

EL CERRITO MUNICIPAL CODE

Chapter 19.26 - SIGN REGULATIONS

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19.26.010 - Purpose.

The specific purposes of the sign regulations are to:

- A.** Promote and aid in the identification, location, and advertisement of goods and services.
- B.** Enhance the City's ability to attract sources of economic development and growth by providing a system of sign regulation.
- C.** Promote an attractive, positive image of the City.
- D.** Preserve the residential character of residential neighborhoods and prevent the confused and disorderly appearance of commercial areas.
- E.** Ensure that building signs are compatible with the scale and character of buildings.
- F.** Minimize the possible adverse effect of signs on nearby public and private property.
- G.** Improve pedestrian and traffic safety by reducing the distractions, hazards, and obstructions that result from improperly designed or located signs. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.020 - Applicability.

The provisions set forth in this Chapter shall apply in all zoning districts of the City, except where expressly stated otherwise. No sign shall be erected or maintained anywhere in the City except in conformity with this Chapter.

(Ord. 2008-2 Div. II (part), 2008.)

19.26.030 - Exempt signs.

The design review requirements of Section 19.26.090 shall not apply to the following signs, nor shall the area of such signs be included in the maximum

area of signs permitted for any site or use:

- A. Address Signs.** Required address identification signs that are in conformance with the Building Code.
- B. Change of Business Signs.** A temporary attachment or covering of wood, plastic, or canvas over a permanent sign indicating a change of ownership or activity may be displayed for no longer than 30 days following the change of ownership or activity for which the sign is intended. The sign shall be no larger than the previously permitted permanent sign.
- C. Construction Signs.** A temporary construction sign may be erected on a construction site for the duration of construction activities provided that it is immediately removed after issuance of a Certificate of Occupancy or Certificate of Completion for the project, or abandonment of work. A temporary construction sign may not exceed 32 square feet in area and eight feet in height within commercial, mixed-use, or other non-residential zones or eight square feet in area and five feet in height within residential zones.
- D. Interior Signs.** Signs that are located in interior areas of a building or site and are not visible from public streets or adjacent properties. For the purpose of this regulation, "visible" means legible to a person of ordinary eyesight (with vision adequate to pass a state driver's license exam) standing at ground level at a location on the public right-of-way or other private property.
- E. Official Government Signs.** Official notices issued by a court, public body or office; official notices posted by a utility or other quasi-public agency; signs erected by a governmental body to direct or regulate pedestrian or vehicular traffic; public hearing or meeting notices; seismic warning signs, or other signs required or authorized by law.
- F. Commemorative Signs.** Commemorative plaques, memorial signs or tablets, or signs indicating names of buildings and dates of building erection, either attached to or cut into the surfaces of buildings, provided that no such sign exceeds three square feet in area.
- G. Parking and Directional Signs.** On-site parking and directional signs not exceeding three square feet in area and limited to directional messages such as entrance/exit locations or instructions to direct on-site traffic circulation.
- H. Informational Signs.** Noncommercial informational signs located wholly on private property not exceeding one square foot in area erected for the immediate convenience of the public, such as signs identifying rest rooms, public telephones, walkways, and similar features or facilities.
- I. Time and Temperature Devices.** Time and temperature devices, not higher than permitted signs, located wholly on private property and bearing no commercial message.

- J. On-Site Real Estate Signs.** On-premises signs conveying information about the sale, rental, or lease of the appurtenant lot, premises, dwelling, or structure, provided that they comply with the following standards:
1. No more than one real estate sign per public street frontage per lot is displayed at any one time;
 2. The sign or signs do not exceed an aggregate area of 32 square feet within commercial, mixed-use, or other non-residential zones or six square feet in area within residential zones;
 3. The sign or signs are not illuminated; and
 4. The sign or signs are removed within seven days after the sale, lease, or rental of the property has been completed.
 5. Real estate signs are not permitted in the public right-of-way.
- K. Vehicle Signs.** Signs painted, stenciled or similarly affixed to the surface of vehicles.
- L. Window Signs.** Window Signs, subject to the following provisions:
1. In residential zones and on residential properties, window signs not exceeding 20 percent of the area of window and transparent door frontage on any building facade, and subject to the requirements of Residential Signs.
 2. In commercial and mixed-use zones, window signs not exceeding 20 percent of the area of window and transparent door frontage on any building facade. Any sign either hung within two feet of a window or attached to a display located within two feet of a window is considered a window sign.
- M. Barber Poles.** Barber poles not exceeding six feet in height, located wholly on commercial private property and bearing no lettering.
- N. Newspaper Stands.** Signs that are part of newspaper stands, provided the sign area does not exceed six square feet.
- O. Decorative Holiday Displays.** Noncommercial decorative holiday displays, provided that such displays are removed within 45 days of their installation.
- P. Bus Shelter and Bus Bench Signs.** Signs on a public bus bench, public bus shelter, or any waste bin attached to a public bus bench or public bus shelter, which convey a commercial message as their primary purpose and that are authorized by a contract or franchise agreement with the applicable transit agency. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.040 - Prohibited signs.

The following types of signs, materials, designs, messages, and locations are prohibited:

- A. Banners, Streamers, Pennants or Inflatable Signs.** Banners,

streamers, pennants, and other signs made of lightweight fabric or similar material, designed to rotate or move with the wind, except where expressly provided for in this Chapter. Signage or displays that are also inflatable are also prohibited. Notwithstanding any provision of this Chapter to the contrary, banners may be posted or otherwise affixed upon fences located at public schools. A permit shall not be required for such banners. No such banner shall exceed the dimensions of four feet by two and one half feet (4' x 2"). A maximum of five (5) banners shall be permitted upon any individual school property.

- B. Emissions.** Signs that produce noise or sounds that can be heard at the property line, excluding voice units at menu boards, and signs that emit visible smoke, vapor, particles, or odor.
- C. Animated and Moving Signs.** Animated, flashing, blinking, reflecting, revolving, or other similar signs or signs with visibly moving or rotating parts or visible mechanical movement of any kind, either adjacent to or as an integral part of the display, unless expressly allowed by this Chapter.
- D. Signs Creating Traffic Hazards.**
 - 1. Signs located in such a manner as to constitute a traffic hazard or obstruct the view of traffic, any authorized traffic sign or signal device, or signs that may be confused with any authorized traffic sign, signal, or device; or which makes use of the words "stop," "look," "danger," or any other word, phrase, symbol, or character that interferes with, misleads, or confuses vehicular drivers in their use of roads.
 - 2. Signs within five feet of a fire hydrant, street sign, or traffic signal if such placement could create a safety hazard.
 - 3. Signs placed or fixed so as to create obstruction, interference, or injury to passersby, residents, or occupants.
- E. Off-Premises Signs.** Off premises signs, as defined in Chapter 19.47, except signs on a public bus bench, public bus shelter, or any waste bin attached to a public bus bench or public bus shelter which convey a commercial message as their primary purpose and are authorized by a contract or franchise agreement with the applicable transit agency.
- F. Roof Signs.**
 - 1. Attached signs that extend above the roof line or parapet (whichever is higher) of a building with a flat roof.
 - 2. Attached signs that extend above the eave line of a building with a sloped, gambrel, gable or hip roof.
 - 3. Attached signs that extend above the deck line of a mansard roof, whether real or simulated.
 - 4. Signs on rooftop structures, such as penthouse walls or mechanical enclosures.
 - 5. However, signs that do not extend above the eave line of a sloped, gambrel, gable, or hip roof, that do not extend above the deck line

of a mansard roof, that do not extend above the parapet (or the roofline if no parapet is present) of a flat roof are permitted subject to the standards of Section 19.26.050. See Figure 19.26-A.

FIGURE 19.26-A: ROOF SIGNS



- G. Signs in Right-of-Way.** No sign, or supporting sign structure, may be erected in the public right-of-way, with the exception of: legal notices which are required by law to be placed upon public property to provide notice to the public; signs erected by a governmental body to promote public safety or direct or regulate pedestrian or vehicular traffic; public holiday lights and displays erected by a governmental body; district identification banners; signs or banners erected by a governmental body above streets or attached to lamp posts or utility poles, to promote or City sponsored activities or promotions; commercial signs on public bus benches and public bus shelters, which convey a commercial message as their primary purpose, as specifically authorized by a contract or franchise agreement with the applicable transit agency; portable A-frame signs subject to the standards of Section 19.26.050(C)(5); noncommercial bus stop signs erected by a public transit agency; and projecting signs that are attached to a building and project over the public sidewalk but provide at least eight feet of clearance above the sidewalk. Any sign located in a public right-of-way or projecting over a public sidewalk shall be placed only in a manner consistent with standards promulgated by the Public Works Department. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.050 - Signs—Commercial, mixed-use, and other non-residential zones.

The regulations of this section apply to signs located in commercial, mixed-use, public/semi-public, open space, and any other non-residential zones.

A. Maximum Aggregate Sign Area Per Site. The aggregate area of all signs on a single lot, excluding exempt signs for which no design review is required pursuant to Section 19.26.090(C), shall not exceed one square foot of sign area per lineal foot of public street frontage. However, in the special situations listed below, sign area is calculated as follows:

1. Sites with Multiple Frontages. On sites with more than one frontage on a public street, maximum permitted sign area shall be calculated as follows:

a. Where an interior lot fronts on two streets (a corner or "through lot"), either both the front and side, or front and rear lot lines as related to the applicable frontages may be used for calculating the allowable sign area.

b. Where a lot has three or more frontages on a public street, the length of only two contiguous sides, one of which shall be the principal street frontage, shall be added together to determine allowable sign area.

2. Multiple-Occupancy Commercial Sites with Limited Frontage.

Where a commercial site for which a master sign program is required pursuant to Section 19.26.090(E) has a land area in excess of two acres, and public street frontage equal to 20 percent or less of the perimeter measurement of the site, the maximum allowable sign area for the site is as follows: One square foot of sign area per one lineal foot of public street frontage, plus one lineal foot of exterior building walls fronting on driveways and parking lots that are generally used for public access and are located on the same site. Pedestrian-only passageways that are lined on both sides by building walls shall be considered interior spaces, and although signs may be placed on such walls, the area of such walls shall not be included in the calculation of the maximum allowable sign area for the site.

B. Permitted Sign Types. Permitted sign types are listed in Table 19.26-A and defined in Chapter 19.47, Definitions, under "Sign Types." The signs erected on a site may be any combination of permitted sign types, subject to the limitations for individual sign types listed in this Section and any other provisions of this Chapter.

C. Standards for Specific Sign Types. Signs shall conform to the standards listed in Table 19.26-A, as well as any additional standards.

**TABLE 19.26-A
STANDARDS FOR SIGNS IN COMMERCIAL, MIXED-USE, AND OTHER
NON-RESIDENTIAL ZONES**

<i>Sign Type</i>	<i>Maximum Number Permitted</i>	<i>Maximum Area per Individual Sign</i>	<i>Maximum Height</i>	<i>Maximum Horizontal Projection from Wall or Supporting Structure</i>	<i>Additional Regulations (Subsection)</i>
Note: With limited exceptions, the maximum permitted aggregate area of all signage on a site is one square foot of sign per lineal foot of street frontage.					
Wall Sign	1 per building wall. Maximum of 2 per site.	15% of building face area.	Roofline.	12 in.	(7)
Projecting Sign	1 per street frontage	See below.	See below.	See below.	(1)(7)
- located below canopy or awning		6 sq. ft.	Top of canopy or awning	6 ft.	(1)(7)
- not located below canopy or awning		10 sq. ft.	20 ft.	6 ft.	(1)(7)
Freestanding Sign					
- Pole Sign	1 for each freeway oriented site with over 150 feet of lot width with Planning Commission approval	75 sq. ft.	25 ft. or up to 35 ft. with Planning Commission approval	NA	(2)(7)
- Monument Sign	1 per lot	75 sq. ft., or up to 80 sq. ft. with Planning Commission approval	10 ft.		(2)(7)
Roof Sign					
- On Flat Roof	1 per building	10% of area of the building face that lies immediately below the sign	Roof line or parapet (whichever is higher)	12 in.	(7)
- On Sloped, Gambrel, Gable, or Hip Roof	1 per building	10% of the area of the building face that lies immediately below the sign	Ridge line	12 in.	(7)
- On Mansard Roof (real or simulated)	1 per building	10% of the area of the building face that lies immediately below the sign	Deck line	12 in.	
Awning or Canopy Sign	1 per awning; Maximum 3 awning signs per tenant/use.	6 sq. ft. or 25% of exterior surface of awning or canopy, whichever is greater.	Top of awning or canopy.	6 in.	(3)(7)
Marquee Sign	1 per building	Not to exceed total permitted sign area	Roof line, or up to 6 feet above roof line with Planning Commission approval.	6 in.	(4)
Portable A-Frame Sign	1 per tenant/use	8 sq. ft.	4 ft.		(5)(7)
District Identification Banners	Subject to Design Review Board approval.				(6)
Flags	1 per lot frontage	12 sq. ft.	If on flag poles, 40 ft., and not less than 12 ft.	N/A	(8)

1. Projecting Signs.

- a. *Minimum Clearance.* Projecting signs shall be located a minimum of eight feet above grade.

2. Freestanding Signs.

- a. *Minimum Setback from Property Line.* Freestanding signs must be set back a minimum of five feet from any property line.
- b. *Limitations in Driveway Median.* Freestanding signs erected in a median within a driveway shall be set back a minimum of five feet from the face of the curb surrounding the median, or from the edge of adjacent pavement where no curb exists, and shall not interfere with driver visibility.

Awning or Canopy Signs.

- a. *Location.* Awning and canopy signs are permitted only on the first and second floor of buildings. Awnings and canopies shall not cover transom windows or historic building elements. Awnings and canopies shall be aligned with windows and entries.
- b. *Minimum Clearance.* Awnings and canopies shall be located a minimum of eight feet above grade, measured from the lowest structural element of the awning or canopy.
- c. *Non-Functional Awnings or Canopies.* Awnings and canopies that project less than two feet from the building facade to which they are attached, or do not overhang a sidewalk or pedestrian walkway, are considered non-functional awnings or canopies. When signage is attached to or incorporated into non-functional awnings or canopies, the entire surface area of the face of the awning fronting a street or pedestrian walkway shall be considered the sign area.

Marquee Signs.

- a. *Uses Allowed On.* Marquee signs are allowed for theaters, cinemas, stadiums, auditoriums, or other public assembly facilities.
- b. *Height.* Subject to review and approval of the Planning Commission, a vertically-oriented marquee sign may project up to six feet above the roof line. The Planning Commission shall only approve a marquee sign extending above the roofline if it finds that the marquee sign is architecturally integrated with the building.
- c. *Lighting.* Notwithstanding any other provision of this Chapter, a marquee sign may include animated lights, subject to review and approval by the Design Review Board.

Portable A-Frame Signs.

- a. A Portable A-Frame Sign is only permitted where building frontage is located within 10 feet of a public sidewalk.
- b. A Portable A-Frame Sign shall be located only in the space

directly between the storefront and the curb so as to allow at least six feet clear for pedestrian passage along a public sidewalk or pedestrian walkway. The Public Works Department will determine whether or not the planned location for a portable A-Frame sign will require an Encroachment Permit and associated liability insurance.

City Banners.

- a. City-issued banners that identify the city or specific commercial districts or signs or banners erected by a governmental body to promote public safety or City sponsored activities or promotions, may be posted by the City above streets or attached to lamp posts or utility poles.
- b. Banners located in the right-of-way shall be placed only in a manner consistent with standards promulgated by the Public Works Department.

Signs — Minor Automobile/Vehicle Service and Repair Stations.

- a. Notwithstanding any other provision of this Chapter, the total sign area for all signs for any service station (Minor Automobile/Vehicle Service and Repair) use shall not exceed 100 square feet. No individual sign face shall have a surface area exceeding 50 square feet. No portion of any sign attached to or placed upon the wall or canopy of a service station structure shall exceed an elevation of 20 feet above finished grade at the base of the sign, and no portion of any freestanding sign or sign structure shall exceed an elevation of 20 feet above the finished grade of the lot at the base of the service station building.
- b. Accessory signs not more than 20 square feet in area or over five feet in height shall be permitted for fuel prices at Minor Automobile/Vehicle Service and Repair Stations, and these fuel price signs shall not count toward total allowable sign area nor shall the area of fuel price signs if they are part of a monument sign. Fuel price signs shall comply with the requirements of the State Business and Professions Code.
- c. In addition to any other applicable design criteria, signs for service stations shall only be approved if the review authority finds that the proposed signs are in architectural harmony with the total service station design theme.

Flags.

- a. Each use may display a total of one flag per lot frontage. City and other government uses are exempt from this requirement.
- b. No flag displayed pursuant to this subsection shall exceed 12 square feet in area unless reviewed by the Design Review Board.

- c. Flags shall be suspended from flagpoles at a height of not less than 12 feet nor more than 40 feet.
- d. Flags poles and related structures designed to display a flag require a building permit, and must comply with other regulations of the applicable zoning districts.

D. Substitution of Sign Message. Any of the Permitted Sign Types authorized by this Section, with the exception of signs placed at public bus benches and bus shelters and City banners, may contain non-commercial copy in lieu of any other copy. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.060 - Signs—Residential zones.

The regulations of this Section shall apply to all residential zones, as well as Residential Uses located in non-residential zones.

A. Permitted Signs. In addition to the exempt signs listed in Section 19.26.030, the following signs are permitted in residential zones:

1. Commercial Signs.

- a. One sign per site not exceeding six square feet indicating the presence on the property of:
 - i. A permitted accessory use that is allowed signage, such as a Small Family Day Care,
 - ii. An existing legal non-conforming non-residential use.
- b. One sign indicating the presence on the property of an approved, conditionally permitted use. Such signs shall not exceed 8 square feet in area, unless a greater area is specifically approved by the decision-making authority as part of administrative use permit approval.

2. Subdivision Signs. A subdivision in a residential district shall be permitted to display a subdivision sign or signs not exceeding eight square feet in aggregate area. Such sign(s) must be attached to a wall, fence, or gateway structure, and integrated with the design of the structure.

3. Flags. Each site may display a total of two (2) flags per frontage. No flag shall exceed 12 square feet in area nor contain commercial copy.

4. Non-Commercial Signs.

- a. *Residential Uses.* Up to four noncommercial signs, with an aggregate area of no more than eight square feet, are allowed for each dwelling unit on a property. Notwithstanding the foregoing, no more than four noncommercial signs are permitted in the front yard or street-facing side yard of any residential property, whether single-family, two family, or multi-family.
- b. *Existing Public, Semi-Public and Services Uses.* One sign,

not exceeding 8 square feet in area, unless a greater area is specifically approved by the decision-making authority as part of administrative use permit approval.

- B. Illumination.** No sign governed by this Section shall be internally illuminated. (*Ord. 2008-2 Div. II (part), 2008.*), (*Ord. No. 2009-03, § XIV, 4-20-2009*)

19.26.070 - Temporary signs.

- A. Temporary Noncommercial Signs — Residential Zones and Uses.** Up to four temporary noncommercial signs, each no larger than six (6) square feet in area, are permitted per dwelling unit. Notwithstanding the foregoing, no more than four such signs are permitted to be located in the front yard or street-facing side yard of any residential property, whether single-family, two-family, or multi-family. Temporary Non-Commercial Signs may be attached to freestanding sign structures no more than five feet in height, building walls, or fences. Temporary noncommercial signs must be removed or replaced within 60 days of placement.
- B. Temporary Noncommercial Signs — Non-Residential Zones and Uses.** Temporary Noncommercial Signs meeting the requirements of this Chapter are permitted in commercial, mixed-use, and other non-residential zones. Temporary Noncommercial Signs must be removed or replaced within 60 days of placement, and each sign shall not exceed 32 square feet in sign area. For properties not subject to a Master Sign Program, the maximum number of Temporary Noncommercial Signs per property at one time shall be four.
- C. Large Distributions.** Any person wishing to distribute more than ten (10) Temporary Noncommercial Signs to property owners in the city must first apply for and receive a permit from the Zoning Administrator. The permit application shall contain an actual-sized prototype of the sign and the name, address, and telephone number where the applicant may be reached by the Zoning Administrator or Police Chief or the respective deputies responsible for the enforcement of these provisions. The permit application shall be approved unless the sign does not meet the requirements set forth in this Chapter. The decision to grant or deny a permit shall be made within one business day after submission of the application. One permit shall govern all signs of each type distributed to property owners in the City.
- D. Temporary Commercial Signs: Permit Required.** Temporary Commercial Signs meeting the requirements of this Chapter may be displayed with a permit from the Zoning Administrator, on non-residential properties in Commercial and Industrial zones. Commercial Temporary Signs shall be displayed for a period of time not to exceed thirty days, or a shorter period determined by the Zoning Administrator based on the length of time of the use or activity, or as specified by this section. The provisions contained in Section 19.26.090, Procedures for

Sign Approval, shall apply to Temporary Commercial Signs. No more than one Commercial Temporary Sign shall be permitted and no such sign shall be more than 32 square feet in sign area. Such signs may be permitted on any site up to three times per year.

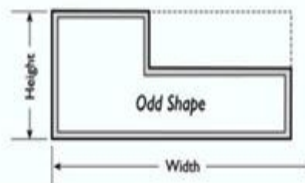
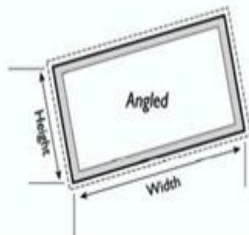
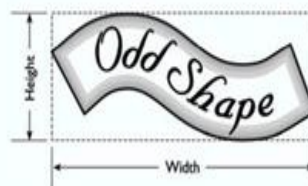
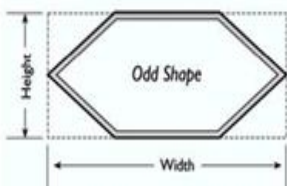
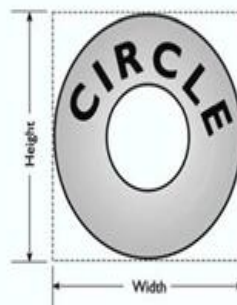
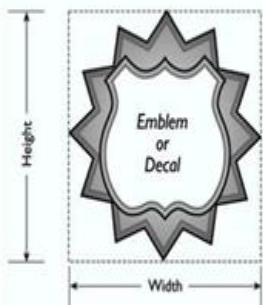
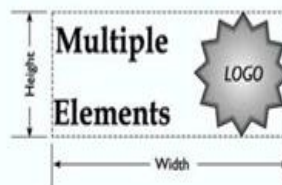
- E. Owner/Occupant Consent Required.** No Temporary Sign shall be placed, erected or maintained without the authorization of the property owner or occupant.
- F. Off-Premises Signs Prohibited.** Directional signage for the purposes of advertising an open house is exempted from this provision provided the signs are removed within 48 hours of posting and are placed so as to not cause a hazard for pedestrians or vehicles.
- G. Conformity with Council Guidelines.** Where the Council has established policy guidelines for the installation of temporary signs in commercial areas, such signs may be approved by the Zoning Administrator only upon finding that the subject sign is in compliance with those policy guidelines. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.080 - General provisions for all sign types.

- A. Calculation of Sign Area.** The area of an individual sign shall be calculated as follows.
 - 1. Single-faced Signs.** Sign area shall include the entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of all sign elements, including, but not limited to, sign structures or borders, written copy, logos, symbols, illustrations, and color. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of single-faced signs is illustrated in Figure 19.26-B.

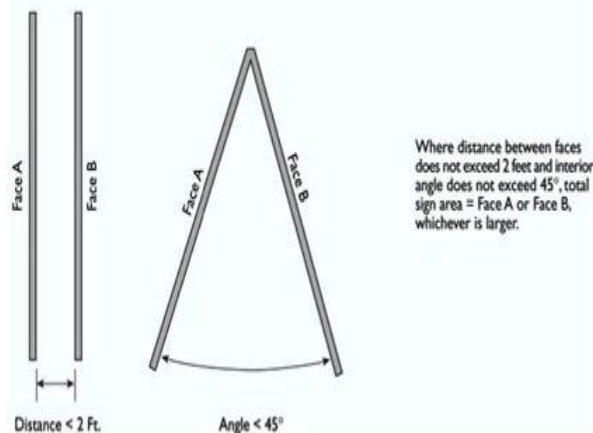
FIGURE 19.26-B: MEASUREMENT OF SIGN AREA

Sign Area = Height x Width



2. **Double-faced Signs.** Where two faces of a double-faced sign are located two feet or less from one another at all points, or located at an interior angle of 45 degrees or less from one another, the sign area shall be computed as the area of one face. Where the two faces are not equal in size, the larger sign face shall be used. Where two faces of a double-faced sign are located more than two feet or 45 degrees from one another, both sign faces shall be counted toward sign area. See Figure 19.26-C.

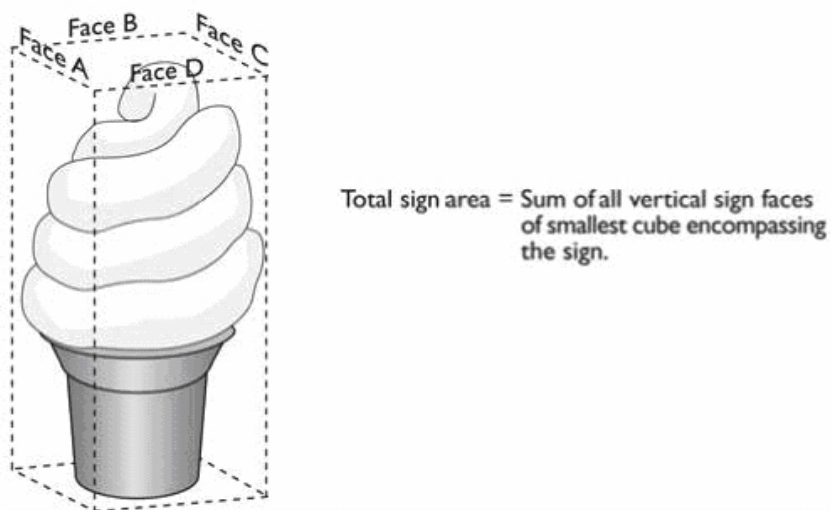
FIGURE 19.26-C: MEASUREMENT OF DOUBLE-FACED SIGNS



3. **Multi-faced Signs.** On a three-faced sign, where at least one interior angle is 45 degrees or less, the area of two faces (the largest and smallest face) shall be summed to determine sign area. In all other situations involving a sign with three or more sides, sign area shall be calculated as the sum of all faces.
4. **Three-Dimensional Signs.** Signs that consist of, or have attached to them, one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area of the sum of all areas using the four vertical sides of the smallest cube that will encompass the sign. See Figure 19.26-D on the following page.
- B. Materials.** Paper, cardboard, or other material subject to rapid deterioration shall be limited to signs displayed for no more than 60 days. Fabric signs shall be restricted to City Banners, Awning Signs, and Temporary Signs permitted pursuant to Section 19.26.070.
- C. Illumination.** The illumination of signs, from either an internal or external source, shall be designed to avoid negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:
1. External light sources shall be directed and shielded to limit direct

- illumination of any object other than the sign;
2. Sign lighting shall not be of an intensity, brightness or generate glare that will create a nuisance for residential properties in a direct line of sight to the sign.

FIGURE 19.26-D: MEASUREMENT OF THREE-DIMENSIONAL SIGNS



D. Changeable Copy Other Than Permitted Marquee Signs.

Changeable copy shall cover no more than 20 percent of the total sign area, except for the following uses which are allowed up to 75 percent of sign area to be changeable copy: all public and civic uses, indoor theaters, other public assembly uses, and fuel price signs.

- E. Code Compliance.** Signs erected, installed, located or maintained in the city must comply with all applicable structural provisions of the most recently adopted versions of the Uniform Sign Code, California Building Code, and California Electrical Code adopted by the City. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.090 - Procedures for sign approval.

- A. Design Review Required.** The erection, installation, alteration, enlargement, or relocation of all signs, except those exempt from review per Section 19.26.030, is subject to design review pursuant to Chapter 19.38, Design Review. Signs shall be reviewed and approved by the Zoning Administrator through the Administrative Design Review process unless otherwise stated in this Chapter. Master Sign Programs shall be reviewed by the Design Review Board in accordance with Section 19.26.100. In addition, per Chapter 19.38, the Zoning Administrator may refer any application to the Design Review Board for review and decision. Freestanding signs exceeding 10 feet in height,

monument signs exceeding five feet in height, or other exceptions to standards, shall be reviewed by the Planning Commission in addition to the Design Review Board.

- B. Minor Alterations Excepted.** The changing of changeable copy, or the replacement of sign copy or sign face where the materials, copy and copy size are in substantial conformance with the existing sign they replace, is not deemed an alteration and is not subject to design review.
- C. Findings.** The approval authority will not approve an application for a sign unless it finds that the proposed sign or signs conform to the design review criteria in Section 19.38.050, and are aesthetically harmonious and compatible with the surrounding area, considering such factors as the proposed size, location and design of the sign(s), the type of business to which the sign(s) pertain, the architectural character of the building(s) on site, the architectural character of surrounding buildings, and the type of other permitted signage in the vicinity of the proposed sign.
- D. Application — Individual Signs on Sites with Less than Four Non-Residential Tenant Spaces.** A design review application for a sign shall be submitted on a form provided by the City and shall include detailed drawings to show the locations, dimensions, structure, colors, materials, fonts, and symbols of all proposed signs. The application shall indicate the area of each individual sign and the aggregate area of all existing and proposed signs on the lot, and demonstrate through drawings and/or calculations that all standards are met. The application shall be accompanied by a fee in the amount specified in the City's master fee schedule.
- E. Conditional Use Permit for Exceptions to Standards.** An exception to any standard of this Chapter regarding the size, dimensions, or height of individual signs, or the number of signs of a particular type, may be reviewed and approved through the use permit process of Chapter 19.34, Use Permits. No conditional use permit for an exception to a standard shall be granted unless the Planning Commission finds that in addition to conformity with the required use permit findings in Chapter 19.34, the proposal meets the following:
 - 1. The project is consistent with the purpose and intent of the sign regulations (Section 19.26.010);
 - 2. The proposed signage is not excessive in relation to the size of the site or the size of signs in the surrounding area; and
 - 3. The proposed departure from a standard is necessary in order to adequately identify businesses, or will result in a superior design solution given the characteristics of the site or buildings.

(Ord. 2008-2 Div. II (part), 2008.), (Ord. No. 2009-03, § XV, 4-20-2009)

19.26.100 - Master sign programs.

A. Applicability.

1. **Master Sign Program Required.** All commercial projects with four or more tenant spaces, all separately identifiable commercial building groups, and all construction and renovation projects involving more than 40,000 square feet of land area must obtain approval for a Master Sign Program prior to the installation of any signs.
2. **Optional Sign Program Application permitted.** Application under the provision of a planned sign program shall be at the option of the applicant whenever such application is not mandatory under this section and the site meets any of the following conditions:
 - a. The site to be considered shall consist of five or more separate business activities.
 - b. The area to be included for consideration shall consist of a lot, parcel or a series of lots or parcels combined, to total a minimum of two acres.
 - c. The site to be considered shall consist of a lot, parcel or a series of lots or parcels combined which front on two or more publicly dedicated street rights-of-way.

B. Required Submittals. Applications for a Master Sign Program shall include the following plans and text: a computation of allowable area for all signs, plans drawn to scale showing the total number of proposed signs, the area of each individual sign as well as aggregate area of all signs on the site, the proposed height and dimensions of all signs, the location of each sign indicated on both a site plan and on typical building elevations, and drawings of generic sign types, including general information on materials and color schemes. An application shall also include a written program of standards for all sign types to be distributed to future tenants, including color, size, illumination, construction details, and placement of signs.

C. Findings. The Design Review Board will only approve a Master Sign Program if the following findings are made:

1. That the proposed signs are in harmony and visually related to:
 - a. Other signs included in the planned sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.
 - b. The buildings they identify. This may be accomplished by utilizing materials, colors or design motifs included in the building being identified.
 - c. The surrounding development. Approval of a planned sign program shall not adversely affect surrounding land uses or obscure adjacent conforming signs.
2. That the proposed signs will comply with all the provision of this

section, except with regard to:

- a. Allocated sign area authorized.
 - b. Number of signs allowed.
 - c. Location and height of signs.
- D. Addition, replacement or modification of signs within a previously approved planned sign program. Application for the addition, modification, or replacement of signs requiring permits, within the boundaries of an area having a previously approved planned sign program, shall be made in the following manner:
1. Whenever the total number of signs to be added, modified or replaced total less than twenty-five percent of the number of permitted signs presently on the site, application shall be made under the provisions of the standard sign application.
 2. When the total number of signs to be added, modified or replaced total twenty-five percent or more of the number of permitted signs presently on the site, application shall be made under the provisions of a standard sign program application. (*Ord. 2008-2 Div. II (part), 2008.*)

19.26.110 - Maintenance, abandonment and removal.

- A. Maintenance.** Each sign shall be: (1) maintained in a secure and safe condition; (2) maintained in good repair; and (3) cleaned, painted and replaced as necessary to present a neat appearance. If the City determines that a sign is not secure, safe, or in a good state of repair, it shall give written notice of this fact to the property owner. If the defect is not corrected within reasonable time as determined by the City, the City may revoke the sign permit to maintain the sign and may remove the sign pursuant to the public nuisance abatement provisions of Chapter 19.43, Enforcement of the Zoning Ordinance.
- B. Abandoned or Obsolete Sign.** An on-premises sign advertising an activity, business, service or product shall be removed within 90 days following the actual discontinuance of the activity, business, service or product. If the sign is not so removed, the code enforcement officer may have the sign removed in accordance with the public nuisance abatement provisions Zoning Ordinance.
- C. Illegal Signs.** Any sign, banner, or sign structure not erected, constructed or located in conformance with this Chapter is an illegal sign and is subject to abatement in accordance with the public nuisance abatement procedures set forth in this Zoning Ordinance. (*Ord. 2008-2 Div. II (part), 2008.*)