

Article 5. - Signs

Sec. 9-4.501. - Purpose.

- (a) The purpose of this chapter is to establish regulations to ensure the orderly display of signs as a city-wide information system, consistent with State and federal law. These regulations recognize the desire and need of each individual, business, firm or corporation to identify its place of residence, business or service, and realizing that the indiscriminate erection, location, illumination, coloring, size, and lack of proper maintenance of signs and advertising structures, constitutes a significant contributing factor detrimental to the wellbeing and continuing activity of a city's people and economy. Specifically, these regulations are intended to:
- (1) Attract and direct persons to various activities and locations for the purpose of providing for maximum public convenience and enhancement of economic value;
 - (2) Assure that all signs and advertising structures are designed, erected and maintained in a manner to enhance, rather than detract from, the ultimate design and appearance of the affected street or neighborhood, and do not impair the view of nearby or adjacent signs;
 - (3) Prohibit the installation and maintenance of signs or advertising structures that unduly distract motorists' attention from driving, and which detract from attention to traffic movement and to signs and signals promoting traffic safety;
 - (4) Prevent the installation and maintenance of signs or advertising structures that individually or collectively have an injurious effect on the morale of the people and the economic well-being of the City;
 - (5) Assure that size and location of signs and advertising structures do not constitute an obstacle to effective fire protection and fire fighting techniques; nor constitute a direct or potential danger to vehicular or pedestrian traffic, especially in the event of structural failure during the period of inclement weather and earthquakes or in the event of impaired vision due to improper size or location; and
 - (6) Otherwise protect the public health, safety, morale, and promote the public welfare.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.502. - Applicability.

The requirements and development standards in this chapter apply to all signs in all Zoning Districts, unless otherwise specified.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.503. - Design principles.

- (a) *Architectural compatibility.* A sign (including its supporting structure, if any) shall be designed as an integral design element of a building's architecture and architecturally compatible, including color and scale, with any building to which the sign is to be attached, and with surrounding structures. Signs that cover an entire window, architectural features, obliterates parts of upper floors of buildings, or is detrimental to visual order, are not be permitted.
- (b) *Consistency with area character.* A sign shall be consistent with distinct area or district characteristics and incorporate common design elements such as sign materials or themes. Where a sign is located within thirty (30) feet of a residential-zoned property, the sign shall be designed and located so it has little or no impact on adjacent residential neighborhoods.

- (c) *Legibility.* The proportion of the elements of the sign's message, including logos, letters, icons and other graphic images, shall be selected based on the anticipated distance and travel speed of the viewer. Colors chosen for the sign text and/or graphics shall have sufficient contrast with the sign background in order to be easily read during both day and night hours.
- (d) *Finish.* Signs shall have finished edges with a clean, smooth, consistent surface. Lettering on the sign is to be of complementary size, proportion and font and either carved, routed, painted or applied.
- (e) *Visibility.* A sign shall be conspicuous and readily distinguishable from its surroundings.
- (f) *Address.* The address of the location shall be visible at all times and shall be incorporated in a sign where appropriate.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.504. - Signs exempt from review.

- (a) The following signs are exempt from the permit requirements of this chapter, and they do not count toward the total sign area limit for a site, provided that they conform to the specified standards:
 - (1) *Civic signs.* Memorial and/or historical signs or tablets, names of buildings or date of building construction, when constructed of bronze or other incombustible materials or cut into any masonry surface and installed by a civic organization recognized by the City Council.
 - (2) *Change of business signs.* A temporary attachment or covering of wood, plastic, fabric or canvas over a permanent sign indicating a change of ownership or activity may be displayed no longer than thirty (30) days following the change of ownership or activity for which the sign is intended, or up to ninety (90) days following issuance of a building permit. The temporary sign shall be no larger than the previously permitted permanent sign.
 - (3) *Construction signs.* One sign, with a maximum sign area of thirty-two (32) square feet, per street frontage on real property where construction, structural alteration or repair is to take place, or is taking place, which contains information regarding the purpose for which the building is intended and the individuals connected with the project, including names of architects, engineers, contractors, developers, finances and tenants. Construction signs shall be removed upon final building inspection.
 - (4) *Equipment signs.* Signs, not more than four (4) square feet in area, incorporated into displays, machinery or equipment by a manufacturer, distributor or vendor and identifying or advertising only the product or service dispensed by the machine or equipment, such as signs customarily fixed to automated teller machines (ATMs), gasoline pumps, vending machines, menu boards, electrical cabinets, and umbrellas.
 - (5) *Flags.* Flags and insignia of any government.
 - (6) *Holiday and seasonal decoration.* Any decoration used to commemorate federal holidays, religious holidays and festivals, seasons of the year, or significant events occurring in the City of Coalinga. No permit is required for such decoration that is displayed up to a month before the event and up to ten (10) days after the event has occurred or concluded.
 - (7) *Information signs.* Non-advertising displays stating hours of operation, opened or closed, and commemorating legal holidays do not require a permit, as long as they do not exceed a total of four (4) square feet in area.
 - (8) *Name plates.* Name plates and occupational signs denoting only the name and occupation of any occupant in a commercial building or public institutional building, and not exceeding two (2) square feet in area.
 - (9) *Official government signs, plaques, and legal notices.* Official notices issued by a court, public body or office and posted in the performance of a public duty; notices posted by a utility or other

quasi-public agent in the performance of a public duty or by any person given due legal notice; historical markers erected by a governmental body; or other signs required or authorized by law.

- (10) *Off-site real estate directional signs.* One off-site sign not to exceed twenty (20) square feet, providing direction to real estate available for sale or lease, only with permission from the property owners of the site where the sign is placed is required.
- (11) *Panel signs for public, charitable, or religious institutions, provided said panel signs are located on the property to which such panels pertain, and do not exceed sixteen (16) square feet in total area per face nor more than ten (10) feet in height measured from the curb, and further provided said panels are located in such a manner as not to constitute a hazard to vehicular or pedestrian traffic.* These include changeable copy signs. Electronic panel boards that comply with the signage requirements of the zone in which they are located, and do not include animation, characters, flashing, or similar rapid movements, and which are programmed to change messages no more frequently than once every three (3) seconds shall be permitted.
- (12) *Parking and directional signs.* On-site parking and directional signs for public or private developments, denoting the entrance, exit, direction of traffic flow, and towing information not exceeding four (4) square feet in area per face, provided such signs are not prohibited or further regulated by other sections of this or any other ordinance of the City.
- (13) *Real estate signs.* Not more than one real estate sign with a maximum size of six (6) square feet and a maximum height of six (6) feet in Residential district and a maximum size of twelve (12) square feet and maximum height of eight (8) feet measured from the curb in all other districts, advertising property for sale, rent or lease, shall be allowed per street frontage of a parcel. Real estate signboards may be allowed at street corners one day before and on the day of an open house event, as long as a five (5) foot wide path of travel on the sidewalk is maintained.
- (14) *Residential identification signs.* Identification signs on single-family and multi-family homes, boarding or rooming houses or similar residential uses, not exceeding six (6) square feet in area, and that state the building or unit number.
- (15) *Security signs.* Signage outside a building indicating the presence of security systems are exempt from review, provided such signage is no more than two (2) square feet in size.
- (16) *Sponsorship signs.* One sponsorship sign noting businesses, which sponsor and contribute to the sports activities upon public premises, not to exceed thirty-six (36) square feet in area per site, shall be permitted for a period not to exceed ninety (90) days preceding the event. Such sign shall be removed within fifteen (15) days after the event.
- (17) *Warning signs.* Non-advertising warning signs or no trespassing signs on private property posted no closer than twenty-five (25) feet apart nor exceeding two (2) square feet in area per sign. Only the minimum required number of such Federal or State-mandated signs may be posted.
- (18) *Non-commercial signage.* Commercial signage is defined as any sign likely to be engaged in commerce and where the intended audience is commercial or actual or potential consumers, and where the content of the message is commercial in character. Non-commercial speech is allowed in any zoning district, and without review by the City, with the following restrictions:
 - a. A maximum size of thirty-two (32) square feet per sign;
 - b. Signs may not be placed on City owned property, within any City right-of-way, or on utility poles.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014; [Ord. No. 812](#), § 2, eff. 6-21-2018)

Sec. 9-4.505. - Prohibited signs.

(a) The following types of signs and devices are specifically prohibited:

- (1) *Animated, flashing or moving signs.* Signs that incorporate, in any manner, flashing, moving, rotating, pulsating or intermittent lighting, with the exception of changeable copy message center display signs, are prohibited, except as allowed elsewhere in this chapter. Any sign that, because of brilliant lighting, interferes with the enjoyment of surrounding residential property or interferes with traffic, vehicular or pedestrian, is prohibited.
- (2) *Balloons, banners, feather signs, flags, streamers, pennants and wind dancers.* Balloons, banners, feather signs, flags, pennants, valances, wind dancers, or any other advertising display or sign constructed of cloth, canvas, light fabric, paper, cardboard, wallboard or other light materials, are prohibited, except awnings or as allowed for Automobile/Vehicle Sales and Leasing establishments, under a Master Sign Program or in Section 9-4.510, Temporary Signs. American flags are exempt from this section.
- (3) *Billboards and off-site signs.* Any sign directing attention to a business, service, or product that is not conducted, sold, produced, or offered by any use on the same lot as the sign, or identifies by brand name a product which does not constitute one of the principal items for sale on the premises, are prohibited, unless otherwise provided by the California Outdoor Advertising Act (Business and Professions Code Sections 5200 - 5486. For a parcel that does not have public or right-of-way frontage, the property owner of such parcel may negotiate with the owner of an adjacent or nearby property that has right-of-way visibility, for one sign to be erected on the latter property that advertises the availability or business of the former property without public or right-of-way frontage. The maximum sign area allowed on the latter property must remain consistent with the maximum allowed in Table 4.6.
- (4) *Fence signs.* Signs attached or painted on fences or freestanding walls that are not part of a building are prohibited, except for residential identification and warning signs measuring no more than two (2) square feet per property, and the minimum number of required Federal or State-mandated warning signs.
- (5) *Portable signs.* Signs not permanently attached to, mounted upon or affixed to a building, structure or the ground, are prohibited, except as otherwise provided in this article.
- (6) *Posters.* Posters of a temporary nature that are tacked, painted, pasted or otherwise placed or affixed and made visible from a public way, on the walls of buildings, on barns, sheds, trees, fences, utility poles or other structures, sidewalks or patios, are prohibited, except as otherwise provided in this article.
- (7) *Roof signs.* Signs erected or painted upon, over or above the roof of a building or structure, or any sign affixed to the wall of a building so that it projects above the eave line of a roof, are prohibited except as allowed in this article.
- (8) *Other signs.* Signs that exhibit characteristics compromising general health, safety, and welfare or presenting visual and auditory nuisances as determined by the Community Development Director. Signs with the following characteristics and features are prohibited:
 - a. *Emissions.* Signs that produce noise in excess of forty (40) decibels are prohibited, excluding voice units at drive-through facilities, and signs that emit odor or visible smoke, vapor or particles.
 - b. *Obscenities.* Signs that depict, describe or relate to "specified anatomical areas" or "specified sexual activities" as defined in Section 9-5.102(b), Adult Oriented Businesses, are prohibited.
 - c. *Obstructions to exits.* Signs erected, constructed or maintained so as to obstruct any fire fighting equipment, fire escape, required exit or door opening intended as a means of egress, are not allowed, unless approved by the Fire Marshal.
 - d. *Obstructions to driver visibility.* Signs in corner clips and lines of sight, in accordance with the provisions of Section 9-4.214, Visibility at Driveways and Intersections, are prohibited.

- e. *Obstructions to ventilation.* Signs that interfere with any opening required for ventilation are prohibited.

Figure 4.11



- (9) *Signs creating traffic hazards.* Signs that simulate in color, size or design any traffic control sign, signal or device, or that make use of words, symbols or characters in a manner that interferes with, misleads or confuses pedestrian or vehicular traffic, are prohibited. No sign, light or advertising structure shall be located in such a manner as to constitute a hazard to pedestrian or vehicular traffic, or in such a manner as to obstruct free and clear vision, at any location where, by reason of the position, shape, color or movement may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. The Planning Commission shall have the determining authority whether a traffic hazard is created by a proposed sign.
- (10) *Sign twirlers.* Persons who apply an advertisement on his or her person, including holding, wearing, or applying a sign in any form on the human body, located within fifty (50) feet of any right-of-way, including persons spinning, dancing, and wearing costumes with signs, in order to attract attention, are prohibited. Sign twirlers are also known as sign spinners, sign walkers, sign wavers, or human billboards.
- (11) *Vehicle displays.* Vehicles with signs that cover more than five (5) percent of the vehicle surface area and parked in a conspicuous location, with the primary purpose of on-site or off-site advertising, are prohibited. This section does not apply to vehicles with signs advertising the vehicle for sale in locations where the sale of vehicles is permitted. All vehicles and bicycles utilized to tow signage and/or billboards for the sole purpose of advertising are not allowed. Vehicles used primarily for business operations such as delivery and shuttle services may display advertising on the vehicle related to the subject business.

([Ord. No. 776](#) , § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.506. - General standards.

- (a) This section establishes general physical standards and requirements. More detailed standards applicable to specific sign types (e.g. wall signs, awning signs) are in Section 9-4.509, Standards for Specific Types of Signs. In addition to these general standards, all signs shall conform to the specifications of the Sign Code, Section 8-6.01 of the Municipal Code.
- (1) *Maximum number of signs.* Any tenant that has only one building frontage shall be allowed a maximum of two (2) signs. At least one wall sign shall be permitted on any wall of a building which faces a public area, such as a street, mall plaza, or parking lot, or upon a private parking lot when such lot is built to the standards set forth in the Zoning Ordinance, clearly identifying the business name with minimal additional information. Window signage is not included under the maximum number of signs.
- (2) *Maximum allowable sign area.* All signs shall conform to the maximum area requirements specified in Table 4.6 and Section 9-4.509 of this article, unless a different limit is approved under a Master Sign Program or by the City Council. Window signage is not included under the

maximum allowable sign area, but must meet the standards under Section 9-4.509(e) of this article.

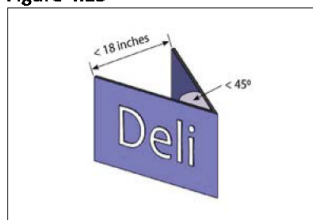
- (3) *Measuring sign area.* Sign area includes the entire face of a framed sign, but does not include the supporting structure. Individual letters attached to a building shall be measured by the area enclosed by drawing continuous line to form the smallest square or rectangle completely surrounding all words, emblems, logos, and surfaces of the sign.

Figure 4.12



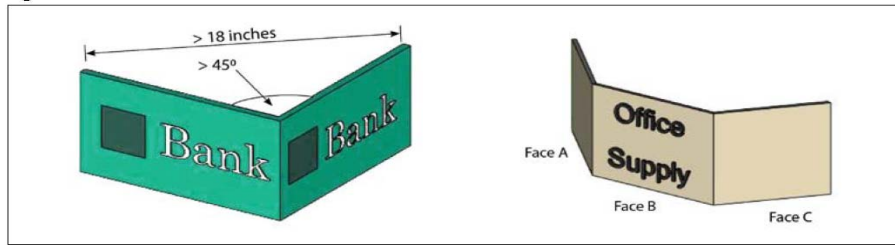
- a. *Double-faced signs.* For double-faced signs with less than eighteen (18) inches between faces, and less than a forty-five (45) degree interior angle between faces, only one side shall be counted as the total area. Where the faces are not equal in size, the larger sign face shall be used as the basis for calculating sign area.

Figure 4.13



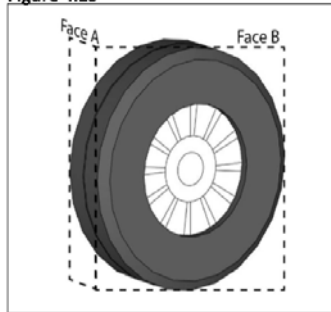
- b. *Multi-faced signs.* The sign area of signs with three (3) or more sign faces, or signs with two (2) sign faces with a distance eighteen (18) inches or more apart or that have an interior angle greater than forty-five (45) degrees, shall be calculated as the sum of all the sign faces.

Figure 4.14



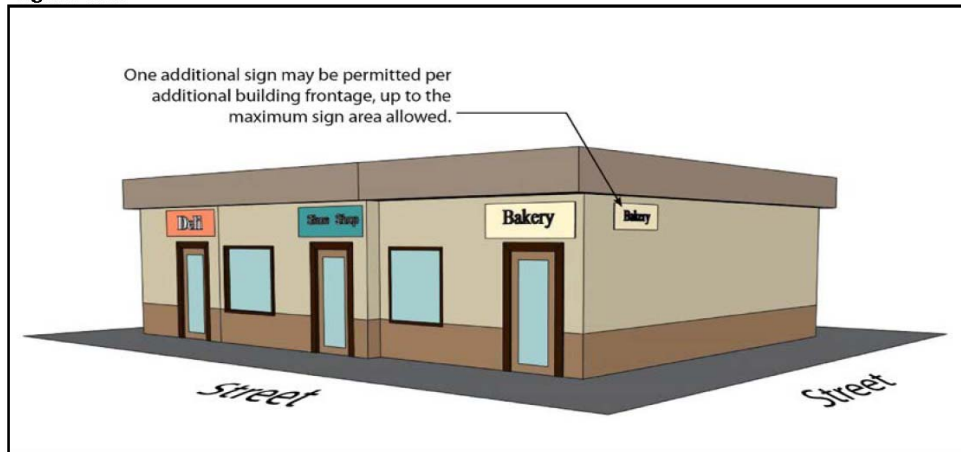
- c. *Three-dimensional signs.* Signs that consist of, or have attached to them, one or more three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area of the sum of two (2) adjacent sides or sign faces.

Figure 4.15



- (4) *Abandoned signs.* Any sign, including its supporting structure, which no longer identifies the current occupant after a lapse of thirty (30) days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located. When a wall sign is removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall. Any signs not removed or made blank within this time shall be removed pursuant to the removal procedures set forth in this chapter.
- (5) *Building frontage.* Building frontage refers to the external length of a building that is visible from the public right-of-way, and typically runs parallel to such right-of-way. A building's frontage is considered continuous if projections or recesses in a building wall do not exceed ten (10) feet in any direction.
- If two (2) or more businesses exist in a building, the building frontage of each business is determined by measuring up to the center of demising walls.
 - If a non-residential building has additional building frontages along additional public rights-of-way, one additional sign may be permitted per additional building frontage, up to the maximum sign area allowed per Table 4.6.
 - The maximum number of signs permitted shall be increased to one additional sign per building frontage.

Figure 4.16



- (6) *Changeable copy.* Changeable copy shall cover no more than forty (40) percent of the total sign area for manually changeable signs. For electronic message center signs with copy that can be changed or altered by electric, electro-mechanical, electronic, or any other artificial energy means, the changeable portion of the sign shall cover no more than twenty-five (25) percent of the total sign area. The following uses are exempt from this restriction: religious institutions and buildings, cinemas, government or civic signs, gas price signs at gas stations, indoor theaters, schools, and colleges.
- (7) *Clearance from utilities.* Signs and their supporting structures shall maintain clearance from and not interfere with electrical conductors, communications equipment or lines, surface and underground facilities and conduits for water, sewage, gas, electricity and communications equipment or lines. Signs shall not be placed in public utility easements unless express written permission from the affected public utility is obtained.
- (8) *Construction and maintenance.*
- Unless exempt, signs and supporting structures shall be installed in accordance with the California Building Code.
 - All signs, together with all supporting structures, shall be maintained in the following manner:
 - Signs shall be kept free of rust, dirt and chipped, cracked or peeling paint.
 - All hanging, dangling, torn or frayed parts of signs shall be promptly repaired, and graffiti and unauthorized attachments shall be removed.
 - Failed, damaged, or blinking illumination shall be promptly replaced.
 - Sign areas shall be kept free and clear of all noxious substances, rubbish and weeds.
 - Discolored or faded panels on plastic faces shall be restored to their original condition and color.
- (9) *Encroachment into public street or sidewalk.* Any sign projecting over a public street or sidewalk requires an encroachment agreement approved by the City Engineer. Projecting signs and pole signs are allowed a maximum encroachment of twelve (12) inches over a public sidewalk.
- (10) *Illumination.* Channel letters and neon signs are allowed. However, bare bulbs are prohibited. On signs with external illumination, lights shall be provided with proper reflectors to concentrate the illumination on the area of the sign to prevent glare on the street or adjacent properties. All sign illumination shall adhere to the performance standards for lighting and glare in Chapter 4, Article 4, Performance Standards.

- (11) *Materials.* Paper, cardboard and any other materials subject to rapid deterioration, as determined by the Community Development Director, shall be limited to signs displayed for no more than thirty (30) days.
- (12) *Substitution of sign message.* The owner of a permitted sign may substitute a noncommercial message for a commercial message or a commercial message for a noncommercial message.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.507. - Sign standards for residential districts.

- (a) The following signs are permitted in Residential districts:
 - (1) Nameplate no larger than two (2) square feet identifying the owner, occupant, address or approved home occupation.
 - (2) One identification sign no larger than twenty-four (24) square feet identifying a multi-family complex or institutional use.
 - (3) Permanent subdivision signs no larger than twenty-four (24) square feet at subdivision entrances.
 - (4) Temporary construction signs, banners and flags no larger than thirty-two (32) square feet, but only during periods of construction and initial property sales.
- (b) The following signs are not permitted in Residential districts:
 - (1) Marquee and Pole signs are not permitted in all Residential districts.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.508. - Sign standards for non-residential districts.

Signage in non-residential districts shall comply with the standards in Table 4.6. The maximum sign area allowed refers to the aggregate area of all types of signage on the applicable business or property. All properties in non-residential districts shall be allowed a minimum sign area of twenty (20) square feet.

Table 4.6: SIGN AREA AND SIGN STANDARDS FOR SPECIFIC SIGN TYPES AND ZONING DISTRICTS		
Zoning Districts (Frontage)	Maximum Sign Area Allowed	Permitted Sign Types (see Section 9-4.509, Standards for Specific Types of Signs)
Commercial and Industrial Districts		
CG (General Commercial) CR (Retail Centers) CS (Service Commercial)	1 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 200 sq. ft.	Awning/canopy Marquee Monument Pole Projecting Wall

		Window
MX (Mixed-Use)	1 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 200 sq. ft.	Awning/canopy Marquee Monument Projecting Wall Window
MB (Manufacturing Business)	1 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 300 sq. ft. maximum	Awning/canopy Marquee Monument Pole Projecting Wall Window
Agricultural and Open Space Districts		
AG (Agricultural) and OS (Open Space/Conservation)	0.5 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 100 sq. ft.	Monument Projecting Wall Window
Public Facilities and Recreation Districts		
PF (Public Facilities) and REC (Recreation)	1 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 200 sq. ft.	Monument Projecting Wall Window
Overlay Districts		
D (Downtown District Overlay)	0.5 sq. ft. per 1 linear ft. of building frontage, up to a maximum of 100 sq. ft.	Awning/canopy Marquee Projecting Wall Window
G (Gateway Overlay)	0.5 sq. ft. per 1 linear ft. of building frontage, up to a	Awning/canopy Marquee

	maximum of 100 sq. ft.	Monument Projecting Wall Window
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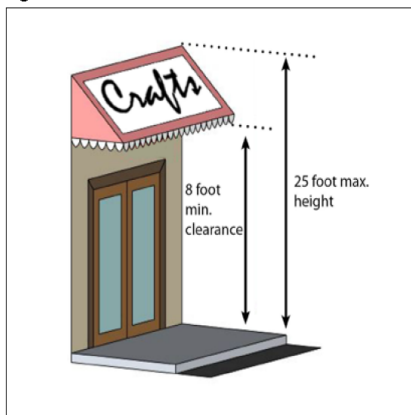
([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.509. - Standards for specific types of signs.

- (a) *Awning and canopy signs.* Signs painted on awnings, canopies, arcades, or similar attachments or structures are allowed. The sign area for awning and canopy signs is calculated as the area within a single continuous enclosure around only the copy area of the lettering or logo of the sign. Awning and canopy signs are also subject to the specific Zoning District standards and the following standards:

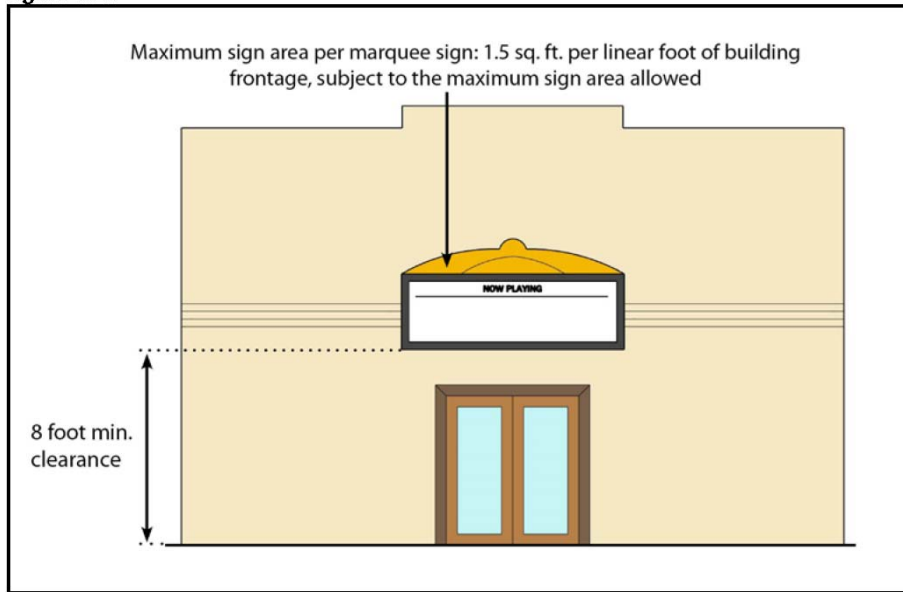
- (1) *Maximum sign area per awning or canopy sign:*
 - a. MX district and Downtown District Overlay: twenty-four (24) square feet.
 - b. CG, CR, CS, and MB districts: sixty (60) square feet.
- (2) *Sign clearance:* Minimum of eight (8) feet clearance for the entire awning or canopy, measured from the curb.
- (3) *Height limit:* Twenty-five (25) feet measured from the curb.

Figure 4.17



- (b) *Marquee signs.* A sign permanently affixed to a marquee is allowed in conjunction with theaters, museums, galleries, and similar uses. Marquee signs are considered separate from wall signs. Removable copy may be changed on the face of permitted marquee signs without securing a permit. Marquee signs are subject to the specific Zoning District standards and the following standards:
- (1) *Maximum Number of Signs:* One marquee sign per site.
 - (2) *Maximum Sign Area Per Sign:* One and one-half (1.5) square feet per linear foot of building frontage, subject to the maximum sign area allowed per Table 4.6.
 - (3) *Sign Clearance:* Minimum of eight (8) feet, measured from the curb.

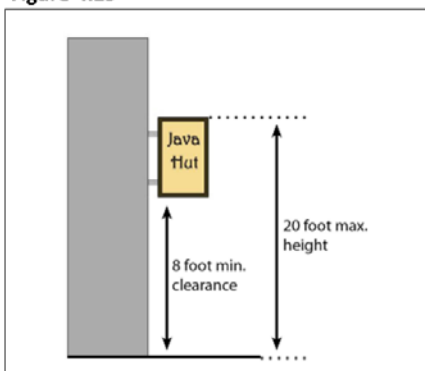
Figure 4.18



(c) **Projecting Signs** (also known as Blade Signs). Signs under canopies or covers in conjunction with pedestrian walkways, or signs projecting from the building wall are allowed, subject to the specific Zoning District standards and the following standards:

- (1) *Maximum Number of Signs:* One projecting sign per building or tenant space frontage plus one rear façade sign.
- (2) *Maximum Sign Area Per Sign:* Sixteen (16) square feet; except the maximum sign area per sign is eight (8) square feet when the sign is located under a canopy or awning.
- (3) *Sign Clearance:* Minimum of eight (8) feet.
- (4) *Height:* A projecting sign shall be erected in such a manner as not to create a traffic hazard to vehicles or pedestrians. Projecting signs shall not extend higher than twenty (20) feet measured from the curb, or above an eave or roof, whichever is lower.
- (5) *Projection:* A projecting sign cannot extend more than three (3) feet from the building to which it is attached.

Figure 4.19

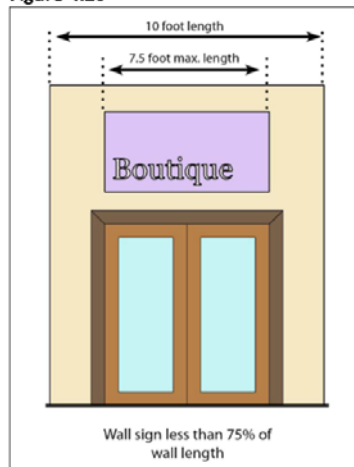


(d) **Wall signs.** Wall signs include any sign attached to, erected against or painted upon the wall of a building or structure, the face of which is in a single plane parallel to the plane of the wall. Wall signs also include signs on affixed to any type of roof. No wall sign may cover wholly or partially any

required wall opening. Wall signs are also subject to the specific Zoning District standards and the following standards:

- (1) *Maximum Number of Signs:* One wall sign per building or tenant space frontage plus one rear façade sign.
- (2) *Maximum Sign Area Per Sign:* 100 square feet or fifteen (15) percent of the building façade, whichever is less.
- (3) *Height:* Wall signs shall not be mounted or placed higher than the second story and shall not extend higher than the building wall upon which they are attached.
- (4) *Length:* Wall signs shall not occupy more than seventy-five (75) percent of the length of the wall or tenant space to which the sign is attached.
- (5) *Projection:* Wall signs cannot extend more than twelve (12) inches beyond the face of the wall to which they are attached.
- (6) *Design:* Wall signs shall be oriented to achieve balance composition and harmony with other architectural elements of a building facade.

Figure 4.20



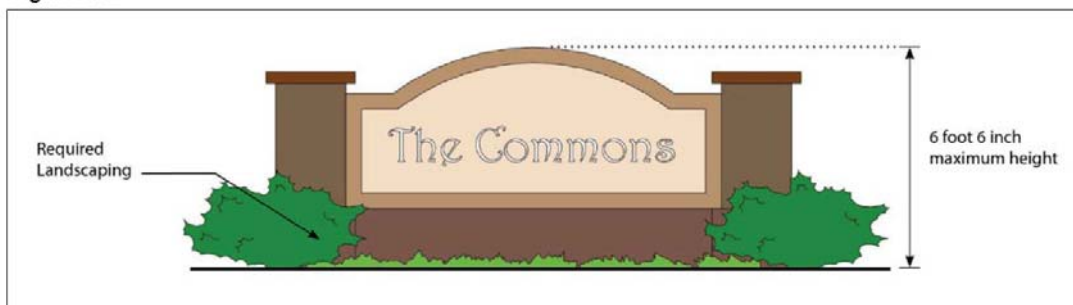
- (e) *Window Signs.* Window signs painted or otherwise adhered directly onto a window are subject to the specific Zoning District standards and the following standards:
- (1) *Coverage:* Window signs shall cover no more than fifty (50) percent of the total glass window area along each building frontage.
 - (2) *Height:* Window signs shall not be mounted or placed on windows higher than the second story.
 - (3) *Contents:* Window signs include text indicating hours of operation, address information, advertisements for any purpose, and environmental graphics.

Figure 4.21



- (f) *Monument and panel signs.* Freestanding signs erected on the ground, or on a monument base designed as an architectural unit, are allowed subject to the specific Zoning District standards and the following standards:
- (1) *Maximum number of signs:* One monument sign or panel sign per site. Drive-through facilities are allowed up to two (2) illuminated menu boards not exceeding twenty-four (24) square feet in area and six (6) feet in height. Menu boards shall not count towards the number of signs allowed per Section 9-4.506(a)(1) of this article.
 - (2) *Maximum sign area per sign:* Sixty (60) square feet.
 - (3) *Height:* A maximum of six (6) feet and six (6) inches measured from the curb for both monument and panel signs. Panel signs showing business names on a property with multiple businesses shall be a maximum of twelve (12) feet measured from the curb.
 - (4) *Setbacks:* Monument signs shall be set back a minimum of five (5) feet from the property line.
 - (5) *Landscaping:* Landscaping is highly encouraged for panel signs and is required for monument signs. All monument signs with surrounding landscaping at the base shall require automatic irrigation equivalent to two (2) times the area of the sign copy.

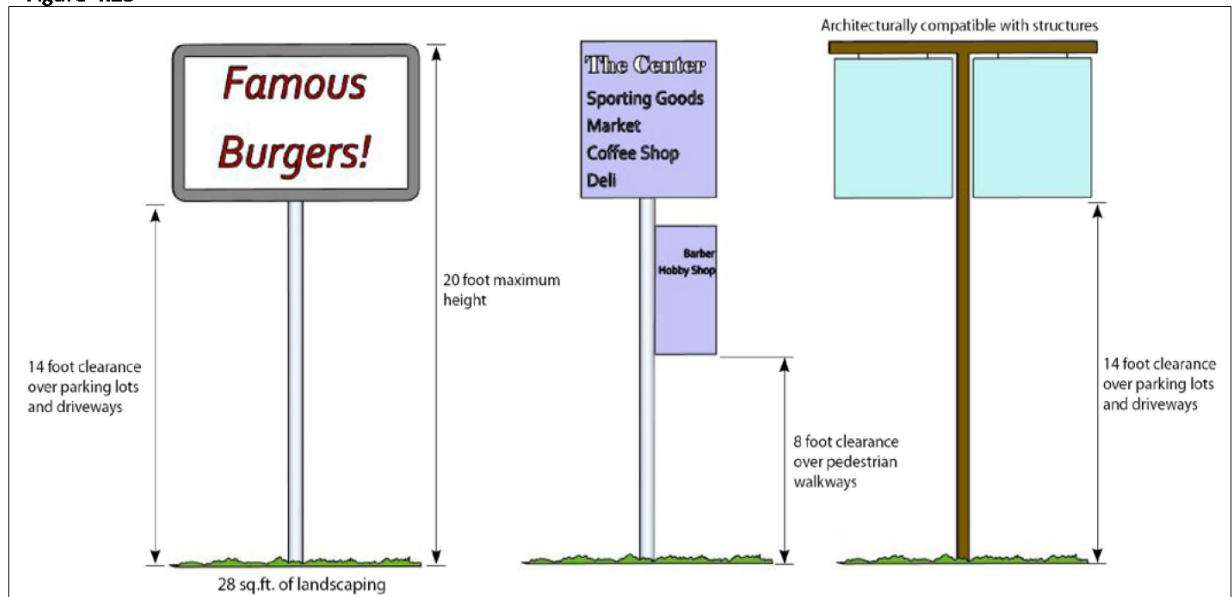
Figure 4.22



- (g) *Pole signs.* Pole signs are allowed subject to the specific Zoning District standards and the following standards, whichever is more restrictive:
- (1) *Maximum number of signs:* One pole sign per site.
 - (2) *Maximum sign area per sign:* Sixty (60) square feet, inclusive of all businesses advertised.

- (3) *Architectural treatment:* Pole signs shall be architecturally compatible in style, finish and color with the adjacent building or development. Structural supports, poles, angle bars, iron pipes, I-beams or similar structural members shall be architecturally encased with finished metal cladding, stucco, or similar material, subject to approval by the Community Development Director as to proportion and architectural compatibility.
- (4) *Landscaping.* Pole signs shall be placed within a landscaped planter with at least twenty-eight (28) square feet of planting area. As a condition of any permit for a pole sign, additional landscaping of the property may be required where needed to better integrate sign appearance with the site through scale and softening effects.
- (5) *Height.* A maximum of twenty (20) feet, with a minimum clearance of fourteen (14) feet over parking lots and driveways, and eight (8) feet over pedestrian walkways.
- (6) *Projection.* Pole signs shall not project beyond the property line.

Figure 4.23



(i) *Other sign types.*

- (1) *Center identification signs.* Center identification signs are permitted in the R, CG, CR, CS, and MB districts, subject to the following limitations:
 - a. *Identifiable area.* The facility being used shall fulfill the definition of an identifiable area.
 - b. *Area not counted.* The area of this sign shall not count towards the permissible sign area of the individual lot.
 - c. *Non-Residential Districts.* The maximum sign area in the CG, CR, CS, and MB districts may be no more than one foot for each linear foot of street frontage in Commercial districts, but in no case shall the total sign area exceed two hundred (200) square feet. If more than one entrance to the lot exists, the maximum sign area permitted may be divided among the number of entryways and signs requested.
 - d. *Residential Districts and Subdivisions.* For subdivisions and other single-family area entry signs, the maximum sign area permitted is twenty (20) square feet per entryway. Signs shall be mounted on a fence, wall or other similar entry feature.
 - e. *Sign base.* The sign base is to be located within a planter box or planting area, the design and location of which is to be approved by the Community Development Director.

- (2) *A-Frame/sandwich board signs.* Temporary, portable A-frame or sandwich board signs are permitted in the CG, CR, and MX Zoning Districts, subject to the following limitations:
- Area not counted.* The area of the sign shall not count towards the permissible sign area of the individual lot.
 - Maximum number of signs.* One A-frame/sandwich board sign per tenant space.
 - Maximum sign area.* The total sign area may be no more than twelve (12) square feet, with a maximum of six (6) square feet per side.
 - Location.* Such sign may encroach into the right-of-way up to two (2) feet from the property line as long as once the sign is in place, there remains a six (6) foot wide walkable area.
 - Removal.* Such sign is to be removed during non-operational hours.
- (3) *Gas station signs.*
- Fuel pump signs. Signs which advertise the prices, gasoline or fuel types, and terms of sale are exempt from regulation if permanently affixed to, and below the highest point or surface of the motor vehicle pump.
 - Fuel price sign. The portion of any sign structure devoted exclusively to display of motor vehicle fuel price information required or permitted by Division 5, Chapter 14, Article 12 of the California Business and Professions Code (Section 13530, et seq.).
 - No person shall sell at retail any motor vehicle fuel unless there are at all times displayed on the premises so as to be read by passing motorists, such signs advertising the prices and types of gasoline, and the terms of sales thereof, as may be required by state law.
 - It is unlawful for any person to display any motor vehicle fuel price sign other than the minimum number of such signs specifically required to comply with state law.
 - Fuel price sign standards. Motor vehicle fuel price signs shall not exceed thirty (30) square feet in area and ten (10) feet in width. Such signs may be arranged in two (2) sections, so long as such sections are permanently affixed to the same structure no more than ten (10) feet from each other, provided that their total area does not exceed thirty (30) square feet, and provided that the total width of such sections does not exceed ten (10) feet. The highest part of any motor vehicle fuel price sign shall extend no more than ten (10) feet in height, measured from curb grade. Both sides of such signs may be used for display of required fuel price information. Repetitive information shall not be permitted on any single side of a fuel price sign. The maximum area and height limits contained herein may be exceeded only to the extent necessary to comply with state law.
 - The area of motor vehicle fuel price signs shall not be included in calculating the maximum area allowed for business identification signs. However, if fuel prices and business identification are combined on a ground sign structure, the following setback regulations shall apply in lieu of other setback provisions.

If the combined area of all sign faces is:	The minimum setback distance behind the public right-of-way is:
0—50 sq. ft.	1 ft.
51—60 sq. ft.	10 ft.
61—80 sq. ft.	15 ft.

- g. No person shall erect, maintain, alter, relocate, change or otherwise modify any motor vehicle fuel price sign, except to substitute different words and/or numbers thereon, or to add or delete signs denoting different services or products, when required or permitted to do so by state law, unless a sign approval first has been issued by the director of community development. Any fuel price sign modification which itself does not require a separate sign approval shall comply in all material respects with the terms of any existing sign approval or land use approval governing the sign.
- (4) Nothing contained herein shall be construed so as to repeal or amend otherwise applicable regulations imposed by this code concerning the number, placement, location, design, materials or other characteristics of signs, to the extent that such regulations are consistent with state law.
- (5) Violations of the terms of this section or the terms of state law, shall be punishable as provided in Business and Professions Code Section 13531.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.510. - Temporary signs.

- (a) The following types of temporary signs are permitted without a permit in accordance with the following standards.
 - (1) *Inflatable signs, balloons, banners, feather signs, flags, pennants, streamers and wind dancers.* Inflatable signs, balloons, banners, feather signs, flags, pennants, streamers and wind dancers are permitted only for specific events and standards stated below:
 - a. Seven (7) days before business openings, change of ownership, and special business promotions and sales, and one day after the event has concluded. Temporary signage for such events shall be allowed for only a total of ninety (90) aggregate days out of a calendar year.
 - b. Ten (10) days before and five (5) days after a federally recognized holiday.
 - c. Thirty (30) days before and five (5) days after any recognized community-wide civic events, as determined by the City Council.
 - d. A combination of up to three (3) types of said signs may be used during the event. No inflatable signs, balloons, banners, feather signs, flags, pennants, streamers, or any other advertising devices may be mounted on or above roofs or extend above a parapet wall or ridge line of a structure.
- (b) *Subdivision signs.* Signs advertising a subdivision being developed in the City are subject to the following requirements:
 - (1) *On-site signs.* One sign per street frontage with a maximum of two (2) temporary real estate subdivision signs may be permitted on the subdivision site in accordance with the following:
 - a. *Maximum sign area.* The maximum sign area may be no more than 100 square feet.
 - b. *Height.* A maximum of ten (10) feet measured from the curb.
 - c. *Duration.* Subdivision signs shall be removed twenty-four (24) months from the date the permit for same is issued, or when the last lot of the subdivision has been sold for the first time, whichever comes first.
 - d. *Letter of agreement.* A Letter of Agreement from the property owners giving the City right of entry to remove signs in the event the above stipulations are not complied with shall be submitted to the Community Development Director prior to the issuance of a Sign Permit. If at any time the property on which the signs are located is sold, the signs shall be removed

or a new Letter of Agreement shall be submitted from the buyer to permit the sign to remain and granting the City right to enter the property and remove the sign.

- (2) *Off-site signs.* Up to three (3) off-site directional real estate subdivision signs directing traffic to open houses and subdivisions involved in real estate sales may be permitted in any zone, provided that:
 - a. *Maximum sign area.* The maximum sign area may be no more than thirty-two (32) square feet.
 - b. *Height.* A maximum of twelve (12) feet measured from the curb.
 - c. *Duration.* Said signs and advertising structures shall be removed twenty-four (24) months from the date the permit for same is issued, or when the subdivision is completely sold out, whichever comes first.
 - d. *Consent of landowner.* A completed application form, including a notarized affidavit signed by each property owner of each site.
 - e. *Location.* No more than one temporary off-site directional sign shall be allowed per site.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014; [Ord. No. 812](#), § 1, eff. 6-21-2018)

Sec. 9-4.511. - Permit requirements and review process.

- (a) *Authority.* The Planning Commission shall review and approve any Master Sign Program. The Community Development Director, or his or her designee, shall review and approve all other signs as specified in this article. If there is a conflict with local, State and Federal regulations, the more restrictive regulations shall govern.
- (b) *Applicability.* Except for certain signs exempted in compliance with Section 9-4.504, Signs Exempt from Review, no sign shall be erected, re-erected, constructed or altered (including change of copy or face change) unless approval has been issued by the Community Development Director or Planning Commission, and a Building Permit issued by the Community Development Department.
- (c) *Applications for filing, processing and review.*
 - (1) *Applicant.* Sign owners or their designees shall apply for either Major or Minor Sign Permits, and Building Permits if required.
 - a. Major Sign Permits are required only for Master Sign Programs.
 - b. Minor Sign Permits are required for all other sign applications. One sign permit shall include the review of up to three (3) new signs or modifications of existing signs per business.
 - c. Major and Minor Sign Permits are typically submitted and processed separately from other applications. However, if complete application materials are submitted for Sign Permits concurrently with another application, such as a Site Plan Review or Conditional Use Permit, the Major or Minor Sign Permits shall be reviewed concurrently with those applications and the Sign Permit fee shall be waived.
 - (2) *Filing and filing fee.* Application for sign permits shall utilize forms furnished by the Community Development Department and accompanied by the required fee and required drawings as listed on the forms, to adequately show the location, construction and design, colors, materials, lighting, electrical elements, and advertising copy, of the sign, in accordance with applicable requirements of this article.
 - (3) *Compliance with standards.*
 - a. Upon acceptance of a sign application, the Community Development Director, shall review the application request for compliance with the locational and operational standards

identified in this chapter, as well as the Design Principles laid out in Section 9-4.503 of this article, and with any standards established in a Master Sign Program pursuant to Section 9-4.512, Master Sign Program.

- b. The Community Development Director shall make a decision on Minor Sign Permit applications. The decision letter shall clearly state any conditions of approval or reasons for disapproval and applicable appeal provisions. For Major Sign Permits, the Community Development Director shall make a recommendation to the Planning Commission for their decision at a public hearing.
 - c. All signs erected in the City, including their electrical wiring and components, are subject to inspection by the Chief Building Official to ensure compliance with City laws and ordinances, and the provisions of this chapter.
- (4) *Appeals.* Decisions by the Community Development Director may be appealed subject to the provisions of Chapter 6, Code Administration.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.512. - Master sign program.

- (a) *Purpose.* The purpose of a Master Sign Program is to provide a method for an applicant to integrate the design and placement of signs within a project with the overall development design to achieve a more unified appearance.
- (b) *Applicability.* A Master Sign Program may be processed for any development. However, a Master Sign Program is required whenever any of the following circumstances exists:
 - (1) New commercial or industrial developments of three (3) or more separate tenants that share either the same parcel or structure and use common access and parking facilities (e.g., shopping centers, malls, office complexes and industrial parks);
 - (2) New multi-family residential developments of twenty (20) or more units; or
 - (3) Whenever five (5) or more signs are proposed for a building or site with one or two (2) tenants.
- (c) *Application.* Master Sign Program applications shall contain all written and graphic information needed to fully describe the proposed sign program, including the proposed location and dimension of each sign, as well as proposed color schemes, font types, materials, methods of attachment or support, and methods of illumination. A Master Sign Program application shall also include calculation of total allowed sign area, and total proposed sign area, for the site.
- (d) *Allowable modifications.* A Master Sign Program shall adhere to the standards of this chapter, and may provide additional design principles and standards to unify the visual appearance of a development.
- (e) *Review authority.* All Master Sign Programs are subject to review and approval of the Planning Commission for the project with which the signs are associated. See Section 9-4.511 for application procedures.
- (f) *Required findings.* In order to approve a Master Sign Program, the decision making body shall find that all of the following are met, in addition to other applicable regulations in this section:
 - (1) The proposed signs are compatible in style and character with any building to which the signs are to be attached, any surrounding structures and any adjoining signage on the site;
 - (2) Future tenants will be provided with adequate opportunities to construct, erect or maintain a sign for identification; and
 - (3) Directional signage and building addressing is adequate for pedestrian and vehicular circulation and emergency vehicle access.

- (g) *Lessees to be informed of master sign program.* Lessees within developments subject to the requirements of an approved Master Sign Program shall be made aware of the Master Sign Program in their lease.
- (h) *Revisions to master sign programs.* Revisions to an approved Master Sign Program shall be approved by the Community Development Director.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.513. - Nonconforming signs.

- (a) A legal nonconforming sign is a sign that was lawfully in existence and in use within the City before the effective date of this section, but does not conform to the provisions of this section.
- (b) All legal nonconforming signs are permitted to remain unless they are subject to a permit condition or development agreement providing for their removal after a fixed period of time.
- (c) Any changes to legal nonconforming signs or their structures in terms of location, orientation, size, or height other than routine maintenance and repair or change of sign copy shall require that all signs and their structures on the property, business, and/or development be brought into conformance with this chapter.
- (d) A legal nonconforming sign loses its legal nonconforming status when the activity, product, business, service, or other use which was previously being advertised, has ceased or vacated the premises for three hundred sixty (360) days or more.
- (e) Any nonconforming sign that loses its legal nonconforming status shall be brought into compliance with this chapter or shall be removed by the property owner within ninety (90) days of losing its legal nonconforming status.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)

Sec. 9-4.514. - Abatement and removal of illegal signs.

- (a) *Authority to abate.* The City has the authority to abate illegal and abandoned signs. Abatement of identified illegal or abandoned signs shall commence within eight (8) months of the adoption of this chapter and shall be ongoing thereafter.
- (b) *Illegal signs in the public right-of-way.* Illegal signs posted in the public right-of-way or upon public property may be removed by the Community Development Director or officer without notice or hearing. Signs shall be retained by the City for a period of not less than thirty (30) days if identifiable. Thereafter, any unclaimed signs may be discarded.
- (c) *Recovery of costs.* When the City is required to remove illegal or abandoned signs in compliance with this chapter, the reasonable cost of the removal may be assessed against the owner of the sign(s).
- (d) *Sign removal.*
 - (1) Any sign, including its supporting structure, which no longer identifies the current occupant or products currently sold, or which otherwise fails to serve its original purpose, or is not maintained in a safe, presentable, and good condition, including the replacement of defective parts, painting, repainting, and cleaning, shall be removed by the owner of the property within thirty (30) calendar days after written notice to do so from the Community Development Department.
 - (2) Any sign which the Community Development Department establishes as unsafe or unsecure shall be corrected or removed, together with all supporting structures, by the owner of the property upon which the sign is located within thirty (30) days after written notice by the

Community Development Department. Such notice shall state the location of the sign, the nature of the violation, and/or the manner in which the sign constitutes a public nuisance. The notice also shall require the removal or other abatement of the sign before the date specified in the notice. Further, the notice shall state that failure to comply may result in the removal of the sign by the City and that the cost of such removal may be imposed on the owner of the property. The notice shall also include instructions for the filing of an appeal of the determination of the Community Development Director that the sign is in violation of this chapter or constitutes a public nuisance. Such notice shall be served by posting on the property on which the sign is located and by registered or certified mail delivery, postage prepaid to the owner of the property, and, if known, the owner of the sign.

- (3) After the periods specified in paragraphs (1) and (2) above, the Community Development Department may cause such sign to be removed, and the cost of such removal shall become a lien against the property.
- (4) If a hazardous condition exists, the condition shall be corrected forthwith upon notice by the Community Development Department.
- (5) If an appeal is received prior to the date specified in the notice, abatement proceedings shall be suspended, and any deadlines shall be suspended, pending the outcome of such appeal.

([Ord. No. 776](#), § 1(Exh. A), eff. 9-5-2014)