

Chapter 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.

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 new text will incorporate and expand 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.

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 detailed definition of signs in Chapter 19.910, Definitions, of the Zoning Ordinance.

19.620.040 Exempt Signs

This is a new section that incorporates provisions about 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), and Section 19.910.200 (“S” Definitions) of the existing code 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 will revise some provisions of the existing code to ensure that the updated regulations are limited to

restrictions on time, place, and manner. The regulations distinguish signs that are exempt from both the administrative provisions and design standards of this Chapter and other types of signage that are exempt from permitting if they comply with specified requirements. Proposed changes include revisions to the current provisions regarding temporary signs including the establishment of a new requirement that such signs obtain a ministerial permit the City would issue based on the applicant's statement of compliance with specific standards and requirements. This new section will be organized to distinguish signs that do not require any City permit or review from those that are exempt if in compliance with specified standards and requirements.

A. Exempt from Permit Requirements and Standards. The following signs are not subject to the permit requirements or standards of this Chapter:

1. Public service and utility company signage providing danger or hazard warnings or service information;
2. Signs not visible from any portion of the public right of way because they face the interior of a property or are obscured from public view by a permanent and legally established structure on the property;
3. Railroad crossing signs;
4. Traffic or municipal signs posted by government agencies;
5. Legal notices posted pursuant to law or court order;
6. Address signs that are required by the City and conform with the Building Code;
7. Murals as defined by Section 19.620.160 of this Chapter;
8. Public service and civic identity signs promoting City-sponsored activities or community events as authorized by the City Council;
9. Changes to the copy of approved non-electric readerboards and non-electric directory signs any legally established sign.

B. Exempt from Permit Requirements. The following signs do not require permits pursuant to Section 19.620.110, Procedures for Sign Approval, of this Chapter so long as such signs are not placed where they may obstruct line-of-sight of vehicles or poses a hazard to the public and comply with the standards of this Chapter:

1. Signs directing on-site vehicle and pedestrian circulation to specific functions entrances where such signs do not exceed 6 square feet in area and 4 feet in height and do not contain general advertising for hire;
2. Signs providing information for the safety and convenience of the public, such as identifying rest rooms, telephones or areas where parking is not permitted where such signs do not exceed 1 square feet in area and 4 feet in height and do not contain general advertising for hire;

3. Signs other than those in sub-section A.1 warning persons of property hazards pertaining to the property provided that such signs do not exceed 1 square foot in size, 6 feet in height and are erected at least 75 feet apart from each other.
4. Flags and bunting not used as general advertising for hire are permitted if they comply with the following standards:
 - a. Complexes of Commercial, Office and Industrial Uses. Each Commercial, Office, or Industrial Complex on a single parcel or contiguous parcels with common off-street parking and access, may display not more than 3 maximum 60 square foot flags on not more than 3 maximum 35-foot high poles. If separate poles are used, the distance from one pole to another may not exceed 20 feet. Any illumination shall be oriented and shielded not to glare into adjacent properties.
 - b. All Other Nonresidential Uses. Each occupied parcel containing a nonresidential use, other than described in sub-section a. above, may display not more than 3 maximum 60 square foot flags on not more than 3 maximum 35-foot high poles. If separate poles are used, the distance from one pole to another may not exceed 10 feet.
 - 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 maximum 20-foot high pole, per model home in a model home complex. Such poles must be situated not closer than 10 feet from the public right-of-way and within 20 feet of the model complex or sales office. If separate poles are used, the distance from one pole to another may not exceed 10 feet. A residential subdivision or condominium is considered to be all lots under a parent tract number including all phases.
 - 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 maximum 25 square foot flags on not more than 3 maximum 20-foot high poles. If separate poles are used, the distance from one to another may not exceed 10 feet.
 - e. All Other Residential Uses. Each occupied parcel containing a residential use, other than described in sub-sections c. and d above, may display 1 maximum 25 square foot flag 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 Signs. In all zones, unlighted freestanding or wall signs may be displayed on the lot or parcel on which the construction is occurring during the construction period. Such signs, support structures and fasteners shall be

totally removed prior to release for occupancy. Signs shall not exceed 32 square feet in area. Building permits may be required depending on sign size.

- 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, pursuant to 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 will forward some of the substantive provisions of Section 19.620.240 of the existing code. Proposed revisions include removing current prohibitions on advertising statuary, portable signs, roof signs and commercial mascots to allow such displays subject to specific standards and discretionary review. 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 will be 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. Freestanding statues or other three-dimensional structures in the form of an object that identifies, advertises, or otherwise directs attention to a product or business are prohibited in all zones unless approved subject to the approval of a Conditional Use Permit and Design Review pursuant to Article IX of the Zoning Ordinance or Section 19.620.120, Historic Signs, of this Chapter.
- B. Animated and Moving Signs. Signs that blink, flash, shimmer, glitter, rotate, oscillate 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 permitted pursuant to this Chapter or an approved Specific Plan, or when a digital sign is specifically identified as a permissible static display.
- 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 19.620.100, Temporary Signs, and Flags that comply with Section 19.620.040.B.4, Flags and Bunting.
- D. Bench Signs. All forms of bench signs or bus stop commercial advertising are prohibited in all zones.
- E. Mobile Signs. Any sign carried or conveyed by a vehicle used as a device for general advertising for hire, excluding signs on taxis and public buses.
- F. Permanent Signs Displaying Off-Premises General Advertising for Hire (Billboards). Permanent structure signs displaying commercial messages (billboards) are prohibited in all zones. This chapter does not allow or authorize 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.
- G. Portable Signs. Unless expressly allowed by another provision of this Chapter, portable signs are prohibited in all zones.
- H. 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.
- I. Roof Signs. Roof signs are prohibited in all zones unless approved subject to the approval of a Conditional Use Permit and Design Review pursuant to Article IX of the Zoning Ordinance or Section 19.620.120, Historic Signs, of this Chapter.
- J. Signs Interfering With Traffic Safety Creating Traffic Hazards.
1. Signs located in such a manner as to constitute a traffic hazard or obstruct the view of traffic, any authorized traffic sign or signal device, 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.
- K. 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 or smelled 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.
- L. 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.
- M. 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 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.

- N. ~~Fluorescent Colors. Prohibited colors are listed on the fluorescent color chart noted in Article X (Definitions) and as adopted by the Planning Commission under Zoning Code Amendment Case AM-008-945, and are a representation of a wider range of fluorescent shades. This color limitation does not apply to non-commercial messages on signs.~~
- O. ~~Commercial Mascots. All commercial signs held, posted or attended by commercial mascots as defined in 19.910.040 are prohibited in all zones.~~
- P. ~~Advertising Statuary. All forms of advertising statuary are prohibited in all zones.~~

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 proposed principles will reflect the objectives of the City's existing Sign Design Guidelines.

19.620.070 General Provisions for All Sign Types

This section will carry 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.

19.620.080 Standards for Specific Sign Types by Zoning District and Use Type

This section establishes standards 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. It also incorporates 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 other uses that may be established in multiple zones. The regulations for readerboard signs (Section 19.620.200), which apply to several different districts and types of uses, could also be included in this section. The revised regulations will include tables summarizing the standards as well as 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;*
- Replacing the existing requirement for Minor Conditional Use Permit for freeway-oriented signs with specific standards for freeway-oriented signs;*
- Allowing projecting and portable signs (A-frames) in pedestrian-oriented Commercial Retail (CR) zones subject to standards and requirements;*

- *Allowing additional monument signs on large parcels with multiple frontage;*
- *Establishing standards to regulate size of text area and/or size of text and eliminating standard restricting number of information articles on a sign;*
- *Increasing allowable height on all monument signs;*
- *Establishing distinct standards to allow visible identification signs on high-rise buildings;*
- *Establishing standards that distinguish pole and pylon signs.*

The following tables show proposed changes to existing standards for non-residential and residential building signs and are included as an example of the type of tables that will be included in the revised General Sign Provisions. In addition to tables, the revised code will include more detailed verbal descriptions of the standards for different sign types and graphics.

TABLE 19.620.080.A – OFFICE, COMMERCIAL AND INDUSTRIAL BUILDING SIGNS IN NON-RESIDENTIAL AND MIXED USE DISTRICTS

Type	Number	Maximum Area
Wall signs	1/ frontage; 2/ frontage with minimum 80 ft. width of frontage 2 signs per building or lease space with 80 to 300 feet of lineal frontage and one additional sign for each additional 150 feet above 300 feet to maximum of 5 signs for 600 feet of frontage or more.	1 sq. ft./lineal foot of lease space or building frontage. Maximum 200 sq. ft. /frontage combined sign area on any given frontage. 1 square foot of combined sign area for every lineal foot of frontage for up to 200 sq. ft. of frontage with an additional 50 sq. ft. of combined sign area for every 100 feet of frontage above 200 feet not to exceed to a maximum of 400 square feet of combined sign area for 600 feet of frontage or more.
Window signs	1 per public entrance for each use or occupancy	9 sq. ft. 50 square feet or 20 percent of the area of each window and transparent door frontage whichever is less up to 35 percent of the area including temporary signage.
Shingle and under canopy	1 per use or occupancy	9 square feet
Signs above the third floor	Not allowed above third floor except in lieu of signs on 2nd and 3rd floors, 1 sign at top of building but not above roof line on each frontage. 1 wall sign affixed to the frontage of each of the first three floors or in lieu of signs on the 2nd & 3rd floors, 1 sign at top of building but not above roof line	1 square foot for every lineal foot of frontage up to 100 sq. ft. for building up to with 2 to 4 stories; up to 150 sq. ft. for building with 5 to 6 stories; 200 sq. ft. for building 7 to 10 stories; and up to 250 square feet for building over 10 stories.

TABLE 19.620.080.B – OFFICE COMMERCIAL AND INDUSTRIAL FREESTANDING SIGNS IN NON-RESIDENTIAL AND MIXED-USE DISTRICTS

<i>Use Type</i>	<i>Number</i>	<i>Maximum Area of Each Sign</i>	<i>Maximum Height</i>
All uses on sites up to 2 acres in size	1 monument sign displaying 1 article of information for sites smaller than 1 acre up to 2 signs on sites up to 2 acres	25 square feet for sites under 1 acre and 15 square feet of additional area for sites up to 2 acres	6 feet for sites under 1 acre with 1 frontage up to 8 feet for signs on sites up to 2 acres
Office or Commercial complex Under 2 acres	1 monument sign displaying a maximum of 2 articles of information for sites smaller than 1 acre up to 2 signs on sites up to 2 acres	30 square feet for sites under 1 acre and 10 square feet of additional area for sites up to 2 acres	6 8 feet for sites under 1 acre with 1 frontage up to 8 feet for signs on sites up to 2 acres
2-6 acres	2 monument signs displaying a maximum of 2 articles of information	40 square feet	8 feet
6-10 acres Major Street Frontage	1 monument sign displaying a maximum of 2 articles of information per Major Frontage and 1 additional monument sign for every 300 ft of additional Major Frontage up to maximum of 3 signs	50 square feet	8 10 feet
Secondary Street Frontage	1 monument sign displaying one article of information for each Secondary Frontage at least 300 feet in length	25 square feet	6 8 feet
10 or more acres Major Street Frontage	1 pole or pylon sign displaying a maximum of 3 articles of information plus 1 monument sign for every additional 300 feet of frontage up to a maximum of 1 pole or pylon sign and 3 monument signs along	100 square feet for pole sign or 1 10 square feet for pylon sign and 50 square feet for monument signs	25 feet for pole sign or 20 feet for pylon sign and 8 feet for monument signs

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	<u>Major Frontage</u>		
Secondary Street Frontage	1 monument sign displaying <u>one article of information</u> for each Secondary Frontage at least 300 feet in length <u>plus 1 additional monument sign for every 300 feet of additional Secondary Frontage up to a maximum of 3 monument signs along Secondary Frontage</u>	25 40 square feet	6 8 feet
Uses not in Industrial Complex and all uses in Business and Manufacturing Park (BMP), General Industrial (I), and Air Industrial (AIR) zones	1 monument sign displaying a <u>maximum of two articles of information</u> <u>plus 1 monument sign for every additional 300 feet of frontage up to a maximum of 3 signs.</u>	50 sq. ft.	8 ft.
Uses in Office (O) and Commercial Zones not in office or commercial complex	1 monument sign displaying <u>one article of information</u>	25 square feet	6 ft.
Uses in Industrial Complex	1 monument sign displaying a <u>maximum of two articles of information</u> for each Major Frontage <u>plus 1 monument sign for every additional 300 feet of frontage up to a maximum of 3 signs.</u>	50 sq. ft.	8 ft.
Hospitals	1 monument sign for each street frontage <u>and 1 additional monument sign for every 300 ft of additional Major Street Frontage up to maximum of 3 signs</u>	50 sq. ft.	6 8 ft.

1. Freeway-Oriented Signs. Any freestanding sign that is oriented so as to be visible from an adjacent freeway is subject to the granting of a Minor Conditional Use Permit by the Planning Commission. The Zoning Administrator may approve one or more of the following modifications for freeway-oriented signs that are located within 660 feet of the edge of the right-of-way of a freeway, measured horizontally along a line normal or perpendicular to the center of such freeway, and within a radius of 1,500 feet of a freeway exit providing access to the premises on which the sign is to be maintained:
 - a. Modification of the permitted height of one such freestanding business sign per lot or parcel of land to a maximum height of 60 feet, provided the Zoning Administrator in approving such modification will make the following finding in addition to those specified in the Zoning Ordinance:
 - b. Such signs would otherwise not be visible at a lesser height 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 of a mile (3,520 feet), whichever is less.
 - c. Location of one such freestanding sign per lot or parcel of land to within five feet of an interior lot line and to within 25 feet of a roof sign or another freestanding sign on the same or adjoining properties, provided that the Zoning Administrator in approving any such modification will make the following findings in addition to those specified by this Chapter:
 - i. The sign is at least 50 feet from any lot line adjoining a street or highway or 25 feet from a residential zone;
 - ii. All other freestanding signs will be oriented toward the street or highway frontages from which their permitted areas are calculated;
 - iii. The sum of the sign areas of such sign and all other freestanding signs will not exceed the maximum sign area permitted on all street or highway frontages of such lot or parcel of land.

FIGURE 19.620.080.A – WALL SIGN STANDARDS

FIGURE 19.620.080.B – STANDARDS FOR WINDOW SIGNS ON BUILDINGS OVER THREE STORIES

- B. 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. Table 19.620.090 C and D summarize the standards for signs located in residential districts.

TABLE 19.620.080.C – RESIDENTIAL BUILDING SIGNS

<i>Type</i>	<i>Maximum Number</i>	<i>Maximum Area</i>	<i>Maximum Height</i>
1 and 2 unit	1 building or freestanding non-commercial for each unit	6 sq. ft.	6 feet
PRD, Multi-unit developments & Mobile Home	1 building or monument/public street frontage or 2 single-sided wall mounted per display face on each public street frontage at project entry point	25 sq. ft.	6 feet for monument
Individual units in multi-unit development	1 for each window facing public view	6 square feet or 15% of total surface area of each window whichever is less or of all windows in development	NA

C. Other Types of Signs

7. Public Entertainment Venue

- c. Amusement Parks over 24 Acres Within One Hundred Feet of a Freeway. In lieu of the freestanding sign allowed above in subsection 1, 1 maximum 750 square foot, 66 foot high combination readerboard-on-premises pole sign oriented toward the adjacent freeway. Readerboard copy may consist of either manually or electronically changeable copy. All readerboard copy shall consist of letters no more than 30 inches high. Messages shall consist of static copy changed no more frequently than twice each 24 hours. The readerboard portion of the sign shall not exceed the lesser of 218 square feet or 75% of the overall sign size. ~~Lighted messages shall be limited to incandescent white bulbs.~~ The sign shall comply with all applicable CALTRANS– California Department of Transportation standards for signs adjacent to freeways.

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

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.

3. **Sign Area and Dimensions.** The following types of temporary signage are permitted if they comply with the following standards and requirements:
 - a. Grand Opening Banners. ~~One banner not exceeding 60 square feet shall be allowed for a period not exceeding 30 consecutive days for newly opened or reopened establishments at the site where the banner is to be displayed. The banner shall be stretched and secured flat against the building surface and shall not extend higher than the building eave or the building parapet wall.~~ Banners. One banner up to 32 square feet in area that is stretched and secured flat against a building wall, window, or fence and does not extend higher than the building eave or parapet wall. No more than one banner is permitted per street frontage. All such signs shall be securely fastened to resist displacement by wind or similar disturbances and shall have windcuts as necessary to reduce sign billowing or sailing.

 - b. Streamers and Pennants. Two pole-mounted streamers, pennants or feather banners up to 32 square feet in sign area and 15 feet in height including mounting hardware. All such signs shall be securely fastened to resist displacement by wind or similar disturbances and shall have windcuts as necessary to reduce sign billowing or sailing..

 - c. 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.

 - d. 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 unless otherwise permitted by the provisions of this Chapter or by an adopted Specific Plan.

 - e. Temporary Commercial Event Signs. No more than three (3) temporary signs not exceeding a combined twenty five (25%) percent of the total window area, or a combined area of forty (40) square feet, whichever area is less, may be displayed in the window area of each building frontage throughout the duration of an event. Such signs may be painted directly onto the window in water soluble

~~paints or constructed of paper, wood, fabric, plastic, vinyl or similar materials and securely adhered to, or oriented toward the street or public right-of-way. All paper signs must be mechanically printed. Such signs must remain in good condition and shall be removed within 7 days of the conclusion of the event. There is no limit on the number of colors that can be used in these signs, however, fluorescent colors, as defined in Article X (Definitions), are prohibited.~~ 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. 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 the window, and oriented toward the street or public right-of-way. ~~Fluorescent Colors are prohibited.~~

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. 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 establishment.
 6. **Illumination.** Temporary signs shall not be illuminated.
- B. Standards for Specific Temporary Sign Types.
1. **Directional Signs for Open Houses.** Notwithstanding any other provision in this Chapter, up to 3 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.
 2. **Real Estate Signs.** 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 one 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.
 - (1) 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.
 - (2) Signs shall be located at least 2 feet from public sidewalks and 12 feet from the curbline the pavement where curbs are lacking. In no case shall signs be placed in the public right-of-way.
 - (3) If a building sign is installed as permitted in subsection d, the freestanding sign herein described shall not be permitted.
 - c. Building Signs. In lieu of a permitted freestanding sign, 1 for sale, rental or lease building sign per frontage, a maximum 24 square feet in area shall be permitted for buildings or occupancies within 63 feet from the back of the curb or from the pavement where curbs are lacking. In the event a freestanding sign or signs are installed as permitted in subsection c., such a building sign shall not be permitted.
3. **Subdivision Signs.** In all zones, a maximum of 3 unlighted double-faced temporary subdivision signs, not exceeding 40 square feet in area per display face and 15 feet in overall height, may be erected and maintained with a subdivision during sale of the lots. Such signs shall be located within the subdivision and shall be a minimum distance of 300 feet apart from each other. All signs shall be removed at the close of escrow of the model complex houses.
4. **Non-Commercial Political and Free Speech Signs.**
 - a. **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.

- b. **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.

19.620.090 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. One of the most important changes that should be made to the existing regulations is to replace the current requirement for approval of a variance to grant any modification to the provisions of the sign regulations with a new procedure offering a less onerous means of relief. Because the City intends to enact such a procedure that would be applicable to sign requirements as well as other zoning standards, this section includes a cross-reference to that procedure rather than a full description of the process. Any procedure the City enacts should include a provision requiring a determination that a sign meets criteria based on the principles in Section 19.620.060. The modification process should allow for variations in dimensional standards and might authorize transfers in sign area from one sign type to another. Waivers or modifications that exceed a stated percentage (e.g. 10 percent increase in sign area) would continue to require approval of a variance based on unique physical circumstances.

19.620.100 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 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. Contributes to and maintains a consistent visual theme for the development.

B. Applicability

1. Sign Program Required. A sign program is required in lieu of review and approval of individual signs for all multi-occupancy non-residential or mixed-use developments with four 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.
2. Optional Sign Program A sign program may be substituted for specific sign designs and individual applications and approved under design review procedures.

C. General Requirements

1. The lot or lots involved must be contiguous constitute a single cohesive development.
2. The sign or signs must be located on a lot that one of the identified establishments occupies.
3. 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.
4. The signs may be any sign type that is otherwise allowed by this ordinance.
5. Private streets within the boundaries of the development are treated as public rights- of-way for purposes of determining allowable signage.
6. Individual pad or lease sites, defined in an approved site plan, are treated as separate lots for purposes of determining allowable signage; however, it is intended that a business will not be allowed advertising on both the multiple tenant (shared) sign and another free-standing business identification sign.
7. All signs shall comply with all other applicable provisions of this Chapter including the number of signs based on road frontage, allowable size as a function of zoning district, spacing, illumination, and materials.

- D. Required Submittals. Applications for a Sign Program shall include the following plans and text:
3. Text and drawings, including plans drawn to scale, which identify all signs proposed for the development, establishing their location, size, function and other characteristics needed to evaluate the extent of the signage proposed. Plans and drawings shall include a site plan, typical building elevations, and drawings of generic sign types proposed;
 1. Computation of allowable area for all signs, and of total area of all proposed signage.
 2. Proposed criteria for the design of individual signs dealing with colors, materials, illumination, graphic styles and other sign features;
 3. A written program of standards for all sign types to be distributed to future tenants, including color, size, illumination, construction details, and sign placement.
- 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:
4. 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 proposed signs will comply with all the provision of this section, except with regard to:
 - a. Number of signs allowed; and
 - b. Location and height of signs.
 3. The combined area of the proposed signs does not exceed the total allowable sign area for the development.
- F. Phased Developments. The first application for a sign program for a phased development must be submitted within 12 months from the date the site plan approval is granted. Each subsequent application must be submitted within 12 months from the date of issuance of a Certificate of Occupancy, for the previous phase of the development.

G. Addition, replacement or modification of signs within a previously approved Sign Program.

5. Whenever the total number of signs to be added, modified or replaced total less than twenty-five percent of the number of permitted signs presently on the site, application shall be made under the provisions of the standard sign application.
1. When the total number of signs to be added, modified or replaced total twenty-five percent or more of the number of permitted signs presently on the site, application shall be made under the provisions of a standard sign program application.
2. Sign designs may be approved without further permits if the Zoning Administrator determines that they comply in all respects with the Sign Program.

19.620.110 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.

19.620.120 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 of a nonconformity.

19.620.130 Enforcement

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

19.620.140 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. Substantive changes have been indicated by underlining and ~~strike-out~~. Graphics will be included as necessary to clarify definitions.

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

A-frame Sign. A portable upright, rigid, self-supporting frame sign in the form of a triangle or letter "A".

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 business, product, or service available on the business premise where the sign is located.

Advertising Statuary. A freestanding statue or other three-dimensional structure with a minimum dimension of at least ~~6~~ 12 inches in the form of an object that identifies, advertises, or otherwise directs attention to a product or business

Area of Signs. The area within ~~a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.~~ one or more rectangles, parallelograms, triangles, or circles of a size sufficient to enclose the outer limits of any writing, representation, emblem, figure or character together with any material or color that is an integral part of the display or used to differentiate the sign from the building on which it is placed. (See Section 16.020.070. A., 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.

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

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

Banner Sign. ~~A fabric or other flexible material on which message or image is painted or otherwise affixed to a wall, fence, post, light standard or similar mounting device. See definition in the Sign Design Guidelines. 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 ~~located 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 that meets any one or more of the following criteria: 1) a permanent structure sign that is used for the display of off-site commercial messages; 2) a permanent structure sign that constitutes a separate or secondary use, as opposed to an accessory use, of the parcel on which it is located; 3) an outdoor sign on which display space is made available to parties, other than the owner or operator of the sign or occupant of the parcel, in exchange for a rent, fee or other consideration; or 4) a sign that is used for general advertising purposes, 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. That portion of a structure facing a public street and from that the address is normally taken. See definition in the Design Guidelines. For the purpose of calculating sign areas, "building frontage" means the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways. As used in these regulations, the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways. See definition in the Sign Design Guidelines.

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 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. A decoration made of fabric, synthetic material, sheet metal, or any thin pliable material. Such material is securely attached to at least two ends of a rigid frame attached to a pole or projecting from a building.

Business Sign. A sign that directs attention to the principal business, profession 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.

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 whose informational content can be changed or altered manually. Including digitals, or are they in a completely separate category?

Channel Letters. Three-dimensional individual letters or figures typically made of formed sheet 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.

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

Civic Organization Sign. A sign which contains the names of, or any other information regarding civic, fraternal 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 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 method of displaying a visual image that uses liquid crystal cells or other types of light emitting diodes (LEDs) or their functional equivalent allowing for the message or image to be easily changed, typically by remote control or computer programming. This definition applies to signs displaying a series of still images as well as those presenting the appearance of motion.

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. A sign used to direct and control pedestrian or vehicular traffic and located on the same lot or premises as the use which it is intended to serve. For traffic safety reasons, a directional sign shall be limited to non-commercial sign only.

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. A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity. See definitions in the Sign Design Guidelines and the Downtown Specific Plan.

Electronic Message Center Sign. A sign having the capability of presenting variable message displays by projecting an electronically controlled pattern and which can be programmed to periodically change the message display. See Digital Display.

Establishment. Any use of land involving buildings or structures in which human activities routinely occur, but not including residential or transient occupancy uses or uses where human presence is not routine (e.g. transmission towers, power transformers, automated facilities, etc.)

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.

Fence Sign. A sign attached to or painted onto any freestanding wall or fence.

Flag. A device, generally made of flexible materials, usually cloth, paper or plastic, used to display a non-commercial message or symbol which may or may not contain any copy. A loose fabric or membrane typically secured to a pole or rod, which flutters and moves with air or wind movement and bears a distinctive design that is used as a symbol, signaling device, or decoration.

Flashing or Scintillating Sign. A sign which contains or is illuminated by a flashing, intermittent or sequential light source that 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.

Fluorescent Colors. The range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors. The prohibited colors are listed on the fluorescent color chart as adopted by the City, are kept on file in the Planning & Building Department. The colors shown below represent a wider range of fluorescent shades. See definition in the Downtown Specific Plan. For an accurate representation of these colors see the sample board on file in the Planning & Building Department under case AM-008-945. A sample board is kept for reference at the public information counter.

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 ground sign that orients primarily to the traveling public using a freeway or expressway, and which is installed for the sole 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.

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.

Lighted-Illuminated Sign. A sign which is illuminated with an artificial source of light incorporated internally or externally including cabinet signs and channel letter signs, either directly or indirectly by artificial light. See definition in the Sign Design Guidelines.

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, and is typically installed outside a building to attract attention to or to advertise a business, a business location, a service, a product, or an event.

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.

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

Major Street Frontage. The 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. 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. The building frontage that is oriented to and most nearly parallel to an Arterial Street designated in the Circulation and Community Mobility Element of the General Plan. The major street frontage is typically the 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 that is architecturally comparable to an exterior building wall.

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.

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

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 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. A two-sided sign with an overall height

~~of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a landscape planter flanking all sides of the sign base. See definition in the Sign Design Guidelines.~~

Moving Sign. A sign or any portion thereof that rotates, moves, or appears to move in some manner by mechanical, electrical, natural, or other means.

Mural. A work of graphic art painted 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 electrically charged 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.

Non-Commercial Sign. A sign that does not advertise, identify or otherwise direct attention to a product or business but instead conveys an opinion, idea, concept or similar message.

Painted Sign. A sign which is painted directly on any wall, window, fence or structure of any kind. See definition in the Sign Design Guidelines.

Pennant. A ~~visual communication~~ 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.

Pole Sign. ~~A two sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground. See definition in the Sign Design Guidelines.~~ A freestanding sign supported by one or more poles that are permanently attached directly into or upon the ground. If the base of a pole sign is skirted or covered it shall be considered a pylon sign.

Political Sign. A sign that advertises a political candidate, a political party, or a political issue relating to a local, state or national election. See Non-Commercial Message.

Portable Sign. ~~A sign which is capable of being carried or readily moved from one location to another. See definition in the Sign Design Guidelines.~~ A freestanding sign that is not permanently affixed, anchored or secured to either the ground or a structure on the property it occupies. This definition does not include Mobile Signs or signs bearing Non-Commercial Messages that are carried by individuals.

Projecting Sign. A single or double-faced sign oriented perpendicular to the building wall on which it is mounted, the surface of which is not parallel to the face of the supporting wall and which is supported wholly by the wall. See Also referred to as a Blade Sign.

Public Transportation Sign. An incidental sign that is placed on a structure, either a portable bench or shelter, located on a public alley, road, street, parkway or highway, if the purpose of

the structure is to facilitate the use of public transportation and promote the safety, comfort and convenience of public transit patrons.

Pylon Sign. A type of pole sign that is supported by one or more solid, monumental structures or pylons or with a pole cover enclosing the pole and has a sign face with a vertical dimension that is greater than its horizontal dimension.

Readerboard. A sign structure or mounting device on which at least a portion of the display face may be used for changeable copy that may be either non-commercial or commercial, electronic or manual. Signs using digital display methods are not within this definition.

Real Estate Sign. ~~A sign that provides information about an economic transaction involving real property. Such signs typically indicate whether the property is for lease, rent or trade and give contact information. However, signs on establishments offering transient occupancy, such as hotels, motels, inns and similar places, indicating “vacancy” and similar information, are not within this definition.~~ A temporary sign that advertises the sale, lease or rental of the property on which the sign is located 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.

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 Article X (Definitions). See definition in the Sign Design Guidelines.~~ A sign erected, constructed, and attached to and/or maintained upon or above any roof or portion of a roof of any building, including a mansard roof. For the purposes of this Division, a mansard roof is any roof or parapet wall with roofing material for siding that slopes from 30 degrees to 90 degrees and does not have a ridgeline.

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

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

Shopping Center Sign. The principal sign located on a retail Commercial Complex that identifies the name of a shopping center development and may or may not include the names of some or all of the tenants of that development.

Sign Face. An exterior display surface of a sign, including non-structural trim exclusive of the supporting structure, which 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 Sign. A temporary ~~non-illuminated~~ sign erected and maintained within the boundaries of a recorded subdivision ~~during the time period commencing with the issuance of the first necessary building permit and ending with the issuance of the certificate of~~

occupancy for the last unit to be offered for sale that provides necessary travel directions to and within a subdivision offered for sale or lease for the first time, but which contains no other advertising matter.

Tenant Sign. A sign that identifies each tenant within a multi-tenant development.

Traffic Sign. A sign for traffic direction, warning, and roadway identification.

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

Vehicle Display Sign. A sign mounted, attached, affixed or painted upon any surface of a motor vehicle, trailer or similar conveyance parked on public or private property for the purpose of general advertising for hire. See Mobile Advertising.

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.

Window Sign. A sign with a single face of copy that is painted or installed on a glass window or door or which is located, oriented and designed so that it can be viewed from the exterior of a structure.