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.

16.172.020 Definitions

A-Frame Sign: A temporary, freestanding sign, consisting of two (2) message panels, either attached by a hinge or similar device along their top edge and placed on the ground with the base of each panel separated by a sufficient distance to allow the sign to stand upright without other support, or some variation thereof. For the purposes of this definition, A-frame signs include single message panels that are mounted on a wood or metal base which provides the stability and support necessary for the sign to stand upright without attachment to a structure. A-Frame signs do not require a sign permit, however they shall comply with the regulations set forth for A-Frame Signs in section 16.172.050 (A) of this code.

Abandoned Sign: Any sign which no longer directs, advertises or identifies a legal business establishment, product or service available on the business premise where the sign is located. See section 16.172.070 (B) for requirements pertaining to abandoned signs.

Accessory Signs: A sign, generally informational or directional, that has a purpose secondary to the use of the lot on which it is located, such as 'no parking', 'entrance', ' loading only', 'telephone', or other similar devices including drive thru window menu boards. Accessory signs may contain small company logos. Accessory signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Address Sign: The official street address of a building or part thereof. Address Signs do not require a sign permit, , however they shall comply with the regulations set forth in section 16.172.030 of this code.

Air Dancer Signs: A tube of fabric that moves continuously in order to grab your attention. Air Dancer Signs are prohibited by this code, unless they are part of a special events permit process.

Alteration of a Sign: Means any change in the sign other than a change in just the message. Any change to a sign that is considered by the Director to be more than a change in just the message, shall require a new sign permit.

Animated Sign: Any sign which is designed to give a message through a sequence of progressive changes of parts, lights or degree of lighting, accomplished by natural, manual, mechanical, electrical, digital, video or other means. Animated signs are prohibited by this code.

Area of Sign: 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.

Awning Sign: Any sign on a shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework. See section 16.172.050 (B) for design parameters and requirements for Awning Signs. A sign permit is required for this type of sign.

Balloon Sign: Any spherical shaped inflatable device (excluding Mylar balloons or similar balloons 14 inches or less in diameter), tethered in a fixed location. Often used for special events and grand openings. Also see "Inflatable Sign". Balloon signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U)

Banner Sign: A temporary sign composed of lightweight material not enclosed in a rigid frame that is mounted to a pole or a structure at one or more edges either vertically or horizontally. National, State, or municipal flags shall not be considered banners. Banner signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U)

Bench / Bus Enclosure Sign: A sign painted on or otherwise displayed on a bench and/or bus enclosure. Bench / Bus Enclosure signs are prohibited by this code, except for limited exceptions. See section 16.172.040 (F) for exceptions.

Billboard Sign: A large, typically single sided freestanding sign placed along a major arterial or highway, to attract the attention of passing motorists. Also see "Off-Site Sign". Billboard signs are prohibited by this code.

Blade Sign: A small sign, which is suspended from an overhang, canopy, marquee, or awning, or is suspended from a mounting attached directly to the building wall, and hangs perpendicular to the building wall. See section 16.172.050 (C) for design parameters and requirements for Blade / Projecting Signs. A sign permit is required for this type of sign.

Building Facade or Frontage: The length of the single front building elevation in which the primary entrance to the business is located. If more than one business is located in a single building, then such length shall be limited to that portion which is occupied by each individual business. Only one side of the building facing the street or parking area shall be used to determine the maximum sign area.

Bulletin Board: Means a board or wall area which are affixed personal notices, lost and found notices, business cards and similar small informal notices referring to products, services, activities, or other items either offered on or not on the same premises. Bulletin boards which are displayed so as to be viewed from a public street, parking lot, or pedestrian walkway shall require a sign permit. See section 16.172.050 (D) for design parameters and requirements for Bulletin Board Signs.

Canopy Sign: See 'Awning Sign'.

Changeable Copy Sign: A sign or portion thereof on which the copy or symbols on the sign may be changed or rearranged manually through placement of letters or symbols on a panel mounted in or on a track system, without altering the face of the sign, and not more than once in a 24 hour period. See section 16.172.050 (E) for design parameters and requirements for Changeable-Copy Signs. A sign permit is required for this type of sign.

Change of Copy: Alteration of wording and/or advertising information, including logos, on an existing sign structure, where no change to the size, height, and structural content or support of the sign is made. A change of copy does not require a sign permit.

Channel Letter: A fabricated or formed three-dimensional letter that may accommodate a light source.

Coming Soon Sign: A sign placed on the site of work under construction stating that a business will be opening soon and denoting such things as the estimated opening date, architect, engineer, contractor, future business, real estate or leasing agency or lending agency. Coming Soon signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Community Identification Sign: A sign incorporating information referring exclusively to service clubs or churches, community slogans, directional information to public facilities, and/or municipal statistics. Community Identification Signs require approval by the Planning Commission.

Construction/Development 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. Construction signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Dilapidated Sign: A sign, including its supporting structure, that is not in a good state of repair, or is not visually attractive and/or functional due to lack of maintenance, or is a safety hazard. 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. See section 16.172.070 for sign maintenance requirements.

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. Directional signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Double-Faced Sign: A sign with two distinct, generally parallel faces, each designed to be viewed from separate directions, and which at no point is thicker than 24 inches measured from the external surface of each face.

Electronic Message Centers: A sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means. See section 16.172.050 (F) for design parameters and requirements for Electronic Message Center Signs. Electronic Message Center signs require approval of a use permit by the Planning Commission.

Establishment: An individual, separate place of business.

Erection of a Sign: "Erection of a sign" means the construction, placement, relocation, enlargement, alteration, posting or display of a sign.

Exempt Sign: "Exempt Sign" shall mean a sign exempt from normal sign permit requirements. See section 16.172.030 for a list of signs that are exempt from a sign permit.

Expansion of a Sign: Any increase in any dimension of the sign, the supporting structure or the message surface. Any expansion of a sign shall require a new sign permit.

External Lighting: Means the illumination of a sign by a light source that is not a component of the sign itself.

Flag: Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol. Flags used for commercial advertising are prohibited by this code, however regulations herein do not apply to flags denoting nations, governments, or noncommercial organizations. Flags do not require a sign permit, however they shall comply with the regulations set forth in sections 16.172.030 and 16.172.040 of this code.

Flashing Sign: Any sign having a conspicuous and intermittent variation in lighting; a sign incorporating intermittent electrical impulses from a source of light or a light revolving in a manner which creates the illusion of flashing. Flashing Signs are prohibited by this code.

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. See section 16.172.050 (G) for design parameters and requirements for Freestanding Signs. A sign permit is required for this type of sign.

Freestanding Freeway Sign: A freestanding sign for a single establishment oriented to and designed to be viewed from a freeway for the purposes of advertising gas, food, and lodging only. See section 16.172.050 (H) for design parameters and requirements for Freestanding Freeway Signs. A sign permit is required for this type of sign, and in some instances approval of a use permit by the Planning Commission is required.

Freeway Oriented Business: Any business that provides gas, food, and/or lodging, except for businesses located in the C3 (Central Business District), that are located within 100 feet of State Route 99 right -of-way.

Garage Sale Signs: A sign displayed on the day when a garage sale, yard sale, moving sale, estate sale or similar event involving the occasional sale of used or handmade goods, on residential property. Garage Sale Signs do no require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Grand Opening Signs: Banners, pennants, flags, streamers, balloons (not larger than 14 inches in diameter), inflatable signs, searchlights and similar advertising devices allowed when used for a bona-fide grand opening event. Grand Opening signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, section 16.172.050 (U).

Hanging Signs: A sign larger than a blade sign, which is suspended from a supporting structure, such as a post, or attached to building facades. See section 16.172.050 (I) for design parameters and requirements for Hanging Signs. A sign permit is required for this type of sign.

Height of Sign: The vertical distance from the top of the sign to the surface grade of the nearest street. When a sign is located on a berm, retaining wall, or similar feature, at the Director of Planning's discretion, the height of such berm may be subtracted from the overall height of the sign where consistent with the overall design of the project.

Identification Signs: The term identification sign shall mean a sign, or device, which serves exclusively to designate the name, or the name and use, of churches, auditoriums, public buildings, or multi-family residential uses, or the use of a lawful parking area, recreation area, or other open use permitted in the District. See section 16.172.050 (J) for design parameters and requirements for Identification Signs. A sign permit is required for this type of sign.

Illegal Sign: Any sign erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use; a sign that was legally erected, but whose use has ceased, or the structure upon which the display is placed has been abandoned by its owner, not maintained, or not used to identify or advertise an ongoing business for a period of not less than ninety (90) days; a sign which is a danger to the public or is unsafe; or a sign which is a traffic hazard.

Illuminated Sign: An internally or externally illuminated sign, which uses a source of light in order to make the message readable.

Incidental Sign: A small sign, emblem, or decal providing information to the public regarding aspects of services available on the premises, such as credit cards accepted, hours of operation, etc. Incidental Signs shall not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Industrial Business Park: A continuous group of industrial establishments, including all detached buildings planned, designed or developed to function together as an industrial unit, containing four (4) or more premises, each of which is offered by sale, lease or otherwise for separate occupancy or control, and each of which occupies an enclosed area having its own door or entranceway, regardless of whether the lots within the business park are separately platted lots or the lots are divided with a commercial unit development. The buildings may share common facilities, including but not limited to, driveways, access ways, internal roadways or circulation facilities, parking, landscaping, or other features.

Inflatable Sign: Any inflated device, exceeding 14 inches in diameter, intended to advertise or draw attention to a grand opening, promotion, or similar event, examples are large balloons, animal figures, or product replication. Also see "Balloon Sign". Inflatable signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U)

Legal non-conforming Sign: A sign which existed as a legal sign prior to the adoption of the ordinance codified in this Chapter, which now is in conflict with the provisions of this Chapter, but continues to advertise a bonafide business. Legal non-conforming signs are allowed to remain in place until such time as the sign is updated or changed for any reason.

Logo: Means an established identifying trademark or symbol of an organization, business or business entity. Logos shall count towards sign area in calculating allowable sign area coverage.

Maintenance: For the purpose of this code, any activity which preserves the usefulness and appearance of a sign and does not alter its copy, design or structure. This includes cleaning, painting, repairing or replacement of defective parts. See section 16.172.070 for sign maintenance requirements.

Marquee Sign: A projecting sign that is part of a permanent structure attached to the front of a building which incorporates a large message center. Marquee signs are typically illuminated and often ornate in design and often projects over the entrance of the building and provides a canopy over at least a portion of the sidewalk or street. Marquee signs are traditionally associated with theatres. See section 16.172.050 (K) for design parameters and requirements for Marquee Signs. Marquee signs require approval of a use permit is by the Planning Commission.

Master Sign Program: A coordinated sign plan approved by the Planning Director which includes details of all existing and future signs (not including exempt, temporary signs, promotional event signs or grand opening signs), for a retail, office or industrial complex. Signs approved under a master sign program shall not be required to get additional planning approval prior to installation of signs approved as part of the master sign program permit.

Menu Board Sign: A sign typically associated with fast food restaurants, that display the menu of food choices for drive through patrons. Menu Board signs do not require a sign permit, however should be part of the overall master site plan layout. Animated Electronic Menu Boards do require a sign permit and shall be placed so as not to be viewed from a public street.

Mobile Billboard Sign: A sign on the side of a truck, car, trailer or similar mobile device that is typically mobile and is used for the sole purpose of conducting mobile outdoor advertising. Mobile Billboard signs are prohibited by this code, unless they are part of a special events permit process and are parked in one spot.

Monument Sign: A freestanding sign where the foundation and supporting structure are visually an integral part of the sign creating a continuous form from the ground to the top of the sign. Monument signs shall be an integral and complementary element of the overall architectural and streetscape composition and shall be integrated with the building and landscape design. See section 16.172.050 (L) for design parameters and requirements for Monument Signs. A sign permit is required for this type of sign.

Moving Sign: Any sign device which has any visible moving parts, visible revolving parts, or visible mechanical movement. Moving signs are prohibited by this code with the exception of a standard barber pole erected in conjunction with a barbershop or a conventional clock.

Multi-Tenant Sign: A freestanding sign used to advertise businesses that occupy a shopping center or complex with multiple tenants. See section 16.172.050 (M) for design parameters and requirements for Multi-Tenant Signs. A sign permit is required for this type of sign.

Multi-Section Freeway Sign: A sign consisting of multiple sections intended to advertise for businesses that occupy a shopping center or complex with multiple tenants or for businesses located within one-thousand (1000) feet of the Multi-Section Freeway Sign, oriented to and designed to be viewed from a freeway for the convenience of the traveling public. See section 16.172.050 (N) for design parameters and requirements for Multi-Section Freeway Signs. Multi-Section Freeway signs require approval of a use permit by the Planning Commission.

Mural: A picture painted on an exterior surface of a structure. A mural is considered a sign if it contains any language or logo which advertises any product or service or if the mural identifies any business, other than for historic means. Mural signs are prohibited by this code, with the exception of school murals containing school logos or mascots.

Neon Sign: A sign that is illuminated by a light source consisting of a neon or other gas tube which is bent to form letters, symbols, or other business identifying shapes.

Non-Profit / Community Event Banners: Banners signs displayed to promote non-profit community events or community service groups. Non-Profit/Community Event Banners shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

Off-Site Sign: An outdoor sign whose message directs attention to a specific business, product, service, entertainment event or activity, or other commercial message about something that is not sold, produced, manufactured, furnished, or conducted at the property upon which the sign is located. Also see "Billboard Sign". Off-site signs are prohibited by this code, unless approved as part of a special events permit.

Open House Sign: A sign with the words "Open House", and may include an arrow or other directional symbol, and real estate business name. Open House signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Painted Wall Sign: Any sign which is applied with paint or similar substance on the surface of a wall. This does not include Murals. A sign permit is required for this type of sign.

Pennants: A temporary sign composed of light-weight plastic, fabric, or other material, whether or not containing a message of any kind which may taper to a point suspended from a rope, wire, ribbon, or string or other material usually in a series. Often used for grand openings. Pennants shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

Political Sign: A temporary sign referring to a candidate, proposition, or issue subject to local, state, or national public election or referendum. Political Signs do not require a sign permit, however they shall comply with the regulations set forth for Political Signs in section 16.172.030 of this code.

Product Identification Sign: A sign, usually supplied by the distributor or manufacturer at a nominal cost or free to a business, which identifies a product or service provided on the premises. Product identification signs are typically more permanent in nature and do not advertise pricing. See section 16.172.050 (O) for design parameters and requirements for Product Identification Signs. A sign permit is required for this type of sign.

Product Promotional Posters: Promotional materials, usually posters or corrugated poster boards, designed to increase the sales of a product or service. Product Promotional Posters do not require a sign permit, however they shall comply with the regulations set forth for in section 16.172.050 (P) of this code.

Promotional Event Sign: Any sign or signs erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale. Promotional Event signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

Projecting Sign: See "Blade Sign".

Real Estate Signs: A temporary sign advertising the real property upon which the sign is located for rent, for lease, or for sale and providing the name and location of the owner or his agent. Real Estate Signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Right-of-Way: For the purposes of this article, "Right-of-Way" is defined as that area of land owned or maintained by a governmental entity in which is located a street, curb, gutter, landscape planter strip, tree wells, sidewalks, or any other structure, device or equipment in or upon public property within the City of Ripon.

Roof Sign: A sign structure that is erected on or above a roof, or that is installed directly on a roof's surface. Roof signs are prohibited by this code.

Rotating Sign: Sign faces or portions of a sign face which mechanically revolves around a central axis as opposed to revolving around an imaginary axis created by a pattern of alternating lights which convey an appearance of rotation. Rotating Signs are prohibited by this code.

Safe Site Triangle: A triangular area meant to remain clear so as not to impede with a motorists vision while approaching adjacent roadways, sidewalks, or pedestrian ways. This safety requirement shall be defined using the intersection sight distance section of the latest edition of "A Policy on Geometric Design

of Highways and Streets, published by the American Association of State Highway and Transportation Officials.

Service Station Sign: A Service Station Sign shall mean a business sign indicating the company selling fuel, fuel prices and available services on site. See section 16.172.050 (Q) for design parameters and requirements for Service Station Signs. A sign permit is required for this type of sign.

Shingle Sign: A small sign, which is either suspended from an overhang, canopy, marquee or awning, or is suspended from a mounting attached directly to the building wall. Can be placed parallel or perpendicular to the face of a building. Also see "Blade Sign". See section 16.172.050 (C) for design parameters and requirements for Blade / Projecting Signs. A sign permit is required for this type of sign.

Shopping Center: A continuous group of commercial establishments, including all detached buildings planned, designed or developed to function together as a commercial unit, containing four (4) or more premises, with an anchor tenant, each of which is offered by sale, lease or otherwise for separate occupancy or control, and each of which occupies an enclosed area having its own door or entranceway, regardless of whether the lots within the shopping center are separately platted lots or the lots are divided with a commercial unit development. The buildings may share common facilities, including but not limited to, driveways, access ways, internal roadways or circulation facilities, parking, landscaping, or other features.

Shopping Center Sign: A freestanding or monument sign which identifies the name of the shopping center as well as some of the tenants within the center itself. Also see "Multi-Tenant Sign". See section 16.172.050 (M) for design parameters and requirements for Multi-Tenant Signs. A sign permit is required for this type of sign.

Sign: A sign is any visual device or representation designed or used for the purpose of communicating a message or identifying or attracting attention to a premises, product, service, person, organization, business or event, with or without the use of words.

Sign Dancers: Persons who allure traffic by spinning and/or dancing with a promotional sign for special events, new housing developments, retail stores, etc. See section 16.172.050 (R) for design parameters and requirements for Sign Dancers. A sign permit is required for this type of sign.

Special Events Sign: Any sign advertising special temporary events, such as carnivals, festivals, exhibits, and parades, but not including promotional sales or Grand Opening signs. Special Event Signs shall be approved as part of a special events permit.

Streamers: Long relatively narrow strips of any type material, resembling a banner, that float with the wind. Streamers shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

Strip Center: A retail center comprised of several small stores arranged in a lineal design, which does not contain a large anchor tenant.

Subdivision Directional Sign (Off-Site): A sign containing only the name, location, and description of a subdivision and/or multiple-family residential project and directions for reaching the project. Off-Site Directional Subdivision signs do not require a sign permit, however they shall comply with the regulations set forth for in section 16.172.050 (S) of this code.

Subdivision Sign (On-Site): A sign containing the name and associated information of the subdivision and/or multiple-family residential project. Also may include flags to attract attention to the model home complex. On-Site Subdivision signs do not require a sign permit, however they shall comply with the regulations set forth for in section 16.172.050 (T) of this code.

Swooper Flag Signs: A long flag like sign attached to a pole, meant to attract attention to a business or special event. Swooper Flag Signs shall be considered temporary signage and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

Temporary Sign: A temporary sign is a sign that is temporary in nature and that is displayed for no more than 45 consecutive days, or no more than 135 days within any 365 day period. Temporary signs shall require approval of a temporary sign permit, and shall follow the regulations set forth for temporary signs, see section 16.172.050 (U).

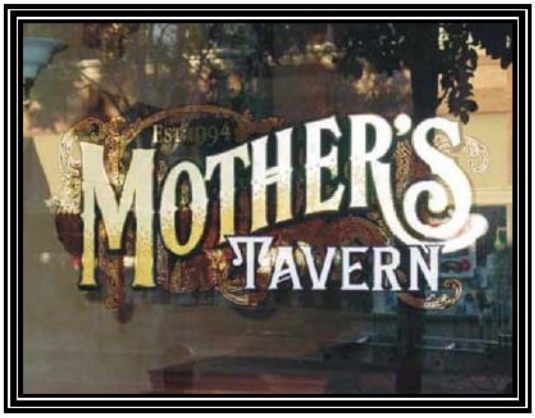
Temporary Window Sign: Any temporary sign affixed to the inside of a window, or hung within 12 inches of a window promoting any message, such as sales, specials, community events, etc. including commercial and non-commercial messages. Temporary Window Signs do not require a sign permit, however they shall comply with the regulations set forth in section 16.172.030 of this code.

Tenant Directory Sign: A tenant directory sign is used to identify tenants and businesses in a multi-tenant building, often for tenants that do not have direct frontage on a public road. Such tenants may be located in second story space, or in portions of the building that do not front on a road. Tenant directory signs are oriented toward the pedestrian. Tenant Directory Signs do not require a sign permit.

Vehicle Signs: Painted signs or decals affixed to the body of any vehicle, unless the vehicle is parked for the primary purpose of displaying the sign. Vehicle signs do not require a sign permit, unless the vehicle is parked being used for the sole purpose of displaying the sign. Vehicle signs are not considered mobile billboards for the purpose of this code.

Wall Sign: A sign attached directly to or painted on an exterior wall of a building or dependent upon a building for support with the exposed face of the sign located in a place substantially parallel to such exterior building wall to which the sign is attached or by which it is supported. Does not extend above the building face or parapet, nor project more than 12 inches from the wall. See section 16.172.050 (V) for design parameters and requirements for Wall Signs. A sign permit is required for this type of sign.

Window Sign: A sign attached to, suspended behind, and/or placed less than 12 inches inside a glass window or door of a building, or painted upon the window or glass door of a building, and which is intended for viewing from the exterior of such building. Seasonal displays do not require a sign permit. See section 16.172.050 (W) for design parameters and requirements for Window Signs. A sign permit is required for this type of sign.



Yard Signs: A sign on corrugated plastic, poster board, aluminum or poly bag material typically affixed to a metal wire frame intended to be installed in the ground usually requiring no tools for their installation. Yard Signs are prohibited, except for a few minor circumstances. See section 16.172.040 "Yard Signs" for exceptions to the code.

16.172.030 Types of Signs Exempt from a Sign Permit

The City of Ripon has a compelling interest in permitting the following signs in order to comply with state and local laws and to promote public safety on City or private property and/or in the street right-of-way. The following signs may by installed without a sign permit, provided they meet the requirements listed below. Under certain circumstances these signs may require a building permit or encroachment permit. Contact the Building Department or the Public Works Department for permitting requirements prior to installing any of the signs listed below. These signs shall not be included in the determination of type, number, or area of signs allowed on a given property. No signs exempt from a sign permit shall be so placed as to interfere with safe sight distances of motorists approaching adjacent roadways, sidewalks or pedestrian ways as defined in section 16.172.020 of this code under safe site triangle.

A. Accessory Signs

B. Address Signs—may not contain advertising

C. Coming Soon Signs: A maximum of two signs located on site only, not exceeding 32 square feet max each, while a valid construction permit is active or where planning approval for the project has been received.

D. Construction/Development Signs: Construction/Development Signs do not require a sign permit but must comply with the following requirements:

1) One construction sign per street frontage shall be allowed 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.
2) Sign shall be single faced.
3) Sign area shall not exceed fifty (50) square feet.
4) Sign shall not exceed ten (10) feet in height above the adjacent pavement surface.
5) Sign shall not be illuminated.
6) Sign shall not 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. Directional Signs: On-Site directional, warning, or information signs without illumination.

F. Flags: Any flag denoting nations, governments, or noncommercial organizations.

G. Garage Sale Signs: Garage Sale Signs shall not be placed in violation of Penal Code Section 556 nor for more then seventy-two (72) hours.

H. Government Signs: Official federal, state or local government signs and notices issued by any court, person or officer in performance of a public duty.

I. Incidental Signs: Incidental signs affixed to a window shall not cover more than thirty-three (33) percent of the square footage of the window area, including all other signs displayed and/or affixed to the window.

J. No Trespassing Signs: Trespassing warnings that are posted in compliance with the requirements of Federal, State and local laws.

K. Open House Signs: Open House signs shall be placed so as not to interfere with vehicular or pedestrian traffic.

L. Political Signs: Political Signs do not require a sign permit but must comply with the following requirements:

1) Signs may be posted on private property only, with the owners permission, preceding an election.
2) Sign area shall not exceed thirty-two (32) square feet.
3) Signs shall not exceed ten (10) feet in height above the adjacent pavement surface.
4) Signs shall not be illuminated.
5) Signs shall not 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.
6) Signs may be displayed no more than ninety (90) days preceding an election.
7) 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.

M. Real Estate Signs: Real Estate Signs do not require a sign permit but must comply with the following requirements:

1) Single-family Dwellings and Duplexes
   a. One freestanding or wall sign for each lot.
   b. Freestanding signs may be double-faced.
   c. Sign area shall not exceed six (6) square feet per face.
   d. Sign shall not exceed five (5) feet in height above adjacent pavement surfaces (unless placed in a window).
   e. Sign shall not be illuminated.
   f. Signs shall be removed within fifteen (15) days after the sale, rent or lease.
2) Multiple-family, commercial and industrial properties
   a. One freestanding or wall sign per development, for each street frontage.
   b. Freestanding signs may be double-faced.
   c. Sign area shall not exceed forty (40) square feet per face.
   d. Freestanding signs shall not exceed six (6) feet in height above adjacent pavement surface, and in no event shall a wall sign project above the eave line or the top of the parapet of the building.
   e. Sign shall not be illuminated.
   f. Signs shall be removed within fifteen (15) days after the sale, rent or lease.
3) Unimproved Acreage
   a. One freestanding sign for each street frontage.
   b. Freestanding signs may be double-faced.
   c. Sign area shall not exceed forty-eight (48) square feet per face.
   d. Sign shall not exceed ten (10) feet in height above adjacent pavement surface.
   e. Sign shall not be illuminated.
   e. Signs shall be removed within fifteen (15) days after the sale, rent or lease.

N. Temporary Window Signs: Temporary window signs or seasonal displays on commercial properties that are painted directly on a window, affixed to the inside of a window, or hung within 12 inches of a window promoting any message, including but not limited to, grand openings and special events (commercial and non-commercial), provided the sign or signs do not

exceed thirty-three (33) percent of the window area, including all other signs displayed and/or affixed the window, and are not displayed for more than 45 consecutive days.

O. Tenant Directory Signs

P. Transit Signs: Signs identifying transit stops, facilities, times and bus routes.

Q. Utility Signs: Signs placed by utility companies as part of the normal operation and maintenance of facilities such as public telephones and underground services.

R. Vehicle Signs: Painted signs or decals affixed to the body of any vehicle, unless the vehicle is parked for the primary purpose of displaying the sign. Vehicle signs associated with a home occupation permit shall be parked so as not to constitute advertising at the location of the home occupation permit.

16.172.040 Prohibited Signs

The following signs are prohibited and subject to immediate abatement by the City of Ripon's Code Enforcement Officer or appointed designee. The City has a compelling interest to prohibit the following signs to further the purpose of these Sign Regulations and to enforce Local, State and Federal law.

A. Air Dancer Signs: Unless they are approved as part of a special events permit process.

B. Animated Signs: Except animated menu boards for fast food restaurants, which requires a sign permit and must meet the requirements as specified under the Menu Board Sign definition.

C. Any sign containing an obscene matter: Any sign which bears or contains statements, words or pictures which are obscene under the prevailing statutes of U.S. Supreme Court decisional law are prohibited.

D. Any sign designed for emitting sound

E. Any sign not expressly permitted by this code.

F. Attention Getting Devices: Pennants, streamers, spinners, balloons, inflatable signs, search lights, beacons, flashing lights or messages, sound emitting signs and other similar attention-getting devices, unless authorized in conjunction with a temporary sign permit or special events permit. Standard barber poles are exempt from this requirement.

G. Banner Signs: Banner Signs are prohibited unless:

1) displayed for seventy-two (72) hours or less; or
2) approved in conjunction with a temporary sign permit or special events permit; or
3) approved with a sign permit as a temporary sign pending manufacture and installation of an approved permanent sign; or
4) approved by the Public Works Director over or in designated rights-of-way.

H. Backlit Translucent Awning Signs: Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.

I. Bench / Bus Enclosure Signs: Bench / Bus Enclosure signs are prohibited unless they are

identifying the name or service group who provided or built the facilities and are approved by the Ripon Planning Commission. Bench signs on private property that cannot be seen from the public right-of-way (such as benches on golf courses, etc.) are allowed and do not require a sign permit

J. Billboard Signs

K. Flags: Any flag used for commercial advertising purposes.

L. Flashing Signs

M. Highly Reflective and Fluorescent Signs: Signs made wholly or partially of highly reflective material and fluorescent or day-glow painted signs.

N. Home Occupation Signs: Any sign identifying a home occupation, unless expressly permitted by Chapter 16.88 of this code.

O. Mobile Billboard Signs: Unless they are approved as part of a special events permit process, and are parked in one spot.

P. Moving Signs: Except for standard barber poles erected in conjunction with a barbershop or a conventional clock.

Q. Mural Signs

R. Off-Site Signs and/or Outdoor Advertising Displays: Outdoor advertising displays such as billboards and all off-site commercial signs are prohibited within the City of Ripon, unless such signage is approved in conjunction with a special events permit.

S. Outlining: 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.

T. Roof Signs

U. Rotating Signs

V. 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.

W. Signs in the Street Right-of-Way: Any sign placed in any street right-of-way without a valid encroachment permit or prior approval of the Public Works Director or City Engineer for the purpose of safety or traffic control.

X. Signs on or over Public Property: Any sign displayed on or over public property.

Y. Signs Interfering with Sight Distance: No sign shall be so designed or constructed as to interfere with safe sight distances of motorists approaching adjacent roadways, sidewalks or pedestrian ways as defined in section 16.172.020 of this code under safe site triangle.

Z. Signs on Utility Poles or Traffic Control Devices: Signs attached or placed adjacent to any utility pole, traffic sign post, traffic signal or any other official traffic control device, in accordance with Section 21464 of the California Vehicle Code.

AA. Signs that Block Ingress and Egress: Any sign, such as an "A" Frame sign, etc., placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot.

AB. Simulated Traffic Signs: Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.

AC. Vehicle Signs: Signs attached or painted to vehicles and parked in a position and location with the primary purpose of displaying the sign.

AD. Yard Signs: Yard Signs are prohibited unless:

1) They are approved in conjunction with a temporary sign permit for a non-profit event.
   - Signs shall only be located on private property. No yard signs shall be placed in any public right-of-way.
   - Signs may be displayed 6 weeks prior to the event, and shall be removed no later than 1 week following the event.
2) They are approved in conjunction with a special events permit.
   - Allowable locations for signs shall be determined as part of the special events process.
   - Allowable time frames for display shall be determined as part of the special events process.
3) They are political signs meant for the sole purpose of campaigning preceding an election.
   - Signs shall only be located on private property and shall be placed so as not to obscure or visually impair vehicular traffic or interfere with pedestrian travel. No yard signs shall be placed in any public right-of-way or on publicly owned property.
   - Signs shall be removed from view within seven (7) days after the election day.
4) Maximum sign area per yard sign shall not exceed three (3) square feet (18" x 24").

16.172.050 Sign Standards by Sign Type

This section is intended to be used in conjunction with other standards contained in these Sign Regulations.

A. A-Frame Signs

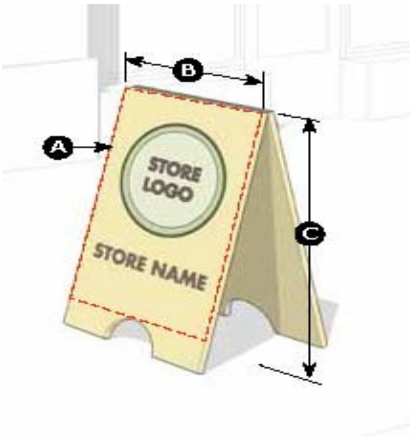
Signage Guidelines

A-Frame Signs can be effective for certain types of uses, such as markets, restaurants or bakeries that have changing special menus. These signs may have re-writable surfaces, such as chalk boards or dry erase boards.

1. Location and Number

a. All commercial zones—one (1) A-Frame sign is permitted per business and/or tenant space.
b. Mixed Use zones—one (1) A-Frame sign is permitted per business and/or tenant space.
c. Light Industrial zones—one (1) A-Frame sign is permitted per business and/or tenant space.
d. Heavy Industrial zones—one (1) A-Frame sign is permitted per business and/or tenant space.

2. Design Standards



a. Maximum Sign Area—10 square feet max.
b. Maximum Width—32 inches max.
c. Maximum Height—48 inches max.

3. Miscellaneous Standards

a. Standards for all allowed Districts, except the C3 (Central Business) District:
   - Shall be placed on-site only.
   - Shall not be placed within a public right-of-way or on publicly owned property, except that A-Frame signs may be placed within a non-city maintained parkway if available and shall be within the boundaries of the parcel itself. If the A-Frame sign is placed within the public right-of-way (parkway), then the business owner must sign a release of liability form holding the City harmless from any incidents involving the sign and shall submit to the City a certificate of liability naming the City of Ripon as additional insured.

A-Frame Signs (continued)

3. Miscellaneous Standards (continued)

- Shall not be placed any closer than 50 feet from any other A-Frame sign, except if the A-frame sign is within 3 feet of the associated building entrance.
- A-Frame signs may only be displayed during business hours and must be removed at dusk on a daily basis.
- Shall be placed within a landscaping area, unless the A-Frame sign is placed within 3 feet of the associated building entrance.
- A-Frame Signs may not be illuminated.
- Shall not obscure or visually impair vehicular traffic or interfere with pedestrian travel or encroach upon the required accessible path.
- A-Frame Signs shall only advertise business-related items.

b. Standards for A-frame signs in the C3 (Central Business) District:

- Shall be placed so that the outer edge of the A-Frame sign does not extend beyond two (2) feet from the property line. In most cases in the C3 district the property line is the front edge of the building. Additionally, A-frame signs shall maintain a minimum of a four (4) foot pathway around sign for ADA compliance.
- Where available in the C3 district, A-Frame signs may be placed within a non-city maintained parkway, within the boundaries of the business itself.
- If the A-Frame sign is placed within the public right-of-way (parkway or City sidewalk), then the business owner must sign a release of liability form holding the City harmless from any incidents involving the sign and shall submit to the City a certificate of liability naming the City of Ripon as additional insured.
- Only businesses on the street level are allowed to have an A-Frame sign.
- A-Frame signs may only be displayed during business hours and shall be removed on a daily basis.
- A-Frame Signs may not be illuminated.
- Shall not obscure or visually impair vehicular traffic or interfere with pedestrian travel or encroach upon the required accessible path.
- A-Frame Signs shall only advertise business-related items.

4. Enforcement

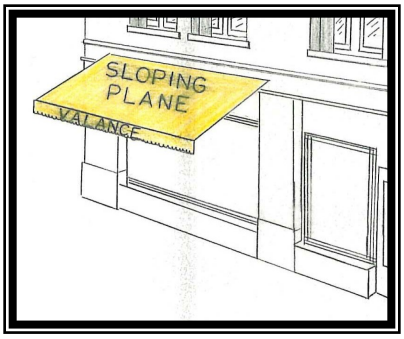
a. If A-Frame Signs are not removed at close of business on a daily basis, the following enforcement will be taken by the Code Enforcement Department or appointed designee:

- 1st offense - written warning by the Code Enforcement Division
- 2nd offense - A-Frame sign will be impounded by the Code Enforcement Department or appointed designee, and the owner will be required to pay a $25 impound fee to retrieve their sign from the Code Enforcement Department.
- 3rd offense - A-Frame sign will again be impounded by the Code Enforcement Department or appointed designee for a period of no less than fifteen (15) days, and the owner will be required to pay a $75 impound fee to retrieve their sign from the Code Enforcement Department.
- 4th and/or additional offenses - A-Frame sign will again be impounded by the Code Enforcement Department or appointed designee for a period of no less than thirty(30) days, and the owner will be required to pay a $125 impound fee to retrieve their sign from the Code Enforcement Department.

B. Awning Signs

Signage Guidelines

Signs on awnings are a traditional storefront fitting and can be used to protect merchants' wares and keep storefront interiors shaded and cool in hot weather. Awnings and awning signs can immensely add to the architectural character of a building, and should be carefully designed to integrate into the building design.



1. Location and Number

a. All Commercial zones
b. Mixed Use zones
c. All Industrial zones
d. Professional Office zones

2. Design Standards

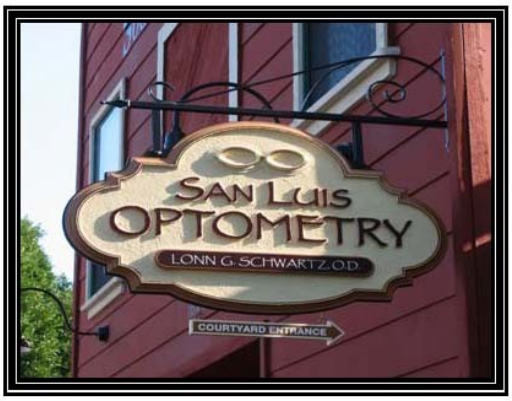
a. Maximum Sign Area
   - 1-1/2 square feet per lineal foot of occupied principal frontage of the building.
   - 1/2 square feet per lineal foot of occupied frontage of the building for each additional street frontage.
   - Valance of the Awning—75% coverage max.
   - Sloping Plane of the Awning—35% coverage max.

b. Shall be placed to provide a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.
c. Awning projection from the building is allowed within 2 feet of the curb.

3. Miscellaneous Standards

a. Only the tenant's store name, logo, business slogan and/or address should be applied to the awning. Additional information is prohibited.
b. Awning signs may be externally illuminated, however back-lit, translucent awning signs are prohibited.
c. Vinyl or plastic awnings are strongly discouraged.
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.

C. Blade / Projecting Signs



Signage Guidelines

Blade and/or Projecting signs are attached to a building face and project out perpendicular to the building wall. Blade and/or Projecting signs are very effective when oriented to pedestrians on the sidewalk level.

1. Location and Number

a. All Commercial zones—one (1) Blade or Projecting sign is allowed per business and/or tenant space.
b. Mixed Use zones—one (1) Blade or Projecting sign is allowed per business and/or tenant space.
c. Professional Office zones—one (1) Blade or Projecting sign is allowed per business and/or tenant space.

2. Design Standards

a. Maximum Sign Area
   - Office District (PO)—6 square feet max.
   - Neighborhood Commercial (C-1), Community Commercial (C-2), Central Business District (C-3), Highway Service District (C-4), and Mixed Use (MU) - 12 square feet max.
   - Regional Commercial (C2-R) - 24 square feet max.
b. Shall be placed to provide a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.
c. Shall not project from the building more than 4 feet max.

3. Miscellaneous Standards

a. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building that the sign is attached to.
b. Multiple projecting signs should not be installed within 10 feet of each other if on the same property and should be separated from projecting signs on adjacent properties by 10 feet to insure proper visibility.
c. Blade or Projecting signs must be attached to building facades that have a public entrance.
d. Blade or Projecting signs should not be internally illuminated; however, external illumination of Blade or Projecting signs is allowed.

D. Bulletin Board Signs

Signage Guidelines

Bulletin Board signs are attached to a building façade to display community messages, personal notices, lost and found notices, business cards and similar small informal notices referring to products, services, activities, or other items either offered on or not on the same premises. Notices placed on a bulletin board are not meant for permanent advertising.

1. **Location and Number**
   a. All Commercial zones—one (1) Bulletin Board sign is allowed per business and/or tenant space.
   b. Mixed Use zones—one (1) Bulletin Board sign is allowed per business and/or tenant space.
   c. Professional Office zones—one (1) Bulletin Board sign is allowed per business and/or tenant space.
   d. Industrial zones—one (1) Bulletin Board sign is allowed per business and/or tenant space.

2. **Design Standards**
   a. Maximum Sign Area shall not exceed twelve (12) square feet.

3. **Miscellaneous Standards**
   a. Bulletin Board signs must be constructed of durable material that is harmonious with the character of the building upon which it is to be mounted. The entire sign face must be enclosed within a transparent case constructed of weatherproof material.

E. Changeable Copy Signs

Signage Guidelines

Changeable-Copy signs are designed and intended to have an easily and readily changeable copy for the purpose of informing the public of events or general messages. Changeable-Copy signs are generally used at learning institutions and places of religious worship.

1. Location and Number

a. Changeable Copy Signs are permitted in any zoning districts for churches, public and private schools, and service stations to display fuel pricing information.
b. One (1) changeable copy monument sign is allowed for a church in a residential district.
c. One (1) changeable copy monument sign or one (1) changeable copy freestanding sign is allowed for public and private schools per site.
d. For service stations signs refer to section 16.172.050 (Q) for design parameters and requirements.

2. Design Standards

a. Monument Style Changeable Copy Signs
   - Maximum Sign Area shall not exceed twenty-four (24) square feet.
   - Maximum sign height for monument style identification signs shall not exceed five (5) feet in height above the adjacent pavement or ground surface. Maximum sign height shall not exceed three (3) feet in height if within the required visual triangle for vehicular traffic.
   - The changeable copy portion of the sign shall not exceed 75 percent of the total sign area.

b. Freestanding Changeable Copy Signs
   - Maximum Sign Area shall not exceed sixty (60) square feet.
   - Maximum sign height shall not exceed twenty (20) feet in height above the adjacent pavement or ground surface.
   - Any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.
   - The changeable copy portion of the sign shall not exceed 75 percent of the total sign area.

3. Miscellaneous Standards

a. Changeable-Copy signs may be illuminated.

F. Electronic Message Centers

Signage Guidelines

Electronic Message Centers (EMCs) come in different shapes and sizes and can provide a flexible solution for a dynamic advertising medium or source of community information.

1. Location and Number

a. Commercial Districts—Community Commercial district (C2), Regional Commercial District (C2R), Highway Service District (C4), and Commercial Recreation Districts (C5).
   - One monument or freestanding sign only
   - For shopping centers that are three (3) acres or more in size, with an anchor tenant of 20,000 square feet or more. Shopping centers are defined as a complex of at least four (4) stores, motion picture theatres, restaurants, etc. grouped together and having a common parking area.
   - For a single use on 10 acres or more.
   - For commercial recreation sites, such as Theatres, Museums, Resorts, etc.

b. Business Park Districts
   - One monument or freestanding sign only
   - For business parks on 10 acres or more.

c. Mixed Use Districts
   - One monument or freestanding sign only
   - For shopping centers that are three (3) acres or more in size, with an anchor tenant of 20,000 square feet or more. Shopping centers are defined as a complex of at least four (4) stores, motion picture theatres, restaurants, etc. grouped together and having a common parking area.
   - For a single use on 10 acres or more.

d. Light Industrial Districts
   - One monument, freestanding and/or wall sign only
   - For schools or colleges having a minimum campus of ten (10) acres or more.
   - For commercial recreation facilities
   - For visitor accommodations with banquet and/or conference facilities

F. Electronic Message Centers (continued)

1. Location and Number (continued)

e. Public/Semi-Public Districts
- Freestanding, wall and monument signs are permitted. Any EMC sign that is not seen from the public right-of-way shall not be subject to a use permit.
- For schools and colleges having a minimum campus of ten (10) acres or more.
- For stadiums
- For regional sports facilities

2. Design Standards

a. Monument Signs
- Shall not exceed five (5) feet in height
- Sign area shall not exceed twenty-four (24) square feet per face
- The electronic message portion of the sign shall not exceed 75 percent of the total sign area

b. Wall Signs
- Sign area shall not exceed one-half (1/2) square foot of signage for the linear frontage of the wall that the sign will be placed upon, up to seventy-two (72) square foot max.
- The electronic message portion of the sign shall not exceed 75 percent of the total sign area

c. Freestanding Sign
- Sign area shall not exceed sixty (60) square feet per face, however with centers with two (2) or more street frontages, the center may choose to use only one (1) sign not to exceed ninety (90) square feet per face.
- Sign shall not exceed twenty (20) feet in height above the adjacent pavement or ground surface.
- Any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.
- The electronic message portion of the sign shall not exceed 75 percent of the total sign area

3. Miscellaneous Standards

a. All EMC's shall be subject to a use permit to determine architectural compatibility and placement on site for vehicular and pedestrian safety, except as noted above.
b. Signs shall be architecturally compatible with the existing buildings and architecture on site.
c. All signs shall be placed in a landscaped area.
d. All signs shall be placed so as not to interfere with traffic signals or vision of drivers.
e. Each message shall be complete in itself and shall not continue on a subsequent message (i.e. no scrolling messages).
f. All EMC's shall utilize automatic dimming technology to adjust brightness of the sign. No electronic message center shall exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle (Lux) meter at a preset distance depending on sign area, measured as follows:
   - The square root of the product of the sign area and one-hundred. (Example using a 12 square foot sign):

     Measurement Distance = $\sqrt{(12 \text{ Sq. Ft. x } 100)} = 34.6$

F. Electronic Message Centers (continued)

3. Miscellaneous Standards (continued)

g. All messages shall be instantaneous in their transition from one message to another.
h. The duration of the minimum time a message must be displayed shall be ten (10) seconds.
i. Electronic signs shall advertise only the business, profession, product, commodity or mercantile-oriented service sold, manufactured, conducted, or offered on the site on which the sign is located.
j. Non-business related messages shall be limited to non-profit or community related events only.

G. Freestanding Signs

Signage Guidelines

Freestanding signs are primarily intended to communicate with people in automobiles. The sign structure is typically located on a single pole, but other types of supports may be used and are encouraged.

1. Location and Number

a. Neighborhood Commercial (C1) - (shopping centers only): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
b. Community Commercial (C2) - (shopping centers or stand alone businesses): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
c. Regional Commercial (C2-R) - (shopping centers or stand alone businesses): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
d. Highway Service (C4) - (shopping centers or stand alone businesses): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
e. Commercial Recreation (C5) - (shopping centers or stand alone businesses): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
f. Commercial uses in Mixed Use District (MU) - (shopping centers or stand alone businesses): are permitted one (1) freestanding sign for each street frontage providing access, or it may opt to have only one (1) freestanding sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.
g. Light and Heavy Industrial (M1 & M2) - are permitted one (1) freestanding sign for each street frontage.
h. Industrial uses in Mixed Use District (MU) - are permitted one (1) freestanding sign for each street frontage.

G. Freestanding Signs (continued)

2. Design Standards

a. Maximum Sign Area
   - Neighborhood Commercial District (C1) shopping centers only
     ⇒ Sign area shall not exceed forty (40) square feet per face for total display area; however, for shopping centers with two (2) of more street frontages, the center may choose to use only one (1) freestanding sign not exceeding sixty (60) square feet per face, with the option of monument signs at the other street entrances.
   - Community Commercial Districts (C2), Regional Commercial Districts (C2-R), Highway Services (C4), Commercial Recreation Districts (C5) and Commercial Uses in the Mixed Use District (MU)
     ⇒ Sign area shall not exceed sixty (60) square feet per face for total display area; however, for shopping centers with two (2) or more street frontages, the center may choose to use only one (1) freestanding sign not exceeding ninety (90) square feet per face, with the option of monument signs at the other street entrances.
   - Light Industrial Districts (M1), Heavy Industrial Districts (M2), and Industrial Uses in the Mixed Use District (MU)
     ⇒ Sign area shall not exceed seventy-two (72) square feet per face for total display area.

b. Maximum sign height shall not exceed twenty (20) feet in height above the adjacent pavement or ground surface and any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.

3. Miscellaneous Standards

a. All freestanding signs may be double-faced
b. Freestanding signs may be illuminated.
c. Freestanding signs shall be placed in a landscaped area on site.
d. Freestanding signs shall not overhang into any public right-of-way.
e. Freestanding signs shall not be placed closer than fifty (50) feet from any other freestanding sign.
f. Businesses located within a shopping center are not allowed to have their own freestanding sign, except for service stations located within a shopping center which may have a freestanding sign to advertise fuel prices pursuant to section 16.172.050 (Q).

H. Freestanding Freeway Signs

Signage Guidelines

Freestanding Freeway signs are primarily intended to communicate with people in automobiles on State Route 99 Freeway. The sign structure is typically located on a single pole, but other types of supports may be used.

1. Location and Number

a. All commercial zones, except the Central Business District (C3) - one (1) freestanding freeway sign shall be permitted for a freeway oriented business that is not located in a shopping center or any other group of businesses.
b. Mixed Use zones - one (1) freestanding freeway sign shall be permitted for a freeway oriented business that is not located in a shopping center or any other group of businesses.
c. Light Industrial zones - one (1) freestanding freeway sign shall be permitted for a freeway oriented business that is not located in a shopping center or any other group of businesses.
d. Heavy Industrial zones - one (1) freestanding freeway sign shall be permitted for a freeway oriented business that is not located in a shopping center or any other group of businesses.

2. Design Standards

a. Maximum Sign Area shall not exceed one-hundred (100) square feet per face.
b. Maximum sign height shall not exceed thirty-five (35) feet in height above the adjacent pavement or ground surface and any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.
c. Any Freestanding Freeway sign proposed to be higher than thirty-five (35) feet in height will be subject to a use permit based on the following findings:
   - That the visibility of said sign will be obstructed for traffic on the freeway, and
   - That plans or a justification letter are presented illustrating the means by which the minimum height necessary is determined to clear said visual obstructions.

3. Miscellaneous Standards

a. All freestanding freeway signs may be double-faced
b. Freestanding Freeway signs may be illuminated.
c. Freestanding Freeway signs shall be placed in a landscaped area on site.
d. Freestanding Freeway signs shall not overhang into any public right-of-way.
e. Freestanding Freeway signs shall not be placed closer than one-hundred (100) feet from any other freestanding sign.

I. Hanging Signs

Signage Guidelines

Hanging signs can give a unique look to businesses located in the historic downtown district and are intended to enhance the pedestrian friendly atmospheres that downtowns provide for their community. Small hanging signs can be particularly useful for storefronts that have multiple tenants.

1. Location and Number

a. Central Business District (C3) - one (1) hanging sign is allowed per building and/or parcel.

2. Design Standards

a. Maximum Sign Area:
   - For hanging signs suspended above a walkway or entrance refer to sign design standards for Blade/Projecting Signs 16.172.050 (C)
   - For hanging signs suspended from a pole or similar device, sign shall not exceed thirty-two (32) square feet.

b. Maximum sign height for hanging signs shall not exceed twelve (12) feet in height above the adjacent pavement or ground surface.

c. When suspended or hanging from a pole or similar device, sign shall be placed on site in a landscaped area and shall not interfere with vehicular or pedestrian traffic safety standards.

3. Miscellaneous Standards

a. Appropriate materials include wood and metal, with carved or applied lettering, or any other material that is architecturally compatible with the building that the sign is attached to.

b. Hanging signs may be externally illuminated, and the lighting mechanism shall be incorporated into the overall design of the sign.

J. Identification Signs

Signage Guidelines

Identification signs serve the purpose of identifying the name, or the name and use, of churches, auditoriums, public buildings, multi-family residential uses, recreation uses or other similar type uses. Signs can either be wall mounted signs or monument style signs.

1. Location and Number

a. One Identification sign is permitted per parcel in any district.

2. Design Standards

a. Maximum Sign Area shall not exceed twenty-four (24) square feet.
b. Maximum sign height for monument style identification signs shall not exceed five (5) feet in height above the adjacent pavement or ground surface.
c. When attached to a building façade Hanging signs shall be placed to provide a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.

3. Miscellaneous Standards

a. Identification signs may be illuminated.
b. Monument style Identification signs shall be placed on site in a landscaped area and shall not interfere with vehicular or pedestrian traffic safety standards.

K. Marquee Signs

Signage Guidelines

Marquee signs are projecting signs, typically ornate in design, attached to the perimeter or border of a permanently roofed building, and are constructed as part of the building. Marque Signs are integral to the design and architecture of the building. They are most commonly associated with theatres or cinema entrances, performing arts facilities or hotel entrances.

1. Location and Number

a. All commercial zones—one (1) Marquee sign is permitted per business and/or tenant space.
b. Mixed Use zones—one (1) Marquee sign is permitted per business and/or tenant space.
c. Light Industrial zones—one (1) Marquee sign is permitted per business and/or tenant space.

2. Design Standards

a. Maximum Sign Area for a marquee sign shall be determined by the building or structure that it is attached to, and shall be subject to approval by the Planning Commission as part of the use permit application.
b. Marquee signs shall be designed to provide a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.
c. Marquee sign projection from the building is allowed to within 2 feet of the curb.

3. Miscellaneous Standards

a. Marquee signs may be illuminated.
b. Any proposed Marquee Sign is subject to a use permit based on the above parameters, and the appropriateness of the use requesting the sign.
c. Marquee signs may utilize EMC's as part of their design.

L. Monument Signs

Signage Guidelines

Monument signs are typically used where building setbacks, orientation or design make it difficult to provide other types of signage, such as wall signs, that are plainly visible to people that are trying to identify a use. Monument signs have a solid base that the sign face is installed upon. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the buildings on site. They are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two parallel sign faces. Monument signs provide opportunities for landscaping to enhance their appearance.

1. Location and Number

a. Residential Districts
- Multi-Family Dwelling (four or more units) - one (1) monument sign (in-lieu of a wall sign) for each street frontage providing access, for development identification, and shall contain at least the address of the development in the sign copy.
- Residential subdivisions of five acres or more—one (1) monument sign (in-lieu of a wall sign) for each major collector street entrance of the subdivision, for neighborhood identification.
- Churches - one (1) monument sign is allowed per street frontage providing access to the site.

b. Professional Office Districts, including Business Park Districts
- Stand Alone Use—one (1) monument sign (in-lieu of a wall sign) for each street frontage providing access.
- Professional Office Center—one (1) monument sign for each street frontage providing access. Each office may also have a wall sign.

c. Commercial Districts (except C3)
- Stand Alone Use—one (1) monument sign (in-lieu of a freestanding sign) for each street frontage providing access. Each stand alone use may also have a wall sign.
- Shopping Centers—one (1) monument sign (in-lieu of a freestanding sign) to identify the center and its tenants for each street frontage providing access. Each business and/or tenant within a shopping center may also have a wall sign.

L. Monument Signs (continued)

1. Location and Number (continued)

d. Mixed Use Districts
- Stand Alone Use—one (1) monument sign (in-lieu of a freestanding sign) for each street frontage providing access. Each stand alone use may also have a wall sign.
- Shopping Centers—one (1) monument sign (in-lieu of a freestanding sign) to identify the center and its tenants for each street frontage providing access. Each business and/or tenant within a shopping center may also have a wall sign.

e. Industrial Districts
- Stand Alone Use—one (1) monument sign (in-lieu of a freestanding sign) for each street frontage providing access. Each stand alone use may also have a wall sign.
- Industrial Business Park—one (1) monument sign (in-lieu of a freestanding sign) to identify the center and its tenants for each street frontage providing access. Each business and/or tenant within a Industrial Business Park may also have a wall sign.

f. Public—Semipublic Districts
- Each parcel within the public - semipublic district is allowed one (1) monument sign for each street frontage providing access to that site.

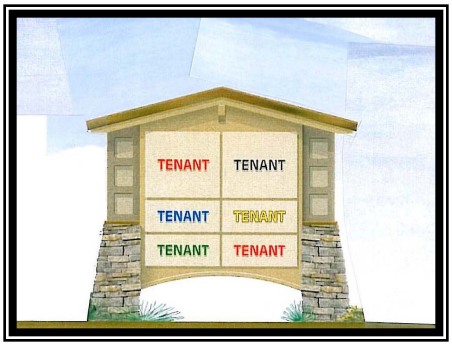
2. Design Standards

a. Maximum Sign Area shall not exceed twenty-four (24) square feet.
b. Maximum sign height for monument style identification signs shall not exceed five (5) feet in height above the adjacent pavement or ground surface. Maximum sign height shall not exceed three (3) feet in height if within the required visual triangle for vehicular traffic.

3. Miscellaneous Standards

a. Monument signs may be illuminated.
b. Monument sign shall be placed in a landscaped area.

M. Multi-Tenant Sign



Signage Guidelines

Multi-Tenant signs are meant for shopping center identification and should be compatible with the design theme of the development. They may have multiple tenants, but larger shopping centers with more than 5 tenants should avoid listing all individual tenants, other than the project anchors, to avoid sign clutter. The sign structure should contain elements of the design theme of the buildings in the center.

1. Location and Number

a. Commercial Districts—Neighborhood Commercial district (C1), Community Commercial district (C2), Regional Commercial district (C2R), Highway Service District (C4), and Commercial Recreation districts (C5).
   - Shopping Centers are permitted one (1) multi-tenant sign for each street frontage providing access, or it may opt to have only one (1) multi-tenant sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.

b. Mixed Use Districts
   - Shopping Centers are permitted one (1) multi-tenant sign for each street frontage providing access, or it may opt to have only one (1) multi-tenant sign which may be slightly larger, as provided in section 2 (Design Standards) listed below.

2. Design Standards

a. Maximum Sign Area shall not exceed sixty (60) square feet per face for total display area; however, a shopping center with two (2) or more street frontages may choose to use only one (1) multi-tenant sign not exceeding ninety (90) square feet per face, with the option of monument signs at the other street entrances. In addition to the maximum allowable sign area, multi-tenant signs may include a site designation section or module (shopping center name), however such section or module shall not exceed twenty (20%) of the total sign area per side.

b. Maximum sign height shall not exceed twenty (20) feet in height above the adjacent pavement or ground surface and any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.

3. Miscellaneous Standards

a. All multi-tenant signs may be double-faced
b. Multi-tenant signs may be illuminated.
c. Multi-tenant signs shall be placed in a landscaped area on site.
d. Multi-tenant signs shall not overhang into any public right-of-way.

N. Multi-Section Freeway Sign

Signage Guidelines

Multi-Section Freeway signs are meant to advertise for businesses that occupy a shopping center or complex with multiple tenants or for businesses located within one -thousand (1000) feet of the Multi-Section Freeway Sign, oriented to and designed to be viewed from a freeway for the convenience of the traveling public. Multi-Section Freeway signs include, but are not limited to, convenience uses for travelers such as fast food and dining establishments, service stations, automobile services, etc.

1. Location and Number

a. Highway Services District (C4) - one (1) multi-section freeway sign shall be permitted for a shopping center or complex of multiple tenants located and classified as a freeway oriented business.
b. Mixed Use Districts (MU) - one (1) multi-section freeway sign shall be permitted for a shopping center or complex of multiple tenants located and classified as a freeway oriented business.

2. Design Standards

a. Maximum Sign Area per side shall not exceed nine-hundred (900) square feet per face, and any one section or module per side shall not exceed one-hundred (100) square feet per section or module.
b. Multi-Section Freeway Signs may include a site designation section or module (shopping center name) in addition to the maximum allowable sign area, however such section or module shall not exceed twenty-five (25%) of the total sign area per side.

3. Miscellaneous Standards

a. All multi-section freeway signs may be double-faced
b. 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 parcel.
c. Multi-Section Freeway Signs shall not be placed closer than seven hundred-fifty (750) feet from any other Multi-Section Freeway Sign.
d. Multi-Section Freeway Signs may be illuminated.
e. Multi-Section Freeway Signs shall not incorporate flashing or moving parts into the design of the sign.

N. Multi-Section Freeway Sign (continued)

f. All Multi-Section Freeway Signs shall be subject to a use permit based on the following findings:
   - That the visibility of said sign will be obstructed for traffic on the freeway; and
   - That plans or a justification letter are presented illustrating the means by which the minimum height necessary is determined to clear said visual obstructions; and
   - Design of the sign shall be consistent and integrated with the design of the buildings on site and shall utilize materials, colors, and shapes that complement the building's architectural styles and surrounding environment.

O. Product Identification Sign

Signage Guidelines

Product Identification signs are intended to advertise to the general public that certain products or brands are available on the premises. Product identification signs are usually supplied by the distributor or manufacturer at a nominal cost or free to a business. Product identification signs are typically more permanent in nature and do not advertise pricing.

1. Location and Number

a. All Commercial Districts—limited to wall and window sign area restrictions only.
b. Mixed Use Districts (MU) - limited to wall and window sign area restrictions only.
c. All Industrial Districts—limited to wall and window sign area restrictions only.

2. Design Standards

a. Exterior Product Identification Signs
   - Maximum Sign Area shall not exceed the total allowed wall sign area per occupied frontage for the district in which the business resides. The total allowed sign area shall include the total of all wall signs on the façade of the occupied frontage.

b. Interior Product Identification Signs affixed either to the inside or outside of windows
   - Maximum Sign Area shall be limited to no more than thirty-three (33) percent of the square footage of the window area. The total allowed sign area (window coverage) shall include the total of all other signs displayed and/or affixed to the window.

3. Miscellaneous Standards

a. Exterior Product Identification Signs
   - Require a sign permit
   - Appropriate materials include wood and metal with carved or applied lettering, plastic, or any other material that is architecturally compatible with the building that the sign is attached to. Paper, cardboard, vinyl or any other similar material is not acceptable for Exterior Product Identification Signs.

b. Interior Product Identification Signs affixed either to the inside or outside of windows
   - Do not require a sign permit, so long as they are complying with the above mentioned design standards.

P. Product Promotional Posters

Signage Guidelines

Product Promotional Posters are designed to increase the sales of a product or service or to advertise a special promotional price for a given period of time. Typically Product Promotional Posters are made of paper, poster board, or corrugated plastic type materials. Product Promotional Posters are meant to enhance sales and marketing opportunities for businesses, however they should be tastefully displayed and maintained to retain the unique character and charm of the community.

1. Location and Number

a. All Commercial Districts—limited to wall and window sign area restrictions only.
b. Mixed Use Districts (MU) - limited to wall and window sign area restrictions only.
c. All Industrial Districts—limited to wall and window sign area restrictions only.
d. Maximum of three (3) signs allowed per building side.

2. Design Standards

a. Product Promotional Posters displayed on the exterior of an establishment
   - Maximum Sign Area shall not exceed the total allowed wall sign area per occupied frontage for the district in which the business resides.
   - Shall be placed within a framed enclosure with a cover.
b. Product Promotional Posters affixed either to the inside or outside of windows
   - Maximum Sign Area shall be limited to no more than thirty-three (33) percent of the square footage of the window area. The total allowed sign area (window coverage) shall include the total of all other signs displayed and/or affixed to the window.
c. Maximum size of each individual poster shall not exceed eight (8) square feet.

3. Miscellaneous Standards

a. Exterior Product Identification Signs
   - Do not require a sign permit.
   - Shall be displayed on the exterior of the building within a framed enclosure with a cover. Product Promotional Posters shall not be displayed on fencing, light posts, etc.
b. Interior Product Identification Signs affixed either to the inside or outside of windows
   - Do not require a sign permit, so long as they are complying with the above mentioned design standards.
c. Shall be displayed neatly and uniformly on site.

Q. Service Station Sign

Signage Guidelines

Service Station Signs are designed to advertise the company selling the fuel products as well as the price of the fuel itself. In addition to the prices and fuel company, Service Station Signs may also advertise other services available on site. Service Station Signs should be designed so that the style of the sign is consistent with the architecture of the buildings on site.

1. Location and Number

a. Commercial Districts— Neighborhood Commercial District (C1), Community Commercial district (C2), Regional Commercial District (C2R), and Highway Service District (C4).
   - One (1) freestanding or monument sign per site.
   - Additional monument signs may be allowed per street frontage providing access to the site.

b. Mixed Use Districts (MU)
   - One (1) freestanding or monument sign per site.
   - Additional monument signs may be allowed per street frontage providing access to the site.

2. Design Standards

a. Freestanding Service Station Sign
   - Maximum sign area shall not exceed fifty (50) square feet per face, excluding the allowable area for fuel prices.
   - Maximum sign area for fuel prices shall not exceed twenty (20) square feet per face.
   - Maximum sign height shall not exceed thirty (30) feet in height above the adjacent pavement or ground surface and any sign not designed with a minimum clearance of six (6) feet from the adjacent pavement or ground surface shall be located so as not to interfere with the required visual triangle for vehicular traffic.

b. Monument Service Station Sign
   - Maximum Sign Area shall not exceed twenty-four (24) square feet, excluding the allowable area for fuel prices.
   - Maximum sign area for fuel prices shall not exceed twenty (20) square feet per face.

Q. Service Station Sign (continued)

2. Design Standards (continued)

- Maximum sign height for monument style identification signs shall not exceed five (5) feet in height above the adjacent pavement or ground surface. Maximum sign height shall not exceed three (3) feet in height if within the required visual triangle for vehicular traffic.

3. Miscellaneous Standards

a. All service station signs may be double-faced
b. Service Station signs may be illuminated.
c. Service station signs shall be placed in a landscaped area on site.
d. Service station signs shall not overhang into any public right-of-way.
e. Service station signs shall not preclude the establishment from also having a wall sign on the building.
f. Service station signs may include signs for other services on site, however the total sign area shall not be exceeded.
g. Fuel pricing section of the sign may be electronic.

R. Sign Dancers

Signage Guidelines

Sign Dancers are designed to allure traffic by spinning and/or dancing with a promotional sign for special events, new housing developments, retail stores, food services, etc.

1. Location and Number

a. All Commercial Districts - limited to one (1) sign dancer per establishment.
b. Mixed Use Districts (MU) - limited to one (1) sign dancer per establishment.
c. All Industrial Districts - limited to one (1) sign dancer per establishment.
d. All Residential Districts - limited to one (1) sign dancer for each newly recorded subdivision.

2. Design Standards

a. Maximum size sign for a Sign Dancer shall not exceed six (6) square feet.

3. Miscellaneous Standards

a. Sign Dancers shall only be on the parcel or property in which the business is located.
b. Sign Dancers shall not occupy any space within a public right-of-way, including occupying City sidewalk or parkway areas.
c. Sign Dancers may not reside any closer than 50 feet from any other Sign Dancer.
d. Sign Dancers may only conduct their advertising during business hours.
e. Sign Dancers or Sign Dancer Signs may not be illuminated.
f. Sign Dancers shall not obscure or visually impair vehicular traffic or interfere with pedestrian travel or encroach upon the required accessible path.
g. Sign Dancer Signs shall only advertise business-related items.

S. Subdivision Directional Sign (Off-Site)

Signage Guidelines

Subdivision Directional Signs (off-site) are designed to convey the location and provide directions to an approved residential subdivision.

1. Location and Number

a. All Districts — Each recorded subdivision shall be permitted six (6) freestanding directional signs.

2. Design Standards

a. Maximum sign area shall not exceed thirty-two (32) square feet per face.
b. Maximum sign height shall not exceed ten (10) feet in height above the adjoining pavement surface.

3. Miscellaneous Standards

a. Subdivision Directional signs may be double-sided.
b. Subdivision Directional signs may not be illuminated.
c. Subdivision Directional signs shall not overhang into any public right-of-way or publicly owned property.
d. Subdivision Directional signs shall be located so as not to interfere with the required visual triangle for vehicular and/or pedestrian traffic.
e. Subdivision Directional signs are allowed to remain for 12 months after first installed, or until the last lot/unit is sold. 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.
f. Placement of any such signs shall be no closer then one thousand (1,000) feet to another such sign.
g. Developer shall submit a map showing locations of such signs and shall submit proof of permission from the property owner for placement of such signs on their property.

T. Subdivision Sign (On-Site)

Signage Guidelines

Subdivision Signs (on-site) are intended to attract attention to new, actively selling subdivisions. On-site subdivision signs portray such information such as the name of the subdivision, location of the sales center, and sometimes general pricing. On-site subdivision signs may also include flags.

1. Location and Number

a. All Residential Districts — Each recorded subdivision shall be permitted one (1) freestanding sign per perimeter street frontage.

2. Design Standards

a. Maximum sign area shall not exceed fifty (50) square feet per face.
b. Maximum sign height shall not exceed ten (10) feet in height above the adjoining pavement surface.

3. Miscellaneous Standards

a. Subdivision signs may be double-sided.
b. Subdivision signs may not be illuminated.
c. Subdivision signs shall not overhang into any public right-of-way or publicly owned property.
d. Subdivision signs shall be located so as not to interfere with the required visual triangle for vehicular and/or pedestrian traffic.
e. Subdivision signs are allowed to remain for 12 months after first installed, or until the last lot/unit is sold. 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.

U. Temporary Signs

Signage Guidelines

Temporary Signs are intended to serve a certain purpose for a limited period of time, whether it is for advertising a one-time event or used repeatedly for short periods of time. Temporary signs typically include the following: Balloon Signs, Banners, Grand Opening Signs, Inflatable Signs, Non-Profit / Community Event Banners, Pennants, Promotional Event Signs, Streamers, Swooper Flags, or any other similar type sign as determined by the Director of Planning.

1. Location and Number

a. All Commercial Districts
b. Mixed Use District
c. Professional Office and Business Park Districts
d. All Industrial Districts
e. Residential Districts—For churches and/or community centers in residential districts only

2. Design Standards

a. There is no maximum sign area requirements, except as listed below, however any and all temporary signage shall be neatly displayed and maintained on site.

3. Miscellaneous Standards

a. Balloon Signs
   - May only be displayed in conjunction with one of the following events:
     - ⇒ Grand Opening (with Grand Opening Sign Permit)
     - ⇒ Special Events (with Special Events Permit)
   - Shall be displayed so as not to interfere with vehicular or pedestrian traffic.

b. Banner Signs
   - C1 and PO (Neighborhood Commercial and Professional Office Districts) banner sign regulations:
     - ⇒ Only one (1) banner may be displayed at any given time, and the banner size shall not exceed the maximum allowable wall sign area for that district or 72 square feet maximum, whichever is less.
     - ⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.
     - ⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.
     - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not

U. Temporary Signs (continued)

to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.

- C2, C5, MU and M1 (Community Commercial, Commercial Recreation, Mixed Use and Light Industrial Districts) banner sign regulations:
  - ⇒ Only one (1) banner may be displayed at any given time, and the banner size shall not exceed the maximum allowable wall sign area for that district or 72 square feet max, whichever is less. Except that for shopping centers with an anchor tenant of 18,000 square feet or more, the anchor tenant shall be allowed to display up to two (2) banners at any given time. The total of all banners displayed shall not exceed the maximum allowable wall sign area for that district and no one banner shall exceed 72 square feet max.
  - ⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.
  - ⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.
  - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.
- C3 (Central Business District) banner sign regulations:
  - ⇒ Only one (1) banner may be displayed at any given time, and the banner size shall not exceed the maximum allowable wall sign area for that district or 72 square feet max, whichever is less.
  - ⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.
  - ⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.
  - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs may only be mounted to the façade of the building and shall be mounted securely on the structure so as not to sag or blow in the wind. Banner signs in the C3 district may not be mounted on any fencing.
- C4 (Highway Service District) banner sign regulations:
  - ⇒ Up to two (2) banners may be displayed at any given time, and the total aggregate sign area of all banners displayed shall not exceed the maximum allowable wall sign area for that district. No one banner shall exceed 72 square feet max.
  - ⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.
  - ⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.
  - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.
- C2R and BP (Regional Commercial and Business Park Districts) banner sign regulations:
  - ⇒ Only one (1) banner may be displayed at any given time, and the banner size shall not exceed the maximum allowable wall sign area for that district or 72 square feet max,

U. Temporary Signs (continued)

whichever is less. Except that for shopping centers or business parks with an anchor tenant of 50,000 square feet or more, the anchor tenant shall be allowed to display up to three (3) banners at any given time. The total of all banners displayed shall not exceed the maximum allowable wall sign area for that district or 72 square feet max for each banner, whichever is less.

⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.

⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.

⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.

- M2 (Heavy Industrial District) banner sign regulations:
  - ⇒ No maximum number of banners displayed at any given time, however the aggregate banner size areas shall not exceed the maximum allowable wall sign area for that district. No one banner shall exceed 72 square feet max.
  - ⇒ Does not require a regular or temporary sign permit.
  - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.
  - ⇒ Shall be kept in good repair as determined by the Code Enforcement Officer or their appointed designee.
- Residential District banner sign regulations for churches and community centers in residential districts only:
  - ⇒ Up to two (2) banners may be displayed at any given time, and the total aggregate banner size area shall not exceed 72 square feet max.
  - ⇒ Requires a temporary sign permit, however any banner sign that is displayed for seventy-two (72) hours or less does not require a temporary sign permit.
  - ⇒ May be displayed no more than 45 consecutive days, and no more than 135 days within any calendar year.
  - ⇒ Shall be displayed neatly on site and placed so as not to interfere with vehicular or pedestrian traffic. Banner signs shall be mounted securely on any structure so as not to sag or blow in the wind. Any banner sign not displayed on a building or structure shall be mounted to a rigid type frame so that the banner does not sag or appear unsightly.
- No banner sign shall be mounted so that it extends beyond or above the roofline of any building and any banner sign not affixed to a building shall exceed six (6) feet in height above the adjacent grade.
- Banner signs may be used temporarily in place of a permanent sign for new businesses for a period of up to six (6) months. Size of temporary banner shall not exceed the allowable square footage for the permanent sign.

U. Temporary Signs (continued)

3. Miscellaneous Standards (continued)

c. Grand Opening Signs
- Requires a Grand Opening sign permit
- Permits are valid for a period of sixty (60) consecutive calendar days. After the expiration of the sixty (60) day period, a business is eligible to apply for a temporary sign permit. The use of a Grand Opening sign permit shall have no affect on subsequent temporary sign permits that may be utilized for a business occupancy.
- Grand Opening signs may be any combination of all mentioned temporary signs.

d. Inflatable Signs
- May only be displayed in conjunction with one of the following events:
  - ⇒ Grand Opening (with Grand Opening Sign Permit)
  - ⇒ Special Events (with Special Events Permit)
  - ⇒ Single Day Promotional Event no more then twice a year so long as the inflatable sign is displayed no more then 12 hours (no sign permit is required).
- Shall be displayed so as not to interfere with vehicular or pedestrian traffic.

e. Non-profit / Community Event Banners
- Requires a temporary sign permit
- Maximum of three (3) banners for any one event
- Banner shall not exceed 72 square feet max.
- May be displayed no more than 45 consecutive days in any given calendar year for any one event.
- Shall be displayed so as not to interfere with vehicular or pedestrian traffic.
- Shall not be located in any public right-of-way.

f. Pennants / Streamers
- May only be displayed in conjunction with a Grand Opening sign permit.
- Shall be displayed neatly on site

g. Swooper Flags
- May only be displayed in conjunction with a Grand Opening sign permit.
- Shall be displayed so as not to interfere with vehicular or pedestrian traffic.
- Shall not be located in any public right-of-way

h. All temporary signs shall be removed by the applicant within twenty-four hours of the expiration of the temporary sign permit.

i. Any temporary sign installed without a permit or displayed after permit expiration is in violation of the City's Municipal Code and is subject to violations and remedies provided by this code, including immediate removal by city staff.

j. All temporary signs shall be kept neatly finished and repaired, including all parts and supports. The Director of Planning, Code Enforcement Officer or other assigned designees, will monitor temporary signs and have the authority to order the painting, repair, mounting, alteration or removal of a sign that constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.

V. Wall Signs

Signage Guidelines

Wall signs include most types of signage that are attached to the face of a building wall. These include channel letters made out of wood, metal or plastic. Wall signs may be painted on a wall, or on a board that is attached to a wall. Wall signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade. Wall signs should be placed on a flat building surface and should not be placed over or otherwise obscure architectural building features.

1. Location and Number

a. All Commercial Districts
b. Mixed Use District
c. Professional Office and Business Park Districts
d. All Industrial Districts
e. Residential Districts—For churches only
f. Public - Semipublic Districts

2. Design Standards

a. Commercial Districts or Commercial uses in the Mixed Use District
- Neighborhood Commercial (C1) and Central Business District (C3)
  - ⇒ No maximum number of wall signs;
  - ⇒ Maximum sign area shall not exceed one and one-half (1-1/2) square feet per lineal foot of occupied frontage;
  - ⇒ Maximum aggregate sign area for any given business shall not exceed one-hundred fifty (150) square feet.
- Community Commercial (C2), Highway Services (C4), and Commercial Recreation (C5), or Commercial uses in the Mixed Use District
  - ⇒ No maximum number of wall signs;
  - ⇒ Maximum sign area shall not exceed one and one-half (1-1/2) square feet per lineal foot of occupied frontage;
  - ⇒ Maximum aggregate sign area for any given business shall not exceed two-hundred fifty (250) square feet.
  - ⇒ Strip Centers in the C4 district may be allowed to place signs on the end caps of a strip center building, however the total aggregate sign area for each business shall not exceed two-hundred fifty (250) square feet, and the total allowable sign area for the end cap wall shall be divided by the number of units within the strip center.

V. Wall Signs (continued)

b. Professional Office and Business Park Districts or Professional Office uses in the Mixed Use District
   - No maximum number of wall signs;
   - Maximum sign area shall not exceed one and one-half (1-1/2) square feet per lineal foot of occupied frontage;
   - Maximum aggregate sign area for any given business shall not exceed one-hundred fifty (150) square feet.

c. Industrial Districts or Industrial uses in the Mixed Use District
   - One (1) wall sign is permitted for each street frontage;
   - Maximum sign area shall not exceed twenty (20%) percent of the building façade on which the sign is attached.

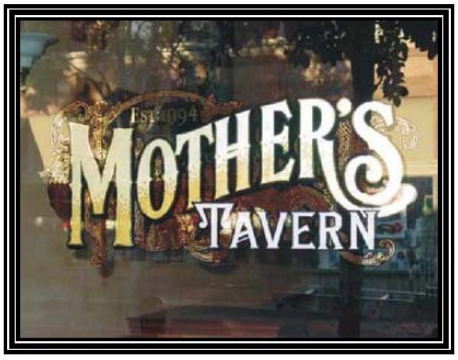
d. Residential Districts for Churches only
   - One (1) wall sign for each street frontage providing access to the site;
   - Maximum sign area shall not exceed one and one-half (1-1/2) square feet per lineal foot of frontage of the wall that the sign will be placed upon;
   - Maximum aggregate sign area for any given church shall not exceed two-hundred fifty (250) square feet.

e. Public and Semipublic Districts
   - No maximum number of wall signs;
   - Maximum sign area shall not exceed one and one-half (1-1/2) square feet per lineal foot of frontage of the wall that the sign will be placed upon;
   - No maximum aggregate sign area requirements.

3. Miscellaneous Standards

a. Wall signs may be illuminated
b. Signs shall be designed to be architecturally compatible with the building it is placed on.
c. Cabinet style signs are not allowed in the C3 (Central Business District)
d. Banners may be temporarily displayed, with approval of a sign permit, pending the manufacture and installation of an approved permanent sign.

W. Window Signs



Signage Guidelines

Window signs should be scaled to the pedestrian and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or to provide information. A window sign should not obscure the view into a store or place of business.

1. Location and Number

a. All Commercial Districts
b. Mixed Use District

2. Design Standards

a. Window signs are limited to a maximum of twenty-four (24) square feet or 15% of the window area, whichever is less.

3. Miscellaneous Standards

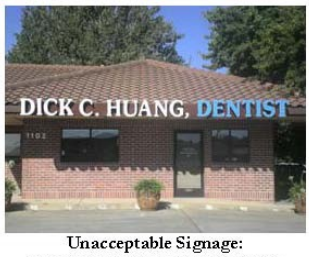
a. Window signs shall not be illuminated
b. Window signs shall be designed to be architecturally compatible with the building it is placed on.
c. Window signs do not include business hours of operation or open/closed signs.

16.172.060 General Sign Design Guidelines

The guidelines in this section address issues related to sign compatibility, legibility, placement, color and materials, and illumination.

A. Sign Compatibility—Good sign design complements a building's architecture rather than detracting from or competing with it. All signs should be compatible with their own and adjacent buildings. Common indicators of compatibility include:

- **Quality sign design and materials.** Signs should make a positive contribution to the general appearance of the street and commercial area where they are located. A well-designed sign can be an asset to a building.
- **Proportional size and scale.** A sign's scale should be appropriate for the building on which it is placed and the area where it is located.
- **Integrate signs with the building.** Signs should be designed so that they are integrated with the design of the building. Signs should utilize materials, colors, and shapes that complement the building's architectural style and surrounding environment. New signs proposed for existing buildings should be compatible with the existing signage of other tenants.



Unacceptable Signage:
Sign scale is not appropriate for the building

B. Sign Legibility—An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is based on the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. Legible signs tend to:

- **Use a brief message.** A brief message should be used whenever possible. A sign with a brief, succinct message is easier to read and looks more attractive because it is less cluttered.
- **Avoid hard-to-read, intricate typefaces**.
- **Limit the number of lettering styles.** As a general rule, limit the number of different letter types to no more than two for small signs and three for larger signs.
- **Avoid spacing letters and words too closely together.** As a general rule, letters should not occupy more than 75 percent of the sign area.
- **Avoid large areas of blank spaces**. On box or framed signs, 50 percent or more blank area should generally be avoided. If the total allowed sign area is not required to convey the message effectively, it is best to reduce the overall size of the sign.
- **Use symbols and logos**. Symbols and logos can be used in place of words when appropriate.
- **Avoid signs with strange shapes**. Signs that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic, it will probably be confusing.
- **Use significant contrast**. Substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.

Easily identifiable symbols and logos can be used to identify a business

16.172.060 General Sign Design Guidelines (continued)

C. Sign Placement—Identifying the appropriate placement for a sign contributes to its overall effectiveness. Often, a building's architectural details create logical areas for signage. The following guidelines help identify appropriate sign locations:

- **Respect architectural features.** Signs should not cover or interrupt the architectural details or ornamentation of a building's façade.
- **Create interest.** On buildings that have a monolithic or plain façade, signs can be used to establish or continue appropriate design rhythm, scale, and proportion. Well designed signs create visual interest and continuity with other storefronts on the same or adjacent buildings.
- **Place within structural boundaries.** Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.
- **Mark main entries.** Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.

Sign placement utilizing the building's architectural features

D. Sign Color—Color is one of the most important factors contributing to the sign's ability to catch the eye and communicate a mood or idea. Sign colors should be selected carefully:

- **Use contrasting color.** Signs should feature substantial contrast between the color and material of the background and text or symbols. Light letters on a dark background or dark letters on a light background are most legible. Dark backgrounds with light lettering are preferred for illuminated cabinet signs.
- **Use complementary colors.** Sign colors should complement the materials and colors on the adjacent buildings, including accent and trim colors.
- **Avoid using too many colors.** Limited use of accent colors can increase legibility, while large areas of competing colors tend to confuse and distract. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided.
- **Bright day-glo (fluorescent) colors should be avoided as they are distracting and do not blend well with other background colors.**

Unacceptable Signage: *Using many colors creates a confusing and chaotic message*

E. Sign Materials—Quality construction materials contribute to the sign's effectiveness and longevity. Signs should be durable enough to withstand the elements while working well with the building form and materials. The following should be considered when selecting sign materials:

- **Appropriate materials.** Sign materials should be compatible with the design of the façade on which they are located. Sign design should consider the materials and architectural design of the building and the sign's legibility.

Unacceptable Signage:
Signs constructed by simply painting letters or wood of using "sticker" letters are not permitted

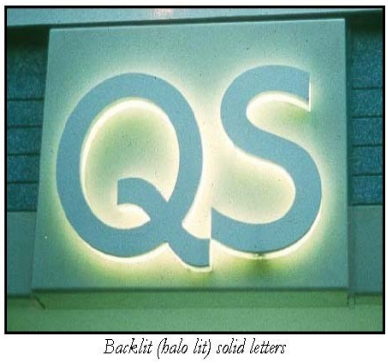
16.172.060 General Sign Design Guidelines (continued)

- **Durable materials.** Sign materials should be extremely durable. Paper, cloth, and vinyl banner signs are not suitable for exterior use (except high quality, weather-resistant cloth for awnings). Wood signs should be sealed and maintained to keep moisture from deteriorating the sign. Signs may not be constructed from plywood, by simply painting letters on wood, or using "sticker" letters. Commercial grade vinyl letters applied inside glass may be permissible.

Signs should be constructed from durable materials that can withstand the elements and relate well to adjacent architecture.

E. Sign Illumination—Appropriate illumination can add to a sign's legibility; however, the type and strength of illumination must be carefully considered. Following are guidelines for sign illumination:

- **Sign illumination is regulated in residential districts.** The following signs may not feature illumination:
  - ◊ Temporary real estate signs at individual home sites
  - ◊ Temporary real estate signs for subdivisions
  - ◊ Construction identification signs
- **Use illumination only if necessary.** Not all signs need to be illuminated. Non-illuminated signs and window displays may be sufficient to identify the business.
- **Use a projected light source.** If the sign can be illuminated by a projected light (e.g., spotlight or gooseneck down light), this is preferred to internal illumination to help better integrate the sign with the building's architecture. External lighting fixtures should be small an unobtrusive and shall not cast light or glare above the horizontal plane of the top of the sign.
- **Shield the light source.** The light source, whether internal or external, should be shielded from view or directed so that the light intensity or brightness shall not be objectionable to surrounding areas. Signs should feature the minimum level required for nighttime readability.
- **Illuminated Signs.** Individually illuminated letters, either internally illuminated or backlit (halo lit) solid letters (reverse channel) are encouraged and are preferred to internally illuminated cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's façade as a backdrop, better integrating them with the structure.
- **Cabinet signs.** The background field should be opaque so that only the lettering appears illuminated. When the background is not opaque, the entire face becomes bright and the sign becomes visually separated from the building, disrupting the continuity of the façade and making it difficult to read.



Backlit (halo lit) solid letters

- **Creative lighting encouraged.** The use of creative illumination when compatible with the building's architectural style, such as the use of halo lighting, is encouraged where appropriate.

16.172.060 General Sign Design Guidelines (continued)

- **Generally, the use of neon lighting is discouraged.** Where artistically appropriate, exposed neon tubing may be used in conjunction with other types of materials to attractively emphasize business name and/or logo.
- **Signs featuring blinking, rotating, flashing, changing, reflecting, or fluttering lights or other illuminating device with a changing light intensity, brightness or color are not permitted.**
- **Sign Electrical Raceways and Conduits:**
  - ◊ Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall sign design.
  - ◊ If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.
  - ◊ All exposed conduit and junction boxes should be concealed from public view.

External projected light illumination

16.172.070 Sign Maintenance, Abandoned Signs, and Nonconforming Signs

A. Maintaining Signs

All signs must be maintained in the same condition as when the sign was installed. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign, as determined by the Community Development Director. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with the originally approved sign permit and is complimentary to the building or site in which the sign is placed. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall.

B. Abandoned Signs

Any sign which no longer identifies the current occupant, or bonafide business, after a lapse of ninety (90) days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located within thirty (30) days written notice by the community development department or designated representative. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall. For freestanding signs, the face of the freestanding sign shall be removed and replaced with a blank face.

C. Unsafe Signs

Any sign that, in the opinion of the chief building official, is unsafe or insecure, shall be deemed an unsafe sign and shall be corrected or removed, together with any supporting structure, by using any single or combination of the following methods:

1) Removed or corrected by the owner of the property on which the sign is located, within forty-eight (48) hours of written notice by the Director; or
2) Removed or corrected by city staff with the business owner being billed for time and materials.

D. Nonconforming Signs

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.

1) No nonconforming signs 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.
2) 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.
3) For the purpose 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.

16.172.080 Sign Permits: Application and Processing Procedures

A. Permit Required

No sign shall be constructed, maintained, displayed or altered without a sign permit obtained as provided in this Chapter, unless the sign is specifically exempted from permit requirements.

B. Sign Permit Application

Any person desiring to construct, repair, alter or display a sign for which a permit is required shall submit an application and associated fees, established by resolution of the City Council, to the Planning and Community Development department.

Such application shall include, permission of the owner, lessee, or person having lawful possession of the property upon which such sign will be placed, descriptive material sufficient to enable evaluation of the proposal's conformance with the sign regulations. The Planning and Community Development department staff will review all sign permit applications for completeness and consistency with these regulations, and notify the applicant if any additional information or material is required to complete the application.

C. Review of Sign Application

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.

Upon approval of a sign permit, the applicant is responsible for securing all applicable building permits for the erection of such approved sign.

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

D. Appeals

1) Any applicant or affected person not satisfied with the decision of the Director may file an 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. The Planning Commission shall render a decision within forty-five (45) days after the filing of the appeal.
2) Any applicant or 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.

E. Scope of Responsibilities

1) The Director (or his/her designee) 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 Chief Building Inspector (of his/her designee) shall be responsible for:
   a. Issuing building permits; and
   b. Inspection of signs, and their installation.