”** means a sign identifying the brand, types, octane rating, price of gasoline or other motor vehicle fuel offered for sale on the premises and such other related information as required by law.

**“Handheld noncommercial message”** means a noncommercial message that is attached to solid material (such as wood, cardboard, paper, plastic, or metal) no larger than two feet high and two feet long, and that is held by one person.

**“Identification sign”** means a sign that contains only the name, trademark or symbol, or address, of the building or occupant of the property.

**“Illegal sign”** means any sign that is or was erected, installed, modified, or maintained without complying with all applicable laws (including Title 15 of this code, this chapter, and any applicable sign permit requirements or regulations); except that a legal conforming sign is not an illegal sign. See Section 17.55.130 (Signs generally prohibited) and see also Section 17.55.150 (Sign maintenance).

**“Illuminated sign”** means a sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign. This includes signs made with gas tubes that are bent to form copy and illuminated with neon or other gaseous matter.

**“Incidental sign”** means a wall sign indicating property-related matters, facilities, or services available on the premises such as restrooms, credit cards accepted, or hours of operation.

**“Individual business”** means a freestanding development that is not considered to be part of an integrated development.

**“Inflatable sign”** means a sign made of flexible material such as rubber, latex, polychloroprene, or a nylon fabric which is inflated by air or other gaseous matter. See Figure 17.55-5 Inflatable Sign. See Section 17.55.130 (Signs generally prohibited).

**Figure 17.55-5 Inflatable Sign**

## EXHIBIT A



**“Integrated development”** means a development consisting of three or more separate tenants or uses that share structures, public spaces, landscaping, and parking facilities.

**“Large, single-use entity”** means an institution or business with a single use on a minimum of 2 acres, or with a building frontage equal to or greater than 200 lineal feet.

**“Legal nonconforming sign”** means any sign that: (a) was erected, installed, or modified in compliance with all applicable laws (including Title 15 of this code and any other applicable sign regulations or sign permit requirements) that were in effect at the time of its erection, installation, or modification; and (b) remains in compliance with all applicable laws that were in effect at the time of its erection, installation, or modification; but is not in compliance with the provisions of this chapter or code; except that any of the following signs are not legal nonconforming signs: abandoned signs, unsafe signs, or any sign that is not maintained in accordance with Section 17.55.150.

**“Marquee”** means a permanent roof-like structure projecting beyond a building or the wall of the building for a distance of five or more feet.

**“Marquee sign”** means a sign attached to or made a part of a marquee. See Figure 17.55-6 (Marquee Sign).

**Figure 17.55-6 Marquee Sign**



**“Mobile billboard sign”** means a sign that is attached to or placed on a wheeled, mobile, nonmotorized vehicle, which carries, pulls, or transports a sign, and is for the primary purpose of advertising in

## EXHIBIT A

accordance with Section 395.5 of the California Vehicle Code. See Section 17.55.130 (Signs generally prohibited).

**“Monument sign”** means a freestanding sign supported by a structural base constructed of a permanent material, such as brick, concrete block or stone. See Figure 17.55-7 (Monument Sign).

**Figure 17.55-7 Monument Sign**



**“Moving sign”** means a sign or any portion of a sign on which the copy or communicative element rotates, moves, or appears to move in some manner, whether by mechanical, electrical, natural, air activation, or other means; except that neither a changeable copy sign nor an electronic message sign is a moving sign. See Section 17.55.130 (Signs generally prohibited).

**“Name plate”** means a wall sign that identifies the occupant of a building or portion of a building.

**“Noncommercial message”** means any copy that communicates a message that is not a commercial message. A noncommercial message does not directly or indirectly, name, draw attention to, or advertise a business, product, good, service, or other commercial activity, or propose a commercial transaction.

**“Noncommercial sign”** means a sign with a noncommercial message.

**“Order board or drive through sign”** means a sign installed in a drive-through facility and oriented so as to be visible primarily by drive-through customers.

**“Off-site sign”** means a commercial sign not located on the site of the business or entity indicated or advertised by the sign, or a commercial sign advertising a commodity, good, product, service or other commercial activity which originates on a site other than where the sign is maintained. See Section 17.55.130 (Signs generally prohibited).

**“On-site sign”** means a commercial sign which directs attention to a business, product, good, service, commercial activity, or commercial transaction conducted, sold, or offered upon the lot or parcel on which the sign is placed. In the case of an integrated development, a commercial sign is considered on-site whenever the advertised business, product, good, service, commercial activity, or commercial transaction is conducted, sold, or offered anywhere within the development.

**“Painted sign”** means a sign that comprises only paint applied on a building or structure.

**“Pennant”** means a lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a rope, wire, or string, usually in a series, designed to move in the wind and attract attention.



## EXHIBIT A

**“Permanent display case”** means a case or cabinet constructed of durable, permanent materials such as metal, plastic, and glass, used to display commercial messages.

**“Permanent sign”** means a sign that is entirely constructed of durable materials, and is solidly attached to a building, structure, or the ground in a manner that renders the sign non-moveable or difficult to reposition without the use of machinery or mechanical devices, and that is not a temporary sign.

**“Pole sign”** means a freestanding sign, supported by one or more metal or wood posts, pipes, or other vertical supports, which support structure is not integrated into the overall design of the sign. See Figure 17.55-8 (Pole Sign). See also Section 17.55.130 (Signs generally prohibited).

**Figure 17.55-8 Pole Sign**



**“Portable sign”** means a freestanding sign made of wood, cardboard, plastic or other rigid material, that is not permanently attached to the ground or other permanent structure, that has the capability to stand on its own support(s), and that is portable or designed to be transported. An example of a portable sign is an “A-frame sign” also sometimes referred to as a “sandwich board sign.” See Figure 17.55-8 (Portable Sign). See also Section 17.55.130 (Signs generally prohibited).

**Figure 17.55-8 Portable Sign**



**“Promotional event sign”** means a temporary on-site commercial sign advertising a special product, sale, or event, including a business opening or closing sale.

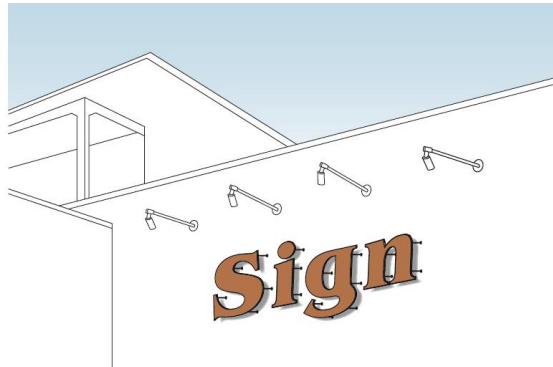
## EXHIBIT A

**“Projecting sign”** means a sign attached to and extending outward from the face of a structure more than 12 inches. Examples include blade, bracket, and marquee signs.

**“Property owner”** means the fee title owner of a property, or the person in possession and control of the property, or the owner’s authorized agent.

**“Push pin letter sign”** means a sign made up of individual characters of copy (e.g., letters or numerals) that are independently mounted to a wall or other surface. Such sign may be illuminated by an external light source, such as pendant lighting, where the “air space” between the characters is not part of the sign structure but rather the building façade. See Figure 17.55-9 (Push Pin Letter Sign).

**Figure 17.55-9 Push Pin Letter Sign**



**“Pylon sign”** means a freestanding sign detached from a building where the sign face is usually over six feet high and separated from ground level by one or more concealed supports such as poles, pole covers or columns. See Figure 17.55-10 (Pylon Sign).

**Figure 17.55-10 Pylon Sign**



**“Quarter”** refers to a three-month period of time.

**“Real estate marketing period”** means the period that runs from the date of active sale or rental listing or marketing of a property until seven days following the closing or completion of the proposed transaction.

**“Real estate sign”** means a temporary sign erected during a real estate marketing period advertising the sale, lease, or exchange of the property upon which it is located and such other matters as permitted under

## EXHIBIT A

California Civil Code section 713. This definition does not include occupancy signs at establishments offering transient occupancy, such as hotels and motels.

**“Reverse channel letter sign”** means a sign comprising individual characters of copy (e.g., letters or numerals, referred to herein as “channel letters”) that are independently mounted to a wall or other surface, with lights mounted behind the channel letters that face the wall behind. Lights illuminate the space around the channel letters rather than the channel letters themselves, creating a “reverse” lighting effect (e.g., halo effect). The “air space” between the channel letters is not part of the sign structure but rather the building façade. See Figure 17.55-11 (Reverse Channel Letter Sign).

**Figure 17.55-11 Reverse Channel Letter Sign**



**“Roof sign”** means a sign placed upon, projecting from, or above the eaves of the roof or the roof itself. A sign hanging from and below a roof eave is not a roof sign. See Section 17.55.130 (Signs generally prohibited).

**"Sign"** means: (a) any device, fixture, placard, or structure, including its component parts; which (b) uses copy to draw attention to a commercial message or noncommercial message; and (c) which is visible by the general public from any public street, road, highway, or right-of-way, any private street, any City property (such as a City park, trail, or community building), or any parking area. However, the following messages are explicitly excluded from the definition of “sign” for the regulatory purposes of this chapter:

1. Any public or legal notice authorized or required by a government agency having jurisdiction;
2. Decorative or architectural features of buildings, except copy that communicates a commercial message;
3. Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal;
4. Signs located inside a motor vehicle, as defined by California Vehicle Code section 415;
5. Signs attached to a motor vehicle, as defined by California Vehicle Code section 415, including license plates, license plate frames, registration insignia, noncommercial messages, messages relating to the business or service of which the vehicle is an instrument or tool, messages relating to the proposed sale, lease or exchange of the vehicle; provided that the motor vehicle with the sign attached is in accordance with state law for operation on a street or highway (but not including a mobile billboard sign, which is a prohibited sign under Section 17.55.130 (Signs generally prohibited));

## EXHIBIT A

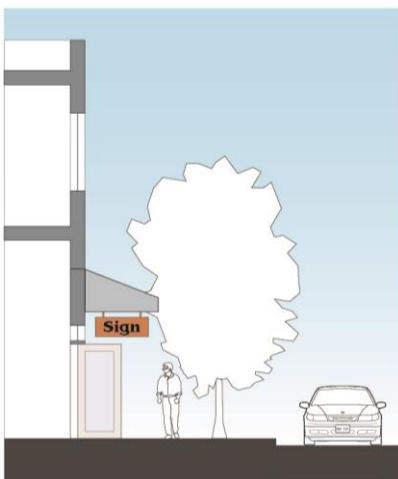
6. Traffic, directional, emergency, warning or informational signs authorized or required by a government agency having jurisdiction;
7. Permanent memorial or historical signs, plaques or markers authorized or required by a government agency having jurisdiction;
8. Public utility signs authorized or required by a government agency having jurisdiction;
9. Any sign over which the City's authority to regulate is preempted under state or federal law; and
10. Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, or costumes; and any handheld noncommercial message (provided, however, any commercial mascot sign is a prohibited sign under Section 17.55.130 (Signs generally prohibited)).

**"Sign face"** means the portion of a sign intended to communicate the copy of the sign, to be viewed from one particular direction.

**"Temporary sign"** means a sign constructed of cloth, canvas, lightweight fabric, cardboard, wallboard, wood or other light materials, with or without frames, which is not intended for or suitable for long-term or permanent display, due to the materials used.

**"Under-canopy sign"** means a pedestrian-oriented sign hung from underneath an awning, canopy, or overhang structure/breezeway, and is also sometimes referred to as a blade sign. See Figure 17.55-12 (Under-Canopy Sign).

**Figure 17.55-12 Under-Canopy Sign**



**"Unsafe sign"** means a sign posing an immediate peril or reasonably foreseeable threat of injury or damage to persons or property on account of the condition of the sign structure or its mounting mechanism. See Section 17.55.130 (Signs generally prohibited).

**"Wall sign"** means a sign attached directly to an exterior wall of a building or dependent on a building for support, with the exposed face of the sign located in such a way as to be substantially parallel to such exterior building wall to which it is attached or is supported by, and which does not extend above the roof, parapet, building façade, or any outermost edge of the building or structure, and which has no portion that projects more than 12 inches from the wall surface.

## EXHIBIT A

**Window sign**” means a sign placed in a window or attached to the interior side of a window surface or painted on the exterior or interior side of a window surface, or otherwise located within six inches of the window so as to be visible from the exterior of the building. This definition does not include window displays of merchandise offered for sale. A window sign painted on the exterior surface of a window must be sealed in a manner that preserves the sign and protects it from damage or defacement.

### **17.55.030 Applicability.**

This chapter, which may be referred to as the “Sign Ordinance,” regulates signs located on property within the City over which the City has regulatory authority, including all zoning districts of the City. Except as expressly provided in this chapter, this chapter does not apply to signs installed or maintained by the City: (a) on City-owned property, (b) on property in which the City holds a present right of possession, or (c) on the public right-of-way.

### **17.55.040 Sign permit generally required.**

Except as otherwise expressly provided in this chapter, no person may place, erect, install, operate, structurally or electrically alter, change commercial message copy, move, or display any sign without first obtaining a sign permit in accordance with the provisions of this chapter. This chapter expressly provides that a sign permit is not required for: substitution of a noncommercial message for a commercial message (Subsections 17.55.080(B) and (C)); limited substitutions of messages on changeable copy sign (Subsection 17.55.110(B); limited substitutions of messages on electronic message signs (Subsection 17.55.110(C)); specified temporary and incidental signs (Section 17.55.120); and sign maintenance and removal (Section 17.55.150).

### **17.55.050 Sign permit approval authority.**

The Community Development Director, Planning Commission, or City Council, as applicable, is authorized to approve, conditionally approve, or deny applications for sign permits, uniform sign programs, and creative sign programs authorized under this chapter. This authority is identified as follows:

- A. **Community Development Director.** The Director will make determinations on sign permit applications listed under Subsection 17.55.060(B), including administrative certificates of appropriateness under Subsection 15.52.070(C) of this code for the installation of signs at a historic resource.
- B. **Planning Commission.** The Planning Commission will: (1) make determinations on uniform sign program and creative sign program applications listed under Subsections 17.55.070(A) and (B); and (2) hear appeals of sign permit applications denied by the Director.
- C. **City Council.** The City Council will hear appeals of applications denied by the Planning Commission.
- D. **Expedited Review.** Upon final action by the City Council to deny an application for a sign permit, uniform sign program, or creative sign program, the City hereby designates the sign permit, uniform sign program, or creative sign program as eligible for expedited review in accordance with California Code of Civil Procedure section 1094.8.

## EXHIBIT A

### 17.55.060 Sign permit application and review procedures.

- A. **Purpose.** The purpose of a sign permit is to regulate compliance with the provisions of this chapter, in particular, the provisions regulating the design, illumination, location, materials, number, size, and type of sign.
- B. **Sign Permit.** A sign permit is an administrative permit decided by the Director in accordance with the provisions of this chapter. The process for application, review, decision, and appeal regarding a sign permit is provided in Chapter 17.58 (Administrative Permits). Modifications to any sign permit must be made in the same manner as the original approval.

### 17.55.070 Sign programs; Variances.

To address special signage situations, the City has established the following sign programs and approval processes:

- A. **Uniform Sign Program.** A uniform sign program is required for each multi-tenant non-residential project such as shopping centers, office parks, and other multi-tenant, mixed-use, or otherwise integrated developments of three or more separate tenants/uses that share structures, public spaces, landscape, or parking facilities. This program is intended to ensure unified sign design and common sign provisions for multi-tenant or multi-use projects. A uniform sign program is decided by the Planning Commission. The process for application, review, hearing, decision, and appeal regarding a uniform sign program is provided in Chapter 17.68 (General Permit Process, Public Hearing Notice). At a minimum, the uniform sign program must include the type, number, size, location, placement, and general design parameters of all permanent signs. Modifications to any uniform sign program must be made in the same manner as the original approval.

In order to approve a uniform sign program, the Planning Commission must make all of the following findings:

1. The proposed uniform sign program is consistent with the objectives of the general plan;
  2. The proposed uniform sign program is consistent with all adopted specific plans, master plans, and design guidelines applicable to the project;
  3. The proposed uniform sign program establishes a unified design theme for all permanent signs within the project; and
  4. The proposed uniform sign program is in compliance with all requirements of this chapter; except that, it is within the discretion of the Planning Commission to approve minor deviations to the area, height, or locational placement of signs that do not exceed 10 percent more than the maximum requirements of this chapter, if the Planning Commission finds that the minor deviations contribute to the character and vitality of the project, do not negatively impact surrounding properties, and will not be detrimental to the health, safety, and general welfare of the public.
- B. **Creative Sign Program.** A creative sign program is a discretionary entitlement decided by the Planning Commission which allows an applicant to request deviations to the area, height, or locational placement of signs that do not exceed 20 percent more than the maximum requirements of this chapter. The process for application, review, hearing, decision, and appeal regarding a creative sign program is provided in Chapter 17.68 (General Permit Process, Public Hearing

## EXHIBIT A

Notice). Modifications to any creative sign program must be made in the same manner as the original approval.

In order to approve a creative sign program, the Planning Commission must make all of the following findings:

1. The proposed creative sign program is consistent with the objectives of the general plan;
  2. The proposed creative sign program is consistent with all adopted specific plans, master plans, and design guidelines applicable to the project;
  3. The proposed creative sign program establishes a unified design theme for all permanent signs within the project;
  4. The proposed creative sign program establishes unique project signage that exhibits a high degree of imagination and visual interest, which contribute positively to the visual character of the community; and
  5. The proposed creative sign program is in compliance with all requirements of this chapter; except that, it is within the discretion of the Planning Commission to approve deviations to the area, height, or locational placement of signs that do not exceed 20 percent more than the maximum requirements of this chapter, if the Planning Commission finds that the deviations contribute to the character and vitality of the project, do not negatively impact surrounding properties, and will not be detrimental to the health, safety, and general welfare of the public.
- C. **Variances.** Where there are special circumstances such as the size, shape, topography, location of existing structures of a property on which a permanent sign is proposed to be located, an applicant may seek a variance under Chapter 17.64 of this code.

### 17.55.080 General sign policies.

- A. **Owner's Consent Required.** The consent of the property owner is required for any application for a sign permit, uniform sign program, or creative sign program, and before any permanent sign may be erected or installed.
- B. **Noncommercial Signs.** Noncommercial signs are allowed wherever commercial signs are permitted and are subject to the same standards and total maximum allowances per site or building of each sign type specified in this chapter. A permit is required for a permanent noncommercial sign only when a permanent commercial sign has not been previously approved. For purposes of this chapter, all noncommercial messages are deemed to be on-site, regardless of location.
- C. **Substitution of Noncommercial Messages.** Subject to the consent of the property owner, a noncommercial message of any type may be substituted for all or part of the commercial or noncommercial message on any sign allowed under this chapter. No sign permit is required to substitute a noncommercial message for any other message on a permitted sign, provided the sign structure is already approved or exempt from the sign permit requirement. When a noncommercial message is substituted for any other message, however, the sign is still subject to the same design, locational and structural regulations (e.g. color, materials, size, height, illumination, maintenance, duration of display) as well as all building related requirements of Title 15 of this code, as would apply if the sign were used to display a commercial message. In the event of any perceived or actual conflict between the general provisions of this subsection and any other specific provisions in this chapter, the provisions of this subsection will prevail.

## EXHIBIT A

- D. **Substitution of Commercial Messages.** The substitution of one commercial message for another commercial message, or the substitution of a commercial message for a noncommercial message is authorized only to the extent permitted in accordance with the terms of an approved sign permit, uniform sign program, or creative sign program. In addition, no off-site commercial messages may be substituted for on-site commercial messages.
- E. **Mixed Use Zones.** In any mixed use zone where both residential and non-residential uses are allowed, the residential uses will be entitled to have the temporary signs permitted in residential zones under Section 17.55.140 (Temporary and incidental signs allowed without a permit).
- F. **Legal Nature of Sign Rights and Duties.** All rights, duties and responsibilities related to permanent signs attach to the land on which the sign is erected or displayed and run with the land. All sign related rights, duties and responsibilities are joint and several as to a permit holder, the owner of the sign, the property owner, or the person erecting the sign, and the City may demand compliance with this chapter and with the terms of any sign permit or sign program from each or all of them. This provision does not modify or affect the law of fixtures, sign-related provisions in private leases regarding signs (so long as they do not conflict with this chapter), or the ownership of sign structures.

### 17.55.090 General design and location standards.

This section describes the method for measuring sign area and height, and outlines standards for the placement, materials and colors, relationship of the sign to buildings and other properties, construction, and the illumination of signs.

#### A. Calculating the Area of Signs.

1. General area calculation. Generally, the area of a sign face will be measured as the overall length of the sign face times the overall height of sign face inclusive of background. All sides of a multisided sign will be included in the total area calculations. See Figure 17.55-13 (General Sign Area Measurement).

**Figure 17.55-13 General Sign Area Measurement**



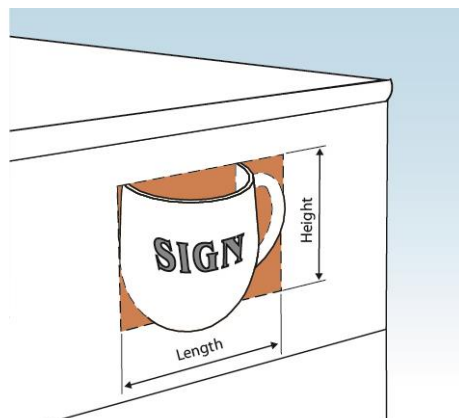


## EXHIBIT A



2. Canopy signs. The sign face of a canopy sign will be measured as 100 percent of the area within a single rectangle enveloping the sign copy. (For properties located within the Downtown Specific Plan Area, see Chapter 5(I) Awnings, of the Downtown Specific Plan regarding additional guidelines.)
3. Freestanding signs. The sign face of a freestanding sign will be measured as the overall length of the sign face times the overall height of the sign face, excluding framework (e.g., post, masonry column, or beam). The base of a monument sign is not part of the sign face. For double-faced (two-sided) freestanding signs, only one side of the sign will be used to determine the area of the sign face.
4. Figurative signs. The sign face of a figurative sign, which consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculptures, or statue-like trademarks), will be measured at the maximum projection upon a vertical plane, as viewed from a position in the public right-of-way which produces the largest visual projection. See Figure 17.55-14 (Area of Figurative Signs (Three-Dimensional Objects)).

**Figure 17.55-14 Area of Figurative Signs (Three-Dimensional Objects)**



- B. **Calculating the Height of Signs.** Sign height will be measured by using the vertical distance from the uppermost point used in measuring the area of a sign to the ground (existing grade) immediately below such point.

## EXHIBIT A

- C. **Materials and Colors.** All permanent signs must be constructed of durable materials that are compatible in appearance to the building supporting or identified by the sign. Sign colors and materials should be selected to be compatible with the existing building designs and should contribute to legibility and design integrity.
- D. **Relationship to Buildings.** Each permanent sign located upon a site with more than one main building, such as a commercial office complex, must be designed to incorporate the materials common or similar to all buildings.
- E. **Relationship to Other Signs.** Where there is more than one sign on a site or building, all permanent signs must have designs that similarly treat or incorporate the following design elements:
1. Type of construction materials;
  2. Sign/letter color and style of copy;
  3. Method used for supporting sign (i.e., wall or ground base);
  4. Sign cabinet or other configuration of sign area;
  5. Illumination; and
  6. Location.
- F. **Sign Placement.**
1. Building-attached sign location. Building-attached signs may be located along any building frontage that faces directly onto a public right-of-way, parking lot, pedestrian path, or natural waterway with public access. Such signs should be oriented towards the public right-of-way or pedestrian path and be consistent with the context, scale, and character of the location. Orientation of signs such that they face directly onto residential property is allowed only where there is no practical alternative and the visibility of the sign for the residence(s) is minimized and the sign is non-illuminated. All projecting signs must have a minimum 8-foot overhead clearance above a walkway and a minimum of 15 feet above a private street/access.
  2. Freestanding sign setback and spacing.
    - a. Generally, freestanding signs must be setback a minimum of five feet from the public right-of-way. Exceptions may be granted through a uniform sign program, creative sign program, or by a variance request as outlined in this chapter.
    - b. No sign may be located within the area designated as the vision triangle as described in Chapters 10.32 and 17.54 of this code. The vision triangle is the area at the corner of the intersection of two streets, or the intersection of a driveway and a street, which has specific height limitations for vegetation and structures. Signs must be designed and located so as not to interfere with the unobstructed clear view of the public right-of-way and nearby traffic regulatory signs or any pedestrian, bicyclist or motor vehicle driver.
    - c. The minimum spacing distance between permanent freestanding signs located on adjoining properties (excluding on-site directory and order board/drive through signs) is 100 feet. However, the designated decision-making body for a sign permit

## EXHIBIT A

may allow a reduction in minimum spacing requirements to ensure that the use can have at least one permanent freestanding sign as permitted in Section 17.55.100 (Permanent signs).

- d. All signs authorized under this chapter must be placed on the side of the property facing on a public or private right-of-way.

G. **Construction Requirements.** Every sign and all parts, portions, and materials of the sign must be manufactured, assembled, and erected in compliance with all applicable city, state, and federal laws and regulations, including Title 15 of this code. All permanent signs must comply with the following criteria:

1. All transformers, equipment, programmers, and other related items must be screened or painted to match the structure, or must be concealed within the sign.
2. All permanent signs must be constructed of durable materials such as metal, concrete, natural stone, wood, glass, and acrylics. Techniques must be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements.
3. All freestanding signs that incorporate lighting must have underground utility service.

H. **Clearance from Public Utility Facilities.** All signs must maintain any legally required clearance from communications and electric facilities. A sign may not be constructed, erected, installed, maintained, or repaired in any manner that conflicts with a rule, regulation, or order of the California Public Utilities Commission pertaining to the construction, operation, and maintenance of public utilities facilities.

I. **Illumination.** Permanent signs for the purposes of identifying residential developments, commercial, office, and industrial uses may be illuminated according to the regulations contained in this chapter. The illumination of signs, either from an internal or external source, must be designed to minimize negative impacts on surrounding rights-of-way and properties. The following standards apply to all illuminated signs:

1. External light sources must be directed and shielded to prevent direct illumination of an object other than the sign.
2. The light from an illuminated sign may not be of an intensity or brightness that will create glare or other negative impacts on residential properties in direct line of sight to the sign.
3. Signs may not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color.
4. Colored lights may not be used at a location or in a manner so as to be confused or constructed as traffic control devices.
5. Reflective-type bulbs and incandescent lamps that exceed 15 watts may not be used on the exterior surface of signs so that the face of the bulb or lamp is exposed to a public right-of-way or adjacent property.
6. Light sources must utilize energy-efficient fixtures to the greatest extent possible and must comply with Title 15 of this code (including the incorporation of Title 24 of the California Code of Regulations, and the California Building Standards Code).
7. Illuminated signs are permitted to be illuminated at any time unless the sign identifies a business or use within, or adjacent to, a residential zoning district. In such case, the

## EXHIBIT A

business or use is required to turn off its sign(s) within one hour after the business or use is closed.

### 17.55.100 Permanent signs.

This section establishes permitted sign types and standards for permanent on-site signs within each of the City's zoning districts. Specifically, Table 17.55-1 (Permitted Permanent On-Site Signs by Zoning District) lists the standards for both building-attached and freestanding signs in each of the City's zoning districts. The following regulations apply:

- A. **Permit Requirements.** Except as otherwise expressly provided in this chapter, permanent on-site signs require City approval of either an administrative permit (sign permit) or a discretionary permit (e.g., uniform sign program or creative sign program) pursuant to Section 17.55.060 (Sign permit application and review procedures) or Section 17.55.070 (Sign programs; Variances).
- B. **Building-Attached Signs.** Permitted permanent on-site building-attached signs include wall signs, projecting signs, blade signs, canopy signs, under-canopy signs, and bracket signs. Window signs are exempt from the permit requirement consistent with the regulations in Section 17.55.120 (Temporary and incidental signs allowed without a permit).
- C. **Freestanding Signs.** Permitted permanent on-site freestanding signs include monument and pylon signs.
- D. **Collective Sign Area.** The total sign area allowed for each sign type may be distributed among the maximum number of signs permitted for that sign type. For example, the maximum sign area allowance for building-attached signs may be distributed between one or more building-attached sign types in keeping with the other standards and limitations in this chapter.
- E. **Sign Area Allowance.** Allowable sign area is either a set square footage per establishment or is based on a ratio of allowable sign area to primary building frontage (e.g., one square foot of sign per one linear foot of primary building frontage). Where a ratio is listed, there is also a maximum sign area that applies. The permanent sign area allowed excludes temporary and incidental signs, as set forth in Section 17.55.120.
- F. **Design Standards.** Additional design standards are listed in Section 17.55.110 (Additional design standards by sign type). Design standards include, but are not limited to scale and proportionality standards for wall signs, design compatibility and cohesion, scale and placement of pedestrian signs, and brightness and frequency of electronic message signs.

## EXHIBIT A

TABLE 17.55-1 PERMITTED PERMANENT ON-SITE SIGNS AND DIMENSIONS BY ZONING DISTRICT			
ZONING DISTRICT	DEVELOPMENT TYPE	BUILDING-ATTACHED SIGNS	FREESTANDING SIGNS
<b>RESIDENTIAL DISTRICTS</b>			
Single-Family Residential District (RS) Traditional Residential Infill District (RT) Single-Family Infill District (RI)	Individual home	Not permitted	Not permitted, except for Bed & Breakfast Inns (Section 17.52.060) and Cottage Food Operations (Section 17.52.105)
	Neighborhood	Not permitted	2 monument signs for neighborhood identification with a maximum area of 24 square feet each and a maximum height of 4 feet
Multifamily Residential District (RM)		1 or more identification signs with a collective sign area of 12 square feet	1 monument sign per street frontage with a maximum area of 12 square feet each and a maximum height of 4 feet
Non-Residential Uses in Residential Districts		1 or more identification signs with a collective sign area of 12 square feet	1 monument sign per street frontage with a maximum area of 12 square feet each and a maximum height of 4 feet
<b>OFFICE DISTRICTS</b>			
Medical Office District (OM) Commercial Office District (OC) Residential Office District (RO)	Stand Alone Business	1 sign with a maximum sign area of 40 square feet; maximum letter height: 24"	1 monument or pylon sign per street frontage with a maximum sign area of 12 square feet and a maximum height of 4 feet
	Business within Integrated Development	1 sign with a maximum sign area of 24 square feet; maximum letter height: 24"	Not permitted except for a nameplate on multi-tenant monument sign as part of an integrated development
	Integrated Development	In addition to signage for individual businesses, 1 sign per street frontage with a maximum sign area of 12 square feet for integrated development identification	1 monument or pylon sign per street frontage with a maximum sign area of 24 square feet and a maximum height of 6 feet
<b>INDUSTRIAL DISTRICTS</b>			
Light Industrial District (IL) Industrial Park District (IP)	Stand Alone Business	1 sign with a maximum sign area of 40 square feet; maximum letter height: 24"	1 monument or pylon sign per street frontage with a maximum sign area of 12 square feet and a maximum height of 4 feet
	Business within Integrated Development	1 sign with a maximum sign area of 24 square feet; maximum letter height: 24"	Not permitted except for a nameplate on multi-tenant monument sign as part of an integrated development
	Integrated Development *	1 sign per street frontage with a maximum sign area of 12 square feet for each integrated development identification	1 monument or pylon sign per street frontage with a maximum sign area of 24 square feet and a maximum height of 6 feet
* <b>Note:</b> See individual currently adopted sign program for integrated developments in Industrial Park (IP-A, IP-B, and IP-C) Zoning Districts			
* <b>Adult-Oriented Businesses</b> – As outlined in Section 17.52.030(D)			
<b>COMMERCIAL DISTRICTS</b>			
Community Commercial District (CC) Tourist Commercial District (CT)	Stand Alone Business	1 sign with a maximum sign area of 1 square foot per lineal foot of primary building frontage up to a maximum of 150 square feet	1 monument or pylon sign (including an electronic message sign) per street frontage with a maximum sign area of 24 square feet and a maximum height of 6 feet
	Business within Integrated Development		Not permitted except for a nameplate on multi-tenant monument sign as part of an integrated development
	Integrated Development	1 sign per street frontage with a maximum sign area of 12 square feet for integrated development identification	1 monument or pylon sign (including an electronic message sign) per street frontage with a maximum sign area of 40 square feet and a maximum height of 10 feet
Local Commercial District (CL)	Stand Alone Business	1 sign with a maximum sign area of 1 square foot per lineal foot of primary building frontage up to a maximum of 100 square feet	1 monument or pylon sign per street frontage with a maximum sign area of 12 square feet and a maximum height of 4 feet
	Business within Integrated Development		Not permitted except for a nameplate on multi-tenant monument sign as part of an integrated development
	Integrated Development	1 sign per street frontage with a maximum sign area of 12 square feet for integrated development identification	1 monument or pylon sign per street frontage with a maximum sign area of 32 square feet and a maximum height of 8 feet
Downtown Core Commercial District (DCC) Downtown Mixed-Use District (DMU) Downtown Neighborhood District (DN) Oxbow Commercial District (OBC)	Stand Alone Business	1 projecting sign with a maximum sign area of 6 square feet per frontage 1 wall sign with a maximum area of 20 square feet per frontage 1 canopy sign with a maximum sign area of 20 square feet per frontage 1 under canopy sign with a maximum sign area of 6 square feet per frontage	Not permitted except as part of an approved uniform sign program or creative sign program
	Business within Integrated Development		
	Integrated Development		Permitted only as part of an approved uniform sign program or creative sign program

EXHIBIT A

--	--	--	--

This page intentionally left blank

## EXHIBIT A

### 17.55.105 Additional permanent signs permitted based on land use.

This section establishes permitted permanent on-site sign types and standards based on the applicable land use of the property that are in addition to the permitted permanent on-site sign types and standards provided in Section 17.55.100 and Table 17.55-1 (Permitted Permanent On-Site Signs by Zoning District). Except as otherwise expressly provided in this chapter, these permanent on-site signs require City approval of either an administrative permit (sign permit) or a discretionary permit (e.g., uniform sign program or creative sign program) pursuant to Section 17.55.060 (Sign permit application and review procedures) or Section 17.55.070 (Sign programs; Variances).

- A. **Changeable Copy Signs.** Assembly uses of 100 or more persons for meetings or entertainment and where such meetings or entertainment occur on a regular basis may have one changeable copy sign subject to the following regulations:
  - 1. Area. A sign may not exceed 25 square feet in area for a single-faced sign or 15 square feet in area for a double-faced sign.
  - 2. Copy. The copy is limited to coming and current entertainment or events only and may not include rates or prices of attractions or events.
- B. **Order Board Signs.** Drive-through food service establishments may have order board signs subject to the following regulations:
  - 1. Number. Two order board signs are permitted per drive-through lane.
  - 2. Area. The signs may not exceed 60 square feet in combined area or 40 square feet for an individual sign.
  - 3. Height. A sign may not exceed eight feet in height.
- C. **Gas Pricing Signs.** Service stations may have gas pricing signs subject to the same maximum combined area for all other permitted signs in Table 17.55-1 (Permitted Permanent On-Site Signs by Zoning District).
- D. **Permanent Display Case.** Theater uses may have permanent display cases subject to the following regulations:
  - 1. Number. One permanent display case is permitted for each movie screen or two for each theater stage.
  - 2. Area. A permanent display case may not exceed 20 square feet in area.
  - 3. Location. The permitted location is the front wall of the theater building within close proximity to the main entrance or box office.
- E. **Vertical Wall Sign.** For commercial buildings over three stories in height, a vertical wall sign may be considered as part of a creative sign program under Subsection 17.55.070(B) of this code subject to the following regulations:
  - 1. Number. One sign is permitted per street frontage.
  - 2. Location. The applicable building façade must be designed for placement of a vertical wall sign as part of an architectural element.
  - 3. Type. Channel letter, reverse channel letter, and push pin letter signs are preferred over can signs.

## EXHIBIT A

4. Height. The maximum height of the sign may not exceed 75% of the height of the architectural element of the building façade designed for placement of a vertical wall sign. In addition, the maximum width of the sign may not exceed 15% of the total width of the architectural element of the building façade designed for placement of a vertical wall sign.
5. Copy. Copy letter height and width may not exceed 24 inches.
6. Sign Cohesion. A sign containing multiple copy elements must be designed so that the multiple elements are located and scaled in relationship to each other. See Figure 17.55-18 (Multiple-Element Signs).

### **17.55.110 Additional design standards and regulations by permanent sign type.**

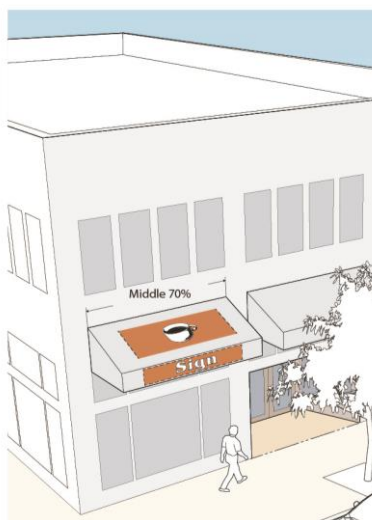
In addition to the general design provisions in Section 17.55.090 (General design and location standards), the following design standards apply to the permanent sign types listed.

- A. **Canopy Signs.** Canopy signs may be permitted only as an integral part of the canopy to which they are attached or applied and will be considered wall signs for sign area calculation purposes. Only permanent signs that are an integral part of the canopy or architectural projection are permitted. Temporary signs may not be placed on canopies. The following regulations apply:
  1. Location. Canopy signs are only permitted for first- and second-story occupancies.
  2. Lettering and graphics. Lettering and graphics are allowed on canopy valances only. Logos, symbols, and graphics that do not include text may be permitted on the shed (slope) portion of an awning but may not exceed four square feet in area for each awning.
  3. Sign length. Lettering must be located within the middle 70 percent of the valance area.
  4. Height. Overall sign face height (single or multiple lines of copy) may not exceed 80 percent of the height of the valance.
  5. Illumination. Canopy signs may not be lighted from under the canopy (backlit) so that the canopy appears internally illuminated. Lighting directed downward that does not illuminate the canopy is permitted.



## EXHIBIT A

Figure 17.55-15 Canopy Sign



- B. **Changeable Copy Sign.** These types of signs will be regulated based on their location (e.g., if located on a wall, it will be deemed a wall sign, and if located on a monument structure it will be deemed a monument sign). After a sign permit is issued for a changeable copy sign, no additional sign permit is required to change the message subject to the limitation on daily changes in copy in the definition of changeable copy sign set forth in Section 17.55.020.
- C. **Electronic Message Signs.**
1. Sign area. Electronic message signs are limited to a maximum of 75 percent of the total sign area of a sign allowed pursuant to Section 17.55.100 (Permanent signs).
  2. Frequency. The sign may display only a series of still or static images, each of which must be displayed for at least 12 seconds. The images, including the transition between images, may not move or present the appearance of motion and may not use flashing, blinking, fading, dissolving, or any other effect or any other non-constant means of illumination that gives the appearance of motion.
  3. Sign brightness. The brightness level may not exceed 0.3 foot-candles above ambient light for both the daytime and nighttime condition, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area must have a light-sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day.
  4. After a sign permit is issued for an electronic message sign, no additional sign permit is required to change the message in accordance with this Subsection 17.55.110(C).
- D. **Freestanding Signs.** Freestanding signs, including monument signs and pylon signs, are subject to the following regulations:
1. Design compatibility. Materials and design for freestanding signs must be complementary to the materials and design of the buildings for the related development.
  2. Copy scale. Generally, the minimum letter height on a freestanding sign is 12 inches. The intent is to limit the clutter of text on the sign and increase readability for the public. Generally, the maximum letter height on a freestanding sign is 36 inches. The intent is to

## EXHIBIT A

limit the visual impact of large text size. Minor deviations of up to 10% from these standards may be granted as part of the permit process

### E. **Freeway-Oriented Signs.**

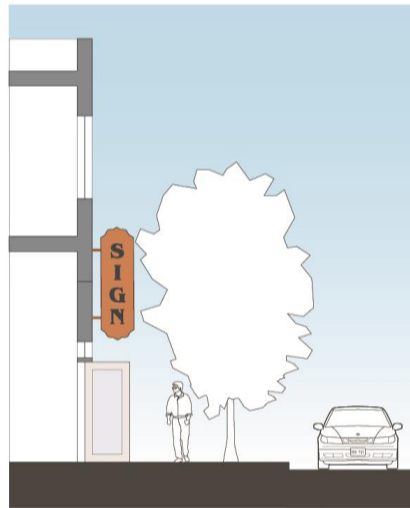
1. Freeway-oriented signs are subject to Planning Commission approval of a creative sign program under the following regulations:
  - a. The sign is first approved by the California Department of Transportation (Caltrans).
  - b. The nature of the use is found by the Planning Commission to require a freeway-oriented sign (e.g., it provides products or services for travelers such as food, lodging or motor vehicle fuel).
  - c. The sign is intended for business identification purposes only, is building mounted, and does not exceed the size limitations for building-mounted signs otherwise prescribed by this chapter.
  - d. The sign meets all the regular requirements within this code applicable to the underlying zoning district.
  - e. Only one freeway-oriented sign is permitted for a business.
  - f. The maximum letter height for copy is 48 inches.

### F. **Projecting Signs.** Projecting signs, including, but not limited to, blade signs, bracket signs, and marquee signs, are considered wall signs for the purposes of sign area calculations. Projecting signs are subject to the following regulations:

1. Location. Projecting signs may be placed only on ground-floor façades, except for businesses located above the ground level with direct exterior pedestrian access. In the case of a one-story building, the top of the sign may, exclusive of the suspension structure, be no higher than the roof eave line.
2. Angle of projection. Projecting signs may either be located at a right angle to the building front along the building façade or, when located on the corner of a building, at a 45 degree angle to the corner of the building. See Figure 17.55-16 (Projecting Sign).
3. Height. Where located over a pedestrian area, the lowest point of a blade or bracket sign must be a minimum of eight feet above grade.
4. Projection. The sign may project a maximum of five and a half feet from the building.
5. Suspension. The sign must be suspended with a clear space of at least six inches between the sign and the building.
6. Sign structure. Sign supports and brackets must be compatible with the design and scale of the sign.
7. Encroachment. Blade, bracket, or marquee signs may not encroach into the public right-of-way or City-owned property, or be located above it, except with an encroachment permit.

## EXHIBIT A

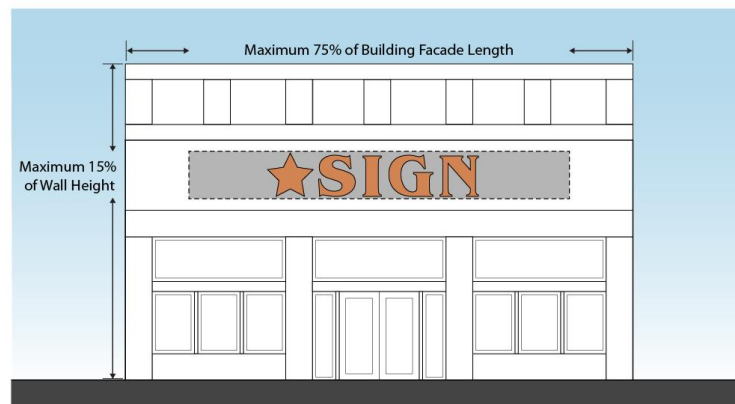
Figure 17.55-16 Projecting Sign



### G. Wall Signs.

1. Design compatibility. Wall signs must be compatible with the predominant visual architectural elements of the building façade.
2. Sign type. Channel letters, reverse channel letters, and push pin letters are preferred over can signs.
3. Sign scale and proportionality. The combined length of all wall signs on any single wall may not exceed 75 percent of the length of the building frontage for that wall. For buildings with multiple tenants, this standard applies to the length of the individual tenant frontage. Additionally, the maximum height of all portions of a wall sign may not exceed 15 percent of the total wall height. See Figure 17.55-18 (Sign Scale and Proportionality).

Figure 17.55-17 Sign Scale and Proportionality



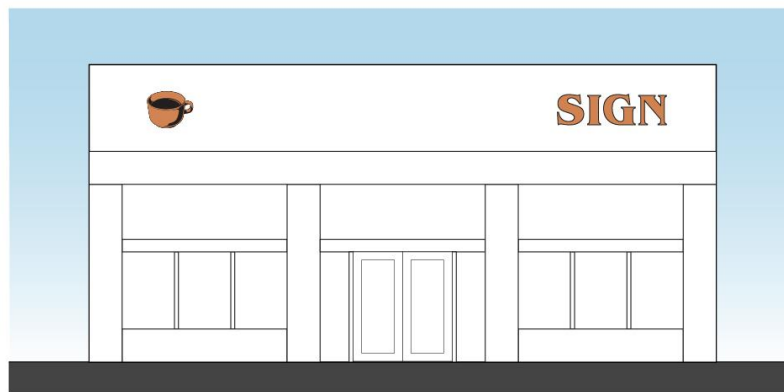
4. Sign Cohesion. Signage containing multiple copy elements (e.g., logo and text) on one façade must be designed so that the multiple elements are located and scaled in relationship to each other. See Figure 17.55-18 (Multiple-Element Signs)

## EXHIBIT A

Figure 17.55-18 Multiple-Element Signs



Encouraged: Logo related to lettering as part of the overall design.



Discouraged: The logo is unrelated to lettering based on spacing components.



Discouraged: The logo and lettering are of disproportionate scale.

### 17.55.120 Temporary and incidental signs allowed without a permit.

Any sign that is in compliance with the requirements of this section: (1) will not require a sign permit under this chapter; (2) the area of the sign face will not be included in the maximum area of signs permitted for the applicable use; but (3) will be subject to the requirements of this chapter related sign maintenance and removal (Section 17.55.150) and enforcement (Section 17.55.160).

## EXHIBIT A

- A. **Construction Signs.** A temporary construction sign is permitted on a property in all zones during the period where there is active construction or remodeling. The sign may not exceed 16 square feet in area and eight feet in height. Each property is limited to one sign for each street frontage. The sign may not be illuminated. Such signs must be removed at the earliest of the following events: final building inspection approval or issuance of a valid certificate of occupancy.
- B. **Garage Sale Signs.** Up to four signs not to exceed six square feet in area each are allowed on residential-zoned property and only on the site where the sale is to be conducted. Such signs may be posted for no more than 24 hours prior to start of the sale and must be removed at the end of the sale. The sign may not be illuminated.
- C. **Incidental Signs.** Incidental signs are allowed in all zones provided each such sign does not exceed two square feet in area and the total area of such signs does not exceed eight square feet per building or parcel.
- D. **Name Plates.** Residential uses are allowed one nameplate for each dwelling unit not to exceed two square feet in area.
- E. **Promotional Event Signs.** Temporary on-site commercial signs (including banner signs) are allowed in all commercial zones subject to the following regulations:
1. The display period is limited to a maximum of 30 days per quarter, per business.
  2. The combined total area of temporary signs may not exceed 32 square feet in area; provided, however, that a large, single use entity may have up to 150 square feet of total sign area, but no single sign or banner sign may exceed 50 square feet in area.
  3. The signs may not be illuminated.
- F. **Real Estate Signs.** During a real estate marketing period a real estate sign is allowed subject to the following regulations:
1. On residential-zoned property, one sign not exceeding eight square feet in area and not exceeding five feet in height.
  2. On nonresidential property, one sign per street or road frontage, not exceeding 32 square feet in area and not exceeding 12 feet in height.
  3. No sign may be illuminated.
- G. **Subdivision Directional Signs (On-Site).** Temporary directional signs are allowed subject to the following regulations:
1. The signs are limited to the period beginning with the start of construction of the subdivision, and ending no later than three months after the last certificate of occupancy is issued.
  2. A maximum of one sign per perimeter street frontage of the subdivision is allowed.
  3. A sign may not exceed 32 square feet in area.
  4. A sign may not exceed eight feet in height.
  5. The signs may not be illuminated.
  6. A sign must be set back at least one-half the distance of the front and street side setback.
- H. **Temporary Noncommercial Signs.**
1. General Regulations.

## EXHIBIT A

- a. Number. In residential zones only, each parcel is allowed two temporary noncommercial signs at all times. Such signs are in addition to all other signs allowed in this chapter.
  - b. Area. A sign may not exceed eight square feet in area (16 square feet cumulatively).
  - c. Height. A sign may not exceed four feet in height from the adjacent ground level in front or side-yard areas or three feet in height from the top of any wall or fence.
  - d. Location. Signs may be placed in the front yard, rear or side yard of any property; provided, that the signs do not encroach into any public right-of-way.
  - e. Lighting. Temporary noncommercial signs may not be illuminated.
2. Election Period Regulations. During any election period, each parcel in a residential zone is allowed additional temporary noncommercial signs, subject to the location, and lighting requirements set forth above, as well as the following additional regulations:
    - a. Additional Area. The total sign area for temporary noncommercial signs may be increased by an additional 20 square feet in area (for a total of 36 square feet).
    - b. Removal. All of the additional temporary noncommercial signs permitted during an election period must be removed within seven days following the end of the election period.

### I. Window Signs.

1. In residential zones, for each residential unit, one temporary window sign, not to exceed six square feet in area or 25 percent coverage of the window, whichever is greater, is permitted on each building frontage.
2. In non-residential zones, no more than 25 percent of the total window area on each frontage of a business or use may be utilized for the display of window signs.

### 17.55.130 Signs generally prohibited.

Any sign that meets the definition or description of any of the “signs generally prohibited” listed in this section is inconsistent with the purposes of this chapter and is prohibited in all zones, except as otherwise expressly provided in this chapter.

- A. Any sign type not expressly permitted under this chapter.
- B. Abandoned signs.
- C. A-frame signs, including sandwich boards.
- D. Commercial mascot signs.
- E. Flashing signs.
- F. Illegal signs.
- G. Inflatable signs.
- H. Mobile billboard signs.
- I. Moving signs.
- J. Off-site signs, including billboards.
- K. Pole signs.

## EXHIBIT A

- L. Portable signs.
- M. Roof signs.
- N. Any sign that is placed in or on any "City property" (which specifically includes any sign that is placed in or on any real property over which the City has a fee, easement, or possessory interest, as well as any public right-of-way; as well as any sign that is affixed to a structure, tree, fence, post, or utility pole located on City property).
- O. Signs attached to light standards (poles) or utility poles unless part of an approved uniform sign program or creative sign program.
- P. Signs affixed to a structure or property not owned by the person who is installing the signs, without the written consent of the owner of the structure or property.
- Q. Signs located in such a manner to constitute a potential traffic hazard or obstruct the view of any authorized traffic sign or signal device, or designed to resemble or conflict with any authorized traffic control sign.
- R. Signs emitting audible sounds, odors, vapors, or particulate matter.
- S. Unsafe signs.
- T. Signs that contain obscene matter as defined in California Penal Code Section 311.

### 17.55.140 Legal nonconforming signs.

- A. **Generally.** A legal nonconforming sign may not in any manner be structurally altered, enlarged, remodeled, or moved without complying in all respects with the provisions of this code; provided, however, nothing in this chapter prohibits the normal maintenance or repair of any legal nonconforming sign in accordance with Section 17.55.150.
- B. **Conditions for Continuance of a Legal Nonconforming Sign.** Any legal nonconforming sign is permitted to remain until such time as any one of the following occur:
  - 1. There is a change in use of the property that the sign is located on; or
  - 2. There are alterations or enlargements to the site or building on the property; or
  - 3. There is an expansion, movement, or modification of the sign (exclusive of sign face change).
  - 4. The sign is damaged or destroyed to the extent of 50 percent or more of the replacement cost of the sign before such damage or destruction.

At such time as any of the above-mentioned events occur, the sign must be brought into conformance with this code. Any business or use with a legal nonconforming sign is not entitled to an additional permanent sign unless the legal nonconforming sign is brought into compliance with this code.

- C. **Exceptions.** Notwithstanding the provisions set forth in subsection (B) above requiring the removal of a legal nonconforming sign, upon the submittal of a sign permit application for a new sign pursuant to Section 17.55.060 (Sign permit application and review procedures), the Director may grant a single two-year extension to the requirement for sign removal. The following will be considered in the review of an extension request:
  - 1. Whether a valid permit was issued by the city for the erection of the sign(s);

## EXHIBIT A

2. The age and condition of the sign;
  3. The costs, if any, incurred by the owner in installing and/or maintaining the sign, and the date(s) on which such costs were incurred.
- D. **Special Circumstances.** In accordance with California Business and Profession Code section 5499, no legal nonconforming sign will be required to be removed on the sole basis of its height or size, if special topographic circumstances would result in a material impairment of visibility of the sign or the owner's or user's ability to adequately and effectively continue to communicate to the public through the use of the sign.

### 17.55.150 Sign maintenance and removal.

- A. **Maintenance.** Signs must comply with the following maintenance requirements:
1. All permanent signs must be maintained in a safe structural condition in accordance with the Title 15 of this code.
  2. All signs must be maintained in compliance with all applicable laws, and in compliance with the terms and conditions of any applicable sign permit, uniform sign program, or creative sign program. The maintenance of signs includes the replacement of any defective parts, painting, repainting, cleaning, and any other work that may be necessary to maintain the sign and any landscape planter associated with the sign.
  3. All signs must be maintained at all times in a state of safe, good repair. Good sign maintenance includes periodic repairs to prevent sign deterioration such as fading paint, fading colors, and peeling letters.
- B. **Sign Removal.** When a sign is removed, all brackets, poles, and other structural elements that support the sign must also be removed. Affected surfaces must be restored to match the adjacent portion of the structure and, if applicable, the grounds of the premises must be repaired and restored to eliminate any visible damage resulting from the removal of the sign.
- C. **Sign Permit or Program Approval Not Required.** Any maintenance or removal of a sign in accordance with this section, and in accordance with the terms and conditions of any applicable sign permit, uniform sign program, or creative sign program, may be performed without obtaining a new or modified sign permit or sign program approval.

### 17.55.160 Enforcement.

- A. **Violations.** Any sign in a violation of this chapter is subject to enforcement in accordance with Chapter 1.16 (Violation of Code – Enforcement) of this code (particularly including the remedies identified in Section 1.16.010), as well as the enforcement actions set forth in Chapter 17.72 (Enforcement) of this code.
- B. **Director Authority.** The Director is authorized to enforce the requirements of this chapter consistent with the applicable provisions of this code.
- C. **Regulatory Interpretations.** All administrative interpretations and discretion under this chapter is to be exercised in a manner consistent with the applicable purposes stated in Section 17.55.010 (Purpose) and elsewhere in this chapter.
- D. **Removal Signs by City.** Any unsafe sign within the City or any sign in violation of this chapter that is located on property over which the City has a property interest, may be removed by the City without prior notice. For any unsafe sign that has been removed and stored by the City in



## EXHIBIT A

accordance with this section, the owner of the sign may submit a written request to the Director for release of the sign, accompanied by payment of any fines or enforcement costs imposed by the City in accordance with Chapter 1.16 (Violation of Code – Enforcement). If an unsafe sign remains unclaimed for a period of 30 days after notice of removal is sent to the permit holder or property owner, it will be deemed to be unclaimed personal property and may be disposed of in accordance with applicable law.