

AGENDA

REGULAR MEETING OF THE PLANNING COMMISSION

TUESDAY, JUNE 20, 2017
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.

- A. Meeting Minutes of June 6, 2017 Planning Commission Meeting
Recommendation: approve and file.

7. NON-PUBLIC HEARINGS

- A. Consideration: Sign Ordinance Workshop
Recommendation: Provide input to staff.

8. PUBLIC HEARINGS

None

9. REGULAR BUSINESS

10. PLANNING COMMISSIONER REPORTS

11. DIRECTOR'S REPORT

12. WRITTEN CORRESPONDENCE

13. 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>June 2017</u>		
June 6 th	6:00 p.m.	Planning Commission
June 12 th	6:00 p.m.	Airport Advisory Committee
June 13 th	6:00 p.m.	City Council
June 19 th	5:00 p.m.	Recreation Commission
June 20 th	6:00 p.m.	Planning Commission
June 27 th	6:00 p.m.	City Council

<u>July 2017</u>		
July 4 th	6:00 p.m.	Planning Commission (Canceled)
July 10 th	6:00 p.m.	Airport Advisory Committee
July 11 th	6:00 p.m.	City Council
July 17 th	5:00 p.m.	Recreation Commission
July 18 th	6:00 p.m.	Planning Commission
July 25 th	6:00 p.m.	City Council (Canceled)

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)

MIMTC: 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

MIND: 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

Planning Commission Minutes

June 6, 2017

1. Call to Order

Chairperson Nuck called the regular meeting of the Planning Commission of the City of King to order at 6:00 p.m.

2. Pledge of Allegiance

Chairperson Nuck led the Commission and audience in the Pledge of Allegiance.

3. Roll Call

Chairperson David Nuck X Vice Chair David Mendez A

Michael Barbree X Margaret Raschella X Ralph Lee A

Commissioner Raschella made a motion to excuse Commissioner Mendez and Commissioner Lee, seconded by Commissioner Barbree. Motion carried 3-0.

Staff present: Doreen Liberto-Blanck, Community Development Director; Scott Bruce, Principal Planner; Erica Sonne, Admin. Asst./Deputy City Clerk

4. Public Comments

None

5. Presentations

None

6. Consent Calendar

All matters listed on the Consent Calendar 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.

a. Approval of Minutes: May 16, 2017

Action: Motion made by Commissioner Rashella to approve minutes of May 16, 2017. Seconded by Commissioner Barbree. Motion carried 3-0.

7. Non-Public Hearing Items

- A. **Consideration:** General Plan Consistency Determination on Assessor Parcel No. 245-111-034

Recommendation: adopt the attached Resolution which finds General Plan consistency for Assessor Parcel No. 245-111-034

Action: Motion made by Commissioner Barbree to adopt the attached Resolution which finds General Plan consistency for Assessor Parcel No. 245-111-034. Seconded by Commissioner Raschella. Motion carried 3-0.

- B. **Consideration:** General Plan Conformance Determination of a Portion of Public Street Right-of-Way (Corner of Broadway Street and San Antonio Drive) Case No. GPC 2017-001

Recommendation: Planning Commission approve Resolution No. 2017-177 determining that the vacation of Public Street Right-of-Way Area on the corner of Broadway Street and San Antonio Drive is consistent with the City of King's General Plan.

Action: Motion made by Commissioner Rashella to approve Resolution No. 2017-177 determining that the vacation of Public Street Right-of-Way Area on the corner of Broadway Street and San Antonio Drive is consistent with the City of King's General Plan. Seconded by Commissioner Barbree. Motion carried 3-0.

8. Public Hearing Items

- A. **Consideration:** Recommendation to The City Council Re: Amending the King City Municipal Code - Section 17.03; Amending Sections 17.30.020 And 17.31.020; and Amending the East Ranch Business Park Specific Plan

Recommendation: Staff recommends that Planning Commission: 1) review proposed amendments to the Ordinances and Environmental Document, 2) receive public comment 3) provide a recommendation to the City Council regarding the amendments to the Ordinances.

Scott Bruce, Principal Planner presented this item.

Chair Nuck opened the public hearing,

Brandon Gesicki stated that the City is doing a great job and the industry supports the recommendations.

Chair Nuck closed the public hearing.

Chair Nuck ask for a motion with a roll call vote.

Action: Motion made by Commissioner Barbree to approve the resolution giving recommendation to the City Council seconded by Raschella.

AYES: Chair Nuck, Barbree, Raschella

NOES:

ABSENT: Vice Chair Mendez, Lee,

ABSTAIN:

- B. **Consideration:** Conditional Use Permit 2016-012 Medical Cannabis Cultivation (CA Type 3A License) and Nursery (CA Type 4): North of San Antonio Drive, and East of Metz Road, King City.

Recommendation: Planning Commission: 1) review request for Conditional Use Permit, 2) receive public comment, and 3) adopt the attached Resolution adopting Conditional Use Permit 2016-012.

Scott Bruce, Principal Planner introduced the applicant.

The applicant presented the project with a video and power point.

Trinh Retterer, Attorney, introduced her client and team.

Cameron Wald, SVP, gave a brief presentation.

Mike Petercsak, COO, went over the power point presentation briefly explaining the production.

Scott Bruce, Principal Planner presented this item with a power point.

Chair Nuck opened the public hearing.

Rob Baruck, King City Cultivation, corrected the split of the lot size.

Commissioner Barbree asked about the permits. Principal Planner Bruce stated 1 permit per structure.

Principal Planner Bruce read the correction to the Conditions of Approval into the record. Recycled Water, Water Quality Assessment: The City may require a future water quality assessment to evaluate mass loading / nutrient balance, based upon the results of regular, ongoing analysis.

Chair Nuck closed the public hearing.

Chair Nuck ask for a motion with a roll call vote.

Action: Motion made by Commissioner Raschella to adopt the attached Resolution adopting Conditional Use Permit 2016-012 also making a determination that the sign can be 12 ft. seconded by Barbree.

AYES: Chair Nuck, Commissioner Barbree, Raschella

NOES:

ABSENT: Vice Chair Mendez Lee,

ABSTAIN:

9. Regular Business- None

10. Planning Commission Report –

11. Director Reports- Stated that they are working on an Ordinance for Temporary Use Permit-Special Event Permit, Workshop on Sign Ordinance, and Farm Worker Housing Ordinance.

12. Written Correspondence– None

13. Adjournment

There being no further business, the Planning Commission meeting was adjourned at 6:56 p.m.

David Nuck
Planning Commission Chairperson
City of King

Erica Sonne
Planning Commission Secretary
City of King



Item No. 7 (A)

REPORT TO THE PLANNING COMMISSION

DATE: JUNE 20, 2017

TO: HONORABLE CHAIR AND MEMBERS OF THE PLANNING COMMISSION

FROM: DOREEN LIBERTO, AICP, COMMUNITY DEVELOPMENT DIRECTOR

BY: DONALD J. FUNK, PRINCIPAL PLANNER

RE: PUBLIC WORKSHOP TO DISCUSS FIRST DRAFT OF NEW PROPOSED SIGN REGULATIONS.

RECOMMENDATION:

This is a public workshop to discuss and gain input on proposals to revise the City's Sign Regulations. It is recommended that the Planning Commission review, discuss and provide input regarding the First Draft of new Sign Regulations. Formal public hearings on the Draft Sign Regulations will be scheduled for early summer 2017.

BACKGROUND:

The City Council, on October 11, 2016, based on recommendations from staff and the Planning Commission, authorized the initiation of revisions to the current City Sign Regulations. The general direction from the Council was to make the sign approval process more business friendly. The City conducted a survey of business owners to determine their recommendations (referenced in more detail below). Attached are the Draft Sign Regulations and sign approval flow chart.

One major change is allowing certain signs to be approved by the Community Development Director (Director) rather than the Planning Commission (Commission). This will help expedite approval of certain signs.

The Draft Sign Regulations, attached to this staff report, include the following changes:

Purpose of Sign Regulations § 17.55.010

- Modifies Municipal Code Section 17.55.010 "Purpose" to include provisions for improving economic vitality of City.

Review, Approval, Required Findings and Expiration of Sign Permits § 17.55.030

- § 17.55.030(a) clarifies the description of sign permit approval authority and requirements to obtain a separate building permit when required.

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- § 17.55.030(a) provides that sign permit is issued to business owner or land owner as applicable.
- § 17.55.030(b) clarifies and broadens authority of Director to approve general building signs, small murals (under 20 sq. ft.), banners, feather signs, monument signs and Master Sign Programs for up to ten (10) tenants.
- § 17.55.030(b) also identifies the Commission's authority to approve pole signs, Master Sign Programs for 11 or more separate tenants, kiosks, Sign Deviations (deviations not exceeding 20% variance from regulations) and Sign Variances (variance greater than twenty percent (20%) requiring a public hearing).
- § 17.55.030(c) allows the City Manager to waive application fees for public benefit nonprofit organizations.
- § 17.55.030(d) modifies the list of required general findings to include requirements for signs to be constructed of durable, signs in Downtown Historic area to be compatible with character of the building, and findings for freeway oriented pole signs.
- § 17.55.030(e) states findings required for approval of murals.
- § 17.55.030(f) expands findings required for kiosks.
- § 17.55.030(g) provides new findings for approval of banners, flags and feather signs.
- § 17.55.030(h) provides new findings for approval of Sign Deviations.
- § 17.55.030(i) provides new findings for approval of Sign Variances.
- § 17.55.030(j) adds a provision that sign permits expire for any sign that becomes damaged, faded or torn and is not repaired within thirty (30) days of being notified by the City.

Master Sign Programs § 17.55.040

- § 17.55.040(a) modifies Master Sign Programs to provide that centers with four or more tenants obtain approval of a Master Sign Program for all businesses.
- 17.55.040(b) modifies the provisions to allow the Director to approve Master Sign Programs for up to ten businesses and continues requirement that the Commission approve Master Sign Programs for eleven (11) or more businesses.

Exemptions from Sign Permits § 17.55.050

- § 17.55.050(a) clarifies that maintenance and repair of signs doesn't require a sign permit.
- § 17.55.050(b) adds a provision requiring street address identification on all properties.
- § 17.55.050(c) provides that on-site directional signs don't require sign permits.
- § 17.55.050(d) Modifies the provisions applying to exemptions for real estate signs.
- § 17.55.050(d) modifies temporary window signs to up to maximum of twenty-five percent (25%) of window area and provides new figures to show examples of acceptable window signage.
- § 17.55.050(d) addresses garage sale signs.

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- § 17.55.050(e) modifies provisions for temporary political signs and provisions for removal.
- § 17.55.050(f) adds bus stops and park signs to exempt government signs.
- § 17.55.050(g) adds provisions applying to exempt gasoline station price signs, banners and feather signs, signs on commercial vehicles, construction announcement signs, menu-boards for restaurants, and sandwich board signs.

Prohibited Signs § 17.55.060

- § 17.55.060(h) Prohibits sandwich board signs over six (6) square feet in area.
- § 17.55.060(i) prohibits roof-top signs that extend above the height of the roof.
- § 17.55.060(j) prohibits signs in right-of-way unless an encroachment permit is obtained.

**General requirements for determining sign area, height, location and sign design.
§17.55.070**

- § 17.55.070(a) adds clarification for determining sign area of a proposed or existing sign. Also modifies description for determining sign area of a double-sided sign by only counting the area of one side of the sign. Updates provisions for sign lighting.
- § 17.55.070(b) modifies the determination of determining height of freestanding signs to provide that the height is measured from the center of the sign.
- § 17.55.070(d) requires that encroachment permits be obtained for any private sign that extends into the public right-of-way.
- § 17.55.070(e) modifies description of sign colors permitted within the Historic Corridor Revitalization Plan area.

Standards for Signs by Type and Development Characteristics § 17.55.080

- § 17.55.080(a) modifies the sign regulations to describe the methods to be used to determine allowable sign area, heights and other applicable regulations.
- § 17.55.080(b) adds description of how sign area is determined for each building based on building frontage. Also, a new **Table 1** was created to establish allowable signs based upon land use types, including commercial, office, residential religious uses. **Table 1** also describes allowable signs in the Downtown Historic area. Provisions limiting all businesses to a maximum of one-hundred (100) square feet of total sign area have been eliminated.

Standards for specific sign types § 17.55.090

- § 17.55.090(e) reduces the required minimum separation between freestanding monument signs from seventy-five (75') to fifty (50') feet.
- § 17.55.090(f) clarifies that kiosks are solely for providing general public information and don't count towards sign area unless they contain the business name or products sold or provided by the business.
- § 17.55.090(g) states that small murals, under twenty (20) square feet, may be approved by the Director. Murals over twenty (20) square feet would still be under the purview of the Commission.

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- § 17.55.090(k) increases the maximum area of permanent window signs from 20% to 25% of the window area.
- § 17.55.090(l) provides new criteria for subdivision signs, including off-site directional signs.

Nonconforming signs § 17.55.100

- Provisions in § 17.55.100 for the amortization and removal of nonconforming signs based on value and a time-schedule were removed.
- § 17.55.100(a) adds a provision that any nonconforming sign shall lose its legal nonconforming status immediately following the expiration of the ninety (90) day period that the business was discontinued and shall be removed and replaced with a conforming sign, requiring a new sign permit approval.

Definitions § 17.55.140

- § 17.55.140 feather signs were added to the "Banner" category
- § 17.55.140 added clarification that window signs are affixed to the inside of the window.

SUMMARY OF SIGN SURVEY:

The City conducted a survey of business owners regarding their opinions on the existing sign regulations. Based on the survey results, the respondents especially supported the following:

On-Building signs are a good way to identify businesses	83%
The sign permit approval process should be simplified	76%
Support Temporary signs such as banners and signs within windows	75%
Support Monument signs as a good way to identify businesses	68%
Support Murals on walls	64%
Window signs and other temporary signs are a visual problem in the City	61%
Regulations should be clear	55%
Pole signs along the freeway	50%
Flags should be allowed	50%

There was large support for other types of advertising businesses in King City:

Feel additional information on the internet to help tourists discover the City businesses and points of interest,	86%
Directional map(s) of the City to help tourists find their way around the City & surrounding points of interest	72%
Want more directional signs, such as the recent sign located at the corner of First Street and Broadway Street.	59%
Advertisements in newspapers are good way to promote City businesses	59%
Advertisements on the internet are good way to promote City businesses	52%

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Interestingly, only 24% felt that signs should be larger and only 17% felt that more signs should be allowed.

QUESTIONS FOR COMMISSION:

Staff requests input from the Commissioners, including your thoughts regarding:

1. Concurrence with provisions to broaden list of signs approved by the Director, including small murals, banners and feather signs, and Master Sign Programs for ten (10) or less tenants?
2. Concurrence with provisions to simplify the review process by reducing list of required findings?
3. Concurrence regarding increasing window sign area from 20% to 25%?
4. Provisions to allow small sandwich board signs under six (6) square feet?
5. Provisions to permit total signage area in excess of 100 square feet?
6. Provisions to count the area of only one side of two-sided signs?
7. Provisions to tie sign area to types of use instead of solely by zoning category?
8. Concurrence with other changes proposed in the ordinance?

ENVIRONMENTAL DETERMINATION:

Staff is coordinating the evaluation of environmental determination with the City Attorney.

PROJECT REVIEW COMMITTEE COMMENTS:

The Project Review Committee ("**PRC**") met to discuss the Draft Sign Regulations on June 13, 2017. The PRC provided input to Planning Staff, suggesting that temporary signs such as banners and feather signs only be allowed for special events and be limited to a maximum of a week period.

PUBLIC NOTICE AND INPUT:

The Commission review is a public workshop. Fully noticed public hearings will be scheduled for early summer.

Exhibits:

1. Exhibit 1 – Proposed Draft Sign Regulations
2. Exhibit 2 – Existing Sign Regulations
3. Exhibit 3 – Draft Sign Flowchart of Review Process
4. Exhibit 4 – Sign Survey of Business Owners

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Submitted by: MC For Donald Funk
Donald J. Funk, Principal Planner

Approved by: MC For Doreen Liberto
Doreen Liberto, AICP, Community Development Director

Chapter 17.55

DRAFT SIGN REGULATIONS

Sections:

17.55.010	Purpose
17.55.020	Applicability
17.55.030	Review, approval, required findings and expiration of sign permits
17.55.040	Master sign program requirements
17.55.050	Exemptions from sign permit requirements
17.55.060	Prohibited signs
17.55.070	General requirements for determining sign area, height, location and sign design
17.55.080	Standards for signs by type and development characteristics
17.55.090	Standards for specific sign types
17.55.100	Nonconforming signs
17.55.110	Public nuisance, abatement and violation
17.55.120	Appeal
17.55.130	Judicial review
17.55.140	Definitions

17.55.010 Purpose.

This section establishes the regulation of signs in order to:

- a. Improve economic vitality in the City by permitting the ability of each business to identify business names.
- b. 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.
- c. Enhance the overall property values in the City by discouraging signage that contribute to the visual clutter of the streetscape.
- d. Enhance traffic safety in the community by minimizing signage information to ensure that signage does not distract motorists, obstruct, or otherwise impede traffic circulation.
- e. Safeguard and protect the public health, safety, and welfare through appropriate prohibitions, regulations, and controls on the design, location, and maintenance of signage.

17.55.020 Applicability.

The standards of the Section apply to signs in all Zoning Districts and Specific Plans when applicable. Only signage specifically authorized by this Section shall be allowed.

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.

17.55.030 Review, Approval, Required Findings and Expiration of Sign Permits

(a) General Requirements.

(1) Sign Permit Approval Required. Permit Required. With the exception of Sign Deviations, Variances, Master Sign Programs, pole signs, kiosks and larger murals over twenty (20) square feet which are approved by the Planning Commission, sign permits are issued by the Community Development Department (Department). Except as otherwise provided in this Section, no person shall erect, move, alter, replace, or maintain any sign without first obtaining a sign permit to ensure compliance with applicable provisions of this Section. Sign permits are required for all signs 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 Chief Building Official including, but not limited to, building permits and electrical permits.

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

(4) A sign permit is valid only for the individual and/or company and/or landowner who has duly applied for said sign permit.

(b) Sign Permit Review Authority.

(1) Building signs (signs attached to a building), free-standing monument signs eight (8) feet or less in height, murals under twenty (20) square feet, window signs, banners and feather signs (except as exempted in Section _____) and Master Sign Programs for nonresidential buildings with up to ten (10) tenants shall be reviewed and approved by the Community Development Director (Director). The Director or his or her designee shall review sign permit applications and approve those signs that comply with the findings required in subsection (d) of this section (Findings for approval). Said approval authority shall apply to building signs, murals less than twenty (20) square feet, and monument signs that comply with these regulations.

(2) Freestanding Signs over eight feet (8') feet in height, murals over twenty (20) square feet in area, freestanding kiosks, Master Sign Programs for buildings with eleven (11) or more tenants, Sign Deviations and Variances shall be reviewed and approved by the Planning Commission (Commission).

(A) The Planning Commission (Commission) shall, after conducting a duly noticed public hearing, review all Master Sign Programs (Section 17.55.040), public murals larger than twenty (20) square feet (Section 17.55.____) and freeway oriented pole signs (Section 17.55.____) and shall approve only those signs that comply with the findings required in subsection (d) of this section (Findings for approval).

(B) The Commission shall also review all requests for Deviations (Section 17.55.____) from the sign regulations and may only approve such Deviations that it deems to qualify for special consideration based upon unusual circumstances applicable to that specific business and location, such as poor visibility or location.

(C) The Commission shall, after conducting a duly noticed public hearing, review all variances from these regulations (variances for signs that do not comply with these regulations and exceed sign sizes, heights for pole signs and monument signs, as well as for all signs that otherwise do not meet these regulation, and shall approve only those signs that comply with the findings required in subsection (d) of this section (Findings for approval).

(C) The Commission shall also review the approval of kiosks public benefit organization billboard and changes to an existing existing billboard,

(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 Application Procedures.

(1) Application Requirements. An application for a sign permit for all signs requiring permits 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, including walls and rooflines on which signs are proposed as well as a scaled plot plan showing the proposed location of each sign in relation to other proposed and existing signs on the site and adjacent properties, structures, and uses;

(B) Colors of the letters, any applicable logos, background of the sign, and the frame 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 for the site and business;

(F) 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

(G) Processing fee(s) and other information as established by the City Council (Council) fee schedule. Nonprofit public benefit organizations may be exempted from payment of said fee. Said determination of fee waiver shall be subject to the approval of the City Manager (Manager).

(d) Required General Required Findings for All Sign Permit Approvals and Master Sign Programs. 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) comply with the City sign regulations and do not exceed the standards of Sections 17.55.080 (Table ___) and 17.55.090 (Signs Permitted by Type and Development Characteristics), 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 colors, design and placement of the sign on the site is appropriate for the location and architectural style of the building.

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

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

(5) The sign is constructed of durable materials and shall be required to be maintained in good condition by the sign applicant or landowner.

(6) For signs located in the Historic Downtown Area, the Director and/or Commission must find that the sign is compatible with the character of the subject and surrounding buildings.

(7) For free-standing freeway-oriented pole signs: the approval of a freestanding pole sign permit for a freeway-oriented sign shall require that the Commission find that the use or site cannot be adequately identified by other signs allowed within the that site.

(e) Required Additional Findings Required Findings for Public Murals. Prior to approving a mural, the Director, or as applicable, Commission, shall, in addition to the findings required in Section (d) above, find that the:

- (1) Mural's size, colors, and placement are visually compatible with the structure architecture;
- (2) Mural serves to enhance the aesthetics of the city; and
- (3) Mural illustrates the local history or natural resources or assets of the City and region.

(f) Required Additional Findings for Approval of Kiosks. The approval of a kiosk shall include the following findings:

- (1) Kiosk design, size, colors, and placement is visually compatible with nearby architecture and landscape design;
- (2) The kiosk serves to enhance the aesthetics of the city; and
- (3) The kiosk provides information, maps and other information for visitors and residents.

(g) Required Additional Findings for Banners, Flags and Feather Signs. The approval of a banner, flag, pennant and feather sign shall include the following findings:

- (1) The banner, flag and/or feather sign(s) is compatible with the location; and
- (2) The banner, flag and/or feather sign is of good quality and durable materials; and
- (3) The banner, flag and/or feather sign shall be promptly be removed if it becomes faded, torn or otherwise damaged.

(h) Required Additional Findings for Sign Deviation

A Deviation is a minor variation from the standards for signs identified in these regulations. Deviation approval requires that the Commission find that, in addition to meeting the findings contained in Section (d) above, the site and/or location make adherence to the sign regulations a hardship. The Deviation is not a major variation from the sign standards and Commission approval of the following findings will be an indication that the proposal is in harmony with the general purposes and intent of the sign regulations.

- (1) The Deviation will not exceed twenty (20) percent of the height or area allowed under these sign regulations and that the sign(s) is consistent with the building design and any approved comprehensive plan.
- (2) The applicant has established that there are practical difficulties in complying with the provision, that the property owner proposes to use the property in a reasonable manner not permitted by the provision. Economic considerations alone do not constitute practical difficulties.
- (3) The plight of the landowner is due to circumstances unique to the property not created by the landowner.
- (4) The Deviation will not permit any use that is not allowed in the zoning district where the affected land is located.
- (5) The approval of a Deviation does not require public notice.

(i) Required Additional Findings for Issuance of a Sign Variance

Any requested sign that exceeds twenty (20) percent increase in area or height of the sign or does not meet the requirements for location on the property and/or building shall require approval of a Sign Variance and shall require formal application, Commission review, and approval of Variance findings at a duly noticed public hearing as provided in Section _____. Any sign variance approval shall, in addition to the findings in Section (d) above, require that said sign(s) and site meet the all of the following requirements:

- (1) Any sign variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and district in which the subject property is situated.

(2) Because of special circumstances applicable to subject property, including size, shape, topography, location or surroundings, the strict application of the zoning ordinance is found to deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification. The property owner or applicant must show there is a specific unique quality to the specific property – for example, exceedingly poor visibility, worse than neighboring properties – that prevents the construction of a conforming size sign.

(j) Expiration and Extension of Sign Permits.

(1) Approval of a sign permit and/or Master Sign Program, and/or deviation permit shall expire twelve (12) months from the date of approval unless the sign has been installed pursuant to the approved plans, or if a different expiration date is stipulated at the time of approval. Before the expiration of a sign permit or Master Sign Program permit and/or deviation permit, the applicant may apply to the department for an extension of an additional twelve (12) months from the original date of expiration. Only one extension may be granted by the Director. 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.

(3) A sign permit shall expire if the sign, banner, feather sign, kiosk, mural or other sign as defined in this section becomes damaged or faded or torn or is otherwise is in poor condition or in need of repair and is not repaired and refurbished as originally approved within thirty (30) days from a written notice received from the City.

17.55.040 Master sign program requirements.

(a) When Required. A Master Sign Program (MSP) is used to create standard sign design guidelines for projects with multiple buildings or tenants, as cited below. Once a MSP is approved, tenants receive approval for their individual signs at staff level instead of having to go through the Design Review process each time. A Master Sign Program shall be:

(1) Required for new nonresidential projects with four (4) or more tenants;

(2) Required for existing nonresidential project with four (4) or more tenants that complete either:

(A) A major renovation, for the purposes of this chapter, major renovation means adding more than fifty (50%) percent to the gross floor area of the structure(s) or exterior work on more than fifty (50%) percent of the length of any façade, or

(B) The modification of fifty (50%) percent or more of the existing signs on the site within a twelve-month period;

(3) Submitted with other planning permits (such as CUP and/or AR 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) (Application contents), and shall provide standards for the uniform style, construction, height, size, and placement of the signs.

(c) Review Authority. The Director shall review Master Sign Programs for buildings with up to ten (10) tenants and shall approve only those that comply with the findings required in Section 17.55.030(d) (Findings for approval). The Commission shall review Master Sign Programs for buildings with eleven (11) or more

tenants 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 minor revisions to an approved Master Sign Program.

17.55.050 Exemptions from sign permit requirements.

The following signs and repair of existing signs as identified below 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 the copy of conforming changeable copy signs;

(2) The normal maintenance or repair of conforming permanent signs and legal nonconforming signs that do not result in a change of sign copy or colors of the existing sign. Exemptions do not apply to repair of existing nonconforming sign as identified in Section 17.55.100(b) (Nonconforming signs).

(b) Street addresses Identification Signs. Street identification and house number identification. Street identification numbers are required for all properties and shall be a minimum of 6 inches in height and a maximum of twelve (12") inches in height.

(c) Directional signs, on-site, solely for guiding traffic, parking, and loading on private property, with no advertising. Copy shall be limited to the facility name and address, instructions, and directional arrows. Sign area shall not exceed eight (8) square feet per sign in residential and non-residential districts. The maximum height for freestanding signs shall be six (6') feet. The total sign area and number of directional signs do not count towards the total allowed as described in ~~Table~~ Table 1;

(d) 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 (10) square feet, with a maximum height for freestanding signs of six (6') feet, adjacent to each parcel frontage.

(B) Residential Zoning Districts.

One residential real estate sign not more than six (6) square feet in area, advertising the sale or lease of a parcel or structure, may be located on the property it advertises. One off-site real estate (advertising the sale of a property) 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. Larger subdivision sale signs require a sign permit as specified in Section 17.55.090 (l).

(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 inside the building within twelve (12") inches of a window promoting a message, including but not limited to, grand openings and special events (commercial and noncommercial), and special sales, provided the sign or signs do not exceed twenty-five (25%) percent each

section of the window area (each separate window) upon which the sign is attached. Said temporary signs shall not obscure view through the window by public safety personnel. Said temporary signs shall be maintained in good condition.



Figure ____

Example of Temporary Window Sign under 25% of total window area



Figure ____

Example of Temporary Window Signs under 25% of total window area

(4) Temporary Garage, yard, estate, and other home-based sales signs. Sign advertising the one-day sale of items from a garage, yard, estate, or other home-based sale. Said garage/yard sale signs shall be only those provided for such purpose by the City through a City-approved garage sale permit;

(e) **Temporary Political or Social Issue Signs.** Political or social issue signs are allowed without a sign permit days 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 (12) square feet within a residential zoning district, or twenty (20) 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.
- (D) Non-illuminated campaign yard signs of less than four (4) square feet for residential properties and up to eight (8) square feet on non-residential property pertaining to an election to any public office or ballot measure may be erected not earlier than forty-five (45) days prior to the election and shall be removed within seven (7) days following said election. Campaign signs not applying to a current or upcoming election shall be permitted for up to three (3) months;

(f) **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 and public wayfinding 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);
- (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;
- (6) Bus stop signs installed by a public transit company;
- (7) City park signs; and
- (8) Similar public signs.



Figure ____
Examples of Public Wayfinding Signs and Safety Signs

- (g) **Miscellaneous Exempt Signs.** The following signs are also allowed without a sign permit:
- (1) **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 twenty-five (25') feet within a residential zoning district and thirty (30') feet within a nonresidential zoning district; and
 - (C) No private flagpole shall be located within a public right-of-way or required setback.
 - (2) **Ornamentation and Decoration.** Symbols, pictures, patterns, and illumination approved as architectural ornamentation or decoration by the Commission.
 - (3) **Historical Markers.** Historical markers erected and maintained by nonprofit organizations, memorials, building cornerstones, and date-constructed stones, provided that none of these exceed four (4) square feet.
 - (4) **Service Station Price Signs.** Service station changeable copy price signs less than twelve (12) square feet in area unless larger size is required by California state law.

(5) Banners and feather signs: One banner and one feather sign for special public events, such as street farmer's markets and public-benefit nonprofit organizations. Said banner and feather sign shall not exceed twenty-five (25) square feet in area. Feather signs may not exceed twelve (12') feet in height from the ground. The Director may approve larger and additional temporary banners, pennants, feather signs upon issuance of a sign permit. Sign permit application fees for public-benefit nonprofit and government organizations shall be waived. **Question posed by PRC: should banners and feather signs be limited to one week maximum?**



Figure ___

Example of Temporary Banner under 25 square feet

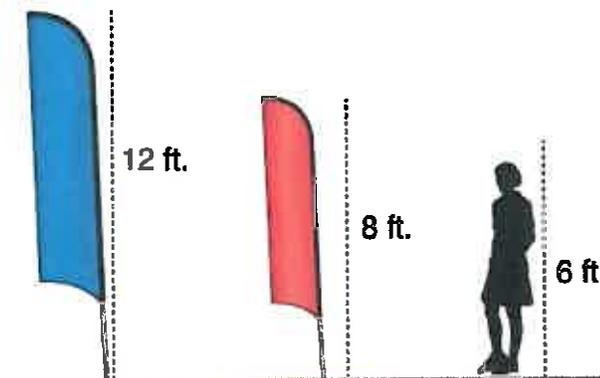


Figure ___

Example of Temporary Feather Signs 12 feet and 8 feet tall

- (6) Signs that are within buildings and are not visible from any point outside of the structure(s)
- (7) Official or legal notice required by a court or government agency (government/civic signs);
- (8) Signs on licensed commercial vehicles, including trailers, that the vehicles/trailers SHALL NOT be used as parked/stationary outdoor display signs;
- (9) Holiday Decorations. Holiday decorations that do not contain any commercial message shall be permitted. Such non-commercial signs shall be removed within seven days following the holiday or event;
- (10) Construction and future tenant announcement signs not to exceed one sign per street frontage and a maximum of thirty-two (32) square feet for each said sign. Construction and future tenant announcement signs may not be illuminated. Such signs shall be removed upon completion of the City's final building inspection. 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 (32) square feet;
 - (C) Sign height shall not exceed eight (8') feet;
 - (D) The sign shall not be illuminated; and
 - (E) Construction signs shall be removed within thirty (30) days after completion of construction.
- (11) Menu/order board signs connected with an existing restaurant with valid business license, attached to the building or on a short monument as provided as follows. A maximum of two menu-order board signs shall be permitted for each drive-in or drive-through business, provided that each sign not exceed a maximum of twenty-four (24) square feet in sign area and that each sign be limited in height to eight feet. Non-drive in or drive-through restaurants may have menu displays not to exceed eight (8) square feet in total area. The area and number of Menu/Order Board Signs do not count towards the total allowed sign area as described in ~~Table~~ Table 1;
- (12) Special announcement signs. Signs, up to a total of four (4) square feet, prohibiting trespassing and/or advertising, as well as neighborhood watch and alarm signs, shall be permitted on private property.
- (13) One A-board (sometimes referred to as "sandwich board" signs) and other portable temporary sidewalk signs smaller than six (6) square feet and not more than four (4) feet in height is permitted without a sign permit. All such signs shall be constructed of sturdy durable materials and well maintained. Any A-board sign shall not be located within the public right-of-way and shall not be a hazard to the public. Said A-board sign shall only be permitted during business hours and shall only advertise items or services available at the location of the sign.



Figure ____
Example of Sandwich Board Sign

17.55.060 Prohibited signs.

All signs not expressly allowed by this chapter shall be prohibited. Prohibited signs include 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 private off-site directional sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, unless approved by the 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 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) Any sign, other than public 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);
- (h) A-board (sometimes referred to as "sandwich board" signs) and other portable temporary sidewalk signs larger than six (6) square feet are prohibited.

- (i) Roof-mounted or building sign that extends above the height of the roof.
- (j) Private signs located in the public right-of-way or public property except where an Encroachment Permit has been issued by the City pursuant to Section 17.55.070 (d) below.

17.55.070 General requirements for determining sign area, height, location and sign design.

(a) **Determining Sign Area.** 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. Individual letters applied to or painted directly on the building wall surface are determined by the dimension of the outer edges of said applied letters or numbers. (See Figure __)

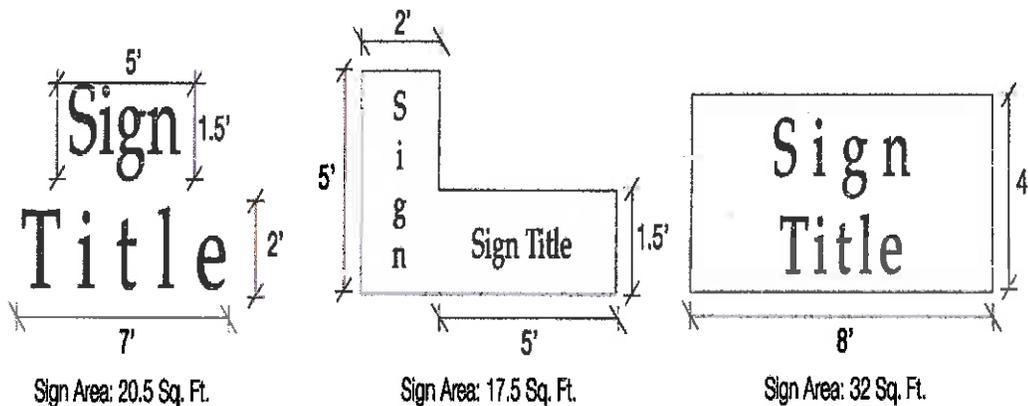


Figure __ Surface Area Sample Calculation for channel-letter signs applied to building wall and signs within a box or sign panel.

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

(3) **Double-Sided Signs.** For double-sided signs which have two separate sign faces 180 degrees in opposite directions (such as monument and projecting signs), said sign shall be computed with the total area of only one side of said sign. Individual signs composed of more than one sign face shall be computed as including only the maximum single display surface that is visible from any ground position at one time;

(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 __)

(5) **Lighted panels and tube lighting.** Permanently installed illuminated panels, visible tubing (such as neon-lighting or light-emitting diode (LED) lighting, 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.



Figure ____ Three-dimensional objects as signs

(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.

(b) Determining Sign Height Measurement. The height of a freestanding sign shall be computed as the vertical distance from the ground point of the base of the sign at center of the sign at existing grade, to the top of the highest attached component of the sign. See Figure ____.

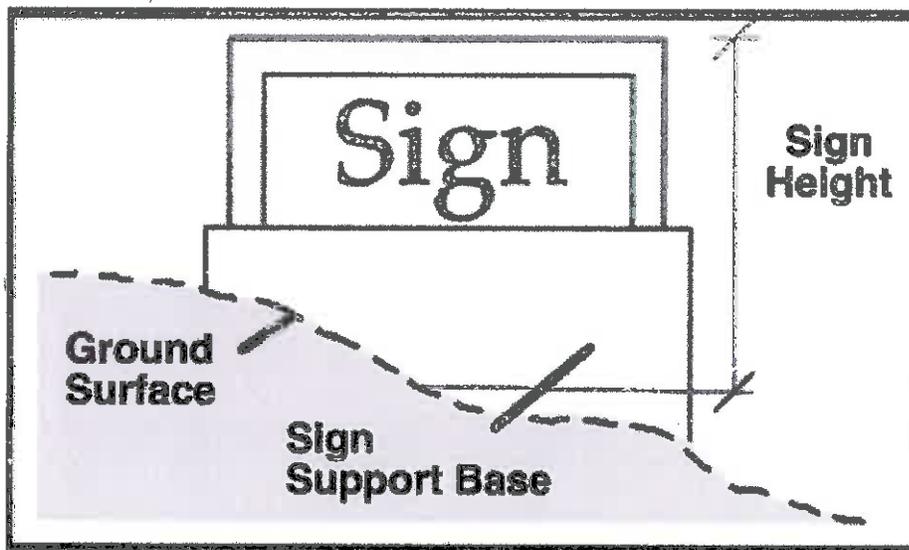


Figure ____ Sign Height Measurement, free-standing monument sign

(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 as specified in Table ____, 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.

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

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

(A) Projecting signs that comply with Section 17.55.090(h) (Projecting signs). **An encroachment permit shall be required;**

(B) Temporary local community nonprofit organization signs, for public benefit, may be approved by the Director or his or her designee without a sign permit for events up to a maximum duration of seven days.

(i) **Size.** The sizes shall be no larger than twenty (20) 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 public City signs placed within the public right-of-way.

(e) **Sign Materials, Colors, 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.

(3) **Color.** **Colors of sign background face and structural members** should be harmonious with one another and relate to the dominant colors of the building structures on the site. **Bright letters and logos (such as use of bright yellow, bright red and bright orange) are discouraged and minimally used within the Historic Corridor Revitalization Plan area.**

(2) **Design and Construction.**

(A) All permanent signs shall be designed and constructed by persons **knowledgeable in design and construction of signs.**

(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 use of individual letters incorporated into the building design is encouraged.

(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) Freestanding signs shall 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) External and internal lighting in the case of translucent signs, shall ensure that light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.

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

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

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

(5) Light sources shall utilize energy efficient bulbs and/or illumination fixtures. Indirect lighting that is primarily for illuminating architectural features or landscaping is not included in sign area.

(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.

17.55.080 Standards for Signs by Type and Development Characteristics

(a) Maximum sign area, sign height, sign location and other applicable sign standards for permitted signs: 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).

Signs permitted within the City are regulated by sign and corresponding development type, rather than Zoning District, and the standards for their development are described in Table ____ below. A sign permit (Administrative Plan Check) is required to determine compliance with applicable provisions of this Section. Only those signs that may be permitted are listed.

The goal of these standards is to regulate permanent signs that have a commercial message so that they comply with the purpose of this Section, as established in Section 17.55.____. Noncommercial signs and signs that are exempt from these standards are described in Section 17.55.____. Temporary signs are listed in Section 17.55.____.

(b) Sign Standards for sign area, sign height, sign location and illumination: The following general rules/standards apply to permanent signs regulated in this Section:

(1) Building signs are those signs that are permanently attached to a building (e.g., wall signs, blade/bracket signs, etc. (See Figure 17.55.____));

(2) Freestanding signs are those that have their own unique foundation or are otherwise not attached to a building (e.g., monument sign (See Figure 17.55.____));

(3) The total allowed sign area may be distributed among the maximum number of signs permitted for each sign type. See Figure 17.55.____ for an example.

(4) Illumination Standards refer to whether or not the sign may be illuminated and how. Signs that may be illuminated may be done so by "Indirect or background" (indirect light source, low-wattage spotlight without glare to the adjoining property, or internal light source with opaque, non-transparent background) or by any method, that produces "No glare onto (neighboring) residential property."

(5) Allowable sign area is either a set square footage per business or is based on a ratio of sign area to primary building frontage. It is calculated as described in Section 17.55.____. Where a ratio is described, it applies up to the listed maximum sign area.

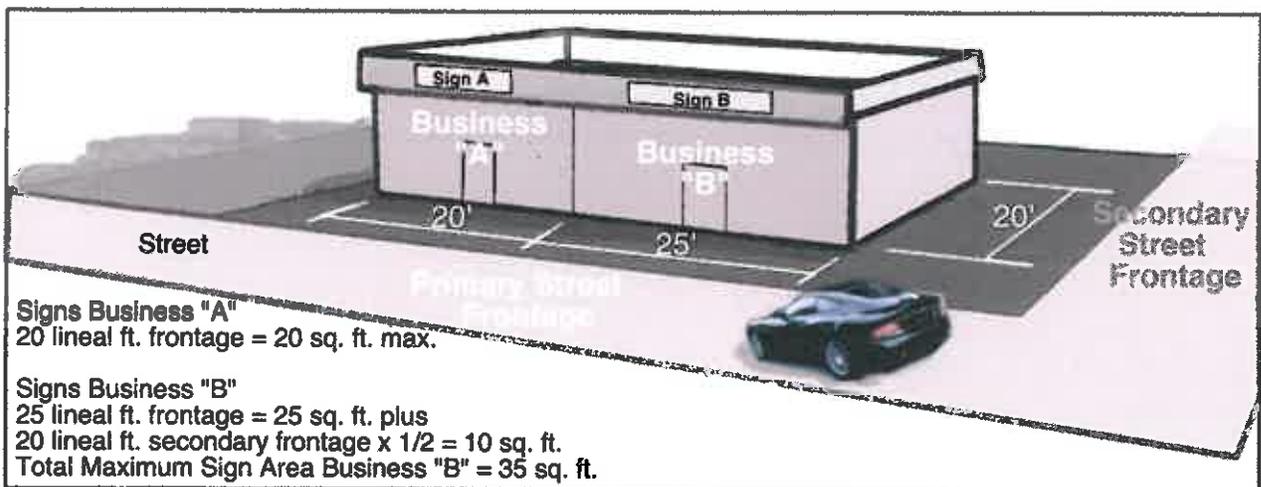


Figure ____

Determining Maximum Allowable Sign Area (except within Downtown)

(6) Building Frontage is used to determine allowable sign area and is that area of the building that faces onto a public right-of-way, an internal circulation aisle, or a parking lot. In no case shall signs face directly onto residential property. (See Section 17.55.____ and Figure ____). Where the maximum allowed sign area is based upon the measurement of a building's primary frontage, the primary frontage shall be the building frontage facing the street. In cases where a building has more than one street frontage, the longest of the street frontages shall be considered the primary building frontage. In cases where a business has no building frontage facing a street, the building frontage with the primary business entrance shall be considered the primary building frontage. For buildings facing two streets, the secondary street frontage is used to determine additional allowable total sign area permitted. (See Figure ____)

In the case of a single multi-tenant building that has one primary frontage, the allowable sign area for which may be distributed at the discretion of the owner; however, in no event shall the combined sign area for all tenants exceed the allowable sign area for the building.

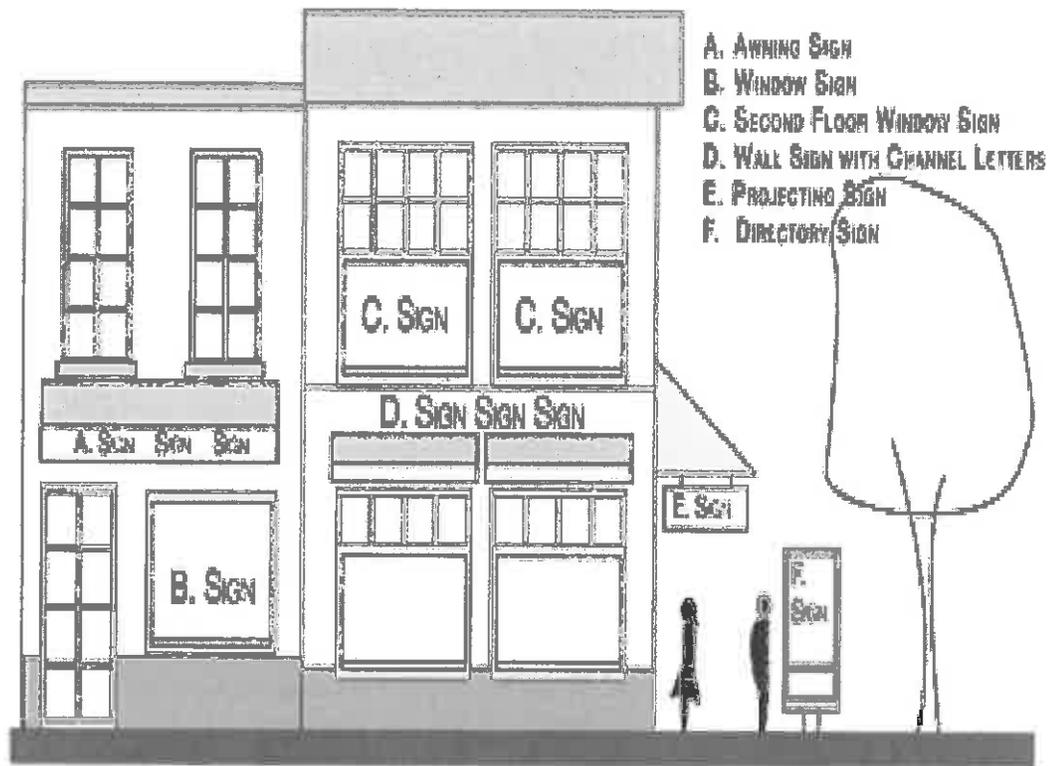


Figure _____ Examples of Sign Types

Table 1

Signs Permitted by Type and Development Characteristics

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area ¹	Maximum Height	Minimum Setback from R-O-W ²	Illumination ³ & Other ^{4&5} Standards
SINGLE-FAMILY RESIDENTIAL USES					
1. Address only sign	1	two (2) sq. ft.			Indirect illumination only
MULTIFAMILY & SUBDIVISIONS including Apartment Complexes, Subdivisions & PUD					
1. Entry Monument Sign OR on-building sign	1	twelve (12) sq. ft.	eight (8) ft.	ten (10) ft.	Indirect illumination only
COMMERCIAL, OFFICES & INDUSTRIAL USES within commercial and industrial zone (except Downtown)					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	3	Total 1 sq. ft. per lineal ft. of Building Frontage, plus 0.5 sq. ft. per lineal ft. of secondary	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting
2. Monument Signs	1	building frontage. Minimum 20 sq. ft.	eight (8) ft.	ten (10) ft.	Interior (box) lighting or Indirect lighting
3. Second floor business Sign, wall mounted. Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	1	twelve (12) sq. ft.	At least one foot below the top of a parapet or top of the roof.	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting
4. Pole Signs (only permitted within five-hundred 500 ft. of US 101 freeway R-O-W)	Maximum of 1 per property	one hundred (100) sq. ft.	sixty (60) ft.	twenty (20) ft.	Interior (box) lighting or Indirect lighting
DOWNTOWN HISTORIC AREA SIGNS (FSC, VC & SB Districts)⁶					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	3	Total 1 sq. ft. per each 2 lineal ft. of Building Frontage, plus 0.5 sq. ft.	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area ¹	Maximum Height	Minimum Setback from R-O-W ²	Illumination ³ & Other ^{4&5} Standards
		per lineal ft. of secondary			
2. Monument Signs	1	building frontage. Minimum 20 sq. ft.	six (6) ft.	ten (10) ft.	Interior (box) lighting or Indirect lighting
3. Second floor business Sign, wall mounted. Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	1	twelve (12) sq. ft.	At least one foot below the top of a parapet or top of the roof.	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting
RELIGIOUS INSTITUTIONS					
1. Signs and/or religious symbols	3	Total 1 sq. ft. per each 2 lineal ft. of Building Frontage,		ten (10) ft.	Indirect lighting
2. Monument Signs	1	Minimum 20 sq. ft.	six (6) ft.	ten (10) ft.	Indirect lighting
COMMERCIAL & OFFICE USES IN RESIDENTIAL ZONES (only where said uses are permitted)					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	2	Total 1 sq. ft. per each 2 lineal ft. of Building Frontage, Minimum 20 sq. ft.	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to three (3) feet from building face	Indirect lighting
2. Monument Signs	1		six (6) ft.	ten (10) ft.	Indirect lighting

1. Sign area of double-sided signs shall be determined by the area of only one face of the sign
2. R-O-W means Right-of-Way, the public easement for public roads, public walkways and public alleys
3. Sign Lighting shall not glare into adjoining properties or street right-of-way ((ROW).
4. Street address numbers are required for all buildings, minimum 6-inch-tall numbers visible from the street to identify the location for emergency personnel and utility companies.
5. No sign shall rotate, flash, vibrate or otherwise move.
6. Historic Corridor signs shall be of muted colors that coordinate with the colors of the building. Bright colors such as red, yellows and oranges shall be limited to 10 percent or less of the total sign graphics. Historic area is defined in Section 18.55-080 (c).

(c) Historic Downtown Area. Each sign in the historic downtown area shall comply with the requirements in Table _____. For purposes of this section, the historic downtown area is defined in the Historic Corridor Revitalization Plan (HCRP) and includes the First Street Corridor (FSC), Village Core (VC) and Village Business (VB) Districts within the HCRP.

(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 or his or her designee must find that the sign is compatible with the character of the building and the historic downtown area.

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 (Table _____ Table 1) unless this section explicitly provides otherwise. Each sign shall also comply with the requirements of Section 17.55.070 (General requirements for determining sign area, height, location and sign design.), 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 (Table _____ Table 1).

(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.

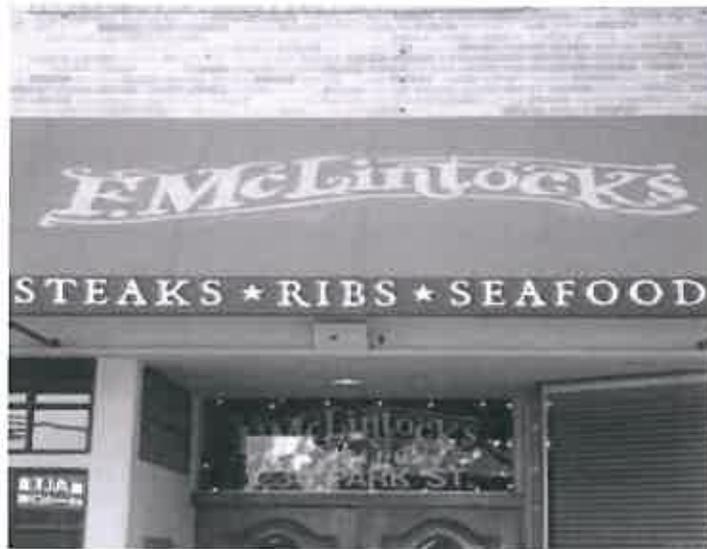


Figure ____ Example of Awning Signs

(b) Cabinet Signs. Cabinet signs can be either externally or internally illuminated. signs can be incorporated into monument signs, walls signs, projecting signs and pole signs.

(c) Channel Letter Signs. Signs in which the letters of the sign are either painted on or constructed individually on the building wall or roof surface.

(d) City Billboard Signs. The Commission may allow a city-owned or public benefit nonprofit organization owned and maintained billboard in the PD zoning district along State Highway 101. Billboards advertising businesses and products are prohibited.

(e) Monument Signs. Monument signs are low-profile freestanding signs not attached to a building. The following standards apply to monument signs in all districts where allowed by ~~Table _____~~ **Table 1**.

(1) Monument signs shall not exceed eight (8') feet in height in commercial and industrial zones and shall be separated from other monument signs by a minimum of fifty (50') 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 fifty-foot separation impractical, or there is no other alternative. Monument signs in the Downtown Historic Corridor shall not exceed six (6') feet in height.

(2) A monument sign shall be setback from the right-of-way for traffic, pedestrian and bicyclist safety and 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 City Engineer.

(3) To assist emergency response personnel in locating the site, monument signs shall contain an illuminated street address plate. Address numbers shall be a minimum of six (6") inches in height.

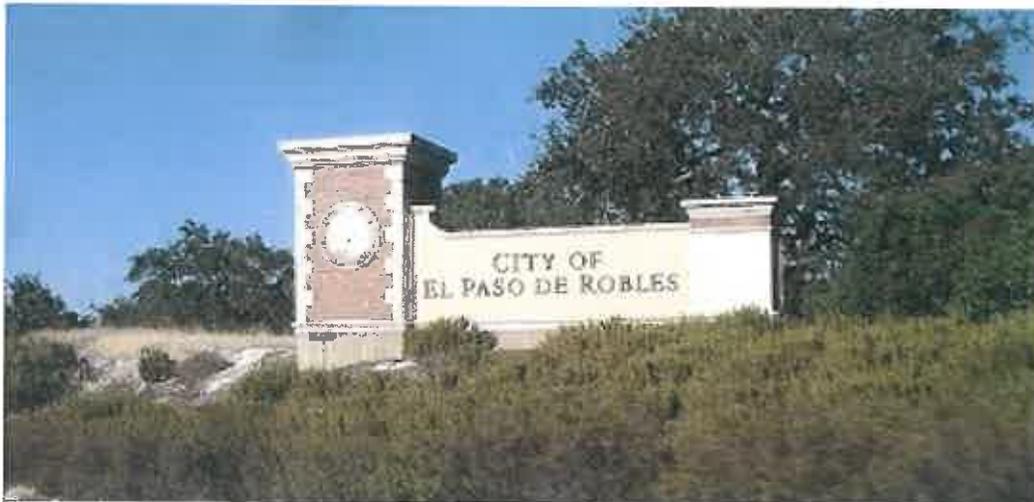


Figure _____
Example of Monument Sign

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

(1) Permit Requirement. Freestanding pole sign permit approval is required for a freeway-oriented sign.

(2) Where Allowed. The Commission may, after conducting a duly noticed public hearing, allow a freeway-oriented pole sign permit:

(A) Within a commercial or planned development zoning district on a parcel with a property line within five-hundred (500') feet of the State Highway 101 freeway right-of-way.

(3) Design. The city shall limit the number, height and visual impact of freeway-oriented signs when considering a freestanding pole sign permit. 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 any Commission approved freeway oriented signs shall not exceed sixty (60') feet and shall be limited to the lowest practical elevation when considering the line of sight from nearby highways. However, the Commission may require minimum clearances beneath a freeway-oriented sign if necessary to protect the public health and safety.

(5) Required Findings. In addition to the findings required in Section 17,.55.030 (d), the approval of a freestanding pole sign permit for a freeway-oriented sign shall require that the Commission find that the use or site cannot be adequately identified by other signs allowed within the that site.

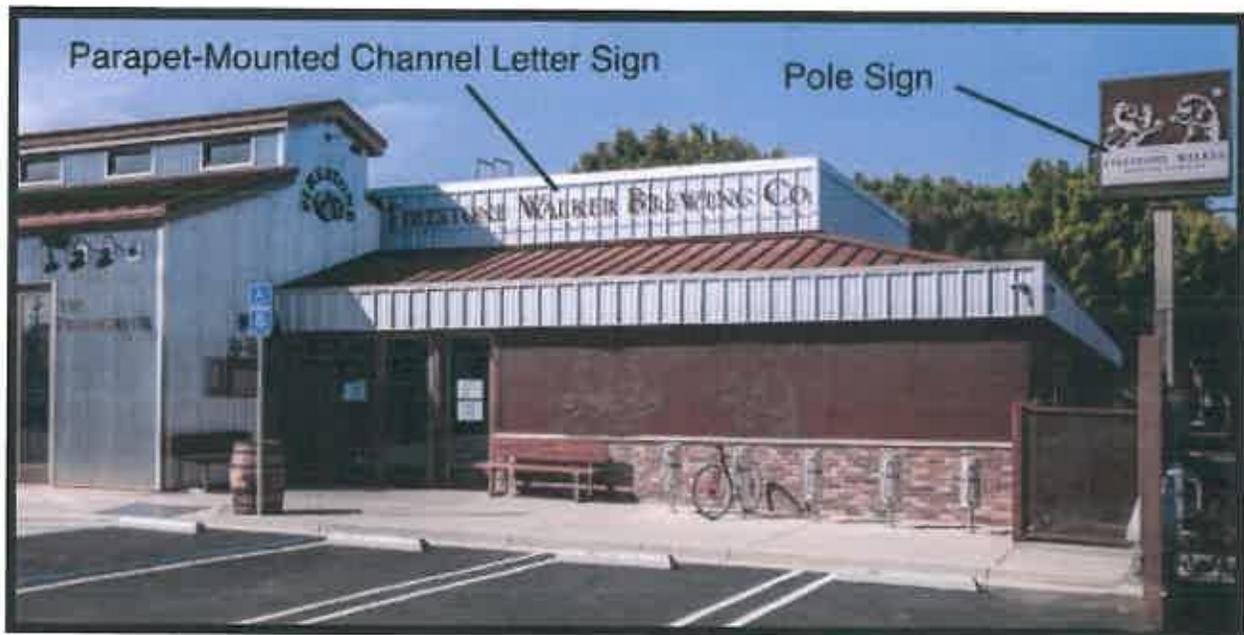


Figure ____

Example of Combination of Pole Sign and Building Signs

(Pole Signs Only permitted on properties within 500 feet of Freeway (Highway 101 main corridor)

(f) Information Kiosks. A kiosk is a small monument or structure with a cover located next to a sidewalk or walkway. Public Information Kiosks are encouraged 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 Commission through the application for a kiosk sign permit. A kiosk shall not apply to the maximum allowable sign area provided that there is no information on said kiosk identifying the name of the business(s) or products sold at the site legible from the street or parking lot. Kiosks may include maps and directions or other information as deemed appropriate by the Commission.



Figure ___
Example of Information Kiosk

(g) Murals. Murals placed on the wall of a structure or noise barrier are encouraged. Murals, through a sign permit, are subject to Director approval if smaller than twenty (20) square feet in area and Commission approval for murals larger than twenty (20) square feet, and as follows:

(1) Requirements.

- (A) A mural without advertising visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by ~~Table _____~~ Table 1.
- (B) Any mural with text identifying the business or products of the business shall be included in the calculation of total sign area and shall comply with the sign area limitations applicable to the site;



Figure ____ Exampie Murai

(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 ____.

(1) The maximum projection of a sign from a structure wall over a public right-of-way shall not exceed thirty-six (36") 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 (14') 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 (8') 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) Sign supports shall be well-designed and compatible with the design of the sign.



Figure ____ Example Projecting Sign

(j) Wall Signs. Wall signs include enclosed sign boxes, routed signs (in which letters are routed out of a wood background which is attached to a wall surface), channel letters applied to a wall surface, painted letters on a wall surface and similar signs attached to a wall of the building. The following standards apply to wall signs in all zoning districts where allowed by Table ____, Section 17.55.080. See Figure ____

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

(2) Projection from Wall Surface. A wall sign shall not project more than twelve (12") inches from the surface to which it is attached.



Figure ____ Example Wall Sign

(k) Window Signs. The following standards apply to permanent window signs where allowed by Section 17.55.080 (Table ____). See Figure ____.

(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-five (25) percent of the total window area. The maximum area of window permanent signs and other signs (such as wall signs, monument signs, projecting signs and other similar signs) identifying the business shall not exceed the standards for total sign area as defined in Table ____ Table 1.

(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 ____ Window Signs

(l) Subdivision Signs: In the case of sale of subdivisions, on-site subdivision identification signs may be allowed by the Director 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 (75') feet.
- (B) The area of each sign shall not exceed twenty-four (24) square feet;
- (C) Sign height shall not exceed ten (10') 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.
- (F) Off-site Directional Signs. Off-site real estate (advertising the sale of a property) directional signs greater than six (6) square feet in area, subject to a sign permit issued by the Director, 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.

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. These sign regulations, Section 17.55, are deemed not more restrictive than the previous sign regulations in force at the time of the adoption of these sign regulations. Pursuant to the Business and Professions Code Section 5491.1,

Any city or county adopting or amending any ordinance or regulation that regulates or prohibits the use of any on-premises advertising display that is more restrictive than existing law, shall include provisions in that ordinance or regulation for the identification and inventorying of all displays within its territorial limits that are determined to be illegal or abandoned pursuant to the law that is in effect prior to the adoption of, or amendment to, the ordinance or regulation.

- (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 ninety (90) days;
 - (5) Re-established after damage or destruction to fifty (50%) percent or more of the value of the sign, or its components, as determined by the Chief Building Official: or
 - (6) Any nonconforming sign shall lose its legal nonconforming status immediately following the expiration of the ninety (90) day period that the business was discontinued and shall be removed and replaced with a conforming sign, requiring a new sign permit approval.

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 Council.** The Director may ask the 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.

17.55.120 Appeal.

Applicants denied a sign permit by the decision of the Director may appeal to the Commission in writing within fifteen (15) calendar days of receipt of the Director's decision. Appeal from any action of the Commission must be made in writing by an aggrieved party within fifteen (15) calendar days from the date of receipt of notice of action of the Commission, as per Municipal Code Section 2.12.050 (Commission—Decision appeal procedure). The Council is the appeal board with respect to any actions taken by the Commission as specified in Section 2.12.040 of the Municipal Code.

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.

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, Feather Sign, Flag or Pennant. Cloth, bunting, plastic, paper, or similar non-rigid 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. 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 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 freeway that identifies tourist-oriented businesses, such as gasoline service stations, restaurants, motels and regional commercial uses on properties that are located within five-hundred (500') feet of State Highway 101 freeway. 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, low, 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 and only permitted within the freeway corridor as provided within these sign regulations.

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 (8) 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 (12") 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 (12") inches of the inside of the window. Window signs do not include business hours of operation and open/closed signs. Window displays inside the building, including merchandise displays that are located more than twelve (12') inches from the face of a window, are not considered signs.

King City Municipal Code

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* 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.

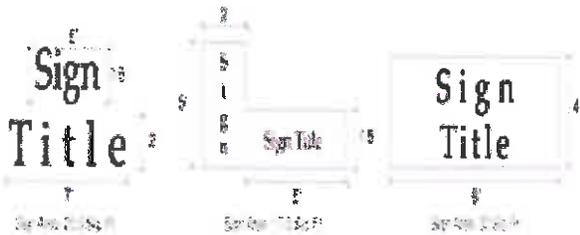


Figure 1 Surface Area Calculation

(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.

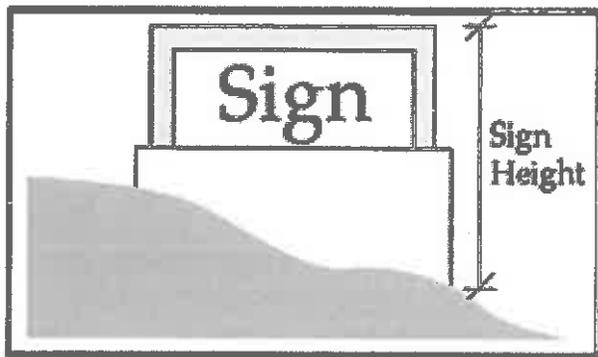


Figure 3 Sign Height Measurement

(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	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	The total sign area on a parcel shall comply with the following requirements: (1) One sf for each linear ft of primary building frontage
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	One of any allowed sign type per secondary 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
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	See Section 17.55.090(k) (Window signs)		
Window			

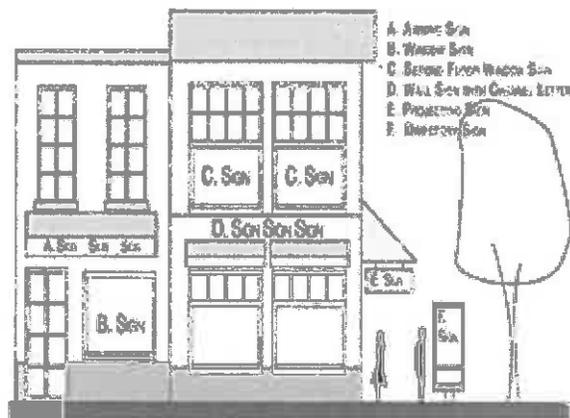


Figure 4 Examples of Sign Types

(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	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)	One of any allowed sign type per secondary frontage	
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)

View the [mobile version](#).

City of King
Community
Development
Department

Application Filed for
New Sign or Modification to
Existing Sign

Applications include exhibits & drawings of proposed signs, information regarding site & building, applicant & landowner signatures, & application fees

Applicant should check with Building Official to see if building permits are required

Community Development
Department Initial Review

If Sign is EXEMPT & doesn't require a Permit, Staff will inform applicant

Determination of Complete Application

Incomplete Applications are returned to applicant

Staff Reviewed Permits Include:
Signs attached to building
Monument Signs < 8' height
Murals under 20 sq. ft.
Permanent Window Signs
Subdivision Signs

Planning Commission Reviews Include:
Murals over 20 sq. ft. & Kiosks
Freeway Oriented Pole Signs
Master Sign Programs (for 4+ tenants)
Sign Deviation Review
Sign Variance Review (Public Hearing)

Staff Reviews Proposed Sign(s) for consistency with City Sign Regulations

Commission Reviews Proposed Sign(s) for consistency with City Sign Regulations

If sign(s) meet ALL applicable standards, including design, sign is approved by Director with Findings & Conditions of Approval (COA)

If sign(s) are denied, applicant may file an appeal to Commission

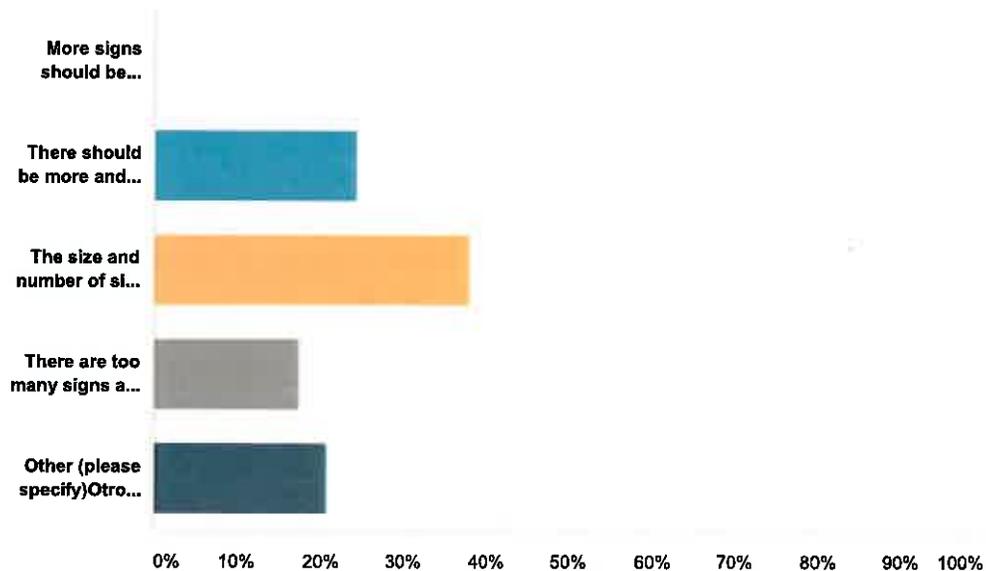
If sign(s) are denied, applicant may file an appeal to Council

If sign(s) meet ALL applicable standards, including design, sign is approved by Commission with Findings & Conditions of Approval (COA)

Important: Signs may only be installed pursuant to approved sign permits and per applicable COAs

**Q1 Which statement do you agree with the most about the current sign regulations?
Please indicate ONLY one. (¿Con cuál afirmación está mas de acuerdo sobre las regulaciones actuales de letreros? Por favor indique solo una.)**

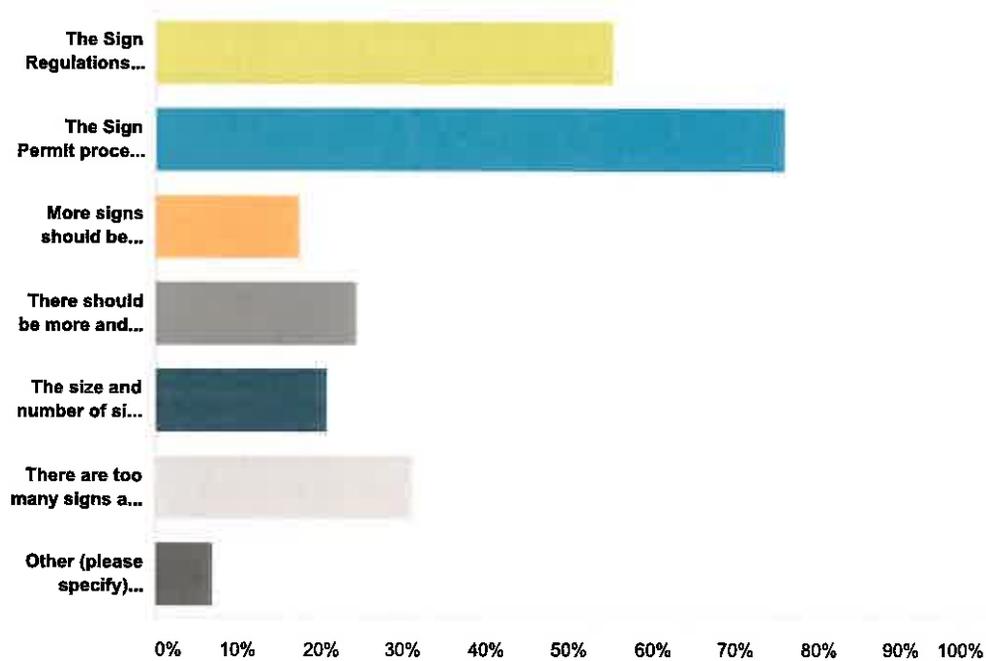
Answered: 29 Skipped: 0



Answer Choices	Responses
More signs should be permitted for businesses. (Se deben permitir más letreros para los negocios.)	0.00% 0
There should be more and larger signs permitted for all businesses. (Deberían permitir más y letreros más grandes para todos los negocios.)	24.14% 7
The size and number of signs now permitted are about right. (El tamaño y número de letreros permitidos ahora son aproximadamente correctos.)	37.93% 11
There are too many signs at some businesses. (Hay demasiados letreros en algunos negocios.)	17.24% 5
Other (please specify)Otros (por favor de especificar)	20.69% 6
Total	29

Q2 Which of the following statement(s) do you agree with most? You may select more than one answer. (¿Cuál de la siguiente afirmación (s) está de acuerdo con mayoría? Puede seleccionar más de una respuesta.)

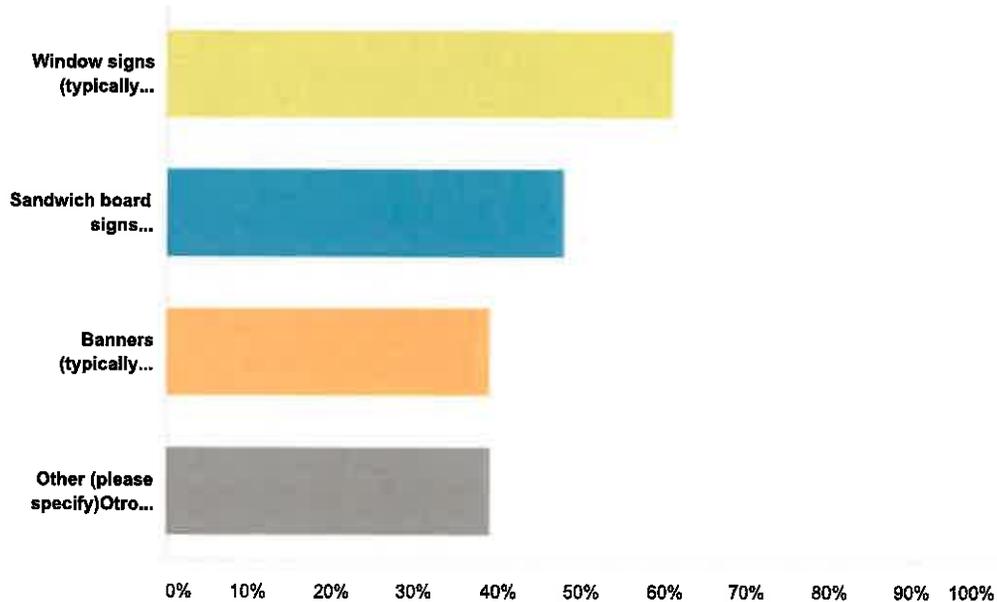
Answered: 29 Skipped: 0



Answer Choices	Responses
The Sign Regulations should be clear. (Los reglamento de letreros deben ser más claro.)	55.17% 16
The Sign Permit process should be simplified. (El proceso de permisos para letreros debe ser simplificado.)	75.86% 22
More signs should be permitted for businesses/Deberían permitir más letreros para los negocios. (Deberían permitir mas más y letreros más grandes para los negocios.)	17.24% 5
There should be more and larger signs permitted for all businesses. (Deberían permitir mas más y letreros más grandes para los negocios.)	24.14% 7
The size and number of signs now permitted is about right. (El tamaño y número de letreros permitidos ahora son aproximadamente correctos.)	20.69% 6
There are too many signs at some businesses. (Hay demasiados letreros en algunos negocios.)	31.03% 9
Other (please specify) (Otros (por favor de especificar))	6.90% 2
Total Respondents: 29	

Q3 Are there any business signs that you find to be unattractive or offensive? You may select more than one answer. (¿Hay letreros de negocios que se encuentran ser desagradables y no atractivos? Puede seleccionar más de una respuesta.)

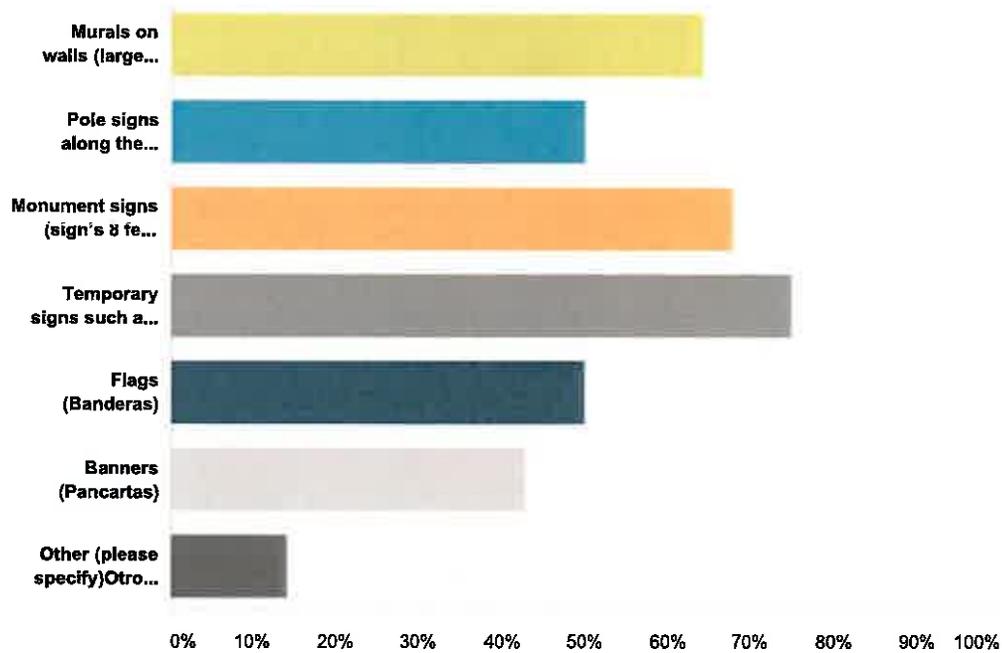
Answered: 23 Skipped: 6



Answer Choices	Responses
Window signs (typically temporary paper, cloth or other similar signs). (Letreros de Ventana (típicamente de papel temporal, tela u otros letreros similares).)	60.87% 14
Sandwich board signs (typically signs attached to a wood frame and placed on or near the sidewalk.) (Señales de Tablero (típicamente letreros adjuntos a un marco de madera y colocados en o cerca de la banqueta).)	47.83% 11
Banners (typically large paper or cloth signs attached to a building or to posts). (Pancartas (típicamente papel grande o letreros de tela puestos en un edificio o en los postes).)	39.13% 9
Other (please specify)Otros (por favor de especificar)	39.13% 9
Total Respondents: 23	

Q4 Do you support allowing the following types of business signs within the City? You can select more than one answer. (¿Usted apoya permitir los siguientes tipos de letreros en negocios dentro de la ciudad? Puede seleccionar más de una respuesta.)

Answered: 28 Skipped: 1

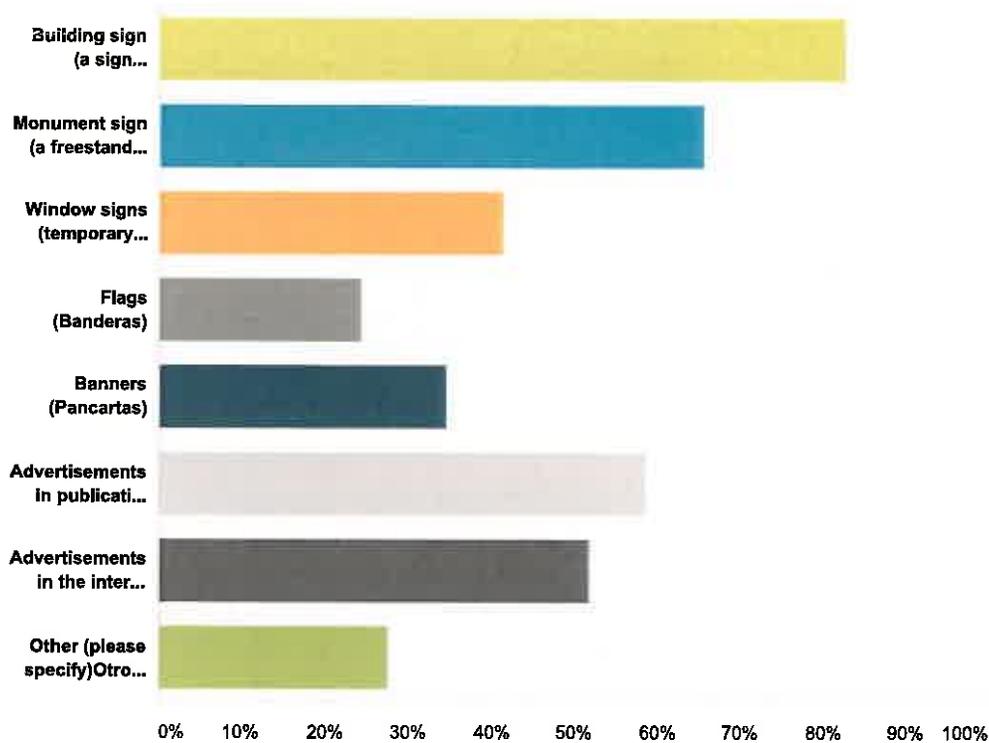


Answer Choices	Responses
Murals on walls (large artwork on sides of buildings or on walls along the roadway). (Murales en las paredes (grandes obras de arte en los lados de los edificios o en las paredes a lo largo de la carretera).)	64.29% 18
Pole signs along the freeway (freestanding signs over 8 feet in height). (Letreros de poste a lo largo de la autopista (letreros independientes de más de 8 pies de altura).)	50.00% 14
Monument signs (sign's 8 feet tall or shorter). (Letreros de monumento (letreros de 8 pies de altura o más corto).)	67.86% 19
Temporary signs such as banners and signs within windows (usually advertising special sales or events). (Letreros temporales tales como pancartas y letreros dentro de ventanas (generalmente publicidad de ventas especiales o eventos).)	75.00% 21
Flags (Banderas)	50.00% 14
Banners (Pancartas)	42.86% 12
Other (please specify)Otros (por favor de especificar)	14.29% 4

Total Respondents: 28

Q5 What are the best ways to advertise your business? You may select more than one answer. (¿Cuáles son las mejores maneras de dar publicidad a su negocio? Puede seleccionar más de una respuesta.)

Answered: 29 Skipped: 0



Answer Choices	Responses
Building sign (a sign attached to the building). (Letreros de Edificio (una letrero adjunto al edificio).)	82.76% 24
Monument sign (a freestanding sign in the landscape area of the property). (Letrero de Monumento (un letrero independiente en el área del paisaje de la propiedad).)	65.52% 19
Window signs (temporary signs attached to the inside of a business window). (Letreros de Ventana (letreros temporales adjunta a la parte interior de una ventana de negocios).)	41.38% 12
Flags (Banderas)	24.14% 7
Banners (Pancartas)	34.48% 10
Advertisements in publications such as newspaper or magazines. (Anuncios en publicaciones como periódicos o revistas.)	58.62% 17
Advertisements in the internet (such as a business website). (Los anuncios en Internet (como un sitio web de negocios).)	51.72% 15

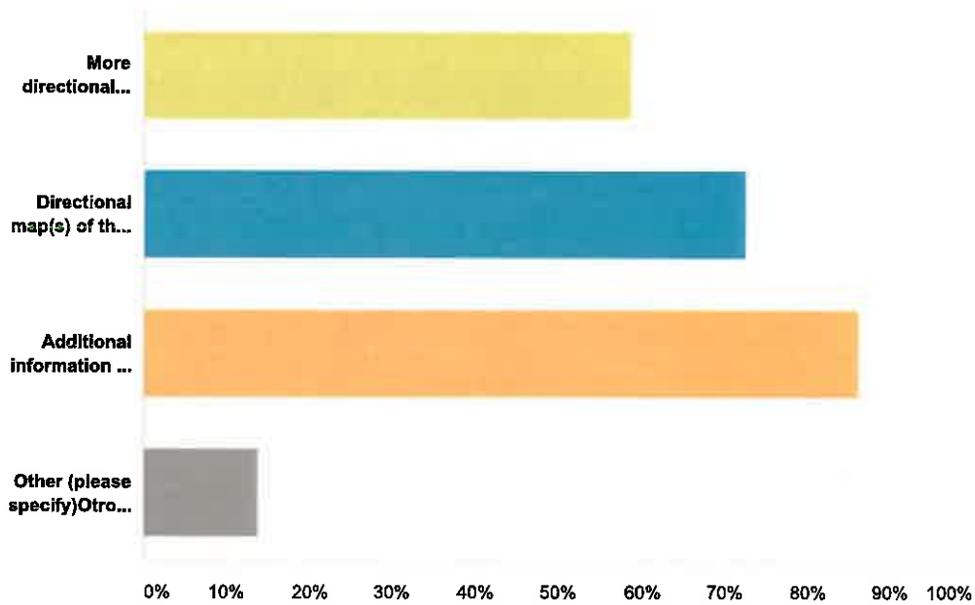
KING CITY SIGN REGULATIONS SURVEY (ENCUESTA DE REGULACIONES DE LETREROS DE KING CITY)

SurveyMonkey

Other (please specify)Otros (por favor de especificar)	27.59%	8
Total Respondents: 29		

Q6 What do you recommend for City public signage that could benefit businesses? You may select more than one answer. (¿Qué recomienda usted para letreros públicos de la Ciudad que podrían beneficiar a los negocios? Usted puede seleccionar más de una respuesta.)

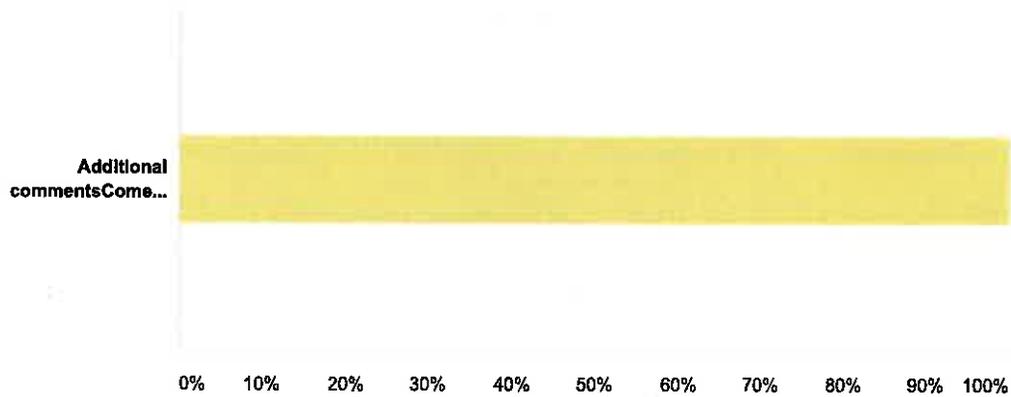
Answered: 29 Skipped: 0



Answer Choices	Responses
More directional signs, such as the recent sign located at the corner of First Street and Broadway Street. (Más señales direccionales, como el reciente letrero ubicado en la esquina de First Street y Broadway Street.)	58.62% 17
Directional map(s) of the City to help tourists find their way around the City & surrounding points of interest, such as Pinnacles National Park, local parks, Downtown, and historical buildings. (Mapa(s) direccionales de la Ciudad para ayudar a los turistas a encontrar su camino alrededor de la ciudad y los lugares de interés, como Pinnacles Parque Nacional, parques locales, el centro de la ciudad y edificios históricos.)	72.41% 21
Additional information on the internet to help tourists discover the City businesses and points of interest, such as parks, golf course, historical buildings. (Información adicional en Internet para ayudar a los turistas a descubrir los negocios y puntos de interés de la ciudad, como parques, curso de golf, edificios históricos.)	86.21% 25
Other (please specify)Otros (por favor de especificar)	13.79% 4
Total Respondents: 29	

Q7 Do you have any additional comments regarding the revisions to the sign regulations or other programs that may improve your business. (Do you have any additional comments regarding revisions to sign regulations or other programs that can improve your business?)

Answered: 11 Skipped: 18



Answer Choices	Responses
Additional commentsComentarios adicionales	100.00% 11
Total Respondents: 11	