

**Chapter 16.172**

**SIGNS**

**Sections:**

- 16.172.010 Purpose.**
- 16.172.020 Definitions.**
- 16.172.025 Exemptions.**
- 16.172.030 General requirements.**
- 16.172.040 Prohibited Signs and Locations.**
- 16.172.050 Residential District Regulations.**
- 16.172.060 Professional Office District or Professional Office Use in the Mixed Use District and Business Park District Regulations**
- 16.172.070 Commercial Districts or Commercial Use in the Mixed Use District Regulations.**
- 16.172.080 Industrial Districts or Industrial Use in the Mixed Use District Regulations.**
- 16.172.090 Exceptions.**
- 16.172.100 Administration.**

**Table**

- 16.172.1 Signs**
- 16.172.2 Dimensions and Requirements**
- 16.172.2a Signs Allowed in Residential Districts**
- 16.172.2b Signs Allowed in Commercial/Office Districts**
- 16.172.2c Signs Allowed in Mixed Use/Industrial Districts**

**16.172.010 Purpose.**

The purpose of this Chapter is to provide standards to safeguard life, health, property, and public welfare in keeping with the character of the city by regulating the size, height, structural design, quality of materials, construction, location, electrification, illumination and maintenance of all

types of signs and sign structures.

The city recognizes the right and need of each individual, business, firm or corporation to identify his/her place of residence, business or service, and realizes the need to protect public and private investments in buildings and open space. Therefore, the city has developed sign regulations that will be both visually and economically effective, while also preventing needless distraction and clutter from excessive and confusing sign displays. (Ord. 606, 1999; Ord. 758, §2 (part), 2007)

**16.172.020 Definitions.**

**ABANDONED SIGN.** A sign which no longer correctly directs or attracts any person; nor advertises an existent bonafide business or related activities and products, upon the premises on which such sign is displayed.

**AREA OF SIGNS.** Shall be determined by circumscribing the exterior limits of the mass of each display with a rectangle, parallelogram, or other acceptable geometric figure connecting all extreme points, but excluding any reasonable embellishments and the necessary supports or uprights. If the sign consists of more than one section or module, all areas will be totaled.

**BANNER SIGN.** A temporary sign composed of lightweight material not enclosed in a rigid frame, secured or mounted to allow movement of the sign by the atmosphere.

**BENCH SIGN.** A bench located outdoors with advertising matter thereon.

**BILLBOARD SIGN.** A large, typically single faced freestanding sign placed along a major arterial or highway, to attract the attention of passing motorists.

**BUILDING FACADE.** The portion of any exterior elevation of a building extending vertically from the grade to the top of a parapet wall or eave, and horizontally across the entire width of the building elevation.

**BUILDING FRONTAGE.** The portion of the main building which affords public entry. In the case of more than one public entry, the entrance with the assigned address shall be considered the main public entry for computation purposes.

**BULLETIN BOARD.** A sign used to announce a coming event or attraction, or used to convey a specific message related to the building or use of the property on which the bulletin board is located. In all zones, bulletin boards which are displayed so as to be viewed from a public street, highway, parking lot, walkway, or mall shall be subject to the sign regulations of the zone in which the building or property is located.

**CANOPY/MARQUEE.** Any roof of a building, permanent or temporary, or a fixed overhead shelter used as a roof (including but not limited to an awning), which may or may not be attached to a building, and which does or does not encroach into or overhang a public right-of-way.

**CANOPY SIGN.** A sign that is constructed in or on, attached to the face of or suspended below a canopy or cantilevered covered walkway or arcade, whether parallel to or at right angles to the face of the building.

**COLUMN.** A vertical shaft constructed for support and/or architectural design on the exterior of a structure.

**COMMERCIAL ZONE DISTRICT.** All areas within the city zoned for commercial use.

**CONSTRUCTION SIGN.** A sign with the names of the architects, engineers, contractors, subcontractors and financing agencies of buildings and structures being constructed upon the premises on which the sign is located.

**CURBLINE.** The line at the face of the curb nearest the roadway.

**DIRECTIONAL SIGN.** One of two types of signs: 1) an exterior directional sign shall mean a sign oriented to a street and used to direct and control pedestrian or vehicular traffic, and located on the same lot or premises as the use which it is

intended to serve, or 2) an interior directional sign shall mean a directional wording or informational sign not bearing any advertising message readable from any street right-of-way, and located on the same premises as the use which it is intended to serve.

**DIRECTORY READERBOARD SIGN.** A sign erected to display the names of nonprofit organizations such as churches and clubs in the community. Such signs shall be erected at major street entrances to the City as determined by the planning commission. Individual signs shall not exceed four (4) square feet.

**ERECT.** To construct, place, relocate, enlarge, substantially alter, attach, suspend, paint, post, maintain or display.

**FLASHING SIGN.** Any sign in which the illumination source alternately is on and off when the sign is energized.

**FREESTANDING SIGN.** A sign wholly supported by one or more uprights, poles or upright members in or upon the ground, which are not part of, or supported by, a building and are not temporary in nature.

**FREEWAY.** State Route 99.

**FREEWAY ORIENTED BUSINESS.** For purposes of considering freestanding signs and Multi-Section Freeway Signs only, those businesses located within 100 feet of State Route 99 right-of-way, except for those businesses located in the C3 (Central Business District, shall be deemed freeway oriented.

**FREEWAY SIGN.** A freestanding sign or Multi-Section Freeway Sign located within 100 feet of State Route 99 right-of-way. **ILLUMINATED SIGN.** A sign in which a source of light is used in order to make readable the message, including internally and/or externally lighted sign, and reflectorized, glowing or radiating signs.

**INDUSTRIAL ZONE DISTRICT.** All areas within the city zoned for industrial use.

**INSTITUTIONAL SIGN.** Any identification sign for churches, schools, fraternal organizations, hospitals, public facilities and institutional uses.

**LOW-INTENSITY ILLUMINATION.** Equivalent to, or less than, a one-hundred-fifty (150) watt, incandescent floodlight.

**MARQUEE SIGN.** Any sign attached to, or constructed in or on, a marquee.

**MONUMENT SIGN.** Any freestanding sign on a pedestal or other structure mass but not on a pole or post, as defined herein.

**MULTI-SECTION SIGN.** If a sign consists of more than one (1) section or module, the sign area of each section or module shall be included in the computation of total sign area. A multi-section sign shall designate multiple businesses; that is, one business identification per each section or module. The purpose of multi-section signs is to encourage the identification of multiple Freeway Oriented Businesses on one freestanding sign.

**OPEN HOUSE DIRECTIONAL SIGN.** A sign with the words "Open House", and may include an arrow or other directional symbol, and real estate business name.

**PERMITTED NONCONFORMING SIGN.** A sign which existed as a legal sign prior to the adoption of the ordinance codified in this Chapter, which is in conflict with the provisions of this Chapter, and continues to advertise a bonafide business.

**POLITICAL SIGN.** Any impermanent sign, advertising device or display, with or without letters, words, numbers or figures thereon, designed to advertise a candidate for political office, a political party, or a measure scheduled for an election.

**PROHIBITED NONCONFORMING SIGN.** A sign which existed as a legal sign prior to the adoption of the ordinance codified in this Chapter, which is in conflict with the provisions of this Chapter, but no longer advertises a bonafide business, or a sign existing after the adoption of the ordinance codified in this Chapter, which is in

conflict with the provisions of this Chapter.

**PROJECTING SIGN.** Any sign other than a wall sign which is suspended from or supported by, a building or wall, and which projects more than twelve (12) inches therefrom.

**RESIDENTIAL ZONE DISTRICT.** All areas zoned within the City for residential use.

**ROOFLINE OR RIDGELINE.** The peak of the roof, the top of a parapet, or the top of the wall of a building.

**SHOPPING CENTER.** Any combination of five or more separately owned or operated business establishments, on a single or commonly owned parcel of land.

**SIGN.** Any of the following shall be considered to be a "sign" when erected and/or maintained outdoors in view of the general public, including the application of such to window surfaces so as to be displayed to the exterior of a structure, and which announces, declares, demonstrates, displays, advertises, attracts the attention of the public, or conveys a message: any insignia, display board, billboard, announcement, poster, picture, lithograph, map, plat, banner, bunting flag, pennant, balloon, valance, sample, model, structure, or other device (including but not limited to clocks, barber poles, and other similar devices, and landscaping and chemical or other treatments to landscaping, which form numbers, letters, words, figures, or symbols), but excluding the display of the American flag or state of California flag.

**SITE.** (inclusive of parcel/land/premises) Only that portion of the site or building land area actually occupied by the building and/or contiguously improved surfaces (i.e. parking area, etc). This is not to be construed as including vacant or unimproved land under the same ownership, or contiguous to the building site area. However, off-premises parking lots shall be subject to identification signs as defined by "directional sign".

**SUBDIVISION DIRECTIONAL SIGN.** A temporary sign that directs persons to a specific

recorded subdivision under development within the corporate city limits.

**TEMPORARY SIGN.** Any banner, pennant, valance, balloon, streamer, placard, "A" frame, sandwich-board or similar impermanent sign, advertising device or display with or without letters, words, numbers or figures thereon, which directs, promotes a service or price, or which is otherwise designed to attract attention (except For Sale/For Rent signs, garage sale signs, open house directional signs, political signs, window signs, corporate flags, signs for temporary stands or uses (i.e. pumpkin sales, Christmas tree sales lots, or temporary certified farmers markets). Note: paper signs tacked or otherwise fastened to side of a building, bulletin board, or outside a window, are temporary signs. However, if enclosed in a frame with a glass, plexiglass, or equivalent cover, it shall be subject to the "wall" and/or "canopy" sign standards.

**WALL.** Any wall or element of a wall, or any member or group of members, which defines the exterior boundaries or courts of a building or structure, and which has a slope steeper than one (1) horizontal to two (2) vertical, with respect to the horizontal plane.

**WALL SIGN.** Any sign posted or painted on, suspended from or otherwise affixed, to the wall of any building or structural part thereof, in essentially a flat position, with the exposed face of the sign approximately parallel to the plane of such wall, and not extending more than twelve (12) inches beyond the face of the building or structural part thereof.

**WINDOW SIGN.** Any sign temporarily displayed on the inside of a window, or temporarily painted on a window, and facing a street, alley, freeway, parking lot, walkway, or mall.

**ZONE.** One of the various classes of areas into which the City has been divided by this Chapter. (Ord. 606, 1999; Ord. 643 § 1(part), 2001; Ord. 758, §2 (part), 2007)

#### **16.172.025 Exemptions.**

The following signs do not require a sign permit as set forth in Section 16.172.030:

A. For Sale/For Lease/For Rent signs, which shall be removed within fifteen (15) days after the sale/lease/rent;

B. Open house, directional and garage sale signs, which may not be placed in violation of Penal Code Section 556 nor for more than seventy-two (72) hours;

C. Signs for temporary stands or uses (i.e. pumpkin sales, Christmas trees sales lots, and temporary certified farmers markets) that have a sign area not exceeding twenty (20) square feet per face, and are located on the same site as the stands or uses;

D. On-site directional, warning, or information signs without illumination. (Ord. 758, §2 (part), 2007)

#### **16.172.030 General Requirements.**

##### **A. Permits.**

1. No person shall place any sign regulated by this chapter without first obtaining written consent of the owner, lessee, or person having lawful possession of the property upon which such sign will be placed.

2. A sign permit, issued by the planning department, shall be required for all signs constructed, erected, installed, applied, affixed, substantially altered, relocated or painted on within the corporate boundaries of the City after the effective date of the ordinance codified in this Chapter.

3. A sign permit shall become null and void, if the work for which the permit was issued has not been completed within a six-month (6) period after the date of the permit, or when there is a violation of the provisions of this Chapter, or any other law.

4. For uses requiring a use permit, proposed signing will be part of the use permit application.

##### **B. Design and Construction.**

Where applicable, building permits shall be required for the erection of signs, following the issuance of written approval by the Director or planning commission.

C. Safety.

1. The director shall immediately, while exercising sound judgment under the circumstances, correct or cause to be corrected, any sign determined to place citizens in immediate peril, by using any single or combination of the following methods:

a. Removal or modification of the sign by city staff with the business owner being billed for time and materials;

b. Written or oral notification to the business owner causing the removal of the signs within a specified period of time, not to exceed twenty-four (24) hours, as prescribed by the public works supervisor or his/her designee;

c. Issuance of a citation of the business owner or party responsible for the sign, in accordance with Chapter 16.176.

D. Maintenance.

1. Every sign shall be maintained in good structural condition at all times. All signs, together with all of its supports, braces, guys, and anchors shall be kept in repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly posted at all times. The Director, or his designated representative, shall inspect and have the authority to order the owner to paint, repair, alter or remove the signs which have become dilapidated or which constitute a physical hazard to the public safety.

E. Proximity to Other Signs.

1. Freestanding signs shall not be placed closer than fifty (50) feet from any other freestanding sign. (Ord. 606, 1999; Ord. 643 § 2 (part), 2001; Ord. 758, §2 (part), 2007)

**16.172.040 Prohibited Signs and Locations.**

A. Prohibited Signs. The following signs are prohibited:

1. Any sign designed for emitting sound;
2. Any sign mounted or attached to a vehicle for the purpose of calling attention to or advertising

a special business establishment;

3. Any sign or sign structure, which has become a public nuisance due to inadequate maintenance, dilapidation or abandonment;

4. Any sign which obstructs in any manner, the ingress to or egress from a door, window, fire escape or other required accessway;

5. Any sign containing any obscene matter;

6. Any sign unlawfully installed, erected or maintained;

7. Any sign now or hereafter existing, which no longer advertises a bonafide business or product, as prescribed in this Chapter;

8. Any sign which encroaches into any city right-of-way, except as otherwise provided for in this Chapter;

9. Any sign that flashes, blinks, moves, changes color, appears to change color, changes intensity or contains any part/attachment which does the same, except that the following shall be permitted in office, commercial, and industrial zones:

a. A standard barber pole erected in conjunction with a barbershop,

b. Conventional clocks,

c. Digital time and temperature signs, providing the time does not change more often than once a minute, and the change in temperature is by at least one (1) degree at a time, and that both the alternate display of Centigrade and Fahrenheit temperature, and the alternate display of time and temperature, each occurs at intervals of five (5) or more seconds;

10. Any freestanding or projecting sign, excluding regulatory traffic and street signs, erected at an intersection so as to intrude into a triangle formed by the extension of the property lines, and an imaginary line thirty (30) feet from the intersection of such projecting lines, unless less than two (2) feet or more than eight (8) feet above the curb grade, and the support is no more than eighteen (18) inches in diameter;

11. Any sign not expressly permitted;
12. Banners, pennants, balloons, flags, whirligigs, posters, ribbons, strings of lighted bulbs, or other similar devices, excluding temporary Christmas displays, or as otherwise permitted in this chapter;
13. Any sign displayed on or over public property, unless approved by the city council;
14. Any sign attached to trees, utility poles, or structures in the street right-of-way;
15. Any sign erected or maintained, which has less horizontal or vertical clearance from communication lines and energized electrical power lines than that prescribed by the state, or those rules and regulations duly promulgated by agencies thereof;
16. Any bench signs, except upon approval of the planning commission;
17. Outlining of a building or its roof by means of permanent lighting by exposed neon tubing, exposed incandescent lighting, or other artificial lighting or an equivalent effect. "Outlining" means delineation, with a row or band of lights, on the edges of a roof or wall surface. This provision does not prohibit floodlighting or generally illuminating, buildings and their roofs, nor temporary Christmas displays.
18. Signs which by color, wording, design, location or illumination, resemble or conflict with any traffic control device, or with the safe and efficient flow of traffic and/or pedestrians; and
19. Signs identifying home occupations.
  - B. Location. All signs, except those otherwise specifically authorized by provisions of this Chapter, shall be erected upon the premises occupied by the person or business sought to be identified by such sign.
  - C. Signs in Street Right-of-Way. No freestanding sign shall be located on or project into, the present or future right-of-way of any public street, including sidewalks, unless such location or projections is specifically authorized by provisions

of this Chapter.

D. Signs in Public Utility Easements (PUE). Any sign proposed to be placed in a PUE must be reviewed and given written approval by the appropriate Utility.

E. Signs Interfering with Sight Distance. No sign shall be so designed or constructed as to interfere with the sight distance of motorists approaching adjacent sidewalks or pedestrian ways. (Ord. 606, 1999; Ord. 758, §2 (part), 2007)

#### **16.172.050 Residential District Regulations**

(R1-R, R1-E, R1-E(A), R1-C, R1-C(A), R1 L, R1-L(A), R1, R1-(A), R1-UC, R1-U, R1-U(A), R3, R4,R4-U, and UR).

1. WALL SIGN. Each single-family and multifamily dwelling (two-family and three-family units) shall be permitted one (1) wall sign for occupant identification, and shall contain only the name and/or street address of the occupant.

a. Sign area shall not exceed two (2) square feet.

b. The sign may have low-intensity illumination.

2. WALL SIGN OR MONUMENT SIGN. Each multifamily dwelling (four or more units) shall be permitted one (1) wall or monument sign for each street frontage providing access for development identification, and shall contain at least the address of the development in the sign copy.

a. Monument signs may be double-faced.

b. Sign area shall not exceed twenty (20) square feet per face.

c. The sign may have low-intensity illumination.

3. RESIDENTIAL SUBDIVISION. Each residential subdivision of five acres or more shall be permitted one (1) wall or monument sign for each major collector street entrance of the subdivision, for neighborhood identification.

a. Monument signs may be double-faced.

b. Sign area shall not exceed twenty (20) square feet per face.

c. The sign may be illuminated.

4. **MONUMENT SIGN HEIGHT.** Except where otherwise provided for in this chapter, monument signs in any residential/reserve zone shall be placed in landscaped areas, and shall not exceed four (4) feet in height above the adjacent pavement surface. (Ord. 758, §2 (part), 2007)

**16.172.060 Professional Office District or Professional Office Use in the Mixed Use District and Business Park District Regulations (PO or MU and BP).**

1. **WALL SIGN OR MONUMENT SIGN.** Each building in the PO district or professional office use in the MU district and Business Park District shall be permitted one wall or monument sign for each street frontage providing access.

2. **MONUMENT SIGNS:**

a. Monument signs may be double-faced.

b. Sign area shall not exceed twenty-four (24) square feet per face.

c. The sign may have low-intensity illumination.

d. Except where otherwise provided for in this Chapter, monument signs in any professional office zone shall be placed in landscaped areas, and shall not exceed four (4) feet in height above the adjacent pavement surface.

3. **WALL SIGN.** Each occupant having an outside entrance shall be permitted one (1) additional wall sign.

a. Sign area shall not exceed four (4) square feet.

b. The sign may have low-intensity illumination.

4. **MULTIPLE OCCUPANCY BUILDING OR LOT.** Each occupant of a multiple occupancy building or lot may convert the permitted monument sign to "permanent individual decorative-type" wall

signs.

The signs shall be placed along the fronts of a building and dimensions shall comply with wall signs in this section. (Ord. 758, §2 (part), 2007)

**16.172.070 Commercial Districts (C1, C2, C2-R, C3, C4, C5) or Commercial Use in the Mixed Use (MU) District Regulations.**

1. **C1 DISTRICT, SHOPPING CENTER-FREESTANDING SIGN.** Each shopping center within the C1 district shall be permitted one freestanding sign for each street frontage providing access, for identification, of the center, and where applicable, the name of the center must appear on the copy. The names of the occupants may appear in the copy.

a. The sign may be double-faced.

b. Sign area shall not exceed forty (40) square feet per face for total display area; however, for centers with two (2) or more street frontages, the center may choose to use only one (1) sign not exceeding sixty (60) square feet per face.

c. No part of the sign shall overhang the property line.

d. The sign may be illuminated.

e. The sign shall not exceed twenty (20) feet in height above the adjacent pavement surface and shall be placed in landscaped area with a minimum clearance of six (6) feet from the adjacent pavement surface to the base of the sign structure mass.

2. **C1 DISTRICT, SHOPPING CENTER-WALL SIGN.** Each tenant/occupant within a shopping center in the C1 district shall also be permitted one (1) wall sign for identification.

a. Sign area shall not exceed one and one-half (1 1/2) square feet per lineal foot of occupied frontage.

b. Projecting signs shall not be permitted.

c. The sign may be illuminated.

d. No building shall be deemed to have more than two (2) frontages, and in no case shall the

maximum aggregate sign area exceed one hundred fifty (150) square feet.

3. C1 DISTRICT, NOT SHOPPING CENTER- WALL AND MONUMENT SIGNS. Each building in the C1 district not within a shopping center shall be permitted one (1) wall sign (refer to the provisions for wall signs for tenant/occupant in the C1 zone) and one (1) monument sign for each street frontage providing access.

- a. MONUMENT SIGNS may be double-faced.
- b. The sign area shall not exceed twenty-four (24) square feet per face.
- c. The sign may have low-intensity illumination.
- d. Except as otherwise provided for in this Chapter, monument signs shall be placed in landscaped areas, and shall not exceed four (4) feet in height above the adjacent pavement surface.

4. C2, C2-R AND C5 DISTRICTS, SHOPPING CENTER-FREESTANDING OR MONUMENT SIGN. Each shopping center within the C2, C2-R or C5 district shall be permitted one (1) freestanding sign or one (1) monument sign for each street frontage providing access, for identification of the center and occupants, and where applicable, the name of the center must appear on the copy.

Freestanding Sign:

- a. The sign may be double-faced.
- b. Sign area shall not exceed sixty (60) square feet per face for total display area; however, for centers with two (2) or more street frontages, the center may choose to use only one (1) sign not exceeding ninety (90) square feet per face.
- c. The sign shall not exceed twenty (20) feet in height above the adjacent pavement surface and shall be placed in landscaped area with a minimum clearance of six (6) feet from the adjacent pavement surface to the base of the sign structure mass.

Monument Sign:

- d. Except as otherwise provided for in this Chapter, monument signs shall be placed in

landscaped areas, and shall not exceed four (4) feet in height above the adjacent pavement surface. Refer to C1 District for dimensions.

- e. No part of the sign shall overhang the property line.

- f. The sign may be illuminated.

5. EACH TENANT/OCCUPANT WITHIN A SHOPPING CENTER IN THE C2, C2-R OR C5 DISTRICT SHALL BE PERMITTED ONE (1) WALL SIGN FOR IDENTIFICATION FOR EACH STREET FRONTAGE IT OCCUPIES.

- a. Sign area shall not exceed one and one-half (12) square feet per lineal foot of occupied frontage.
- b. The sign shall be attached to the respective facade.
- c. The sign may be illuminated.
- d. Projecting signs shall not be permitted.
- e. An overall site sign design scheme shall be coordinated to gain perspective of size, color, and illumination.

6. C2, C2-R AND C5 DISTRICTS, NOT IN SHOPPING CENTER-WALL, MONUMENT OR FREESTANDING SIGN. Each building in the C2, C2-R or C-5 district not within a shopping center shall be permitted one (1) wall sign and one (1) monument or freestanding sign for each street frontage providing access. (Refer to wall signs for tenant/occupant, and monument signs for buildings in the C1 zone for requirements. For freestanding signs refer to C2, C2-R and C5 Districts, Shopping Center.)

7. C3 DISTRICT. Each tenant/occupant of a building in the C3 district shall be permitted one (1) canopy/marquee or wall sign for identification.

- a. All signs within this area are subject to advisory review and comment by board members of the Chamber of Commerce prior to a sign review by the planning department. The director shall take into consideration comments of the Chamber in evaluating any signs within the downtown commercial central business district.

- b. Signs shall be limited to the portion of a

building wherein the use or occupancy is conducted.

c. Sign area shall not exceed:

i. One and one-half (12) square feet per lineal foot of occupied principal frontage of the building, as designated by the applicant;

ii. One-half square foot per lineal foot of occupied frontage of the building for each other frontage.

d. No building shall be deemed to have more than three (3) frontages, and in no case shall the maximum aggregate sign area exceed two hundred fifty (250) square feet.

e. The sign may be illuminated.

f. No part of the sign shall project above a ridgeline, nor exceed twenty (20) feet in height above the adjacent pavement surface.

8. C4 DISTRICT. Each building in the C4 district shall be permitted one (1) wall sign and one (1) freestanding sign for each street frontage providing access. One (1) freestanding sign may be permitted off premise with a use permit approved by the planning commission after a public hearing.

**FREESTANDING SIGN:**

a. Sign may be double-faced.

b. Sign area shall not exceed sixty (60) square feet per face.

c. Signs shall be limited to low-intensity illumination.

d. The sign shall not exceed twenty (20) feet in height above the adjacent pavement surface, and shall be placed in landscaped area with a minimum clearance of six (6) feet from the adjacent pavement surface to the base of the sign structure mass.

**WALL SIGN:**

e. Sign area for a wall sign shall not exceed one and one-half (12) square feet per lineal foot of occupied frontage.

f. The sign may be illuminated.

**BUILDING FRONTAGE.** No building shall be deemed to have more than two (2) frontages, and in no case shall the maximum aggregate sign area exceed three hundred (300) square feet.

**OVERHANG AND PROJECTIONS.** No part of

a sign shall overhang the property line and projecting wall signs shall not be permitted.

9. Each shopping center in a C4 district shall comply with shopping center sign provisions in the C2 district. (Ord. 758, §2 (part), 2007)

**16.172.080 Industrial Districts or Industrial Use in the Mixed Use District Regulations (M1, M2, MU).**

1. **FREESTANDING SIGNS.** Each lot shall be permitted one (1) freestanding sign for each street frontage, for identification.

a. The sign may be double-faced.

b. The sign area shall not exceed seventy-two (72) square feet per face.

c. The sign may be illuminated.

d. The sign shall not exceed twenty (20) feet in height above the adjacent pavement surface, and shall be placed in landscaped area with a minimum clearance of six (6) feet from the adjacent pavement surface to the base of the sign structure mass.

2. **MONUMENT SIGNS.** Each lot of one acre or more in size shall be permitted one (1) monument sign, and it may be used in conjunction with a freestanding sign for identification. On lots of less than one (1) acre in size, a monument sign may be used as an alternate to the freestanding sign.

a. The sign may be double-faced.

b. Sign area shall not exceed thirty (30) square feet per face.

c. The sign shall not exceed five (5) feet in height above the adjacent pavement surface.

d. The sign shall not be placed closer than one (100) hundred feet to any freestanding sign on the same, or any adjacent site.

e. The sign shall be no closer than twenty-five (25) feet from a driveway which intersects the public right-of-way, or any sidewalks, driveways, etc., on the same, or any adjacent site.

f. The sign may be illuminated.

3. **WALL SIGN.** Each lot shall be permitted one (1) wall sign for each street frontage.

a. Sign area shall not exceed twenty (20%) percent

of the building facade on which it is attached.

b. The sign may be illuminated.

4. MULTI-OCCUPANT COMPLEXES shall be permitted one (1) freestanding sign for each street frontage for complex/occupant identification, and may list the names(s) of the complex and the occupant(s). (For freestanding signs refer to D. 1, a, b, c, and d in this industrial section.) (Ord. 606, 1999; Ord. 758, §2 (part), 2007)

**16.172.090 Exceptions.**

**A. MOBILE HOME PARKS/CHURCHES/SCHOOLS/ CLUBS/PARKS, ETC.**

1. Each shall be permitted one (1) wall or freestanding sign for each street frontage.

a. Freestanding signs may be double-faced.

b. Sign area shall not exceed twenty-four (24) square feet per face.

c. The sign may have low-intensity illumination.

d. Neither sign shall exceed six (6) feet in height above the adjacent pavement surface.

**B. INSTITUTIONS (hospitals/care facilities, etc.)**

1. Each shall be permitted one (1) wall or freestanding sign for each street frontage.

a. Freestanding signs may be double-faced.

b. Sign area for each face shall not exceed one and one-half (1 1/2) square feet per ten (10) lineal feet of frontage. Each tenant/occupant shall be guaranteed a minimum of twenty (20) square feet regardless of frontage length.

c. The sign may be illuminated.

**C. FREEWAY ORIENTED BUSINESS.**

1. A Freeway Oriented Business (as defined herein) may be permitted one (1) freestanding sign for identification; however no more than one freestanding sign shall be permitted per parcel.

a. The sign may be double-faced.

b. Sign area shall not exceed one-hundred (100) square feet per face.

c. Except as otherwise provided, the sign shall not exceed thirty-five (35) feet in height above the

grade at the centerline of the adjacent public right-of-way to the top of the sign of sign structure, whichever is higher.

d. The sign may be illuminated.

e. Flashing and/or moving signs are strictly prohibited.

f. Freestanding signs shall not be placed closer than one-hundred (100) feet from any other freestanding sign.

g. Any Freeway Sign must be approved by the planning commission, and is subject to securing a use permit based on the following findings:

i. That the use/occupancy is a freestanding use (herein defined as a use/occupancy that does not attract customers primarily by its proximity to another business or businesses, and is not part of a shopping center or any group of businesses, that jointly attract customers through their proximity to each other or through common design, development, or advertising); and

ii. That the use/occupancy cannot be adequately identified by other signs permitted in the appropriate zone.

2. A Freeway Oriented Business (as defined herein) may be permitted a Multi-Section Freeway Sign to be higher than thirty-five (35) feet in height.

a. The sign may be double-faced

b. Maximum sign area per side for advertising shall not exceed nine-hundred (900) square feet per side, and any one section or module per side shall not exceed one-hundred (100) square feet per section or module.

c. May include a site designation section or module (shopping center name), however such section or module shall not exceed twenty-five percent (25%) of the total sign area per side.

d. Multi-Section Freeway Signs shall not be placed closer than one-thousand (1000) feet from any other Multi-Section Freeway Sign.

i. Multi-Section Freeway Signs shall not be placed closer than five-hundred (500) feet from any residential lot. The distance shall be measured in a straight line from the nearest point of the proposed

sign to the nearest applicable boundary line of a residential zone.

e. The sign may be illuminated.

f. Flashing and/or moving signs are strictly prohibited.

g. Any Multi-Section Freeway Sign must be approved by the planning commission, and is subject to securing a use permit based on the following findings:

i. That the visibility of said sign will be obstructed for traffic on the freeway, and

ii. That plans or a justification letter are presented illustrating the means by which the minimum height necessary to clear said visual obstruction is determined.

D. NONPROFIT ORGANIZATION (Directory Readerboard).

1. In addition to an identification sign, each nonprofit organization shall be permitted one (1) individual organization sign to be included in a directory readerboard, as defined herein, and may include the name, address, and logo of the organization.

a. The area of the individual organization's sign shall not exceed four (4) square feet.

b. The board and accompanying signs may be illuminated.

E. NONCONFORMING SIGNS.

1. The lawful use of signs existing on the date of the adoption of this Ordinance, or upon annexation of the property to the city, although such use does not conform to the provisions of this Chapter, may be continued; provided, however, any nonconforming sign which has been abandoned or the use for which it is advertised, has ceased to function for a period of ninety (90) days or more, shall be brought into conformity with the provisions of this chapter.

a. No nonconforming sign shall be structurally altered, reconstructed, or moved in any manner, without being made to comply with all the appropriate provisions of this Chapter. However, nothing herein shall prohibit the painting,

maintenance or repairing of such sign, including the face, and changing of copy, except that such repairs shall not exceed fifty (50%) percent of the value of such sign within any consecutive five-year period.

b. If, at any time, any sign in existence or maintained on the date of the adoption of the ordinance codified in this Chapter, or upon annexation of the property to the city, which does not conform to the provisions of this Chapter, is destroyed by fire, accident, explosion, or other act of nature, to the extent of more than fifty (50%) percent of the value thereof, then without further action of the City, such sign shall, from and after the date of such destruction, be subject to all provisions of this Chapter.

c. For the purposes of this Chapter, the value of any sign shall be the estimated cost of replacement of the sign, in kind, as determined by the Director.

F. TEMPORARY SIGNS. Temporary signs may be permitted for a time period, as determined by the Director, specified for each type of sign, and a deposit shall be required to ensure proper removal of such signs, except where otherwise exempted.

1. Subdivision Sign. Each subdivision shall be permitted one (1) freestanding sign per perimeter street frontage, for a period of one (1) year for identification of the project.

a. They may be double-sided.

b. The sign area shall not exceed fifty (50) square feet per face.

c. The sign shall not exceed ten (10) feet in height above the adjacent pavement surface.

d. The sign shall not be illuminated.

e. No sign shall be erected on or overhang into, any public right-of-way or publicly owned property; nor constitute a traffic hazard by reason of obscuring motorist vision, or otherwise jeopardize the normal flow of traffic.

f. The Director shall have authority to extend the time period for one (1) additional year, provided the request for the extension is submitted to the planning department prior to the expiration of the

initial permit.

2. Subdivision Directional Sign. Each recorded subdivision shall be permitted six (6) freestanding directional signs.

a. Placement of any such sign shall be no closer than one thousand (1,000) feet to another such sign.

b. There shall be no more than one (1) sign allowed per undeveloped lot.

c. The sign may be double-sided.

d. The sign area shall not exceed thirty-two (32) square feet per face.

e. The sign shall not exceed ten (10) feet in height above the adjoining pavement surface.

f. No sign shall be erected on or overhang into, any public right-of-way or publicly owned property; nor constitute a traffic hazard by reason of obscuring motorist vision, or otherwise jeopardize the normal flow of traffic.

g. Such signs shall be removed prior to finalization of the last residential unit of a production subdivision or sale of the final lot of a custom subdivision.

3. Political Sign. Political signs may be posted on private property, with owner permission, preceding an election. No deposit is required.

a. Sign area shall not exceed thirty-two (32) square feet.

b. The sign shall not exceed ten (10) feet in height above the adjacent pavement surface.

c. The signs shall not be illuminated.

d. No sign shall be erected on or overhang into, any public right-of-way or publicly owned property, nor constitute a traffic hazard by reason of obscuring motorist vision, or otherwise jeopardize the normal flow of traffic.

e. Signs shall be removed from view within seven (7) days after the election day, except for those candidates who were successful in a primary election, or must compete in a runoff election, in which case, such signs shall be allowed to remain until seven days after the final election day.

4. Construction Sign. One (1) freestanding

sign per street frontage shall be permitted on the structure or site under construction, for identification of a project, for the period of actual construction, after the building permit has been issued for the project.

a. The sign shall be single-faced.

b. Sign area shall not exceed fifty (50) square feet.

c. The sign shall not exceed ten (10) feet in height above the adjacent pavement surface.

d. The sign shall not be illuminated.

e. No sign shall be erected on or overhang into, any public right-of-way or publicly owned property, nor constitute a traffic hazard by reason of obscuring motorist vision, or otherwise jeopardize the normal flow of traffic.

5. Grand Opening/Special Events Sign. A permit may be issued for banners, streamers, flags, or other prohibited signs (as defined herein), and temporary or portable signs (as defined herein); for special events or sales such as clearance or new car sales, grand openings, local celebrations, outdoor fairs, or any other event of a similar nature, for a time period as determined by the Director not exceeding forty-five (45) days in any calendar year.

6. Weekly-type Specials Sign. May be displayed only on the inside of windows or under glass, and shall be removed at the end of the special, but in no case shall the time period exceed thirty (30) days.

7. Exemption. Temporary signs in place for seventy-two (72) hours or less in any thirty-day (30) period, shall be exempt from the provisions in this section. However, each must comply with all other applicable provisions of this chapter.

G. SERVICE STATION SIGN. Each service station site shall be permitted:

1. One (1) freestanding sign, for site identification. No additional attached signs shall be permitted.

a. The sign may be double-faced, or have a double-faced module unit.

b. Sign area shall not exceed fifty (50) square

feet per face.

c. The sign shall not exceed thirty (30) feet in height above the adjacent pavement surface.

d. The sign may be illuminated.

2. One (1) wall sign for each street frontage, for building identification.

a. The sign area shall not exceed twenty (20%) percent of the building facade area to which it is attached.

b. The sign may be illuminated.

3. One (1) freestanding sign for each street frontage, shall be permanent in nature, and shall identify gas prices, state and federal information, and credit cards honored.

a. The sign may be double-faced.

b. Sign area shall not exceed twenty (20) square feet per face.

c. The sign shall not exceed six (6) feet in height above the adjacent pavement surface.

d. The sign may be illuminated.

4. As an option, one "freeway-oriented" sign may be permitted in accordance with Section 16.172.060(C).

H. REAL ESTATE SIGN. Except where otherwise listed, signs advertising the sale, rent, or lease of any property and/or structure, shall be permitted in the following cases without a sign permit, provided the signs are removed within fifteen (15) days after the sale, rent or lease. No deposit is required.

1. Single-family Dwellings/Duplexes. One (1) freestanding or wall sign for each lot.

a. The freestanding sign may be double-faced.

b. Sign area shall not exceed six (6) square feet per face.

c. The sign shall not exceed five (5) feet in height above adjacent pavement surface (unless placed in a window).

d. The sign shall not be illuminated.

2. Multiple-family Dwellings/ Commercial/Industrial. One (1) freestanding or wall sign per development, for each street frontage.

a. The freestanding sign may be double-faced.

b. Sign area shall not exceed forty (40) square feet per face.

c. The sign shall not exceed six (6) feet in height above the adjacent pavement surface, and in no event project above the eave line or the top of the parapet of the building.

d. The sign shall not be illuminated.

3. Unimproved Acreage. One (1) freestanding sign for each street frontage.

a. The sign may be double-faced.

b. Sign area shall not exceed forty-eight (48) square feet per face.

c. The sign shall not exceed ten (10) feet in height above the adjacent pavement surface.

d. The sign shall not be illuminated.

I. FOR NONCONFORMING USES. In cases where a use permit is granted for a nonconforming use, the sign permit should be reviewed and conform to the land designation, not the nonconforming use granted. (Ord. 606, 1999; Ord 643 §3 (part), 2001; Ord. 758, §2 (part), 2007)

#### **16.172.100 Administration.**

##### **A. FEES.**

1. Except where specifically exempted, a filing and processing fee, as set by resolution of the city council, shall be charged for all sign permit applications, which will be in addition to any applicable building permit fees.

2. Fees shall be double the amount for any sign, requiring a permit, erected prior to securing the permit.

3. Except where specifically exempted, temporary signs require a deposit to ensure prompt and proper removal. To receive a refund of the deposit, the sign(s) must be removed on or before expiration of the specified time period.

4. All fees established by this Chapter shall be indexed in accordance with the Modesto CPI.

##### **B. SIGN APPROVAL.**

1. Applications. Applications for sign approval shall be made upon forms provided by the planning department, in the manner thereon prescribed.

2. Review of Sign Applications. Permission for signs shall be issued only after review by and approval of the Director. The Director shall approve, disapprove or conditionally approve the sign application on the basis that it conforms to the provisions of this Chapter, including referral to the planning commission as required, or for any signs not specifically described herein.

C. APPEALS.

1. Any applicant or affected person not satisfied with the decision of the Director may file on appeal with the planning commission. The appeal, requiring a public hearing, must be filed in writing with the Director within fifteen (15) days after the decision is rendered, and shall be accompanied by the appropriate appeal fee, as established by resolution of the city council.

2. Any applicant or any affected person not satisfied with the decision of the planning commission may file an appeal with the city council.

The appeal, requiring a public hearing, must be filed in writing with the city clerk within fifteen (15) days after the decision is rendered, and shall be accompanied by the appropriate appeal fee, as established by resolution of the city council. The city council shall render a decision within forty-five (45) days after the filing of the appeal.

D. SCOPE OF RESPONSIBILITIES.

1. The Director shall be responsible for:

- a. Interpretation of this Chapter;
- b. Review of sign permit applications for conformance with the Chapter; and
- c. Enforcement of this Chapter as provided in this Code.

2. The building inspector(s) shall be responsible for:

- a. Issuing building permits; and
- b. Inspection of signs, and their installation.

(Ord. 606, 1999; Ord. 758, §2 (part), 2007)

Table 16.172.1

Table 16.172.1 SIGNS						
Legend: P - Permitted U - Use Permit Required						
District	Wall	Freestanding	Monument	Canopy Marque	Freeway Oriented	Subdivision
R1-R	P					P <sup>6</sup>
R1-E	P					P <sup>6</sup>
R1-E(A)	P					P <sup>6</sup>
R1-C	P					P <sup>6</sup>
R1-C(A)	P					P <sup>6</sup>
R1-L	P					P <sup>6</sup>
R1-L(A)	P					P <sup>6</sup>
R1	P					P <sup>6</sup>
R1(A)	P					P <sup>6</sup>
R1-UC	P					P <sup>6</sup>
R1-UC	P					P <sup>6</sup>
R1-U(A)	P					P <sup>6</sup>
R3	P <sup>1</sup>					P <sup>6</sup>
R4	P <sup>1</sup>					P <sup>6</sup>
R4-U	P <sup>1</sup>					P <sup>6</sup>
C1	P	P <sup>2</sup>	P <sup>3</sup>		U	
C2	P	P <sup>2</sup>	P <sup>3</sup>		U	
C2-R	P	P <sup>2</sup>	P <sup>3</sup>		U	
C3	P			P <sup>5</sup>		
C4	P	P			U	
C5	P	P			U	
PO	P		P		U	
BP	P		P		U	
M1	P	P	P <sup>4</sup>		U	
M2	P	P	P <sup>4</sup>		U	

For further sign regulations, reference Chapter 16.172

<sup>1</sup> Each building (four or more units): One wall sign or one monument sign for each street frontage providing access. Each occupant having an outside entrance shall be permitted one additional wall sign.

<sup>2</sup> Each shopping center

<sup>3</sup> Each building not within a shopping center

<sup>4</sup> For lots of one acre or more, or for lots less than one (1) acre as an alternative to freestanding.

<sup>5</sup> One (1) canopy/marquee or one (1) wall sign

<sup>6</sup> One (1) freestanding sign per perimeter street frontage for a period of one year. For off-site subdivision signs ref. Chapter 16.172.090.F.2

**Table 16.172.2  
Dimensions and Requirements**

<b>Sign Type:</b>
<b>1. WALL - may have low-intensity illumination</b>
<b>Residential</b>
1a. Occupant identification for each single-family and 2 and 3-family units; shall not exceed 2 sq ft.
1b. For 4 or more units, 1 wall or monument sign for each street frontage providing access.
<b>Professional Office</b>
1c. Each occupant having an outside entrance shall be permitted 1 sign not to exceed 4 sq ft.
<b>Commercial</b>
1d. Area shall not exceed 1 1/2 sq ft per lineal ft of occupied frontage; projecting signs shall not be permitted; no building shall have more than 2 frontages and the max. aggregate sign area shall not exceed 150 sq ft.
1e. Area shall not exceed 1 1/2 sq ft per lineal ft of occupied frontage; projecting signs shall not be permitted; no building shall have more than 3 frontages and the max. aggregate sign area shall not exceed 250 sq ft.
1f. Area shall not exceed 1 1/2 sq ft per lineal ft of occupied frontage; projecting signs shall not be permitted; no building shall have more than 2 frontages and the max. aggregate sign area shall not exceed 300 sq ft.
<b>Industrial</b>
1g. Area shall not exceed 20% of the building façade.
<b>2. FREESTANDING - may have low-intensity illumination</b>
<b>Commercial</b>
2a. Shall not exceed 40 sq ft per face (2 or more street frontages may use 1 sign not exceeding 60 sq ft per face); height shall not exceed 20 ft and shall be placed in landscape area with a min. clearance of 6 ft; sign shall not overhang the property line.
2b. Shall not exceed 60 sq ft per face; for centers with 2 or more street frontages, may use 1 sign not exceeding 90 sq ft per face; height shall not exceed 20 ft and shall be placed in landscape area with a min. clearance of 6 ft; sign shall not overhang the property line.
<b>Industrial</b>
2b. Each lot shall be permitted 1 for each street frontage; area shall not exceed 72 sq ft per face; shall not exceed 20 ft in height and shall be placed in landscaped area with a min. clearance of 6 ft.
<b>3. MONUMENT - may have low-intensity illumination</b>
<b>Residential</b>
3a. Each multi-family (4 or more units) permitted 1 wall or 1 monument sign for each street frontage providing access; shall not exceed 4 ft in height and placed in landscaped area; shall not exceed 20 sq ft per face.
<b>Professional Office</b>
3b. Each building shall be permitted 1 wall or 1 monument sign; area shall not exceed 24 sq ft per face; shall not exceed 4 ft in height and shall be placed in landscaped area.
<b>Commercial</b>
3c. Each building not within a shopping center - 1 for each street frontage providing access; not to exceed 24 sq ft per face; placed in landscaped area and not exceeding 4 ft in height.
<b>Industrial</b>
3d. Each lot of 1 acre or more - 1 sign and may be used in conjunction with a freestanding sign (Lots of less than 1 acre may use monument sign as an alternate to the freestanding sign); area not to exceed 30 sq ft per face; shall not exceed 5 ft in height; not be placed closer than 100 ft to any freestanding sign; shall be no closer than 25 ft from a driveway.
<b>4. CANOPY/MARQUEE - refer to Chapter text.</b>
<b>5. FREEWAY ORIENTED - refer to Chapter text.</b>
<b>6. SUBDIVISION - refer to Chapter text.</b>
<b>7. TEMPORARY - refer to Chapter text.</b>
<b>8. EXEMPTIONS - refer to Chapter text.</b>

**Table 16.172.2a  
Signs Allowed in Residential Districts**

District <sup>1</sup>	Sign(s)Type <sup>2</sup>
R1-R	1a; 7
R1-E	1a; 7
R1-E(A)	1a; 7
R1-C	1a; 7
R1-C(A)	1a; 7
R1-L	1a; 7
R1-L(A)	1a; 7
R1	1a; 7
R1(A)	1a; 7
R1-UC	1a; 7
R1-UC	1a; 7
R1-U(A)	1a; 7
R3	1a; 7
R4	1a or 3a; 7
R4-U	1a or 3a; 7

1. Each residential subdivision of 5 acres or more - 1 wall or monument sign for each major collector street entrance.

**Table 16.172.2b  
Signs Allowed in Commercial/Office Districts**

District	Sign(s) Type <sup>2</sup>
C1	1d; 2a or 3c
C2	1d; 2b or 3c
C2-R	1d; 2b or 3c
C3	1e or 4
C4	1f; 2b or 2b or 3c
C5	1d; 2b or 3c
PO	1c or 3b
BP	1c or 3b

**Table 16.172.2c  
Signs Allowed in Mixed Use/Industrial Districts**

District	Sign(s) Type <sup>2</sup>
MU	Refer to District text for Use
M1	1g; 2b or 3d
M2	1g; 2b or 3d

2. For a description of sign types, refer to Table 16.172.2 and Chapter text for each District.