

AGENDA

REGULAR MEETING OF THE PLANNING COMMISSION

TUESDAY, MAY 17, 2016
6:00 P.M.

Council Chambers, City Hall
212 S. Vanderhurst Avenue, King City, CA

1. **CALL TO ORDER**

2. **ROLL CALL:**

Planning Commission Members: Michael Barbree, Margaret Raschella,
Ralph Lee, Vice Chairperson David Mendez, and Chairperson David Nuck

3. **FLAG SALUTE**

4. **PUBLIC COMMENTS**

Any person may comment on any item not on the agenda. PLEASE STATE YOUR NAME AND ADDRESS FOR THE RECORD. Action may not be taken on the topic, unless deemed an urgency matter by a majority vote of the Planning Commission. Topics not considered an urgency matter might be referred to City staff and placed on a future agenda, by a majority vote of the Planning Commission.

5. **PRESENTATIONS**

None

6. **CONSENT AGENDA**

All matters listed under the Consent Agenda are considered routine and may be approved by one action of the Planning Commission, unless any member of the Planning Commission wishes to remove an item for separate consideration.

None

7. **PUBLIC HEARINGS**

- a. **Project:** Continued Item: Conditional Use Permit ("**CUP**"), Architectural Review ("**AR**") and Variance ("**VAR**") to permit agricultural employee housing for 216 agricultural employees located at 218 North First Street.

Case No.: CUP 2016-001, AR 2016-001, VAR 2016-001

Applicant: David Gill, Rio Farms and Steve Scaroni, SFCOS

Proposal: The proposal is to convert a portion of a former tomato processing facility located at 218 North First Street into temporary agricultural employee housing for H2A VISA Farmworker Housing Program. The proposed remodel of the interior of the former Meyer Building will upgrade the building to include sleeping area, dining area, a manager's apartment, bathrooms, bus loading/unloading area, parking for visitors and employees and a small outdoor recreation area. The property is designated General Commercial on the General Plan and First Street Corridor ("**FSC**") zoning district.

Public hearing on CUP/AR/VAR was continued from March 1, 2016 to April 19, 2016 to May 17, 2016.

Location: 218 N. First Street, King City, CA 93930

Environmental Determination: Mitigated Negative Declaration approved by Planning Commission on March 1, 2016.

Recommendation: Staff recommends the Planning Commission take the following actions:

1. **Provide comments** on revised plans that will be presented by the applicant, and
2. **CONTINUE** the public hearing of CUP2016-001, AR2016-001, VAR2016-001, to the **June 7th** Planning Commission meeting.

8. REGULAR BUSINESS

a. Project: Sign Ordinance Discussion

Recommendation: Staff recommends the Planning Commission take the following actions:

1. Review existing sign ordinance Title 17.55 of Municipal Code and provide staff with direction; and
2. Make recommendations to City Council, if needed.

9. PLANNING COMMISSIONER REPORTS

10. DIRECTOR'S REPORT

11. WRITTEN CORRESPONDENCE

12. ADJOURNMENT

NOTES

WRITTEN MATERIAL: Any writing or document pertaining to an open session item on this agenda which is distributed to a majority of the Planning Commission after the posting of this agenda will be available for public inspection at the time the subject writing or document is distributed. The writing or document will be available for public review in the Community Development Department, 212 S. Vanderhurst Avenue, King City, Ca, during normal business hours, and may be posted on the City's website identified above.

AGENDA ITEM SPEAKING TIME: The Planning Commission may limit persons speaking on an agenda item to three (3) minutes per item.

AMERICANS WITH DISABILITIES ACT: Any individual, who because of a disability needs special assistance to attend or participate in this meeting, may request assistance by contacting the City Clerk's Office (831) 385.3281. Whenever possible, requests should be made four (4) working days in advance of the meeting

UPCOMING REGULAR MEETINGS

<u>MAY 2016</u>		
May 24 th	6:00 p.m.	City Council

<u>JUNE 2016</u>		
June 7 th	6:00 p.m.	Planning Commission
June 13 th	6:00 p.m.	Airport Advisory Committee
June 14 th	6:00 p.m.	City Council
June 21 st	6:00 p.m.	Planning Commission
June 28 th	6:00 p.m.	City Council

THE CITY OF KING GLOSSARY

ADT: Average daily trips made by vehicles or persons in a 24-hour period

ALUC: Airport Land Use Commission

AMBAG: The Association of Monterey Bay Area Governments. The AMBAG region includes Monterey, San Benito and Santa Cruz Counties, and serves as both a federally designated Metropolitan Planning Organization and Council of Government. AMBAG manages the region's transportation demand model and prepares regional housing, population and employment forecast that are utilized in a variety of regional plans.

APCD: Air Pollution Control District

BMP: Best Management Practice, Bike Master Plan

CAP: Climate Action Plan

CC&Rs: Covenants, Conditions, and Restrictions (private agreements among property owners; the City has no authority to enforce these)

CDBG: Community Development Block Grant (a federal grant program designed to benefit low and moderate income persons)

CEQA: California Environmental Quality Act

CFD: Community Facilities District

COG: A council of government, or regional council, is a public organization encompassing a multi-jurisdictional regional community. It serves the local governments by dealing with issues that cross political boundaries.

CUP: Conditional Use Permit

EIR: Environmental Impact Report

Ex-Parte: Communication between Planning Commissioners and applicants outside of a public meeting

FEMA: Federal Emergency Management Agency

GHG: Greenhouse gas

HOME: Home Investment Partnership Act (a federal program to assist housing for low and moderate income households)

HCP: Habitat Conservation Plan

HCD: State Department of Housing & Community Development

HUD: U.S. Department of Housing and Urban Development

LAFCO: Local Agency Formation Commission

LID: Low Impact Development (measures to reduce rainwater runoff impacts)

LLA: Landscaping and Lighting District

LOS: Level of Service (a measurement of traffic efficiency used by Caltrans)

MMTC: A multimodal transit center includes a combination of alternative modes of transportation so people do not have to only rely on vehicles.

MOU: Memorandum of Understanding

MND: Mitigated Negative Declaration

MPO: A metropolitan planning organization is a federally mandated and federally funded transportation policy-making organization, such as AMBAG, that is made up of representatives from local government to help implement transportation projects and projects.

Neg Dec: Negative Declaration (a CEQA statement that a project will not have a significant effect on the environment)

NEPA: National Environmental Policy Act

SOI: Sphere of Influence.

TAMC: The Transportation Agency for Monterey County develops and maintains a multimodal transportation system for Monterey County. TAMC consists of local officials from each Monterey city (12 cities) and five (5) county supervisorial districts, and ex-officio members from six (6) public agencies.

TOT: Transient Occupancy Tax

Variance: A form of relief from zoning development regulations based on physical constraints of a property that prevents development of the same type of buildings allowed on other properties within the same zone and in the same neighborhood

VMT: Vehicle Miles Traveled



Item No. 7 (a)

REPORT TO THE PLANNING COMMISSION

DATE: MAY 17, 2016

TO: PLANNING COMMISSION

FROM: DOREEN LIBERTO-BLANCK, AICP, COMMUNITY DEVELOPMENT DIRECTOR

RE: CONTINUED ITEM – PROPOSED CUP/AR/VAR FOR AGRICULTURAL EMPLOYEE HOUSING AT 218 N. FIRST STREET, CASE NO. CUP2016-001, AR2016-001, VAR2016-001

RECOMMENDATION:

It is recommended that after hearing an update from the applicant, the Planning Commission continue the hearing to June 7, 2016. The applicant's architect has submitted revised site plans on May 12, 2016. Staff will need to review the revisions and receive any comments from the applicant regarding the Conditions of Approval.



Item No. 8 (a)

REPORT TO THE PLANNING COMMISSION

DATE: MAY 17, 2016
TO: PLANNING COMMISSION
FROM: DON FUNK, CONTRACT PRINCIPAL PLANNER
RE: SIGN ORDINANCE DISCUSSION

RECOMMENDATION:

During the meeting of May 3, 2016, the Planning Commission requested that a discussion on the sign ordinance be placed on the upcoming Planning Commission meeting. **Exhibit 1** attached is Title 17.55 Signs. It is recommended that Planning Commission review the attached sign ordinance, provide staff with direction, and make any recommendations to City Council if the Planning Commission sees any need to amend the sign ordinance.

Attachment

EXHIBIT 1

Title 17 ZONING

Chapter 17.55 SIGNS

Note

* Prior ordinance history: Ords. 660, 631, 621, 593, 562, 555, 545, 542 and 532.

17.55.010 Purpose.

The regulations established by this chapter are intended to appropriately limit the placement, type, size, and number of signs allowed within the city, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- (a) Avoid traffic safety hazards to motorists, bicyclists, and pedestrians caused by visual distractions and obstructions;
- (b) Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the city as a place to live, work, and shop;
- (c) Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned to adjacent structures and the structures to which they are attached; and
- (d) Safeguard and protect the public health, safety, and general welfare. (Ord. 679 § 1, 2009)

17.55.020 Applicability.

The requirements in this chapter shall apply to all signs within the city. This chapter, however, does not regulate the message or content of signs.

In the event of any conflict between this chapter and any law, rule, or regulation of the state of California, that requirement that establishes the higher standard of safety shall govern. Failure to comply with such standard or safety shall be a violation of this chapter.

If any provision or provisions 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. (Ord. 679 § 1, 2009)

17.55.030 Sign permit requirements and procedures.

(a) General Requirements.

(1) **Approval Required.** No sign shall be constructed, installed, or modified, unless a sign permit and, where applicable, master sign program approval is obtained in compliance with all the regulations within this chapter. Except for signs allowed without sign permit by Section 17.55.050 (Exemptions from sign permit requirements).

(2) **Building Permit Required.** The chief building official shall examine sign permit applications. When, in his or her determination, a separate building or electrical permit is required, the applicant shall be notified and the sign permit shall not be issued until such other permits are obtained from the community development department (“department”).

(3) **Compliance with Permit and Master Sign Program.** After approval, the sign(s) must comply with the sign permit and master sign program (Section 17.55.040), if applicable.

(b) Review Authority.

(1) **Community Development Director.** The community development director (“director”) shall review sign permit applications and approve only those that comply with the findings required in subsection (d) of this section (Findings for approval). The director may also refer a sign permit application to the planning commission for review and decision, either for the individual sign permit, or as part of a development project that is otherwise subject to a conditional use permit (“CUP”) or architectural review (“AR”).

(2) Planning Commission.

(A) The planning commission shall review all master sign programs (Section 17.55.040), and shall approve only those that comply with the findings required in subsection (d) of this section (Findings for approval).

(B) In limited circumstances, the planning commission may approve a sign permit application that does not meet finding (d)(1) of this section.

(3) **Conditions of Approval.** The review authority may require conditions of approval that are deemed reasonable and necessary to achieve the purpose, intent, and objectives of this chapter.

(c) Sign Permit Procedures.

(1) **Application Requirements.** An application for a sign permit and master sign program (Section 17.55.040) shall be prepared, filed, and processed.

(2) **Application Contents.** Each application shall include all of the following:

(A) Plans for the sign, drawn to scale, showing the proposed location of the sign in relation to other signs on the site and adjacent properties, structures, and uses;

(B) A complete color scheme and drawing of the sign;

(C) Sufficient other details of the proposed sign to show that it complies with the provisions of this chapter;

(D) Written permission from the property owner for the placement of the proposed signs on the site;

(E) Computation of the total sign area, the area of each individual sign, the height of each sign, and the total number of existing and proposed signs on the parcel;

(F) An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not;

(G) If a sign permit application is filed for a site with existing signs, the application shall detail how the applicant will correct all nonconforming signs on the site as part of the installation of the proposed signs; and

(H) Other information as required by the department.

(d) Findings for Approval. The approval of a sign permit or master sign program shall require that the review authority make the following findings, as applicable:

(1) The proposed sign(s) do not exceed the standards of Sections 17.55.080 (Zoning district sign standards) and 17.55.090 (Standards for specific types of signs), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;

(2) That the placement of the sign on the site is appropriate for the height and area of a freestanding or projecting sign;

(3) That a flush or projecting sign relates to the architectural design of the structure;

(4) That signs do not unreasonably impair the visibility of existing signs on adjacent properties;

(5) The placement and size of the sign(s) will not impair pedestrian or vehicular safety;

(6) The design, height, location, and size of the sign(s) are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street;

(7) The proposed sign(s) are in substantial conformance with the design criteria in Section 17.55.070(f) (Design criteria for signs); and

(8) The proposed sign(s) are of a color, height, letter type, location, material, shape, size, and style that is appropriate for the use of the premises, enhancing to the premises, and harmonious with the surrounding neighborhood.

(e) Expiration and Extension of Sign Permits.

(1) Approval of a sign permit or master sign program permit shall expire twelve months from the date of approval unless the sign has been installed or a different expiration date is stipulated at the time of approval. Before the expiration of a sign permit or master sign program permit, the applicant may apply to the department for an extension of an additional twelve months from the original date of expiration. Only one extension may be granted. In response to an extension request, the director may make minor modifications or deny further extensions.

(2) The expiration date of the sign permit or master sign program permit shall be automatically extended to concur with the expiration date of the companion building permit or other applicable permits. (Ord. 679 § 1, 2009)

17.55.040 Master sign program requirements.

(a) When Required. A master sign program shall be:

(1) Required for new nonresidential projects with three or more tenants;

(2) Required for existing nonresidential project with three or more tenants that complete either:

(A) A major renovation, for the purposes of this chapter, major renovation means adding more than fifty percent to the gross floor area of the structure(s) or exterior work on more than fifty percent of the length of any façade, or

(B) The modification of fifty percent or more of the existing signs on the site within a twelve-month period;

(3) Submitted with other planning permits required by the city for development of the parcel on which the sign is proposed to be located and shall be processed simultaneously with the other planning permit(s).

(b) Contents. A master sign program shall include all the information and materials required by Section 17.55.030.(c)(2) (Application contents), and shall provide standards for the uniform style, construction, height, size, and placement of the signs.

(c) Review Authority. The planning commission shall review all master sign programs and shall approve only those that comply with the findings required in Section 17.55.030(d) (Findings for approval).

(d) Revisions. The director may approve revisions to an approved master sign program. (Ord. 679 § 1, 2009)

17.55.050 Exemptions from sign permit requirements.

The following signs are allowed without sign permit or master sign program approval, provided that they comply with Section 17.55.070 (General requirements for all signs), and any required building permit is obtained.

(a) Nonstructural Modifications and Maintenance.

(1) Modifications to sign copy on conforming signs or changes to the face or copy of conforming changeable copy signs;

(2) Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a master sign program; provided, the modifications are consistent with the approved master sign program;

(3) The normal maintenance of conforming signs, except as identified in Section 17.55.100(b) (Nonconforming signs).

(b) Identification Signs. Street identification and house identification signs not exceeding one square foot.

(c) Temporary Signs. The following temporary signs are allowed without a sign permit.

(1) Real Estate Signs. Real estate signs are allowed without a sign permit in compliance with California Civil Code Section 713, and subject to the following requirements:

(A) A site within a commercial, industrial, or other nonresidential zoning district shall be allowed one real estate sign of no more than ten square feet, with a maximum height for freestanding signs of six feet, adjacent to each parcel frontage.

(B) Residential Zoning Districts.

(i) On-site Signs. One residential real estate sign not more than ten square feet in area, advertising the sale or lease of a parcel or structure, may be located on the property it advertises.

(ii) Off-site Directional Signs. Off-site real estate directional signs not more than six square feet in area may be located on private property with the property owner's consent, provided

that they do not obstruct or impede pedestrian or vehicular traffic, and are not secured to prevent removal. No real estate sign shall be permitted within the public right-of-way.

(2) Political or Social Issue Signs. Political or social issue signs are allowed without a sign permit provided that the signs:

(A) Are placed on private property with the property owner's consent, and do not exceed a total aggregate area of twelve square feet within a residential zoning district, or twenty square feet within a nonresidential zoning district;

(B) Are not placed so as to impede the visibility of street or traffic control signs to motorists or pedestrians; and

(C) Are not placed unlawfully. The placement of a sign in the public right-of-way in violation of this chapter or any other provision of the Municipal Code is a nuisance, and any sign so placed may be removed and disposed of by the city.

(3) Temporary Window Signs. Temporary signs on commercial properties that are painted directly on a window, affixed to the inside of a window, or hung within twelve inches of a window promoting a message, including but not limited to, grand openings and special events (commercial and noncommercial), provided the sign or signs do not exceed five percent of the window area or two square feet per window, whichever is greater. Temporary window signs may be allowed for a thirty-day period.

(d) Governmental Signs. Signs installed by the city, county, or a federal or state governmental agency, are allowed without a sign permit including, but not limited to, the following:

(1) Emergency and warning signs necessary for public safety or civil defense;

(2) Traffic signs erected and maintained by an authorized public agency;

(3) Legal notices, licenses, permits, and other signs required to be displayed by law;

(4) Signs showing the location of public facilities (e.g., public telephones, restrooms, and underground utilities); and

(5) Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare.

(e) Miscellaneous Signs. The following signs are also allowed without a sign permit:

(1) Street Addresses. Street address numbers not exceeding twelve inches in height.

(2) Official Flags. Flags of national, state, or local governments, or nationally recognized religious, fraternal, or public service agencies; provided that:

- (A) The length of a flag shall not exceed one-fourth the height of the flagpole;
 - (B) The height of the flag pole shall not exceed twelve feet within a residential zoning district and thirty feet within a nonresidential zoning district; and
 - (C) No private flagpole shall be located within a public right-of-way or required setback.
- (3) Ornamentation and Decoration. Symbols, pictures, patterns, and illumination approved as architectural ornamentation or decoration by the planning commission.
- (4) Historical Markers. Historical markers erected and maintained by nonprofit organizations, memorials, building cornerstones, and date-constructed stones, provided that none of these exceed four square feet.
- (5) Service Station Price Signs. Service station price signs required by state law. (Ord. 679 § 1, 2009)

17.55.060 Prohibited signs.

All signs not expressly allowed by this chapter shall be prohibited. Examples of prohibited signs include, but are not limited to, the following:

- (a) Animated and moving signs. Includes electronic message display signs, blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs) and barber poles;
- (b) Billboard signs except as allowed by Section 17.55.090(b) (City billboard signs);
- (c) Off-site signs except as allowed by Section 17.55.090(i)(3) (Offsite directional signs);
- (d) Signs that emulate traffic control signals. Because of the city's interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic are prohibited;
- (e) Directional signage. A sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, unless approved by the planning commission. This is to protect the safety, convenience and control of vehicular and pedestrian traffic within the premises of the subject use;
- (f) Signs attached to boats, vehicles, or other moving objects. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-

way, or located on private property so that it is visible from a public right-of-way, unless approved by the planning commission. This standard does not include signs painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle that covers no portion of a vehicle window;

(g) A sign burned, cut, or otherwise marked on or affixed to a natural feature.

(h) A sign placed within a public right-of-way, except as provided by Section 17.55.070(d) (Signs placed within the public right-of-way); and

(i) A-board and other portable sidewalk signs. (Ord. 679 § 1, 2009)

17.55.070 General requirements for all signs.

(a) **Sign Area Measurement.** The measurement of sign area to determine compliance with the sign area limitations of this chapter shall be regulated as follows:

(1) **Surface Area.** The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 1.

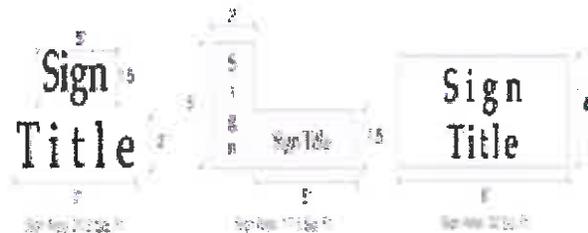


Figure 1 Surface Area Calculation

(2) **Sign Structure.** Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

(3) **Multi-faced Signs.** The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces.

(4) Three-dimensional Objects. Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be measured at their maximum projection upon a vertical plane. See Figure 2.



Figure 2 Three-dimensional Objects

(5) Time and/or Temperature Device. The area of any time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.

(6) Sign Lighting. Permanently installed illuminated panels, visible tubing, and strings of lights outlining all or a portion of a structure shall be deemed “signs” subject to this chapter and shall be counted as part of the allowed sign area. Each line of tubing or lights shall be deemed to have a minimum width of at least six inches for the purpose of area calculation. Indirect lighting that is primarily for illuminating architectural features or landscaping is not included in sign area.

(b) Sign Height Measurement. The height of a sign shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade, to the top of the highest attached component of the sign. See Figure 3.

Normal grade shall be construed to be the lower of either the:

- (1) Existing grade before construction; or
- (2) Newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

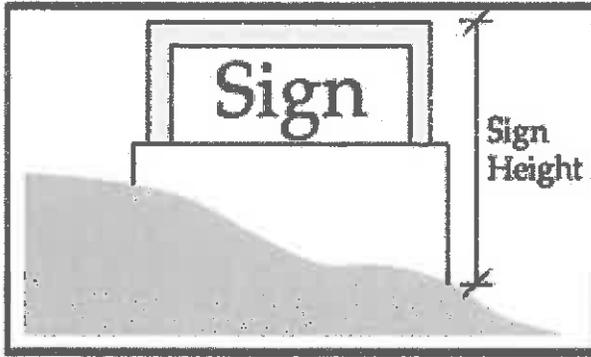


Figure 3 Sign Height Measurement

(c) **Sign Location Requirements.** Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this chapter.

(1) Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by Section 17.55.090 for a specific sign type.

(2) No sign shall project over public property, or the public right-of-way, except where the city has granted an encroachment permit in addition to a sign permit.

(3) No sign shall be placed so as to interfere with the operation of a door or window. A sign that covers architectural features shall be discouraged.

(d) **Signs Placed within the Public Right-of-way.**

(1) No sign shall be allowed in the public right-of-way except for the following:

(A) Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;

(B) Bus stop signs installed by a public transit company;

(C) Informational signs of a public utility regarding its lines, pipes, poles, or other facilities;

(D) Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way;

(E) Projecting signs that comply with Section 17.55.090(h) (Projecting signs);

(F) Temporary local community group signs located at the corner of San Antonio and Broadway, adjacent to the cemetery. The signs shall meet the following requirements:

(i) Size. The sizes shall be no larger than four square feet.

(ii) Location. Signs shall be positioned so they do not obstruct visual line of sight.

(iii) Affixed to Ground/Structure. Signs shall be safely installed so they do not blow away, fall over, or create other safety problems.

(2) Any sign installed or placed within the public right-of-way other than in compliance with this section shall be forfeited to the public and be subject to confiscation.

(3) The city shall have the right to recover from the owner, or person placing the sign, the full costs related to the removal and disposal of the sign.

(4) A sign permit shall not be required for city signs placed within the public right-of-way.

(e) Sign Design, Construction and Maintenance. All signs shall be designed, constructed, and continuously maintained in compliance with the following standards:

(1) Compliance with Applicable Provisions. All signs shall comply with the applicable provisions of the uniform codes of the city, any other applicable city ordinances, resolutions, or regulations, and this chapter.

(2) Permanent Materials and Attachment. Except for banners, flags, temporary signs, and window signs conforming with the requirements of this chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

(f) Design Criteria for Signs. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved:

(1) Color. Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the structure colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).

(2) Design and Construction.

(A) 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) who are capable of producing professional results.

(B) All permanent signs shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation businesses, 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.

(3) Materials and Structure.

(A) Sign materials (including framing and supports) shall be characteristic of the type and scale of materials used on the site of the sign. Sign materials shall match those used on the structure and on other signs on the site.

(B) No sign shall include reflective material.

(C) Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.

(D) 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.

(E) The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.

(4) Street Address. The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more structures on the site.

(g) Copy Design Guidelines. The city does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

(1) Sign copy should relate only to the name and/or nature of the business or commercial center.

(2) Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc., shall be avoided.

(3) Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.

(4) The area of letters or symbols should not exceed forty percent of the background area in commercial districts or sixty percent in residential districts.

(5) Freestanding signs should contain the street address of the parcel or the range of addresses for a multitenant center.

(h) Sign Lighting. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

(1) A sign should be illuminated by lights shining on the sign rather than by lights within the sign.

(2) External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.

(3) Sign illumination shall not blink, flash, flutter, or change light intensity, brightness, or color.

(4) Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

(5) Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.

(6) No lamp that exceeds fifteen watts shall be placed so that the face of the lamp is visible from a public right-of-way or adjacent property.

(7) Light sources shall utilize hard-wired florescent or compact florescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps shall be prohibited.

(i) Maintenance of Signs.

(1) Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times.

(2) Any repair to a sign shall be of materials and design of equal or better quality as the original sign.

(3) A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Municipal Code.

(4) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. (Ord. 679 § 1, 2009)

17.55.080 Zoning district sign standards.

Each sign shall comply with the sign type, area, height, and other restrictions provided by this section, in addition to the provisions of Section 17.55.090 (Standards for specific types of signs).

Sign standards for specific plans and planned developments will be determined during the discretionary review process. If such standards follow the citywide standards in this chapter, the review authority will determine the zoning districts that most closely match the proposed project.

(a) Residential and Open Space Districts. Each sign in the A, R-1, R-2, R-3, R-4 and O districts shall comply with the requirements in Table (1)

Table 1
Sign Standards for Residential Neighborhoods

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Wall	Two feet below edge of roof	One per street frontage	Twelve sf maximum each
Freestanding	Four feet		Twenty-four sf total for all signs

(b) Commercial and Industrial Districts. Each sign in the C-N, C-1, C-1-TD, C-2, H-S, M-1, M-2, and M-3 districts shall comply with the requirements in Table 2 except for signs located in the historic downtown area, which are regulated by subsection (c) of this section. Figure 4 shows examples of several sign types.

Table 2

Sign Standards for Commercial and Industrial Districts

Allowed Sign Types	Sign	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Ground mounted and ground floor signs				
Awning		At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang	Three of any combination of allowed sign types per primary structure frontage One of any allowed sign type per secondary frontage	The total sign area on a parcel shall comply with the following requirements: (1) One sf for each linear ft of primary building frontage (2) One-half sf for each linear foot of secondary building frontage (3) Each use is allowed a total sign area of at least twenty-five sf regardless of the frontage (4) The total sign area shall not exceed one hundred sf
Freestanding		Six feet		
Projecting		See Section 17.55.090(h) (Projecting signs)		
Roof		Two feet above highest point		
Suspended		Below eave/canopy; the lower edge at least eight feet above a walking surface		
Wall		At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang		
Window		See Section 17.55.090(k) (Window signs)		
Other signs				
Freeway		See Section 17.55.090(e) (Freeway signs)		
Murals		See Section 17.55.090(g) (Murals)		
Temporary		See Section 17.55.090(i) (Temporary signs)		
Second floor signs				
Awning		At least one foot below the top of a parapet or the lowest point of any cornice or roof overhang	One per tenant	Twelve sf for each tenant
Projecting				
Wall				
Window		See Section 17.55.090(k) (Window signs)		

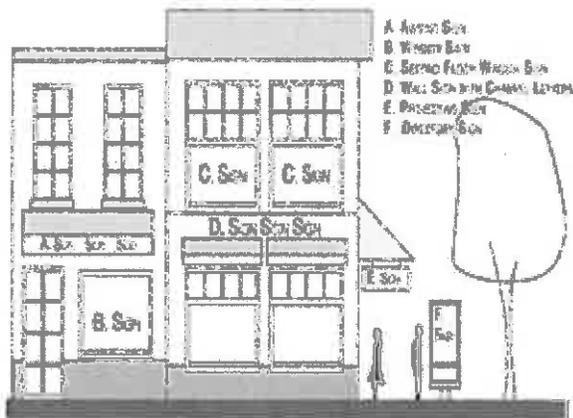


Figure 4 Examples of Sign Types

(c) **Historic Downtown Area.** Each sign in the historic downtown area shall comply with the requirements in Table 3. For purposes of this section, the historic downtown area is defined as Broadway Street between North Mildred Avenue and North 1st Street.

(1) **Purpose.** The purpose of establishing sign standards for the historic downtown area is to preserve and protect the historic integrity and cultural resources of the downtown area.

(2) **Required Findings.** The director must find that the sign is compatible with the character of the building and the historic downtown area.

Table 3

Sign Standards for the Historic Downtown Area

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Ground mounted and ground floor signs			
Awning	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang	Three of any combination of allowed sign types per primary structure frontage One of any allowed sign type per secondary frontage	The total sign area on a parcel shall comply with the following requirements: (1) One sf for each two linear ft of primary building frontage (2) One-half sf for each linear foot of secondary building frontage (3) Each use is allowed a total sign area of at least twenty sf regardless of the frontage (4) The total sign area shall not exceed one-hundred sf
Projecting	See Section 17.55.090(h) (Projecting signs)		
Suspended	Below eave/canopy; the lower edge at least eight feet above a walking surface		
Wall	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang		
Window	See Section 17.55.090(k) (Window signs)		
Other signs			
Freestanding	In addition to the permanent on-site signs permitted by this chapter, a parcel may have a freestanding sign not to exceed twenty-five square feet. The sign may not be illuminated higher than five feet.		
Murals	See Section 17.55.090(g) (Murals)		
Temporary	See Section 17.55.090(i) (Temporary signs)		
Second floor signs			
Awning	At least one foot below the top of a parapet or the lowest point of any cornice or roof overhang	One per tenant	Twelve sf for each tenant
Projecting			
Wall			
Window	See Section 17.55.090(k) (Window signs)		

(Ord. 679 § 1, 2009)

17.55.090 Standards for specific sign types.

Proposed signs shall comply with the following standards applicable to the specific sign type. Each sign type listed in this section shall be included in the calculation of the total sign area allowed on a parcel by Section 17.55.080 (Zoning district sign standards), unless this section explicitly provides otherwise. Each sign shall also comply with the requirements of Section 17.55.070 (General requirements for all signs), and all other applicable provisions of this chapter.

(a) Awning Signs. The following standards apply to awning signs (Figure 5) in all districts where allowed by Section 17.55.080 (Zoning district sign standards).

- (1) Signs on awnings are limited to ground level or second story occupancies only.
- (2) Awnings shall be indirectly illuminated. Translucent awning materials are prohibited.
- (3) Signs on awning shall not exceed twenty-five square feet.

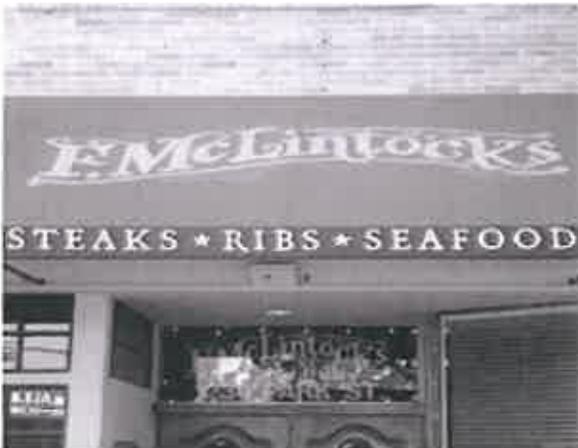


Figure 5 Awning Signs

(b) Cabinet Signs. Cabinet signs are internally illuminated and come in different shapes and sizes. Cabinet signs can be incorporated into monument signs, walls signs, projecting signs and pole signs. Cabinet signs should have a dark background and light lettering.

(c) City Billboard Signs. The planning commission may allow a city-owned and maintained billboard in the PD zoning district along State Highway 101.

(d) **Freestanding Signs.** The following standards apply to freestanding signs in all districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 6.

(1) Multiple signs shall be separated by a minimum of seventy-five feet to ensure adequate visibility for all signs. The review authority may waive this requirement where the locations of existing signs on adjacent properties would make the seventy-five foot separation impractical, or there is no other alternative.

(2) A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the review authority.

(3) To assist emergency response personnel in locating the site, freestanding signs shall contain an illuminated street address plate. Numbers shall be a minimum of six inches in height.



Figure 6 Freestanding Signs

(e) **Freeway-oriented Signs.** A freeway-oriented sign may be approved in compliance with the following requirements. See Figure 7.

(1) **Permit Requirement.** CUP approval is required for a freeway-oriented sign.

(2) **Where Allowed.** The planning commission may allow a freeway-oriented sign:

(A) Within the H-S zoning district; and

(B) On a parcel with a property line within five hundred feet of the State Highway 101 right-of-way.

(3) Design. The city shall limit the number, height and visual impact of freeway-oriented signs when considering a CUP. Pole signs shall be discouraged if adequate signage can be provided on the sides of buildings and in the form of monument signs.

(4) Height. The height of permitted signs shall be limited to the lowest practical elevation when considering the line of sight from nearby highways. However, the planning commission may require minimum clearances beneath a freeway-oriented sign if necessary to protect the public health and safety. Freeway signs shall not exceed a maximum height of sixty feet.

(5) Required Findings. The approval of a CUP for a freeway-oriented sign shall require that the planning commission find that the use or site cannot be adequately identified by other signs allowed within the applicable zoning district.



Figure 7 Freeway-oriented Signs

(f) Information Kiosks. Kiosks for the permanent and/or temporary display of information including community and civic activities, and advertising for local commercial establishments may be allowed. Approval of the size, location, and maintenance requirements for such kiosks shall be established by the planning commission.

(g) Murals. A mural placed on the wall of a structure or noise barrier may be allowed in any commercial or industrial zoning district subject to planning commission approval, and as follows:

(1) Requirements.

(A) A mural without text visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by Section 17.55.080 (Zoning district sign standards); a mural with text shall comply with the sign area limitations applicable to the site;

(B) Murals should illustrate the local setting and history as sources of inspiration; and

(C) Murals should not contain any commercial message. See Figure 8.

(2) Required Findings. Prior to approving a mural, the planning commission shall find that the:

(A) Mural's size, colors, and placement are visually compatible with the structure architecture;

(B) Mural serves to enhance the aesthetics of the city; and

(C) Mural illustrates the local history.



Figure 8 Murals

(h) Projecting Signs. The following standards apply to projecting signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 9.

(1) The maximum projection of a sign from a structure wall over a public right-of-way shall not exceed thirty-six inches over a sidewalk. Larger projections from the structure wall over private property may be approved by the review authority. Any projection over a public right-of-way shall require an encroachment permit.

(2) The top of a projecting sign shall exceed the lesser of: fourteen feet, eave height, one foot below top of parapet, or sill of a second floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.

(3) A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade below.

(4) Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged.

(5) Each sign shall be graphically designed for pedestrians, with a maximum area of nine square feet on each sign face, regardless of the length of the building frontage.

(6) Sign supports shall be well-designed and compatible with the design of the sign.



Figure 9 Projecting Signs

(i) Temporary Signs. The following standards apply to temporary signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards).

(1) Banners, Balloons and Pennants. Temporary banners, balloons, and pennants on private property shall comply with the following requirements:

(A) The use of banners, balloons, or pennants may be allowed no more than forty-five days in a row or no more than one hundred eighty days within any three hundred sixty-five day period.

(B) The application for a sign permit for banners, balloons, or pennants shall include the dates proposed by the applicant for scheduled use.

(C) A bond may be required by the director. The bond may be called if the temporary banners are not removed within two days after the date when the sign permit required their removal.

(D) Sign permits for temporary banners, balloons, and pennants shall expire three hundred sixty-five days after issuance and must be applied for annually.

(E) Schools, parks, and nonprofit organizations require a sign permit for temporary banners, balloons, and pennants.

(F) Exceptions to these requirements may be approved by the planning commission for automobile dealerships.

(2) Construction Signs. Construction identification signs may be allowed in all zoning districts with sign permit approval, in compliance with the following standards:

(A) Only one sign, located on-site, shall be allowed;

(B) The area of the sign shall not exceed thirty-two square feet;

(C) Sign height shall not exceed six feet;

(D) The sign shall not be illuminated; and

(E) Construction signs shall be removed within thirty days after completion of construction.

(3) Subdivision Directional Signs, Off-site. Off-site signs providing directions to a new subdivision may be allowed with sign permit approval, and shall comply with the following standards:

(A) A maximum of two off-site signs may be located on private property (not within any public right-of-way).

(B) The total area of each sign shall not exceed eighteen square feet;

(C) The height of each sign shall not exceed six feet;

(D) The signs shall not be illuminated;

(E) The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever occurs first; and

(F) The signs shall not affect pedestrian or vehicular safety.

(4) Subdivision Signs, On-site. On-site subdivision identification signs may be allowed with sign permit approval, in compliance with the following standards:

(A) A maximum of two on-site signs may be located within the project boundaries; provided, no more than one sign for each street frontage is allowed, and multiple signs shall be separated by a minimum of seventy-five feet.

(B) The area of each sign shall not exceed twenty-four square feet;

(C) Sign height shall not exceed six feet;

(D) The signs shall not be illuminated; and

(E) The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever occurs first.

(j) **Wall Signs.** The following standards apply to wall signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 10.

(1) **Sign Location.** A wall sign may be located on any primary or secondary structure frontage.

(2) **Maximum Sign Area.** In addition to the limitations on sign area in Tables 1, 2, and 3, (Section 17.55.080), the area of the largest wall sign shall not exceed seven percent of the area of the building facade on which the sign is mounted or painted, including the area of windows, doors, and recesses.

(3) **Projection from Wall Surface.** A wall sign shall not project more than twelve inches from the surface to which it is attached.



Figure 10 Wall Signs

(k) **Window Signs.** The following standards apply to permanent window signs where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 11.

(1) **Sign Location.** Window signs shall be allowed on the ground level and second story windows.

(2) **Maximum Sign Area.** Permanent window signs shall not occupy more than twenty percent of the total window area.

(3) Sign Materials. Window signs shall consist of individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass.



Figure 11 Window Signs

(Ord. 679 § 1, 2009)

17.55.100 Nonconforming signs.

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this chapter. Pursuant to the Business and Professions Code, the city shall identify and inventory illegal or abandoned signs pursuant to the regulations in effect prior to the adoption of this chapter. The identification and inventory shall commence not later than one hundred twenty days from the date on which this chapter is adopted and shall be completed in a timely manner.

- (a) General Requirements. A nonconforming sign shall not be:
 - (1) Changed to another nonconforming sign;
 - (2) Structurally altered to extend its useful life;
 - (3) Enlarged;
 - (4) Re-established after a business is discontinued for thirty days; or
 - (5) Re-established after damage or destruction to fifty percent or more of the value of the sign, or its components, as determined by the chief building official.
- (b) Maintenance and Changes. Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of twenty-five percent of the existing total area of the sign. Face

changes not including copy, and any nonstructural modifications exceeding twenty-five percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this chapter.

(c) **Amortization.** Signs that lawfully existed and were maintained and became nonconforming after adoption of this chapter, shall be removed or made to conform based on the following schedule with written notice by the director:

**Amortization
Period (in years)**

**If the Original Value
of the Sign is:**

Less than \$499	2
\$500 to \$1,499	3
\$1,500 to \$2,999	5
More than \$3,000	7

(1) The time periods shall commence on the effective date of the ordinance codified in this chapter;

(2) If more than one sign on a premises is or becomes nonconforming, the cost of all such nonconforming signs shall be aggregated for the purpose of determining the amortization period;

(3) The owner or user of a nonconforming sign shall, upon written request of the department, furnish acceptable proof of the initial cost in the form of:

- (A) An original bill of sale,
- (B) A description schedule from state or federal income tax returns, or
- (C) A written appraisal by a sign manufacturer.

(4) The owner or user of a nonconforming sign may appeal to the planning commission in writing within sixty days of receipt of the director's notice for a longer amortization period. The city council is the appeal board with respect to any actions taken by the planning commission as specified in Section 2.12.040 of the Municipal Code. (Ord. 679 § 1, 2009)

17.55.110 Public nuisance, abatement and violation.

(a) **Public Nuisance Declared by Director.** Any sign erected or maintained contrary to the provisions of this chapter may be declared to be a public nuisance by the director and proceedings for its removal may take place in compliance with the Municipal Code.

(b) **Public Nuisance Declared by City Council.** The director may ask the city council to declare a sign a public nuisance under the following conditions:

(1) The sign is significantly damaged either in support structure or sign face, as determined by the chief building official;

(2) The sign is illegible either through erosion, fading, or rusting of the sign face or through faulty or missing illumination; or

(3) The sign is unsafe for pedestrians or vehicles.

(c) **Removal of Abandoned Sign.** A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the director shall give the owner thirty days' written notice to remove it. Upon failure to comply with the notice, the director may have the sign removed at the property owner's expense.

(d) **Violations.**

(1) Any of the following shall be deemed a violation of this chapter and shall be subject to all penalties and procedures identified in the Municipal Code.

(A) To create, erect, install, or maintain any sign in a way that is inconsistent with any plan or permit governing the sign or the parcel on which the sign is located;

(B) To fail to remove any sign that is created, erected, installed, or maintained in violation of this chapter or for which the sign permit has lapsed.

(2) Each sign created, erected, installed, or maintained in violation of this chapter shall be considered a separate violation.

(3) Each day of a continued violation shall be considered a separate violation. (Ord. 679 § 1, 2009)

17.55.120 Appeal.

Applicants denied a sign permit by the decision of the director may appeal to the planning commission in writing within fifteen days of receipt of the director's decision. Thereafter, appeal from any action of the planning commission must be made in writing by an aggrieved party within fifteen calendar days from the date of receipt of notice of action of the planning commission, as per Municipal Code Section 2.12.050 (Planning commission—Decision appeal procedure). The city council is the appeal board with respect to any actions taken by the planning commission as specified in Section 2.12.040 of the Municipal Code. (Ord. 679 § 1, 2009)

17.55.130 Judicial review.

Any permit issued or denied in compliance with this chapter shall be subject to expedited judicial review to the extent provided by the time limits identified in Code of Civil Procedure Section 1094.8 et seq. (Ord. 679 § 1, 2009)

17.55.140 Definitions.

A-Board Sign. A portable “a-frame” or “sandwich board” sign.

Abandoned Sign. A sign that no longer advertises a business, lessor, owner, product, service or activity on the premises where the sign is displayed.

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

Awning Sign. A sign copy or logo attached to or painted on an awning.

Banner, Flag or Pennant. Cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the state of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

Cabinet Sign (Can Sign). A sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures, which illuminate the sign face from behind.

Changeable Copy Sign. A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

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

Directional Sign. A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

Electronic Message Sign. A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.

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

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 monument signs and pole signs.

Freeway-oriented Signs. A freestanding sign located near State Highway 101 that identifies tourist-oriented businesses, such as gasoline service stations, restaurants, motels and regional commercial uses. A freeway sign is located on the same property as the business it identifies.

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

(1) A sign installed without complying with all regulations in effect at the time of its construction or use;

(2) A sign installed or maintained contrary to any applicable provision of Chapter 17.55 (Signs).

(3) A sign which is a danger to the public or is unsafe; or

(4) A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the city.

Indirectly Illuminated Sign. A sign whose light source is external to the sign and which casts its light onto the sign from a distance; or where the light source is behind an opaque sign element and causes it to be outlined by light reflected from the surface to which the sign is mounted.

Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so that light passes through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

Monument Sign. An independent, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.

Mural. A painting, picture or graphic illustration applied to and made part of an exterior wall.

Nonconforming Sign. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this chapter, but does not now completely comply with current regulations.

Off-site Sign. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign, or that identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, is not a principal item for sale or manufactured on the premises.

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.

Pole Sign. An elevated freestanding sign, typically supported by one or two poles or columns.

Political or Social Issue Sign. A sign that addresses:

- (1) The passage or defeat of a measure appearing on the ballot in any national, state, or local election;
- (2) The election or defeat of any candidate for any public office in any national, state, or local election; or
- (3) An international, national, state, or local political or social issue.

Portable Sign. A sign that is not permanently affixed to a structure or the ground.

Projecting Sign. A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.

Real Estate Sign. A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

Roof Sign. A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof.

Sign. A structure, device, figure, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to otherwise provide information, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.

Sign Area. The entire area within a perimeter defined by a continuous line composed of right angles using no more than eight lines which enclose the extreme limits of lettering, logo, trademark, or other graphic representation.

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.

Subdivision Directional Sign. A sign that provides directions to a new subdivision with on-site model homes and/or sales office, where parcels and/or housing units are, or will be, for sale.

Suspended Sign. A sign oriented toward pedestrians that is suspended from the underside of an arcade or other covered walkway.

Temporary Sign. A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area, or neighboring property.

Vehicle Sign. A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

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

Window Display. A window display is an arrangement of merchandise displayed in a building window. Window displays located more than twelve inches from the face of a window are not considered signs. Window displays do not include the storage of merchandise or other items blocking windows.

Window Sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within twelve inches of the window. Window signs do not include business hours of operation and open/closed signs. Window displays, including merchandise displays that are located more than twelve inches from the face of a window, are not considered signs. (Ord. 679 § 1, 2009)