

CHAPTER 11

SIGNS

- 1100. Purpose and Intent
- 1101. Applicability
- 1102. Sign Permit Required
- 1103. Exempted Signs
- 1104. Temporary Signs
- 1105. Prohibited Signs
- 1106. General Use Conditions For Business Signs
- 1107. Business Sign Restrictions by Zoning District
- 1108. Animated, Flashing, Changeable Copy, Running Light, Intermittently Lighted, Revolving Signs or Signs with Movement
- 1109. Maintenance
- 1110. Nonconforming Signs

SECTION 1100. PURPOSE AND INTENT

Exterior signs have an immediate impact on the character of the City or County. As a clearly visible part of the urban environment, signs may attract or repel the viewing public, affect the safety of pedestrian and vehicular traffic and help set the character of neighborhoods. For these reasons this Chapter establishes minimum standards to promote the quality of life, health, safety, welfare, convenience and enjoyment of the public by regulating the design, quality of the materials, construction, location, electrification and maintenance of all signs and advertising devices visible from public rights-of-ways.

SECTION 1101. APPLICABILITY

All signs not specifically exempted herein shall comply with the provisions of this Chapter and all other applicable provisions of other regulations of the City or County. (See also Section 1522 for regulation of Outdoor Advertising Signs)

SECTION 1102. SIGN PERMIT REQUIRED

- A. Unless otherwise provided in this Chapter, it shall be unlawful to construct, modify or relocate any sign without first obtaining a sign permit.
- B. No sign shall be constructed unless it complies with all applicable ordinances and codes, including, but not limited to the Electrical and Building Codes.

- C. A sign permitted as a business sign shall not be changed to an outdoor advertising sign without a permit.

SECTION 1103. EXEMPTED SIGNS

The following signs shall not be prohibited by this Ordinance and shall not be included in the computation of display surface area:

- A. Temporary signs per Section 1104;
- B. One nameplate attached to the face of the wall and not exceeding four (4) square feet in surface area;
- C. Signs which are not visible from the public street;
- D. Tablets built into the wall of a building or other structure and used for inscriptions, memorial tablets, or for similar purposes;
- E. Signs of warning, directive, instructional or informational nature constructed by a public utility, franchised transportation company, or government agency;
- F. Legal notices and street numbers;
- G. Window signs;
- H. Signs not exceeding four (4) square feet of display surface area of a warning directive or instructional nature such as entrance, exit, or restroom signs;
- I. Signs which are attached as labels of a commodity offered for sale;
- J. Signs on accessory equipment or structures (such as signs on a satellite dish, air conditioner or fence) identifying the manufacturer, make and model shall be limited to 14.4 square inches for each piece of equipment or structure; and
- K. One banner attached to the wall of a building not exceeding 32 square feet.

SECTION 1104. TEMPORARY SIGNS

The following temporary signs are permitted as follows:

A. Special event signs which advertise or promote a special event:

1. Shall be allowed for 30 days; and
2. Shall be removed within 24 hours after the termination of the event.

B. Temporary Real Estate Signs

Temporary Real Estate signs advertising a residential, office, commercial, industrial or subdivision development or the sale, rental or lease of the premises are permitted. The maximum number permitted is one (1) per street frontage. Temporary Real Estate signs are also regulated by Zoning Districts as follows:

1. Real Estate Signs in AG, AI or I Districts

The sign shall not exceed 80 square feet in surface area or 15 feet in height. Illumination, if any, is permitted only by constant light.

2. Real Estate Signs in AR or R Districts

The sign shall not exceed eight (8) square feet in display surface area, or exceed eight (8) feet in height. Illumination, if any, is permitted only by constant light.

3. Real Estate Signs in the P, O, SR or C Districts

The sign shall not exceed 32 square feet of Display Surface Area, nor exceed 15 feet in height. Illumination, if any, is permitted only by constant light.

C. Temporary Construction Signs

1. The maximum number of Temporary Construction Signs permitted is one (1) per street frontage.
2. Temporary Construction Signs may be located on each street frontage of the development.
3. The signs shall not exceed one-half (1/2) of a square foot of Display Surface Area per each lineal foot of street frontage. However, in no event shall the sign be restricted to less than 32 square feet nor be permitted to exceed 400 square feet of Display Surface Area.

4. The signs shall not exceed 15 feet in height.
5. Illumination, if any, is permitted only by constant light.
6. Temporary Construction Signs in the AR or R Districts shall be regulated as follows:
 - a. During the initial period of construction, not to exceed 18 months, a sign advertising the construction of improvements on the premises may be constructed on each perimeter street frontage of the development.
 - b. After the initial 18 month period of construction, the construction sign Display Surface Area shall be reduced to an area not to exceed eight (8) square feet in Display Surface Area, and the height shall be reduced to a maximum of eight (8) feet.
- D. No such signs on any lot shall exceed a total aggregate of 0.1 square feet of Display Surface Area for each foot of street frontage upon which said sign or signs are located.

SECTION 1105. PROHIBITED SIGNS

- A. Signs which otherwise require and have not been issued a sign permit shall not be located in any District.
- B. No sign other than those placed by agencies of government shall be placed on any public property or shall be permitted to extend into or be placed within the public right-of-way, other than projecting signs as specifically allowed per Section 1106.C.4 in the C-3 District.
- C. All advertising media, including commercial banners, which are located on or within the public right of way, unless otherwise permitted.
- D. Any sign that is attached to a utility pole, curb, sidewalk, lamppost, hydrant, bridge, highway marker, highway regulatory sign, or mailbox, on public property, except official notices.
- E. Any sign which may interfere with the view of or be confused with any traffic control sign, signal or devise, or any sign which may interfere with, mislead or confuse traffic, or reduce visibility at any street intersection, change in alignment or driveway entrance or exit.
- F. Any sign located within the Sight Distance Triangle. (See Section 212 and Figure 2-1).

- G. No real estate sign shall be permitted if it advertises property for uses other than for which the property is zoned or incorrectly states the zoning of the property.
- H. No sign may be painted on or mounted on the roof of any structure. Roof signs lawfully existing on the effective date of this Ordinance or amendment hereto, are regulated by Chapter 17, Nonconformities.
- I. No sign shall be placed on any utility pole except for utility identification purposes, nor shall any sign be painted on any tree or rock.
- J. Strobe lights, beacon lights or revolving lights are prohibited if visible from a public street unless otherwise permitted by law. (See Section 221).

SECTION 1106. GENERAL USE CONDITIONS FOR BUSINESS SIGNS

- A. The number of signs, total area of all sign faces, location and design standards, excluding any signs exempted by Section 1103, on any lot or any street frontage must adhere to the restrictions established in this Chapter.
- B. The maximum number of business signs and maximum permitted Display Surface Area permitted per lot of record is as designated for each Zoning District; however, wall signs are not included in this computation.
- C. Display Surface Area - General Information

1. Ground and Projecting Signs

The Display Surface Area of a ground or projecting sign shall include the area enclosed by the minimum imaginary rectangles which fully contains all extremities of the sign, exclusive of its supports. This rectangle is to be calculated from an orthographic projection of the sign viewed horizontally. A view point for this projection is to be taken which gives the largest rectangle of that kind as the viewpoint is rotated horizontally around the sign. If elements of the sign are movable or flexible, the measurement shall be taken when the elements are fully extended and parallel to the plane of view.

2. Wall Signs

The Display Surface area of a Wall Sign is the sum of the area of the minimum imaginary rectangles enclosing each word attached to any particular facade.

3. Double or Multifaced Signs

Unless otherwise specified only one (1) side of a Double or Multifaced Sign shall be included in a calculation of sign area. However, each additional sign face shall be calculated as another sign.

4. Projecting Signs

- a. No Projecting Sign shall project over a public right-of-way except in the C-3 District.
- b. No Projecting Sign shall extend closer than two (2) feet to the curb line or edge of pavement; and
- c. No Horizontal Projecting Sign shall exceed 50 square feet in display surface area.

5. Multiple Signs on a Single Structure

When a business has more than one (1) sign on a single structure, the sign area is to be calculated by individual geometric shapes of each sign.

6. Display Surface Area Computation Based on Lineal Footage

In computing permitted Display Surface Area for signs, the lineal footage of an abutting non-arterial street shall not be combined with the lineal footage of any abutting arterial street, freeway or freeway service road which is included in the computation of the permitted Display Surface Area.

D. Maximum Sign Height and Location

1. The maximum permitted sign height shall be measured from the average level of the grade below the sign to the topmost point of the sign or sign structure.
2. Except or unless otherwise provided herein no sign or sign structure shall exceed the following heights:
 - a. The maximum permitted height is 20 feet in A, R, P, O, C-1 or SR Districts.
 - b. The maximum permitted height is 25 feet in C-2, C-4 or I-1 Districts.
 - c. The maximum permitted height is 30 feet in C-3, C-5, I-2, I-3, I-4 or M Districts.

3. Any sign or sign structure located within 165 feet of the right-of-way line of a State Highway, US Highway, Interstate Highway or other toll road or freeway may be erected to a height of not more than 45 feet above grade level of such thoroughfare at the point thereon nearest such sign or structure.
4. No sign or sign structure shall be erected to a height greater than the horizontal distance from such sign or structure to the nearest other property in an AR, R or O District.

E. Setbacks

1. Signs and all parts thereof must be setback from the centerline of an abutting street one-half (1/2) of the right-of-way width designated on the Major Street Plan or 25 feet if the street is not designated on the Major Street Plan.
2. Signs, other than those permitted in an AR or R District, if visible from such District other than a street, highway or freeway right-of-way, or if visible from a PUD Designated Residential Development Area, must be set back from such District or Area a minimum distance of 50 feet.
3. Signs with a Display Surface Area larger than 300 square feet, which are visible from an AR or R District other than a street, highway or freeway right-of-way or if visible from a Designated Residential Development Area, must be set back at least 300 feet from such District or Area.
4. Signs shall be setback a minimum distance of ten (10) feet from a freeway right-of-way.

- F. Illumination shall not exceed 70 foot candles measured from a two (2) foot distance from the lighted area of the sign face.

SECTION 1107. BUSINESS SIGN RESTRICTIONS BY ZONING DISTRICT

A. Number of Signs

The number of ground, projecting or roof signs and total area of all sign faces, exclusive of temporary signs and wall signs, on any lot or on any street frontage of any lot, shall not exceed the number and areas set forth in Table 11-1 below and be regulated as otherwise specified herein.

TABLE 11 - 1

MAXIMUM NUMBER AND MAXIMUM DISPLAY SURFACE AREA OF SIGNS*

Type of Use and Type of Control - Maximum	AR, RS RM, RT	AG, O, C-1, C-2, SR, I-1	C-3 C-4 C-5	A1 I-2	I-3 I-4
One-and two-family dwellings:					
Number of signs per dwelling unit	1				
Area (sq. ft.) of signs per dwelling unit	2				
Home Occupations**					
Number of signs per dwelling unit	1				
Area (sq. ft.) of signs per dwelling unit	2				
Multi-family dwellings, townhouse developments, manufactured home parks, institutions and similar uses					
Number of signs per premises	1				
Area (sq. ft.) of signs per premise	12				
All uses on one premise:					
Square feet of sign area per lineal foot of street frontage	0.5	0.5	1.0	1.5	2.0

*See Section 1106 for sign types, Display Surface Area, height and number permitted.

**See Section 402.B.7.

B. Permitted Display Surface Area of Signs

In the case of a lot abutting two (2) or more streets, the permitted Display Surface Area of any sign or group of signs shall be computed on the basis of the street frontage on the street nearest such sign or signs. For this purpose, the term "frontage" shall be considered as referring to all abutting streets, whether they abut the front or the side of the lot.

C. Signs for the Sale, Lease or Rental of Property

In addition to the area of signs permitted on any lot above, there shall be permitted on each street frontage of any lot a sign advertising the sale, lease or rental of property on which it is situated. No such signs on any lot shall exceed an aggregate Display Surface Area of 0.1 square feet for each lineal foot of street frontage on which they are located and as otherwise provided in Section 1104.

D. General Standards

1. Wall Signs

- a. A Wall Sign shall not extend above the top of the parapet or building wall on which it is located. However, in instances where the height of the parapet or building wall or where construction or architectural features will not permit a Wall Sign of three (3) feet in height, said sign may extend above the parapet or building wall a distance which will permit a sign of three (3) feet in height.
 - b. Wall signs shall not exceed an aggregate Display Surface Area of two (2) square feet per each lineal foot of building wall to which the sign or signs is attached.
2. No sign is permitted to be located upon or constructed within a required parking space or loading berth, nor may a sign cause any hazard to a motor vehicle or pedestrian traffic exiting, entering or traveling within the site on which it is located.
 3. No sign shall be permitted in the right-of-way of any public street unless approval is given by the Board of Adjustment and a removal agreement has been entered into by the sign owner with the City or County.
 4. Projecting or Ground Signs must maintain a minimum separation of 30 feet from any other projecting, ground, business or outdoor advertising sign.
 5. No sign shall extend more than one (1) foot into a required front yard or exterior side yard except for the following:
 - a. Projecting Signs in a C-3 District, as provided in Section 1106.C.4; and/or
 - b. A sign having a Display Surface Area of not more than 12 square feet identifying a shopping center, scientific research and development or industrial park having a minimum lot area of two and one-half (2 ½) acres.

- c. Identification and direction signs, each not exceeding four (4) square feet in area.
- d. One customary gasoline service station sign identifying the gasoline company for each street frontage having two (2) faces of not more than 16 square feet each and customary identification signs on the faces of gas pumps.

E. Illuminated Signs

1. The light from any permitted Illuminated Sign shall be shaded, shielded and directed so the light intensity or brightness will not be hazardous or objectionable to the adjacent or surrounding areas and shall not exceed 70 foot candles measured at a two (2) foot distance.
2. No Illuminated Sign shall be erected within 50 feet of other property in an AR or R District, or PUD Designated Residential Development Area if visible from such District or Area.
3. No sign shall be illuminated or animated except in accordance with this Ordinance and Section 1108.

F. Bulletin Boards and Identification Signs

1. Signs in A Agriculture Districts

- a. One Bulletin Board may be constructed on each street frontage of an educational, religious, institutional, or similar use requiring announcement of its activities. The Bulletin Board shall not exceed 32 square feet in Display Surface Area, or 20 feet in height. Illumination, if any, is permitted only by constant light.
- b. One Identification Sign may be constructed on each street frontage of a permitted nonresidential use. The sign must not exceed 32 square feet of Display Surface Area or 20 feet in height. Illumination, if any, is permitted only by constant light.
- c. Temporary Real Estate Sign. (See Section 1104.B)
- d. Temporary Construction Sign. (See Section 1104.C)
- e. Outdoor Advertising Signs. (See Section 1522)

2. Signs in R Residential Districts

- a. One (1) Bulletin Board may be constructed on each street frontage of any educational, religious, institutional, or similar use requiring announcement of its activities. The Bulletin Board must not exceed 32 square feet in surface area, nor 20 feet in height. Illumination, if any, is permitted only by constant light.
- b. One (1) Identification Sign may be constructed on each perimeter street frontage of a multifamily development, manufactured home park or subdivision, single-family subdivision or permitted nonresidential use. The sign shall not be restricted to less than 32 square feet in surface area, nor 20 feet in height. Illumination, if any, is permitted only by constant light.
- c. Temporary Real Estate Sign. (See 1104.B)
- d. Temporary Construction Sign. (See Section 1104.C)

3. Signs in the P Parking District or O Office District shall be regulated as follows:

- a. Not more than one (1) sign may be constructed on each street frontage of a lot. The sign must not exceed 50 square feet of Display Surface Area.
- b. Ground signs in P, OL or OM Districts must not exceed the height of the building in which the principal use is located or 20 feet, whichever is lower.
- c. Ground signs in the OH District must not exceed a height of 30 feet.
- d. Illumination, if any, is permitted only by constant light.
- e. Temporary Real Estate Sign. (See Section 1104.B)
- f. Temporary Construction Sign. (See Section 1104.C)

4. Signs in C or SR Districts

- a. A maximum of one (1) Ground or Projecting Sign per each 150 lineal feet of street frontage (excluding wall signs) is permitted.
- b. Roof, Projecting, and Ground Signs, whether permitted as provided herein, or nonconforming, shall not exceed the aggregate Display Surface Area specified in Section 1107, Table 11-1.

- c. No Roof, Projecting or Ground Sign is permitted to contain more than two (2) sides, and the total Display Surface Area for each side must not exceed 500 square feet.
 - d. The two (2) sides shall face in opposite directions. "Opposite", in addition to its ordinary meaning, shall include V-shaped signs when the angle of separation of the display surfaces does not exceed 15 degrees.
5. Signs in I or M Districts
- a. A maximum of one (1) Ground or Projecting Sign per each 200 lineal feet of street frontage (excluding wall signs) is permitted.
 - b. Roof, Projecting, or Ground Signs, whether permitted as provided herein or nonconforming, shall not exceed the aggregate Display Surface Area specified Section 1107, Table 11-1.
 - c. No Roof, Projecting or Ground Sign is permitted to contain more than two (2) sides. The total Display Surface Area for each side must not exceed 500 square feet.
 - d. The two (2) sides shall face in opposite directions. "Opposite", in addition to its ordinary meaning, shall include V-shaped signs when the angle of separation of the display surfaces does not exceed 15 degrees.

SECTION 1108. ANIMATED, FLASHING, CHANGEABLE COPY, RUNNING LIGHT, INTERMITTENTLY LIGHTED, REVOLVING SIGNS OR SIGNS WITH MOVEMENT

Animated, Flashing, Changeable Copy, Running Light, Intermittently Lighted, Revolving Signs or Signs with Movement shall comply with the following conditions:

- A. No such sign shall be of the instantaneous type.
- B. Shall not be located within 50 feet of the driving surface of a signalized intersection.
- C. Shall not be located within 20 feet of the driving surface of a street.
- D. If visible from an AR, R or O District, other than a street, highway, or freeway right-of-way, or if visible from a PUD Designated Residential Development Area, shall be setback a minimum of 150 feet from such Districts or Areas.

- E. Shall be permitted only in C, I or M Districts.
- F. Signs with illumination or animation shall be further regulated as provided in Table 11-2.

TABLE 11 - 2

SIGN ILLUMINATION AND ANIMATION

Illumination or Animation Permitted	AG	A1	AR	RS	RM	P O	C-1 C-2	C-3	I-2	M	
								C-4	I-3		
								C-5	I-1	I-4	
A. Not Illuminated	X	X	X	X	X	X	X	X	X	X	X
B. Illuminated											
1) Not flashing or Intermittent											
a) Not flashing or intermittent visible from outside the lot on which located											
1) Reflecting light	X	X			X	X	X	X	X	X	X
2) Light passing through translucent materials	X	X					X	X	X	X	X
b) With bulk or tube visible from outside the lot on which located		X							X	X	X
2) Flashing or Intermittent							X	X	X	X	X
C. Animated or Flashing							X	X	X	X	X

SECTION 1109. MAINTENANCE

- A. All signs, together with their structures and components, must be kept in good repair and be maintained in a safe condition.
- B. All sign sites shall be kept in a neat and attractive condition.
- C. The structure and Display Surface Area shall be kept in a neat and attractive condition.

SECTION 1110. NONCONFORMING SIGNS

For information related to nonconforming signs see Section 1703.