



PLANNING COMMISSION PUBLIC HEARING DATE: JUNE 18, 2015

AGENDA ITEM NO.: 7

PROPOSED PROJECT

<i>Case Numbers</i>	P12-0468 (Zoning Code Text Amendment)
<i>Request</i>	Zoning Code Text Amendment – Comprehensive Update to Chapter 19.620 – General Sign Provisions
<i>Applicant</i>	City of Riverside 3900 Main Street, 6th Floor Riverside, CA 92522 (951) 826-2372
<i>Project Location</i>	Citywide
<i>Project area</i>	Citywide
<i>Ward</i>	All Wards
<i>Staff Planner</i>	Doug Darnell, AICP, Senior Planner; 951-826-5219; ddarnell@riversideca.gov

RECOMMENDATIONS

Staff Recommends that the City Planning Commission:

Pursuant to Chapters 2.40, 19.050, and 19.810 of the Riverside Municipal Code, the Planning Commission shall review the proposed project and, subject to its consistency with the General Plan, make a determination on the proposal. Specifically, Staff Recommends that the City Planning Commission:

1. **RECOMMEND** that the City Council **DETERMINE** that the proposed Zoning Code amendment will not have a significant effect on the environment based on the findings set forth in the case record, and recommend City Council adoption of a Negative Declaration; and
2. **RECOMMEND CITY COUNCIL APPROVAL** of Planning Case Number P12-0468 (Zoning Code Amendment) based on the findings outlined in the staff report and summarized in the attached findings.

BACKGROUND / HISTORY

On July 24, 2012, while reviewing a relatively minor amendment to Chapter 19.620 – General Sign Provisions, the City Council directed staff to prepare a comprehensive update to the General Sign Provisions, which is the portion of the Code that regulates signs on private property. This direction was a result of a June 18, 2012 recommendation by the Utility Services/Land Use/Energy Development Committee. The direction specifically included a review of sign “best practices” and the latest technologies, which was in response to concerns expressed by the public, including the Greater Riverside Chamber of Commerce, that the Sign Code was outdated and not business friendly.

In August of 2013 the City Council authorized an agreement with a sign code consultant to prepare a comprehensive update, and the Council appointed members to serve on a Sign Code Review Committee (SCRC). The SCRC is comprised of thirty-nine (39) members, including chambers of commerce, realtor’s/brokers, sign makers, business improvement districts, historic preservation representatives, the Riverside Neighborhood Partnership, City Council & Mayor appointed representatives, and the Chairman of the Planning Commission.

Since December 2013 the members of the SCRC have held a total of fifteen meetings, which has provided significant opportunity for public input on the General Sign Provisions. Of these meetings, seven (7) were with the 39-Member SCRC, and eight (8) were with an 8-member SCRC Working Group, which was appointed by the SCRC in June of 2014. At their last meeting, held April 16, 2015, the 39-member SCRC recommended by unanimous vote that the City Council approve the proposed Draft General Sign Provisions.

In their recommendation to the Planning Commission and City Council, the SCRC identified three (3) sign related issues that are beyond the scope of the proposed amendment to Chapter 19.620 – General Sign Provisions. These include:

- The SCRC identified specific concern with how the existing regulations of *Chapter 19.625 - Private Party Signs on City-Owned Property and Public Rights-of-Way* allow portable sidewalk signs for food service businesses and museums with frontage on the Downtown pedestrian mall, but does not allow signage for any other types of businesses with pedestrian mall frontage. The SCRC recommended that the Planning Commission recommend to City Council that they initiate an amendment to Chapter 19.625 and the Downtown Specific Plan, as necessary to address this concern.
- The SCRC wanted to know how much the fee would be for temporary sign permits. While no fee is proposed at this time, the SCRC stressed that the fee be minimal, and that the process be simple and easy. While a temporary sign permit fee is not included in this proposal, as it requires a separate fee resolution adopted by the City Council, staff is committed to ensuring that the fees remain low. To ensure an inexpensive and low cost process, staff will ensure an administrative process that focuses on removing barriers for businesses, so that they can apply for and expeditiously obtain a temporary sign permit, which may include an on-line process. The SCRC also expressed a desire for a customer friendly approach in the enforcement of the temporary sign permit regulations, and

identified a concern with code enforcement fines for temporary sign violations. Staff recommends that the new temporary sign permit requirement begin with a no-fee trial period. This would allow staff to assess the permit process and obtain information necessary to determine an appropriate fee amount, before initiating a cost-recovery based fee program.

- The SCRC Working Group recommended an endorsement by the City Council to adopt robust code enforcement program that, with respect to signage, is consistently enforced rather than solely complaint-based.

The three (3) SCRC recommendations above are not within the scope of this proposal, but rather recommendations to be brought forward as separate projects. This is because the Comprehensive Update of the Sign Code only addresses Chapter 19.620, which regulates signs on private property. The scope of work for the update was not intended to modify the requirements for signage on the pedestrian mall or within street right-of-way, which are regulated by RMC Section 10.16.040 and Chapter 19.625, respectively.

DETAILED PROJECT DESCRIPTION

The proposed amendment to Title 19 (Zoning Code) of the Riverside Municipal Code (RMC) will implement a comprehensive update to Chapter 19.620 - General Sign Provisions. The proposal involves:

- Re-organization and consolidation of existing Code provisions;
- Creation of new sections to address design principles, prohibited signs, and exempt signs;
- New or modified development standards related to building mounted signs, freestanding signs, special use signs and temporary signs;
- New or modified procedures for review of temporary signs, sign permits, and sign programs;
- Creation of a procedure to allow applicants to request minor deviations from the sign requirements; and
- Revisions to the sign definitions (clarifying, adding, and removing)

More specifically, the proposed amendments to the General Sign Provisions are described for each section as follows:

- **Section 19.620 - Authority.** This section carries forward Section 19.620.010 of the existing Sign Provisions.
- **Section 19.620.020 – Findings and Purpose** is a new section that is intended to establish the public purpose for the regulations in the Chapter and provide a basis for decisions. Generally, the Purpose of the General Sign Provisions is *"to balance needs of adequate identification, communication and advertising with public safety & welfare, and enhancing the aesthetic character and environmental values of the community."*
- **Section 19.620.030 – Applicability and Scope** is a new section that carries forward amended provisions from the current Code. Simply stated, the applicability and scope

of the General Sign Provisions is to regulate signs on private property. The General Sign Provisions do not regulate signs in public rights-of-way, such as the Main Street pedestrian mall Downtown or signs within the Auto Center, which are regulated separately by the Riverside Auto Center Specific Plan.

- **Section 19.620.040 – Exempt Signs** is a new section that incorporates a number of existing provisions regarding exempt signs, which are spread throughout various sections of the existing Code. There are three main categories of exempt signs covered in this section, which includes:
 - Signs Exempt from Permits and Standards. Under this category signs less the 4 square feet in size such as hours of operation, traffic signs, legal notices, and address signs would be exempt from permits and standards.
 - Signs Exempt from Permit Requirements but subject to standards. Examples of signs that fall under this category include directional signs, hazard signs, flags and construction site signs.
 - Nonconforming Signs. Signs under this category are those that were legal when first installed, and which have not been modified so as to become illegal, may be continued even though they do not comply with the standards and requirements.
- **Section 19.620.050 – Prohibited Signs** carries forward some of the substantive provisions of the existing Code. Changes include:
 - Allow advertising statuary, subject to approval of a Conditional Use Permit.
 - The existing Sign Code prohibits banners, balloons, and pennants as permanent signs, and the only form of temporary sign currently allowed are banners. The proposed Code continues to prohibit these as permanent signage, but expands what could be allowed as a temporary sign to include banners, balloons, pennants and portable A-frame signs. Feather banners/quill signs are prohibited in all zones whether as temporary or permanent.
 - Elimination of the current prohibition of fluorescent colors, due to the legal interpretation that it regulates content, and therefore restricts free speech.

This section also includes new provisions that include specific prohibitions against mobile billboards, signs that produce noise or emissions, feather banners/quill signs, and signs located on public property or in the public right-of-way, except as provided for in Chapter 19.625 of the Zoning Code.

- **Section 19.620.060 – Design Principles** is a new section that establishes principles for sign design. This section offers guidance related to architectural compatibility, area character, legibility, readability and visibility of signs. These principles support the City's

current Sign Design Guidelines, and serve to encourage better sign design throughout the City.

- **Section 19.620.070 – General Sign Provisions for All Sign Types** carries forward many of the provisions, basic policies and general provisions of the existing Sign Code. Added are new provisions that include rules for measuring sign area and height, with graphics added to illustrate key provisions. Rules for measurement are included for two dimensional signs, multi-faced signs, and three-dimensional signs. These help to clarify and ensure consistency when determining sign area and compliance with sign area standards. Standards to minimize the impacts from illuminated signs have also been added.
- **Section 19.620.080 – Standards for Specific Sign Types.** This Section contains the specific standards for all of the various types of permanent signage. The most notable changes for this Section include the creation of three tables that consolidate standards into one location. These tables reflect each general category of sign types: Building Signs, Freestanding Signs, and Special Use Signs. In general, the standards of the existing Code are carried over into these tables. Proposed changes to these standards include increased allowable sign area, height, and number of signs, which are intended to provide greater opportunity for signs and business identification.

Building Signs - Specific to building signs, the proposed Code will allow a greater number of signs for buildings in commercial complexes within commercial and mixed-use zones, based on the length of the building frontage of an individual establishment, up to a maximum of 5 building signs for the large big box retailers. Additionally, the allowable window sign area has been changed from one maximum 9-square-foot window sign per public entrance, to signage that can cover a maximum of 25 percent of window area.

Freestanding Signs – The freestanding (monument and pole) sign standards of the existing Code are carried over into the new freestanding signs table with changes as follows:

- The reference to “pole sign” has been replaced with the term “pylon sign”. Pylon signs differ from a pole sign, based on a definition that requires support structures (poles) to be sheathed and architecturally integrated into the sign’s design. Pole signs (i.e. bare pole signs) would not be allowed.
- Additional monument signs would be allowed on commercial complexes greater than 1-acre in size.
- The maximum allowable height and area of monument signs has been increased to be consistent with the size and scale of a complex.
- Elimination of the existing Code requirement that limits the number of articles of information on a sign, which is a form of content control that is not legally permissible (i.e., a First Amendment consideration).

- o Freeway Signs would continue to require approval of a minor conditional use permit, subject to Planning Commission approval (same as existing Code). However, freeway signs would only be allowed for service stations and commercial complexes 9 or more acres in size when in commercial and mixed-use zones. While the existing Code has no standards for Freeway Signs, the proposed sign provisions now include new sign standards including maximum height and size requirements, as follows:
 - For commercial complexes 9 gross acres or more, and less than 25 acres, a maximum of one freeway-oriented pylon sign up to 225 square feet in area and 40 feet in height is allowed.
 - For commercial complexes more than 25 acres in size, a maximum of one freeway-oriented pylon sign up to 500 square feet in area and 60 feet in height is allowed.

Other new standards for Freeway Signs require that the signs have a 500-foot separation from jurisdictional boundaries; a 150-foot setback from an adjoining street or roadway other than the freeway; a setback from residential zones equal to the sign height; a 1,000-foot separation requirement from other freeway signs; and a requirement that freeway-oriented signs be within 150 feet of a Caltrans right-of-way, on property directly adjacent to Caltrans right-of-way, except that it may be separated by a public frontage road, railroad right-of-way, a public flood control channel or public utility easements.

Special Use Signs – The new “Special Use Signs” table consolidates existing standards related to drive through restaurant menu boards, parking lots & parking garages, and vehicle fuel station signs. Minor changes have been made to allow for more signs, such as 2 electronic/digital freestanding menu boards for each drive-through lane.

Changeable Copy Signs - Many of the current Code provisions for readerboard signs have been carried over, but renamed as “changeable copy.” These provisions address manually changeable copy (the only type allowed in residential zones) as well as electronic or digital signs. Standards have been added for electronic message center (EMC) signs related to illumination, frequency of display. These standards reflect those recommended by the International Sign Association’s night time brightness levels for EMC’s. EMC’s would be allowed subject to approval of a conditional use permit for commercial complexes 10 acres or larger, and only allowed on an Arterial Street identified in the Circulation Element of the General Plan 2025.

- **Section 19.620.090 – Temporary Signs.** The existing Code has standards for temporary signs, but no permit or compliance review is required. The provisions for temporary signs would establish a simple over-the counter permit process with the issuance of a sticker to attach directly to the temporary sign. This makes it easy to distinguish permitted signs

from those that are not permitted, and enable enforcement of the Code. The standards are generally the same as the existing Code, except for the following changes:

- The type of temporary signs allowed would be expanded to include balloons (not large inflatables), pennants, portable A-frames, and window signs in addition to banners.
- The existing Code has maximum time limit for continuous display of 30 days up to a total of 60 cumulative days per year. These duration requirements remain the same, except that a longer duration for continuous display would be allowed during the holidays (one week prior to Thanksgiving until one week after the New Year).
- **Section 19.620.100 – Procedures for Sign Review and Approval.** These new provisions clarify some of the existing requirements and also respond to concerns that have been raised about the inflexibility of the existing ordinance, and how it is implemented. These provisions include a new process for approving minor deviations in sign area and height limits of an individual sign. The minor deviation is defined as up to a 10 percent increase, subject to required findings. An increase of more than 10 percent would require approval of a variance and require justification that is based on unique physical circumstances of the property. Finally, a long list of sign permit application submittal requirements have been removed from the current code, some which were considered by the SCRC to be overly burdensome and unnecessary. This section on sign permit process now simply states that “sign permit applications shall include plans, drawings, and other documentation as specified on a form approved by the Director.”
- **Section 19.620.110 – Sign Programs** is a new section that establishes requirements for sign programs. The same as the existing Code, sign programs would be required for commercial complexes with 3 or more lease spaces. However, the new section establishes procedures for review and approval of sign programs, including findings for approval. Sign programs are approved by the Zoning Administrator, but may be appealed to the Planning Commission. Most notably, the Sign Programs section includes incentives for having an approved sign program on file with the City, as it provides a 15 percent increase in sign area for individual signs, subject to approval by the Zoning Administrator.
- **Section 19.620.120 – Historic Signs** carries over historic sign provisions from various sections of the existing Code, and consolidates them into one section. This Section includes special standards for historic signs, such as allowance for roof signs and projecting signs on designated historic buildings, and buildings in historic districts. With the exception of minor technical corrections, no changes are proposed to these standards. Signs on historic buildings would continue to be subject to Title 20 – Cultural Resources of the Riverside Municipal Code (RMC), and require review by the Historic Preservation Officer or Cultural Heritage Board.

- **Section 19.620.130 – Nonconforming Signs** carries over existing Code provisions with some changes that include a requirement to remove abandoned nonconforming signs, a provision regarding signs that become nonconforming because they are erected on property annexed to the City, and a provision that allows alteration or relocation of a non-conforming sign if it results in reduction or elimination of the nonconformity.
- **Section 19.620.140 – Enforcement** carries forward the provisions of the Current Code, with minor changes considered necessary to facilitate implementation of the revised General Sign Provisions.
- **Section 19.620.150 – Definitions.** This is a new section that has been added. It replaces sign definitions that are currently within Article X – Definitions of the Zoning Code, and is intended to provide easy access to the sign definitions when using the Sign Code, rather than having to reference an entirely different Code chapter. The new definitions do differ from the existing definitions in the Code, in that they clarify the meaning of terms; new definitions have been added; and definitions that are currently expressed as standards or requirements have been removed or revised, or relocated in the appropriate section of the regulations.

PROJECT SUMMARY

In conclusion, this comprehensive update to the General Sign Provisions reflects a dedicated and cooperative effort of the Sign Code Review Committee, which is comprised of a group of diverse individuals appointed by the City Council. With input of the SCRC, the proposed Code reflects the various perspectives of the Community, provides greater clarity and organization, and offers more flexibility. As directed by the City Council, the sign provisions incorporate “best practices” and the latest technologies, and successfully achieves the goal of creating regulations that are current and more business friendly. The revisions to the Sign Code, as discussed above, balance the need for adequate identification and advertising with the public’s safety and welfare, as well as the aesthetic character and environmental values of the community.

PUBLIC NOTICES AND COMMENTS

Pursuant to Section 19.670.040 (Notice of Hearing for Legislative Actions) of the Zoning Code, and California Government Code Section 65090 and 65091, a one-eighth page public notice advertisement was placed in the local newspaper of general circulation within the City (*The Press Enterprise*) twenty (20) days prior to this hearing. As of the writing of this report, no public comment has been received.

EXHIBITS LIST

1. Staff Recommended Findings
2. CEQA Document – Negative Declaration
3. Proposed Chapter 19.620 – General Sign Provisions of Title 19 (Zoning Code) of the Riverside Municipal Code
4. Existing Chapter 19.620 – General Sign Provisions of Title 19 (Zoning Code) of the Riverside Municipal Code
5. Proposed Amendment to the Sign Definitions of Article X – Definitions

Report Prepared by:
Report Reviewed by:
Report Approved by:

Doug Darnell, AICP, Senior Planner
Jay Eastman, AICP, Interim City Planner
Emilio Ramirez,
Interim Community & Economic
Development Director



City of Arts & Innovation

Community & Economic Development Department

Planning Division

EXHIBIT 1 STAFF RECOMMENDED FINDINGS

PLANNING CASE: P12-0468 (Zoning Code Text Amendment)

STAFF RECOMMENDED FINDINGS

Zoning Code Text Amendment

- a. The proposed Zoning Code Text Amendment is consistent with the goals, policies, and objectives of the General Plan 2025 in that the proposed General Sign Provisions will minimize visual clutter, enhance safety through design and placement of signs, and preserve the aesthetics and character of the community. The General Sign Provisions will establish design principals related to architectural compatibility, consistency with area character, legibility, readability and visibility. Consistent with the General Plan 2025 Land Use and Urban Design Element Policy LU-9. To “encourage the design of new commercial developments as “integrated centers,” rather than as small individual strip development. Integrate pedestrian access, parking, access, building design and landscape themes across all parcels in the commercial center to unify the development”, the proposed General Sign provisions will require sign programs for commercial complexes with three or more tenants and includes incentives for preparing an approved sign program.
- b. The proposed Zoning Code Text Amendment will not adversely affect surrounding properties, because, it does not involve a proposed development of property whereby surrounding properties would be affected by construction and development. Rather, the amendment serves to establish new regulations and standards for signs that, as stated in the “Findings and Purpose” Section, will safeguard and preserve the health, property and public welfare of Riverside residents through control of the design, construction, location and maintenance of signs as an information system, which preserves and enhances the aesthetic character and environmental values of the City of Riverside, its residential neighborhoods and commercial/industrial districts, consistent with the goals, policies, and strategies of the General Plan, while providing an effective means for members of the public to express themselves through the display of signs. The proposed General Sign Provisions will minimize visual clutter, enhance safety through design and placement of signs, and preserve the aesthetics and character of the community.
- c. The proposed Zoning Code Text Amendment promotes the public health, safety, and general welfare, and serves the goals and purposes of the Zoning Code, as the amendment serves to establish new regulations and standards for signs, based on Community stakeholder input from a Sign Code Review Committee and which reflects best practices and latest technologies. Further, as stated in the “Findings

and Purpose” Section of the proposed General Sign Provisions, “it is necessary to enact regulations to safeguard and preserve the health, property and public welfare of Riverside residents through control of the design, construction, location and maintenance of signs as an information system, which preserves and enhances the aesthetic character and environmental values of the City of Riverside, its residential neighborhoods and commercial/industrial districts consistent with the goals, policies, and strategies of the General Plan while providing an effective means for members of the public to express themselves through the display of signs. The proposed General Sign Provisions will minimize visual clutter, enhance safety through design and placement of signs, and preserve the aesthetics and character of the community.



City of Arts & Innovation

COMMUNITY DEVELOPMENT DEPARTMENT

Planning Division

Draft Negative Declaration

AGENDA ITEM NO.:

WARD: Citywide

1. **Case Number:** P12-0468
2. **Project Title:** Comprehensive Update to the General Sign Provisions
3. **Hearing Date:** June 18, 2015
4. **Lead Agency:** City of Riverside
Community Development Department
Planning Division
3900 Main Street, 3rd Floor
Riverside, CA 92522
5. **Contact Person:** Doug Darnell, Senior Planner
Phone Number: (951) 826-5219
6. **Project Location:** Citywide
7. **Project Applicant/Project Sponsor's Name and Address:**
City of Riverside
951-826-5341
3900 Main Street
Riverside, CA 92507
8. **General Plan Designation:** All
9. **Zoning:** All
10. **Description of Project:** Proposal by the City of Riverside to amend the Zoning Code (Title 19 of the Riverside Municipal Code) for a comprehensive update to Chapter 19.620 - General Sign Provisions. Proposed amendments include, but are not limited to: 1) re-organization and consolidation of existing Code provisions; 2) creation of a new section on design principles, prohibited signs, and exempt signs; 3) new or modified development standards related to building, freestanding, special use and temporary signs; 4) new or modified procedures for review of temporary signs, sign permits, and sign programs; 5) creation of a procedure to allow minor modifications to sign requirements; and 6) clarifying, revising, adding, and removing of sign definitions.
11. **Surrounding land uses and setting: Briefly describe the project's surroundings:** Chapter 19.620 (General Sign Provisions) of the Zoning Code, applies to signs that are located or mounted on private property within the corporate limits of the City of Riverside, as well as signs located or mounted on public property that is owned or controlled by public entities other than the City over which the City has land use or zoning authority. The corporate boundaries encompass approximately 81.4 square miles in western Riverside County bounded on the north by the cities of Rubidoux, Jurupa, Colton, and Rialto, on the east by Riverside

County and the City of Moreno Valley, to the south by unincorporated Riverside County, and to the west by unincorporated Riverside County and the cities of Norco and Corona.

12. Other public agencies whose approval is required (e.g., permits, financial approval, or participation agreement.):

a. None

13. Other Environmental Reviews Incorporated by Reference in this Review:

a. General Plan 2025 Final Program EIR including the following implementation programs:

- Comprehensive update of the City of Riverside Zoning Code (Title 19 of the Municipal Code of the City of Riverside) and the rezoning of properties to reflect new zone names and to respond to General Plan land use designation changes in focus areas Citywide;
- Comprehensive update of the City of Riverside Subdivision Code (Title 18 of the Riverside Municipal Code of the City of Riverside);
- Amendment to the Noise Code (Title 7 of the Municipal Code of the City of Riverside);
- Adoption of the Magnolia Avenue Specific Plan; and
- Adoption of Citywide Design and Sign Guidelines.

14. Acronyms

AICUZ -	Air Installation Compatible Use Zone Study
AQMP -	Air Quality Management Plan
AUSD -	Alvord Unified School District
CEQA -	California Environmental Quality Act
CMP -	Congestion Management Plan
EIR -	Environmental Impact Report
EMWD -	Eastern Municipal Water District
EOP -	Emergency Operations Plan
FEMA -	Federal Emergency Management Agency
FPEIR -	GP 2025 Final Programmatic Environmental Impact Report
GIS -	Geographic Information System
GhG -	Green House Gas
GP 2025 -	General Plan 2025
IS -	Initial Study
LHMP -	Local Hazard Mitigation Plan
MARB/MIP -	March Air Reserve Base/March Inland Port
MJPA-JLUS -	March Joint Powers Authority - Joint Land Use Study
MSHCP -	Multiple-Species Habitat Conservation Plan
MVUSD -	Moreno Valley Unified School District
NCCP -	Natural Communities Conservation Plan
OEM -	Office of Emergency Services
OPR -	Office of Planning & Research, State
PEIR -	Program Environmental Impact Report
PW -	Public Works, Riverside
RCALUC -	Riverside County Airport Land Use Commission
RCALUCP -	Riverside County Airport Land Use Compatibility Plan
RCP -	Regional Comprehensive Plan
RCTC -	Riverside County Transportation Commission
RMC -	Riverside Municipal Code
RPD -	Riverside Police Department
RPU -	Riverside Public Utilities

RTIP - Regional Transportation Improvement Plan
RTP - Regional Transportation Plan
RUSD - Riverside Unified School District
SCAG - Southern California Association of Governments
SCAQMD - South Coast Air Quality Management District
SCH - State Clearinghouse
SKR-HCP - Stephens' Kangaroo Rat - Habitat Conservation Plan
SWPPP - Storm Water Pollution Prevention Plan
USGS - United States Geologic Survey
WMWD - Western Municipal Water District
WQMP - Water Quality Management Plan

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a “Potentially Significant Impact” as indicated by the checklist on the following pages.

- | | | |
|---|---|---|
| <input type="checkbox"/> Aesthetics | <input type="checkbox"/> Agriculture & Forest Resources | <input type="checkbox"/> Air Quality |
| <input type="checkbox"/> Biological Resources | <input type="checkbox"/> Cultural Resources | <input type="checkbox"/> Geology/Soils |
| <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Hydrology/Water Quality |
| <input type="checkbox"/> Land Use/Planning | <input type="checkbox"/> Mineral Resources | <input type="checkbox"/> Noise |
| <input type="checkbox"/> Population/Housing | <input type="checkbox"/> Public Service | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Transportation/Traffic | <input type="checkbox"/> Utilities/Service Systems | <input type="checkbox"/> Mandatory Findings of Significance |

DETERMINATION: (To be completed by the Lead Agency)

On the basis of this initial evaluation which reflects the independent judgment of the City of Riverside, it is recommended that:

The City of Riverside finds that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

The City of Riverside finds that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

The City of Riverside finds that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

The City of Riverside finds that the proposed project MAY have a “potentially significant impact” or “potentially significant unless mitigated” impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

The City of Riverside finds that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Signature _____

Date _____

Printed Name & Title _____

For City of Riverside



City of Arts & Innovation

COMMUNITY DEVELOPMENT DEPARTMENT

Planning Division

Environmental Initial Study

EVALUATION OF ENVIRONMENTAL IMPACTS:

- 1) A brief explanation is required for all answers except “No Impact” answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A “No Impact” answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A “No Impact” answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
- 2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
- 3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. “Potentially Significant Impact” is appropriate if there is substantial evidence that an effect may be significant. If there are one or more “Potentially Significant Impact” entries when the determination is made, an EIR is required.
- 4) “Negative Declaration: Less Than Significant With Mitigation Incorporated” applies where the incorporation of mitigation measures has reduced an effect from “Potentially Significant Impact” to a “Less Than Significant Impact.” The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from “Earlier Analyses,” as described in (5) below, may be cross-referenced).
- 5) Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
 - a. **Earlier Analysis Used.** Identify and state where they are available for review.
 - b. **Impacts Adequately Addressed.** Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
 - c. **Mitigation Measures.** For effects that are “Less than Significant with Mitigation Measures Incorporated,” describe the mitigation measure which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.

- 7) **Supporting Information Sources:** A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
- 8) The explanation of each issue should identify:
 - a. the significance criteria or threshold, if any, used to evaluate each question; and
 - b. the mitigation measure identified, if any, to reduce the impact to less than significance.

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. AESTHETICS. Would the project:				
a. Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>1a. Response: <i>(Source: General Plan 2025 Figure CCM-4 – Master Plan of Roadways, General Plan 2025 FPEIR Figure 5.1-1 – Scenic and Special Boulevards and Parkways, Table 5.1-A – Scenic and Special Boulevards, and Table 5.1-B – Scenic Parkways)</i></p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Any potential impact that such development or uses could have on scenic vistas either directly, or cumulatively, would be subject to environmental review and mitigation as appropriate. The proposed revisions are intended to implement General Plan policies including those regarding the preservation and protection of scenic vistas by establishing provisions that will support these policies including:</p> <ul style="list-style-type: none"> • Prohibition on pole and roof signs; • Procedures to ensure that sign programs provide for sign design and placement appropriate to the area; and • New restrictions on signs located near freeways including a requirement that such signs will not interfere with public views of significant features of the natural environment. 				
b. Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>1b. Response: <i>(Source: General Plan 2025 Figure CCM-4 – Master Plan of Roadways, General Plan 2025 FPEIR Figure 5.1-1 – Scenic and Special Boulevards, Parkways, Table 5.1-A – Scenic and Special Boulevards, Table 5.1-B – Scenic Parkways, the City’s Urban Forest Tree Policy Manual, Title 20 – Cultural Resources and, Title 19 – Article V – Chapter 19.100 – Residential Zones - RC Zone)</i></p> <p>No Impact. The proposed revisions carry forward existing provisions applicable to signs that are historic or located or mounted on historic buildings or in historic districts. There are no designated State Scenic Highways or eligible State Scenic Highways within the City. The General Plan 2025 designates several roadways as Scenic Boulevards and Parkways in order to protect scenic resources and enhance the visual character of Riverside. A primary objective of the proposed revisions is to improve Riverside’s visual character through the establishment of new standards and requirements that will help to reduce visual clutter. The proposed revisions are intended to implement General Plan policies including those regarding the preservation and protection of scenic and historic resources by establishing provisions that will support these policies including:</p> <ul style="list-style-type: none"> • Prohibition on pole and roof signs; • Limiting the percent of window areas that can be covered by signs; • New principles for sign design that will be used for review and approval of sign permits and sign programs, including provisions to ensure that signs are an integral element of building design and consistent with distinct area and district characteristics; and • New restrictions on signs located near freeways including a requirement that such signs not interfere with public views of significant features of the natural environment. 				
c. Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>1c. Response: <i>(Source: General Plan 2025, General Plan 2025 FPEIR, Zoning Code, Citywide Design and Sign Guidelines)</i></p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The proposed revisions will provide for increases in the number and area of signs on larger sites but also establish new standards and procedures that are intended to improve the Riverside’s visual character. These include:</p> <ul style="list-style-type: none"> • Prohibition on pole and roof signs; • Prohibition on feather banners and inflatable devices; • Limiting the percent of window areas that can be covered by signs; • New requirements for registration of temporary signs; • New principles for sign design that will be used for review and approval of sign permits and sign programs, including provisions to ensure that signs are an integral element of building design and consistent with distinct area and district characteristics; and • New restrictions on signs located near freeways including a requirement that such signs will not interfere with public views of significant features of the natural environment. 				
<p>d. Create a new source of substantial light or glare, which would adversely affect day or nighttime views in the area?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>No Impact. The proposed revisions establish new requirements for electronic message center (EMC) signs that would only be allowed in commercial complexes 10 acres or larger and entertainment uses 15 acres or larger subject to approval of a conditional use permit and new illumination standards. EMC signs are not allowed on parcels abutting or facing residential districts, shall only contain static messages without appearance of optical illusion or movement, and are programmed to automatically adjust to ambient light conditions to comply with specific illumination standards. The proposed revisions will also impose additional restrictions on electronically displayed changeable copy signs that limit the frequency with which messages can be changed with additional limitations on frequency and hours of illumination for signs on sites within or visible from a residential district. These requirements will ensure that EMC and other electronically changeable signs will not generate substantial light or glare that will adversely affect daytime or nighttime views.</p>				
<p>2. AGRICULTURE AND FOREST RESOURCES:</p>				
<p>In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Dept. of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state’s inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and the forest carbon measurement methodology provided in the Forest Protocols adopted by the California Air Resources Board. Would the project:</p>				
<p>a. Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>2a. Response: (Source: General Plan 2025 – Figure OS-2 – Agricultural Suitability & General Plan 2025 FPEIR – Appendix I – Designated Farmland Table)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The proposed revisions do not change any requirements applicable to the Residential Agricultural (RA-5) Zone or other areas that may include agricultural resources. Therefore, the project will have no impact directly, indirectly or cumulatively to agricultural uses.</p>				
b. Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>2b. Response: (Source: General Plan 2025 – Figure OS-3 - Williamson Act Preserves, General Plan 2025 FPEIR – Figure 5.2-4 – Proposed Zones Permitting Agricultural Uses, and Title 19)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The proposed revisions do not change any requirements applicable to the Residential Agricultural (RA-5) Zone or other areas that may include agricultural resources. Therefore, the project will have no impact directly, indirectly or cumulatively to agricultural uses.</p>				
c. Conflict with existing zoning for, or cause rezoning of, forestland (as defined in Public Resources Code section 12220(g)) timberland (as defined in Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Result in the loss of forestland or conversion of forest and to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>2c and 2 d. Response: (Source: GIS Map – Forest Data)</p> <p>No Impact. The City of Riverside has no forestland that can support 10-percent native tree cover nor does it have any timberland. Therefore, no impacts will occur from adoption of the proposed revisions directly, indirectly or cumulatively.</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
e. Involve other changes in the existing environment, which due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>2e. Response: (Source: General Plan – Figure OS-2 – Agricultural Suitability, Figure OS-3 – Williamson Act Preserves, General Plan 2025 FPEIR – Appendix I – Designated Farmland), Title 19 – Article V – Chapter 19.100 – Residential Zones – RC Zone and RA-5 Zone and GIS Map – Forest Data)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, no impacts will occur from this project directly, indirectly or cumulatively to conversion of Farmland, to non-agricultural use or to the loss of forestland.</p>				
<p>3. AIR QUALITY.</p>				
<p>Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:</p>				
a. Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>3a, b, c and d. Response: (Source: General Plan 2025 FPEIR Table 5.3-B)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, approval of the proposed revisions will not conflict or obstruct implementation of the applicable air quality plan (AQMP) and will have no impact directly, indirectly or cumulatively to the implementation of an air quality plan, will not result in violation of any air quality standard or contribute substantially to an existing or projected air quality violation, will not result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard, and will not expose sensitive receptors to substantial pollutant concentrations.</p>				
e. Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>3e. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use that would result in objectionable odors. Moreover, the revisions specifically prohibit signs that produce smoke, vapor or odor. Therefore, approval of the project would not generate or expose a substantial number of people to objectionable odors.</p>				
<p>4. BIOLOGICAL RESOURCES. Would the project:</p>				
<p>a. Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>b. Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4a and b. Response: (<i>Source: General Plan 2025 – Figure OS-6</i>)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact directly, indirectly and cumulatively on habitat modifications, species identified as a candidate, sensitive, or special status species in local or regional plans, and policies or regulations of the California Department of Fish and Game or U.S. Fish and Wildlife Service or on any riparian habitat or other sensitive natural community identified in such plans or regulations.</p>				
<p>c. Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4c. Response: (<i>Source: City of Riverside GIS/CADME USGS Quad Map Layer</i>)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use.. Therefore, the proposed project would have no impact to federally protected wetlands as defined by Section 404 of the Clean Water Act directly, indirectly and cumulatively.</p>				
<p>d. Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4d. Response: (<i>Source: MSHCP, General Plan 2025 –Figure OS-7 – MSHCP Cores</i>)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact to wildlife movement directly, indirectly and cumulatively.</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
e. Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4e. Response: (Source: MSHCP, Title 16 Section 16.72.040 – Establishing the Western Riverside County MSHCP Mitigation Fee, Title 16 Section 16.40.040 – Establishing a Threatened and Endangered Species Fees, City of Riverside Urban Forest Tree Policy Manual)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. For these reasons, the project will have no impact directly, indirectly and cumulatively local policies or ordinances protecting biological resources.</p>				
f. Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4f. Response: (Source: MSHCP, General Plan 2025 – Figure OS-6)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact on the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan.</p>				
<p>5. CULTURAL RESOURCES. Would the project:</p>				
a. Cause a substantial adverse change in the significance of a historical resource as defined in § 15064.5 of the CEQA Guidelines?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>5a. Response: (Source: GP 2025 FPEIR Table 5.5-A Historical Districts and Neighborhood Conservation Areas and Section 19.620.120 and Appendix D, Title 20 of the Riverside Municipal Code.)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, no impacts directly, indirectly and cumulatively to historical resources are expected.</p>				
b. Cause a substantial adverse change in the significance of an archeological resource pursuant to § 15064.5 of the CEQA Guidelines?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>5b. Response: (Source: GP 2025 FPEIR Figure 5.5-1 - Archaeological Sensitivity and Figure 5.5-2 - Prehistoric Cultural Resources Sensitivity, Appendix D – Cultural Resources Study)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact directly, indirectly and cumulatively to an archeological resource pursuant to Section 15064.5 of the CEQA Guidelines.</p>				
c. Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>5c. Response: (Source: General Plan 2025 Policy HP-1.3)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
impact directly or indirectly on a unique paleontological resource or site or unique geologic feature.				
d. Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>5d. Response: (Source: GP 2025 FPEIR Figure 5.5-1 - Archaeological Sensitivity and Figure 5.5-2 - Prehistoric Cultural Resources Sensitivity)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact directly, indirectly or cumulatively to disturb any human remains, including those interred outside of formal cemeteries.</p>				
<p>6. GEOLOGY AND SOILS. Would the project:</p>				
a. Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i. Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii. Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii. Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv. Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>6a, b, c, and d. Response: (Source: General Plan 2025 Figure PS-1 – Regional Fault Zones, Figure PS-2 – Liquefaction Zones, General Plan 2025 FPEIR Figure PS-3 – Soils with High Shrink-Swell Potential, Figure 5.6-1 - Areas Underlain by Steep Slope, Figure 5.6-4 – Soils, Table 5.6-B – Soil Types, and Appendix E – Geotechnical Report)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Building signs and freestanding signs must comply with the California Building Code regulations, which will ensure that no impacts related to strong seismic ground shaking, seismic-related ground failure, landslides, soil erosion, expansive soils, or any other issues related to soils or geology will occur either directly, indirectly or cumulatively.</p>				
e. Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>6e. Response: (Source: General Plan 2025 FPEIR Figure 5.6-4 – Soils, Table 5.6-B – Soil Types)</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use that would generate wastewater. Therefore, the project will have no impact.</p>				
<p>7. GREENHOUSE GAS EMISSIONS. Would the project:</p>				
<p>a. Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>b. Conflict with any applicable plan, policy or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>7a. and b. Response: No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, this project will have no impact with respect to GHG emissions.</p>				
<p>8. HAZARDS & HAZARDOUS MATERIALS. Would the project:</p>				
<p>a. Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>b. Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>c. Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8a, b and c. Response: (Source: General Plan 2025 Public Safety and Education Elements, GP 2025 FPEIR Tables 5.7 A – D) No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project does not involve the use of any hazardous materials. As such the project will have no impact directly, indirectly or cumulatively that would create a significant hazard to the public or the environment through the routine transport, use, disposal, reasonably foreseeable upset and accident conditions, or other impact involving the release of hazardous materials into the environment.</p>				
<p>d. Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8d. Response: (Source: General Plan 2025 Figure PS-5 – Hazardous Waste Sites, GP 2025 FPEIR Tables 5.7-A) No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project would have no impact on creating any significant hazard to the public or environment directly, indirectly or cumulatively.</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8e and f. Response: (Source: General Plan 2025 Figure PS-6 – Airport Safety Zones and Influence Areas)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, including Airport Land Use Plans, and would not itself result in any new development or use. Therefore, the project will have no impact resulting in an airport-related safety hazard for people residing or working in the project area directly, indirectly or cumulatively and will not expose people residing or working in the City to excessive noise levels related to a private airstrip.</p>				
g. Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8g. Response: (Source: GP 2025 FPEIR Chapter 7.5.7 – Hazards and Hazardous Material)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use that could impair implementation or physically interfere with an adopted emergency plan. Therefore, no impact, either directly, indirectly or cumulatively to an emergency response or evacuation plan will occur.</p>				
h. Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8h. Response: (Source: General Plan 2025 Figure PS-7 – Fire Hazard Areas, GIS Map Layer VHFSZ 2010)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will, therefore, have no impact regarding wildland fires either directly, indirectly or cumulatively.</p>				
<p>9. HYDROLOGY AND WATER QUALITY. Would the project:</p>				
a. Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9a. Response: (Source: GP 2025 FPEIR Table 5.8-A – Beneficial Uses Receiving Water)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will not, therefore, either directly or indirectly result in physical alterations to the project site (i.e. grading, ground disturbance, structure or paving) and does not involve any use that would have any effect on water quality or be affected by water quality standards or waste discharge requirements. Therefore, the project will have no impact directly, indirectly or cumulatively to any water quality standards or waste discharge.</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
b. Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9b. Response: (Source: General Plan 2025 Table PF-1 – RPU Projected Domestic Water Supply (AC-FT/YR), Table PF-2 – RPU Projected Water Demand, Table PF-3)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will not, therefore, either directly or indirectly result in physical alterations to the project site (i.e. grading, ground disturbance, structure or paving) and does not involve any use that would have any effect on water quality or be affected by water quality standards or waste discharge requirements. Therefore, the project will have no impact directly, indirectly or cumulatively to groundwater supplies.</p>				
c. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9c. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will not, therefore, either directly or indirectly result in physical alterations to the project site (i.e. grading, ground disturbance, structure or paving) and does not involve any use that would have any effect on water quality or be affected by water quality standards or waste discharge requirements. Therefore no erosion or siltation on- or off-site will occur and the project will have no impact directly, indirectly or cumulatively to existing drainage patterns.</p>				
d. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner, which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9d. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will not, therefore, either directly or indirectly result in physical alterations to the project site (i.e. grading, ground disturbance, structure or paving) and does not involve any use that would have any effect on water quality or be affected by water quality standards or waste discharge requirements. Therefore no flooding on or off-site could result from the project and there will be no impact directly, indirectly or cumulatively that would substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site.</p>				
e. Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9e. Response:</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will not create or contribute runoff water exceeding capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff and there will be no impact directly, indirectly or cumulatively.</p>				
f. Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9f. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will not degrade water quality and there will be no impact directly, indirectly or cumulatively.</p>				
g. Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9g. Response: (Source: General Plan 2025 Figure PS-4 – Flood Hazard Areas, and FEMA Flood Hazard Maps)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. There will be no impact caused by this project directly, indirectly or cumulatively as it will not place housing within a 100-year flood hazard area.</p>				
h. Place within a 100-year flood hazard area structures, which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9h. Response: (Source: General Plan 2025 Figure PS-4 – Flood Hazard Areas)</p> <p>No Impact.</p> <p>The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will not place a structure within a 100-year flood hazard area that would impede or redirect flood flows and no impact will occur directly, indirectly or cumulatively.</p>				
i. Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>9i. Response: (Source: General Plan 2025 Figure PS-4 – Flood Hazard Areas)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will not place a structure within a flood hazard or dam inundation area that would expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam and therefore no impact directly, indirectly or cumulatively will occur.</p>				
j. Inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9j. Response: (Source: GP 2025 FPEIR Chapter 7.5.8 – Hydrology and Water Quality)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
applicable adopted plans, and would not itself result in any new development or use. Tsunamis are large waves that occur in coastal areas; therefore, since the City is not located in a coastal area, no impacts due to tsunamis will occur directly, indirectly or cumulatively. Therefore, no impact potential for seich or mudflow exists either directly, indirectly or cumulatively because the project would not result in any new development or use.				
10. LAND USE AND PLANNING:				
Would the project:				
a. Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10a. Response: <i>(Source: General Plan 2025 Land Use and Urban Design Element)</i>				
No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Further, the project is consistent with the General Plan 2025, the Zoning Code, the Subdivision Code and the Citywide Design and Sign Guidelines. Therefore, no impact directly, indirectly or cumulatively to an established community will occur.				
b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10b. Response: <i>(Source: General Plan 2025, General Plan 2025 Figure LU-10 – Land Use Policy Map, Table LU-5 – Zoning/General Plan Consistency Matrix, Figure LU-7 – Redevelopment Areas), Title 19 – Zoning Code, Title 18 – Subdivision Code, Title 7 – Noise Code, Title 17 – Grading Code, Title 20 – Cultural Resources Code, Title 16 – Buildings and Construction and Citywide Design and Sign Guidelines)</i>				
No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. It is not located within other plan areas and it is not a project of Statewide, Regional or Areawide Significance. Further, the project is consistent with the General Plan 2025, the Zoning Code, the Subdivision Code and the Citywide Design and Sign Guidelines. For these reasons, this project will have no impact on an applicable land use plan, policy or regulation directly, indirectly or cumulatively.				
c. Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10c. Response: <i>(Source: General Plan 2025, General Plan 2025 – Figure LU-10 – Land Use Policy Map, Table LU-5 – Zoning/General Plan Consistency Matrix, Figure LU-7 – Redevelopment Areas, enter appropriate Specific Plan if one, Title 19 – Zoning Code, Title 18 – Subdivision Code, Title 7 – Noise Code, Title 17 – Grading Code, Title 20 – Cultural Resources Code, Title 16 – Buildings and Construction and Citywide Design and Sign Guidelines (edit as necessary))</i>				
No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will have no impact on the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan.				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
11. MINERAL RESOURCES. Would the project:				
a. Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>11a and b. Response: <i>(Source: General Plan 2025 Figure – OS-1 – Mineral Resources)</i></p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project does not involve extraction of mineral resources or grading activity and would not result in the loss of a known or locally-important mineral resource recovery site. Therefore, the project will have no impact on mineral resources directly, indirectly or cumulatively and would not preclude the ability to extract state-designated resources.</p>				
12. NOISE. Would the project result in:				
a. Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>12a, b, and c. Response: <i>(Source: General Plan Figure N-1 – 2003 Roadway Noise, Figure N-2 – 2003 Freeway Noise, Figure N-3 – 2003 Railway Noise, Figure N-5 – 2025 Roadway Noise, Figure N-6 – 2025 Freeway Noise, Figure N-7 – 2025 Railroad Noise, Figure N-8 – Riverside and Flabob Airport Noise Contours, Figure N-9 – March ARB Noise Contours, Figure N-10 – Noise/Land Use Noise Compatibility Criteria) FPEIR Table 5.11-1 – Existing and Future Noise Contour Comparison, Table 5.11-E – Interior and Exterior Noise Standards, Appendix G – Noise Existing Conditions Report, Title 7 – Noise Code)</i></p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, the project will not expose persons to noise or vibrations, will have no impact on the exposure of persons to or the generation of noise or vibration levels in excess of established City standards either directly, indirectly or cumulatively.</p>				
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>12e. Response: <i>(Source: General Plan 2025 Figure N-8 – Riverside and Flabob Airport Noise Contours, Figure N-9</i></p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<i>– March ARB Noise Contour, Figure N-10 – Noise/Land Use Noise Compatibility Criteria)</i>				
<p>No Impact. The proposed amendment is not site specific and would be applicable to private property Citywide, including areas subject to the Riverside County Airport Land Use Compatibility Plan (RCALUCP) and within two miles of a public airport or public use airport. However, the proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Further, the proposed sign regulations are otherwise consistent with the RCALUCP, subject to review and consistency determination by the Riverside County Airport Land Use Commission. Therefore, the project will have no impact related to excessive noise levels from public or public use airports on people residing or working in the project area either directly, indirectly or cumulatively.</p>				
f. For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
12f. Response: <i>(Source: General Plan 2025 Figure PS-6 – Airport Safety Zones and Influence Areas)</i>				
<p>No Impact. Per the GP 2025 Program FPEIR, there are no private airstrips within the City that would expose people working or residing in the City to excessive noise levels. Because the proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use, is not located within proximity of a private airstrip, and does not propose a private airstrip, the project will not expose people residing or working in the City to excessive noise levels related to a private airstrip and would have no impact directly, indirectly or cumulatively.</p>				
<p>13. POPULATION AND HOUSING. Would the project:</p>				
a. Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>13a. Response: <i>(Source: General Plan 2025 Table LU-3 – Land Use Designations, FPEIR Table 5.12-A – SCAG Population and Households Forecast, Table 5.12-B – General Plan Population and Employment Projections–2025, Table 5.12-C – 2025 General Plan and SCAG Comparisons, Table 5.12-D - General Plan Housing Projections 2025, Capital Improvement Program and SCAG’s RCP and RTP)</i></p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Because the project will not result in new homes or businesses that would directly induce substantial population growth, and does not involve the addition of new roads or infrastructure that would indirectly induce substantial population growth, it will have no impact on population growth either directly or indirectly.</p>				
b. Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>13b. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Because the project will not displace existing housing, necessitating the construction of replacement housing elsewhere, there will be no impact on existing housing either directly, indirectly or cumulatively.</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
c. Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>13c. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, this project will have no impact on people, necessitating the need for replacement housing either directly, indirectly or cumulatively.</p>				
14. PUBLIC SERVICES.				
Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
a. Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>14a, b, c, d and e. Response: (Source: FPEIR Table 5.13-B – Fire Station Locations, Table 5.13-C – Riverside Fire Department Statistics and Ordinance 5948 § 1; Figure PS-8 – Neighborhood Policing Centers; FPEIR Figure 5.13-2 – RUSD Boundaries, Table 5.13-D – RUSD, Figure 5.13-3 – AUSD Boundaries, Table 5.13-E – AUSD, Table 5.13-G – Student Generation for RUSD and AUSD By Education Level, and Figure 5.13-4 – Other School District Boundaries; Figure PR-1 – Parks, Open Spaces and Trails, Table PR-4 – Park and Recreation Facilities, Parks Master Plan 2003, GP 2025 FPEIR Table 5.14-A – Park and Recreation Facility Types, and Table 5.14-C – Park and Recreation Facilities Funded in the Riverside Renaissance Initiative; Figure LU-8 – Community Facilities, FPEIR Figure 5.13-5 - Library Facilities, Figure 5.13-6 - Community Centers, Table 5.3-F – Riverside Community Centers, Table 5.13-H – Riverside Public Library Service Standards)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, this project will not result in the intensification of land use and there will be no impact on the demand for additional fire or police facilities or services, additional school facilities or services, additional park facilities or services, or any other public facilities or services, either directly, indirectly or cumulatively.</p>				
15. RECREATION.				
a. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>15a and b. Response: (Source: General Plan 2025 Figure PR-1 – Parks, Open Spaces and Trails, Table PR-4 – Park and Recreation Facilities, Figure CCM-6 – Master plan of Trails and Bikeways, Parks Master Plan 2003,</p>				

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p><i>FPEIR Table 5.14-A – Park and Recreation Facility Types, and Table 5.14-C – Park and Recreation Facilities Funded in the Riverside Renaissance Initiative, Table 5.14-D – Inventory of Existing Community Centers, Riverside Municipal Code Chapter 16.60 - Local Park Development Fees, Bicycle Master Plan May 2007)</i></p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, there will be no impact on park or recreation facilities directly, indirectly or cumulatively.</p>				
<p>16. TRANSPORTATION/TRAFFIC. Would the project result in:</p>				
<p>a. Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>b. Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>16a and b. Response: <i>(Source: General Plan 2025 Figure CCM-4 – Master Plan of Roadways, FPEIR Figure 5.15-4 – Volume to Capacity (V/C) Ratio and Level of Service (LOS) (Typical 2025), Table 5.15-D – Existing and Future Trip Generation Estimates, Table 5.15-H – Existing and Typical Density Scenario Intersection Levels of Service, Table 5.15-I – Conceptual General Plan Intersection Improvement Recommendations, Table 5.15-J – Current Status of Roadways Projected to Operate at LOS E or F in 2025, Table 5.15.-K – Freeway Analysis Proposed General Plan, Appendix H – Circulation Element Traffic Study and Traffic Study Appendix, SCAG’s RTP</i></p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. A primary objective of the proposed revisions is to enhance safety by ensuring signs are designed, installed, and maintained in compliance with minimum standards necessary to provide adequate visibility and to avoid the creation of hazards or unreasonable distractions for pedestrians or drivers. To this end, the proposed revisions establish provisions that include:</p> <ul style="list-style-type: none"> • Prohibition signs that may create traffic hazards due to their location or design; • New principles for sign design that will be used for review and approval of sign permits and sign programs, including provisions to ensure that signs are legible, readable and visible; • Illumination standards to avoid glare and distractions on surrounding rights-of-way; • New and revised standards for directional and way-finding signs to improve circulation and safety within non-residential development complexes; and • New and revised standards for regulating the timing and luminescence of electronically displayed messages and electronic message centers to prevent distraction and glare. <p>The project would, therefore, have no impact directly, indirectly or cumulatively to the capacity of the existing circulation system will occur.</p>				
<p>c. Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>16c. Response: (<i>Source: General Plan 2025 Figure PS-6 – Airport Safety Zones and Influence Areas</i>)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. The project will not change air traffic patterns, increase air traffic levels or change the location of air traffic patterns or result in development within an airport influence area. As such, this project will have no impact directly, indirectly or cumulatively on air traffic patterns.</p>				
d. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Conflict with adopted policies, plans or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>16d, e, f. Response: (<i>Source: FPEIR, General Plan 2025 Land Use and Urban Design, Circulation and Community Mobility and Education Elements, Bicycle Master Plan, School Safety Program – Walk Safe! – Drive Safe!</i>)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. A primary objective of the proposed revisions is to enhance safety by ensuring signs are designed, installed, and maintained in compliance with minimum standards necessary to provide adequate visibility and to avoid the creation of hazards or unreasonable distractions for pedestrians or drivers. To this end, the proposed revisions establish provisions that include:</p> <ul style="list-style-type: none"> • Prohibition signs that may create traffic hazards due to their location or design; • New principles for sign design that will be used for review and approval of sign permits and sign programs, including provisions to ensure that signs are legible, readable and visible; • Illumination standards to avoid glare and distractions on surrounding rights-of-way; • New and revised standards for directional and way-finding signs to improve circulation and safety within non-residential development complexes; and • New and revised standards for regulating the timing and luminescence of electronically displayed messages and electronic message centers to prevent distraction and glare. <p>As such, the project will have no impact on increasing hazards through design or incompatible uses, emergency access, on adopted policies, plans, or programs supporting alternative transportation. either directly, indirectly or cumulatively.</p>				
<p>17. UTILITIES AND SYSTEM SERVICES. Would the project:</p>				
a. Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Result in a determination by the wastewater treatment provider, which serves or may serve the project that it has	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
adequate capacity to serve the project’s projected demand in addition to the provider’s existing commitments?				
<p>17a, b, c and d. Response: (Source: General Plan 2025 Figure PF-2 – Sewer Facilities Map, FPEIR Figure 5.16-5 – Sewer Service Areas, Table 5.16-K - Estimated Future Wastewater Generation for the City of Riverside’s Sewer Service Area, Table 5.16-L - Estimated Future Wastewater Generation for the Planning Area Served by WMW) Figure 5.8-1 – Watersheds, Wastewater Integrated Master Plan and Certified EIR; Table PF-1 – RPU PROJECTED DOMESTIC WATER Supply (AC-FT/YR), Table PF-2 – RPU Projected Water Demand, Table PF-3 – Western Municipal Water District Projected Domestic Water Supply (AC-FT/YR), RPU, FPEIR Table 5.16-G – General Plan Projected Water Demand for RPU Including Water Reliability for 2025, Table 5.16-I - Current and Projected Water Use WMWD, Table 5.16-J - General Plan Projected Water Demand for WMWD Including Water Reliability 2025, Table 5.16-K - Estimated Future Wastewater Generation for the City of Riverside’s Sewer Service Area & Table 5.16-L - Estimated Future Wastewater Generation for the Planning Area Served by WMWD, Figure 5.16-4 – Water Facilities and Figure 5.16-6 – Sewer Infrastructure and Wastewater Integrated Master Plan and Certified EIR, FPEIR Figure 5.16-2 - Drainage Facilities.)</p>				
<p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore there will be no impact directly, indirectly or cumulatively to wastewater treatment or the need for new water, wastewater treatment, drainage facilities or water supplies.</p>				
f. Be served by a landfill with sufficient permitted capacity to accommodate the project’s solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g. Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>17 f and g. Response: (Source: FPEIR Table 5.16-A – Existing Landfills and Table 5.16-M – Estimated Future Solid Waste Generation from the Planning Area)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. Therefore, no impact to landfill capacity or on compliance with solid waste statutes will occur directly, indirectly or cumulatively.</p>				
18. MANDATORY FINDINGS OF SIGNIFICANCE.				
a. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or an endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>18a. Response:</p> <p>No Impact. Potential impacts related to habitat of fish or wildlife species were discussed in the Biological Resources Section of this Initial Study, and the project was found to have no impact. Additionally, the project was found to have no impact on potential impacts to cultural, archaeological and paleontological resources related to major periods of California and the City of Riverside’s history or prehistory were discussed in the Cultural Resources Section of this Initial Study.</p>				
b. Does the project have impacts that are individually limited, but cumulatively considerable? (“Cumulatively considerable” means that the incremental effects of a project are considerable when viewed in connection with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

ISSUES (AND SUPPORTING INFORMATION SOURCES):	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
the effects of past projects, the effects of other current projects, and the effects of probable future projects)?				
<p>18b. Response: (Source: FPEIR Section 6 – Long-Term Effects/ Cumulative Impacts for the General Plan 2025 Program)</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans including being consistent with the General Plan 2025. As such, no new cumulative impacts are anticipated and, therefore, there are no cumulative impacts of the proposed project beyond those previously considered in the GP 2025 FPEIR.</p>				
c. Does the project have environmental effects, which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>18c. Response:</p> <p>No Impact. The proposed project is the adoption of revisions to Chapter 19.620 of the Zoning Ordinance, which regulates signs that are located or mounted on property that is developed or used in compliance with the Zoning Ordinance and applicable adopted plans, and would not itself result in any new development or use. As discussed in previous sections of this Initial Study, the project will have no environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly.</p>				

Note: Authority cited: Sections 21083 and 21087, Public Resources Code. Reference: Sections 21080(c), 21080.1, 21080.3, 21082.1, 21083, 21083.3, 21093, 21094, 21151, Public Resources Code; Sundstrom v. County of Mendocino, 202 Cal.App.3d 296 (1988); Leonoff v. Monterey Board of Supervisors, 222 Cal.App.3d 1337 (1990)

Chapter 19.620

GENERAL SIGN PROVISIONS

- 19.620.010 Authority**
- 19.620.020 Findings and Purpose**
- 19.620.030 Applicability and Scope**
- 19.620.040 Exempt Signs**
- 19.620.050 Prohibited Signs**
- 19.620.060 Design Principles**
- 19.620.070 General Provisions for All Sign Types**
- 19.620.080 Standards for Specific Sign Types by District and Use Type**
- 19.620.090 Temporary Signs**
- 19.620.100 Procedures for Sign Review and Approval**
- 19.620.110 Sign Programs**
- 19.620.120 Historic Signs**
- 19.620.130 Nonconforming Signs**
- 19.620.140 Enforcement**
- 19.620.150 Definitions**

19.620.010 Authority

This Chapter is adopted pursuant to the authority vested in the City of Riverside and the State of California, including but not limited to: the State Constitution Article XI, Section 5, California Government Code Sections 65000 et seq., 38774, 38775, 65850(b), California Business and Professions Code Section 5230, and Penal Code 556.

19.620.020 Findings and Purpose

The City Council finds that unregulated and uncontrolled construction, erection, and lack of maintenance of signage in the City will result in excessive and inappropriate signage that has an adverse impact on the overall visual appearance of the City, which will adversely affect economic values. Unregulated and inappropriate signage can also increase risks to traffic and pedestrians by creating hazards and unreasonable distractions. It is, therefore, necessary to enact sign regulations to safeguard and preserve the health, property and public welfare of Riverside residents through control of the design, construction, location and maintenance of signs as an information system, which preserves and enhances the aesthetic character and environmental values of the City of Riverside, its residential neighborhoods and commercial/industrial districts consistent with the goals, policies, and strategies of the General Plan while providing an effective means for members of the public to express themselves through the display of signs. Regulations within this Chapter will minimize visual clutter, enhance safety through design and

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placement of signs, and preserve the aesthetics and character of the community. By adopting this Chapter, the City Council intends to balance the needs of the City's residents, businesses, institutions, and visitors for adequate identification, communication, and advertising with the objectives of protecting public safety and welfare and preserving and enhancing the aesthetic character and environmental values of the community, by:

- A. Encouraging communications that aid orientation and promote economic vitality while preventing visual clutter that will detract from the aesthetic character of the City;
- B. Applying basic principles of good design and sensitivity to community appearance to signage to avoid the creation of nuisances and privacy violations that will degrade the value of surrounding properties;
- C. Enhancing safety by ensuring that signs are designed, constructed, installed, and maintained in compliance with minimum standards necessary to provide adequate visibility and to avoid the creation of hazards or unreasonable distractions for pedestrians or drivers; and
- D. Ensuring that the constitutionally-guaranteed right of free speech is protected.

19.620.030 Applicability and Scope

This Chapter regulates signs, as defined herein, that are located or mounted on private property within the corporate limits of the City of Riverside, as well as signs located or mounted on public property that is owned or controlled by public entities other than the City of Riverside, and over which the City has land use or zoning authority. However, property owned by public entities other than the City, in which the City holds the present right of possession, or for which management rights have been delegated to the City, are not within the scope of this Chapter. Policies for private party signs on City-owned property, on the public right of way, and publicly owned properties in which the City holds the present right of possession or for which management rights have been delegated to the City, are stated in Chapter 19.625 (Private Party Signs on City-Owned Property and the Public Right-of-Way). The provisions set forth in this Chapter shall apply in all zoning districts of the City, except where expressly stated otherwise. No sign within the regulatory scope of this Chapter shall be erected or maintained anywhere in the City except in conformity with this Chapter.

For the regulatory purposes of this Title, the following are not within the definition of "sign":

- A. Architectural features: Decorative or architectural features of buildings (not including lettering, trademarks or moving parts);

- B. Symbols embedded in architecture: Symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building that is otherwise legal; also includes foundation stones, corner stones and similar devices;
- C. Personal appearance: Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, costumes (but not including commercial mascots);
- D. Manufacturers' marks: Marks on tangible products, that identify the maker, seller, provider or product, and that customarily remain attached to the product even after sale;
- E. Fireworks and Lighting Displays: The legal use of fireworks, candles and artificial lighting not otherwise regulated by the Title;
- F. Certain insignia on vehicles and vessels: on street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, non-commercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including general advertising) and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;
- G. Grave stones, grave markers and similar devices, when used with a cemetery to indicate deceased persons buried within proximity to the marker;
- H. Newsracks and newsstands;
- I. Door mats, floor mats, welcoming mats and similar devices;
- J. Legally placed vending machines displaying only onsite commercial or non-commercial graphics, and drive-up or walk up service facilities such as gas pumps and automated teller machines.
- K. Shopping carts identifying the establishment to which they belong; and
- L. Murals as defined by Section 19.620.160 of this Chapter subject to compliance with Chapter 19.710, Design Review, of the Zoning Ordinance.

19.620.040 Exempt Signs

- A. Signs Exempt from Permitting and Standards. In addition to specific provisions elsewhere in this Chapter that exempt certain signs from a permit requirement, the following signs do not require a permit:

1. Signs of public service and utility companies indicating danger and aides to service and public safety;
 2. Signs less than 4 square feet in area indicating the hours of operation of an establishment and whether such establishment is presently open to the public;
 3. Signs or other visual communicative devices that are located entirely within a legally established building or other enclosed structure and are not visible from the exterior thereof or are located at least 2 feet from the window;
 4. Railroad crossing signs;
 5. Traffic or municipal signs posted by government agencies;
 6. Legal notices posted pursuant to law or court order; and
 7. Address signs that are required by and conform with the Building Code; and
 8. Public service and civic identification signs promoting City-sponsored activities or community events as authorized by the City Council.
- B. Signs Exempt from Permit Requirements. The following signs do not require permits pursuant to Section 19.620.110, Procedures for Sign Approval, of this Chapter when they comply with the applicable standards of this Chapter:
1. Directional Signs. On sites smaller than 6 acres and not in a commercial complex, signs directing on-site traffic circulation or way-finding signs directing persons to specific functions of an establishment with separate exterior entrances if such signs do not exceed 6 square feet in area or 4 feet in height, do not display general advertising for hire, and no more than one sign is installed at each public/customer entrance to or exit from a public surface parking area or parking structure;
 2. Information Signs. Signs less than 4 square feet in area indicating the hours of operation of an establishment and whether such establishment is presently open to the public providing information for the safety and convenience of the public, such as identifying rest rooms or telephones or areas where parking is not permitted if they do not exceed 1 square foot in size and 4 feet in height and do not contain general advertising for hire;
 3. Hazard Signs. Signs warning persons of hazards pertaining to the property provided that individual signs do not exceed 1 square foot in

size and 6 feet in height and are erected at least 75 feet apart from each other.

4. Flags. Flags not used as general advertising for hire if they comply with the following standards:
 - a. Complexes of Commercial, Office and Industrial Uses. Each complex of commercial, office or industrial uses, consisting of 3 or more uses on a single parcel or contiguous parcels with common off-street parking and access, may display not more than 3 flags, subject to: maximum area of 60 square feet (area includes one side only) on not more than 3 maximum 35 foot high poles. If separate poles are used, the distance from one pole to another may not exceed 20 feet. Any illumination shall be oriented and shielded not to glare into adjacent properties. Bunting shall be securely attached to at least two ends of a rigid frame attached to a pole or projecting from a building in compliance with standards for projecting signs.
 - b. All Other Nonresidential Uses. Each occupied parcel containing a nonresidential use, other than described in subsection a. may display not more than 3 flags, subject to: maximum area of 60 square feet (area includes one side only) on not more than 3 maximum 35 foot high poles. If separate poles are used, the distance from one pole to another may not exceed 10 feet.
 - c. Residential Subdivisions and Condominiums. Each residential subdivision or condominium with new, previously unoccupied dwelling units for sale may display one flag, maximum 25 square foot on a pole not higher than 20 feet, per model home in a model home complex. Such poles must be situated not closer than 10 feet from the public right-of-way and within 20 feet of the model complex or sales office. If separate poles are used, the distance from one pole to another may not exceed 10 feet. A residential subdivision or condominium is considered to be all lots under a parent tract number including all phases.
 - d. Apartments and Mobile Homes. Complexes of 4 or more apartments or mobile homes sharing common private access and/or parking may display not more than 3 flags, subject to: maximum area of 25 square feet (area includes one side only) on not more than 3 maximum 20 foot high poles. If separate poles are used, the distance from one to another may not exceed 10 feet.

- e. All Other Residential Uses. Each occupied parcel containing a residential use other than described in sub-sections c. and d. may display one flag, subject to a maximum area of 25 square feet (area includes one side only) on 1 maximum 20-foot high pole.
- 5. Non-illuminated identification signs up to 4 square feet in area on residential multi-unit buildings and complexes;
- 6. Construction Site Signs. In all zones, unlighted freestanding or wall signs may be displayed on the lot or parcel on which the construction is occurring. Such signs and support structures and fasteners shall be totally removed prior to release for occupancy. Such signs shall not exceed 32 square feet in area (area includes one side only).
- C. Nonconforming Signs. Signs that were legal when first installed, and which have not been modified so as to become illegal, may be continued even though they do not comply with the standards and requirements of this Chapter as provided for in Section 19.620.130. No such sign shall be moved, altered, or enlarged unless required by law or unless the moving, alteration or enlargement conforms to the applicable requirements of this Chapter and will result in the elimination of the nonconformity.

19.620.050 Prohibited Signs

Unless otherwise permitted by a specific provision of this Chapter, the following sign types are prohibited in all zones:

- A. Advertising Statuary. Unless approved subject to a Conditional Use Permit and Design Review pursuant to Chapters 19.760 and 19.710 of the Zoning Ordinance, all forms of advertising statuary are prohibited in all zones. A three-dimensional sign that is affixed to a building and complies with all the applicable requirements of this Chapter shall not be considered advertising statuary.
- B. Animated and Moving Signs. Signs that blink, flash, shimmer, glitter, rotate, oscillate, are projected, or move, or which give the appearance of blinking, flashing, shimmering, glittering, rotating, oscillating or moving except for signs with changeable digital displays (e.g. light emitting diodes) that are expressly allowed by another provision of this Chapter or a specific plan or other policy approved by the City Council.
- C. Banners, Balloons, Streamers, and Pennants. Banners, balloons, streamers, and pennants that direct, promote, attract, service or that are otherwise designed to attract attention are prohibited in all zones except as temporary signs that comply with the requirements of Section 19.620.090, Temporary Signs, flags that comply with Section 19.620.040.B.4, Exempt Signs, or a

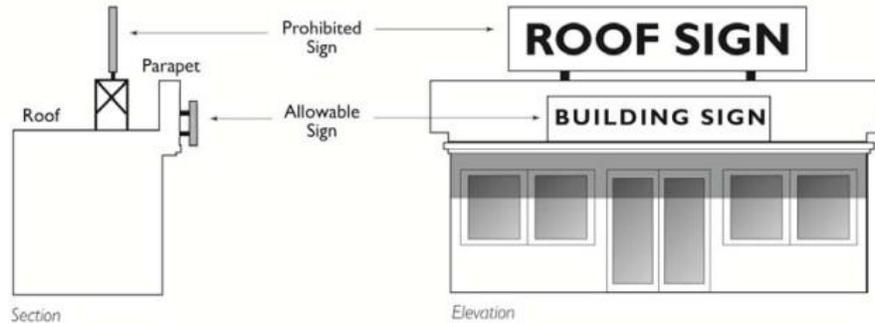
specific plan or other policy approved by the City Council. Feather banners as defined in Section 19.620.150 are prohibited in all zones as either Temporary or Permanent signs.

- D. Bench Signs. All forms of bench signs or bus stop commercial advertising are prohibited in all zones except where State law expressly grants to a public transportation agency rights to such signage.
- E. Commercial Mascots. All commercial signs held, posted or attended by commercial mascots as defined in Section 19.620.150 are prohibited in all zones.
- F. Mobile Signs. Any sign carried or conveyed by a vehicle that is used as a device for general advertising for hire, excluding signs on taxis and public buses. Authority: *Showing Animals Respect and Kindness v. West Hollywood*, 166 Cal.App.4th 816 (2008)
- G. Permanent Signs Displaying Off-Premises General Advertising for Hire (Billboards). This Chapter does not allow or authorize a permanent structure signs displaying general advertising for hire for a business, commodity, service, facility or other such matter not located, conducted, sold or offered upon the premises where the sign is located. Such signs are prohibited in all zones unless authorized by separate Chapter of the Municipal Code.
- H. Pole Signs. Unless expressly allowed by another provision of this Chapter or a specific plan or policy approved by the City Council, pole signs are prohibited in all zones.
- I. Portable Signs. Unless expressly allowed by another provision of this Chapter or by separate Chapter of the Municipal Code, portable signs are prohibited in all zones.
- J. Paper Signs and Placards. Paper signs and placards that direct, promote, attract, service or that are otherwise designed to attract attention are prohibited in all zones except for temporary signs that comply with the applicable requirements of Section 19.620.090, Temporary Signs.
- K. Roof Signs. Unless expressly allowed by another provision of this Chapter, roof signs as defined in Section 19.620.150 of this Chapter are prohibited in all zones. A mansard sign that does not extend above the deck-line or principal roofline of a mansard roof and complies with all other applicable provisions of this Chapter shall not be considered to be a Roof Sign.

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FIGURE 19.620.050.K: ROOF SIGNS



L. Signs Creating Traffic Hazards.

1. Signs located in such a manner as to constitute a traffic hazard or obstruct the view of traffic, or any authorized traffic sign or signal device, as determined by the Community Development Director;
2. Signs that may create confusion with any authorized traffic sign, signal, or device because their color, location or wording, or use of any phrase, symbol, or character interferes with, misleads, or confuses vehicular drivers in their use of roads or conflicts with any traffic control sign or device;
3. Signs within 5 feet of a fire hydrant, street sign, or traffic signal.

M. Signs That Produce Emissions or Noise. Signs that produce visible smoke, vapor, particles, bubbles or free-floating particles of matter, odor, noise or sounds that can be heard at the property line, excluding voice units at menu boards and devices for servicing customers from their vehicles, such as drive-up windows at banks, when such units are used only for the purpose of two-way communication and sufficiently shielded to prevent impacts to adjacent residential properties.

N. Signs for Prohibited or Unpermitted Uses. A sign displaying a commercial message promoting a business that is a prohibited use as established in Chapter 19.150 (Base Zones Permitted Land Uses) and which has not been established as a legal non-conforming use or a business that is permitted but has not obtained required approvals pursuant to the requirements of this Code.

O. Signs on Public Property. Except as otherwise provided for in Chapter 19.625, Private Party Signs on City-Owned Property and the Public Right-of-Way, no inanimate sign, or supporting sign structure, may be erected in the public right of way, including portable A-frame signs. This provision does not prohibit signs that are mounted on private property but project into or over

public property or the public right of way, when such sign is authorized by an encroachment permit.

19.620.060 Design Principles

- A. Architectural Compatibility. A sign (including its supporting structure, if any) shall be designed as an integral design element of a building's architecture and shall be architecturally compatible, including color and scale, with any building to which the sign is to be attached and with surrounding structures. A sign that covers a window or that spills over "natural" boundaries or architectural features and obliterates parts of upper floors of buildings is detrimental to visual order and shall not be permitted.
- B. Consistency with Area Character. A sign shall be consistent with distinct area or district characteristics and incorporate common design elements, such as sign materials or themes. Where a sign is located in close proximity to a residential area, the sign shall be designed and located so it has little or no impact on adjacent residential neighborhoods.
- C. Legibility. The size and proportion of the elements of the sign's message, including logos, letters, icons and other graphic images, shall be selected based on the average distance and average travel speed of the viewer. Sign messages oriented towards pedestrians may be smaller than those oriented towards automobile drivers. Colors chosen for the sign text and/or graphics shall have sufficient contrast with the sign background in order to be easily read during both day and night.
- D. Readability. A sign message shall be easily recognized and designed in a clear, unambiguous and concise manner, so that a viewer can understand or make sense of what appears on the sign.
- E. Visibility. A sign shall be conspicuous and readily distinguishable from its surroundings so a viewer can easily see the information it communicates.

19.620.070 General Provisions for All Sign Types

The following regulations apply to all signs in any zone:

- A. Signs Must Comply With This Code. In all zones, only such signs as are specifically permitted in this Chapter may be placed, erected, maintained, displayed or used, and the placement, erection, maintenance, display or use of signs shall be subject to all restrictions, limitations and regulations contained in this Chapter. The placement, erection, maintenance, display or use of all other signs is prohibited.

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- B. Enforcement Authority. The Zoning Administrator is authorized and directed to enforce and administer the provisions of this Chapter.
- C. Permit Requirement. Unless expressly exempted by a provision of this Chapter, or by other applicable law, signs within the regulatory scope of this Chapter may be displayed only pursuant to a permit issued by the City pursuant to Section 19.620.100 of this Chapter and any applicable permit required by the Building Code.
- D. Design Review Required for Non-Residential Uses. Unless exempt from the requirements of this Chapter, the design and placement of any permanent sign erected for a non-residential use is subject to review under the Citywide Sign and Design Guidelines.
- E. Message Neutrality. It is the City's policy to regulate signs in a constitutional manner that does not favor commercial speech over noncommercial speech and is content neutral as to noncommercial messages which are within the protections of the First Amendment to the U.S. Constitution and the corollary provisions of the California Constitution.
- F. Regulatory Interpretations. All regulatory interpretations of this Chapter are to be exercised in light of the City's message neutrality policy. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Chapter, or whenever a sign does not qualify as a "structure" as defined in the Building Code, then the Zoning Administrator shall approve, conditionally approve or disapprove the application based on the most similar sign type that is expressly regulated by this Chapter.
- G. Changes to Copy of Approved Signs. Changes to the copy of approved signs that were legally established and have not been modified so as to become illegal are exempt from permitting pursuant to this Chapter. Changes to copy do not include changes to the type or level of illumination of an approved sign.
- H. Substitution of Messages. Subject to the property owner's consent, a protected noncommercial message of any type may be substituted for any duly permitted or allowed commercial message or any duly permitted or allowed noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this Chapter. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over protected noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a parcel, lot or land use; does not affect the requirement that a sign structure or mounting device be properly permitted;

does not allow a change in the physical structure of a sign or its mounting device; does not allow the substitution of an off-site commercial message in place of an on-site commercial message.

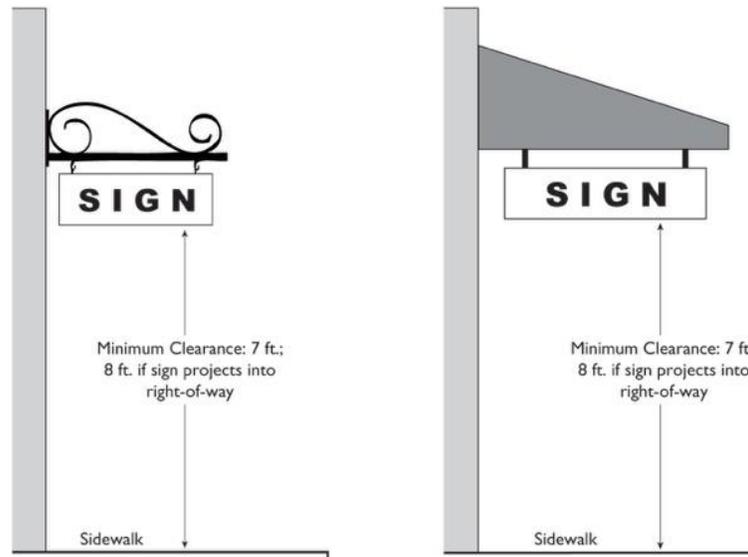
- I. Rules for Non-communicative Aspects of Signs. All rules and regulations concerning the non-communicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process.
- J. Situs of Non-commercial Message Signs. The onsite/offsite distinction applies only to commercial messages on signs.
- K. Mixed Use Zones. In any zone where both residential and non-residential uses are allowed, the sign-related rights and responsibilities applicable to any particular use shall be determined as follows: residential uses shall be treated as if they were located where that type of use would be allowed as a matter of right, and nonresidential uses shall be treated as if they were located in a zone where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.
- L. Property Owner's Consent. No sign may be displayed without the consent of the legal owner(s) of the property on which the sign is mounted or displayed. For purposes of this policy, "owner" means the holder of the legal title to the property and all parties and persons holding a present right to possession, control or use of the property.
- M. Legal Nature of Signage Rights and Duties. As to all signs attached to property, real or personal, the signage rights, duties and obligations arising from this Chapter attach to and travel with the land or other property on which a sign is mounted or displayed. This provision does not modify or affect the law of fixtures, sign-related provisions in private leases regarding signs (so long as they are not in conflict with this Chapter), or the ownership of sign structures.
- N. Variances. When a variance from the rules stated in this Chapter is sought, such variance may be permitted only upon the approval of the Approving Authority as designated in Table 19.650.020. In considering requests for such variances, the Approving Authority shall not consider the message of the sign display face, and may not approve a variance that would allow a permanent structure sign to be used for the display of off-site commercial messages or general advertising for hire. Except as otherwise provided for within this Chapter, any variances from the standards set forth in this Chapter shall be in accordance with Chapter 19.720 (Variance). In considering a variance, the City may not consider the graphic design or copy of the sign or display face.

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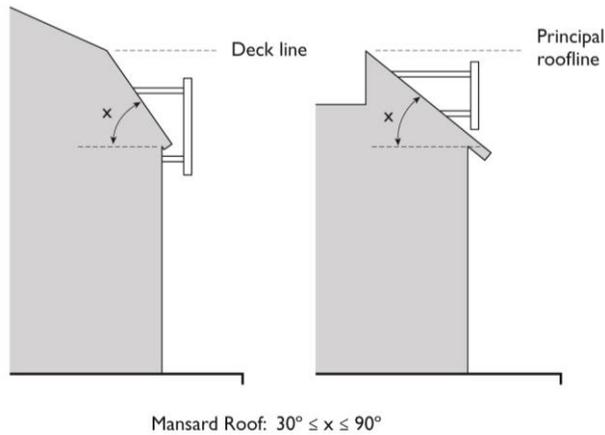
- O. Severance. If any section, sentence, clause, phrase, word, portion or provision of this Chapter is held invalid or, unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid portion. In adopting this Chapter, the City Council affirmatively declares that it would have approved and adopted the Chapter even without any portion, which may be held invalid or unenforceable.
- P. Riverside Municipal Airport. Except for signs oriented so as to be primarily viewed from any public street other than Airport Drive, signs within Riverside Municipal Airport and which serve lessees of the Riverside Municipal Airport shall be governed by the Riverside Municipal Airport Sign Criteria adopted by resolution of the City Council and shall not be restricted by this Chapter except for those provisions regarding maintenance and safety. Signs at the Municipal Airport are also subject to permits under the City Building Code.
- Q. Permitted Sign Locations.
1. Building Signs. All building signs must be located on and directly parallel to a building wall, canopy fascia or mansard roof directly abutting the use or occupancy being identified and directly facing a parking lot, mall, street, driveway, alley or freeway.
 2. Window Signs. Except for signs painted directly on the exterior surface of the window, all window signs must be located on or within 24 inches of the inner surface of a window directly used by the use or occupancy being identified and be directly facing a parking lot, mall, street, driveway, alley or freeway.
 3. Under Canopy and Shingle Signs. All under canopy and shingle signs shall be suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign or a support attached to and projecting from the building wall. Such signs shall be oriented perpendicular to the adjacent wall of the business being identified and shall be attached with rigid supports of a type and in a manner acceptable to the Building and Safety Division. A minimum clearance of 7 feet shall be maintained between the grade level below the sign and the lowermost portion of the sign except when the sign is projecting over a public right-of-way, in that case the minimum clearance shall be 8 feet.

FIGURE 19.620.070.Q-3: UNDER CANOPY AND SHINGLE SIGNS



4. Pylon and Monument Signs. All pylon and monument signs shall be oriented toward a parking lot, mall, street, driveway or alley. Such signs shall be situated on the lot or parcel on which the use or occupancy identified is located, except in a commercial, office or industrial complex where such a sign may be located on any lot or parcel in the complex where the use or occupancy identified is located.
5. Sign Projection from a Building Face. Building signs shall not project more than 12 inches from the face of the building on which they are placed with the following exceptions:
 - a. Signs placed on a mansard roof may project such a distance from the face of the roof as necessary for the sign face to be perpendicular to the floor of the building.

FIGURE 19.620.070.Q-5: MANSARD ROOF SIGN

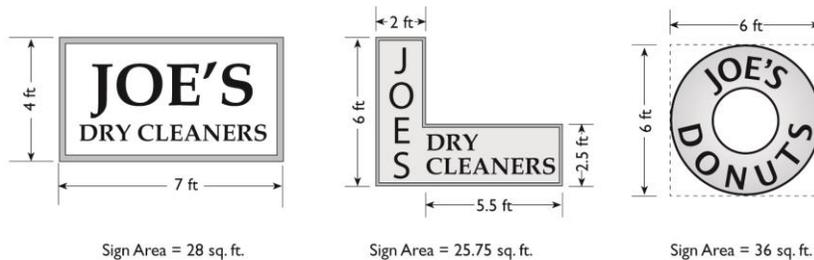


- b. In any Neighborhood Commercial Overlay Zone, a maximum 4 square foot, double-faced sign, oriented perpendicular to the building wall is permitted in lieu of an under canopy sign. Such perpendicular sign shall not project more than 30 inches from the face of the building wall on which it is placed, shall be attached with rigid supports in a manner acceptable to the Building and Safety Division and shall maintain a minimum clearance of 8 feet between the grade level below the sign and the lowermost portion of the sign.
 - c. A three-dimensional sign that complies with the applicable requirements of this chapter.
6. Projection of Permanent Signs over Public Rights-of-Way. All signs that project over or into the public right-of-way require approval of an encroachment permit by the Public Works Department under Sections 10.16.040 and Section 13.08.015 of the Riverside Municipal Code.
 7. Historic Area Perpendicular Signs. For buildings registered in the National Historic Register; designated a State Historical landmark, a City of Riverside landmark or structure of merit; or located in a City of Riverside historic preservation district or neighborhood conservation area, and that contain a nonresidential use, when no canopy exists, a maximum 4 square foot, double-faced sign, oriented perpendicular to the building wall is permitted in lieu of an under canopy sign. Such perpendicular sign shall not project more than 30 inches from the face of the building wall on which it is placed, shall be attached with rigid supports in a manner acceptable to the Building and Safety Division and shall maintain a minimum clearance of 8 feet between the grade level below the sign and the lowermost portion of the sign.

R. Calculation of Sign Area. The area of an individual sign, as defined in Section 19.620.150 of this Chapter, shall be calculated according to the following provisions. Sign area does not include supporting structures such as sign bases and columns provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of signs is illustrated in Figures 19.620.070.R-1, 2, and 3.

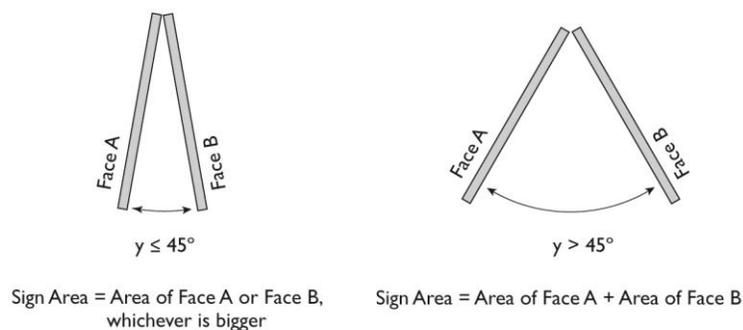
1. Single-faced Signs. Where only one face of the sign includes written copy, logos, emblems, symbols, ornaments, illustrations, or other sign media, the sign area shall include the entire area within a single continuous perimeter composed of one or two rectangles that enclose the extreme limits of all sign elements on the face of the sign.

FIGURE 19.620.070.R-1: MEASURING AREA OF SINGLE-FACED SIGNS



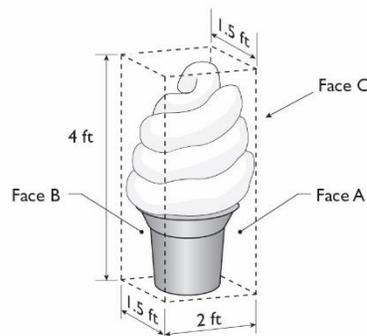
2. Double-faced Signs. Where two faces of a double-faced sign have an interior angle of 45 degrees or less from one another, the sign area must be computed as the area of one face. Where the two faces are not equal in size, the larger sign face will be used. Where two faces of a double-faced sign have an interior angle of more than 45 degrees from one another, both sign faces will be counted toward sign area.

FIGURE 19.620.070.R-2: MEASURING MEASURING AREA OF DOUBLE-FACED SIGNS



3. Multi-Faced Signs. Signs with three or more faces, where at least one interior angle is 45 degrees or more the calculation shall include the total area of each face that includes written copy, emblems, symbols, ornament, illustrations, or other sign media regardless of the dimension of each face.
4. Three Dimensional Signs. Signs that consist of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area that is the sum of the areas of the three visible vertical faces of the smallest cube or rectangular volume that will encompass the sign.

FIGURE 19.620.070.R-3: MEASURING AREA OF THREE-DIMENSIONAL SIGNS



$$\text{Sign Area} = \text{Area of Face A} + \text{Area of Face B} + \text{Area of Face C} \\ = 20 \text{ sq. ft.}$$

- S. Materials. Permanent signs may not be made of plywood, pressed board, non-exterior grade wood products or any material, such as paper or cardboard, that is subject to rapid deterioration and not weather-resistant. Materials used for temporary signs shall comply with applicable requirements of Section 19.620.090, Temporary Signs. Fabric signs shall be restricted to Public Service and Civic Identity Banners, Awning Signs, and Temporary Signs permitted pursuant to Section 19.620.090.
- T. Illumination. Unless specifically restricted by this Chapter, signs may be illuminated or non-illuminated. 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. Sign lighting shall not be of an intensity or brightness, or generate glare, that will create a nuisance for residential buildings in a direct line of sight to the sign;
 2. External light sources shall be directed, shielded, and filtered to limit direct illumination of any object other than the sign;

3. Exposed incandescent lamps that exceed 40 watts or contain either internal or external metal reflectors are not permitted.
4. Refer to Section 19.620.080.C.5 for additional illumination requirements for electronic message center signs.

U. Maintenance and Safety.

1. Maintenance. All signs, together with all their supports, braces, guys and anchors, shall be kept in repair and in a proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted. The Zoning Administrator may order the removal of any sign that is not maintained in accordance with the provisions of this Chapter and all other applicable laws.
2. Interference with Safety Passages. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light, ventilation or access is reduced to a point below that required by any law or ordinance.
3. Proximity to Electrical Facilities. No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within 6 feet of overhead electric conductors, which are energized in excess of 750 volts, nor within 3 feet of conductors energized at 0 to 750 volts.
4. Electrical Signs. Electrical signs shall bear the label of an approved testing laboratory. Said label shall not exceed 4 square inches. Said label shall be placed as directed by the Zoning Administrator. Electrical signs and appurtenant equipment shall be installed in accordance with the Electrical Code.
5. Engineering Design and Materials. Signs designed and constructed as building elements or structures shall be in accordance with the provisions of the Building Code.
6. Inspections. It shall be the duty of every person who may erect any sign designated under this Chapter to afford ample means and accommodation for the purpose of inspection whenever, in the judgment of the Zoning Administrator or the Building Official, such inspection is necessary. The inspectors for the Public Utilities Department and the Fire Department of the City shall also have the right and authority to inspect any such signs during reasonable hours.

7. Liability of Owners. This Chapter shall not be construed to relieve from or lessen the responsibility of any person owning, maintaining, operating, constructing or installing any sign or other device mentioned in this Chapter for damages to life or property caused by any defect therein.
8. City Responsibility for Sign Compliance. Neither the City nor any agent thereof may be held as assuming any liability by reason of the inspection required by this Chapter. Nothing in this Chapter waives or diminishes any defenses the City may have in any action alleging that the City is responsible, in whole or in part, for damage, loss or injury caused by any sign. By enacting this Chapter the City does not waive its immunities under California statutory law, including but not limited to the governmental immunities.

19.620.080 Standards for Specific Sign Types by District and Use Type

- A. Permanent signs shall comply with the standards in Tables 19.620.080.A, B and C and the additional requirements that follow the tables.

TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS								
		<i>Wall Signs</i>					<i>Window Signs</i>	<i>Under Canopy Shingle</i>
Tenant/Occupant Building Frontage in lineal feet (LF)		Less than 80 LF	80 LF or more & less than 200 LF	200 LF or more & less than 350 LF	350 LF or more & less than 500 LF	500 LF or more		
Commer- cial Zones	CR, CG & CRC	1 wall sign per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage	2 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage	3 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 200 square feet	4 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 400 square feet	5 wall signs per occupant building frontage 1 square foot of sign area per lineal foot of occupant building frontage up to a maximum of 500 square feet.	1 window sign for each public entrance Maximum 25 percent of each window area	1 under canopy shingle sign per use or occupancy 9 square feet
	O (Office)	1 wall sign per building frontage 1 square-foot of sign area per lineal foot of occupant building frontage.	For each occupant building frontage 80 lineal feet in length or more: 2 wall signs per occupant building frontage 1 square-foot of sign area per lineal foot of occupant building frontage or 200 square feet for the entire building frontage, whichever is less.				Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Mixed Use Zones-- MU-N, MU-V & MU-U		Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Industrial Zones-- BMP, I, AI & AIR within an Industrial Complex		1 wall sign per occupant or building on each building frontage	For each occupant building frontage 80 lineal feet in length or more: 2 wall signs on each occupant building frontage oriented toward a parking lot, mall street, driveway, alley or freeway.				Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones

EXHIBIT 3 – P12-0468
Proposed Chapter 19.620 - General Sign Provisions

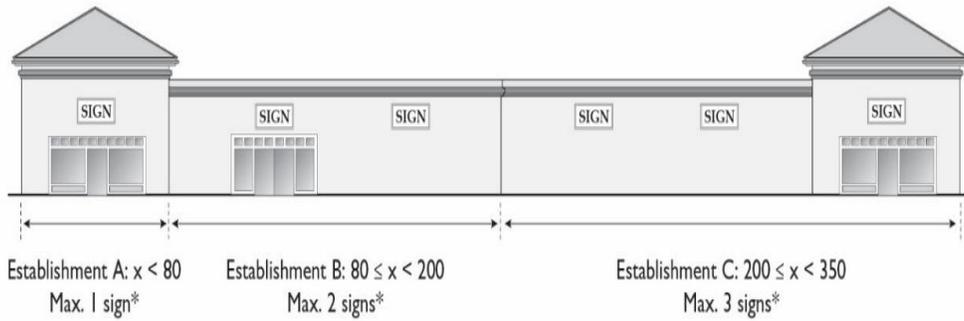
TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS				
	<i>Wall Signs</i>		<i>Window Signs</i>	<i>Under Canopy Shingle</i>
	1 square-foot of sign area per lineal foot of occupant building frontage	1 square-foot of sign area per lineal foot of occupant building frontage not to exceed 200 square feet of total sign area.		
Other Zones Public Facilities Zone, Schools and All other Non-Commercial/Industrial & Non-Residential Uses	1 on-premises wall sign for each street frontage 1 square-foot of sign area per lineal foot of occupant building frontage not to exceed 24 square feet of total sign area		Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones
Wall Signs - Multiple Story Buildings Greater than 3 Stories in Zones where Buildings Greater than 3 Stories are Allowed - For multiple story buildings greater than 3 stories, wall signs are allowed only on the first floor and on the top floor of a building. The maximum area of wall signs on the first floor shall not exceed the total allowable wall sign area specified in the wall sign standards above. See specific standards below for maximum area of top floor signs allowed in addition to allowable area for first floor signage. For multiple story buildings 3 stories or less, wall signs are allowed on any floor but the total sign area for the entire building frontage inclusive of all floors shall not exceed the maximum allowable sign area as indicated in the standards above.				
	4 Stories	5 to 6 Stories	7 to 10 Stories	Over 10 Stories
Building frontage less than 150 lineal feet	1 sign per building frontage located at the top floor 100 square feet	1 sign per building frontage located at the top floor 150 square feet	1 sign per building frontage located at the top floor 200 square feet	1 sign per building frontage located at the top floor 250 square feet
Building frontage 150 lineal feet or more	2 signs per building frontage located at the top floor 100 square feet per sign up to a total maximum of 150 square feet for the building frontage	2 signs per building frontage located at the top floor 150 square feet per sign up to a total maximum of 225 square feet for the building frontage	2 signs per building frontage located at the top floor 200 square feet per sign up to a total maximum of 300 square feet for the building	2 signs per building frontage located at the top floor 250 square feet per sign up to a total maximum of 375 square feet for the building

TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS			
	<i>Wall Signs</i>	<i>Window Signs</i>	<i>Under Canopy Shingle</i>
		frontage	frontage
Notes: 1) In general, each establishment/occupant is allowed at least 1 wall sign per building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway, 1 window sign per public entrance, and 1 under canopy shingle sign per building frontage subject to the standards provided below. 2) See Section 19.620.110 for Sign Program requirements and increase in allowable sign area with a sign program.			

FIGURE 19.620.080.A-1: WALL SIGNS ON MULTI-OCCUPANT BUILDING FRONTAGE

COMMERCIAL AND MIXED USE ZONES

x = Lineal Feet of Building Frontage



*Refer to Table 19.620.080.A for allowable sign area.

OFFICE AND INDUSTRIAL ZONES

x = Lineal Feet of Building Frontage

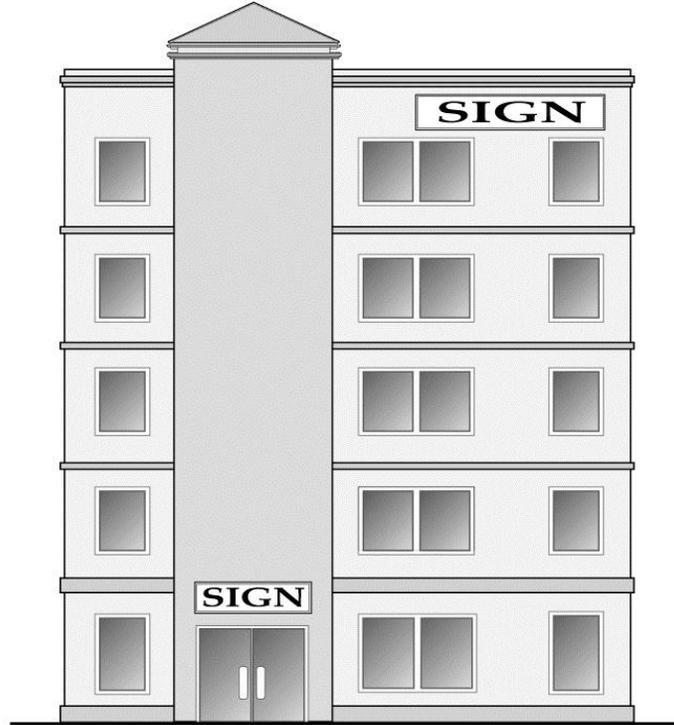


Establishment A: $x < 80$
Max. 1 sign*

Establishment B: $x \geq 80$
Max. 2 signs*

*Refer to Table 19.620.080.A for allowable sign area.

FIGURE 19.620.080.A-2: ALLOWED WALL SIGN LOCATIONS ON MULTIPLE-STORY BUILDINGS GREATER THAN THREE STORIES



On buildings over three stories, wall signs may be located on the 1st and top floor only. Additional area is allowed for top floor wall signs; see Table 19.620.080.B.

TABLE 19.620.080.B: FREESTANDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE ZONES					
<i>Zones, Type of Development & Site Size</i>			<i>Freestanding Sign Standards</i>		
			Monument Signs	Pylon Signs	Freeway Oriented Signs¹
<i>Commercial & Mixed Use Zones</i>	<i>Commercial Complexes in Commercial and Mixed Use Zones</i>	<i>Sites under 1 acre</i>	Max. 1 on premise sign Max. Area: 30 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
		<i>Sites 1 or more acres but less than 2 acres</i>	Total Maximum of 3 monument signs for site as follows: Max. 1 on premise sign per street frontage Max. Area: 40 square feet per sign. Max. Height: 8 feet	Not Allowed	Not Allowed
		<i>Sites 2 or more acres but less than 6 acres</i>	Total Maximum of 3 monument signs for site as follows: Major Street Frontage: Max. 1 on premise sign/200 lineal feet of street frontage Max. Area: 50 square feet Max. Height: 8 feet Secondary Street Frontage: Max. 1 on premise sign Max. Area: 40 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
		<i>Sites 6 or more acres but less than 10 acres</i>	Total Maximum of 4 monument signs for site: Major Street Frontage: Max. 1 on premise sign/200 lineal feet of street frontage Max. Area: 50 square feet Max. Height: 10 feet Secondary Street Frontage: Max. 1 on premise sign	Not Allowed	Not allowed for sites less than 9 acres. For sites 9 gross acres or more and less than 25 acres: Max. 1 Freeway Oriented Pylon Sign Max. Area: 225 sq. ft. Max. Height: 40 feet ² See Section 19.620.080.B.7for additional standards for freeway oriented

TABLE 19.620.080.B: FREESTANDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE ZONES

Zones, Type of Development & Site Size			Freestanding Sign Standards		
			Monument Signs	Pylon Signs	Freeway Oriented Signs ¹
		Sites 10 or more acres but less than 25 acres	Max. Area: 40 square feet Max. Height: 6 feet		signs
			Total Maximum of 5 monument signs for site: Major Street Frontage Max. 1 on premise sign/200 lineal feet of street frontage Max. Area: 50 square feet Max. Height: 10 feet Secondary Street Frontage Max. 1 on premise sign Max. Area: 40 square feet Max. Height: 6 feet	1 Pylon Sign on Major Street frontage only Max. Area: 110 sq. ft. Max. Height: 25 feet	
Commercial & Mixed Use Zones	Commercial Complexes in Commercial and Mixed Use Zones	Sites 25 or more acres	Same as above requirements for sites 10 or more acres but less than 25 acres	2 Pylon Signs on Major Street frontage only with minimum 600 feet of frontage Max. Area: 110 sq. ft. Max. Height: 25 feet	Max. 1 Freeway Oriented Pylon Sign Max. Area: 500 sq. ft. Max. Height: 60 feet ² See Section 19.620.080.B.7 for additional standards for freeway oriented signs
	Commercial and Mixed Use Zones – Uses not within a Commercial Complex		Max. 1 on premise monument sign Max. Area: 25 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
	Uses in the O Zone not within an Office Complex		Max. 1 on premise monument sign Max. Area: 25 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
Industrial	BMP, I, AI & AIR Zones		Max. 1 on premise monument sign	Not Allowed	Not Allowed

TABLE 19.620.080.B: FREESTANDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE ZONES				
<i>Zones, Type of Development & Site Size</i>		<i>Freestanding Sign Standards</i>		
		Monument Signs	Pylon Signs	Freeway Oriented Signs¹
<i>Zones</i>	<i>within an Industrial Complex</i>	Max. Area: 50 square feet Max. Height: 8 feet For each additional 300 feet beyond the first 300 feet of street frontage, one additional monument sign shall be allowed, up to a maximum of 3 signs		
	<i>BMP, I, AI & AIR Zones not within an Industrial Complex</i>	Max. 1 on premise monument sign Max. Area: 50 square feet Max. Height: 8 feet	Not Allowed	Not Allowed
<i>Other Zones</i>	<i>Sites Less than 1 Acre</i>	Max. 1 on premise monument sign Max. Area: 15 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
<i>Public Facilities Zone, Schools and All Other Non-Commercial/ Industrial & Non-Residential Uses</i>	<i>Sites 1 or More Acres</i>	Max. 1 on premise monument sign Max. Area: 25 square feet Max. Height: 6 feet	Not Allowed	Not Allowed

¹ See Section 19.620.080.B.7 for additional Freeway Oriented Sign Standards

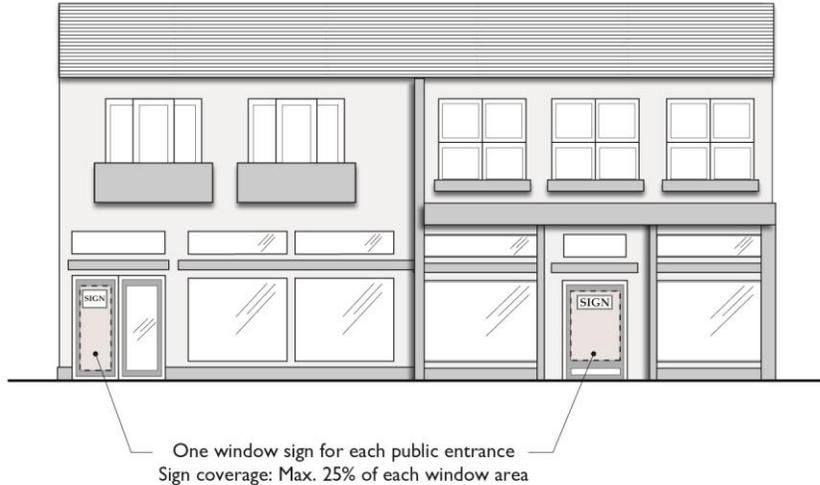
² Height measured from adjacent freeway elevation. See Figure 19.620.080.B.7 – Standards for Freeway Oriented Signs

B. Signs in Non-Residential and Mixed Use Districts. Signs erected on a site may be any combination of permitted sign types, subject to the limitations for individual sign types listed in Tables 19.620.080 A, B, and C, the following requirements, and any other applicable provisions of this Chapter.

1. Design Review Required. Unless exempt from the requirements of this Chapter, the design and placement of any permanent sign erected in a non-residential or mixed-use district is subject to review under the Citywide Sign and Design Guidelines.

2. Only On-Premises Signs Permitted. Only on-premises signs are permitted pursuant to the requirements of this Chapter.
3. Sign Program Required. All new office and commercial complexes shall require approval of a sign program in compliance with the requirements of Section 19.620.110 prior to issuance of any sign permits.
4. Determining Street Frontage. Each commercial complex or shopping center shall be allowed to designate only one major street frontage. Where no single street frontage can be identified as the major street frontage or in cases of dispute as to which street frontage is the major street frontage, the Zoning Administrator shall designate the major street frontage in conjunction with the review of proposed signs.
5. Mixed Use Zones. In any zone where both residential and non-residential uses are allowed, residential uses shall be treated as if they were located in any district where that development type and use would be allowed by right and non-residential uses shall be treated as if they were located in any district where that development type and use would be allowed either by right or subject to a Conditional Use Permit or comparable discretionary zoning approval.
6. Signage Allowed for Each Establishment. Each establishment in a non-residential or mixed-use zone may have at least one wall sign for each frontage, one window or door sign for each entrance, one shingle or under canopy sign, and one monument sign subject to compliance with the requirements of this Chapter.

FIGURE 19.620.080.B-6: WINDOW SIGN STANDARDS



7. **Freeway–Oriented Signs.** Unless exempt from the requirements of this Chapter, all freeway-oriented signs, except for freestanding Special Use Signs that comply with the applicable standards in Table 19.620.080.C, shall require approval of a Minor Conditional Use Permit by the Planning Commission provided that the Commission can make the following findings in addition to those specified in Section 19.730.040 of this Chapter and if the sign complies with the additional requirements of this section.

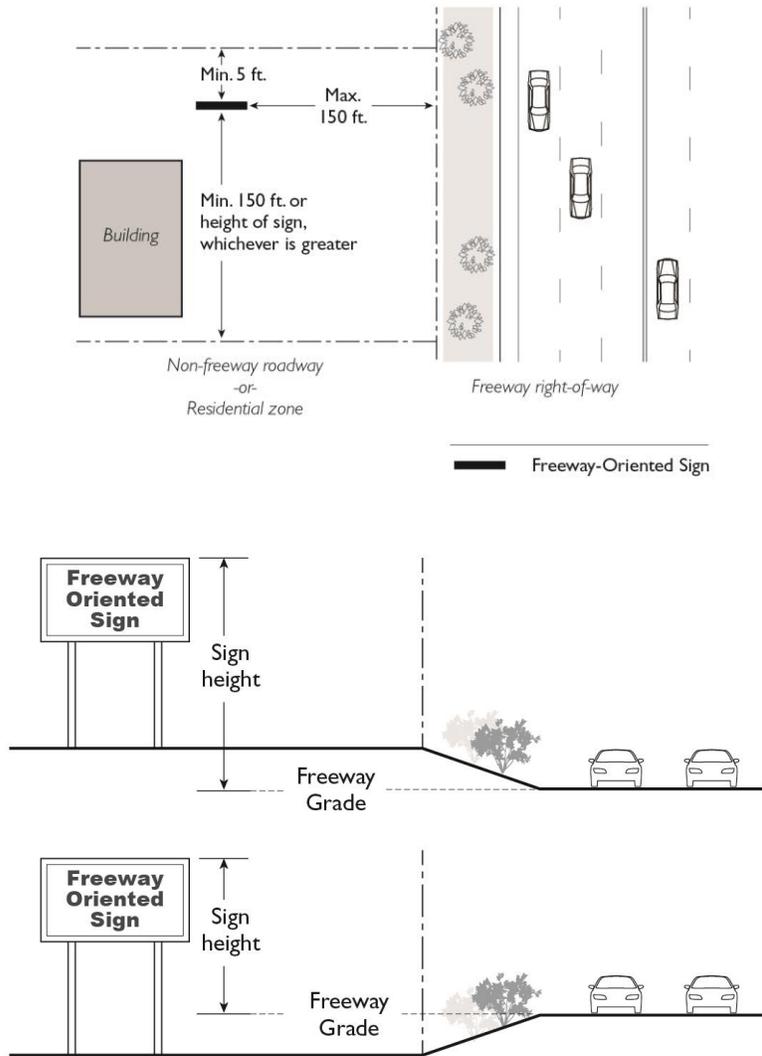
Freeway–Oriented Signs. Unless exempt from the requirements of this Chapter, all freeway-oriented signs, except for freestanding Special Use Signs that comply with the applicable standards in Table 19.620.080.C, shall require approval of a Minor Conditional Use Permit by the Planning Commission provided that the Commission can make the following findings in addition to those specified in Section 19.730.040 of this Chapter and if the sign complies with the additional requirements of this section.

- a. Findings:
 - i. A freeway-oriented sign is necessary because signage that conforms to the area and height standards otherwise applicable to the site would not be visible to the travelling public for a distance on the freeway of one-third mile (1,760 feet) preceding the freeway exit providing access to said premises; or for a line-of-sight

distance of two-thirds' mile (3,520 feet), whichever is less.

- ii. The freeway-oriented sign will not interfere with the driving public's view of a significant feature of the natural or built environment.
- b. The freeway-oriented sign shall not be located within 500 feet of a municipal boundary;
- c. A freeway-oriented sign must be located no farther than 150 feet from a freeway right-of-way, and only on a property that is immediately adjacent to and abutting a freeway right-of-way or separated from a freeway right-of-way by only a public frontage road, a railroad right-of-way, a public flood control channel, or public utility easements.
- d. Such sign shall be setback at least 150 feet from any lot line adjoining a street or roadway other than a freeway, public frontage road, or similar feature per sub-section c. Such sign shall be setback from a residential zone a distance that is equal to or exceeds the height of the sign, whichever is greater, and setback at least five feet from any other interior lot line;
- e. The sign shall be no closer than 1,000 feet to another freeway-oriented sign on the same or a different lot or parcel;
- f. All other freestanding and/or roof business signs must be oriented toward the street or highway frontages from which their permitted areas are calculated;
- g. Freeway oriented signs may not be used for general advertising for hire.

FIGURE 19.620.080.B-7: STANDARDS FOR FREEWAY ORIENTED SIGNS



See Table 19.620.080.B for allowed sign height and area.

8. Signs in Residential Districts. Signs erected on properties in residential districts 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
 - a. Design Review Required for Non-Residential Uses. Unless exempt from the requirements of this Chapter, the design and placement of any permanent sign erected for a non-residential

use is subject to review under the Citywide Sign and Design Guidelines.

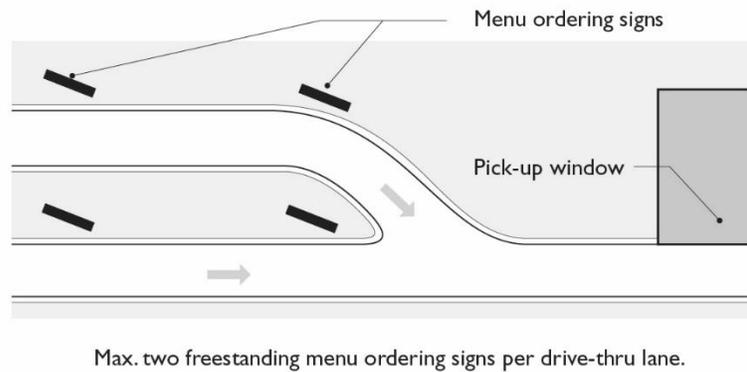
- b. Residential Uses. The following regulations shall apply to residential uses in all residential zones, where applicable:
 - i. One- and Two-Family Dwellings. One building mounted or freestanding on-premises sign not exceeding 3 square feet in area or 3 feet in height is allowed for each separate dwelling unit. On parcels with more than 1 such dwelling, on-premises signs shall not be combined. Such sign may not be used for the display of commercial messages other than real estate signs subject to compliance with the requirements of Section 19.620.090, Temporary Signs.
 - ii. Planned Residential Developments, Multiple-Family Dwellings and Mobile Home Parks. For planned residential developments, multiple-family dwellings and mobile home parks, 1 on-premises building or monument sign, not exceeding 25 square feet in area per display face, is allowed for each public street frontage. Monument signs may not exceed 6 feet in overall height. In lieu of a freestanding sign, 2 single-sided, wall mounted-signs not exceeding 25 square feet per display face is allowed for each public street frontage when located at a project entry point.
 - iii. Individual Units in Multiple Unit Developments. In all multiple unit developments, individual residential units may display window signs not exceeding 15% of the total surface area of each window or 15% of the surface area of all windows visible from a public or private right-of-way.
- c. Residential Agricultural (RA-5) Zone. Notwithstanding the previous sub-sections, 1 unlighted on-premises monument sign not exceeding 12 square feet in area and 6 feet in overall height is allowed subject to applicable permits.

TABLE 19.620.080.C: SPECIAL USE SIGNS				
<i>Type of Sign</i>		<i>Maximum Number Allowed</i>	<i>Maximum Area</i>	<i>Maximum Height</i>
Drive Thru Restaurant Menu Boards (see additional standards related to changeable copy in Section 19.620.080.C.4.i)		2 freestanding menu ordering signs per drive thru lane in addition to permitted commercial building and monument signs allowed per Tables 19.620.080.B and C,	60 square feet total combined area for both signs and maximum 40 sq. ft. per individual sign	8 feet high
Hazard Signs		As necessary to warn of hazards pertaining to the property provided they are placed at least 75 feet apart from one another	1 square foot	6 feet high
Historic Signs – Signs for Designated Historic Resources (Structures of Merit or Landmarks) and Contributors to Designated Historic Districts		See Section 19.620.120 for Historic Sign requirements.		
Parking Lots & Garages	Where Rates are Charged	1 sign per street or alley frontage	25 square feet	6 feet in overall height for monument signs
	Where Rates are Not Charged	See Directional Sign Requirements	See Directional Sign Requirements	See Directional Sign Requirements
Parking Garages Only	Message Centers (Digital Displays)	1 building mounted message center sign per entrance to a parking garage in addition to signs allowed for parking lots and garages above,	4 square feet	n/a
Vehicle Fuel Station Signs - Freestanding These standards apply to stations situated on independent parcels or as part of a commercial,	On-site/Price Monument allowed on major street frontage only	1 sign per major street frontage ¹	50 square feet Price portion of sign may not exceed 30 sq. ft. and must include all price advertising as required by State law.	8 feet high
	Freeway Oriented Pylon Sign	1 sign	100 square feet	45 feet high

¹ For on-site price signs, a major street frontage is considered to be an Arterial Street as designated by the Circulation Element of the General Plan.

TABLE 19.620.080.C: SPECIAL USE SIGNS				
<i>Type of Sign</i>		<i>Maximum Number Allowed</i>	<i>Maximum Area</i>	<i>Maximum Height</i>
industrial or office complex	Secondary Price Sign ²	1 sign, double-faced changeable copy price sign in addition to on-site/price monument on a secondary street frontage ³	15 square feet	6 feet high
Vehicle Fuel Station Signs	Building and Gas Canopy Signs	2 on-site signs. For vehicle fuel stations with multiple uses, one additional building sign allowed for each use up to a maximum of 5 signs.	30 square feet total combined display area. For vehicle fuel stations with multiple uses, 10 additional square feet of combined sign area allowed for each additional use.	n/a
	Pump Island Signs	Two pump island signs per pump island to distinguish self-serve from full-serve pump islands	4 square feet per sign	n/a

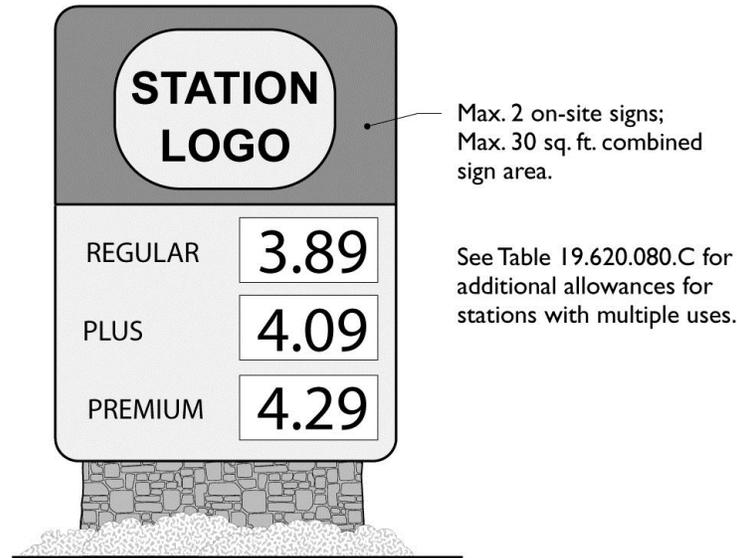
FIGURE 19.620.080.C-1: DRIVE-THRU RESTAURANT SIGN STANDARDS



² No permit for such a secondary price sign shall be issued until the City receives a written communication from the State Department of Agriculture Division of Weights and Measures stating that a secondary price sign is necessary in order to meet the fuel identification requirements.

³ For secondary price signs, a secondary street frontage is considered to be any street not an Arterial Street as designated by the Circulation Element of the General Plan.

FIGURE 19.620.080.C-2: VEHICLE FUEL STATION SIGN STANDARDS



- C. Other Sign Types. In addition to the requirements in Table 19.620.080.C, the following regulations apply in all zones where the associated use has been established subject to the requirements of the Zoning Ordinance.
1. Directional Signs. On properties containing public parking areas in any zone, monument directional signs, not exceeding 6 square feet in area per display face and 4 feet in overall height, shall be permitted at each public entrance to or exit from the public parking area. Building mounted directional signs shall also be allowed as necessary to direct persons to specific functions of a business with separate exterior entrances. Such signs shall not exceed 6 square feet in area and shall be situated directly above or to the side of the entrance being identified.
 2. Way-finding Signs in Commercial Complexes 6 or more Acres in Size. Commercial complexes 6 or more acres in size that provide public parking are permitted additional directional/way-finding signs to aid traffic circulation and direct persons to parking areas and specific business functions subject to the following requirements:
 - a. Signs shall be subject to the approval of a sign program pursuant to Section 19.620.110;

- b. Signs shall be set back at least 75 feet from any public right-of-way;
 - c. Signs shall not exceed 15 square feet in area or 7 feet in height;
 - d. The maximum number and location of directional signs shall be as determined by the approved sign program.
3. Portable Signs on Private Property. Retail sales establishments on private property in pedestrian-oriented areas as identified and established through an approved sign program, may have one portable “A-frame” or similar type of pedestrian-oriented sign for ongoing display subject to the approval of a sign program that identifies and establishes a designated pedestrian oriented display area for portable signs (refer to Chapter 19.625 for portable sign requirements in the Pedestrian Mall, as defined by Article 10, Definitions, of the Zoning Ordinance). Portable signs shall meet the following requirements:
- a. A portable sign may be up to 12 square feet in area and 4 feet in height and may not exceed a width of 4 feet.
 - b. The sign shall be located on private property and within 15 feet of the front door of the place of business.
 - c. The sign and shall only be displayed during hours when the establishment is open and must be removed and placed indoors each day at the close of business.
 - d. Such signs must be made of durable materials designed to withstand exterior conditions such as smooth particle board, medium density fiberboard or plywood, which are sturdy and designed for paint. All visible surfaces of the sign shall be finished in a uniform or complimentary manner. Borders, artistic enhancements, and graphics reflecting the nature of the related business are encouraged.
 - e. Portable Signs shall be weighted to resist displacement by wind or other disturbances. Portable signs shall not be illuminated, animated, or electrically or mechanically powered in any manner.
 - f. Portable signs may not be placed in the public right-of-way or in any location where they will impede or interfere with pedestrian or vehicular visibility or traffic or where they are likely to attract the attention of passing motorists.

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- g. A portable sign shall be located in front of the business and shall not extend into the public right-of-way, or closer than 35 feet from the curb face of any cross-street open to vehicular traffic.
 - h. A portable sign shall not be located in a landscape planter, permanent seating area, or any location where it may create an impediment to pedestrian, disabled, or emergency access.
 - i. Balloons, banners, flags, lights, pinwheels, umbrellas, or other similar items, shall not be attached to, or made a part of a portable sign.
 - j. The Zoning Administrator may refer the design of a pedestrian mall sidewalk sign to either the Cultural Heritage Board or the City Planning Commission for resolution of design related issues.
 - k. Maintenance of the sign and any damage or injury caused by the sign is the responsibility of the business owner who shall be required to maintain liability insurance subject to applicable City requirements.
 - l. Portable signs may be installed as temporary signage subject to requirements of Section 19.620.090.
4. Changeable Copy Signs. Signs using manually or electronically changeable copy are permitted subject to compliance with the following requirements.
- a. The copy of electronically displayed messages may change no more frequently than once every eight seconds except for signs located in a residential district or readily visible from a residential property, which shall not be changed more than twice during any 24 hour period and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.
 - b. All electronic message displays shall be equipped with automatic controls to allow for adjustment of brightness based on ambient lighting conditions.
 - c. Theaters. Theaters offering live performances or motion pictures and having permanent seating may display one on-premises building sign with maximum 1½ square feet of sign area for each front foot of building frontage and one changeable copy building-mounted sign using either manually

or electronically changeable copy that comply with the following requirements:

- i. Live Performance Theaters Less than 100 Permanent Seats. One changeable copy marquee up to 50 square feet in area.
 - ii. Live Performance Theaters With 100 or More Permanent Seats. One changeable copy marquee up to 150 square feet in area.
 - iii. All Motion Picture Theaters. One changeable copy marquee up to 60 square feet in area.
- d. Elementary, Middle and High Schools. Elementary, middle and high schools shall be permitted 1 freestanding or building mounted combination on-premises sign per use as described below:
- i. Sites Less Than Fifteen Acres. One maximum 40 square foot, 6 foot high static or changeable copy on-premises, monument sign or 40 square foot static or building sign. Changeable copy signs may have either manually or electronically changeable copy.
 - ii. Sites Fifteen Acres or More. One maximum 65 square foot, 15 foot high static or changeable copy on-premises pylon sign, or 65 square foot static or changeable copy building sign. Changeable copy signs may have either manually or electronically changeable copy.
- e. Colleges and Universities on Sites Fifteen Acres or More. Subject to the approval of a sign program pursuant to Section 19.620.110, one maximum 65 square foot, 15 foot high static or changeable copy on-premises pylon sign or 65 square foot static or changeable copy building sign. Changeable copy signs may have either manually or electronically changeable copy.
- f. Other Assemblies of People--Non-Entertainment. Other public assemblies that are not engaged in commercial entertainment shall be permitted one freestanding or building mounted changeable copy sign as described below:
- i. Sites One Acre in Size or Less. The changeable copy monument sign shall be a maximum of 15 square feet in

area and 6 feet in height. The changeable copy building sign shall be a maximum of 24 square feet in area.

- ii. Sites Greater than One Acre and Less Than Fifteen Acres. The changeable copy monument sign shall be a maximum of 40 square feet in area and 6 feet in high. The changeable copy building sign shall be a maximum of 40 square feet in area.
 - iii. Sites Fifteen Acres or More. The changeable copy sign pylon sign shall be a maximum of 65 square foot in area and 15 feet in height. The changeable copy building sign shall be a maximum of 65 square feet in area.
 - iv. Changeable copy signs may be manually or electronically changeable.
- g. Other Public Assemblies Non-Residential Complex. Other public assemblies located within an existing office, commercial or industrial complex shall be allowed one changeable copy sign serving that particular use in lieu of the permitted monument sign for the existing multi-tenant office, commercial or industrial complex permitted under 19.620.080.A.
- h. Other Public Entertainment Venues. Public entertainment venues shall be permitted one freestanding or building mounted changeable copy sign, selected from the following options:
- i. Sites Less than Fifteen Acres. One maximum 40 square foot, 6 foot high combination changeable copy on-premises monument sign using either manually or electronically changeable copy, or one building-mounted sign shall be permitted, located on the frontage occupied by the use, maximum 1½ square feet of sign area for each foot of the occupancy frontage, not to exceed 100 square feet. A changeable copy sign shall be in lieu of a permitted freestanding or building mounted on-premises sign. The message shall consist of static copy changed no more frequently than twice during any 24-hour period. A changeable copy sign shall be in lieu of a permitted freestanding or building mounted on-premises sign.
 - ii. Sites Fifteen or More Acres. One maximum 65 square foot, 15 foot high combination changeable copy on premises pylon sign using either manually or

electronically changeable copy, or 1 building mounted sign shall be permitted, located on the frontage occupied by the use, maximum 1½ square feet of sign area for each front foot of the occupancy frontage, not to exceed 100 square feet. A changeable copy sign shall be in lieu of a permitted freestanding or building mounted on-premises sign. The message shall consist of static copy changed no more frequently than twice during any 24-hour period. A changeable copy sign shall be in lieu of a permitted freestanding or building mounted on-premises sign.

- iii. Amusement Parks over 24 Acres Within One Hundred Feet of a Freeway. In lieu of the freestanding sign allowed above, 1 changeable copy pylon sign up to 750 square feet in area and 66 feet in height that is oriented toward the adjacent freeway shall be permitted. Copy may be either manually or electronically changeable with letters no more than 30 inches high. Static copy may be changed no more frequently than twice during any 24-hour period. The changeable copy portion of the sign shall not exceed the lesser of 218 square feet or 75 percent of the overall sign size. The sign shall comply with all applicable Caltrans standards for signs adjacent to freeways.
 - i. Drive-Thru Menu Boards. Menu boards may contain electronically displayed messages that are static, change no more than three times during any 24-hour period, and are not readily visible from residential properties or the public right-of-way. Such signage shall only be illuminated when the establishment is open for business.
5. Electronic Message Center Sign. Electronic Message Center signs (EMC) are permitted in commercial complexes 10 acres or larger and on parcels with an approved entertainment uses 15 acres or larger subject to the approval of a Conditional Use Permit and compliance with the following requirements:
- a. EMC are only permitted on parcels with frontage on an Arterial Street designated in the Circulation and Community Element of the General Plan and which do not abut or face a residential district.
 - b. The copy of electronically displayed messages may change no more frequently than once every eight seconds. A minimum of

0.3 second of time with no message displayed shall be provided between each message displayed on the sign.

- c. Displays shall contain static messages only, and shall not have movement, or the appearance of optical illusion or movement, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of movement of any illumination, or the flashing, scintillating or varying of light intensity.
- d. All electronic message displays shall be equipped with a sensor or other device that automatically determines ambient illumination and is programmed to automatically dim according to ambient light conditions or can be adjusted to comply with the following illumination requirements in sub-section b of this section.
- e. EMC Illumination Requirements. Between dusk and dawn the illumination of an EMC shall conform to the following requirements:
 - i. The luminance of an EMC shall not exceed 0.3 foot-candles more than ambient lighting conditions when measured at the recommended distance in Table TBD based on the area of the EMC.
 - ii. The luminance of an EMC shall be measured with a luminance meter set to measure foot-candles accurate to at least two decimals. Luminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color capable EMC, or a solid message for a single-color EMC. All measurements shall be taken perpendicular to the face of the EMC at the distance specified in Table 19.620.080.D based on the total square footage of the area of the EMC.

TABLE 19.620.080.D: SIGN AREA AND MEASUREMENT DISTANCE FOR ELECTRONIC MESSAGE CENTER SIGNS

<i>Area of Sign (square feet)</i>	<i>Measurement Distance (feet)</i>
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
260	161
280	167
300	173

**For signs with an area in square feet other than those specifically listed in the table (i.e. 12 sq. ft., 400 sq. ft. etc.), the measurement distance may be calculated with the following formula: Measurement Distance = $\sqrt{\text{Area of Sign in sq. ft.} \times 100}$*

19.620.090 Temporary Signs

Temporary signs may be displayed subject to the requirements of this section.

A. General Requirements in Non-Residential and Mixed Use Districts.

1. **Temporary Sign Permit Required.** Unless specifically exempted from permit requirements pursuant to this Chapter, temporary signs in non-residential and mixed-use districts require the issuance of a ministerial permit based on the applicant's statement of compliance with the applicable requirements of this Chapter.
 - a. Sign owners or their representatives must apply for a Temporary Sign Permit by completing a form approved by the Community Development Director that specifies the standards and requirements for temporary signs.
 - b. The application shall include a site plan and building elevations showing the locations, number, and size of signs, a description of the sign materials and the dates that the sign or signs will be placed and removed;
 - c. Upon acceptance of a complete application with the required fee, the Zoning Administrator shall issue an identification label with a number that shall be affixed to the temporary sign or signs being erected.
2. **Number.** The maximum number of temporary signs that may be displayed by any establishment at the same time is subject to compliance with the applicable requirements of this section. The number and area of temporary signs shall not be included in the calculation of aggregate permanent sign area.
3. **Sign Area and Dimensions.** The following types of temporary signage are permitted if they comply with the following standards and requirements:
 - a. **Banners.** One banner not exceeding 25 percent of the area of a building wall or window of the establishment that is stretched and secured flat against the building wall, window, and does not extend higher than the building eave or parapet wall. No more than one banner is permitted per street frontage for each individual establishment. All such signs shall be securely fastened at each corner to resist displacement by wind or similar disturbances and shall have wind cuts as necessary to reduce sign billowing or sailing.

- b. **Portable Signs.** Establishments may have 1 portable “A-frame” or similar type up to 6 square feet in area and 36 inches in height. Portable signs shall be weighted to resist displacement by wind or similar disturbances and shall only be displayed during hours when the establishment is open. Portable signs may not be placed in the public right-of-way or in any location where they will impede or interfere with pedestrian or vehicular visibility or traffic.
 - c. **Balloons and Balloon Arches.** Individual balloons and balloon arches shall be allowed if they are securely fastened to permanent structures and set back from all driveways and from the public right-of-way a distance equal to the tether of the balloon. Individual balloons shall not exceed 24 inches in diameter. Balloons and balloon arches or clusters shall be tethered at a height that does not exceed the height of the building containing the subject establishment. Any balloon that exceeds 24 inches in diameter shall be considered an inflatable structure and is prohibited.
 - d. **Window Signs.** Up to three temporary window signs that do not exceed a combined area of 40 square feet or 25 percent of the total window area, whichever is less on each frontage. Such signs may be painted directly onto the window in water-soluble paints or constructed of paper, wood, fabric, plastic, vinyl or similar materials and securely adhered to, or oriented toward the street or public right-of-way.
- 4. **Material.** Temporary exterior signs shall be made of a durable weather-resistant material.
 - 5. **Duration.** Unless otherwise specified by these regulations temporary signs may be displayed for a maximum of 30 consecutive days except for that period beginning one week before Thanksgiving and ending one week after New Year’s Day. Signs for promotional events and sales shall be removed within 7 days of the conclusion of the event and shall be limited to a maximum of 60 total days per year per individual establishment. The total number of days during which all temporary signage including holiday promotions may be displayed shall not exceed 60 days per year.
 - 6. **Illumination.** Temporary signs shall not be illuminated.
- B. Standards for Specific Temporary Sign Types.
- 1. **Real Estate Signs.** For Real Estate Offered for Sale, Rent or Lease (Not Including Transient Occupancy). On-premises signs conveying

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information about the sale, rental, or lease of the appurtenant lot, premises, dwelling, or structure, may be displayed without permits in any district if they comply with the regulations and conditions of this subsection. Signs allowed under this section shall be removed within 7 days following the closing of the proposed transaction or the withdrawal of the offer or solicitation. The provisions of this subsection do not apply to signs for transient occupancy.

- a. Residential Properties. Signs may be displayed on a property with a residential principal use subject to the following regulations and conditions:
 - i. One freestanding real estate sign may be displayed on each frontage;
 - ii. Signs shall not exceed 4 square feet in area or 6 feet in overall height.
- b. All Non-residential Properties. On non-residential properties, and properties containing both legal residential and non-residential uses, real estate signs may be displayed, using either of the following options:
 - i. Freestanding signs. One maximum 24 square foot, 8 foot high, double-faced, freestanding for sale, rental or lease sign per street frontage is permitted.
 - a. On sites with more than 1 frontage or on interior lots at least 2½ acres in size, an option of placing the sign faces at a 45-degree angle to each other is permitted.
 - b. Signs shall be located at least 2 feet from public sidewalks and 12 feet from the curblines or from the pavement where curbs are lacking. In no case shall signs be placed in the public right-of-way.
 - c. If a building sign is installed as permitted in subsection ii below, the freestanding sign herein described shall not be permitted.
 - ii. Building Signs. In lieu of a permitted freestanding sign, 1 real estate sign per frontage, a maximum 24 square feet in area shall be permitted for buildings or occupancies within 63 feet from the back of the curb or from the edge of the paved portion of the public right-of-

way where curbs are lacking. In the event a freestanding sign or signs are installed as permitted in subsection b, such a building sign shall not be permitted.

2. **Directional Signs for Open Houses.** Notwithstanding any other provision in this Chapter, up to three off-site signs directing the public to “open house” events for the viewing of lots, premises, dwellings or structures that are for sale, lease, or rent, are permitted subject to the approval of the property owner provided they comply with the following standards:
 - a. No sign or signs shall exceed 4 square feet in area, or 3 feet in height from finished grade.
 - b. The sign or signs may not be placed more than 12 hours before the start or remain more than 12 hours after the conclusion of the open house event.
3. **Subdivision Signs.** In all zones, a maximum of three unlighted double-faced temporary subdivision signs, not exceeding 40 square feet in area per display face and 15 feet in overall height, may be erected and maintained with a subdivision during sale of the lots. Such signs shall be located within the subdivision and shall be a minimum distance of 300 feet apart from each other. All signs shall be removed at the close of escrow of the model complex houses.
4. **Construction Site Signs.** Unlighted freestanding or wall signs not exceeding 32 square feet in area and 10 feet in height are allowed in all zones. All such signs shall be displayed only on the lot or parcel on which the construction is occurring and only during the construction period. Such signs and support structures and fasteners shall be totally removed prior to release for occupancy.
5. **Protected Non-Commercial Political and Free Speech Signs on Residential Uses.** Non-illuminated temporary signs displaying protected non-commercial messages, maximum 4 feet in height, totaling no more than 6 square feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision. This display area allowance is in addition to that allowed under the message substitution policy.
6. **Protected Non-Commercial Political and Free Speech Signs on Commercial, Business, Industrial and Manufacturing Uses.** On

commercial, business, industrial, and manufacturing uses, non-illuminated temporary signs displaying protected non-commercial messages, maximum 6 feet in height, totaling no more than 25 square feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary, or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision. This display area allowance is in addition to that allowed under the message substitution policy.

19.620.100 Procedures for Sign Review and Approval

- A. Permits Generally Required. Unless a particular type of sign is specifically exempted from the permit requirement, by a provision of this Chapter or other applicable law, no person shall erect, change or replace any sign allowed by the provisions of this Chapter without first having obtained the necessary permits.
 - 1. A permit is required whenever there is a proposed change to the lighting, supports, structure or mounting device of a sign that requires approval of a permit under the California Building Code.
 - 2. When a sign requires design review pursuant to Section 19.710.020 of the Zoning Ordinance or a Certificate of Appropriateness under Chapter 20.25 of the Municipal Code, those approvals must be obtained before a sign permit application will be issued.

- B. Sign Permit Process. The application for a sign permit shall be made in writing on a form provided by the Zoning Administrator and shall be accompanied by any fee established by City Council resolution. The Director of Community Development shall create a standard form to be used as an application for a sign permit; when approved, the application shall constitute the permit. A single application may be used for multiple signs proposed for the same lot, parcel or use; however, decisions and conditions may pertain to individual signs. Sign application requirements shall be established by the Community Development Director as necessary to review sign proposals for compliance with the provisions of this Chapter. Sign permit applications shall include plans, drawings, and other documentation as specified on a form approved by the Director.

- C. Zoning Administrator, Planning Commission or Cultural Heritage Board Approval. When approval of a Sign Permit or a Certificate of Appropriateness is required, the Zoning Administrator, Planning Commission and the Cultural Heritage Board shall base their decisions upon the standards and requirements of this Chapter and Title 20 respectively as applied to the structural and locational aspects of the signs. The decision-making authority

shall also review signs for consistency with the Citywide Sign Design Guidelines.

1. The Guidelines are intended to provide examples of techniques and approaches that applicants can use to meet the City's expectations for signs for non-residential uses but are not intended to illustrate all approaches that may be appropriate on a specific site. Where any inconsistency between the requirements of this Chapter or the Zoning Ordinance is perceived, the requirements of this Chapter and the Zoning Ordinance shall prevail.
2. The Zoning Administrator, Planning Commission, or Cultural Heritage Board may approve a deviation from the sign area and height standards of this Chapter so long as the total sign area or total height for any individual type of sign does not exceed the sign area and height standards by more than 10 percent.
 - a. An applicant requesting modification under this section shall submit the required application and fee with the application for approval of a sign permit or sign program. The request for modification shall be reviewed and decided in the same manner and at the same time as the approval of the associated Sign Permit, Sign Program or Certificate of Appropriateness.
 - b. In order to approve a modification as provided for in this section, the Approval Authority must make the following finding in addition to any other findings that this Chapter requires for the association application:
 - i. The proposed modification is consistent with the purposes of this Chapter;
 - ii. There are unique physical circumstances related to the shape, dimensions, or topography of the property on which the sign is located that make the modification necessary in order to ensure that the sign is visible from the adjacent right-of-way;
 - iii. The proposed modification will not be detrimental to the health, safety, and general welfare of the public or injurious to the environment or to the property or improvements in the surrounding area;
 - iv. The proposed modification is consistent with the design principles in Section 19.620.060.

- D. Conditions of Approval. A sign permit application may be approved subject to any of the following conditions, as applicable:
1. Compliance with other legal requirements, including encroachment, building, electrical, plumbing, demolition, mechanical, etc. When such other approvals are necessary, they must be obtained before the sign permit application will be granted.
 2. Remedy for outstanding zoning violations: if the sign is proposed to be located on a property on which there is a zoning violation, then the sign permit may be issued upon condition that the violation is remedied before the sign is constructed, or simultaneously therewith.
- E. Processing of Permit Applications. All sign permits applications shall be initially reviewed by the Zoning Administrator. When a permit application complies with this Chapter and all other applicable standards and requirements, the application shall be granted. An application may be approved subject to such conditions as are necessary for full compliance with this Chapter and all other applicable laws, rules and regulations.
1. Reference to Cultural Heritage Board. When a sign is proposed to be located in a historic district or on a property designated for historic preservation, the Zoning Administrator shall refer the permit application to the Cultural Heritage Board for review and action pursuant to Section TBD of this Chapter.
 2. Notice of Incompleteness. The Zoning Administrator shall initially review a sign permit application for completeness. If the application is not complete, the Zoning Administrator shall give written notice of the deficiencies within 15 business days following submission of the application; if no notice of incompleteness is given within such time, then the application shall be deemed complete as of the last day on which notice of completeness could have been given. If a notice of incompleteness is given, the applicant shall have 15 business days thereafter to file a corrected and complete application, without payment of additional fee.
- F. Time for Decision. Unless the applicant submits a written request for a time waiver, or consents to a time waiver, the Zoning Administrator shall issue a written decision on a sign permit application within 45 business days of when the application is deemed complete. Failure to issue such a decision in a timely manner shall be deemed a denial of the application, and create an immediate right of appeal to the Planning Commission. In cases where the Zoning Administrator refers the permit application to the Cultural Heritage Board, then the time for decision shall be according to the time limits prescribed for hearings and approvals in Title 20 of the RMC.

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- G. Permits Issued in Error. In the event that a sign permit is issued, and the issuance is found to be in error at any time before substantial physical work on actual construction has been accomplished, then the permit may be summarily revoked by the City simply by giving notice to the permittee; such notice shall specify the grounds for revocation. In such event, the applicant may reapply within 30 calendar days for a new permit, without paying a new application fee.
- H. Fees for Signs Constructed Without a Permit. Where work for which a permit is required by this Chapter is performed prior to obtaining such permit, the following late permit fees shall apply. The permit fees shall be computed based upon the date on which application is made for a sign permit, design review approval or Certificate of Appropriateness, or a variance, whichever process is first necessary to obtain a sign permit:
1. When application is made within 30 days after first notice has been given of the violation, the permit fee shall be two times the established permit fee.
 2. When application is made between 31 and 45 days after first notice has been given of the violation, the permit fee shall be four times the established permit fee.
 3. When application is made over 45 days after first notice has been given of the violation, the permit fee shall be ten times the established permit fee.
 4. After an application submittal for a sign permit, design review approval or Certificate of Appropriateness, or variance, additional time limits may be established for the securing of permits and completion of any additional sign work that may be required. If such time limits are not adhered to, the amount of time by which the deadline(s) is (are) missed shall be added to the time periods noted above for the purpose of establishing the final permit fee.
 5. In no case shall a late permit fee be assessed in excess of one thousand dollars.
- I. Site Approval Cards. A site approval card will be issued for each sign for which a sign permit is issued. Each sticker is applicable to only one sign and for only the location specified in the permit. The sticker is not transferable from one sign to another; however, the sticker is transferable to a new owner or lessee. Stickers must be maintained in a legible state.
- J. Sign Contractors.

1. Responsibility for Securing Permits. It shall be the duty of the contractor or person, who erects, installs, paints, constructs or alters a sign to secure all necessary permits for such work. It shall be the responsibility of the property owner and/or lessee to assure that the contractor is properly licensed and bonded, and that the contractor secures all necessary permits. No sign contractor shall install a sign for which a permit is required unless such permit has been duly issued before construction work begins. A sign permit shall not be issued unless the sign contractor's name and contact information appears on the permit application.
2. Identification Label. All signs installed by sign contractors have attached to them an identification label, not ~~over~~ exceeding four 4 square inches in size, listing the following information: name of sign contractor, City permit number, electrical current, month and year erected.
3. Violations by Sign Contractors. Wherever a sign violation has occurred, it shall be the duty of the Community Development Director to determine which sign contractor, if any, performed the sign work. The following procedure shall be followed in pursuing sign contractors installing signs for which a valid permit has not first been secured, or in violation of permit terms and conditions:
 - a. First Violation. A letter shall be sent by certified mail to the sign contractor setting forth the City's requirements for sign permits and indicating that future violations will result in a complaint being filed with the Contractors' State License Board and/or legal action being taken against said contractor.
 - b. Second Violation. A complaint shall be filed with the Contractors' State License Board and a copy of such complaint shall be sent to the sign contractor with a letter indicating that legal action may be taken if further violations occur. All correspondence shall be by certified mail.
 - c. Third and Subsequent Violations. Legal action may be taken against the contractor, using any method authorized by law.

19.620.110 Sign Programs

- A. Purpose. The purpose of a Sign Program is to provide a unified record of signs and to promote coordinated signage for all development subject to discretionary review. The Sign Program shall demonstrate how it:

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1. Improves the safety and welfare of the general public by minimizing distractions, hazards, and obstructions from sign design or placement;
2. Provides for sign design or placement appropriate for the area;
3. Incorporates sign design and placement related to architectural and landscape features on site;
4. Incorporates sign design, scale, and placement oriented to pedestrian traffic; and,
5. Incorporates sign design, scale, and placement oriented to vehicular traffic.
6. Contributes to and maintains a consistent visual theme for the development.

B. Applicability.

1. Sign Program Required. A sign program is required for multi-occupancy non-residential or mixed-use developments with three or more separate lease spaces or establishments for which an application for a sign program was not deemed complete on the effective date of the adoption of this section. A sign program may be required for any existing non-residential or mixed-use development with three or more separate lease spaces or establishments for which an application for renovation has been submitted after the effective date of this Chapter. The Director of Community Development may require that a renovation project be subject to sign program to ensure that signage is designed to maintain a consistent visual theme coordinated with the design of the development.

C. General Requirements.

1. The lot or lots involved must be contiguous and constitute a single cohesive development, and all signs to which the program applies shall be contained within the development.
2. All signs must be designed to conform to the Design Principles in Section 19.620.060 of this Chapter and the Citywide Design Guidelines for Signs.
3. All signs shall comply with the requirements of this Chapter regarding the maximum number of signs based on road frontage, maximum sign area, illumination, and materials. Deviations from sign design standards shall only be permitted pursuant to Section 19.620.100.B.3 of this Chapter.

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- D. Required Submittals. Applications for a Sign Program shall include all plans, drawings and other documentation specified in requirements issued by the Director of Community Development. Sign Programs shall be processed pursuant to Section 19.620.100.
- E. Findings. The Zoning Administrator or the Planning Commission as required by this Chapter will only approve a 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 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 sign program provides adequate guidance to business owners and sign contractors to ensure conformance with the Design Principles in Section 19.620.060 of this Chapter and the Citywide Design Guidelines for Signs
 3. That the sign program ensures that future signs will comply with all provision of this Chapter, including development standards, such as but not limited to, number of signs, location of signs and sign size, as well as any approvals granting deviating from the sign standards.
 4. Phased Developments. Application for a sign program for a phased development must be submitted prior to issuance of any building permits for a first phase of development and approved prior to building occupancy for the first phase of development. Where the initial sign program for a first phase of development does not address future phases of development, an application for amendments to the initial sign program must be submitted prior to issuance of any building permits for subsequent phases and approved prior to building occupancy of each phase for which the sign program is amended.
- F. Addition, removal, replacement or modification of signs within a previously approved Sign Program. On a development site subject to Section 19.620.100.B, the following shall apply:

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1. Whenever the total number of signs to be added, removed, modified or replaced totals less than twenty-five percent of the number of permitted signs presently on the site, the signs shall be reviewed pursuant to the existing sign program. If the site does not have an approved sign program, then each individual sign shall be reviewed pursuant to the standards of this Chapter.
 2. When the total number of signs to be added, removed, modified or replaced totals twenty-five percent or more of the number of permitted signs presently on the site, a standard sign program application shall be required and all signs shall comply with the development standards of this Chapter.
 3. Sign designs may be approved without a Planning Division sign application or further Planning Division design review if the Zoning Administrator or his/her designee determines that the design complies in all respects with an approved Sign Program. This authorization shall not relieve applicants from obtaining other necessary permits or approvals, including but not limited to Temporary Sign Permits, Building Permits and Encroachment Permits.
- G. Sign Program Standards. Sign programs provide a comprehensive approach to design that considers a site's unique shape, topography, surrounding conditions and building architecture. As a comprehensive document, adjustments in sign standards may be appropriate to facilitate coherent messaging while not impacting the community. In recognition of the benefits of a cohesive, well thought out sign program, the following modifications of this Chapter's development standards may be granted as part of a new sign program:
1. Signage on building facades by establishments that do not have frontage on that building façade.
 2. Increase in allowable sign area for an individual sign(s) by up to 15 percent. Where there are circumstances for a Sign Modification, and where findings to support a Sign Modification can be made pursuant to the Section 19.620.100. Procedures for Sign Review and Approval an additional 10 percent increase (25 percent total) may be granted by the Zoning Administrator.
 3. Allows the transfer of sign area limits from underutilized sign areas to areas that are more practical, through the use of a "sign budget". The sign budget would equal the total allowable sign area of all signs in the development that are of a similar type (building, monument, pilaster, directional, freeway, etc.), as defined by Chapter 19.910.

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19.620.120 Historic Signs

- A. Purpose and Intent. These regulations are intended to further the City's historic preservation efforts by providing for the preservation and restoration of historic and iconic signs and establishment of new signs that reflect the architectural and historic character and identity of designated historic buildings and historic districts in a manner that is consistent with the purposes of this Chapter.
1. In adopting the provisions in this Section, the City Council intends to allow the construction and installation of signs that, while not in compliance with sign regulations elsewhere in this Chapter, would be in character with the building on which or district within which it is proposed to be located.
 2. While encouraging the maintenance and restoration of historic signage, it is not the intent of these regulations to require all signs on a designated historic building to be exact replicas of the signs that would have been on the building when it was new.
- B. Responsibilities. All decisions regarding appropriate sign types and applications shall be made in accordance with Title 20 of the Municipal Code. Any appeal of the decision shall be in accordance with Title 20 of the Municipal Code.
- C. Signs for Designated Historic Resources (Structures of Merit or Landmarks) and Contributors to Designated Historic Districts:
1. Projecting Signs, Vehicle Oriented. In lieu of a permitted building sign, a double faced projecting sign may be installed, provided such sign does not exceed the size allowance for the building sign it replaces, such sign does not project more than 48 inches from the building face, and the sign is located more than 10 feet above sidewalk grade.
 2. Projecting Signs, Pedestrian Oriented. In lieu of a permitted under canopy sign, a maximum 4 square foot projecting sign may be installed. Such sign shall project no more than 30 inches from the building face and shall be no less than 8 feet or more than 10 feet above sidewalk grade.
 3. Roof Signs. In lieu of permitted freestanding signs pursuant to Section 19.620.080 or Vehicle Oriented Projecting Signs allowed by subsection 1, the Board may approve a roof sign where documented evidence can be established for the presence of a roof sign within the period of significance of a building that is a designated Structure of Merit or Landmark or a building that is a contributor to a designated historic district. Such roof sign may be replicated in its original historic

size, shape, like-appearing materials, and placement to identify a current use in the building.

- D. Certificate of Appropriateness. Any sign governed by this Section shall:
1. Be designed to have the appearance of a historic sign appropriate to the building and/or period of significance of the Historic District.
 2. Comply with current structural and electrical regulations.
 3. Be subject to review and approval per the standards, criteria, and procedures of Title 20 of the Municipal Code.
- E. Sign Lighting. Lighting shall be in accordance with historically appropriate lighting types. This includes but is not limited to neon, individual incandescent bulbs, and overhead goose-neck lighting, subject to compliance with current electrical codes.
- F. Encroachments into the Public Right-of-Way. Any sign that would encroach into the public right-of-way shall first obtain an encroachment permit from the Public Works Department. See RMC Section 10.16.040 regarding unauthorized signs in the right-of-way.
- G. Procedures. In considering the matter, the Historic Preservation Officer or Qualified Designee (HPO) or the Cultural Heritage Board may not approve any sign for the display of off-site commercial messages, and may not consider the message content of any non-commercial message. As to on-site commercial messages, the HPO or Board may not consider the message itself, but may consider whether the manner of presentation is visually consistent with the historical time and theme of the location. Whether the sign is proposed to be used for on-site commercial or noncommercial messages, the HPO or Board may consider the architectural and structural aspects for consistency and harmony with the historical theme and time of the proposed location. Unless time is waived by the applicant, the HPO or Board shall decide the issue within the time frames specified in Title 20 of the Municipal Code.

19.620.130 Nonconforming Signs

Any sign lawfully erected and maintained prior to the effective date of this ordinance, but which does not conform to the provisions of this chapter, or because of a zone change after the effective date of this chapter affecting the property upon which the sign is located ceases to comply with the applicable zone district regulations, is a nonconforming sign. The purpose of the regulations in this Section is to limit the number and extent of nonconforming signage by prohibiting alteration or

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enlargement of such signage so as to increase the discrepancy between their condition and the standards and requirements of this Chapter.

- A. Continuance and Maintenance. Nonconforming signs that were legal when first installed, and which have not been modified so as to become illegal, may be continued, except as otherwise provided in this section.
1. Reasonable and routine maintenance and repairs may be performed on signs that are nonconforming provided there is no expansion of any nonconformity with the current requirements of this Chapter.
 2. A sign that did not conform to law existing at the time of its erection shall be deemed an illegal sign and shall not be a nonconforming sign. The passage of time does not cure illegality from the outset. Pursuant to the applicable requirements of State law, the City may require that an illegal sign be removed or be replaced by a conforming sign.
 3. A sign is subject to the standard procedures for abatement of nuisance if it is found to be unsafe because the structure creates an immediate hazard to persons or property.
- B. Alterations and Additions to Nonconforming Signs. No nonconforming sign shall be moved, altered, or enlarged unless required by law or unless the moving, alteration or enlargement will result in the elimination or substantial reduction of the sign's nonconforming features.
- C. Abandonment of Nonconforming Sign. Whenever a nonconforming sign has been abandoned, or the use of the property has been discontinued for a continuous period of 90 days, the nonconforming sign shall be removed as provided for in State law and Section 19.620.140, Enforcement, of this Chapter.
- D. Damage to or Destruction of Nonconforming Sign. Whenever a nonconforming sign is damaged by any cause other than intentional vandalism and repair of the damage would not exceed 50 percent of the replacement cost based on an independent professional appraisal, the sign may be restored and the non-conforming use of the sign may be resumed, provided that restoration is started within one year and diligently pursued to completion.
1. Whenever a nonconforming sign is destroyed by any cause other than intentional vandalism and repair of the damage would exceed 50 percent of the reproduction cost based on an independent appraisal, such sign may be only be restored, reconstructed, altered or repaired in conformance with the provisions of this Chapter.

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2. The extent of damage or partial destruction shall be based upon the ratio of the estimated cost of restoring the sign to its condition prior to such damage or partial destruction, to the estimated cost of duplicating the entire sign, as it existed prior to the damage or destruction.
 3. Estimates for this purpose shall be made or shall be reviewed and approved by the Director or his or her designee.
- E. Signs Rendered Nonconforming by Annexation. Any sign that becomes non-conforming subsequent to the effective date of this Section by reason of annexation to the City of the site upon which the sign is located, shall be subject to the provisions of this Section.

19.620.140 Enforcement

The Zoning Administrator may enforce the provisions of this Chapter by appropriate permit decisions, orders and directives. Such decisions, orders and directives may include, but are not limited to, orders to get a permit or to comply with permit conditions, orders to remove, repair, upgrade, repaint, replace or relocate any sign. All such decision, orders and directives are subject to appeal as provided in this Chapter. Any failure to follow a valid order or directive issued by the Zoning Administrator shall be deemed a violation of this Chapter and may be remedied in the same manner as any violation of Title 19 (Zoning) of the Riverside City Municipal Code. Notice of all decisions, orders and directives shall be deemed given when mailed to the last known address of the responsible party or parties.

- A. Responsible Parties. Sign related rights, duties and responsibilities are joint and several as to the owner of the property, the owner of any business or other establishment located on the property, and the owner of the sign. Any repair, painting, alteration, or removal will be at the expense of the property owner or business owner as applicable.
- B. Abandoned Signs. Any on-site commercial sign associated with a business that has ceased operations for 90 days may be deemed an abandoned sign, and may be ordered removed within 10 business days. The removal duty falls jointly and severally upon the party which used the sign as part of the business and the owner of the land on which the sign is mounted or displayed.
- C. Unremedied Violations as Public Nuisance. When the Zoning Administrator has given a notice of decision, order or directive regarding a sign or sign permit, and any noticed deficiency remains uncured thirty calendar days after the notice has been mailed, the City may enforce any violation and seek any remedy authorized by law, including but not limited to those methods available for any violation of the City's zoning laws, general laws, state or federal law, whether by administrative proceedings, a criminal action, and/or

a civil lawsuit for abatement of nuisance (which may include requests for declaratory and injunctive relief), or abatement or removal by the City at the cost of the responsible parties, reimbursement for which may be secured by a lien recorded against the property. In any civil court action the prevailing party shall be entitled to an award of costs and reasonable attorneys' fees.

- D. Removal by City: Public Hearing. In the event that the Zoning Administrator seeks a cure or remedy by removal of the subject sign by the City, then the responsible parties shall be given thirty calendar day notice of a public hearing before the City Council to determine if the subject sign is a public nuisance and if the City should remove it if the responsible parties fail to do so with 30 calendar days after the City Council decision, or any other corrective action the Council may consider. All responsible parties shall be given notice of such hearing by certified mail, prepaid postage, addressed to their last known address. At such hearing, all responsible parties shall be given an opportunity to be heard, to present evidence and argument, to challenge the Zoning Administrator's decision, and to be represented by counsel.
- E. Removal by City: Actual Removal, Redemption. If, following the public hearing, the Council authorizes removal of the subject sign by the City; said removal may take place at any time 15 or more calendar days following the hearing and decision. The City may remove the subject sign by its own force, or by a contracted agent. Any removed sign shall be stored by the City for at least 30 calendar days, during which time the City shall take all reasonable efforts to notify the sign owner that the sign is in the City's possession and may be redeemed by reimbursing the City for the cost of removal. If the sign owner fails to redeem the sign within 30 calendar days of the notice, then the City may dispose of the sign by any means it deems appropriate. If the sign is sold, then the net proceeds of such sale shall reduce the reimbursement owed to the City by the responsible parties.
- F. Remedy by City. In the event that a valid directive or order of the Zoning Administrator is not followed, and is not timely appealed, then the Zoning Administrator may give thirty calendar day written notice and opportunity to cure, to the responsible parties that the City shall take corrective action and assess the cost of doing so as a lien against the property, using such procedures as are required by state or local law. The Zoning Administrator may grant a reasonable extension of time, not to exceed 120 calendar days to effect the required correction, if the owner or occupant of the premises has made proper application for a new sign which would accomplish the same result.
- G. Removal - Scope. If the option of removing a sign or signs is exercised, whether by private parties or by the City, said sign(s) shall be completely removed, including all poles, structures, electrical equipment, cabinets and

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sign faces. Building walls, grounds or other items on which such signs have been placed shall be restored to good repair and appearance.

19.620.150 Definitions

The following words and phrases shall have the following meanings when used in this Chapter. In the event of a conflict between the definitions in this section and in Article X, Definitions, of the Zoning Ordinance, the terms in this section shall apply.

A-frame Sign. A portable upright, rigid, self-supporting frame sign in the form of a triangle or letter “A”. Other variations of such signage may also be in the shape of the letter T (inverted) or the letter H.

FIGURE 19.620.150.A: A-FRAME SIGN



Abandoned Sign. A sign remaining in place or not maintained for 90 days that does not provide direction for, advertise or identify a legally established and actually operating establishment, business, product, or service available on the establishment premises where the sign is located.

Advertising Statuary. A statue or other three dimensional structure with a minimum dimension of at least 6 inches in the form of an object that identifies, advertises, or otherwise directs attention to a product or business but not including a three-dimensional sign that is affixed to a building.

Area of Signs (Sign Area). The area within the perimeter of one or two contiguous or overlapping rectangles of a size sufficient to enclose the outer limits of any writing, representation, emblem, logo, figure or character. Sign Area does not include supporting structures such as sign bases and columns that contain no lettering or graphics except for addresses or required tags. (See Section 19.620.070.R, Calculation of Sign Area, for specific rules for measuring the area of different sign types.)

Area Identification Sign. A permanent sign that identifies a residential area, shopping district, industrial district, or any area identifiable area.

Awning Sign. A sign affixed permanently to the outside surface of an awning.

Balloon. (See Inflatable Sign)

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Banner Sign or Banner. A sign made of fabric or any non-rigid material with no enclosing framework on which a message or image is painted or otherwise affixed.

Bench Sign. A sign painted on or affixed to a bench or similar structure located in or near a public right-of-way, public transportation terminal, park, or other public property.

Blade Sign. A double-sided sign oriented perpendicular to the building wall on which it is mounted. (See Projecting Sign)

Billboard. A sign used for the purpose of general advertising for hire when some or all of the display area is used to display the messages of advertisers or sponsors other than the owner or an occupant of the property on whose property where the sign is located. Such signs are sometimes called Outdoor Advertising.

Building Frontage. As used in this Chapter, the linear measurement of exterior walls enclosing interior spaces which are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways.

Building Identification Sign. A sign that contains the name and/or trademark and/or address of the building to which it is affixed or of the occupant located therein but does not include general advertising for hire.

Building Sign. A sign with a single face of copy that is painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are building signs if they do not extend above the roofline or top of the parapet of the main building wall to which the mansard roof is attached.

Bunting. (See Pennant)

Business Sign. A sign that directs attention to the principal establishment, business, profession, activity or industry located on the premises where the sign is displayed, to type of products sold, manufactured or assembled, or to services or entertainment offered on such premises.

Cabinet Sign. An internally illuminated sign consisting of frame and face(s), with a continuous translucent message panel; also referred to as a panel sign.

Can Sign (Box Sign). A sign on the outside face of a metal box with or without internal illumination. Includes devices with a slide-in panel which displays the image.

Canopy Sign. A sign attached to a fixed overhead shelter used as a roof, which may or may not be attached to a building.

Changeable Copy Sign. A sign displaying a message that is changed by means of moveable letters, slats, lights, light emitting diodes, or moveable background

material. “Digital signs,” “dynamic signs,” and CEVMS (changeable electronic variable message signs) are all within this definition.

Channel Letters. Three-dimensional individual letters or figures typically made of formed metal, usually with an acrylic face, with an open back or front, illuminated or non-illuminated, that are affixed to a building or to a freestanding sign structure by sliding the letters into channels.

Channel Letter Sign. A sign with multiple components, each built in the shape of an individual dimensional letter or symbol, each of which may be independently illuminated, with a separate translucent panel over the letter source for each element.

City. The City of Riverside California.

Civic Organization Sign. A sign which contains the names of, or any other information regarding civic, fraternal, eleemosynary or religious organizations located within an unincorporated community or city, but which contains no other advertising matter.

Commercial Complex. See Section 19.910 of the Zoning Ordinance.

Commercial Mascot. A person or animal costumed or decorated to function as a commercial advertising device. Includes “sign twirlers”, “sign clowns”, “human sandwich boards”, and persons or animals holding or supporting any sign or advertising device displaying commercial speech or conveying a commercial message. The definition also applies to robotic devices intended to simulate a live person and/or animal.

Commercial Speech or Commercial Message. An image on a sign that concerns primarily the economic interests of the message sponsor or the viewing audience, or both, or that proposes a commercial transaction.

Consistent. Free from variation or contradiction.

Construction Sign. A temporary sign that describes a planned future development project on a property in words and/or drawings.

Copy. The visually communicative elements mounted on a sign. Also called sign copy.

Digital Display. A display method utilizing LED (light emitting diode), LCD (liquid crystal display), plasma display, projected images, or any functionally equivalent technology, and which is capable of automated, remote or computer control to change the image, either in a “slide show” manner (series of still images), or full motion animation, or any combination of them.

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Directional Sign. An exterior on-site sign that directs or guides pedestrian or vehicular traffic and which does not include general advertising for hire but may direct persons to specific parts of the establishment that have separate exterior entrances. Examples include handicapped parking, one-way, exit, entrance, rest rooms, emergency room, garage, and such similar functions.

Directory Sign. A freestanding or wall sign that identifies all businesses and other establishments located within a commercial or industrial complex or an institutional establishment.

Electronic Message Center Sign (Electronic Message Display). A sign that uses digital display to present variable messages displays by projecting an electronically controlled pattern and which can be programmed to periodically change the message display. See Digital Display.

FIGURE 19.620.150.B: ELECTRONIC MESSAGE CENTER SIGN



Establishment. Any legal use of land, other than long-term residential, which involves the use of structures subject to the Building Code. By way of example and not limitation, this definition includes businesses, factories, farms, schools, hospitals, hotels and motels, offices and libraries, but does not include single-family homes, mobile homes, residential apartments, residential care facilities, or residential condominiums. Multi-unit housing developments are considered establishments during the time of construction; individual units are not within the meaning of establishment once a certificate of occupancy has been issued or once a full-time residency begins.

Externally Illuminated Sign. Any sign that is lit by a light source that is external to the sign directed towards and shining on the face of the sign.

Feather Banner. A type of vertical banner made of flexible materials, (e.g., cloth, paper, or plastic), the longer dimension of which is typically attached to a pole or rod that is driven into the ground or supported by an individual stand. Also called a “swooper” or “teardrop” banner. Also known as quill signs or quill banners.

FIGURE 19.620.150.C: FEATHER BANNER



Flag. A piece of fabric or other flexible material, usually rectangular, of distinctive design, used as a symbol, which is capable of movement, or fluttering in moving air or wind.

Flashing or Scintillating Sign. A sign which, by method or manner of construction or illumination, flashes on or off, winks or blinks with varying light intensity, shows motion or creates the illusion of motion, or revolves to create the illusion of being on or off. This definition does not include changeable copy signs_with displays that change less frequently pursuant to the requirements of this Chapter. See Changeable Copy Sign.

Freestanding Sign. A sign supported by structures or supports that are placed on, or anchored in, the ground and which are structurally independent from any building including “monument signs”, “pole signs”, “pylon signs” and “ground signs.”

Freeway-Oriented Sign. A freestanding sign that orients primarily to the traveling public using a freeway or expressway, and installed for the purpose of identifying major business locations within certain commercial zoning districts in close proximity to a freeway or expressway.

Fuel Pricing Sign. A sign that indicates, and limited to, the brand or trade name, method of sale, grade designation and price per gallon of gasoline or other motor vehicle fuel offered for sale on the business premises, and such other information as may be required by county ordinance or state law, such as California Business and Professions Code section 13530 *et seq.*

General Advertising for Hire. The enterprise of advertising or promoting other businesses, establishments or causes using methods of advertising, typically for a fee or other consideration, in contrast to self-promotion or on-site advertising.

Ground Sign. A sign that is permanently supported upon the ground by poles or braces and is not attached to any building or other structure. These may include freestanding pole signs and movement signs. See Freestanding Sign.

Hanging Sign. See Shingle Sign.

Illuminated Sign. A sign that is illuminated with an artificial source of light incorporated internally or externally.

Industrial Complex. See Section 19.910 of the Zoning Ordinance.

Inflatable Sign. A balloon or other inflatable device (e.g., shaped as an animal, blimp, or other object) that is displayed, printed, or painted on the surface of an inflatable background.

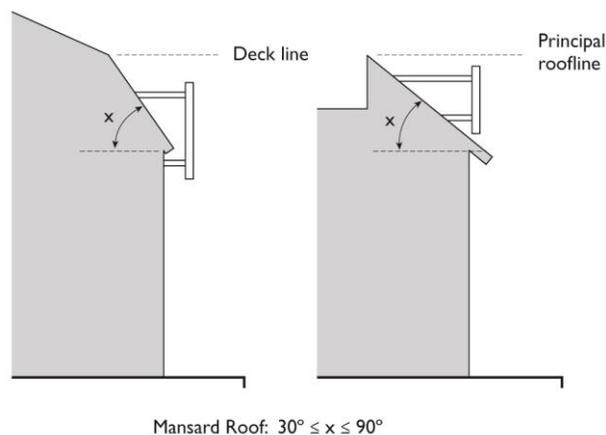
Interpretive Historic Sign. A sign located within a historic district or a designated historic street right-of-way as approved by the Cultural Heritage Board in accordance with adopted design guidelines for this type of sign. Also known as “historic sign”.

Lighted Sign. A sign that is illuminated by any artificial light source, whether internal, external or indirect.

Major Street Frontage. The major street frontage from which the majority of the pedestrian or vehicular traffic is drawn or toward which the building or buildings are oriented for primary visual impact. See Building Frontage and Secondary Frontage.

Mansard Sign. A sign attached below the deck line or principal roofline of a mansard roof or similar roof-like façade.

FIGURE 19.620.150.D: MANSARD SIGN

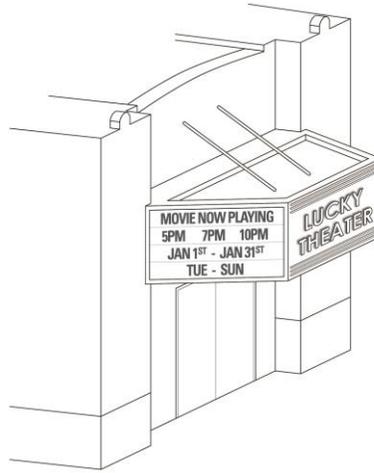


Marquee Sign. A sign that advertises an event, performance, service, seminar, conference, or show, and displayed on a permanent roof-like structure or canopy made of rigid materials supported by and extending from the facade of a building.

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FIGURE 19.620.150.E: MARQUEE SIGN



Mobile Sign. Any sign carried or conveyed by a vehicle.

Monument Sign. A low-profile freestanding sign erected upon or supported solely by a planter, pedestal base, or similar ground structure approximately the same width as the sign and which is designed to incorporate the architectural theme and building material of the building on the premises. Internal supports, poles or pylons, if any, are enclosed by decorative covers or otherwise not exposed to view.

Moving Image Sign (Animated Sign). A sign or any portion thereof on which the communicative image rotates, moves, or appears to move in some manner, whether by mechanical, electrical, natural, air activation or other means.

Mural. A work of graphic art on an exterior building wall that may or may not contain a commercial logo or trademark but does not serve to advertise or promote any business, product, activity, service, interest, or entertainment and is not general advertising for hire.

Neon Sign. A sign comprised partially or entirely of exposed small diameter tubing that is internally illuminated by neon, argon or other fluorescing gas.

Non-Commercial Message. A message or image on a sign that directs public attention to or advocates an idea or issue of public interest or concern but is not advertising for hire and or does not promote any business, product, activity, service, interest, or entertainment.

Off-site Sign. A sign that advertises commercial products, accommodations, services or activities not provided in or on the property or premises upon which it is located. The on-site/off-site distinction does not apply to non-commercial messages.

On-site Sign (also: On-premises sign) “Onsite sign” means a sign that advertises the commercial business, establishment, accommodation, services or activities provided on the premises on which the sign is located, or is expected to be provided in the near future [*i.e.*, “coming soon” movie posters]. All establishments within a shopping center are on-site as to any sign(s) also located within that shopping center. Where such center is subject to master sign program, all establishments subject to the program are considered on-site whenever located within any location subject to the program. As to construction site signs, “on-site” includes all parties involved in the specific construction project.

Pedestrian Mall. See Section 19.910 of the Zoning Ordinance.

Pennant. A device made of flexible materials, (e.g., cloth, paper, or plastic) that is typically triangular or swallow-tail in shape, may or may not contain copy, and which is installed for the purpose of attracting attention. Does not include pennants used for watercraft signaling purposes. For the purposes of this Chapter, bunting a form of banner or pennant that is typically presented and displayed in a folded or gathered fashion or combination is considered a pennant.

Permanent Sign. “Permanent sign” means a sign that is solidly attached to a building, structure, or the ground by means of mounting brackets, bolts, welds, or other combination of attachment methods, thereby rendering the sign non-moveable or difficult to reposition without the use of machinery, cutting devices, or mechanical devices. Contrast: temporary sign.

Placard. A poster or similar sign for public display.

Pole Sign. A freestanding sign that is supported by one or more exposed poles that are permanently attached directly into or upon the ground.

Political Sign. A sign that advertises a political candidate, a political party, or a political issue including but not limited to a local, state or national election. See Non-Commercial Message.

Portable Sign. A freestanding sign that is not permanently affixed, anchored or secured to either the ground or a structure on the property it occupies.

Projecting Sign. A building wall sign, the surface of which is not parallel to the face of the supporting wall and which is supported wholly by the wall. See Blade Sign.

Projected Sign. A visible image, intended to be communicative, that is created by projecting light onto a solid surface, whether by means of drones or search light or other light projecting device.

Public Transportation Sign. A sign that is placed on a structure, such as a bench or shelter, located on a public alley, road, street, parkway or highway, for the purpose of facilitating the use of public transportation and promote the safety,

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comfort and convenience of public transit patrons. Includes signs on bus shelters and bus benches.

Pylon Sign. A freestanding sign that is supported and in direct contact with the ground or one or more solid, monumental structures or pylons and which typically has a sign face with a vertical dimension that is greater than its horizontal dimension.

FIGURE 19.620.150.F: PYLON SIGN



Real Estate Sign. A temporary sign that advertises the sale, lease or rental of the property but not including signs on establishments offering transient occupancy such as hotels, motels, and inns.

Revolving Sign. A sign or any portion thereof, which rotates, moves or appears to move in some manner by mechanical, electrical, natural or other means. Includes “tri-vision” signs with rotating triangular prisms.

Roof Sign. Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in this Section.

Secondary Street Frontage. Any street frontage other than a Major Street Frontage.

Shingle Sign. A sign that hangs from a canopy or awning or from the roof of an arcade or passageway.

Sign Face. An exterior display surface of a sign including non-structural trim exclusive of the supporting structure. The area of a sign that is available for mounting and public display of the visually communicative image.

Sign Spandrel. Sign or group of signs located between or extending from the supporting columns of a canopy structure.

Subdivision Entry Sign. A temporary sign which provides necessary travel directions to and within a subdivision offered for initial sale or lease, but which contains no other advertising matter.

Temporary Sign. A sign or advertising display constructed of fabric, cardboard, plywood or other light material, with or without a frame that is designed or intended to be displayed for a short period of time. Temporary signs do not include permitted portable signs such as A-frame signs that are required to be removed when an establishment is not open.

Tenant Sign. A sign that identifies a tenant, occupant, or establishment whether residential or commercial.

Traffic Sign. A sign for traffic direction, warning, and roadway identification. Includes signs displaying traffic rules, such as “one way” and “speed limit”.

Under-Canopy or Under-Marquee Sign. See Shingle Sign.

Vehicle Display Sign. A sign mounted, attached, affixed or painted on a vehicle, trailer or similar conveyance parked on public or private property that serves to promote any business, product, activity, service, interest or entertainment for the purpose of general advertising for hire on the property where the vehicle is located.

Wall Sign (or Wall-Mounted Sign). A sign affixed to and wholly supported by a building in such a manner that its exposed face is approximately parallel to the plane of such building and is not projecting more than 18 inches from the building face or from a permanent roofed structure projecting there from.

Way-Finding Sign. A sign that is designed and located to provide orientation and direction to a destination or destinations within a specific geographic area or commercial or institutional complex.

Window Sign. A sign with a single face of copy that is painted or installed on a glass window or door or located within 24 inches from inside the window in a manner that it can be viewed from the exterior of a structure.

Chapter 19.620

GENERAL SIGN PROVISIONS

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~~19.620.010 Authority.~~

~~This Chapter is adopted pursuant to the authority vested in the City of Riverside and the State of California, including but not limited to: the State Constitution, California Government Code [Sections 38774](#) and [65850](#), California Business and Professions Code [Section 5230](#) and California Civil Code [Section 713](#). (Ord. 6966 §1, 2007)~~

~~19.620.020 Purpose and Regulatory Scope.~~

~~The purposes of this Chapter includes serving the public health safety and welfare by advancing the goals, policies and strategies of the General Plan, protecting, preserving and enhancing the aesthetic, traffic safety and environmental values of the City's residential communities and growing commercial/industrial districts, while at the same time providing efficient means for members of the public to express themselves by displaying a sign.~~

~~This Chapter regulates signs, as defined herein, that are located or mounted on private property within the corporate limits of the City of Riverside, as well as signs located or mounted on public property that is owned or controlled by public entities other than the City of Riverside, and over which the City has land use or zoning authority. However, property owned by public entities other than the City, in which the City holds the present right of possession, or for which management rights have been delegated to the City, are not within the scope of this Chapter. Policies for private party signs on City-owned property, on the public right of way, and publicly owned properties in which the City holds the present right of possession or for which management rights have been delegated to the City, are stated in Chapter 19.625 (Private Party Signs on City-Owned Property and the Public Right-of-Way). (Ord. 6966 §1, 2007)~~

~~19.620.030 — Findings.~~

~~In adopting this Chapter, the City Council finds that excessive and inappropriate signage has an adverse impact on the overall visual appearance of a City, and can increase risks to traffic and pedestrians. Proper sign control safeguards and preserves the health, property and public welfare of Riverside residents through prohibiting, regulating and controlling the design, location and maintenance of signs. (Ord. 6966 §1, 2007)~~

~~19.620.040 — Intent.~~

~~By adopting this Chapter the City intends to regulate signs on the basis of location, relationship to land uses, illumination, motion, size, height, orientation, separation, safety of physical structures, and the public need for functional information. It is the intent of this Chapter to minimize visual clutter, and enhance traffic safety by ensuring that signage does not distract, obstruct or otherwise impede traffic circulation. Proper sign control also safeguards and preserves the health, property and public welfare by prohibiting, regulating and controlling the structural design, location and maintenance of signs. (Ord. 6966 §1, 2007)~~

~~19.620.050 — Basic Policies.~~

~~The policies and principles stated in this Section apply to all signs within the regulatory scope of this Chapter, and to all procedures set forth in, or invoked by, this Chapter. These policies are to prevail over any other provision to the contrary, even if more specific.~~

- ~~A. Enforcement Authority. The Zoning Administrator is authorized and directed to enforce and administrate the provisions of this Chapter.~~
- ~~B. Permit Requirement. Unless expressly exempted by a provision of this Chapter, or by other applicable law, signs within the regulatory scope of this Chapter may be displayed only pursuant to a permit issued by the City.~~
- ~~C. Message Neutrality. It is the City's policy to regulate signs in a constitutional manner that is content neutral as to noncommercial messages which are within the protections of the First Amendment to the U.S. Constitution and the corollary provisions of the California Constitution.~~
- ~~D. Regulatory Interpretations. All regulatory interpretations of this Chapter are to be exercised in light of the City's message neutrality policy. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Chapter, or whenever a sign does not qualify as a "structure" as defined in the Building Code, then the Zoning Administrator shall approve, conditionally~~

~~approve or disapprove the application based on the most similar sign type that is expressly regulated by this Chapter.~~

- ~~E. Substitution of Messages. Subject to the property owner's consent, a protected noncommercial message of any type may be substituted for any duly permitted or allowed commercial message or any duly permitted or allowed noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this Chapter. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over protected noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a parcel, lot or land use; does not affect the requirement that a sign structure or mounting device be properly permitted; does not allow a change in the physical structure of a sign or its mounting device; does not allow the substitution of an off-site commercial message in place of an on-site commercial message; and does not allow one particular on-site commercial message to be substituted for another without a permit.~~
- ~~F. Rules for Non-communicative Aspects of Signs. All rules and regulations concerning the non-communicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process.~~
- ~~G. Situs of Non-commercial Message Signs. The onsite/offsite distinction applies only to commercial messages on signs.~~
- ~~H. Mixed Use Zones. In any zone where both residential and non-residential uses are allowed, the sign-related rights and responsibilities applicable to any particular use shall be determined as follows: residential uses shall be treated as if they were located where that type of use would be allowed as a matter of right, and nonresidential uses shall be treated as if they were located in a zone where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.~~
- ~~I. Property Owner's Consent. No sign may be displayed without the consent of the legal owner(s) of the property on which the sign is mounted or displayed. For purposes of this policy, "owner" means the holder of the legal title to the property and all parties and persons holding a present right to possession, control or use of the property.~~
- ~~J. Legal Nature of Signage Rights and Duties. As to all signs attached to property, real or personal, the signage rights, duties and obligations arising from this Chapter attach to and travel with the land or other property on which a sign is mounted or displayed. This provision does not modify or affect the law of fixtures, sign-related provisions in private leases regarding signs (so long as they are not in conflict with this Chapter), or the ownership of sign structures.~~
- ~~K. Sign Programs. Sign programs for specific developments, as well as special sign districts or special sign overlay zones, when approved by the Approving Authority, may modify the rules stated herein as to sign size, height, illumination, spacing, orientation or~~

~~other non-communicative aspects of signs, but may not override or modify any of the Basic Policies stated in this Section. All the provisions of this Section shall automatically apply to and be deemed a part of any sign program approved after the date on which this provision is initially adopted.~~

- ~~L. Variances. When a variance from the rules stated in this Chapter is sought, such variance may be permitted only upon the approval of the Approving Authority as designated in Table 19.650.020. In considering requests for such variances, the Approving Authority shall not consider the message of the sign display face, and may not approve a variance that would allow a permanent structure sign to be used for the display of off-site commercial messages. Except as otherwise provided for within this Chapter, any variances from the standards set forth in this Chapter shall be in accordance with Chapter 19.720 (Variance). In considering a variance, the City may not consider the graphic design or copy of the sign or display face.”~~
- ~~M. Severance. If any section, sentence, clause, phrase, word, portion or provision of this Chapter is held invalid or, unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid portion. In adopting this Chapter, the City Council affirmatively declares that it would have approved and adopted the Chapter even without any portion which may be held invalid or unenforceable. (Ord. 7184 §1, 2012; Ord. 6966 §1, 2007)~~

19.620.060 — General Provisions.

- ~~A. Signs Must Comply With This Code. In all zones, only such signs as are specifically permitted in this Chapter may be placed, erected, maintained, displayed or used, and the placement, erection, maintenance, display or use of signs shall be subject to all restrictions, limitations and regulations contained in this Chapter. The placement, erection, maintenance, display or use of all other signs is prohibited.~~
- ~~B. Review and Approval. In reviewing signs, the Planning staff, the Planning Commission and the Cultural Heritage Board may base their decisions upon the standards contained in this Chapter and [Title 20](#), respectively, and upon adopted policies and guidelines of each respective board/commission.~~
- ~~C. Lighted Versus Nonlighted Signs. Unless specifically restricted in this Chapter, signs may be illuminated or non-illuminated.~~
- ~~D. Permissible Sign Locations:~~
- ~~1. **Building Signs.** All building signs must be located on and directly parallel to a building wall, canopy fascia or mansard roof directly abutting the use or occupancy being identified and directly facing a parking lot, mall, street, driveway, alley or freeway.~~
 - ~~2. **Window Signs.** Except for signs painted directly on the exterior surface of the window, all window signs must be located on or adjacent to the inner surface of a window directly used by the use or occupancy being identified and be directly facing a parking lot, mall, street, driveway, alley or freeway.~~

- ~~3. **Under Canopy Signs.** All under canopy signs shall be suspended from the underside of a pedestrian canopy directly adjacent to the business identified on the sign. Under canopy signs shall be oriented perpendicular to the adjacent wall of the business being identified and shall be attached with rigid supports of a type and in a manner acceptable to the Building and Safety Division. A minimum clearance of 7 feet shall be maintained between the grade level below the sign and the lowermost portion of the sign except when the sign is projecting over a public right-of-way, in that case the minimum clearance shall be 8 feet.~~
- ~~4. **Pole and Monument Signs.** All pole and monument signs shall be located so as to be directed toward a parking lot, mall, street, driveway or alley. Such a sign shall be situated on the lot or parcel on which the use or occupancy identified is located, except in a commercial, office or industrial complex where such a sign may be located on any lot or parcel in the complex where the use or occupancy identified is located. Any freestanding sign that is oriented so as to be visible from an adjacent freeway is subject to the granting of a Minor Conditional Use Permit by the City Planning Commission.~~
- ~~5. **Sign Projection From a Building Face.** Except as allowed by an explicit provision of this Chapter, in all zones, building signs shall not project more than 12 inches from the face of the building on which they are placed, except in the case of signs placed on a mansard roof which may project such a distance from the face of the roof as necessary for the sign face to be perpendicular to the floor of the building.~~
- ~~6. **Projection of Permanent Signs over Public Rights-of-Way.** All signs that project over or into the public right-of-way must conform and are subject to an encroachment permit.~~
- ~~7. **Historic Area Perpendicular Signs.** For buildings registered in the National Historic Register; designated a State Historical landmark, a City of Riverside landmark or structure of merit; or located in a City of Riverside preservation district or neighborhood conservation area, and that contain a nonresidential use, when no canopy exists, a maximum 4 square foot, double-faced sign, oriented perpendicular to the building wall is permitted in lieu of an under canopy sign. Such perpendicular sign shall not project more than 30 inches from the face of the building wall on which it is placed, shall be attached with rigid supports in a manner acceptable to the Building and Safety Division and shall maintain a minimum clearance of 7 feet between the grade level below the sign and the lowermost portion of the sign, except when the sign is projecting over a public right-of-way, in that case the minimum clearance shall be 8 feet.~~
- ~~8. **Applicable to Riverside Municipal Airport.** Signs within Riverside Municipal Airport and which serve leases of the Riverside Municipal Airport shall be governed by the document "Riverside Municipal Airport Sign Criteria" as adopted by resolution of the City Council and shall not be restricted by this Chapter, other than requirements for permits, maintenance and safety. Exceptions are signs oriented so as to be primarily viewed from any public street other than Airport Drive. (Ord. 6966 §1, 2007)~~

19.620.070 — Office, Commercial and Industrial Building Signs.

Generally, each establishment located in a non-residential zone is allowed at least 1 building sign per building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway, as well as 1 window sign per entrance and 1 under canopy sign per building frontage. Monument signs are allowed based on site development and size criteria. Specific standards for each type of sign are stated in the relevant portions of this Chapter.

- A. Building Signs. For each use or occupancy, 1 building sign per building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway, a maximum of 1 square foot of sign per lineal foot of frontage of the lease space or building occupied by the use, but not to exceed 200 square feet of total sign area. For each lease space or building with a minimum width of 80 feet, a maximum of 2 building signs shall be allowed on each building frontage oriented toward a parking lot, mall, street, driveway, alley or freeway. Total square footage of all signs on each building frontage shall not exceed 1 square foot of sign per lineal foot of building frontage, up to a maximum of 200 square feet combined area of all signs on a given frontage.
- B. Window Signs. For each use or occupancy, 1 window sign for each public entrance, not exceeding 9 square feet per sign, shall be permitted.
- C. Under Canopy Signs. For each use of occupancy, 1 under canopy sign, no exceeding 9 square feet, shall be permitted.
- D. Signs Above the Third Floor. Building signs shall not be allowed above the third floor, except that, in lieu of signs on the second and third floors, 1 sign may be placed as near the top of the building, but not projecting over the roof line, on each frontage, subject to: maximum area: 1 square foot of sign per frontage foot of building, up to 100 square feet per frontage for a building 2 to 4 stories high, up to 150 square feet for a building 5 to 6 stories high, up to 200 square feet for a building 7 to 10 stories high and up to 250 square feet for a building over 10 stories high. (Ord. 6966 §1, 2007)

19.620.080 — Office, Commercial and Industrial Freestanding Signs.

- A. Any freestanding sign that is oriented so as to be visible from an adjacent freeway is subject to the granting of a Minor Conditional Use Permit by the Planning Commission. Upon review, the Planning Commission (or the City Council on appeal) shall not consider the graphic design of the copy or display face.
- B. For uses in Office and Commercial Zones not in an Office and Commercial Complex. Generally for business identification, 1 on-premises monument sign, maximum 25 square feet in area and 6 feet in overall height, displaying one article of information.
- C. Commercial Complexes in Commercial Zones.
 - 1. **Sign Programs.** For all new office and commercial complexes, a sign program shall be prepared for Planning Division staff approval prior to issuance of any sign permits. New sign programs for existing commercial complexes may also be required at times of renovation.
 - 2. **Sign Placement.** Where signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street

~~frontage as practical or at a major driveway entrance to the commercial complex from the street frontage.~~

~~3. One on-premises monument or pole sign for each commercial complex as follows:~~

~~a. For commercial complexes of less than 2 acres (net site area), 1 maximum 30 square foot, 6 foot high on-premises monument sign, displaying a maximum of 2 articles of information.~~

~~b. For commercial complexes of at least 2 acres, but less than 6 acres (net site area), 1 maximum 40 square foot, 8 foot high on-premises monument sign, displaying a maximum of 2 articles of information.~~

~~c. For commercial complexes of at least 6 acres, but less than 10 acres (net site area):~~

~~(1) Major Street Frontage: 1 maximum 50 square foot, 8 foot high on-premises monument sign, displaying a maximum of 2 articles of information.~~

~~(2) Secondary Street Frontage: For each secondary street frontage with at least 300 feet of length, 1 maximum 25 square foot, 6 foot high on-premises monument sign, displaying 1 article of information.~~

~~d. For commercial complexes of 10 acres or more (net site area):~~

~~(1) Major Street Frontage: 1 maximum 100 square foot, 25 foot high on-premises pole sign, displaying a maximum of 3 articles of information.~~

~~(2) Secondary Street Frontage: For each secondary street frontage with at least 300 feet of length, 1 maximum 25 square foot, 6 foot high on-premises monument sign, displaying one article of information.~~

~~D. For Uses in the O Zone, not within an Office Complex: One on-premises monument sign, maximum 15 square feet in area and 6 feet in overall height, displaying 1 article of information.~~

~~E. For uses in the BMP, I, AI and AIR Zones not in an industrial complex: One maximum 50 square foot, 8 foot high on-premises monument sign, displaying a maximum of 2 articles of information.~~

~~F. For uses in the BMP, I, AI and AIR Zones within an industrial complex: One maximum 50 square foot, 8 foot high on-premises monument sign displaying a maximum of 2 articles of information. For each additional 300 feet beyond the first 300 feet of street frontage, one additional monument sign shall be allowed, up to a maximum of 3 signs, each displaying a maximum of 2 articles of information. (Ord. 6966 §1, 2007)~~

19.620.090 — Residential Signs.

A. ~~In any residential zone, except the RA-5 Zone, the following regulations shall apply, where applicable:~~

- ~~1. One and Two-Family Dwellings. One building mounted or freestanding on-premises sign for each separate dwelling unit, not exceeding 6 square feet in area, is allowed subject to applicable permits. On parcels with more than 1 such dwelling, on-premise signs shall not be combined. Such sign may not be used for the display of commercial messages other than real estate signs.~~
- ~~2. Planned Residential Developments, Multiple-Family Dwellings and Mobile Home Parks. For planned residential developments, multiple family dwellings and mobile home parks, 1 on-premises building or monument sign, not exceeding 25 square feet in area per display face, is allowed for each public street frontage. Monument signs may not exceed 6 feet in overall height. In lieu of a freestanding sign, 2 single-sided, wall mounted signs not exceeding 25 square feet per display face is allowed for each public street frontage when located at a project entry point.~~
- ~~3. Individual Units in Multiple Unit Developments. Subject to the property owners consent in all multiple unit developments, individual residential units may display window signs not exceeding 15% of the total surface area of all windows facing public view.~~

B. ~~RA-5 Zone. In the RA-5 Zone, 1 unlighted on-premises monument sign not exceeding 12 square feet in area and 6 feet in overall height is allowed subject to applicable permits. (Ord. 7184 §2, 2012; Ord. 6966 §1, 2007)~~

19.620.100 — Directional Signs.

~~On properties containing public parking areas in any zone, monument directional signs, not exceeding 6 square feet in area per display face and 4 feet in overall height, shall be permitted at each public entrance to or exit from the public parking area. Building mounted directional signs shall also be allowed as necessary to direct persons to specific functions of a business with separate exterior entrances. Such signs shall not exceed 6 square feet in area and shall be situated directly above or to the side of the entrance being identified. (Ord. 6966 §1, 2007)~~

19.620.110 — Drive-Through Restaurant Menu Boards.

~~In addition to permitted commercial building and monument signs, drive-through restaurants shall also be entitled to up to 2, 8 foot high menu ordering signs with a total combined square footage of up to 40 square feet. Where 2 or more drive-thru lanes are approved, up to 3, 8 foot high menu ordering signs with a total combined square footage of up to 60 square feet, shall be permitted. (Ord. 7184 §3, 2012; Ord. 6966 §1, 2007)~~

19.620.120 — Flags.

~~Flags may be displayed without a permit at all times and in all zones. All poles must comply with applicable Building Code requirements. Flags are limited to the display of non-commercial speech. Flag display is subject to:~~

- A. ~~Complexes of Commercial, Office and Industrial Uses.~~ Each complex of commercial, office or industrial uses, consisting of 3 or more uses on a single parcel or contiguous parcels with common off-street parking and access, may display not more than 3 maximum 60 square foot flags on not more than 3 maximum 35 foot high poles. If separate poles are used, the distance from one pole to another may not exceed 20 feet. Any illumination shall be oriented and shielded not to glare into adjacent properties.
- B. ~~Residential Subdivisions and Condominiums.~~ Each residential subdivision or condominium with new, previously unoccupied dwelling units for sale may display one flag, maximum 25 square foot on a 20 foot high pole, per model home in a model home complex. Such poles must be situated not closer than 10 feet from the public right-of-way and within 20 feet of the model complex or sales office. If separate poles are used, the distance from one pole to another may not exceed 10 feet. A residential subdivision or condominium is considered to be all lots under a parent tract number including all phases.
- C. ~~Apartments and Mobile Homes.~~ Complexes of 4 or more apartments or mobile homes sharing common private access and/or parking may display not more than 3 maximum 25 square foot flags on not more than 3 maximum 20 foot high poles. If separate poles are used, the distance from one to another may not exceed 10 feet.
- D. ~~All Other Nonresidential Uses.~~ Each occupied parcel containing a nonresidential use, other than described in 19.620.120 A, may display not more than 3 maximum 60 square foot flags on not more than 3 maximum 35 foot high poles. If separate poles are used, the distance from one pole to another may not exceed 10 feet.
- E. ~~All Other Residential Uses.~~ Each occupied parcel containing a residential use, other than described in paragraphs 19.620.120 B and C, may display 1 maximum 25 square foot flag on 1 maximum 20 foot high pole. (Ord. 6966 §1, 2007)

19.620.130 — Hazard Signs.

- A. ~~Permitted in all zones.~~ Warning signs shall be allowed as necessary to warn of hazards pertaining to the property; provided, however, that such signs are placed at least 75 feet apart from each other and that such signs do not exceed 1 square foot each in size and 6 feet in overall height. (Ord. 6966 §1, 2007)

19.620.140 — Historic Signs.

- A. ~~Purpose.~~ The purpose of the following sign regulations is to further the City's historic preservation efforts and the provisions of this Historic Signs Section may be used in lieu of other sign regulations as specified in this Section. These regulations are intended to allow the construction and installation of signs that, while not in compliance with sign regulations elsewhere in this Chapter, would be in character with the building or district on/in which it is proposed to be located. It is, however, not the intent of these regulations to require all signs on a designated historic building to be exact replicas of the signs that would have been on the building when it was new. This Section shall apply only to businesses with ground-floor frontage and access. All decisions regarding appropriate sign types and applications shall be made by the Zoning Administrator in accordance with [Title 20](#) of the Municipal Code. Any appeal of the Zoning Administrator's decision shall be in accordance with [Title 20](#) of the Municipal Code.

1. ~~Signs for Designated Historic Resources (Structures of Merit or Landmarks) and Contributors to Designated Historic Districts:~~

a. ~~**Projecting Signs, Vehicle Oriented.** In lieu of a permitted building sign, a double faced projecting sign may be installed, provided such sign does not exceed the size allowance for the building sign it replaces, such sign does not project more than 48 inches from the building face, and the sign is located more than 10 feet above sidewalk grade.~~

b. ~~**Projecting Signs, Pedestrian Oriented.** In lieu of a permitted under canopy sign, a maximum 4 square foot projecting sign may be installed. Such sign shall project no more than 30 inches from the building face and shall be no less than 8 feet nor more than 10 feet above sidewalk grade.~~

c. ~~**Roof Signs.** In lieu of permitted freestanding signs or Vehicle Oriented Projecting Signs, as allowed by 19.620.140 A 1 a. Where documented evidence can be established for the presence of a roof sign within the period of significance of a building that is a designated Structure of Merit or Landmark or a building that is a contributor to a designated historic district, such roof sign may be replicated in its original historic size, shape, like-appearing materials, and placement to identify a current use in the building.~~

B. ~~Design Review. Any sign governed by this Section shall be:~~

1. ~~Designed to have the appearance of a historic sign appropriate to the building and/or period of significance of the Historic District.~~

2. ~~In compliance with current structural and electrical regulations.~~

3. ~~Subject to administrative review and approval per the standards, criteria, and procedures of Title 20 of the Municipal Code.~~

C. ~~Sign Lighting. Lighting shall be in accordance with historically appropriate lighting types. This includes neon, individual incandescent bulbs, and overhead goose-neck lighting, subject to compliance with current electrical codes.~~

D. ~~Encroachments into the Public Right-of-Way. Any sign that would encroach into the public right-of-way shall first obtain an encroachment permit from the Public Works Department. (Ord. 6966 §1, 2007)~~

19.620.150 Hospitals.

A. ~~Monument Sign. One on-premises monument sign for each street frontage, maximum 50 square feet in area and 6 feet in overall height.~~

B. ~~Building Signs. Building signs shall be allowed per Section 19.620.070.~~

C. ~~Directional Signs. Directional signs shall be allowed per Section 19.620.110. (Ord. 6966 §1, 2007)~~

19.620.160 — Murals.

For the purposes of this Chapter, murals are considered public art, not signs. The intent of this Section is to establish a standard for murals, that comply with the definition found in Article X (Definitions). Design Review approval is required.

A. Design review approval for murals shall be subject to the following standards:

1. A mural shall be integrated into the design of the structure on which it is to be placed, with logical borders and orientation.
2. A mural shall use colors and a design complementary to the colors and design of the structure on which it is to be placed.
3. A mural shall not obscure or detract from the architecture of the structure on which it is to be placed.
4. No commercial image, logo or trademark may be mounted on the same visual plane as the mural.

B. No building permit is required when the mural is painted onto an existing building surface. Construction of new backgrounds or building surfaces for the mural is subject to approval of the Planning and Building and Safety Division and may require building permits. (Ord. 6966 §1, 2007)

19.620.170 — Non-conforming Uses.

Any commercial, industrial or office use that is legal nonconforming, under Chapter 19.080 (Nonconforming Provisions) of this Code, may display 1 building sign for each building wall facing a parking lot, mall, street or alley, subject to: maximum area: 1 square foot of sign per front foot of wall on which the sign is to be situated, up to a maximum of 25 square feet per sign. (Ord. 6966 §1, 2007)

19.620.180 — O Zone, Assemblies of People — Non-Entertainment, Public Facilities, Schools and All Other Non-Commercial/Non-Residential Uses.

A. Applicable to freestanding uses only in the O Zone and the listed uses in all zones:

1. Any freestanding sign that is oriented so as to be visible from an adjacent freeway is subject to the granting of a Minor Conditional Use Permit by the Planning Commission.
2. **Monument Sign.** For sites less than 1 acre in size, 1 on-premises monument sign, maximum 15 square feet in area and 6 feet in overall height, displaying a maximum of 2 articles of information. For sites greater than 1 acre in size, 1 on-premises monument sign, maximum 25 square feet in area and 6 feet in overall height, displaying a maximum of 2 articles of information.
3. **Building Signs.** One on-premises building sign for each street frontage, with a maximum of 1 square foot of sign area per lineal foot of building frontage, but not to exceed 24 square feet of total sign area.

4. ~~**Window Signs.** One on-premises window sign for each public entrance, not exceeding 9 square feet per sign.~~
5. ~~**Under Canopy Signs.** One maximum 4 square foot on-premises under canopy sign, per frontage.~~
6. ~~**Directional Signs.** Directional signs shall be allowed per Section 19.620.110.~~
7. ~~**Readerboard Signs.** Readerboard signs for shall be governed by Section 19.620.200.~~
8. ~~Where these uses are located within Commercial, Office or Industrial Centers, signs shall be allowed per Sections 19.620.070 and 19.620.080.~~

19.620.190 — Parking Lots and Garages.

- A. ~~Where Rates are Charged. On-premises building or monument signs including information identifying the lot/garage or operator and referring to the availability of and charges for parking spaces in the parking lot/garage, not exceeding 25 square feet in area per display face, are permitted; provided that there shall be not more than 1 such sign on each lot frontage on a public street or public alley. Monument signs shall not exceed 6 feet in overall height.~~
- B. ~~Where Rates are Not Charged. Directional signs are allowed in accordance with Section 19.620.110.~~

19.620.200 — Readerboard Signs.

- A. ~~Theaters. Theaters offering live performances or motion pictures and having permanent seating for at least 100 persons may, in lieu of on-premises building sign, display 1 readerboard sign using either manually or electronically changeable copy, maximum 1½ square feet of signage for each front foot of building frontage; not to exceed 100 square feet of signage per frontage;~~
- B. ~~Elementary, Middle and High Schools. Elementary, middle and high schools shall be permitted 1 freestanding or building mounted combination readerboard on-premises sign per use as described below:

 1. ~~**Sites Less Than Fifteen Acres.** One maximum 40 square foot, 6 foot high static or readerboard on-premises, monument sign or 40 square foot static or readerboard building sign. Manually changeable or electronic readerboard copy is permitted.~~
 2. ~~**Sites Fifteen Acres or More.** One maximum 65 square foot, 15 foot high static or readerboard on-premises pole sign or 65 square foot static or readerboard building sign. Manually changeable or electronic readerboard copy is permitted.~~~~
- C. ~~Other Assemblies of People - Non-Entertainment. Other assemblies of people - non-entertainment shall be permitted one freestanding or building mounted combination readerboard on-premises sign per use as described below:~~

- ~~1. **Sites One Acre In Size Or Less.** One maximum fifteen-square-foot, six-foot-high static or readerboard on-premises, monument sign or twenty-four-square-foot static readerboard building sign. Only manually changeable readerboard copy shall be permitted. The copy shall not be changed more than once a day and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.~~
 - ~~2. **Sites Greater Than One Acre In Size.** One maximum twenty-five-square-foot, six-foot-high static or readerboard on-premises or twenty-four-square-foot static or readerboard building sign. Only manually changeable readerboard copy shall be permitted. The copy shall not be changed more than once a day and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.~~
 - ~~3. **Excepting Assemblies of People – Non-Entertainment Located Within an Existing Industrial, Office or Commercial Complex.** Assemblies of people – non-entertainment located within an existing office, commercial or industrial complex shall be allowed a readerboard sign serving that particular use in lieu of the permitted monument sign for the existing multi-tenant office, commercial or industrial complex permitted under 19.620.070 per 19.620.200 D 1 & 2 below. (Ordinance No. 6919)~~
- ~~D. **Public Entertainment Venue.** Public entertainment venues shall be permitted 1 freestanding or building mounted combination readerboard on-premises sign per use, selected from the following options:~~
- ~~1. **Sites Less than Fifteen Acres.** One maximum 40 square foot, 6 foot high combination readerboard on-premises monument sign using either manually or electronically changeable copy, or 1 building mounted sign shall be permitted, located on the frontage occupied by the use, maximum 1½ square feet of sign for each front foot of the occupancy frontage, not to exceed 100 square feet. A readerboard sign shall be in lieu of a permitted freestanding or building mounted on-premises sign. The message shall consist of static copy changed no more frequently than twice each twenty four hours. A readerboard sign shall be in lieu of a permitted freestanding or building mounted on-premises sign.~~
 - ~~2. **Sites Fifteen or More Acres.** One maximum 65 square foot, 15 foot high combination readerboard on premises pole sign using either manually or electronically changeable copy, or 1 building mounted sign shall be permitted, located on the frontage occupied by the use, maximum 1½ square feet of sign for each front foot of the occupancy frontage, not to exceed 100 square feet. A readerboard sign shall be in lieu of a permitted freestanding or building mounted on-premises sign. The message shall consist of static copy changed no more frequently than twice each twenty four hours. A readerboard sign shall be in lieu of a permitted freestanding or building mounted on-premises sign.~~
- ~~E. **Amusement Parks over 24 Acres Within One Hundred Feet of a Freeway.** In lieu of the freestanding sign allowed above, 1 maximum 750 square foot, 66 foot high combination readerboard on-premises pole sign oriented toward the adjacent freeway. Readerboard copy may consist of either manually or electronically changeable copy. All readerboard copy shall consist of letters no more than 30 inches high. Messages shall consist of static copy changed no more frequently than twice each twenty four hours. The~~

readerboard portion of the sign shall not exceed the lesser of 218 square feet or 75% of the overall sign size. Lighted messages shall be limited to incandescent white bulbs. The sign shall comply with all applicable CALTRANS standards for signs adjacent to freeways. (Ord. 6966 §1, 2007)

19.620.210 — Real Estate Signs.

A. ~~For Real Estate Offered for Sale, Rent or Lease (Not Including Transient Occupancy).~~ Subject to the regulations and conditions stated in this subsection, the signs described in this subsection may be displayed without permits. The signs allowed under this subsection shall be removed not more than 5 days after the proposed transaction has closed, or the property is withdrawn from the market.

1. ~~**Residential Properties.**~~ On all properties with a residential principal use, 1 temporary freestanding unlighted maximum 4 square foot real estate sign may be displayed per street frontage not to exceed 6 feet in overall height. Such signs shall be removed within 5 days following the closing of the proposed transaction, or the withdrawal of the offer or solicitation.

2. ~~**All Non-residential Properties.**~~ On non-residential properties, and properties containing both legal residential and non-residential uses, real estate signs may be displayed, using either of the following options:

a. ~~**Freestanding signs.**~~ One maximum 24 square foot, 8 foot high, double-faced, freestanding for sale, rental or lease sign per street frontage is permitted. On sites having more than 1 frontage or on interior lots at least 2½ acres in size, an option of placing the sign faces at a 45-degree angle to each other is permitted. Signs shall be located no closer than 2 feet from public sidewalks and 12 feet from the curblines or from the pavement where curbs are lacking. In no case shall signs be placed in the public right-of-way. In the event a building sign is installed as permitted in paragraph 19.620.210 A 2 b of this Section, the freestanding sign herein described shall not be permitted.

b. ~~**Building Signs.**~~ In lieu of a permitted freestanding sign, 1 for sale, rental or lease building sign per frontage, a maximum 24 square feet in area shall be permitted for buildings or occupancies within 63 feet from the curblines or from the pavement where curbs are lacking. In the event a freestanding sign or signs are installed as permitted in paragraph 19.620.210 A 2 a of this Section, the building sign herein described shall not be permitted.

B. ~~Time Limit.~~ Such signs shall be removed within 5 days following close of escrow or finalization of sale, rental or lease. (Ord. 6966 §1, 2007)

19.620.220 — Service Station Signs.

The regulations stated in this Section apply to the stated land uses, regardless of zone.

A. ~~Vehicle Fuel Station Signs.~~ Vehicle fuel stations, whether situated on an independent parcel, or incorporated as part of a commercial, industrial or office complex, shall have

independent freestanding sign rights and are not restricted by the number of signs serving uses not related to the vehicle fuel station.

~~1. **Freestanding Signs.**~~

~~a. **On-site/Price Monument Sign.** For each vehicle fuel station, 1 monument sign, maximum 50 square feet in size and maximum 6 feet in overall height shall be permitted. The price portion of the sign may not exceed 30 square feet and must include all price advertising as required by State law.~~

~~b. **On-site Pole Sign – Freeway Adjacent Locations.** For vehicle fuel stations located contiguous to a freeway, where a freeway exit serves the street from which the station takes direct access, in addition to the on-premises/price monument sign allowed in the preceding paragraph, 1 on-premise pole sign, maximum 100 square feet in size and 45 feet in overall height, situated so as to be directed toward and permanently viewable from the freeway, shall be permitted subject to the granting of a Conditional Use Permit.~~

~~c. **Secondary Price Sign.** In addition to the on-premises/price monument sign allowed by paragraph 19.620.220 A 1 a of this Section, each station may display a maximum of 1 non-lighted, double-faced changeable copy price sign, maximum 15 square feet in display area and 6 feet in overall height. However, no permit for such a price sign shall be issued, however, until the City receives a written communication from the State Department of Agriculture Division of Weights and Measures stating that a secondary price sign is necessary in order to meet the fuel identification requirements.~~

~~2. **Building and Gas Canopy Signs.** Building and gas canopy signs shall be limited to 2 on-premises signs totaling no more than 30 square feet in combined display area. For stations with multiple uses, one additional building sign and 10 additional square feet of combined sign area shall be allowed for each use, with a maximum of 5 signs with a combined sign area limit of 60 square feet.~~

~~3. **Pump Island Signs.** Each station may display 2 pump island signs per pump island to distinguish self-serve from full-serve pump islands. Such signs must be permanently affixed to the pump island they identify. Each sign may not exceed 4 square feet in overall size.~~

~~4. **Window Signs.** One window sign for each public entrance, not exceeding 9 square feet per sign. (Ord. 6966 §1, 2007)~~

~~**19.620.230 Temporary Signs.**~~

~~A. All paper signs, banners, balloons, streamers, placards, pennants or portable signs that direct, promote, attract, service or that are otherwise designed to attract attention are prohibited, except that the following temporary signs may be displayed in all non-residential zones subject to the stated rules. Any calculations of sign measurements may be subject to review of the Planning Division, and the Planning Division may add conditions to address matters of public safety and welfare.~~

1. ~~**Grand Opening Banners.** One banner not exceeding 60 square feet shall be allowed for a period not exceeding 30 consecutive days for newly opened or reopened establishments at the site where the banner is to be displayed. The banner shall be stretched and secured flat against the building surface and shall not extend higher than the building eave or the building parapet wall.~~
2. ~~**Temporary Commercial Event Signs.** No more than three (3) temporary signs not exceeding a combined twenty-five (25%) percent of the total window area, or a combined area of forty (40) square feet, whichever area is less, may be displayed in the window area of each building frontage throughout the duration of an event. Such signs may be painted directly onto the window in water soluble paints or constructed of paper, wood, fabric, plastic, vinyl or similar materials and securely adhered to, or oriented toward the street or public right-of-way. All paper signs must be mechanically printed. Such signs must remain in good condition and shall be removed within 7 days of the conclusion of the event. There is no limit on the number of colors that can be used in these signs, however, fluorescent colors, as defined in Article X (Definitions), are prohibited.~~
3. ~~**Construction Signs.** In all zones, unlighted freestanding or wall signs are allowed. All such signs shall be displayed only on the lot or parcel on which the construction is occurring and only during the construction period. Such signs and support structures and fasteners shall be totally removed prior to release for occupancy. Signs shall not exceed 32 square feet in area.~~
4. ~~**Subdivision Signs.** In all zones, a maximum of 3 unlighted double-faced temporary subdivision signs, not exceeding 40 square feet in area per display face and 15 feet in overall height, may be erected and maintained with a subdivision during sale of the lots. Such signs shall be located within the subdivision and shall be a minimum distance of 300 feet apart from each other. All signs shall be removed at the close of escrow of the model complex houses.~~
5. ~~**Protected Non-commercial Message Signs on Residential Uses.** On residential uses, non-illuminated temporary signs displaying protected non-commercial messages, maximum 4 feet in height, totaling no more than 6 square feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision.~~
6. ~~**Protected Non-commercial Message Signs on Commercial, Business, Industrial and Manufacturing Uses.** On commercial, business, industrial, and manufacturing uses, non-illuminated temporary signs displaying protected non-commercial messages, maximum six feet in height, totaling no more than twenty-five square feet in area; may be displayed at any time. However, during the period of time beginning 60 days before a general, special, primary, or runoff election, and ending 15 days after such election, the amount of display area may be doubled. Flags do not count toward the signage allowed under this provision. (Ord. 7184 §4, 2012; Ord. 6966 §1, 2007)~~

19.620.240 — Prohibited Signs and Sign Elements.

Unless otherwise permitted by a specific provision of this Chapter, the following sign types are prohibited in all zones:

- A. ~~Moving Image Signs. Signs which blink, flash, shimmer, glitter, rotate, oscillate or move, or which give the appearance of blinking, flashing, shimmering, glittering, rotating, oscillating or moving.~~
- B. ~~Permanent Signs Displaying Off-Site Commercial Messages. Permanent structure signs displaying commercial messages (billboards) are prohibited in all zones.~~
- C. ~~Portable Signs. Unless expressly allowed by another provision of this Chapter, portable signs are prohibited in all zones.~~
- D. ~~Signs Interfering With Traffic Safety. Signs that create a safety hazard by obstructing clear view of pedestrian and vehicular traffic, whether by blocking the visibility triangle or otherwise, or which create confusion because by color, wording, or location resemble or conflict with any traffic control sign or device, are prohibited in all zones.~~
- E. ~~Roof Signs. Roof signs are prohibited in all zones.~~
- F. ~~Advertising Statuary. All forms of advertising statuary are prohibited in all zones.~~
- G. ~~Bench Signs. All forms of bench signs or bus stop commercial advertising are prohibited in all zones.~~
- H. ~~Fluorescent Colors. Prohibited colors are listed on the fluorescent color chart noted in Article X (Definitions) and as adopted by the Planning Commission under Zoning Code Amendment Case AM-008-945, and are a representation of a wider range of fluorescent shades. This color limitation does not apply to non-commercial messages on signs.~~
- I. ~~Commercial Mascots. All commercial signs held, posted or attended by commercial mascots as defined in 19.910.040 are prohibited in all zones. (Ord. 6966 §1, 2007)~~
- J. ~~Signs for Prohibited Uses. An on-site commercial sign proposed for a business that is a prohibited use as established in Chapter 19.150 (Base Zones Permitted Land Uses) and which has not been established as a legal non-conforming use, is prohibited.~~
- K. ~~Signs for Unpermitted Uses. An on-site commercial sign proposed for an unpermitted use (e.g. a business that has not obtained appropriate permits such as a conditional use permit as required under this Code), is prohibited. (Ord. 7158 §15, 2012; Ord. 6966 §1, 2007)~~

19.620.250 — Permits.

- A. ~~Permits Generally Required. Unless a particular type of sign is specifically exempted from the permit requirement, by a provision of this Chapter or other applicable law, no person shall erect, change or replace any sign allowed by the provisions of this Chapter without first having obtained the necessary permits. A permit is required whenever there is a change to the lighting, supports, structure or mounting device of a sign. When~~

design review and/or a Certificate of Appropriateness are applicable to a proposed sign, those approvals must be obtained before a sign permit application may be processed.

- ~~B. Zoning Administrator, Planning Commission or Cultural Heritage Board Approval. In reviewing signs for design review approval or a Certificate of Appropriateness, the Zoning Administrator, Planning Commission and the Cultural Heritage Board may base their decisions upon the standards contained in this Chapter and Title 20 respectively, as applied only to the structural and locational aspects of the signs.~~
- ~~C. Signs Exempt from Permitting Pursuant to this Chapter. In addition to specific provisions elsewhere in this Chapter that exempt certain signs from a permit requirement, the following signs do not require a permit: signs of public service and utility companies indicating danger and aids to service and public safety; signs less than 4 square feet in area indicating the hours of operation of an establishment and whether such establishment is presently open to the public; signs not visible to the public from any portion of the public right of way; railroad crossing signs; traffic or municipal signs posted by governmental agencies; legal notices posted pursuant to law or court order; changes to the copy of approved non-electric readerboards and non-electric directory signs.~~
- ~~D. Sign Permit Process. The application for a sign permit shall be made in writing on a form provided by the Zoning Administrator and shall be accompanied by any fee established by City Council resolution. The Zoning Administrator shall create a standard form to be used as an application for a sign permit; when approved, the application shall constitute the permit. A single application may be used for multiple signs proposed for the same lot, parcel or use; however, decisions and conditions may pertain to individual signs. Such application may call for any of the following information:~~
- ~~1. The street address, assessor's parcel number, and name and contact information for the legal owner of record of the property;~~
 - ~~2. Proof of the consent of the property owner or other person in control or possession of the property. For example, if the subject property is leased and the applicant is the lessee, the lessee must demonstrate that the sign complies with all provisions of the lease related to signage, or submit a written landlord's consent;~~
 - ~~3. If the property is subject to a Conditional Use Permit, either a copy of such permit or the number of such;~~
 - ~~4. Any pending zoning or code enforcement matters concerning the property or an establishment thereon;~~
 - ~~5. Whether the parcel or use is the subject of any outstanding orders for removal, repair, or other corrective action regarding any sign;~~
 - ~~6. A drawing to scale showing the design of the sign, including dimensions, sign size, colors, graphic design, message content (applies to commercial message signs only), materials, method of attachment, source of illumination and the relationship to any building or structure to which the sign is proposed to be~~

~~attached or mounted. In the case of a sign program, the application shall also show color schemes and graphic design schemes;~~

- ~~7. A site plan, including all dimensions, drawn to scale, indicating the location of the sign relative to property lines, rights-of-way, streets, sidewalks, vehicular access points and existing buildings or structures and off-street parking areas located on the premises;~~
 - ~~8. The number, size, type and location of all existing signs on the same building, site or premises; however, temporary signs need not be shown;~~
 - ~~9. Any structural information and plans necessary to ensure compliance with building and safety codes;~~
 - ~~10. If the sign is to be constructed and/or installed by a professional sign company or contractor, such contractor's name and contact information, along with licensing and bonding information, and the estimated time for construction and installation of the sign, following all necessary permits and approvals;~~
 - ~~11. Information regarding interruptions to normal traffic or pedestrian traffic which may be caused by the construction;~~
 - ~~12. Whether the sign or any portion thereof will encroach into or over the public right of way or any property owned by the City;~~
 - ~~13. Whether the sign is proposed to be located in a historic preservation district or on a building or structure designated for historic preservation; and~~
 - ~~14. Information showing compliance with any applicable sign plan, or sign program, or redevelopment plan;~~
 - ~~15. Whether the sign will be used for off-site commercial advertising.~~
- ~~E. Conditions of Approval: A sign permit application may be approved subject to any of the following conditions, as applicable:~~
- ~~1. Compliance with other legal requirements, including encroachment, building, electrical, plumbing, demolition, mechanical, etc. When such other approvals are necessary, they must be obtained before the sign permit application will be granted.~~
 - ~~2. Remedy for outstanding zoning violations: if the sign is proposed to be located on a property on which there is a zoning violation, then the sign permit may be issued upon condition that the violation is remedied before the sign is constructed, or simultaneously therewith.~~
- ~~F. Processing of Permit Applications. All sign permits applications shall be initially reviewed as administrative matters by the Zoning Administrator. When a permit application complies with this Chapter and all other application laws, the application shall be granted. An application may be approved subject to such conditions as are necessary for full compliance with this Chapter and all other applicable laws, rules and regulations.~~

- ~~1. **Reference to Cultural Heritage Board.** When a given sign is proposed to be located in a historic district or on a property designated for historic preservation, the permit application shall be referred to the Cultural Heritage Board for review. In considering the matter, the Cultural Heritage Board may not approve any sign for the display of off-site commercial messages, and may not consider the message content of any non-commercial message. As to on-site commercial messages, the Board may not consider the message itself, but may consider whether the manner of presentation is visually consistent with the historical time and theme of the location. Whether the sign is proposed to be used for on-site commercial or noncommercial messages, the Board may consider the architectural and structural aspects for consistency and harmony with the historical theme and time of the proposed location. Unless time is waived by the applicant, the Board shall hold a public hearing and decide the issue within **45 business days** of when the matter is first referred to them.~~
- ~~2. **Notice of Incompleteness.** The Zoning Administrator shall initially review a sign permit application for completeness. If the application is not complete, the Zoning Administrator shall give written notice of the deficiencies within 15 business days following submission of the application; if no notice of incompleteness is given within such time, then the application shall be deemed complete as of the last day on which notice of completeness could have been given. If a notice of incompleteness is given, the applicant shall have 15 business days thereafter to file a corrected and complete application, without payment of additional fee.~~
- ~~3. **Time for Decision.** Unless time is waived by the applicant, the Zoning Administrator shall issue a written decision on a sign permit application within 45 business days of when the application is deemed complete. Failure to issue such a decision in a timely manner shall be deemed a denial of the application, and create an immediate right of appeal to the Planning Commission. In cases where the Zoning Administrator refers the permit application to the Cultural Heritage Board, then the time for the Zoning Administrator's decision shall be extended by the amount of time necessary for the Board to reach its decision.~~
- ~~G. **Permits Issued in Error.** In the event that a sign permit is issued, and the issuance is found to be in error at any time before substantial physical work on actual construction has been accomplished, then the permit may be summarily revoked by the City simply by giving notice to the permittee; such notice shall specify the grounds for revocation. In such event, the applicant may reapply within 30 calendar days for a new permit, without paying a new application fee.~~
- ~~H. **Fees for Signs Constructed Without a Permit.** Where work for which a permit is required by this Chapter is started or proceeded with prior to obtaining such permit, the following late permit fees shall apply. The permit fees shall be computed based upon the date on which application is made for a sign permit, design review approval or Certificate of Appropriateness, or a variance, whichever process is first necessary to obtain a sign permit:~~

1. ~~When application is made within 30 days after first notice has been given of the violation, the permit fee shall be two times the established permit fee.~~
2. ~~When application is made between 31 and 45 days after first notice has been given of the violation, the permit fee shall be four times the established permit fee.~~
3. ~~When application is made over 45 days after first notice has been given of the violation, the permit fee shall be ten times the established permit fee.~~
4. ~~After a sign permit, design review approval or Certificate of Appropriateness, or variance has been applied for, additional time limits may be established for the securing of permits and completion of any additional sign work that may be required. If such time limits are not adhered to, the amount of time by which the deadline(s) is(are) missed shall be added to the time periods noted above for the purpose of establishing the final permit fee.~~
5. ~~In no case shall a late permit fee be assessed in excess of one thousand dollars. (Ord. 7184 §5, 2012; Ord. 6966 §1, 2007)~~

19.620.260 — Appeals.

~~Any official decision or action on a sign-related matter may be appealed to the City Council, and then to judicial review. Any resident of the City, or any person owning or operating an establishment located within the City, or any person claiming ownership of the subject sign, may appeal any sign-related decision.~~

- A. ~~Effecting an Appeal. An appeal is effected by filing a written notice of appeal with the Planning Division within 10 business days after the decision is announced, delivered, or posted. The notice of appeal shall identify the appellant, the decision appealed from, and the grounds for the appeal.~~
- B. ~~Status Pending Appeal. While an appeal of a sign-related decision is pending, the status quo shall be maintained, unless the subject sign poses an immediate threat to the public health and safety by virtue of its physical condition and without regard to the message expressed thereon, in which case the sign may be summarily abated as necessary to protect the public health and safety.~~
- C. ~~Consideration Factors on Appeal. On appeal of a sign-related decision, the appellate body shall not consider the message content of any protected non-commercial speech, and as to commercial speech, may consider only whether the message is on-site or off-site, and the rules contained in this Chapter concerning commercial message signs; the appellate body may consider whether the sign conforms to the provisions of this Chapter, other applicable law, and any applicable sign program or redevelopment plan, and other non-communicative aspects of the sign.~~
- D. ~~Time for Appellate Decision. Following receipt by the Planning Division of an appeal of a sign-related decision, the matter shall be placed on the agenda for the next meeting of the appellate body for which the notice and agenda requirements may be met, but in no event more than 45 business days after the Planning Division receives notice of the appeal. Unless the appellant waives time, the appellate body shall hear and decide the~~

~~appeal not later than 45 business days after the Planning Division receives the written notice of appeal. A decision by the appellate body shall be in writing and shall set forth findings, based on evidence presented at the public hearing, which supports the decision.~~

- ~~E. Judicial Review. After exhaustion of all internal appeal procedures, an appellant may seek judicial review of any sign-related decision in any court of competent subject matter jurisdiction which also has personal jurisdiction over the City and its officers. An action seeking such judicial review must be filed with the court and served on the City not more than 60 calendar days after the final decision is reached by the City's internal review procedures. Judicial review is available pursuant to California Code of Civil Procedure. (Ord. 7184 §6, 2012; Ord. 6966 §1, 2007)~~

~~19.620.270 — Nonconforming Signs.~~

- ~~A. Previously Conforming. Any sign which fully complied with all applicable law at the time of its construction, and has continued, may be continued in use, but is subject to the standard procedures for abatement of nuisance if it is found to be unsafe because the structure creates an immediate hazard to persons or property.~~
- ~~B. Maintenance. Reasonable repairs and alterations may be made to previously conforming signs, provided that there is no expansion of any nonconformity with current requirements.~~
- ~~C. Repair. In the event any previously conforming sign is damaged, by any cause other than intentional vandalism, and repair of the damage would exceed fifty percent (50%) of the reproduction cost, according to appraisal thereof by competent appraisers, such sign may be restored, reconstructed, altered or repaired only to conform with the provisions of this Chapter. (Ord. 6966 §1, 2007)~~

~~19.620.280 — Enforcement.~~

~~The Zoning Administrator may enforce the provisions of this Chapter by appropriate permit decisions, orders and directives. Such decisions, orders and directives may include, but are not limited to, orders to get a permit or to comply with permit conditions, orders to remove, repair, upgrade, repaint, replace or relocate any sign. All such decision, orders and directives are subject to appeal as provided in this Chapter. Any failure to follow a valid order or directive issued by the Zoning Administrator shall be deemed a violation of this Chapter and may be remedied in the same manner as any violation of Title 19 (Zoning) of the Riverside City Municipal Code. Notice of all decisions, orders and directives shall be deemed given when mailed to the last known address of the responsible party or parties.~~

- ~~A. Responsible Parties. Sign related rights, duties and responsibilities are joint and several as to the owner of the property, the owner of any business or other establishment located on the property, and the owner of the sign.~~
- ~~B. Abandoned Signs. Any on-site commercial sign associated with a business that has ceased operations for 90 days may be deemed an abandoned sign, and may be ordered removed within 10 business days. The removal duty falls jointly and severally upon the party which used the sign as part of the business and the owner of the land on which the sign is mounted or displayed.~~

- ~~C. Unremedied Violations as Public Nuisance. When the Zoning Administrator has given a notice of decision, order or directive regarding a sign or sign permit, and any noticed deficiency remains uncured thirty calendar days after the notice has been mailed, the City may enforce any violation and seek any remedy authorized by law, including but not limited to those methods available for any violation of the City's zoning laws, general laws, state or federal law, whether by administrative proceedings, a criminal action, and/or a civil lawsuit for abatement of nuisance (which may include requests for declaratory and injunctive relief), or abatement or removal by the City at the cost of the responsible parties, reimbursement for which may be secured by a lien recorded against the property. In any civil court action the prevailing party shall be entitled to an award of costs and reasonable attorneys' fees.~~
- ~~D. Removal by City: Public Hearing. In the event that the Zoning Administrator seeks a cure or remedy by removal of the subject sign by the City, then the responsible parties shall be given thirty calendar days notice of a public hearing before the City Council to determine if the subject sign is a public nuisance and if the City should remove it if the responsible parties fail to do so with 30 calendar days after the City Council decision, or any other corrective action the Council may consider. All responsible parties shall be given notice of such hearing by certified mail, prepaid postage, addressed to their last known address. At such hearing, all responsible parties shall be given an opportunity to be heard, to present evidence and argument, to challenge the Zoning Administrator's decision, and to be represented by counsel.~~
- ~~E. Removal by City: Actual Removal, Redemption. If, following the public hearing, the Council authorizes removal of the subject sign by the City, said removal may take place at any time 15 or more calendar days following the hearing and decision. The City may remove the subject sign by its own force, or by a contracted agent. Any removed sign shall be stored by the City for at least 30 calendar days, during which time the City shall take all reasonable efforts to notify the sign owner that the sign is in the City's possession and may be redeemed by reimbursing the City for the cost of removal. If the sign owner fails to redeem the sign within 30 calendar days of the notice, then the City may dispose of the sign by any means it deems appropriate. If the sign is sold, then the net proceeds of such sale shall reduce the reimbursement owed to the City by the responsible parties.~~
- ~~F. Remedy by City. In the event that a valid directive or order of the Zoning Administrator is not followed, and is not timely appealed, then the Zoning Administrator may give thirty calendar day written notice and opportunity to cure, to the responsible parties that the City shall take corrective action and assess the cost of doing so as a lien against the property, using such procedures as are required by state or local law. The Zoning Administrator may grant a reasonable extension of time, not to exceed 120 calendar days to effect the required correction, if the owner or occupant of the premises has made proper application for a new sign which would accomplish the same result.~~
- ~~G. Removal - Scope. If the option of removing a sign or signs is exercised, whether by private parties or by the City, said sign(s) shall be completely removed, including all poles, structures, electrical equipment, cabinets and sign faces. Building walls, grounds or other items on which such signs have been placed shall be restored to good repair and appearance. (Ord. 6966 §1, 2007)~~

19.620.290 — Sign Contractors.

- A. ~~Responsibility for Securing Permits.~~ It shall be the duty of the contractor or person who erects, installs, paints, constructs or alters a sign to secure all necessary permits for such work. It shall be the responsibility of the property owner and/or lessee to assure that the contractor is properly licensed and bonded, and that the contractor secures all necessary permits. No sign contractor shall install a sign for which a permit is required unless such permit has been duly issued before construction work begins. A sign permit shall not be issued unless the sign contractor's name and contact information appears on the permit application.
- B. ~~Identification Label.~~ All signs installed by sign contractors have attached to them an identification label, not over 4 square inches in size, which lists the following information: installed by (contractor's name), City permit number, electrical current, month and year erected. Said label shall not exceed 4 square inches. Said label, and all other labels, shall be placed as directed by the Zoning Administrator.
- C. ~~Violations by Sign Contractors.~~ Wherever a sign violation has occurred, it shall be the duty of the zoning inspector to determine what sign contractor, if any, performed the sign work. The following procedure shall be followed in pursuing sign contractors installing signs for which a valid permit has not first been secured:
1. ~~First Violation.~~ A letter shall be sent by certified mail to the sign contractor setting forth the City's requirements for sign permits and indicating that future violations will result in a complaint being filed with the Contractors' State License Board and/or legal action being taken against said contractor.
 2. ~~Second Violation.~~ A complaint shall be filed with the Contractors' State License Board and a copy of such complaint shall be sent to the sign contractor with a letter indicating that legal action may be taken if further violations occur. All correspondence shall be by certified mail.
 3. ~~Third and Subsequent Violations.~~ Legal action may be taken against the contractor, using any method authorized by law.

19.620.300 — Safety Regulations Generally.

- A. ~~Interference with Safety Passages.~~ No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light, ventilation or access is reduced to a point below that required by any law or ordinance.
- B. ~~Proximity to Electrical Facilities.~~ No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within 6 feet of overhead electric conductors which are energized in excess of seven hundred 50 volts, nor within 3 feet of conductors energized at 0 to 750 volts.
- C. ~~Electrical Signs.~~ Electrical signs shall bear the label of an approved testing laboratory. Said label shall not exceed 4 square inches. Said label shall be placed as directed by the Zoning Administrator. Electrical signs and appurtenant equipment shall be installed in accordance with the Electrical Code.

- ~~D. Engineering Design and Materials. Signs shall be designed and constructed as building elements or structures in accordance with the provisions of the Building Code.~~
- ~~E. Confusion with Traffic Signals. No sign shall be erected in such a manner as to interfere with, mislead or confuse traffic.~~
- ~~F. Maintenance. All signs, together with all their supports, braces, guys and anchors, shall be kept in repair and in a proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted. The Zoning Administrator may order the removal of any sign that is not maintained in accordance with the provisions of this Chapter and all other applicable law.~~
- ~~G. Inspections. It shall be the duty of every person who may erect any sign designated under this Chapter to afford ample means and accommodation for the purpose of inspection whenever, in the judgment of the Zoning Administrator or the Building Official, such inspection is necessary. The inspectors for the Public Utilities Department and the Fire Department of the City shall also have the right and authority to inspect any such signs during reasonable hours.~~
- ~~H. Liability of Owners. This Chapter shall not be construed to relieve from or lessen the responsibility of any person owning, maintaining, operating, constructing or installing any sign or other device mentioned in this Chapter for damages to life or property caused by any defect therein.~~
- ~~I. City Responsibility for Sign Compliance. Neither the City or any agent thereof may be held as assuming any liability by reason of the inspection required by this Chapter. Nothing in this Chapter waives or diminishes any defenses the City may have in any action alleging that the City is responsible, in whole or in part, for damage, loss or injury caused by any sign. By enacting this Chapter the City does not waive its immunities under California statutory law, including but not limited to the governmental immunities. (Ord. 7182 §7, 2012; Ord. 6966 §1, 2007)~~

ARTICLE X: DEFINITIONS

19.910.010	Purpose and Applicability.
19.910.020	“A” Definitions.
19.910.030	“B” Definitions.
19.910.040	“C” Definitions.
19.910.050	“D” Definitions.
19.910.060	“E” Definitions.
19.910.070	“F” Definitions.
19.910.080	“G” Definitions.
19.910.090	“H” Definitions.
19.910.100	“I” Definitions.
19.910.110	“J” Definitions.
19.910.120	“K” Definitions.
19.910.130	“L” Definitions.
19.910.140	“M” Definitions.
19.910.150	“N” Definitions.
19.910.160	“O” Definitions.
19.910.170	“P” Definitions.
19.910.180	“Q” Definitions.
19.910.190	“R” Definitions.
19.910.200	“S” Definitions.
19.910.210	“T” Definitions.
19.910.220	“U” Definitions.
19.910.230	“V” Definitions.
19.910.240	“W” Definitions.
19.910.250	“X” Definitions.
19.910.260	“Y” Definitions.
19.910.270	“Z” Definitions.

EXHIBIT 5 – P12-0468

Proposed Amendment to Section 19.910.200 – “S” Definitions

19.910.200. “S” Definitions.

Saloon	See bar .
Salvage yard	Any area, lot, parcel, building, or part thereof used for the storage, collection, processing, purchase, sale, or abandonment or wastepaper, rags, scrap metal, or other scrap or discarded materials, machinery, or other types of junk. Such uses include baling of cardboard and other paper materials.
Scale	Proportionate size judged in relation to an external point of reference. <i>See definition in the Downtown Specific Plan.</i>
School	Any child or day care facility, or an institution of learning for minors, whether public or private, offering instruction in those courses of study required by the California Education Code and maintained pursuant to standards set by the State Board of Education. This definition includes a nursery school, kindergarten, elementary school, middle or junior high school, senior high school, or any special institution of education, but it does not include a vocational or professional institution of higher education, including a community or junior college, or university.
School, professional institution of higher education	A post-secondary institution for higher learning that grants associate or bachelor degrees and may also have research facilities and/or professional schools that grant master and doctoral degrees. This may also include community colleges that grant associate or bachelor degrees or certificates of completion in business or technical fields.
School, vocational	A specialized instructional establishment that provides on-site training of business, commercial and/or trade skills such as accounting, data processing and computer repair. This classification excludes establishments providing training in an activity that is not otherwise permitted in the zone. Incidental instructional services in conjunction with another primary use shall not be considered a business and trade school.
Second dwelling unit	See dwelling unit, second .
Secondary street frontage	See frontage, secondary street .
Secondhand store	A retail or wholesale business in which the largest portion of merchandise is used. This classification does not include secondhand motor vehicle parts or accessories.
Semi-public	A use owned or operated by a private non-profit, religious or charitable institution that provides educational, cultural, recreational, religious or similar types of programs to the general public.

Senior housing	A housing facility consisting of 3 or more dwelling units the occupancy of which is limited to persons 55 years of age or older
Separate interest	<p>Has the following meanings:</p> <ol style="list-style-type: none"> 1. In a community apartment project, "separate interest" means the exclusive right to occupy an apartment, as specified in 19.790 subdivision (d). 2. In a condominium project, "separate interest" means an individual unit, as specified in 19.790 subdivision (f). 3. In a planned development, "separate interest" means a separately owned lot, parcel, area or space. 4. In a stock cooperative, "separate interest" means the exclusive right to occupy a portion of the real property, as specified in 19.790 subdivision (m). <p>Unless the declaration or condominium plan, if any exists, otherwise provides, if walls, floors, or ceilings are designated as boundaries of a separate interest, the interior surfaces of the perimeter walls, floors, ceilings, windows, doors and outlets located within the separate interest are part of the separate interest and any other portions of the walls, floors or ceilings are part of the common areas.</p> <p>The estate in a separate interest may be a fee, a life estate, an estate for years, or any combination of the foregoing.</p>
Service station	See vehicle fuel station .
Setback	The distance from a defined point or line governing the placement of buildings, structures, parking or uses on a lot. <i>See definition in the General Plan.</i>
Setback building line, front	A line parallel with the front lot line or planned street line and located at the required front yard setback for regular lots and a line parallel with the street measured one third the lot depth back for cul-de-sac lots and knuckle lots.
Setback building line, rear	A line parallel with the front lot line or planned street line and located at the required rear yard setback.
Setback, building line, side	A line parallel with the front lot line or planned street line and located at the required side yard setback.
Shared parking	The provision that two or more uses that are within close proximity may share parking facilities to fulfill their individual parking requirements because their prime operational hours do not overlap.
Shelters	See emergency shelter, supportive housing and transitional housing, and transitional housing development.

Shopping Center	Same as complex, commercial .
Showroom	An area for the display of goods/merchandise in conjunction with a permitted use on the site.
Side lot line	See lot line, side .
Sign	<p><u>See Chapter 19.620 - General Sign Provisions, Section 19.620.150 Definitions for sign definitions.</u> Any device, fixture, placard or structure, including its component parts, that draws attention to an object, product, place, activity, opinion, person, institution, organization, or place of business, or that identifies or promotes the interests of any person and that is to be viewed from any public street, road, highway, right-of-way or parking area, or any private road or drive. However, the following are not within the definition of “sign” for regulatory purposes of the Title:</p> <p>A. Interior signs: Signs or other visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior thereof or located at least five feet from the window, provided the building or enclosed structure is otherwise legal;</p> <p>B. Architectural features: Decorative or architectural features of buildings (not including lettering, trademarks or moving parts);</p> <p>C. Symbols embedded in architecture: Symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent buildings that is otherwise legal; also includes foundation stones, corner stones and similar devices;</p> <p>D. Personal appearance: Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, costumes (but not including commercial mascots);</p> <p>E. Manufacturers’ marks: Marks on tangible products, that identify the maker, seller, provider or product, and that customarily remain attached to the product even after sale;</p> <p>F. Fireworks, etc.: The legal use of fireworks, candles and artificial lighting not otherwise regulated by the Title;</p> <p>G. Mass transit signage: Advertisements or banners mounted on trains or duly licensed mass transit vehicles that legally pass through the City;</p>

Sign-continued

- ~~H. Certain insignia on vehicles and vessels: on street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, non-commercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including general advertising) and messaged relating to the proposed sale, lease or exchange of the vehicle or vessel;~~
 - ~~I. Grave stones, grave markers and similar devices, when used with a cemetery to indicate deceased persons buried within proximity to the marker;~~
 - ~~J. Newsracks and newsstands;~~
 - ~~K. Door mats, floor mats, welcoming mats and similar devices;~~
 - ~~L. Legally placed vending machines displaying only onsite commercial or non-commercial graphics;~~
 - ~~M. Legally required information, such as public notices, registration or licensing information, etc.; and~~
 - ~~N. Shopping carts.~~
- ~~See definition in the Sign Design Guidelines.~~

Sign, abandoned

~~A sign which, for a period of ninety (90) days or more, does not provide direction for, advertise or identify a legal business establishment on the premises where such sign is displayed.~~

Sign, advertising statuary

~~A statue or other three dimensional structure in the form of an object that identifies, advertises, or otherwise directs attention to a product or business. The smallest of the three dimensions must be at least 6 inches.~~

Sign, area

~~The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces. See definition in the Sign Design Guidelines.~~

Sign, article of information

~~A complete name and logo, or concept, or idea, or identifier, or label.~~

Sign, banner

~~A fabric or other flexible material on which message or image is painted or otherwise affixed to a wall, fence, post, light standard or similar mounting device. See definition in the Sign Design Guidelines.~~

Sign, bench

~~A sign located on a bench or similar structure in or near a public right-of-way, a terminal for public transportation or park.~~

Sign, billboard	A sign that meets any one or more of the following criteria: 1) a permanent structure sign that is used for the display of off-site commercial messages; 2) a permanent structure sign that constitutes a separate a or secondary use, as opposed to an accessory use, of the parcel on which it is located; 3) an outdoor sign on which display space is made available to parties, other than the owner or operator of the sign or occupant of the parcel, in exchange for a rent , fee or other consideration; or 4) a sign that is used for general advertising purposes.
Sign, building	A sign with a single face of copy, painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are considered building signs only if such signs do not extend above the top of the main building wall parapet to which the mansard roof is attached. See definition in the Sign Design Guidelines.
Sign, canopy	A sign with a single or double face copy hung below a canopy perpendicular to the adjacent building wall of the business being identified. See definitions in the Sign Design Guidelines and Downtown Specific Plan.
Sign, commercial	A sign that identifies, advertises or otherwise attracts attention to a product or business. See definition in the Sign Design Guidelines.
Sign, construction or construction project	A temporary sign erected and placed on the site of a building under construction that is subject to a land use approval or building permit requirements, during the time that begins with the issuance of the building permit and ends with the earlier of when construction has passed final inspection or a certificate of occupancy, or its functional equivalent, has been issued.
Sign, directional	A sign 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. For traffic safety reasons, a directional sign shall be limited to non-commercial sign only.
Sign, directory	A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity. See definitions in the Sign Design Guidelines and the Downtown Specific Plan.
Sign, electronic message center	A sign having the capability of presenting variable message displays by projecting an electronically controlled pattern against a contrasting background and which can be programmed to change the message display periodically.

Sign face	An exterior display surface of a sign including non-structural trim exclusive of the supporting structure. See definition in the Sign Design Guidelines.
Sign, flag	A device, generally made of flexible materials, usually cloth, paper or plastic, used to display a non-commercial message or symbol which may or may not contain any copy.
Sign, for sale, rental or lease	A temporary sign used in conjunction with the sale, rental, or lease of a building or property.
Sign, freestanding	Any sign supported by structures or supports that are placed on, or anchored in, the ground which are independent from any building or other structure, such as pole and monument signs. See definitions in the Sign Design Guidelines and Design Guidelines.
Sign height	The distance from the average ground level immediately surrounding the base of the sign to a distance of five feet in all directions, to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially increase the height of a sign. See definition in the Sign Design Guidelines.
Sign, interpretive historic	A sign located within a historic district or a designated historic street right-of-way as approved by the Cultural Heritage Board in accordance with design guidelines for this type of sign, as adopted by the Cultural Heritage Board. These signs may be located within or adjacent to the public right-of-way subject to the provisions of Title 10, Sections 10.16.040 A. and B.
Sign, lighted	A sign which is illuminated either directly or indirectly by artificial light. See definition in the Sign Design Guidelines.
Sign, monument	A two-sided sign with an overall height of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a landscape planter flanking all sides of the sign base. See definition in the Sign Design Guidelines.
Sign, neon	A sign comprised partially or entirely of exposed small diameter tubing, illuminated by neon, argon or other means. See definition in the Sign Design Guidelines.
Sign, non-commercial	A sign that does not advertise, identify or otherwise direct attention to a product or business but instead conveys an opinion, idea, concept or similar message.
Sign, off-premises	A sign not identifying a business, service, activity or product available, at, or an occupant of, the property where the sign is located. The onsite/offsite distinction applies only to commercial speech messages.

Sign, on-premises	A sign that is used to convey commercial messages and information about the occupant of a building, lot or premises or the merchandise, product or activity available or carried on at the building, lot or premises where or on which the sign is located. The onsite/offsite distinction applies only to commercial messages. In the case of a duly approved sign plan, sign program, specific plan or sign overlay district, "on-site" may be defined to include any combination, (including all) of the parcels, lots, uses or establishments within the boundaries of such plan, program or district.
Sign, painted	A sign which is painted directly on any wall, window, fence or structure of any kind. See <i>definition in the Sign Design Guidelines.</i>
Sign, pedestrian mall sidewalk	A portable sign as permitted in Section 19.620.070.
Sign, pennant	A visual communication device generally made of flexible materials, usually cloth, paper or plastic, and used to attract attention. Most pennants are triangular or rectangular in shape and are typically longer in the fly than in the attachment.
Sign, pole	A two-sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground. See <i>definition in the Sign Design Guidelines.</i>
Sign, political	A sign not otherwise permitted by this Title advertising a candidate for political office, a political party or a measure scheduled for an election.
Sign, portable	A sign which is capable of being carried or readily moved from one location to another. See <i>definition in the Sign Design Guidelines.</i>
Sign program	A set of design standards or criteria, in addition to the sign regulations contained in this Title, that governs the signs of a designated lot or site. See <i>definition in the Sign Design Guidelines.</i>
Sign, projecting	A double-sided sign oriented perpendicular to the building wall on which it is mounted.
Sign, readerboard	A sign structure or mounting device on which at least a portion of the display face may be used for changeable copy of either the non-commercial or onsite commercial types.

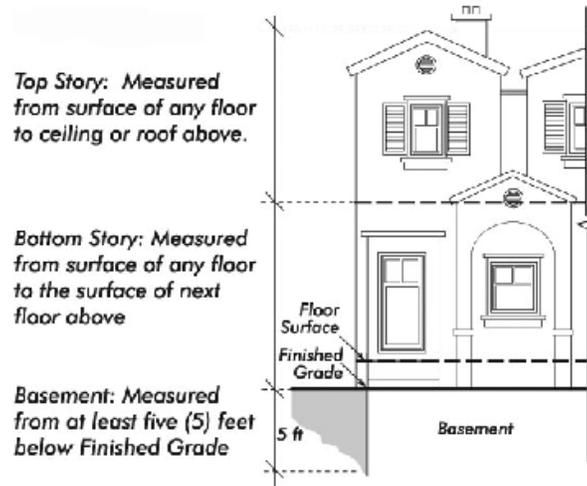
Sign, real estate	A sign that provides information about an economic transaction involving real property. Such signs typically indicate whether the property is for lease, rent or trade and give contact information. However, signs on establishments offering transient occupancy, such as hotels, motels, inns and similar places, indicating “vacancy” and similar information, are not within this definition.
Sign, roof	Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in Article X (Definitions). See <i>definition in the Sign Design Guidelines</i> .
Sign, spandrel	Sign or a group of signs located between or extending from the supporting columns of a canopy structures.
Sign structure	The supports, uprights, bracing and framework of a sign.
Sign, subdivision	A temporary non-illuminated sign erected and maintained within the boundaries of a recorded subdivision during the time period commencing with the issuance of the first necessary building permit and ending with the issuance of the certificate of occupancy for the last unit to be offered for sale.
Sign, temporary	A sign that by virtue of its construction of lightweight or flimsy materials is not suitable for permanent display; also, a sign that is authorized to be displayed only for a limited amount of time. See <i>definition in the Sign Design Guidelines</i> .
Sign, two-sided	A freestanding sign where two sign faces are placed back to back on the same structure, and neither face projects beyond the perimeter of the other. Any other configuration is considered to be a sign with more than two faces. See <i>definition in the Sign Design Guidelines</i> .
Sign, under canopy	See sign, canopy .
Sign, vertical	A single-sided sign whose message is oriented perpendicular to the ground, integrated into the building architecture and located below the top of the parapet wall.
Sign, window	A sign with a single face of copy which is permanently marked on or adhered to a window or which is oriented toward a window and designed to read from the exterior of the building. See <i>definition in the Sign Design Guidelines</i> .
Single-family, attached, dwelling unit	See dwelling unit, single family, attached .
Single-family, detached, dwelling unit	See dwelling unit, single family, detached .

Single-family dwelling unit	See dwelling unit, single family .
Single housekeeping unit	One household where all the members have common access to and common use of all living, kitchen, and eating areas within the dwelling unit, and household activities and responsibilities such as meals, chores, expenses, and maintenance of the premises are shared or carried out according to a household plan or other customary method. If all or part of the dwelling unit is rented, the lessees must jointly occupy the unit under a single rental agreement or lease, either written or oral, or implied with an owner; an owner's agent, representative or manager or family thereof is in residence.
Site	A parcel of land used or intended for one use or a group of uses and having frontage on a public or an approved private street. A lot. <i>See definition in the General Plan.</i>
Site, building	The ground area of a building or group of buildings together with all open spaces as required by this Title.
Site plan	A plan drawn to scale, showing uses and structures proposed for a property.
Smart growth	Can be defined as, but not limited to, seeking to identify a common ground where developers, environmentalists, public officials, citizens and financiers can find ways to accommodate growth. It promotes compact, mixed-used development that offers a high-quality living and working environment and encourages a choice of travel mode - walking, cycling and transit, while protecting environmental features and resources.
Smoke shops/tobacco stores	A business with sales of tobacco, either loose or prepared as cigarettes and products for the smoking of tobacco constituting more than thirty percent of gross sales and/or thirty percent of net lease area.
Solid waste	All putrescible and nonputrescible solid, semi-solid, and liquid wastes, including garbage, trash, refuse, paper, rubbish, ashes, industrial wastes, demolition and construction wastes, abandoned vehicles and parts thereof, discarded home and industrial appliances, dewatered, treated, or chemically fixed sewage sludge that is not hazardous waste, manure, vegetable or animal solid and semi-solid wastes, and other discarded solid and semi-solid wastes. <i>See definition in the General Plan.</i>
Sorority house	See Fraternity or sorority house .
Spandrel sign	See sign, Spandrel .

Special boulevard	A boulevard so designated by the City of Riverside General Plan Circulation Element Map, Figure CCM-4, " Master of Plan Roadways ".
Specific Plan	A tool authorized by Government Code §65450, et. Seq. for systematic implementation of the General Plan for a defined portion of a community's planning area. A specific plan must specify in detail the land uses, public and private facilities needed to support the land uses, phasing of development and use of natural resources and a program of implementation measures, including financial measures pursuant to Government Code 65451. <i>See definition in Title 18.</i>
Stable, private	A detached accessory building for the keeping of horses owned by the occupants of the premises and not kept for remuneration, hire or sale.
Stable, public	A stable other than a private stable.
Statuary	A three-dimensional representation of a person, animal or object produced by sculpturing, modeling, casting or other means.
Stealth wireless telecommunication facility	See Wireless telecommunication facilities - Stealth facility.
Stock cooperative	<p>A development in which a corporation hold Title to, either in fee simple or for a term of years, improved real property, a majority of the shareholders of the corporation receive a right of exclusive occupancy in a portion of the real property. The owners' interest in the corporation, whether evidenced by a share of stock, a certificate of membership, or otherwise, shall be deemed to be an interest in a common interest development and a real estate development for purposes of subdivision (f) of Section 25100 of the Corporations Code.</p> <p>A "stock cooperative" includes a limited equity housing cooperative that is a stock cooperative that meets the criteria of Section 33007.5 of the Health and Safety Code. <i>See definition in Title 18.</i></p>
Store, department	A retail facility that sells clothing, appliances, furniture or other household items through a variety of separate departments, owned by a single corporate entity and operated entirely within one building or structure as one commercial use.
Store, mini-mart	A retail establishment that provides a limited volume and variety of commonly consumed goods and intended to provide quick service.

Story, building

A space in a building between the surface of any floor and the surface of the next floor above, or if there is no floor above, the space between such floor and the ceiling or roof above; provided, however, where the ceiling of the first floor level is four feet or less above the elevation of the lowest point of the land surface at the structure perimeter, the space shall be considered a basement (see [basement](#)).



Street

A public or City approved private way designed primarily for vehicular traffic, whether designated as a street, arterial, highway, thoroughfare, road, avenue, boulevard, lane, place or other designation, but not including an alley. See *definition in Title 18*.

Street line

The boundary line between a street and abutting property.

Street, side

That street bounding a corner lot and which is generally parallel to the side lot line.

Structural alterations

See Building Code as adopted by the City.

Structure

See Building Code as adopted by the City.

Structure, nonconforming

See [nonconforming structure](#).

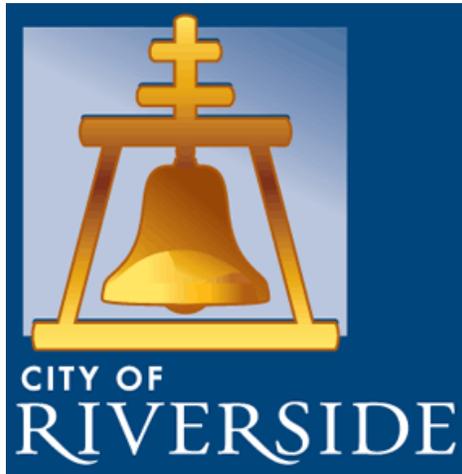
Student housing

A structure specifically designed for a long-term stay by students of a college or university for the purposes of providing rooms for sleeping purposes.

Studio unit

See [dwelling unit, efficiency](#).

Subdivision	<p>The division of any improved or unimproved land, shown on the latest equalized County assessment roll as a unit or as contiguous units, for the purpose of sale, lease or financing, whether immediate or future. Property shall be considered as contiguous units even if it is separated by roads, streets, utility easements or railroad rights-of-way. "Subdivision" includes a condominium project, as defined in Section 1350 of the California Civil Code, or a community apartment project, as defined in Section 11004 of the California Business and Professions Code. Any conveyance of land to a governmental agency, public entity or public utility shall not be considered a division of land for purposes of computing the number of parcels. "Subdivision" shall not include the financing or leasing of apartments, offices, stores or similar space within apartment buildings, industrial buildings, commercial buildings, mobile home parks or trailer parks; mineral, oil or gas leases; or land dedicated for cemetery purposes under the Health and Safety Code of the State.</p> <p>For purposes of Chapter 19.620 (General Sign Provisions) and Chapter 19.625 (Private Party Signs on City-Owned Property and the Public Right-of-Way) a subdivision is all lots under a parent subdivision number. In the case of a phased subdivision, all phases combined under the parent number are considered to be a single subdivision. <i>See definitions in Title 18 and the General Plan.</i></p>
Subdivision sales trailer	<p>Temporary sales office on a property whereon a finalized map has been lawfully issued to construct a permanent building. The temporary quarters may be used for construction office may be situated in a trailer, motor home or mobile home.</p>
Substantial improvement	<p>Any repair, reconstruction or improvement of a structure, the cost of which equals or exceeds fifty percent of the actual cash value of the structure either:</p> <ul style="list-style-type: none"> A. Before the improvement is started; or B. If the structure has been damaged and is being restored, before the damage occurred. <p>Substantial improvement is started when the first alteration of any structural part of the building commences.</p>
Supportive housing	<p>Has the same meaning as defined in subdivision (b) of Section 50675.14 of the Health and Safety Code.</p>



Planning Case

P12-0468

(Zoning Code Text Amendment
Update to the General Sign Provisions)

Community & Economic Development Department

City Planning Commission

Item # 7

June 18, 2015

RiversideCa.gov

BACKGROUND

- **July 24, 2012:** City Council directed staff to prepare a comprehensive update to the General Sign Provisions to reflect best practices and latest technologies
- **August, 2013:** The City Council authorized an agreement with a sign code consultant, and appointed members to a Sign Code Review Committee (SCRC)



BACKGROUND

- **Sign Code Review Committee (SCRC)** – Includes 39 members of the community representing a wide array of stakeholders.
 - Total of 15 Committee Meetings from December, 2013 to April, 2015.
 - SCRC (39 Member Group): **7 Meetings**
 - Subcommittee Working Group: **8 Meetings**
 - April 16, 2015, the SCRC recommended by unanimous vote that the Planning Commission and City Council approve the Draft Sign Provisions.



BACKGROUND

Other Committee Recommendations not part of the Scope of the General Sign Provisions:

- **Portable A-Frames** - Initiate amendments to the Downtown Specific Plan and Chapter 19.625 of the Zoning Code to address concerns regarding limitations on which uses can have portable A-frames in the Downtown Pedestrian Mall.
- **Fees for Temporary Sign Permits** - Committee recommends a minimal fee and a simple and easy process. Staff recommends no-fee trial period.



BACKGROUND

Other Committee Recommendations not part of the Scope of the General Sign Provisions:

- **Code Enforcement** – The SCRC Working Group recommendation that the City Council to adopt robust code enforcement program, with respect to signage including consistent enforcement



PROJECT DESCRIPTION

Proposed General Sign Provisions - Overall Changes:

- Re-organization and consolidation of existing Code provisions;
- Creation of new sections to address design principles, prohibited signs, and exempt signs;
- New or modified development standards related to building mounted signs, freestanding signs, special use signs and temporary signs;
- New or modified procedures for review of temporary signs, sign permits, and sign programs;
- Creation of a procedure to allow applicants to request minor deviations from the sign requirements; and
- Revisions to the sign definitions (clarifying, adding, and removing)



PROJECT DESCRIPTION

Key Changes to Code

Section 19.620.040 – Prohibited Signs

Proposed revisions:

- Allow banners, balloons, pennants as temporary signs
- Allows portable A-frames as both ongoing, and temporary signs
- Eliminates the current prohibition of fluorescent colors

New prohibitions include:

- Prohibition of feather banners
- Prohibition of mobile billboards
- Signs that produce noise or emissions
- Signs located on public property or in the public right-of-way, except as provided for in Chapter 19.625



PROJECT DESCRIPTION

Key Changes to Code

Section 19.620.070 - General Provisions for All Sign Types

New Provisions:

- Rules for measuring sign area and height
- Graphics illustrating key provisions
- Illumination standards



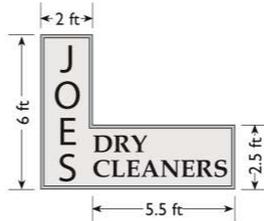
PROJECT DESCRIPTION

Key Changes to Code

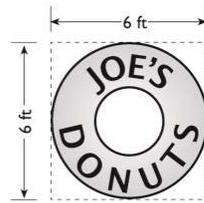
Sign Area Graphics



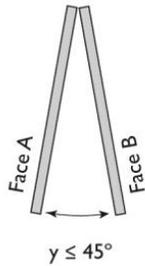
Sign Area = 28 sq. ft.



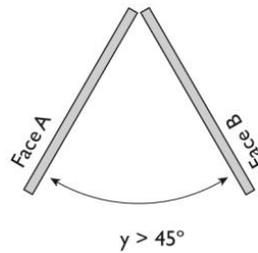
Sign Area = 25.75 sq. ft.



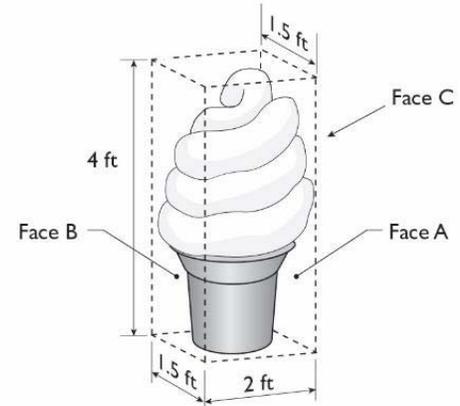
Sign Area = 36 sq. ft.



Sign Area = Area of Face A or Face B, whichever is bigger



Sign Area = Area of Face A + Area of Face B



Sign Area = Area of Face A + Area of Face B + Area of Face C
= 20 sq. ft.



PROJECT DESCRIPTION

Key Changes to Code

Section 19.620.080 – Standards for Specific Sign Types

- **New Provisions for Building Signs:**
 - Greater number of signs in commercial complexes within commercial & mixed-use zones. Up to a maximum total of five per building signs per building frontage for large establishments
 - Window Signs – Max. 25% coverage of window area at a public entrance vs. existing Code max. of 9 square feet.
 - Buildings 3 or more stories – building signs only on the first and top floor



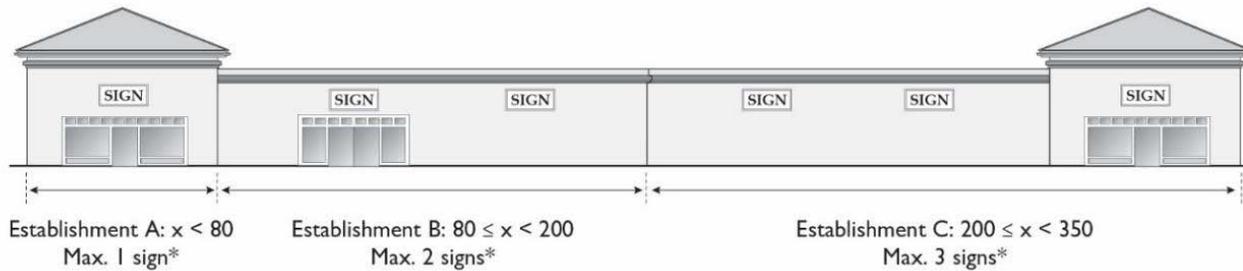
PROJECT DESCRIPTION

Key Changes to Code

Building Sign Graphics

FIGURE 19.620.080.A-1: WALL SIGNS ON MULTI-OCCUPANT BUILDING FRONTAGE
COMMERCIAL AND MIXED USE ZONES

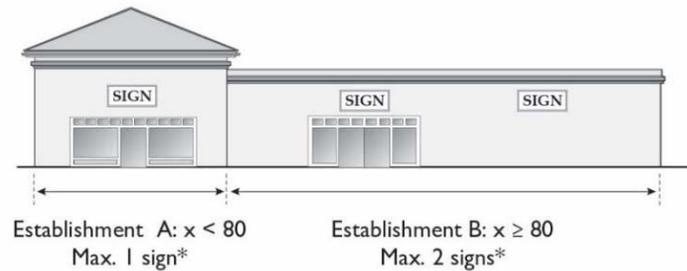
x = Lineal Feet of Building Frontage



*Refer to Table 19.620.080.A for allowable sign area.

OFFICE AND INDUSTRIAL ZONES

x = Lineal Feet of Building Frontage



*Refer to Table 19.620.080.A for allowable sign area.



PROJECT DESCRIPTION

Key Changes to Code

Building Sign Graphics

FIGURE 19.620.080.A-2:
ALLOWED WALL SIGN LOCATIONS ON MULTIPLE-STORY
BUILDINGS GREATER THAN THREE STORIES

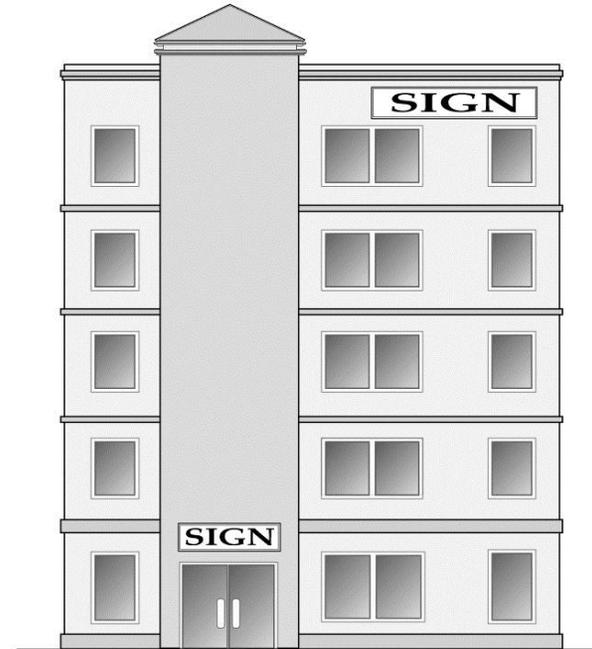
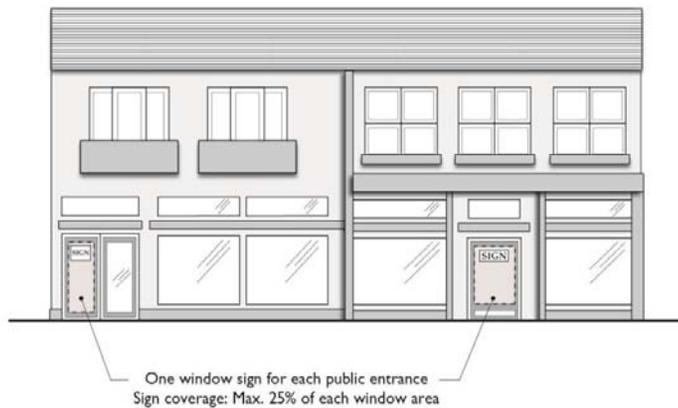
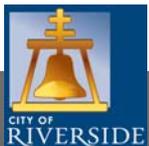


FIGURE 19.620.080.B-6: WINDOW SIGN STANDARDS



On buildings over three stories, wall signs may be located on the 1st and top floor only. Additional area is allowed for top floor wall signs; see Table 19.620.080.B.



PROJECT DESCRIPTION

Key Changes to Code

- **New Provisions for Freestanding Signs:**
 - Prohibits pole signs
 - New standards for pylon signs
 - Greater number and increase in size for monument signs in Commercial and Mixed Use zones (complexes greater than 1-acre)
 - Pylon signs allowed for commercial complexes greater than 10 acres:
 - 10 acres or more, < 25 acres - 1 pylon on major street frontage; 25 feet high; and 110 s.f.
 - 25 acres or more – 2 pylons on major street frontage; 25 feet high; and 110 s.f.



PROJECT DESCRIPTION

Key Changes to Code

- **New Provisions for Freestanding Signs - Freeway Signs**
 - Minor Conditional Use Permit subject to Planning Commission approval (same as current Code).
 - Only allowed in Commercial and Mixed Use Zones on complexes greater than 9 acres.
 - Creates standards for height, size and separation requirements from City limits, residential zones, and other freeway signs
 - Requires sign to be within 150 feet of a Caltrans right-of-way

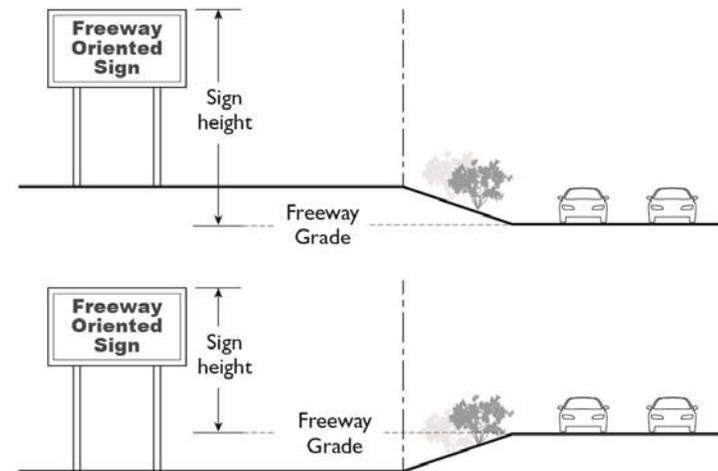
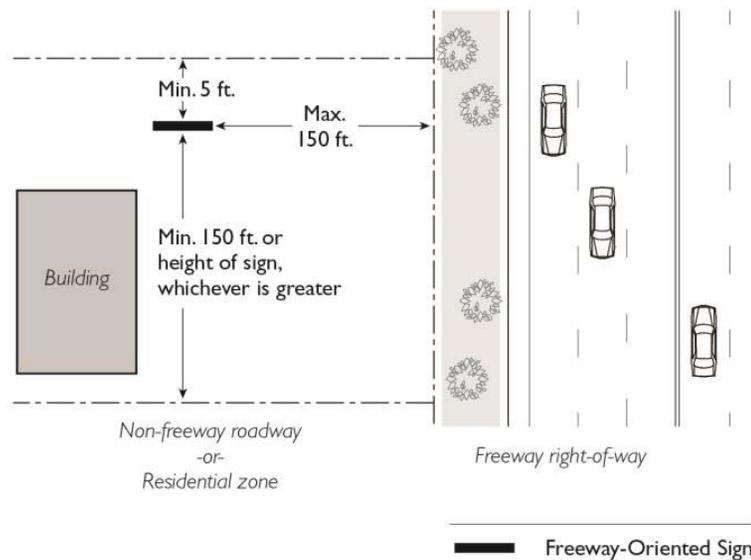


PROJECT DESCRIPTION

Key Changes to Code

Freeway Sign Graphics

FIGURE 19.620.080.B-7: STANDARDS FOR FREEWAY ORIENTED SIGNS



See Table 19.620.080.B for allowed sign height and area.



PROJECT DESCRIPTION

Key Changes to Code

New Provisions for Special Use Signs:

- Consolidated existing Code requirements for drive through restaurant menu boards, parking lots & parking garages, & fuel station signs.
- **Drive Through Restaurants**
 - 2 menu boards per lane for drive through restaurants.
 - Digital displays allowed for menu boards
 - Restrictions on frequency of display when visible to public right-of-way or a residential zone. Sign must be turn-off when establishment is closed

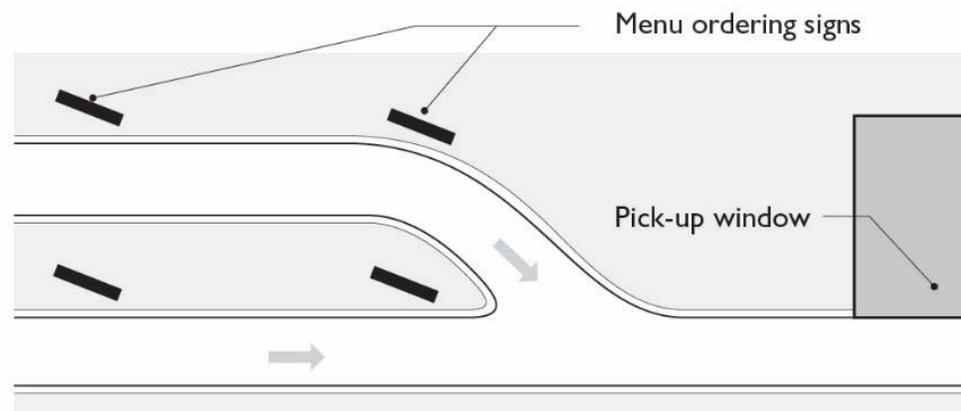


PROJECT DESCRIPTION

Key Changes to Code

Drive Through Menu Board Graphic

FIGURE 19.620.080.C-1: DRIVE-THRU RESTAURANT SIGN STANDARDS



Max. two freestanding menu ordering signs per drive-thru lane.

PROJECT DESCRIPTION

Key Changes to Code

New Provisions for Special Use Signs:

- **Changeable Copy Signs**
 - Existing Code for readerboard signs re-named as “Changeable Copy”
 - EMC’s allowed with a CUP for commercial complexes 10 acres or larger
 - Created new standards for electronic message center (EMC) signs
 - Illumination,
 - Frequency of display



PROJECT DESCRIPTION

Key Changes to Code

- **Temporary Signs**

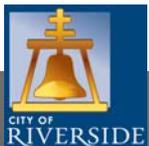
- New Temporary Sign Permit requirement. Permit to be a simple over-the-counter process with initial no-fee trial period. Staff committed to removing barriers for simple & expeditious process including possible on-line process.
- Addition of other types of temporary signs that may be allowed such as balloons, portable A-frames, window signs & pennants



PROJECT DESCRIPTION

Key Changes to Code

- **A new Section on Procedures for Sign Review and Approval**
 - Clarifies existing requirements
 - Includes a new process for approving minor deviations in sign area and height limits of an individual sign (maximum 10 percent increase)
 - Application Submittal Requirements removed.



PROJECT DESCRIPTION

Key Changes to Code

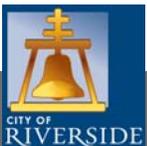
- **Sign Programs** - A new Section establishing requirements for sign programs including:
 - Procedures for review and approval including findings for approval
 - Incentives for doing a sign program:
 - A 15 percent increase in sign area for individual signs
 - The reason for incentives is the benefit of having a cohesive approach to signs



PROJECT DESCRIPTION

Key Changes to Code

- **Definitions –**
 - A new Definitions Section added to Sign Code
 - Moved from Article X Definitions of the Zoning Code directly to Chapter 19.620
 - Meaning of terms clarified and new definitions added
 - Removed or revised definitions expressed as standards



Conclusion

- General Sign Provisions reflects a dedicated and cooperative effort of the Sign Code Review Committee representing diverse group of individuals.

The Result:

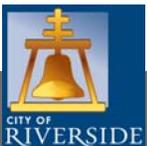
- Provides greater clarity and organization, and offers more flexibility



Conclusion

Public Notice/Public Comment

- One-eighth page public notice published in the *Press Enterprise* twenty (20) days prior to this hearing
- One Public Comment received:
 - More people in the broader Community need to know about the Sign Code before we proceed with Commission and Council approvals.



RECOMMENDATIONS

That the City Planning Commission:

1. **RECOMMEND** that the City Council **DETERMINE** that the proposed Zoning Code amendment will not have a significant effect on the environment based on the findings set forth in the case record, and recommend City Council adoption of a Negative Declaration; and
2. **RECOMMEND CITY COUNCIL APPROVAL** of Planning Case Number P12-0468 (Zoning Code Amendment) based on the findings outlined in the staff report and summarized in the attached findings.

