

Chapter 11.5.09 SIGN REGULATIONS

11.5.09.001 Purpose.

The purpose of this ordinance is to promote the public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements to:

- A. Encourage communications which aid in the identification of businesses and activities.
- B. Preserve and enhance the unique character of the City of La Cañada Flintridge.
- C. Restrict signs that overload the public's capacity to receive information.
- D. Enhance traffic safety in the community by minimizing signage information to ensure that signage does not distract motorists, or obstruct or otherwise impede traffic circulation.
- E. Improve the visual qualities of the City by encouraging aesthetic, creative and innovative approaches to signage within the community that are of high quality design and character, and contribute to the overall appearance of the community.
- F. Limit the proliferation of temporary signs.
- G. Enhance the overall property values in the City by limiting visual clutter.
- H. Safeguard and protect the public health, safety, and welfare through appropriate prohibitions, regulations, and controls on the design, location, and maintenance of signage.
- I. Balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages.
- J. Provide clear and unambiguous sign standards that enable fair and consistent enforcement.

11.5.09.002 Applicability.

- A. The provisions of this chapter apply to any sign on private property that is visible from the public right of way or from another property that is erected, altered, or maintained after the effective date of this Ordinance.
- B. This chapter shall not apply to any sign, posting, notice or similar signs placed, installed or required by law by the City, County, or a Federal or State governmental agency.
- C. New zoning districts created after the enactment of this chapter. If a new zoning designation is created, the most restrictive sign code provisions for that zoning category shall apply unless and until this ordinance is revised to address the new zoning designation's sign regulations. Thus, by way of example, if the property has a commercial zoning designation, the most restrictive sign restrictions for commercial property shall apply.

11.5.09.003 Interpretation; Substitution Clause; Implementing Guidelines; Severability.

A. This chapter is not intended to restrict noncommercial speech on the basis of its content, viewpoint, or message. To the extent any provision of this chapter is ambiguous, the term shall be interpreted not to regulate on the basis of the noncommercial content of the message.

B. Where a particular type of sign is proposed, and the type is not expressly allowed, restricted, or prohibited by this chapter, the review authority shall approve, conditionally approve, or deny the application based on the most similar sign type that is expressly regulated by this chapter.

C. In the event of any conflict between this chapter and any law, rule, or regulation of the State of California, the requirement that establishes the higher standard of safety shall govern.

D. The provisions of this chapter shall not require alteration of the display of any registered mark, or any trademark, service mark, trade name, or corporate name that may be associated with or incorporated into a registered mark, where such alteration would require the registered mark to be displayed in a manner differing from the mark as exhibited in the certificate of registration issued by the United States Patent and Trademark Office. It is the responsibility of the applicant to establish that a proposed sign includes a registered mark.

E. No part of this chapter shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, subject to a Zoning Clearance to ensure that the sign otherwise complies with the provisions of this chapter and any applicable technical code.

F. The Planning Commission may, following input and recommendation from the Design Commission, adopt guidelines consistent with this chapter to assist the City and sign permit applicants in the implementation of these provisions. The City Council has the ultimate authority to amend or repeal the guidelines, and to provide direction to the Design Commission and Planning Commission thereon.

G. If any provision of this chapter becomes illegal, invalid, or unenforceable, the legality, validity, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

11.5.09.004 Prohibited Signs.

The following signs and/or sign structures are prohibited:

- A. Abandoned signs.
- B. Any sign that advertises illegal activity.
- C. Balloons or other inflatable, wind-activated, or spinning devices.

- D. Beacon lighting.
- E. Billboards.
- F. Bus bench signs, except as may be provided pursuant to City Council policy.
- G. Commercial advertising statuary or holograms.
- H. Feather signs.
- I. Freestanding banners.
- J. Human signs that may, or are intended to, attract the attention of motorists to a particular business or location.
- K. Inflatable signs.
- L. Interactive signs.
- M. Mechanical movement, animated, moving, or flashing signs, or any sign that scintillates, blinks, or flashes. Any such signs shall be deactivated or brought into compliance with this chapter within 60 days of the effective date of this chapter, without compensation.
- N. Message center signs, except as provided for in Section 11.5.09.007.F.
- O. Mobile billboards.
- P. Murals.
- Q. Obscene signs.
- R. Paper product signs or signs made of materials that are impermanent and will not stand exposure to the weather used in exterior locations.
- S. Pennants, bunting, strings of pennants, flags or streamers, except where specifically permitted under a Temporary Use Permit.
- T. Pole signs.
- U. Portable, folding, or A-frame signs, except as permitted by Section 11.5.09.007.I.
- V. Programmable electronic signs, except as provided for in Section 11.5.09.007.____.
- W. Roof signs including signs on mansard roofs, and similar architectural roof-like elements.
- X. Signs erected without the permission of the property owner.
- Y. Signs on hillsides. Signs of any kind, including those created by the arrangement of vegetation, rocks, or other objects on a hillside, which are visible from a public right-of-way or a neighboring property.
- Z. Signs or sign structures which by color, wording, or location, resemble or conflict with traffic control signs or devices.

- AA. Signs which obstruct vehicular views of pedestrians or other vehicles or pedestrian views of vehicles, so as to affect the safety of the public.
- BB. Snipe signs
- CC. Three-dimensional signs.
- DD. Signs emitting audible sounds, odors, or visible matter.
- EE. Signs that are oriented towards, and visible from, the freeway.

11.5.09.005 Exempt Signs.

The following signs may be placed without a permit, provided they comply with the development standards for such signs.

- A. Location identification signs no larger than 4 square feet.
- B. Business information signs. Such signs will not exceed an aggregate 6 square feet in sign area per business. Such signs will not have moving parts, flash, or make noise.
- C. Flags, where in compliance with Section 11.5.09.007.D.
- D. Festive displays and lights, which shall not be displayed annually for more than a total of 120 days.
- E. Residential signs of no more than two square feet in area (e.g., beware of dog, keep off grass, private property, etc.). No more than 4 of these signs shall be allowed per residential parcel.
- F. On-site directional signs, permanent or temporary. No sign shall exceed 4 square feet of sign area, and shall not exceed a height of 3 feet, as measured vertically from the highest grade where the sign is anchored to the top of the sign. A maximum of two on-site directional signs are permitted per parcel.
- G. Signs that constitute an integral part of a permitted vending machine or similar facility.
- H. Temporary signs, provided they conform to Sections 11.5.09.006.A.2, 11.5.09.006.B.2 and 11.5.09.006.C2.
- I. Vehicle signs, provided such signs do not project or deviate above or from the vehicle profile. Refer also to Section 11.5.09.014 (Mobile Billboards).
- J. Plaques and tablets made of aluminum, bronze, or other permanent type of material. Signs shall be wall mounted only, shall not exceed two square feet in area, and shall not be illuminated. Examples include, but are not limited to, monument citations and commemorative tablets.
- K. Window signs (permanent) are not to be counted as part of overall sign area, provided that the lettering on such signs does not exceed 6 inches in height and that no portion of the window signs be at an elevation higher than 4 feet above the adjacent grade. Window signs shall have a maximum coverage of 25% of the surface of each window.

L. The following sign activities, subject to any applicable Zoning Clearance, building/electrical permits.

1. The normal maintenance of a sign, including cleaning, repainting, or repairing, except when prohibited for a nonconforming sign.
2. A change in copy or sign face in the same style and color scheme as the existing sign.
3. Changes to the copy of a changeable copy sign.
4. Signs that have completed a Zoning Clearance by the Director and are installed in compliance with an approved Sign Program.

11.5.09.006 Regulations For All Signs

The standards in this section apply to all permanent and temporary on-premises signs, except those exempt signs identified within Section 11.5.09.005.

A. Signs allowed in residential zones and in residential portions of mixed use zones.

1. Permanent Signs.

Permanent signs in residential zones and in residential portions of mixed use zones are allowed in compliance with the standards established in Table 11.5.09-1. The signs listed in Table 11.5.09-1 are allowed in any number or combination, unless otherwise noted in this section, provided the following:

- a. Signs associated with a legally permitted commercial use shall comply with Section 11.5.09.006.B.
- b. Signs associated with a public or institutional use shall comply with Section 11.5.09.006.C.
- c. All address numbers and lettering must use numerals (1, 2, 3, etc.) and Latin alphabet lettering (a, b, c. etc.). so as to make the business and location easy to identify in an emergency. This requirement is not intended to preclude use of any other alphabet or numbering on permanent signs.
- d. Text shall be clearly legible from the opposite side of an adjacent street, and letter height shall be no less than 6”.

Table 11.5.09-1: Permanent Sign Standards for All Residential Zones and Residential Uses within Mixed Use Zones					
Sign Type	Maximum Number ¹	Maximum Sign Area	Maximum Height	Lighting Allowed?	Additional Requirements
Flag	2 per flagpole, 1 flagpole per parcel	35 sf per flag	Limited to the zone's allowable primary building height	External	§11.5.09.007.D
Monument Sign	1 per street frontage ²	24 sf	5 feet	Limited, external, down-directed	§11.5.09.007.F
Wall Sign	1 per building frontage ²	24 sf	Not displayed above the second story	Limited, external, down-directed	§11.5.09.007.M
<p>¹ Additional signs may be allowed if approved with a Sign Program.</p> <p>² Allowed for signs identifying a multi-family building or complex by name and/or address. Only one 24 square foot sign is allowed per street frontage, which may be either a wall, monument, or pole sign.</p>					

2. Temporary signs.

Temporary signs in residential zones and in residential portions of mixed use zones are allowed as provided in Table 11.5.09-2. Only one temporary sign is allowed at any one time.

Table 11.5.09-2: Temporary Sign Standards for Residential Zones and Residential Uses within Mixed Use Zones				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Requirements
Yard Sign	1 per street frontage	12 sf (lots < 1 acre) 32 sf (lots ≥ 1 acre)	6 feet (lots < 1 acre) 8 feet (lots ≥ 1 acre)	§11.5.09.007.O

B. Sign allowed in commercial zones and for commercial uses within mixed use zones.

1. Permanent Signs.

Permanent signs in commercial/mixed use zones are allowed in compliance with the standards established in Table 11.5.09-3. The signs provided in Table 11.5.09-3 are allowed in any combination, unless otherwise noted in this section, provided the following:

- a. Total square footage of signage shall not exceed 2 square feet per one lineal foot of street frontage, with a maximum of 300 square feet per business; however, each business is allowed a total sign area of at least 40 square feet regardless of the street frontage; and
- b. Signs associated with a residential use in a commercial zone shall comply with Section 11.5.09.006.A.
- c. Signs associated with a public or institutional use shall comply with Section 11.5.09.006.C.
- d. Five total signs are allowed per business; however, 6 signs are allowed for businesses with 2 or more street frontages.
- e. All business names and address numbers and lettering must use numerals (1, 2, 3, etc.) and Latin alphabet lettering (a, b, c. etc.). so as to make the business and location easy to identify in an emergency. This requirement is not intended to preclude use of any other alphabet or numbering on permanent signs.
- f. cabinet signs: the majority of the sign face shall be metal and plastic/acrylic components shall be limited to the routed components that push through the sign face.
- g. Entities shall use their logos and/or lettering associated with the entity.

Table 11.5.09-3: Permanent Sign Standards for All Commercial Zones and Commercial Uses within Mixed Use Zones

Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Lighting Allowed?	Included in maximum area of signs?	Additional Requirements
Awning or Canopy Sign	1 per awning or canopy; 1 per valance	1 sf per 1 lineal foot of awning or canopy width; 75% maximum coverage per valance	Not displayed above the second story	no	yes	§11.5.09.007.A
Directory Sign	Ground mounted - 1 per parcel	20 sf	Freestanding - 6 feet	Internal or external	no ¹	§11.5.09.007.C §11.5.09.007.E.5
	On-building - 1 per bldg. entrance		On-building - 12 ft above finished grade below			
Flag	2 per flagpole, 1	35 sf per flag	Limited to the zone's allowable	External	no	§11.5.09.007.D

**Table 11.5.09-3: Permanent Sign Standards for All Commercial Zones
and Commercial Uses within Mixed Use Zones**

Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Lighting Allowed?	Included in maximum area of signs?	Additional Requirements
	flagpole per parcel or commercial center		primary building height			
Freestanding Sign	2 per drive through establishment	50 sf	6 feet	External	no	
Gas Station Advertising Display	1 per approved gas station	24 sf, with a max. of 4 sf of LED/digital sign area	6 feet, including the base	Internal or external	no	§11.5.09.007.E
Monument Sign	1 per 100 ft of street frontage,	60 sf	6 feet, including any base	Internal or external	yes	§11.5.09.007.G
Parking Lot Sign	2 per parcel	4 sf	3 feet	External	no	§11.5.09.007.H
Projecting Sign	1 per business entrance	12 sf	14 feet above finished grade below	External	yes	§11.5.09.007.J
Suspended Sign	1 per business entrance	8 sf	Limited to ground level businesses only	External	yes	§11.5.09.007.L
Wall Sign	1 per business frontage (business < 5000 sf) 3 per business frontage (business ≥ 5000 sf)	Max 10% of business frontage	Not displayed above the second story	Internal or external	yes	§11.5.07.009.M
Window Sign (permanent)	n/a	25% of window area per building frontage	n/a	no	no	§11.5.09.007.L and §11.5.09.007.N

¹ Only if not visible from the public right-of-way. If the sign is visible from the public right-of-way, it shall be considered a monument or wall sign and will be included in the limitations for maximum number of signs and sign area.

2. Temporary Signs.

Temporary signs in commercial zones and commercial portions of mixed use zones are allowed as provided in Table 11.5.09-4. Businesses shall not display more than one temporary sign at any one time.

Table 11.5.09-4: Temporary Sign Standards for Commercial Zones and Commercial Portions of Mixed Use Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Additional Requirements
Banner Sign	1 per business frontage	30 sf ¹	n/a	§11.5.09.007.B
Portable Sign	1 per business	6 sf	3 feet	§11.5.09.007.I
Subdivision or construction sign	1 sign per 15 residential units or 1 sign per 10,000 sf of commercial space	20 sf per 15 units, or 20 sf per 10,000 sf of commercial space	n/a	§11.5.09.007.K
Window Sign (temporary)	n/a	25% of window area ²	n/a	§11.5.07.009.L and §11.5.07.009.N
Yard Sign	1 per business frontage	12 sf (lots < 1 acre) 32 sf (lots ≥ 1 acre)	6 feet (lots < 1 acre) 8 feet (lots ≥ 1 acre)	§11.5.09.007.O
¹ For the purposes of calculating allowed banner sign area, the height of a business frontage shall be 8 feet regardless of existing conditions. ² In no event shall more than 25% of the total window area be covered by signage, including permanent and temporary window signs.				

C. Sign allowed in the Public/Semi-Public and Institutional zone of the Downtown Village Specific Plan.

1. Permanent Signs.

Permanent signs in Public/Semi Public and Institutional zones are allowed in compliance with the standards established in Table 11.5.09-5. The signs provided in Table 11.5.09-5 are allowed in any combination, unless otherwise noted in this section, provided the following:

- a. Total square footage of signage shall not exceed 2 square feet per one lineal foot of street frontage, with a maximum of 300 square feet per use; however, each use is allowed a total sign

area of at least 40 square feet regardless of the street frontage.

- b. Signs associated with a residential use shall comply with Section 11.5.09.006.A.
- c. Signs associated with a legally permitted commercial use shall comply with Section 11.5.09.006.B.
- d. All entity names and address numbers and lettering must use numerals (1, 2, 3, etc.) and Latin alphabet lettering (a, b, c, etc.) so as to make the business and location easy to identify in an emergency. This requirement is not intended to preclude use of any other alphabet or numbering on permanent signs.

Table 11.5.09-5: Permanent Sign Standards for Public/Semi-Public and Institutional Zones						
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Lighting Allowed?	Included in maximum area of signs?	Additional Requirements
Directory Sign	Ground mounted - 1 per parcel	20 sf	Freestanding - 6 feet	Internal or external	no ¹	§11.5.09.007.C §11.5.09.007.E.5
	On-building - 1 per bldg. entrance		On-building - 12 feet above finished grade below			
Flag	2 per flagpole, 1 flagpole per parcel or commercial center	35 sf per flag	Limited to the zone's allowable primary building height	External	no	§11.5.09.007.D
Monument Sign	1 per street frontage per commercial center or parcel	60 sf	6 feet, including the base	Internal or external	yes	§11.5.09.007.G
Parking Lot Sign	2 per parcel	4 sf	3 feet	External	no	§11.5.09.007.H
Wall Sign	1 per bldg. façade	max 5% of building façade	Not displayed above the second story	Internal or external	yes	§11.5.09.007.M
Message Center Sign	1 per parcel	400 sf	25 feet	Internal or external	no	§11.5.09.007.F

Table 11.5.09-5: Permanent Sign Standards for Public/Semi-Public and Institutional Zones						
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Lighting Allowed?	Included in maximum area of signs?	Additional Requirements
¹ Only if not visible from the public right-of-way. If the sign is visible from the public right-of-way, it shall be considered a monument or wall sign and will be included in the limitations for maximum sign area.						

2. Temporary Signs.

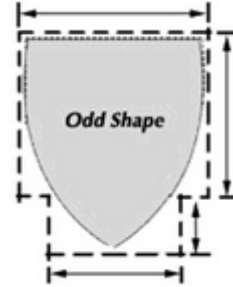
Temporary signs in Public/Semi-Public and Institutional zones are allowed as provided in Table 11.5.09-6. Uses shall not display more than one temporary sign at any one time.

Table 11.5.09-6: Temporary Sign Standards for Public/Semi-Public and Institutional Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Additional Requirements
Banner Sign	1 per business frontage	30 sf ¹	n/a	§11.5.09.007.B
Portable Sign	1 per parcel	6 sf	3 feet	§11.5.09.007.I
Window Sign	n/a	25% of window area ¹	n/a	§11.5.09.007.L and §11.5.09.007.N
Yard Sign	1 per parcel	12 sf (lots < 1 acre) 32 sf (lots ≥ 1 acre)	6 feet (lots < 1 acre) 8 feet (lots ≥ 1 acre)	§11.5.09.007.O
¹ In no event shall more than 25% of the total window area be covered by signage, including permanent and temporary window signs.				

D. Sign Message Legibility. A sign’s message should be clearly legible for the intended audience (e.g., vehicular traffic, pedestrians, etc.). By way of example, signs that front public streets should be clearly legible from the furthest lane of traffic from the sign. The letter for a business name shall be no less than 10” in height.

E. Sign Measurement Criteria.

1. Sign area. The surface area of a sign is calculated by enclosing the extreme limits of all framing, emblem, logo, corporate branding, representation, writing, element, or other display within a one or more squares or rectangles, as appropriate, with no more than 8 lines drawn at right angles and as shown in the diagram below.



2. Sign structure. Supporting sign frame and support structures that are clearly incidental to the display itself are not computed as sign area, except for portable signs, but shall be included within maximum height and width standards.
3. Double-sided signs. The area of a double-sided sign is computed by multiplying the total height by the total length of only one side of the sign area.
4. Height. Sign height for freestanding signs shall be measured as the vertical distance from the highest elevation of the finished grade below or surrounding the base of the sign to the top of the highest element of the sign structure. In cases where fill of more than three inches is proposed, "finished grade" shall be established by the Director consistent with properties in the immediate vicinity, and shall not be artificially raised for the sole purpose of gaining additional sign height.

F. Sign Illumination. Sign illumination shall be designed to minimize light and glare on surrounding rights-of-way and properties, and motorist distraction according to the following standards:

1. LED and indirect neon lighting is encouraged for energy conservation purposes and to allow for creatively designed and attractive signs.
2. Sign illumination shall be limited to avoid light projection or reflection into residential properties or onto the public right-of-way.
3. Sign illuminations shall not blink, flash, flutter, or change light intensity and brightness, unless associated with an ambient light monitor.
4. Neither the direct nor reflected light from primary light sources may create hazards for pedestrians or operators of motor vehicles.
5. Signs located within 10 feet of Foothill Boulevard must use reverse/halo lighting, except as provided below.
6. Signs in the Old Town District may not be internally illuminated.
7. Monument signs in residential zones or in residential portions of mixed use zones and pole signs shall not be internally illuminated or

contain exposed neon.

8. No general illumination of awnings is permitted.
9. Direct lighting of window signs is prohibited.
10. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
11. Electrical raceways and conduits shall be placed so that they are not within public view. Where this is physically impractical, or doing so would damage significant architectural features or materials, the Director of Community Development may grant a waiver of this requirement provided all conduits, raceways, and similar devices are kept as small as possible and are painted the same colors as adjacent wall surfaces.
12. Message center signs and electronic signs.
 - a. Brightness.
 - i. Brightness shall not exceed 0.3 foot candles greater than ambient lighting conditions. Brightness must be measured with an illuminance meter set to measure foot-candles accurate to at least two decimals, and measurements shall be taken perpendicular to the sign, at a distance consistent with the following formula: Measurement distance = square root of (the approved monument sign area (sq. ft.) x 100). Brightness shall be measured with the electronic message off, and again with the electronic message or a solid message for a single-color electronic message.
 - ii. Each sign must have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change to comply with brightness limits.
 - b. Message duration. Messages shall change at intervals no faster than 8 seconds. excluding scoreboards in Public/Semi-Public and Institutional zones.
 - c. Animation, streaming video, or text or images which flash, pulsate, move, or scroll are prohibited.
 - d. The content of a digital display must transition by changing instantly.

G. Sign Design and Materials.

1. Design and construction.
 - a. All signs shall comply with this chapter and any applicable provisions of the uniform codes of the City.

- b. The size of the structural members (e.g., columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.
- c. All permanent signs shall be designed by professionals (e.g., architects, building designers, landscape architects, interior designers, or those whose principal business is the design, manufacture, or sale of signs) and professionally crafted.
- d. All permanent signs shall be constructed and installed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability so as to reduce maintenance costs and to prevent dilapidation.
- e. Signs with electrical components shall be constructed, inspected, and approved by the Underwriters Laboratory (UL), or equivalent, and a label of approval from the laboratory shall be affixed to the sign in plain view.

2. Materials.

- a. Sign materials (including framing and supports) shall be characteristic of or compatible with the type and scale of materials used on the parcel of the sign.
- b. Reflective materials shall not be included on signs.
- c. Sign materials shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
- d. Colors shall be compatible with the existing development of the parcels or other approved signage within the same zone.
- e. White or bright background colors are discouraged.

H. Sign Placement.

- 1. No sign located within the traffic safety visibility area may exceed 30 inches in height.
- 2. Signs shall not be placed so as to obstruct ingress and egress into any private or public property.
- 3. No sign shall be placed so as to obstruct pedestrians' or motorists' view of signs erected by a local, state, or federal governmental agency, including, but not limited to, traffic signs, public directional signs, parking signs, and street address signs.
- 4. No sign shall be placed so as to obstruct or hinder sidewalk or street

access by pedestrians and vehicles.

5. A minimum distance of 60 feet shall be provided between monument or pole signs.

I. Sign Maintenance. All signs, both temporary and permanent, shall be continuously maintained in compliance with the following standards:

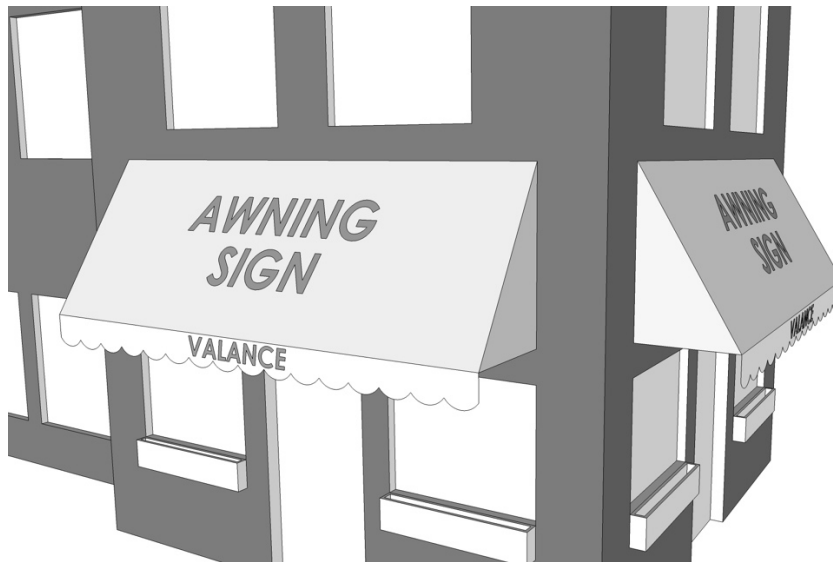
1. Each sign and supporting hardware shall be maintained in good repair so that it is able to function properly at all times. This includes the replacement of burned out or broken light bulbs and repair or replacement of faded, peeled, cracked, or otherwise damaged parts of a sign.
2. Signs that have structural or electrical components that may be compromised by weather should be inspected as necessary by a competent engineer or qualified building inspector, contractor, or sign professional.
3. Signs that have been physically damaged by weather or physical impact shall be reviewed by a competent engineer or qualified building inspector, contractor, or sign professional within 48 hours after the damage occurs.
4. Any repair to a sign shall be of materials and design of equal or better quality as the original sign.
5. When an existing sign is replaced, all brackets, poles, and other supports that are no longer required shall be removed and if necessary, walls patched and repainted to match the surrounding material.

11.5.09.007 Regulations by Sign Type

As listed in, and in addition to the standards in Tables 11.5.09-1 through 11.5.09-6, signs shall comply with the following standards applicable to the specific sign type. Each sign type listed in this section shall also comply with the requirements of Section 11.5.09.006 (Regulations for All Signs), and all other applicable provisions of this chapter.

A. Awning or canopy signs. The following standards apply to awning or canopy signs (see Figure 11.5.09-1).

Figure 11.5.09-1



1. Maximum Number. One sign per valance.
2. Lettering shall be allowed on awning valances only and shall not exceed 8 inches in height. Corporate logos may be allowed on the shed (slope) portion of an awning and shall not exceed four square feet in area for each awning.
3. Maximum Area. One square foot per one lineal foot of awning or canopy width, and 75% maximum coverage per valance.
4. Sign width. Sign copy on an awning or canopy shall not exceed 60% of awning or canopy width.
5. Maximum Height. Sign is not to be displayed above the second story.
6. Illumination. No. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
7. Awnings shall be regularly cleaned and kept free of dust and visible defects.
8. Vertical clearance. Minimum 8 feet from bottom of the awning, including valance, or canopy to finished grade.
9. Setback and projection into public right-of-way. A minimum of two feet between the edge of the awning or canopy and outer curb face shall be maintained. Any encroachment into City right-of-way is subject to City Engineer approval and requires a City Encroachment Permit. Signs and awnings or canopies may not encroach into State right-of-way unless authorized by the State.

B. Banners. The following standards apply to banner signs (see Figure

11.5.09-2).

Figure 11.5.09-2



1. Maximum Number. One per business frontage.
2. Maximum Area. 30 square feet.
3. Maximum Height. Not applicable.
4. Illumination. Not allowed.
5. Sign Permit Required. Not required.
6. Banners shall be affixed to a permanent structure (i.e., cannot be freestanding, such as mounted on temporary posts).
7. A banner may be displayed for no longer than 30 consecutive days to advertise a time-limited promotion of event, and then shall be removed for 30 consecutive days, up to a maximum of 4 display periods within a calendar year. A new business is additionally allowed to have one banner for up to 90 consecutive days to allow time for a permanent sign to be installed.
8. Banners shall not project above the edge of the roof of a structure.
9. Banners shall be professionally crafted, well maintained (not torn, bent, faded, or dirty), and securely affixed at all corners.

C. Directory signs. The following standards apply to directory signs (see Figures 11.5.09-3 and 11.5.09-4).

Figure 11.5.09-3

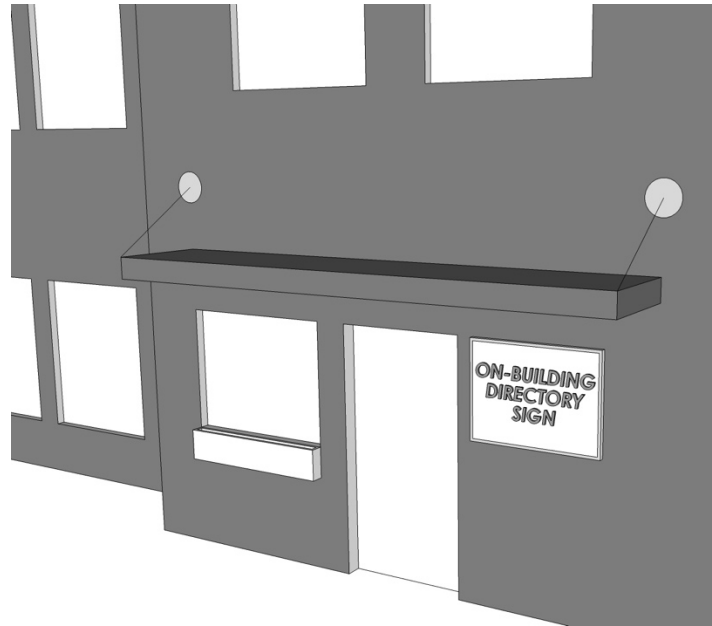
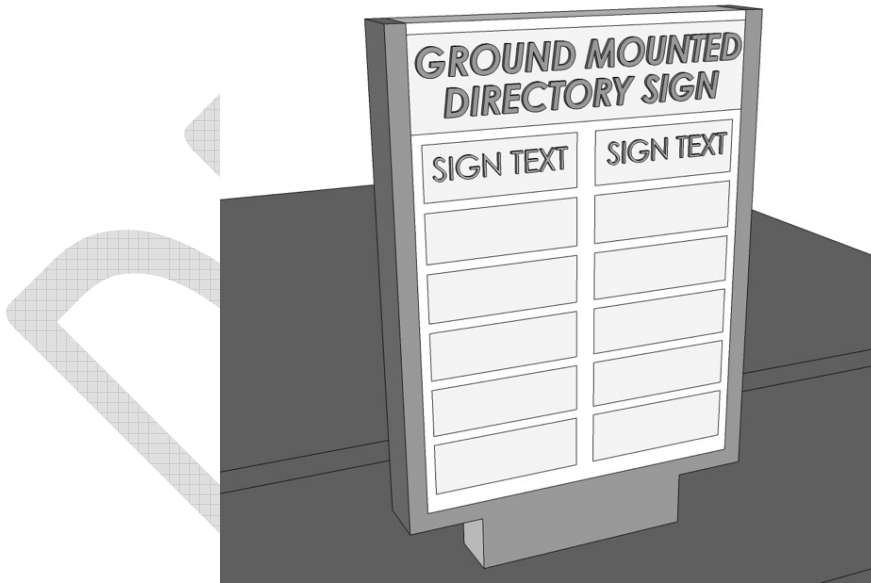


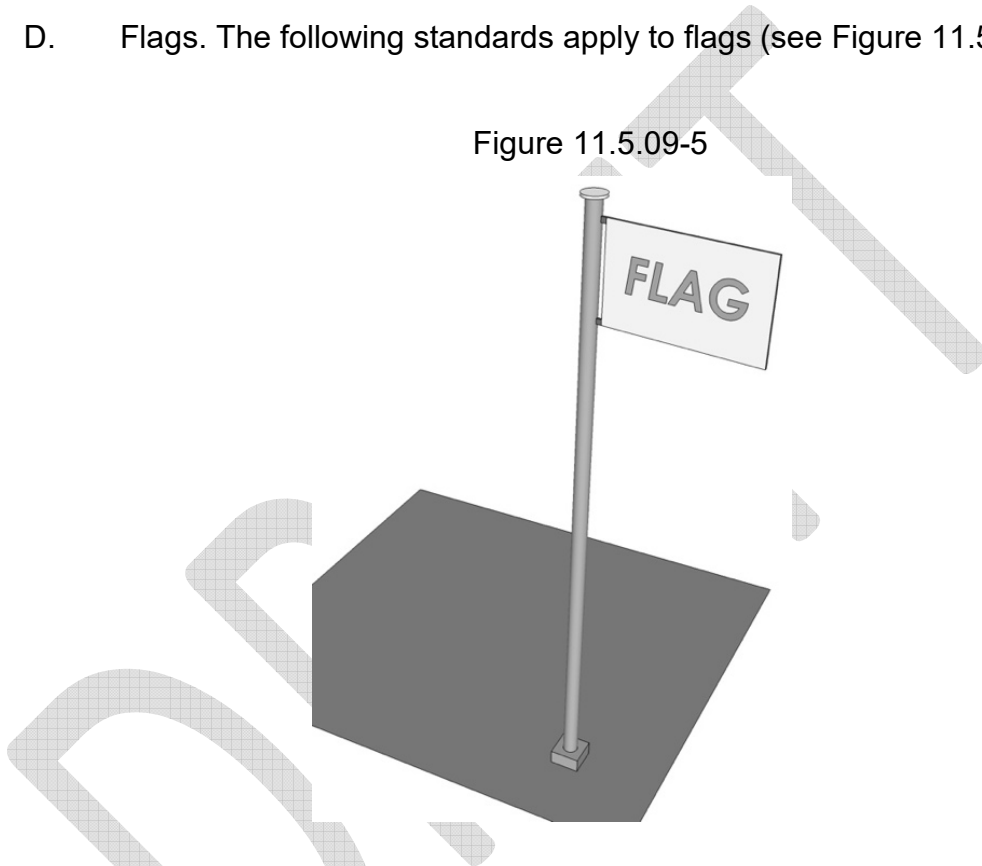
Figure 11.5.09-4



1. Maximum Number:
 - a. Ground mounted. 1 per parcel.
 - b. On-building. 1 per building entrance.
2. Maximum Area. 20 square feet.
3. Maximum Height:

- a. Freestanding. Six feet.
 - b. On-building. 12 feet above finished grade, as measured directly below the directory sign to finished grade.
4. Illumination. May be internally or externally illuminated consistent with Section 11.5.09.006.G.
 5. Additional Requirement: Freestanding directory signs shall comply with the standards for monument signs in Subsection 11.5.09.007.E.5.
- D. Flags. The following standards apply to flags (see Figure 11.5.09-5).

Figure 11.5.09-5



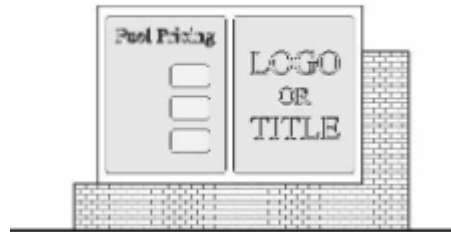
1. Maximum Number. One per business.
2. Maximum Area. 35 square feet per flag, a maximum of 2 flags per flagpole.
3. Maximum Height. The height of a flagpole is limited to the zone's allowable primary structure height.
4. Illumination. May be externally illuminated consistent with Section 11.5.09.006.F.
5. Sign Permit Required. No.
6. Additional Requirements:
 - a. Attached to flag pole. A flag shall be securely attached to a

flag pole.

- b. Vertical clearance. Minimum eight feet from bottom of the flag to finished grade.

E. Gas station advertising displays. The following standards apply to gas station advertising displays (see Figure 11.5.09-6).

Figure 11.5.09-6



1. Maximum Number. 1 per parcel for the advertising of gas prices; see Table 11.05.09-3.
2. Maximum Area: The combined area of the pricing portions of the display (price numerals) does not exceed 4 square feet total per sign face measured with the smallest rectangle drawn per each numeral set (e.g., where the price for gas is \$3.59 9/10 per gal; the rectangle will circumscribe the numerals 3.59 9/10).
3. Maximum Height: 6 feet.
4. Illumination. May be internally or externally illuminated consistent with Section 11.5.09.006.F, or electronic signs consistent with Section 11.5.09.006.F.12.
5. Additional Requirements:
 - a. Conversion of a permitted non-message center sign to a message center sign requires the issuance of a permit pursuant to Section 11.5.09.010.
 - b. The addition of, or conversion to, a digital display on an illegal sign is prohibited.
 - c. Setback. Minimum 1 foot from a property line.

F. Lawn placards. The following standards apply to lawn placards (see Figure 11.5.9-07).

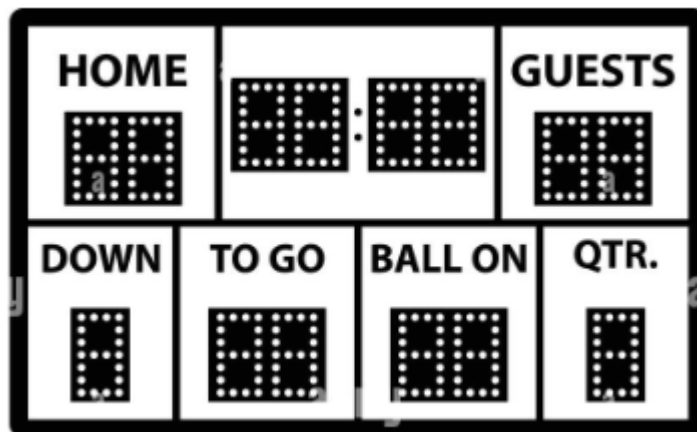
Figure 11.5.9-07



1. Maximum Size. 24" x 18".
3. Maximum Height. 2'.
4. Illumination. Not allowed.
5. Additional Requirements:
 - a. Lawn placards shall maintain a minimum one-foot setback from property lines, and shall not be placed so as to impair line of sight from a vehicle.
 - b. Lawn placards shall be installed securely in the ground.
 - c. Lawn placards shall be maintained in good and clean condition.

G. Message Center Signs. The following standards apply to message center signs (see Figure 11.5.09-8).

Figure 11.5.09-8



1. Maximum Number. 1 per parcel; see Table 11.5.09-52. Maximum Area: 400 square feet.

2. Maximum Height: 25 feet.
3. Illumination. May be internally or externally illuminated consistent with Section 11.5.09.006.F or electronic signs consistent with Section 11.5.09.006.F.12.
4. Additional Requirements:
 - a. Conversion of a permitted non-message center sign to a message center sign requires the issuance of a permit pursuant to Section 11.5.09.010.
 - b. The addition of, or conversion to, any digital display to an illegal sign is prohibited.
 - c. Setback. Minimum: 25 feet from a property line.

H. Monument signs. The following standards apply to monument signs (see Figure 11.5.09-9).

Figure 11.5.09-9

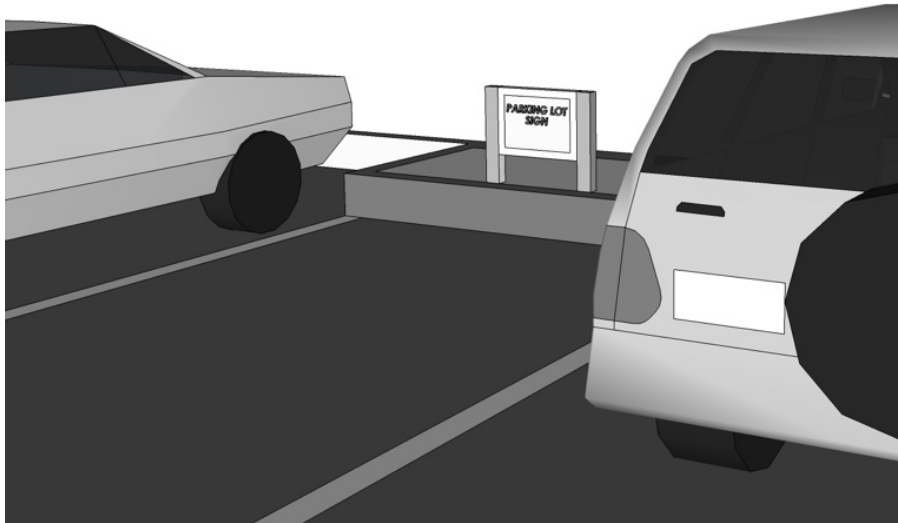


1. Maximum Number:
 - a. Residential. 1 per street frontage.
 - b. Commercial and Public/Semi-Public/Institutional. 1 per street frontage.
2. Maximum Area.
 - a. Residential. 24 square feet.
 - b. Commercial and Public/Semi-Public/Institutional. 30 square feet for a one-sided sign, 60 square feet for a double sided sign.

3. Maximum Height:
 - a. Residential. 5 feet.
 - b. Commercial and Public/Semi-Public/Institutional. 6 feet.
4. Illumination:
 - a. Residential. Limited, external, and must be directed downwards.
 - b. Commercial and Public/Semi-Public/Institutional. May be internally or externally illuminated consistent with Section 11.5.09.006.F or may be an electronic sign consistent with Section 11.5.09.006.F.12.
5. Additional Requirements:
 - a. Monument signs on residential properties are only allowed on subdivisions of 10 or more units.
 - b. Monument signs may be placed on decorative walls, fence walls, or retaining walls, provided all other development standards are met.
 - c. Setback. Minimum of 10 feet from the edge of a driveway and 1 foot from a property line for non-residential uses and zones, and a minimum of 5 feet from a property line for residential uses and zones.
 - d. Landscaping. Shall be located within a minimum 20 square foot landscape area, unless waived through by the approving authority.
 - e. Base width. Stand-alone monument signs shall have a solid base and shall not be mounted on poles, stilts, or any kind of split base. Monument signs larger than 4 square feet or taller than 3 feet shall include a sign base at least as wide and as deep as the sign face, but with a width or depth that is not more than 25% larger than the width or depth of the sign face, and no more than 25% of the sign face's height. See Figure 11.5.09-9. The supporting structure of a monument sign shall not include exposed pole(s) or supporting structures but shall include a decorative pole cover architecturally compatible with the sign cabinet. The base shall not be included in the calculation of sign area, but shall be included in the calculation of sign height.
 - f. Separation. Multiple monument signs shall be separated by a minimum of 60 feet to ensure adequate visibility for all signs. The Design Commission may modify this requirement where the locations of existing signs on adjacent properties would make the 60-foot separation impractical.

I. Parking lot signs. The following standards apply to parking lot signs (see Figure 11.5.09-10).

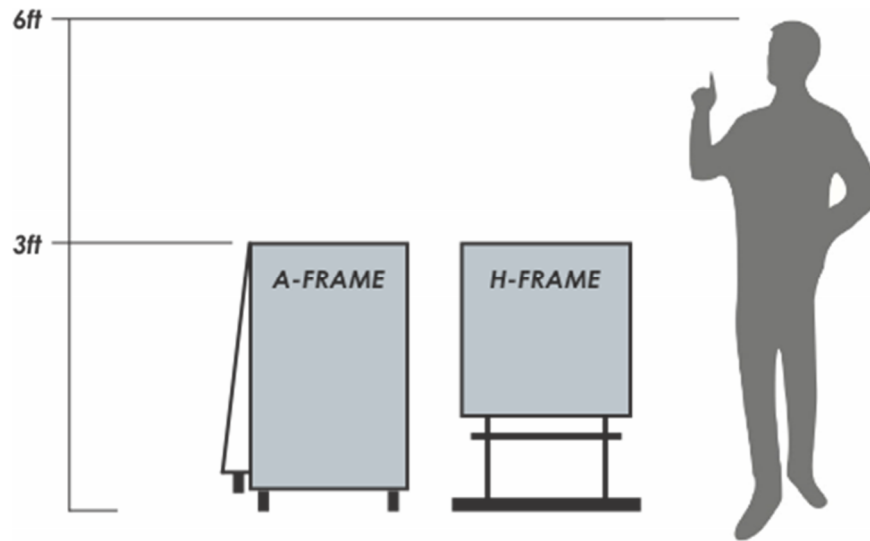
Figure 11.5.09-10



- a. Maximum Number. 2 per parcel.
- b. Maximum Area. 4 square feet.
- c. Maximum Height. 3 feet.
- d. Illumination. May be externally illuminated consistent with Section 11.5.09.006.F.
- e. Additional Requirement: A maximum of 1 parking lot sign at each driveway.

J. Portable signs. The following standards apply to portable signs (see Figure 11.5.09-11).

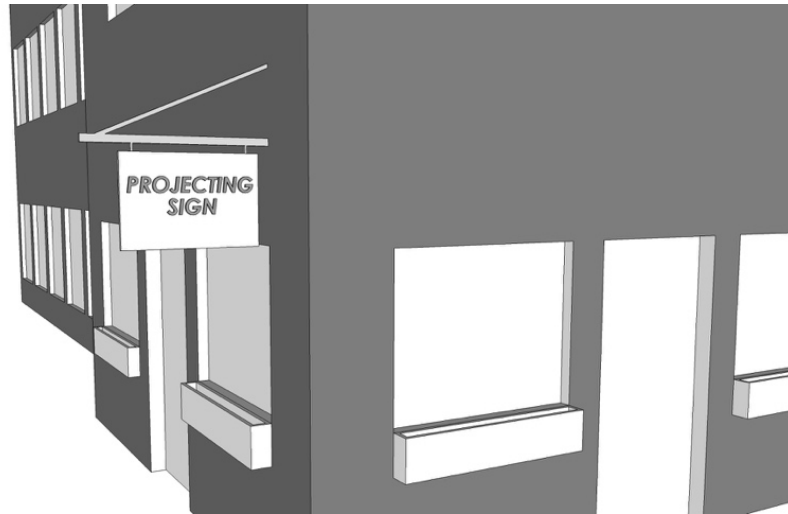
Figure 11.5.09-11



1. Maximum Number. One per business.
2. Maximum Area. Six square feet.
3. Maximum Height. Three feet.
4. Illumination. Not allowed.
5. Sign Permit Required. No.
6. Additional Requirements:
 - a. In non-residential zones, a portable sign shall be located a maximum of 10 feet from the primary business or use entrance.
 - b. Portable signs shall be removed at the close of business.
 - c. Portable signs shall be professionally crafted and constructed of durable, weather-resistant materials (not subject to damage or fading from weather).
 - d. Portable signs shall be of sufficient weight and durability to withstand wind gusts, storms, etc.
 - e. Portable signs shall not be located within any paved right-of-way or in any landscaping area, and shall not encroach into required parking areas, interfere with pedestrian traffic or ADA access, create traffic hazards, or cause a nuisance or hazard.

K. Projecting signs. The following standards apply to projecting signs (see Figure 11.5.09-12).

Figure 11.5.09-12



1. Maximum Number. 1 per business entrance.
2. Maximum Area. 12 square feet.
3. Maximum Height. 14 feet above finished grade.
4. Illumination. May be externally illuminated consistent with Section 11.5.09.006.F.
5. Additional Requirements:
 - a. Vertical clearance. Minimum 8 feet from bottom of the sign to finished grade below.
 - b. Projecting into public right-of-way. May encroach into the City right-of-way a maximum of 3 feet if a City Encroachment Permit is approved and the outermost portion of the sign projects no closer than 3 feet from the curb line of a public street. Signs may not encroach into State right-of-way unless authorized by the State.
 - c. Projecting signs shall not extend more than 4 feet from a structure wall.
 - d. Projecting signs shall be double-sided.

L. Subdivision and Construction Signs, Temporary.

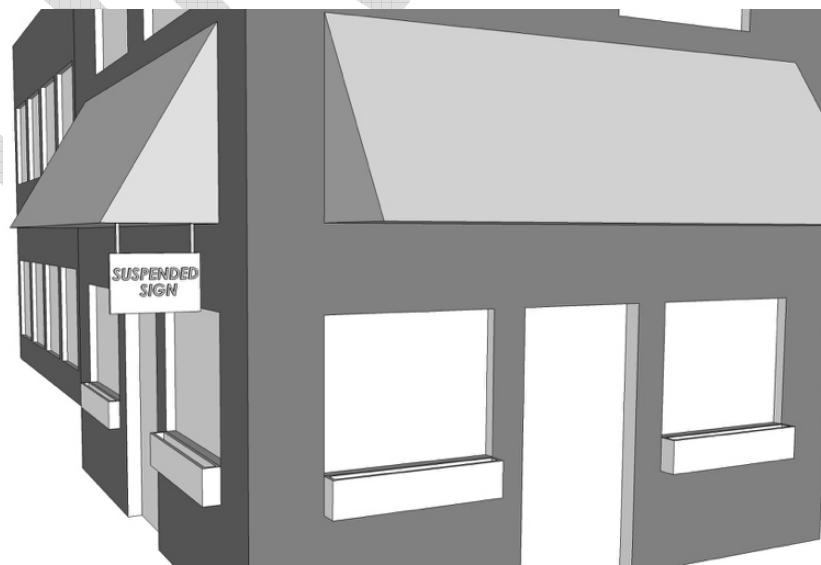
The following standards apply to temporary subdivision or construction signs on residential properties (see Figure 11.5.09-13)

Figure 11.5.09-13



1. Permit required.
 2. Maximum number: 1 sign per 15 residential units or 1 sign per 10,000 square feet of commercial space.
 3. Limited to housing of 6 or more units, and to commercial developments of 10,000 square feet or more.
 4. Maximum Area. 20 square feet per 15 units, or 20 square feet per 10,000 square feet of commercial space.
 5. Illumination. External, in accordance with Section 11.5.09.006.F.
 6. Setback. 5 feet from property line.
 7. Time limitation: 12 months.
- M. Suspended signs. The following standards apply to suspended signs (see Figure 11.5.09-14).

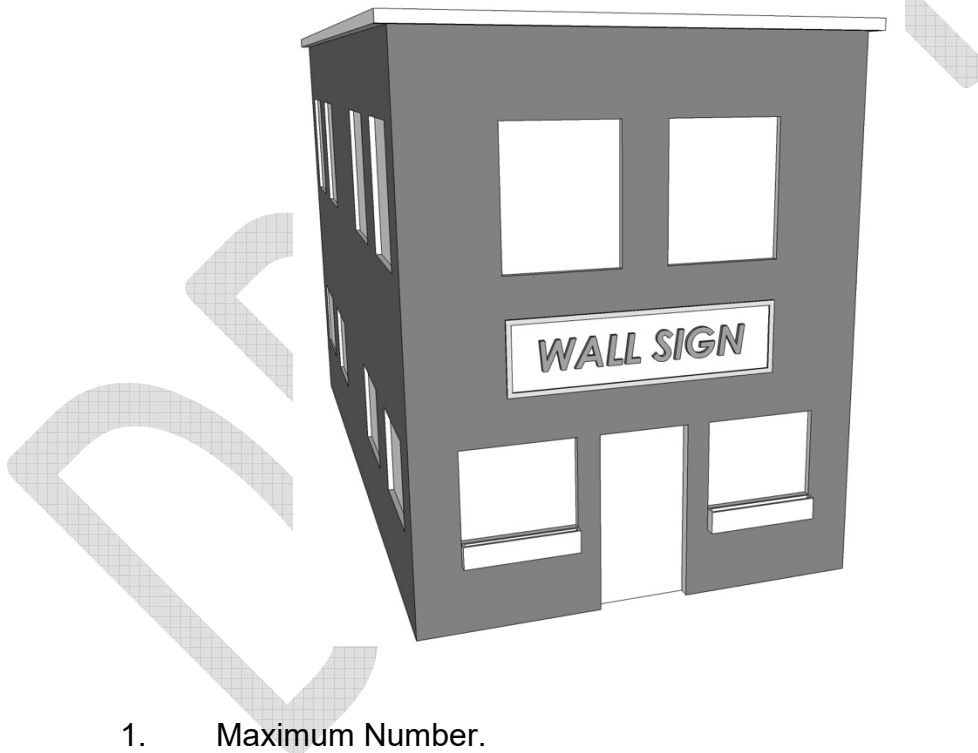
Figure 11.5.09-14



1. Maximum Number. 1 per business entrance.
2. Maximum Area. 8 square feet.
3. Maximum Height. Sign height is limited to ground level businesses only.
4. Illumination. May be externally illuminated consistent with Section 11.5.09.006.F.
5. Additional Requirements:
 - a. Vertical clearance. Minimum eight feet from bottom of the sign to finished grade.
 - b. Limited to ground level businesses only.

N. Wall signs. The following standards apply to wall signs (see Figure 11.5.09-15).

Figure 11.5.09-15

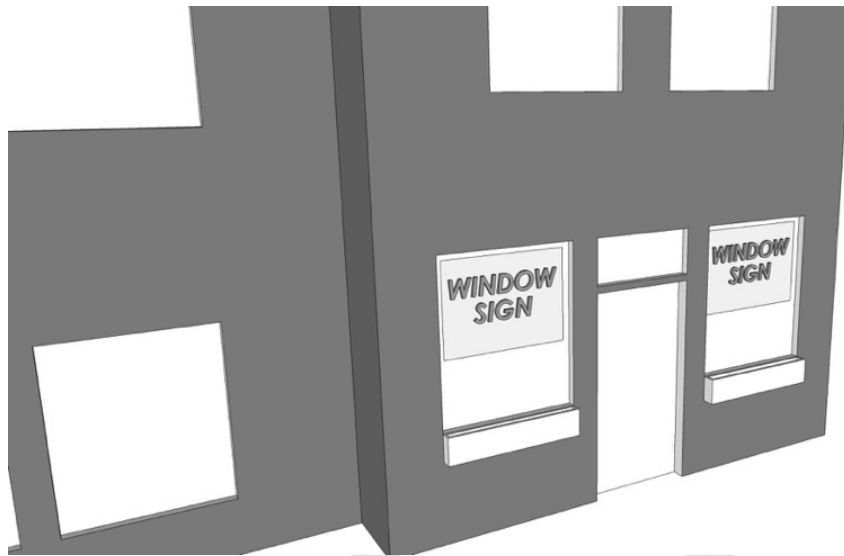


1. Maximum Number.
 - a. Residential: 1 per building frontage.
 - b. Commercial: Buildings less than 5,000 square feet - 1 per business frontage. Buildings more than 5,000 square feet – up to 3 per business frontage, but combined sign area per frontage shall not exceed the maximum permitted sign area.
 - c. Public/Semi-Public and Institutional: 1 per building façade.
2. Maximum Area.

- a. Residential: 24 square feet or 4 square feet.
 - b. Commercial: Maximum of 10 percent of building frontage area or business frontage area, with a minimum of 40 square feet.
 - c. Public/Semi-Public and Institutional: Maximum of 5 percent of building façade.
3. Maximum Height. Sign is not to be displayed above the second story.
 4. Illumination.
 - a. Residential: limited, external, and directed downwards.
 - b. Commercial and Public/Semi-Public and Institutional: may be internally or externally illuminated and must be consistent with Section 11.5.09.006.F.
 5. Additional Requirements:
 - a. Maximum sign height:
 - i. Top of sign shall be a maximum 25 feet above ground level.
 - ii. In multi-tenant buildings, the top of the sign shall be aligned with the top of any adjacent sign.
 - b. Projection. A wall sign shall not project more than 8 inches from the surface to which it is attached.
 - i. Sign width. Maximum 60% width of building façade or business frontage.
 - ii. Signs shall consist of individual letters only and may be either internally or externally illuminated. Cabinet signs are prohibited for use as wall signs.
 - iii. Electrical raceways shall be kept as small as possible, shall not extend beyond the outside edges of the sign copy, and shall be painted to match the color of the background on which they are placed.
 - iv. Signs shall be placed flat against the wall and shall not project from the wall more than required for normal construction purposes and in no case more than 12 inches.

O. Window signs, permanent. The following standards apply to permanent window signs (see Figure 11.5.09-16).

Figure 11.5.09-16



1. Maximum Number. Not applicable.
2. Maximum Height. Not applicable.
3. Maximum Area. 25% of the window area, except transparent window signs may be excluded from window sign size calculations subject to review and approval by the Director. In no event shall more than 25% of the total window area be covered by signage, permanent or temporary or any combination.
4. Illumination. Not allowed.
5. Additional Requirement: Signs shall be allowed only on windows located on the ground floor and second story of a building frontage.

P. Window signs, temporary. The following standards apply to temporary window signs.

1. Maximum Number. Not applicable.
2. Maximum Area. 25% of the window area. In no event shall more than 25% of the total window area be covered by signage, permanent or temporary or any combination.
3. Maximum Height. Not applicable.
4. Illumination. Not allowed.
5. Sign Permit Required. No.
6. Additional Requirements:
 - a. Temporary window signs may be displayed for no longer than 30 days for a maximum of 4 times per calendar year, with a minimum interval of 30 days between signs.

- b. Transparent window signs may be excluded from window sign size calculations subject to review and approval by the Director.
- c. Signs within three feet of a storefront window shall be counted as a window sign.

Q. Yard signs. The following standards apply to yard signs (see Figures 11.5.09-17, 11.5.09-18, and 11.5.9-19).

Figure 11.5.09-17



Figure 11.5.09-18



Figure 11.5.09-19



1. Maximum Number. One per frontage.
2. Maximum Area. If lot size is less than one acre: 12 square feet; if lot size is greater than or equal to one acre: 32 square feet.
3. Maximum Height. If lot size is less than 1 acre: 6 feet; if lot size is greater than or equal to 1 acre: 8 feet.
4. Illumination. Not allowed.
5. Additional Requirements:
 - a. Yard signs shall maintain a minimum one-foot setback from property lines, and shall not be placed so as to impair line of sight from a vehicle.
 - b. Yard signs shall be installed securely in the ground.
 - c. Yard signs shall be maintained in good and clean condition.

11.5.09.008 Signs on public property.

- A. Signs in the public right-of-way and any public property are prohibited, including on utility poles, except as provided herein.
- B. Temporary portable signs are permitted as follows:
 1. Only A-frame signs are permitted.
 2. Signs may be placed in parkways only, which shall not include street medians. Signs placed outside of parkways are subject to immediate removal.
 3. Signs shall be no taller than 36" from grade.
 4. Sign faces shall not be larger than 4 square feet.
 5. Signs must allow for pedestrian passage on the public right-of-way of at least 4 feet.
 6. Signs may be placed between 9:00 a.m. and 6:00 p.m. All signs shall be removed by 6:00 p.m. each day.

7. No signs displaying commercial copy may be placed in the public right-of-way without execution of a release of liability and indemnity agreement with the City, and proof of adequate insurance. This requirement shall be renewed annually.

11.5.09.009 Historic Signs

A. Purpose and Intent. The Historic Sign standards are intended to provide for the preservation of the City's unique character, history, and identity as reflected in its landmark and iconic signs. Historic signs are included in the City's definition of historic resources and shall follow the provisions set forth in Section 11.90.040, unless otherwise noted.

B. Historic Sign Designation Criteria. Signs which may be unusual, significant, or meaningful to the City streetscape and the City's history may be worthy of special recognition and may be designated as a Historic Sign in compliance with the provisions of this section if they meet all of the following criteria:

1. The sign has been in continuous existence at its present location for at least 30 years.
2. The sign is associated with persons, events, or locations within the City and is recognized as a popular focal point in the community;
3. The sign reflects the history of the building or the history of the City. A sign may be the only indicator of the building's historic use;
4. The sign is of exemplary technology, craftsmanship, or design for the period in which it was constructed; uses historic sign materials or means of illumination; or is unique in that it demonstrates extraordinary aesthetic quality, creativity, or innovation;
5. The sign is structurally safe or is capable of being made so without substantially altering its historical character or significance; and
6. If the sign has been altered, it shall be restorable to its historic function and appearance.

C. Historic Sign Modifications. Any modifications shall not result in changes to character defining text and shall match or be compatible with existing text in material(s), letter size, font/typography, and color.

D. Process for Designation of a Historic Sign. The process shall follow the designation process for historic resources outlined in Section 11.90.040 except as follows:

1. The City shall notify an applicant of an incomplete application in writing within 10 business days from submission, articulating the specific additional information required to complete the application.
2. The only notification required is to the property owners and in a newspaper of general circulation at least 10 days prior to the public hearing. If the property is under more than one ownership, all owners or their authorized agents shall consent to filing the application.

Property owner consent is required for designation of a Historic Sign.

3. A full Historic Resources Report is not required, but supporting documents shall include:
 - a. A description of the characteristics of the sign which justifies its designation;
 - b. A description of the particular features of the sign that are proposed to be preserved;
 - c. The location of the sign;
 - d. The condition of the sign, including current photographs; and
 - e. A proposed maintenance program that addresses general maintenance, repair, restoration, and other potential future modifications (e.g., text changes).
4. Design Commission Recommendation. The matter shall be set for public hearing before the Design Commission no later than 30 days following submission of a completed application. The Design Commission shall issue a recommendation to the City Council supported by findings of fact and conclusions of law. Conditions may be imposed to ensure compliance with the required findings and that the sign is structurally sound and maintained in good condition.
5. City Council Determination. The Design Commission's recommendation shall be transmitted to the City Council, and the matter shall be set for public hearing no later than 30 days following the Design Commission's decision. The City Council shall approve, modify, or reject the Design Commission's recommendation by resolution, and its decision shall be supported by findings of fact and conclusions of law.
6. Effect of Designation. When a sign is designated as a Historic Sign and the Director deems all conditions of approvals satisfied (e.g., restored to its historic function and appearance), the sign shall not be subject to the provisions of this chapter.

11.5.09.011 Sign Permit and Sign Program Application Procedures.

A. Application requirements. An application for a Sign Permit or Sign Program shall be filed and processed in accordance with Chapter 11.06.01 and with the provisions of this section, and shall include the following information.

1. Sign Permit Application Requirements. The following information must be submitted for all sign permit review applications:
 - a. A scaled site plan indicating location of all signs (existing and proposed).
 - b. Elevations indicating placement of all proposed signs, as well as color photographs clearly showing the building elevation, placement, and sign area of all existing signs.

- c. Written descriptions and samples of proposed colors, font styles, materials, fabrication methods, and letter sizes for each sign for which a permit is being requested.
 - d. The address(es) where the proposed sign(s) will be located, including the Assessor's Parcel Number.
 - e. A survey if the Sign Permit is for a monument sign proposed to be located within five feet of the property line.
2. Sign Program. Approved Sign Programs will be kept by the Planning Division and used in the review of any and all sign applications associated with the subject property. Sign program applications shall include:
- a. Overall sign design, location, placement, and sizes of all signs proposed within the center, and any existing signs.
 - b. Fully-dimensioned and detailed site and elevation plans, colored renderings that clearly show lettering design, including a colors and materials board, and written descriptions of each individual proposed sign, and any existing signs.
 - d. For any application involving the revision or addition to an existing Sign Program, the applicant must submit a new Sign Program application to include details of the proposed revision as well as a mailing list of the current tenants at the subject site.
 - e. The application must include the address(es) where the proposed sign(s) will be located, including the Assessor's Parcel Number(s).
 - f. A property line survey if the Sign Program includes monument sign(s) that are proposed within five-feet of the property line

B. Other permits required. In addition to the requirements of this chapter, all signs shall be in conformance with applicable building permit and/or electrical permit requirements.

C. Review and appeal authority. Table 11.5.09.-5 identifies the responsible review and appeal authority for each type of sign approval.

Table 11.5.09.-5

Permit Type	Review Authority	Appeal Authority
Sign Permit - where no Sign Program is approved	Design Commission	City Council

Sign Permit - where a Sign Program is approved	Director	Design Commission City Council
Sign Program	Design Commission	City Council

D. The Design Commission's review of Sign Permits and Sign Programs shall be limited to type, materials, style, lighting, and color, as well as lettering proportion and spacing, and sign proportions, for the purpose of determining that the design is compatible with the architecture and color palette of the use with which the sign or sign program is associated, and complies with Sections 11.5.09.006 (Regulations For All Signs) and 11.5.09.007 (Regulations by Sign Type).

E. The Design Commission will approve a Sign Permit application, with or without conditions, unless it cannot make one or more of the following findings, supported by substantial evidence:

1. The sign complies with the standards of this chapter, any applicable specific plan, and any applicable previously approved Sign Program.
2. The sign will not impair pedestrian and vehicular safety.
3. The sign's design or proposed construction will not threaten public safety.

F. The Design Commission will approve a Sign Program application, with or without conditions, unless it cannot make one or more of the following findings, supported by substantial evidence:

1. The Sign Program complies with the standards of this chapter, and any applicable specific plan requirements; or
2. A Sign Program that does not comply with the standards of this chapter, shall be approved only if the following findings can be made:
 - i. There are special circumstances applicable to the property including size, shape, topography, location, surroundings, building placement, or architectural style that warrant modified standards to afford the property privileges enjoyed by other properties in the vicinity and in the same zone.
 - ii. The modified standards do not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and in the same zone.
 - iii. The Sign Program does not allow any sign that is prohibited.
 - iv. Any variance from the sign development standards constitute the minimum required to allow for sign visibility.
3. The Sign Program standards will result in signs that are visually

related or complementary to each other and to the buildings and/or developments they identify through the integration of predominant architectural materials, elements, or details of such buildings or developments.

4. The Sign Program will not result in signs that would impair pedestrian and vehicular safety.
5. The Sign Program will not result in a design or construction that would threaten public safety.

G. Application timelines.

1. Sign Permit.

- a. **Completeness.** The Director shall determine completeness of a Sign Permit application within 10 business days of submission. If the application is deemed incomplete, the Director shall inform the applicant in writing, stating the reasons therefor, within 10 business days of their determination. If the application is deemed incomplete a second time, the permit shall be denied without prejudice and a new application shall be required.
- b. The Design Commission shall grant, conditionally grant, or deny a Sign Program application within 30 days after it has been deemed complete. In the event of an application being conditionally granted, or denied, the Design Commission shall provide in writing the reasons therefor. Sign Programs applications may only be denied or conditioned in accordance with the provisions of Section 11.5.09.012 (Sign Permit or Sign Program Conditions; Implementation).

2. Sign Program.

- a. The Director shall determine completeness of a Sign Program application within 30 business days of submission. If the application is deemed incomplete, the Director shall inform the applicant in writing, stating the reasons therefor, within 10 business days of his or her determination. A Sign Program application may be resubmitted up to three times following a determination of incompleteness. Thereafter, an incomplete application shall be denied without prejudice and a new application shall be required.
- b. The Director shall set for public hearing before the Design Commission a completed Sign Program application on the next available Design Commission meeting, but in no event later than 60 days following a determination of completeness.

11.5.09.012 Sign Permit or Sign Program Conditions; Implementation.

- A. Sign Permit or Sign Program conditions. Any condition imposed on a Sign

Permit or Sign Program will be limited to protecting the public health, safety, and welfare, and will not affect the sign message and or have the intent or effect of reducing allowable signage for a property. Additional conditions for Sign Programs may include sign placement, distance from other signs, and orientation, to ensure visibility of the signs and to avoid visual clutter.

B. Sign Permit implementation, time limits, and extensions.

1. A Sign Permit expires 12 months after the date of approval unless the sign has been installed or a different expiration date is stipulated in the approval.
2. A Sign Permit expires when the activity, product, business, service, or other use that is being advertised or identified has ceased for a period of not less than 90 days or has moved from the location where the sign was allowed.
3. A Sign Permit expires when a sign is removed from the approved location for more than 90 days or a new permit is approved for a replacement sign.
4. Upon written request by the applicant, the Director may extend a Sign Permit up to an additional 12 months from the original date of expiration based on parcel specific conditions justifying the original approval and whether or not those conditions have changed (e.g., physical site changes such as a new building or effects of a natural disaster, change in applicable sign regulations, etc.). The Director may make the extension subject to new conditions of approval should parcel-specific conditions warrant revised or new conditions to meet the required findings.
5. Notwithstanding any expiration date that may be applicable to a Sign Permit, the expiration date of that Sign Permit shall be the same as the latest expiration date of the Building Permit or other applicable permits for the project for which the Sign Permit was issued.
6. A Sign Program has no expiration date.

C. Modifications to Sign Permits or Sign Programs. An approved Sign Permit or Sign Program may be modified or amended or removed through the same procedure as the original approval. However, minor amendments to a Sign Permit or Sign Program may be approved by the Director if it is determined the intent of the original approval, required findings, and any conditions attached thereto, are not affected.

D. Permit Denial or Revocation.

1. A Sign Permit or Sign Program may be denied or revoked by that permit's review authority on the following grounds:
 - a. One or more of the required findings to grant a Sign Permit or Sign Program cannot be made; or
 - b. Any condition of the Sign Permit or Sign Program has not

been complied with.

E. Appeals. A review authority's decision may be appealed in compliance with Chapter 11.2.03 (Call-Up and Appeals); however, the appeal hearing shall be set to occur no later than 30 days after the appeal is filed. When a final decision is issued by the Design Commission or City Council, the time for a challenge to the decision in a court of law shall be governed by California Code of Civil Procedures Section 1094.8. Notice of the decision shall include citation to California Code of Civil Procedure Section 1094.8.

11.5.09.004 Prohibited Signs.

The following signs and/or sign structures are prohibited:

- A. Abandoned signs
- B. Balloons or other inflatable, wind activated, or spinning devices.
- C. Beacon lighting.
- D. Billboards.
- E. Bus bench signs, except as may be provided pursuant to City Council policy.
- F. Commercial advertising statuary or holograms.
- G. Digital or electronic signs, except Message Center Signs, as provided for in Section 11.5.09.
- H. Feather signs.
- I. Freestanding banners.
- J. Human signs that may, or are intended to, attract the attention of motorists to a particular business or location.
- K. Any sign that advertises illegal activity.
- L. Inflatable signs.
- M. Interactive signs.
- N. Moving signs. Including but not limited to, mechanical movement, animated, or any sign that scintillates, blinks, or flashes. All moving signs shall be deactivated within 60 days of the effective date of this chapter.
- O. Message center signs, except as provided for in Section 11.5.09.007.F.
- P. Mobile Billboards.
- Q. Murals.
- R. Obscene signs.
- S. Paper product signs, or signs made of materials that are impermanent and will not withstand exposure to the elements, used in exterior locations.
- T. Pennants, bunting, strings of pennants, flags or streamers, except where specifically permitted under a Temporary Use Permit.

- U. Portable, folding or A-frame signs, except as permitted by Section 11.5.09.007.I.
- V. Roof signs including signs on mansard roofs, and similar architectural roof-like elements.
- W. Signs erected without the permission of the property owner, with the exception of those authorized or required by local, State, or Federal government.
- X. Signs on hillsides. Signs of any kind, including those created by the arrangement of vegetation, rocks, or other objects on a hillside, which are visible from a public right-of-way or a neighboring property.
- Y. Signs or sign structures which by color, wording, or location, resemble or conflict with traffic control signs or devices.
- Z. Signs which obstruct vehicular views of pedestrians or other vehicles or pedestrian views of vehicles, so as to affect the safety of the public.
- AA. Snipe signs
- BB. Three-dimensional signs.
- CC. Signs emitting audible sounds, odors, or visible matter.
- DD. Signs that are oriented towards and visible from any freeway.

11.5.09.013 Nonconforming Signs

- A. Applicability.
 1. Permanent signs. This section applies to any permanent sign, including its physical structure and supporting elements, which was lawfully erected and maintained in compliance with all applicable laws in effect at the time of original installation, but which does not now comply with the provisions of this chapter.
 2. Temporary signs shall be brought into compliance with these sign regulations as of the effective date of the adopting ordinance.
- B. Allowed modifications to nonconforming signs. The following modifications to permanent nonconforming signs are allowed:
 1. A nonconforming sign may be continued and shall be maintained in good condition.
 2. Sign copy and face changes, non-structural modifications, and non-structural maintenance (e.g., painting and rust removal) are allowed so long as there is no alteration to the physical structure or support elements of the sign. Changes to sign copy and the sign face require a Sign Permit.
 3. A nonconforming sign may be restored to its original condition if 50% or less of the sign is damaged, provided that the restoration is started within 90 days of the damage occurring and is diligently pursued to

completion. A nonconforming sign is deemed to be more than 50% damaged if the estimated cost of reconstruction or repair exceeds 50% of the replacement cost of the sign, including its physical structure or support elements if damaged, as determined by the Director.

C. Prohibited modifications to permanent nonconforming signs. A nonconforming sign shall not be:

1. Changed to another nonconforming sign;
2. Structurally altered to extend its useful life;
3. Altered unless required by law or unless the alteration results in the elimination of the nonconformity;
4. Enlarged;
5. Moved or replaced; or
6. Re-established after damage or destruction to 50% or more of the sign (i.e., if the estimated cost of reconstruction or repair exceeds 50% of the replacement cost, including its physical structure or support elements if damaged, as determined by the Director).

D. A permanent nonconforming sign shall be removed or modified to comply with this chapter if the following occurs:

1. Any modifications prohibited by Subsection C, above, are made to the sign;
2. The sign is or may become a danger to the public or is unsafe;
3. The sign is being moved because of a remodel or rebuild on the property; or
4. The sign constitutes a traffic hazard not created by the relocation of streets or by acts of the City.

E. Exceptions. The following are exceptions to the requirements of this section:

1. The City shall not require the removal of any nonconforming sign on the basis of its height or size by requiring conformance with this chapter if special topographic circumstances would result in a material impairment of visibility of the sign or the applicant's or user's ability to adequately and effectively continue to communicate with the public through the use of the sign. Special topographic circumstances include but are not limited to terrain, contours, off-site structures, streets, and other off-site impediments as determined by the Director. In compliance with these circumstances, the applicant or user may maintain the sign, at the business premises and at a location necessary for continued public visibility at the height or size at which the sign was previously erected consistent with Business and Professions Code Section 5499.

2. Historic Signs are not subject to the requirements of this section.

F. No sign shall be added to an occupancy with a nonconforming sign unless the total allowable sign area square footage and the new sign comply with this chapter.

G. Amortization of nonconforming signs and inventory. All nonconforming signs shall have a useful and legal life of 15 years, after which they may be removed in compliance with the requirements of the California Business and Professions Code. As often as may be desirable, but no less frequently than required by State law, the Director shall authorize an identification and inventory of all illegal and abandoned signs within the City in compliance with the requirements of State law.

11.5.09.014 Mobile billboards – Vehicle signs.

A. Mobile Billboards Prohibited. Mobile billboards may not be parked or left standing upon any public street in the City. A peace officer, or any regularly employed and salaried employee of the City, who is authorized to engage and is engaged in directing traffic or enforcing parking laws and regulations may remove, or cause to be removed, the mobile billboard, or anything that the mobile billboard is attached to including a motor vehicle, located within the territorial limits of the City when the mobile billboard is found upon any public street or any public lands, if all of the following requirements are satisfied:

1. When a mobile billboard either standing alone or attached to a motor vehicle, is parked or left standing in violation of the Code, and the registered owner of the vehicle or display was previously issued a warning notice or citation for the same offense;
2. A warning notice or citation was issued to a first-time offender at least 24 hours prior to the removal of the vehicle or display; and
3. The warning notice or citation advised the registered owner of the vehicle or display that he or she may be subject to penalties upon a subsequent violation of the ordinance that may include removal of the vehicle or display.

B. Exemptions. This section shall not apply to:

1. Signs that are permanently affixed in a manner that is painted directly upon the body of a motor vehicle, applied as a decal on the body of a motor vehicle, or placed in a location on the body of a motor vehicle that was specifically designed by a vehicle manufacturer for the express purpose of containing an advertisement sign, such that it is an integral part of, or fixture of, a motor vehicle for permanent decoration, identification, or display and that does not extend beyond the overall length, width, or height of the vehicle.
2. Any vehicle or other wheeled conveyance that is parked or situated upon the public right-of-way or public parking lot(s) for a period of less than thirty (30) minutes, provided such vehicle has not been parked or situated upon any public rights-of-way or public parking lot(s) within the city for an accumulated period of time exceeding sixty (60) minutes during the immediately preceding twenty-four (24) hour

period.

C. Post Storage Impound Hearing. Section 22852 of the California Vehicle Code applies to this Section with respect to the removal of any mobile billboard advertising display vehicle. Section 22852 is incorporated by reference as if set forth in full herein and provides, in summary, that whenever an authorized employee of the City directs the storage of a vehicle, the City shall direct the storage operator to provide the vehicle's registered and legal owner(s) of record, or their agent(s), with the opportunity for a post-storage hearing to determine the validity of the storage. Notice of the storage shall be mailed or personally delivered to the registered and legal owner(s) within 48 hours, excluding weekends, as specifically provided for under Section 22852 of the California Vehicle Code. To receive a post-storage hearing, the owner(s) of record, or their agent(s), must request a hearing in person, in writing, or by telephone within ten days of the date appearing on the notice. The City may authorize its own officer or employee to conduct the hearing as long as the hearing officer is not the same person who directed the storage of the vehicle.

11.5.09.015 Removal without compensation.

The City may require removal, without compensation, of the following signs:

A. Any sign which was installed without first complying with all ordinances and regulations in effect at the time of its construction and erection or use.

B. Any sign found posted, or otherwise affixed upon any public property contrary to the provisions of Section 11.5.09.008 may be immediately removed by the city.

C. Legal Nonconforming Signs. Legal nonconforming on-premises signs shall be removed without compensation, if the sign meets any of the following criteria:

1. Any sign, including its supporting structure, whose use has ceased, or has been abandoned by its owner, for a period of not less than 90 days. Costs incurred in removing an abandoned sign shall be charged to the property owner;
2. Any sign which has been more than 50% destroyed, and the destruction is other than facial copy replacement, and the sign is not repaired within 30 days of the date of its destruction;
3. Any sign that has been altered as described in subsection (C) of Section 11.5.0.013 (Nonconforming Signs).
4. Any temporary sign which is beyond the time limits set within this chapter for its category of temporary sign.
5. Any sign which, in the determination of the city building inspector, is or may become a danger to the public or which is unsafe.
6. Any sign which constitutes a traffic hazard not created by relocation of streets or highways or by acts of the State of California, City or of the County of Los Angeles.

11.5.09.016 Abatement.

Signs which may be removed without compensation shall be abated pursuant to the following process:

A. Director's Order. The Director shall issue a written Order of Abatement.

B. Notice. Upon issuance of an Order of Abatement, the Director must forthwith give written notice of the Order by depositing a copy of the Order with the United States Postal Service, addressed to the owner of the business and to the owner of the property to which the Order relates. Alternatively, the Director may have such person(s) served personally with copies of the Order, or the Order may be posted at the property.

1. The Order must contain a description of the property affected, the names of the owners and/or persons in possession thereof, the basis for the Order, and the time within which the usage must terminate.
2. The Order is deemed final 30 days after the date of the notice, unless an appeal is filed.

C. The sign that is the subject of the Order must be removed within the time specified in the order, which may not exceed 60 days from the date the Order is placed in the U.S. mail.

If the sign is not removed within the time provided for by the Order, the Director will arrange for its removal, and the owner or person(s) responsible for the sign shall bear the cost of the sign's removal.

D. Appeal.

1. The owner of property, or the owner of the business, to which an Order relates may file an appeal to the Director's Order, either in propria persona or through their authorized agent. The appeal must be filed, in writing, with the secretary of the Planning Commission, at any time before the Order becomes final. No such appeal is effective for any purpose unless it is timely filed. In addition, an appeal is not valid unless, contemporaneously with the filing of the appeal, a filing and processing fee is paid to the City, in a sum to be set by City Council resolution.
2. The appeal shall be set for a de novo hearing before the Planning Commission, and notice of the hearing shall be provided as specified below.
3. At the hearing, the Planning Commission shall hear evidence to determine whether the sign falls within a category of signs that can be removed without compensation in accordance with Section 11.5.09.015 (Removal without compensation), and any other matter the Planning Commission deems relevant for a just resolution. The Planning Commission may hear any and all matters that it deems relevant, and is not be bound by the rules of admissibility of evidence. The Planning Commission may hear relevant hearsay evidence, but may not base its findings and decisions on hearsay evidence alone.

4. The Planning Commission must make a decision within 2 consecutive meetings (e.g., a public hearing may be continued once and the decision must be made at the continued hearing; or a resolution may return on consent at the following meeting to ensure compliance with Commission direction). The date the resolution reflecting the decision is approved is the effective date of that decision. The decision of the Planning Commission is deemed final 15 days after the effective date, unless a timely appeal is made to the City Council.
5. Notice. Upon a decision by the Planning Commission either affirming or vacating an order, the secretary of the Planning Commission shall forthwith give written notice of the same. The notice shall contain a description of the property affected, the names of the owners of the property and/or the business affected, the basis for the decision reached, and a timeline for removal of the sign, if applicable. The notice of such decision must be given in the same manner as set forth in Subsection B, above.

11.5.09.017 Definitions

Abandoned sign. Any lawfully erected sign that, for a period of 90 days or more, no longer advertises or identifies an ongoing business, activity, product, service, or other use available on the premise where the sign is located.

Address sign. A sign that designates the street number and/or street name of a property for identification purposes, as designate by the U.S. Postal Service.

A-frame sign. A freestanding portable sign ordinarily in the shape of an “A” or some variation thereof, which is readily moveable and not permanently attached to the ground or any structure; also, a sandwich board sign.

Animated. A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.

Awning or canopy sign. Any sign that is painted or applied to the face, valance, or side panel of a projecting structure consisting of a frame and a material or metal covering, attached to and wholly supported by a building wall and installed over and partially in front of doors, windows, or other openings in a building.

Balloon or balloon sign. Any inflated or inflatable object, with or without copy.

Banner. A temporary sign composed of cloth, canvas, plastic, fabric, or similar lightweight, non-rigid material that can be mounted to a structure with cord, rope, cable, or a similar method.

Beacon lighting. Any source of electric light, whether portable or fixed, the primary purpose of which is to cast a concentrated beam of light generally skyward as a means of attracting attention to its location rather than to illuminate any particular sign, structure, or other object.

Billboard. An off-premises sign designed for changeable advertising copy, which is normally used for the advertisement of goods, products, or services.

Bus bench sign. A temporary message located on the backrest of a City bus bench.

Building façade. Any exterior elevation of a building.

Building frontage. The width of a building occupied by a single business tenant that fronts on a public right-of-way. Width is measured as the widest point on an architectural elevation.

Business information sign. Signs which provide business information including, but not limiting to credit card acceptance, business hours, open/closed, or menus.

Cabinet sign. A sign with its text and/or logo symbols and artwork on an opaque or translucent face panel that is mounted within a metal frame or cabinet that may contain a lighting fixtures, which illuminates the sign face from behind.

Changeable copy sign. A sign designed to allow the changing of copy through manual, mechanical, or electrical means.

Construction sign. A sign placed at a construction site that provides information regarding the project architect, owner, contractors, etc.

Copy. See Sign Copy.

Digital display. The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays.

Directional sign. A sign that directs motorists or pedestrians to a specific location or service.

Directory sign. A pedestrian oriented sign used to provide a directory of tenant locations within a multi-tenant building(s).

Double-sided sign: A sign constructed to display its message on the outer surfaces of two parallel planes.

Electronic Sign. A sign face, and/or any structural component that can display still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a structural component, and that may be changed remotely through electronic means.

Feather sign. A temporary sign constructed of cloth, canvas, plastic fabric, or similar lightweight, non-rigid material and supported by a single vertical pole mounted into the ground or on a portable structure.

Flag. A fabric sheet of square, rectangular, or triangular shape that is mounted on a pole. This sign type includes official flags of national, state, or local governments. This sign type does not include feather signs.

Flashing sign. A sign that contains an intermittent or sequential flashing light source.

Freestanding banner (includes feather, teardrop, swooper, and bowhead banners). A temporary sign constructed of cloth, canvas, plastic fabric, or similar

lightweight, non-rigid material and supported by a single vertical pole mounted into the ground or on a portable structure.

Freestanding sign. A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes directory, monument, parking lot, pole, portable, and yard signs but excludes flags.

Frontage. The width of a building occupied by a single business tenant that fronts on a public way where customer access to the building is available. Width is measured as the widest point on an architectural elevation.

Gas station price displays. A type of illuminated, changeable copy sign that consists of manually or electronically changeable alphanumeric text, symbols, or graphics used for gas price display.

H-frame sign. A freestanding portable sign ordinarily in the shape of a sideways “H” or some variation thereof, which is readily moveable and not permanently attached to the ground or any structure.

Human sign. A person, live or simulated, who is attired or decorated with insignia, images, costumes, masks, or other symbols that display commercial messages with the purpose of drawing attention to or advertising for an on-premises activity. Such person may or may not be holding a sign. Also known as human mascots, sign spinner, or walking signs.

Illegal sign. A sign that includes any of the following:

- (a) A sign installed without complying with all regulations in effect at the time of its construction or use;
- (b) A sign installed or maintained contrary to any applicable provision of this chapter.
- (c) A sign which is a danger to the public or is structurally unsafe; or
- (d) A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the City.

Illumination, external. Artificial light that is external to the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any public right-of-way or adjacent property.

Illumination, internal. A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. Message center signs, digital displays, and signs incorporating neon lighting are not considered internally illuminated signs for the purposes of this chapter.

Inflatable sign. A sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or a structure and equipped with a portable blower motor that provides a constant flow of air into the device.

Interactive Sign. An electronic or animated sign that reacts to the behavior or electronic signals of pedestrians or motor vehicle drivers.

Illuminated sign. Signs or individual letters in which an artificial source of light is used to make the message readable and includes both internally and externally lit signs.

Lawn placard. A small, portable sign that can be placed on a lawn or other property to convey a message, typically made of cardboard, plastic, or corrugated metal with wire stakes.

Mechanical movement sign. A sign having parts that physically move rather than merely appear to move, as might be found in a digital display. The physical movement may be activate electronically or by other means, but shall not include wind-activated movement such as used for banners or flags. Mechanical movement signs do not include digital signs that have changeable, programmable displays.

Message Center Sign. A type of illuminated, changeable copy sign that consists of analog or electronic changeable alphanumeric text, symbols, or graphics typically used by institutional uses and for athletic scoreboards.

Mobile billboard. Any vehicle or other wheeled conveyance, which carries, conveys, pulls, displays as graphics upon its exterior, or otherwise transports, any sign or billboard.

Monument sign. An independent, freestanding sign supported on the ground having a solid base.

Mural. An original work of visual art which is composed, created or produced firsthand, and that is painted directly upon, tiled, or affixed directly to an exterior wall of a structure with the permission of the property owner.

Neon lighting. Any sign illuminated by or utilizing in any way tubes filled with neon and/or related inert gases, or products that produce the same or similar effect as neon, such as flexible light-emitting diode (LED) neon-like tubing.

Nonconforming sign. Any permanent or temporary sign, including its physical structure and supporting elements, which was lawfully erected and maintained in compliance with all applicable laws in effect at the time of original installation, but which does not now comply with the provisions of this chapter.

Obscene sign. A sign that displays a message or graphic representation that is obscene, as that term is defined in Section 311 of the California Penal Code.

Off-premises sign. A sign identifying a business activity, property, services, or product at some location other than where the sign is displayed, including human signs and hand-held commercial signs.

On-premises sign. A sign identifying a business activity, property, services, or product provided at the location where the sign is located. All noncommercial signs are considered on-premises signs.

Parking lot sign. A sign placed or displayed in parking lots to supply information to people using such lots, including information with respect to liability as well as entry, exit, and directional information, handicapped parking requirements, and other information to facilitate the safe movement of vehicles served by the parking area.

Pennant. A triangular or irregular piece of fabric or other material, whether or not

containing a message of any kind, commonly attached by strings or strands, or supported on small poles, intended to flap in the wind.

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

Placed. Erected, constructed, posted, painted, printed, tacked, glued, carved, or otherwise fastened, affixed or made visible in any manner.

Pole sign. A freestanding sign, typically supported by one or two poles or columns.

Portable sign. A sign that rests on the ground and is not designed to be permanently attached to a building or permanently anchored to the ground, including but not limited to A-frame and H-frame signs. Portable signs do not include pole or wooden post signs (see Yard sign).

Professionally crafted. Designed or manufactured by a professional sign designer or manufacturer or equivalent as determined by the Director.

Projecting sign. A sign projecting from and supported by a wall or building with the display surface of the sign perpendicular to the wall or building.

Public property. Public property means and includes the public right-of-way, and any property that is owned or controlled by the City or by any other government agency or district. Public property includes City Hall and the Civic Center, parks, utility poles and equipment, street trees, traffic control devices, light poles; and privately or publicly owned signs, telephone, electrical lines and infrastructure within the public right-of-way.

Public area. An area that is accessible to any member of the public.

Public right-of-way. A public street, plaza, courtyard, pedestrian corridor or walkway, city-owned parking lot, or alley.

Review authority. The individual or official City body identified by this chapter as having the responsibility and authority to review, and approve or deny, a permit application.

Roof sign. A sign constructed upon or over a roof or placed so that any portion of the sign extends above the edge of the roof.

Scoreboard. A sign contained within an athletic venue and intended solely to provide information to the attendees of an event held at the venue.

Sign. Any physical form of visual communication, including its structure and component parts, which is exposed to exterior view to attract attention to or provide information about the subject matter or premises, through use of any combination of words, letters, figures, or symbols. (See below for sign types.)

Sign area. The surface space containing words, letters, figures or symbols, together with any frame or material forming an integral part of the display but excluding support structures, the face of the building, and incidental parts not drawing attention to the subject matter. Where freestanding or projecting signs have two sides or faces, but only one face is visible from any point, the surface area of only one side shall be applied to the total sign area permitted.

Sign copy. All portions of a sign displaying a message, including text and symbols, not including the supporting structure or base of a sign.

Sign height. The vertical distance from the uppermost point used in measuring the area of a sign to the normal grade immediately below the sign, including its base or the top of the nearest curb of the street on which the sign fronts, whichever measurement is the greatest.

Sign Program. A coordinated design plan of one or more signs for an individual business, a multi-tenant business center, or other site that specifies the number, size, description, and location of all signs located or to be located on the parcel or business site.

Sign width. The measurement of a sign or base of a sign at its full extent from side to side, measured at the widest point.

Snipe sign. A sign tacked, nailed, posted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner.

Street frontage. The side or sides of a lot abutting on a public street or right-of-way.

Suspended sign. A sign that is suspended from the underside of an eave, canopy, awning, arcade, or other covered walkway.

Support structure. The structural portion of a sign securing the sign to the ground, a building, or to another structure.

Temporary sign. A sign constructed of paper, cloth, or similar expendable material, which is intended for a definite and limited period of display and which is not permanently affixed to a structure, sign area, or window.

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

Traffic safety visibility area. A triangle area extending 5 feet from the intersection of two streets and/or alley rights-of-way along both streets and connecting the lines across the property. Where a driveway intersects with a street or alley, the traffic safety visibility area also extends 5 feet along the street or alley right-of-way and driveway.

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

Window area. The area within the perimeter window frames and glass doors located on a business frontage or street frontage.

Window sign. A temporary or permanent sign placed on or behind a window facing a public way, including signs painted on the window itself. An interior sign that faces a window exposed to public view that is located within three feet of the window is considered a window sign for the purpose of calculating the total area of all window signs. Window signs do not include common wall windows on the inside of a building not visible by the general public from any public right-of-way or any public area. This may include a

Business Information Sign.

Vehicle sign. An advertising sign that is permanently affixed to the body of, an integral part of, or a fixture of a motor vehicle for permanent decoration, identification, or display and that does not extend beyond the overall length, width, or height of the vehicle.

Yard sign. Any temporary sign placed in the ground or attached to a supporting structure, posts, or poles, that is not attached to any building, not including banners.

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