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19.620 General Sign Provisions

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19.620.010 Authority

This section carries forward Section 19.620.010 of the existing Sign Provisions.

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

This new section is intended to establish the public purpose for the regulations in the Chapter and can also be used can provide a basis for discretionary decisions. The following text incorporates and expands upon the purposes stated in Section 19.620.020 of the existing code, the findings in Section 19.620.030, and the statement of intent in Section 19.620.040.

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 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 is a new section that carries forward provisions in Section 19.620.020 of the current code describing the scope of the General Sign Provisions and incorporates the list of exclusions included in the definition of signs in Chapter 19.910, Definitions, of the Zoning Ordinance. In lieu of Section 19.620.160, Murals, of the current Sign Provisions, the list of exclusions also includes murals that conform to the proposed revised definition of the term.

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 marker, 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

This is a new section that incorporates a number of existing provisions regarding exempt signs, including Sections 19.620.120 (Flags), 19.620.130 (Hazard Signs), 19.620.250.C (Signs Exempt from Permitting Pursuant to this Chapter), Section 19.910.200 ("S" Definitions) and others from the current sign regulations, and consolidates them in a single section. This section should appear in the beginning of the revised code because information about exemptions is related to the previous section on applicability of the regulations. The updated regulations propose some revisions to existing provisions to ensure that the updated regulations are limited to restrictions on time, place, and manner. The proposed regulations distinguish signs that are exempt from both the administrative provisions and design standards of this Chapter from other types of signage that are exempt from permitting only if they comply with specified requirements. The latter group includes nonconforming signs that complied with regulations in effect at the time they were legally established but do not comply with the provisions of this chapter.

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 sub-section 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

This section carries forward some of the substantive provisions of Section 19.620.240 of the existing code. Proposed revisions include removing current prohibitions on advertising statuary, and portable signs, to allow such displays subject to specific standards and/or discretionary review. The current prohibition

against Fluorescent Colors is proposed for deletion because they are potentially impermissible restrictions on free speech. New provisions include specific prohibitions against mobile billboards; signs that produce noise or emissions are located on public property or in the public right-of-way except as provided for in Chapter 19.625. The list is alphabetized to make it easier to use.

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.

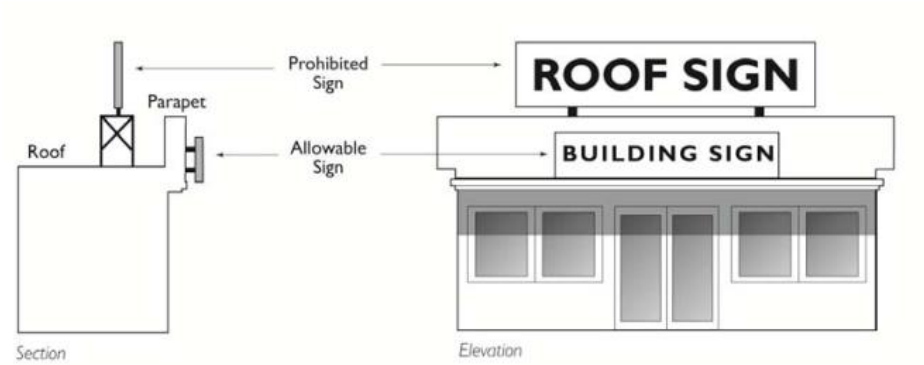
H. Pole Signs. Unless expressly allowed by another provision of this Chapter or a specific plan or policy approved by the City Council, pole signs are prohibited in all zones.

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.

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

This is a new section establishing principles for sign design that will be used as criteria for review and approval of sign permits and Sign Programs. The following proposed principles reflect the objectives of the City's existing Sign Design Guidelines.

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

This section carries forward many of the provisions in Sections 19.620.050, Basic Policies, and 19.620.060, General Provisions, of the existing ordinance. It also includes the general safety regulations in Section 19.620.300 of the current ordinance. New sections include rules for measuring sign area and height with graphics illustrating key provisions, standards to minimize effects of illumination of signs, and tables summarizing requirements applicable to different sign types by zoning district.

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.

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.

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.

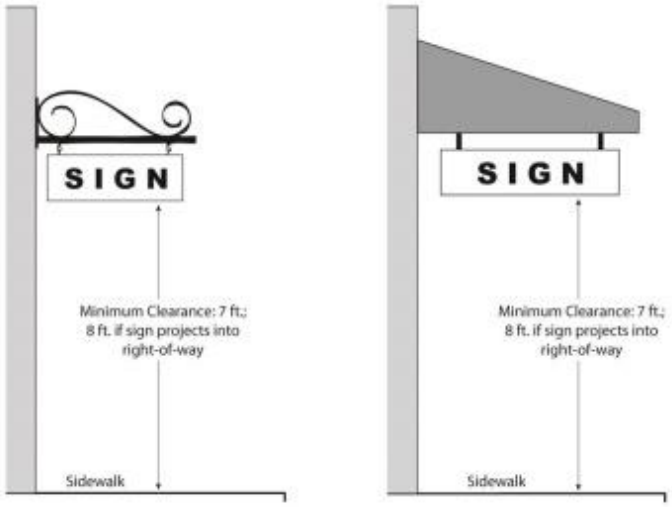
Q. Permitted Sign Locations.

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

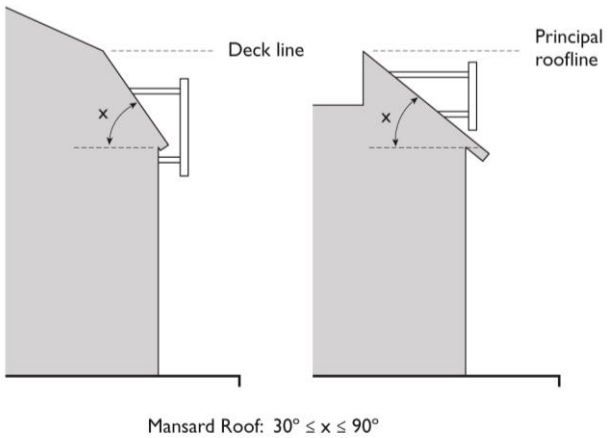


4. Pylon and Monument Signs. All pylon and monument signs shall be oriented toward a parking lot, mall, street, driveway or alley. Such signs shall be situated on the lot or parcel on which the use or occupancy identified is located, except in a commercial, office or industrial complex where such a sign 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.

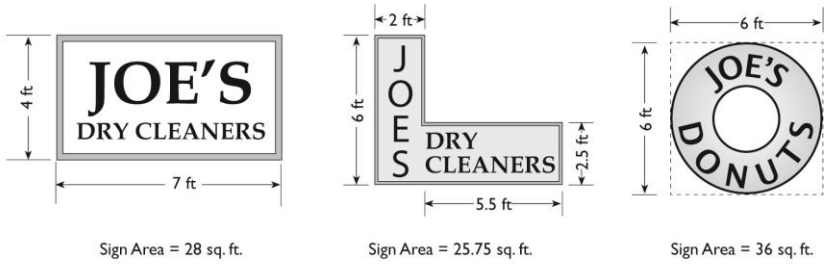
7. Historic Area Perpendicular Signs. For buildings registered in the National Historic Register; designated a State Historical landmark, a City of Riverside landmark or structure of merit; or located in a City of Riverside historic preservation district or neighborhood conservation area, and that contain 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.

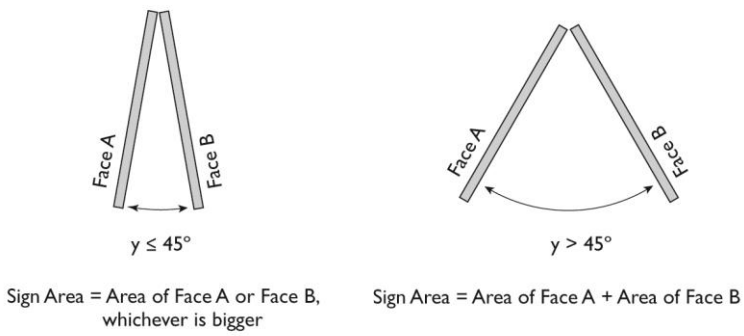
1. Single-faced Signs. Where only one face of the sign includes written copy, logos, emblems, symbols, ornaments, illustrations, or other sign media, the sign area shall include the entire area within a single continuous perimeter composed of one or two rectangles that enclose the extreme limits of all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

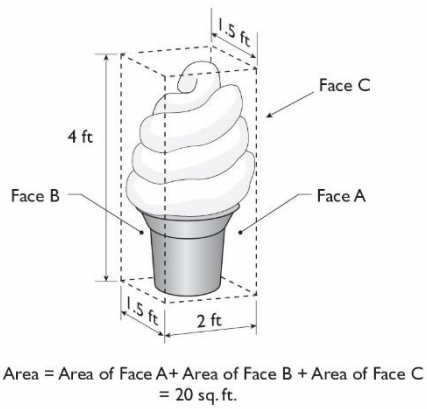
FIGURE 19.620.070.R-2: MEASURING MEASURING AREA OF DOUBLE-FACED SIGNS



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



S. <u>Materials</u>**.** 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

This section establishes standards and requirements for the different types of signs that are allowed in each zoning district carrying forward and, as necessary, revising requirements in Section 19.620.060, General Provisions, of the existing code. The standards for signs are summarized in several tables. The tables are followed by additional regulations for specific types of signs and specific uses. The tables and text incorporate many of the existing provisions for specific types of signs by zoning district and use type such as the provisions applicable to hospitals (Section 19.620.150), parking lots and garages (Section 19.620.190), service stations (Section 19.620.210), and changeable copy signs (Section 19.620.200). In addition to tables summarizing the standards, this section will include graphics intended to make it easier to identify and compare requirements applicable to different sign types and districts. Proposed revisions include:

- *Establishing a maximum percentage of window area as well as a maximum size for window signs;*
- *Prohibiting pole signs and establishing new standards for pylon signs;*

- *Establishing standards for freeway-oriented signs and maintaining the current code requirement for Planning Commission approval of a Minor Conditional Use Permit to allow any freeway-oriented sign;*
- *Allowing under canopy & projecting shingle signs subject to standards and requirements;*
- *Allowing increased number of building wall signs for larger retail establishments;*
- *Allowing additional freestanding (monument & pylon) signs on larger centers with multiple frontages and increasing allowable height and area on all monument signs;*
- *Allowing for an additional form of directional sign – way-finding signs for commercial complexes 6 or more acres for internal way-finding in addition to allowed directional monuments at vehicular entries. Such signs would be subject to standards and approval as part of a sign program;*
- *Allowing portable A-frame signs for retail sales establishments on private property in pedestrian-oriented areas as identified and established through an approved sign program and subject to requirements applicable to signs in the Pedestrian Mall under the existing regulations;*
- *Increasing the number of allowed drive-thru menu boards for restaurants and allowing for electronic displays for such signs; and*
- *Allowing for electronic message center signs for commercial complexes 10 or more acres in size and entertainment uses 15 acres or larger subject to a conditional use permit and standards for illumination.*

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.

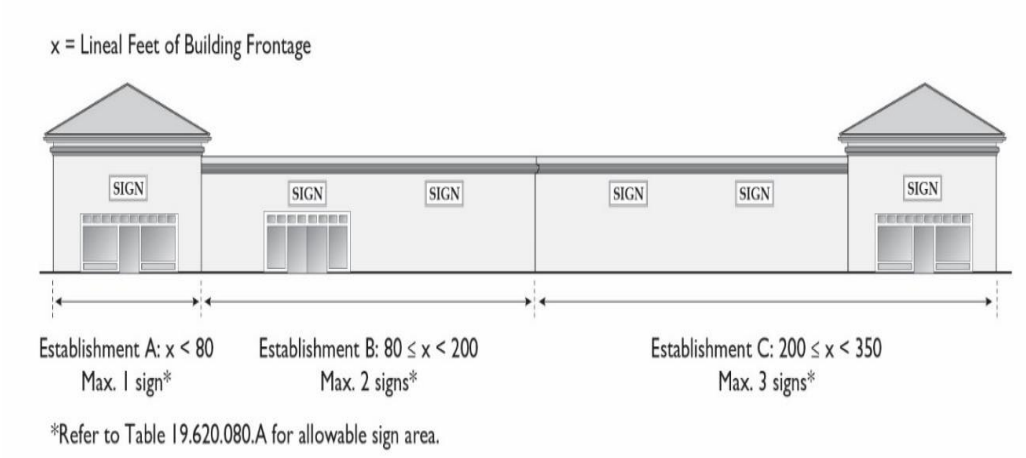
TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS								
		Wall Signs					*Window Signs*	*Under Canopy Shingle*
Tenant/Occupant Building Frontage in lineal feet (LF)		Less than 80 LF	80 LF or more & less than 200 LF	200 LF or more & less than 350 LF	350 LF or more & less 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. 1 square-foot of sign area per lineal foot of occupant building frontage not				Same as for CR, CG & CRC Zones	Same as for CR, CG & CRC Zones

TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS				
	Wall Signs		*Window Signs*	*Under Canopy Shingle*
	1 square-foot of sign area per lineal foot of occupant building frontage	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 frontage	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 frontage

TABLE 19.620.080.A: BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS			
	Wall Signs	*Window Signs*	*Under Canopy Shingle*
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



OFFICE AND INDUSTRIAL ZONES

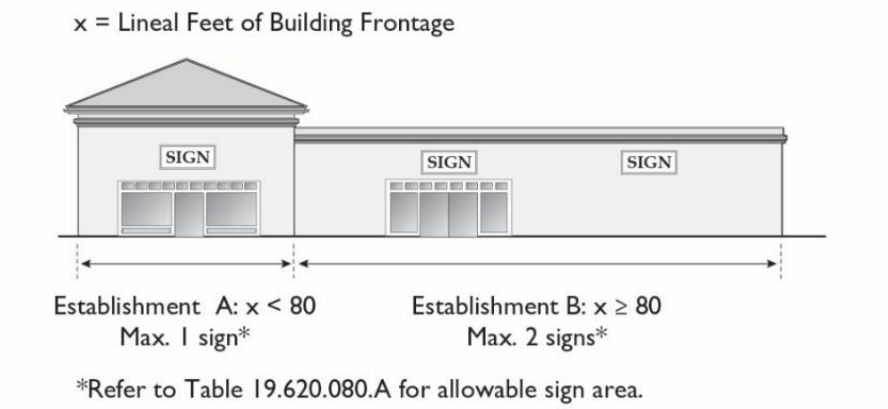
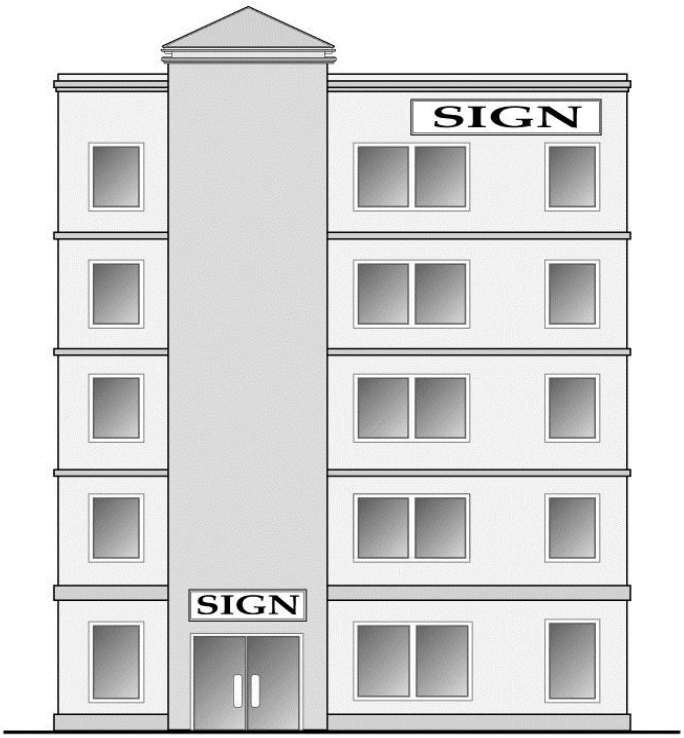


FIGURE 19.620.080.A-2: ALLOWED WALL SIGN LOCATIONS ON MULTIPLE-STORY BUILDINGS GREATER THAN THREE STORIES



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					
Zones, Type of Development & Site Size			*Freestanding Sign Standards*		
			Monument Signs	**Pylon Signs**	**Freeway Oriented Signs[1]**
Commercial & Mixed Use Zones	*Commercial Complexes in Commercial and Mixed Use Zones*	*Sites under 1 acre*	Max. 1 on premise sign Max. Area: 30 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
		Sites 1 or more acres but less than 2 acres	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
		Sites 2 or more acres but less than 6 acres	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
		Sites 6 or more acres but less than 10 acres	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 Max. Area: 40 square feet Max. Height: 6 feet	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 signs

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	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 Zones	*BMP, I, AI & AIR Zones within an Industrial Complex*		Max. 1 on premise monument sign Max. Area: 50 square feet Max. Height: 8 feet For each additional 300 feet beyond the first 300 feet of	Not Allowed	Not Allowed

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]**
		street frontage, one additional monument sign shall be allowed, up to a maximum of 3 signs		
	BMP, I, AI & AIR Zones not within an Industrial Complex	Max. 1 on premise monument sign Max. Area: 50 square feet Max. Height: 8 feet	Not Allowed	Not Allowed
Other Zones *Public Facilities Zone, Schools and All Other Non-Commercial/* *Industrial & Non-Residential Uses*	*Sites Less than 1 Acre*	Max. 1 on premise monument sign Max. Area: 15 square feet Max. Height: 6 feet	Not Allowed	Not Allowed
	Sites 1 or More Acres	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.

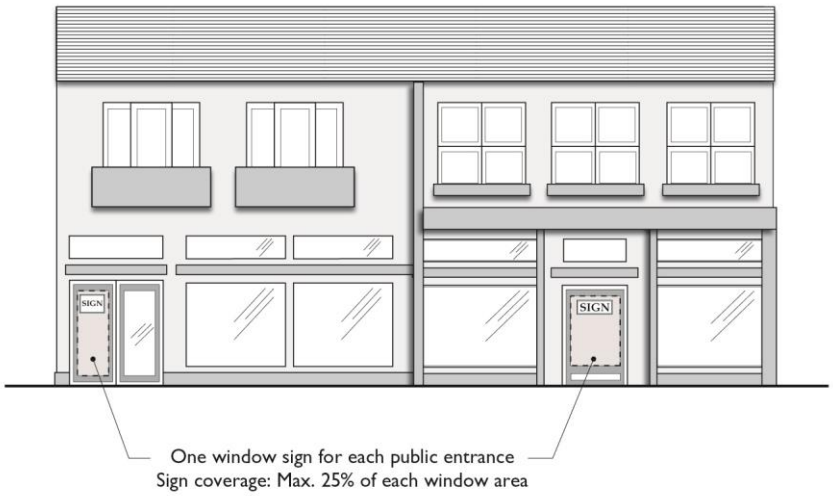
3. Sign Program Required. All new office and commercial complexes shall require approval of a sign program in compliance with the requirements of Section 19.620.110 prior to issuance of any sign permits.

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 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 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.

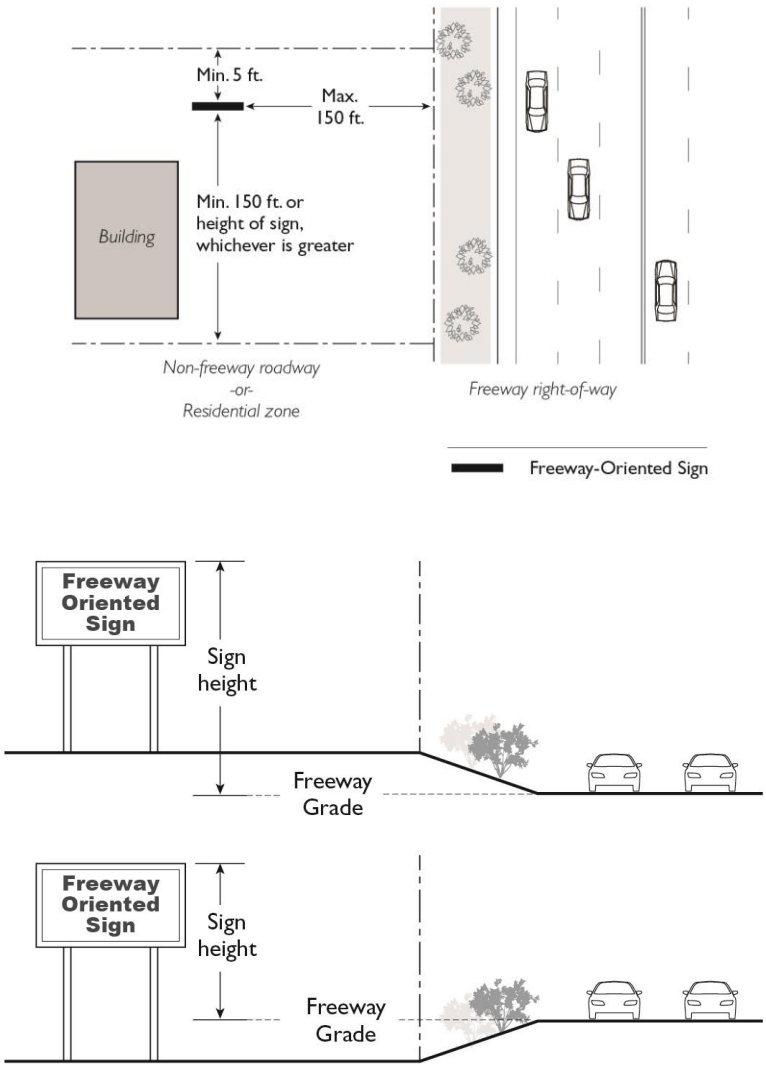
d. Such sign shall be setback at least 150 feet from any lot line adjoining a street or roadway other than a freeway or from a residential zone a distance that is equal to or exceeds the height of the sign, whichever is greater, and at least five feet from any other interior lot line;

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.

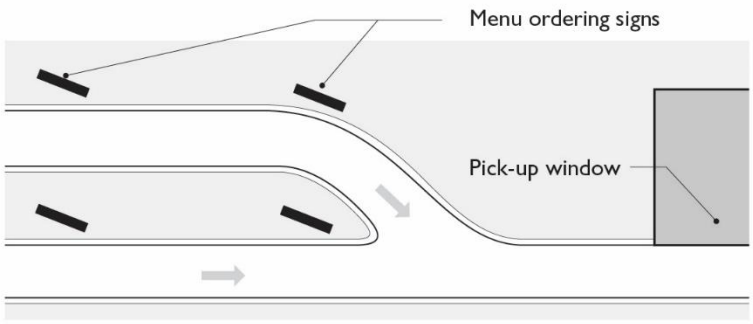
c. Residential Agricultural (RA-5) Zone. Notwithstanding the previous sub-sections, 1 unlighted on-premises monument sign not exceeding 12 square feet in area and 6 feet in overall height is allowed subject to applicable permits.

TABLE 19.620.080.C: SPECIAL USE SIGNS				
Type of Sign		*Maximum Number Allowed*	*Maximum Area*	*Maximum Height*
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, industrial or office complex	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
	Secondary Price Sign[2]	1 sign, double-faced changeable copy price sign	15 square feet	6 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				
Type of Sign		*Maximum Number Allowed*	*Maximum Area*	*Maximum Height*
		in addition to on-site/price monument on a secondary street frontage[3]		
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

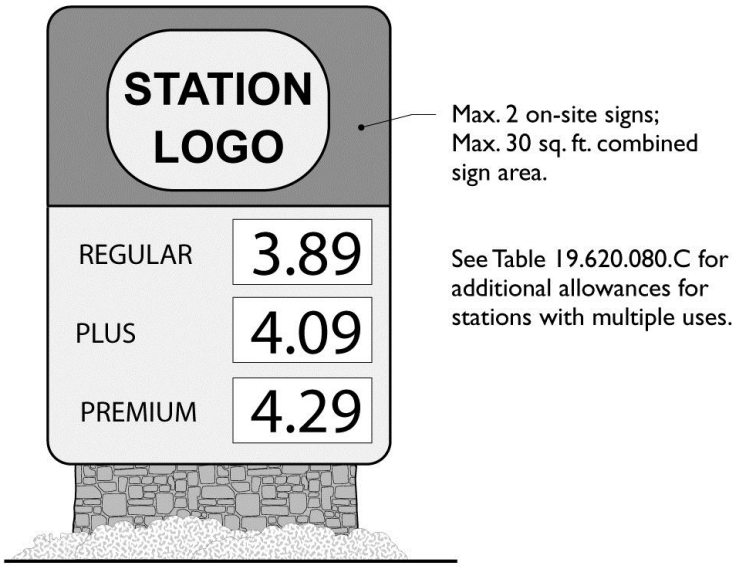


Max. two freestanding menu ordering signs per drive-thru lane.

[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.

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 sings 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

Area of Sign (square feet)	*Measurement Distance (feet)*
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 = √Area of Sign in sq. ft. x 100*

19.620.090 Temporary Signs

Chapter 19.620.230 of the existing Code includes standards and requirements applicable to temporary signs but does not require any permit or compliance review. The proposed revisions include the establishment of a permit process for temporary signs that provides for the issuance of a sticker with a permit number to attach directly to or print on the temporary sign or a similar approach. This will allow Code Enforcement to easily and accurately distinguish permitted temporary signs from those that are not. To avoid creating an obstacle and burden to businesses and an administrative burden for the City, the recommendation is for a simple and inexpensive self-certification process. After the applicant signs a form acknowledging receipt and acceptance of a list of applicable requirements, the City would issue an "over the counter" numbered permit that can be printed or pasted onto the sign or signs. This section carries forward many of the existing numerical limits, dimensional requirements, and time limits for different types of temporary signs as well as the existing provisions for real estate signs (Section 19.620.210). To provide additional flexibility, the proposed revisions include adjustments to some current requirements regarding the permitted type, dimensions and time limits for temporary signs that recognize differences among the City's commercial areas.

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 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 curbline 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 sub-section 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

Chapter 19.620 includes several sections that establish requirements for administering the sign regulations: Section 19.620.250 (Permits); Section 19.620.260 (Appeals); and Section 19.620.290 (Sign Contractors). The revised sign regulations consolidate, reorganize, and, in some cases, revise these provisions as well as add several new sections. The 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 enforced. Sub-section C.2 proposes a new process for approving minor modifications to the requirements for sign area or height for an individual sign up to a maximum 10 percent increase, including findings that would be required to allow such variations. If the City amends the Zoning Ordinance to establish a modification procedure that could be applicable to sign requirements as well as other zoning standards, this section could include a cross-reference to that procedure rather than a full description of the process. As proposed, waivers or modifications that exceed a 10 percent increase in the area or height of an individual sign would continue to require approval of a variance based on unique physical circumstances.

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 such modification does not result in total sign area for any individual type of sign that exceeds the maximum area permitted and the increase in the height of any individual sign does not exceed the standard 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.

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

This new section establishes requirements for sign programs approved after the effective date of the revised General Sign Regulations. These provisions continue to require preparation of a sign program for new office and commercial complexes in commercial zones but also provide incentives for their optional use in a broader range of development including institutional complexes and projects in other zones. The primary incentive is an increase in allowable sign area for an individual sign by up to 15 percent just for doing a sign program. The regulations also establish procedures for review and approval of sign programs including findings for approval.

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:

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.

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:

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.

19.620.120 Historic Signs

This section consolidates the provisions in Sections 19.620.140, Historic Signs, and 19.620.250.F.1, Reference to Cultural Heritage Board. Both of these sections establish requirements applicable to signs that require review by the Cultural Heritage Board.

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 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.

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 sub-section 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. Design Review. 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. Subject to administrative 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 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 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.

19.620.130 Nonconforming Signs

This section carries forward and augments the substantive provisions of Section 19.620.270 of the existing Chapter. New provisions include a requirement for removal of an abandoned nonconforming sign and a provision regarding signs that become nonconforming because they are erected on property that has been annexed to the City. The following provisions also include an optional new requirement that would allow alteration or relocation of a nonconforming sign if such change would result in the elimination or substantial reduction of the sign's nonconforming features.

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 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 non-conforming 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.

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

This section carries forward the provisions in Section 19.620.280 with changes that are considered necessary to facilitate implementation of the revised General Sign Provisions.

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 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

This is a preliminary list of definitions that incorporates and, in some instances, proposes revisions to definitions in Section 19.910 of the Zoning Ordinance and Section V. of the Sign Design Guidelines. To avoid the possibility of conflicts between different chapters of the Zoning Ordinance, most of the definitions in this section do not duplicate any terms and definitions that are included in Section 19.910. The proposed revisions are, for the most part, intended to clarify the meaning of terms use in this Chapter but also to remove or revise provisions that are expressed as standards or requirements and include them in the appropriate section of the regulations. The proposed definition for Area of Signs, for example, is presented as a descriptive term while the requirements for calculating the area of different types of signs would be included in a new section of this Chapter that establishes rules for measuring the area and other dimensions of signs.

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)

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.

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.

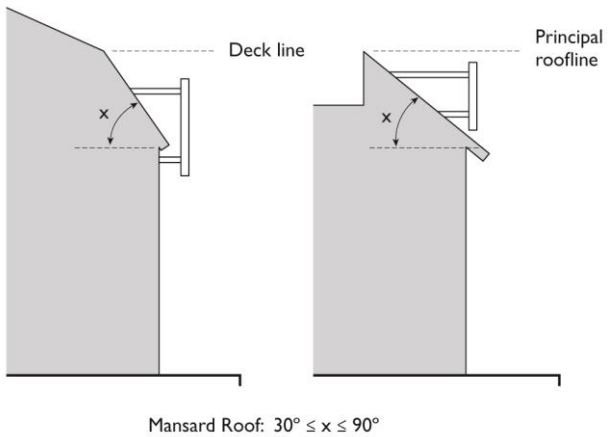
Interpretive Historic Sign. A sign located within a historic district or a designated historic street right-of-way as approved by the Cultural Heritage Board in accordance with adopted design guidelines for this type of sign. Also known as “historic sign”.

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.

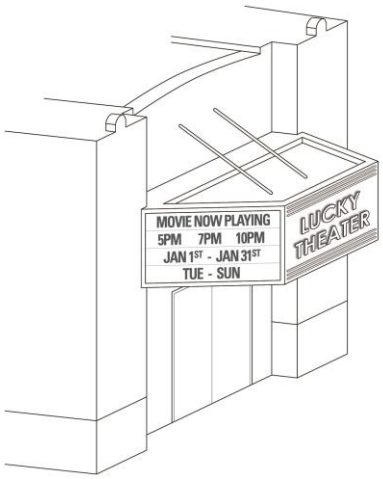
Mansard Sign. A sign attached below the deck line or principal roofline of a mansard roof or similar roof-like façade.

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.

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.

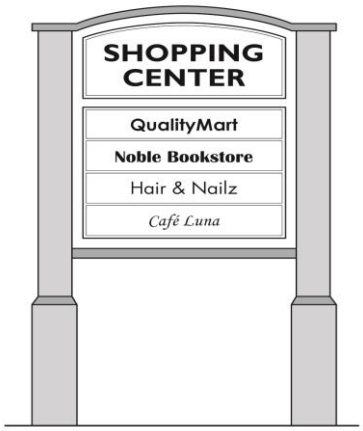
Projecting Sign. A building wall sign, the surface of which is not parallel to the face of the supporting wall and which is supported wholly by the wall. See Blade Sign.

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, 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.