

Section 5.7 Signs

A. Purpose and Intent

All displays and signs described herein shall conform to the applicable provisions of this Code. If any specific zoning classification within this code shall impose more stringent requirements than are set forth within this Code, the more stringent provisions shall prevail.

B. Definitions

For purposes of this code, the following words or phrases shall have the following definitions.

1. **Abandoned sign.** Any sign which is located on a premise that has been vacated for a period of more than ninety (90) days as regulated in Section 5.7-E Nonconforming and Abandoned Signs.
2. **Billboard.** A sign which advertises or identifies a use, good, or service not located on the same lot or premise as the sign.
3. **Display face.** The surface area of a sign available for the purpose of displaying an advertising message. Display face does not include the structural supports or lighting.
4. **Free-standing sign.** Any sign not attached to any building or structure.
5. **Freeway.** A divided arterial highway for through traffic with full control of access and with grade separations at intersections.
6. **Highway.** Roads, streets, boulevards, lanes, courts, places, commons, trails, ways or other rights-of-way or easements used for or laid out and intended for the public passage of vehicles or persons.
7. **Illegal sign.** Any of the following:
 - a. A sign and related structures erected without first complying with all applicable city ordinances and regulations in effect at the time of its construction, erection or use;
 - b. A sign and related structures which do not comply with this code;
 - c. A sign and related structures which are a danger to the public or are unsafe.
8. **Maximum height.** The highest point of the structure or sign measured from the average natural ground level at the base of the supporting structure.
9. **Noncommercial structure or sign.** Any sign that does not do any of the following:
 - a. Advertise a product or service for profit or for a business purpose;
 - b. Propose a commercial transaction; or
 - c. Relate solely to economic interests.
10. **Sign structure.** Any structure defined as follows:
 - a. For a freestanding sign or a sign that projects from another structure, the sign structure shall be a physical structure upon which letters or symbols are placed;
 - b. For a sign placed parallel to the surface of a building, the sign structure shall consist of all elements placed directly upon the building, including individually mounted letters.
11. **Sign.** A sign used for outdoor advertising purposes as defined and directional as provided in this code.

12. **Shopping center.** A parcel of land not less than three (3) acres in size, on which there exists four (4) or more separate business uses that have mutual parking facilities.

C. General Sign Standards

1. **General plan.** Signs shall be consistent with the General Plan.
2. **Roof mounts.** No sign shall be affixed on or over the roof of any building and no display shall be affixed to the wall of a building so that it projects above the parapet of the building.
3. **Display movement.** No sign shall move or rotate or display any moving and/or rotating parts. No propellers, flags, or other noise-creating devices, and no architectural embellishments which utilize mechanical or natural forces for motion, shall be permitted. Use of daylight reflective materials or electronic message boards using flashing, intermittent or moving light or lights is prohibited, provided, however, that electronic message boards displaying only time and/or temperature for periods of not less than thirty (30) seconds is permitted.
4. **Mobile displays.** No person shall place, use, maintain, or otherwise allow a mobile vehicle, trailer, or sign not permanently affixed to the ground to be used as a sign. Incidental logos and graphics affixed to a vehicle are not considered signs.
5. **Lighting and illumination of displays.** A sign may be illuminated unless otherwise specified, provided that the displays are so constructed that no light bulb, tube, filament, or similar source of illumination is visible beyond the display face. Displays making use of lights to convey the effect of movement or flashing, intermittent, or variable intensity shall not be permitted.
6. **Illegal signs.** All illegal signs and all abandoned signs shall be removed or brought into conformance with this ordinance immediately.
7. **Sign maintenance and construction**
 - a. All permanent signs shall be constructed of quality, low-maintenance materials such as metal, concrete, natural stone, glass, or acrylics. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed;
 - b. Signs shall be cleaned, updated and/or repaired as necessary to maintain an attractive appearance and to ensure safe operation;
 - c. All equipment related to the sign operation such as transformers, programmers and other items shall be concealed within the sign structure when possible or painted to match the building.

D. Sign Standards by Type

No person shall erect an on-site advertising structure or sign in the City in violation of the provisions contained within any specific zoning classification in this code or in violation of the following provisions.

1. **Free-standing signs**
 - a. **Located within six hundred sixty (660) feet of the nearest edge of a freeway right-of-way line.**
 - 1) The maximum height of a sign shall not exceed forty-five (45) feet;
 - 2) The maximum surface area of a sign shall not exceed one hundred fifty (150) square feet.

- b. **Shopping centers—all locations.** Notwithstanding the provisions of sub-paragraphs 1 and 2, an alternate standard for free-standing on-site advertising signs for shopping centers is established as follows:
 - 1) The maximum surface area of a sign shall not exceed fifty (50) square feet or 0.25 percent (1/4 of 1 percent) of the total existing building floor area in a shopping center, whichever is greater, except that in any event, no sign shall exceed two hundred (200) square feet in surface area;
 - 2) The maximum height of a sign shall not exceed twenty (20) feet.
 - c. **All Other Locations.**
 - 1) The maximum height of a sign shall not exceed twenty (20) feet;
 - 2) The maximum surface area of a sign shall not exceed fifty (50) square feet.
 - d. **Number of free-standing signs—all locations.** Not more than one (1) free-standing sign shall be permitted on a parcel of land, except that if a shopping center has frontage on two (2) or more streets, the shopping center shall be permitted two (2) free-standing signs, provided that the two (2) signs are not located on the same street; are at least one hundred (100) feet apart; and the second sign does not exceed one hundred (100) square feet in surface area and twenty (20) feet in height.
2. **Signs affixed to building—all areas**
- a. No sign shall be affixed on, above or over the roof of any building, and no on-site advertising sign shall be affixed to the wall of a building so that it projects above the parapet of the building. For the purposes of this section, a mansard-style roof shall be considered a parapet.
 - b. The maximum surface area of signs affixed to a building shall be as follows:
 - 1) Front wall of building— surface area of the sign shall not exceed 10 percent of the surface area of the front face of the building.
 - 2) Side walls of a building— surface area of the sign shall not exceed 10 percent of the surface area of the side face of the building.
 - 3) Rear wall of a building— surface area of the sign shall not exceed 5 percent of the surface area of the rear face of the building.
3. **Subdivision signs** shall be subject to the following minimum standards:
- a. Signs must be within the subdivision boundaries;
 - b. No sign shall exceed one hundred (100) feet in surface area;
 - c. No sign shall be within one hundred (100) feet of any existing residence that is outside of the subdivision boundaries;
 - d. No more than two (2) such signs shall be permitted for each subdivision;
 - e. No sign shall be artificially lighted.
4. **On-site identification signs.** On-site identification signs affixed to the surface of walls, windows, and doors of permanent structures, which do not exceed four (4) inches in letter height and do not exceed four (4) square feet in area, are permitted in addition to any other sign permitted in this code.
5. **Billboards.** In addition to the General sign limitation provided in this section the following provisions apply to billboards:

- i. **Zoning.** Billboards are permitted only in the C-1/C-P, M-SC, M-M and M-H Zones provided that the display meets all of the other requirements of the zoning classification and this code. Signs are expressly prohibited in all other zones.
 - j. **Height.** The maximum height of a billboard shall not exceed a height of twenty-five (25) feet from the roadbed of the adjacent freeway or highway to which the display is oriented, or a maximum height of twenty-five (25) feet from the grade on which it is constructed, whichever is greater.
 - k. **Setbacks.** No billboard shall be erected within an established setback or building line, or within road right-of-way lines or future road right-of-way lines as shown on any Specific Plan of highways. A minimum setback from the property line of one (1) foot shall be required. No person shall place, erect, use, or maintain any sign located within six hundred sixty (660) feet from the edge of the right-of-way of, and the copy which is visible from, any primary highway without first obtaining a valid State Billboard Permit
 - l. **Poles.** A maximum of two (2) steel poles are allowed for support of a billboard.
 - m. **Number of billboards.** No more than one (1) billboard is permitted per parcel.
 - n. **Number of display faces.** No more than two (2) display faces per billboard shall be permitted. Only single-face, back-to-back and V-type displays shall be allowed provided that they are on the same sign structure and provided that the V-type displays have a separation between display faces of not more than twenty-five (25) feet.
 - o. **Display face size.** No billboard face shall have a total surface area of more than three hundred (300) square feet.
 - p. **Identification.** No person shall place, erect, use or maintain a billboard and no billboard shall be placed, erected, used or maintained anywhere within the City unless there is securely fastened thereto and on the front display face thereof the name of the billboard owner in such a manner that the name is visible from the roadway.
 - q. **Relocated billboards.** Nothing in this code shall prevent the City from entering into a billboard relocation agreement when: (1) the original location of the billboard is within a contemplated public right-of-way and (2) the billboard complied with all applicable City ordinances and regulations in effect at the time it was erected. A billboard located on a parcel that is zoned to prohibit signs may, pursuant to such an agreement, be relocated to another place on that same parcel.
3. **Freeway Oriented Electronic Billboard** shall be subject to the following:
- a. No more than one (1) Freeway Oriented Electronic Billboard shall be allowed within the City.
 - d. A single Freeway Oriented Electronic Billboard shall only be permitted in the area along the I-15 Freeway beginning at the Hwy 60 Freeway and extending south approximately 3,794 feet (the area in which current federal law would allow the placement of these signs).
 - e. All design standards and specifications will be identified in a development agreement with the City and will require approval by the Planning Commission and City Council.
4. **Temporary signs.** Banners and other signage displays are permitted for a period not to exceed the time limits established in Table 5.7-1 Allowed Temporary On-site Sign Standards Type. Inflatable signs are prohibited. See specific requirements in Table 5.7-1 Allowed Temporary On-Site Sign Standards for standards and additional limitations.

Table 5.7-1: Allowed Temporary On-Site Sign Standards by Type

Sign Type	Max. Number Permitted	Max. Area	Max. Height	Min. Setback from ROW ¹	Max. Permits per Year	Max. Time Period	Permit Required?
Residential							
On-Site Subdivision Directional Signs	1/subdivision entrance, max 6 ²	32 sq. ft.	10 ft.	10 ft	N/A	Until final sale ³	Yes
On-Site Subdivision Flags	10 poles/subdivision	15 sq. ft./pole	20 ft.	10 ft.	N/A	Until sale ³	Yes
Multifamily Dwelling Complexes (e.g., apartments)	1/street frontage	32 sq. ft.	roofline if on building; otherwise 10 ft	5 ft.	N/A	While units are available for rent or lease	Yes
Sale/Lease of Existing Residences	1/parcel	10 sq. ft.	6 ft.	3 ft.	N/A	Until final sale ³	No
Commercial							
Window Signs	N/A	25% of window area	N/A	N/A	N/A	90 days	No
Building-mounted Banners for Sales, Events, etc. ⁴	1/building frontage	32 sq. ft.	Roofline	N/A	4	30 days	No
Sale/Rental/ Lease of Nonresidential Real Estate: Free-Standing Signs	2/parcel, must be on site	32 sq. ft.	6 ft.	3 ft.	N/A	Until final sale ³	No
Sale/Rental/ Lease of Nonresidential Real Estate: Building-Mounted Signs (including banners)	2/ establishment	100 sq. ft.	roofline	N/A	4	Until final sale ³	No

Notes:

1. Must be located outside of the clear vision triangle.

2. Only allowed Friday to Monday.

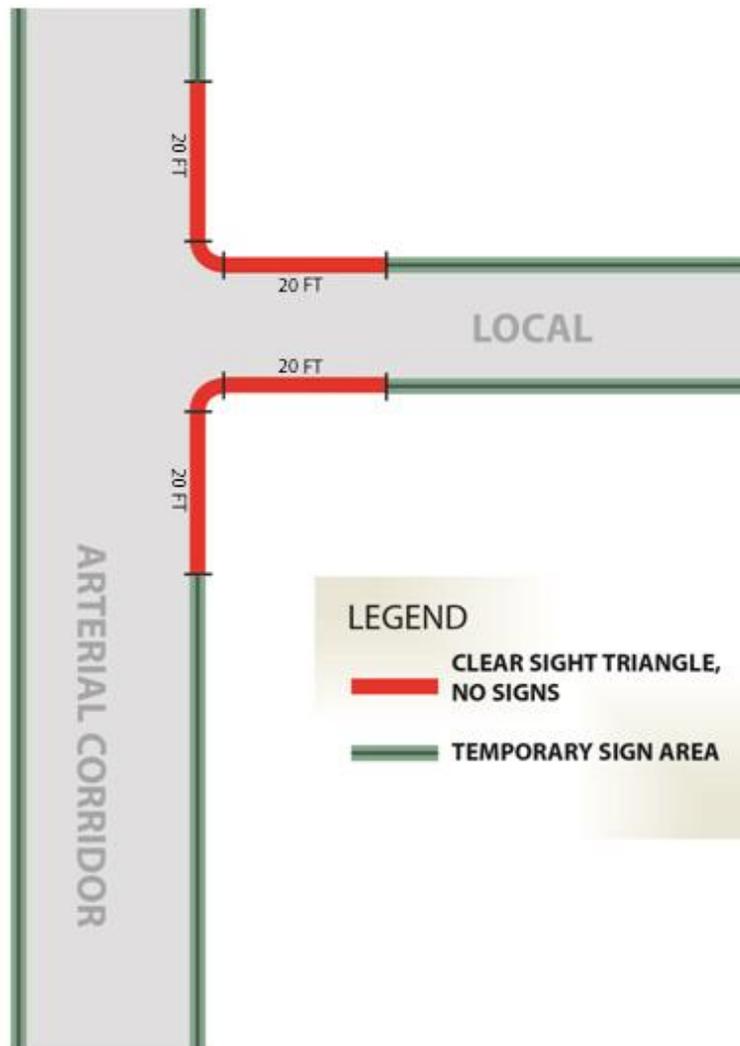
3. Signs shall be removed within thirty (30) days of close of escrow or lease of final unit.

4. Banner shall be attached flat against the wall or fascia of a building and not hung from poles, awnings, eaves or similar structures. Banners shall be hung with permanent attachments, such as bolts or screws, and not be tied to a structure with rope, twine, or similar materials. Banners that are faded and/or torn shall be removed or replaced.

E. Temporary Signs in the Right of Way

1. Temporary signs may be placed in the public right of way during the period beginning 4 p.m. Friday and ending 7 p.m. Sunday. Signs in place outside this period will be subject to removal.
2. Temporary Sign Size, Materials, and Maintenance Criteria. All temporary signs placed in the right of way must:
 - a. Be free-standing and securely mounted on a wooden or metal stakes;
 - d. Be no higher than four (4) feet above grade;
 - e. Be no larger than six (6) square feet and no more than three (3) feet in either height or width;
 - f. Be constructed of substantial sturdy, durable and weather-proof material;
 - g. Be kept in good repair;
 - h. Be non-illuminated;
 - i. Include the contact name and phone number of the person responsible for the sign in a clearly legible manner, either on the front or back of the sign; and
 - j. Be located in a permitted location as defined in this Section.
3. Sign Location. Temporary signs in the right of way must be located at least 20 feet from the curved portion of the corner in order to maintain visibility for motorists, as shown in the illustration. In addition, the following apply:
 - a. Sign must be located at least two feet from the edge of a curb or sidewalk, or from the edge of the pavement if there is no curb or sidewalk.
 - b. Signs shall be installed so as not to damage plant materials, irrigation equipment or other public property.
 - c. Signs may not be placed on a sidewalk.
 - d. Signs may not be placed in a roadway median.
 - e. Signs may not be attached to utility poles, sign posts, fences, walls, or any other structure.

Permitted Locations for Temporary Signs in the Right of Way



4. Political Signs. Political and other non-commercial signs are subject to all of the regulations in this section, including the Sign Display Period.

F. Nonconforming and Abandoned Signs

1. Except as otherwise provided in this section, any sign lawfully in use on the effective date of this code, or any amendment thereto, shall be considered a legal use and as such may continue to operate and exist, provided:
 - a. Nonconforming signs shall be kept in good repair and visual appearance. Structural alterations or modifications of any nonconforming sign are prohibited. Structural repair resulting in same size and shape is permitted subject to the provisions of Title 18 of the Municipal Code. Change of copy on a nonconforming sign shall be allowed, provided the change does not increase the area of the sign;
 - b. Whenever any modifications, alterations, or changes occur or are proposed, the sign shall be brought into conformance with the provisions, standards, and regulations of this section, requiring issuance of Zoning Clearance.

2. The City Council, Planning Commission, or other designated approving authority, may, as a condition of rezoning, Development Review or Conditional Use Permit, or other development entitlement, require any nonconforming sign on the applicable property to be removed or altered so as to comply with the provisions of this section.
3. Sign structures which have no message attached to them for more than ninety (90) days shall be considered abandoned signs and as such may be abated by the City. Adequate notice shall be provided to the property owner prior to any removal. For regulatory purposes, any factors indicating abandonment shall not begin occurring until ninety (90) days after this section first goes into effect.