

## Chapter 24.420 Sign Regulations

### Sec. 24.420.010. Chapter description.

Chapter 24.420 regulates the use of all signs within the city in order to:

1. Recognize the functions and importance of signs for the business sector of the community and the city as a whole;
2. Preserve and enhance the unique character and the visual appearance of the city;
3. Recognize the integral part played by signs in the overall appearance of the city;
4. Provide a reasonable set of controls that will permit and encourage creative and effective signs that adequately identify a business;
5. Provide guidance and direction for sign users and sign designers as to what constitutes appropriate signage in the city;
6. Set standards that will encourage signs to be used primarily for business identification rather than product or service advertising; and
7. To promote the safe circulation of traffic and otherwise further the purposes of this zoning ordinance.

(Code 1971, § 15.620.010)

### Sec. 24.420.020. Applicability.

The provisions of this chapter shall apply to all signs within the city. No sign may be located, maintained, or otherwise used unless it complies with the provisions of this chapter. Any non-commercial message may be substituted for the copy on any commercial sign permitted by this chapter. This chapter may be referenced and cited as the city's "sign ordinance."

(Code 1971, § 15.620.020)

### Sec. 24.420.030. Sign location.

Sign location criteria shall be as follows:

1. *On the site.* All signs shall be located on the site occupied by the use to which they pertain unless otherwise provided in this chapter.
2. *Visibility obstructions.* No sign may be located in a manner which may constitute a traffic hazard or create a hazardous condition for persons using a public right-of-way.

(Code 1971, § 15.620.030)

### Sec. 24.420.040. Exempted signs.

The following signs may not be located in a manner that may constitute a traffic hazard or create a hazardous condition for persons using a public right-of-way but shall be otherwise exempt from the provisions of this chapter to the extent allowed by this section:

1. Signs of a duly constituted governmental entity which are located in the public right-of-way, such as traffic or similar regulatory devices, legal devices, or warnings at railroad crossings.
2. Signs placed by a public utility showing the location of underground facilities.

3. Memorial signs installed by a governmental agency including, but not limited to, historic landmarks, or districts, or markers, or points of interest.
4. Signs required to be maintained by governmental law, order, rule, regulation, or other mandate up to a total area not to exceed five square feet on any lot or parcel, unless such governmental mandate specifically requires a larger sign area.
5. Signs within a public recreational use (such as a public park) which cannot be seen from a public street.
6. Signs installed by civic, philanthropic, educational or religious organizations, temporary in nature and displayed for a maximum of 30 days per calendar year.
7. Signs displayed for the convenience of the public, located upon the property to which they pertain such as signs identifying restrooms, public telephones, entrances, or parking restrictions. The area of any such sign shall not exceed three square feet.
8. Signs identifying acceptable credit cards, hours of operation or like information, provided that, the total area of all such signs shall not exceed two square feet.
9. Addresses and nameplates in residential zones, provided that, the area of such signs shall not exceed two square feet.
10. Street address number for all zones except residential zones. The area of such signs shall not exceed four square feet.
11. Signs located inside a building and not visible from the outside of such building.
12. Flags of duly constituted governmental entities and official flags of philanthropic or religious organizations.
13. Signs, other than temporary political signs or signs prohibited by section 24.420.270, that display noncommercial messages erected or displayed on private property pursuant to the exercise of the constitutionally protected rights of free speech and free expression.
14. Signs installed on either public or private property to identify public transportation systems.
15. Signs in the Public Right-of-Way. Off-site signs that are part of and accessory to bus shelters, transit shelters, pay phones, trash receptacles, and other similar street furniture located in the public right-of-way and installed by the city or in compliance with an agreement with the city. This includes street banners attached to streetlights and other similar structures.

(Code 1971, § 15.620.040; Ord. No. 2008-004, § 2, 3-17-08)

### **Sec. 24.420.050. Signs permitted without design review.**

The following types of signs shall be permitted without further design review approval but shall comply with all applicable provisions of this section and all other provisions of this chapter as follows:

1. *Availability sign.* One availability sign shall be permitted per project or per lot, whichever is fewer in number, with a maximum area of 32 square feet and a maximum height of ten feet above grade. All such signs, and all structural supports for such signs, shall be located a minimum of ten feet from the face of any curb line and three feet from any property line. No part of such sign or its structural supports shall extend over a public right-of-way.
2. *Construction identification sign.* One construction identification sign shall be permitted per project or per lot, whichever is fewer in number, with a maximum area of 32 square feet and a maximum height of six feet above grade. All such signs and all structural supports for such signs, shall be located a minimum of ten feet from the face of any curb line and three feet from any property line. No part of such sign or its structural supports shall extend over a public right-of-way. No such sign may be installed until a building permit has been issued for the construction identified. All such signs shall

be removed within 30 days of the issuance of the first certificate of occupancy.

3. *Corporate flag.* Corporate flags are allowed only if displayed in conjunction with non-residential uses and only if flown on the same flagpole or other similar structure with a flag of a governmental entity. No more than one corporate flag may be flown on a single flagpole or similar structure. A corporate flag may not be larger than the other flag in conjunction with which it is flown.

4. *Decorative device.* Decorative devices may be permitted for a maximum of 45 days per calendar year, provided that a director's permit is approved prior to the display of such decorative device.

5. *Feature sign.* One sign per model shall be permitted, with a maximum area of three square feet and a maximum height of four feet per sign.

6. *Open house sign.* One open house sign may be located on the site of the unit for sale and a maximum of six open house signs may be located off the site to indicate directions to the unit for sale. An open house sign may have a maximum area of three square feet and a maximum height of four feet. Open house signs may be permitted only for the duration of the open house and may only be for property located within the Ventura city limits. Offsite open house signs may be located in a public right-of-way, such as within treewells, sidewalks, or parkways, but not within medians or roadways. No open house sign on private property or in a public right-of-way may be located in a manner that may constitute a traffic hazard or create a hazardous condition for persons using a public right-of-way.

7. *Real estate sign.* One real estate sign per dwelling unit shall be permitted with a maximum area of three square feet and a maximum height of four feet per sign. All real estate signs shall be located on the property which is advertised by such sign and shall be removed within three days of the close of escrow or within three days of the signing of the lease or rental agreement for that property.

8. *Subdivision sign.* One subdivision sign per subdivision shall be permitted, with a maximum area of 32 square feet and a maximum height of ten feet above grade. Any such subdivision sign shall be located within the boundaries of the subdivision which it identifies and shall not be installed until a final subdivision map has been recorded. All subdivision signs shall be removed when all units of the subdivision are sold.

9. *Temporary business sign.* Temporary signs may be displayed, pursuant to issuance of a director's permit, for a period of a maximum of 90 days per calendar year, not to exceed 30 consecutive days.

10. *Temporary political sign.* Temporary political signs shall not be installed more than six months prior to any national election or more than three months prior to any other election, and shall be removed within ten days of the completion of the subject election. Temporary political signs identifying campaign headquarters shall not be subject to sections 24.420.100 through 24.420.250. Temporary political signs located on private property shall have the permission of the property owner. Temporary political signs may be located in a public right-of-way, such as within treewells, sidewalks, or parkways but not within medians or roadways. No temporary political sign on private property or in a public right-of-way shall be located in a manner that may constitute a traffic hazard or create a hazardous condition for persons using the public right-of-way.

11. *Temporary window sign.* A temporary window sign shall not exceed 40 percent of the area of any window upon which it is placed, singly, or in combination with any other temporary or permanent window signs. Temporary window signs shall be allowed on the first floor only. Temporary window signs require approval of a director's permit and may only be used for a maximum of 90 days per calendar year. Permanent window signs are subject to design review.

(Code 1971, § 15.620.050)

### **Sec. 24.420.060. Signs permitted subject to design review.**

The following types of signs shall be permitted provided that such signs comply with this section and all other provisions of this chapter, and, further provided that design review approval is obtained from the decision-making authority for such signs pursuant to chapter 24.545:

1. *Architectural projection sign.* Architectural projection signs may be permitted, provided that:
  - (a) Such signs are not attached to the top of any architectural projection;
  - (b) Such signs on the face of an architectural projection do not extend above or below the face of the projection; and
  - (c) Any such signs attached to the underside of the architectural projection are at right angles to the main building wall, do not extend beyond the edges of the architectural projection, and have a minimum of eight feet of vertical clearance from any public or private walkway.
2. *Directional sign.* Directional signs may be permitted in addition to the maximum sign allowance permitted for a particular use by this chapter. The number of directional signs allowed for a particular site shall be determined on a case-by-case basis by the decision-making authority through the design review process. Directional signs may have a maximum area of four square feet each and maximum height, if a ground-mounted sign, of four feet.
3. *Directory sign.* Directory signs shall be permitted to the extent allowed by section 24.420.130.
4. *Monument sign.* A monument sign may have a maximum area of 40 square feet and a maximum height of six feet as measured in accordance with chapter 24.405. Any such monument sign and all its structural supports shall be located a minimum of three feet from all property lines and a minimum of ten feet from the face of any curb line. No part of a monument sign or its structural supports shall extend over any public right-of-way. Monument signs may be located in a landscape area only to the extent approved by the decision-making authority through the design review process pursuant to chapter 24.545.
5. *Mural.* All murals shall be exempt from the size restrictions of this chapter. All murals shall be subject to design review, except when proposed in conjunction with the following use types. Cultural and Library Services; Government Services; Recreation Services: Public Parks and Playgrounds; Educational Services: General.
6. *Pole sign.* Pole signs, and all related structural supports, shall be located a minimum of three feet from any property line and a minimum of ten feet from the face of any curb line. No part of a pole sign or its structural supports shall extend over a public right-of-way. Pole signs shall be located in a landscape planter. Pole signs may be permitted for Freeway Service Facilities to the extent allowed by section 24.420.190 and may be maintained in conjunction with Automotive and Accessories: Automotive Sales, Retail use types to the extent allowed by section 24.420.230.
7. *Projecting sign.* Projecting signs shall be permitted to the extent allowed by this chapter.
8. *Tenant directory maps.* Tenant directory maps shall be permitted to the extent allowed by section 24.420.120.
9. *Wall sign.* Wall signs shall be permitted to the extent allowed by this chapter.
10. *Window sign, permanent.* A permanent window sign may be permitted in conjunction with uses for which other building-related signs are permitted, provided that, the area of a permanent window sign shall be calculated as part of the maximum permanent sign area allowed per principal use based on the requirements of this chapter.

(Code 1971, § 15.620.060)

**Sec. 24.420.070. Design review.**

The design review process required by this chapter shall be carried out in accordance with chapter 24.545 and shall include submission of an application form, a proposed sign program, and other related materials. Review and consideration of that application and sign program by the decision-making authority shall, in addition, be carried out in accordance with this section as follows:

1. Design review required. No new sign that requires design review pursuant to section 24.420.060 shall be installed, nor shall any existing sign subject to section 24.420.060 be altered, without the prior review and approval of the decision-making authority in accordance with chapter 24.545. Repair of all or part of an existing sign in a manner that duplicates the appearance and location of the original sign shall not require such prior review and approval. However, no change to the color, size, illumination, graphic content, location, or any other features of an existing sign shall be made without such prior review and approval.
2. Sign design standards. The city council may adopt by resolution and may incorporate into such design standards, the recommendations of the design review committee regarding those standards. The sign design standards resolution may be amended by action of the city council from time to time.
3. The maximum sign allowances specified in this chapter shall not be reduced as a part of the required design review process.
4. Although pole signs are subject to design review pursuant to section 24.420.060, the review and consideration of use permits for pole signs for Freeway Service Facilities pursuant to section 24.420.190 are not part of the design review process. Conditions may be imposed regarding the location, dimensions, and other characteristics of pole signs by the decision-making authority pursuant to the use permit procedures set forth in chapter 24.520.

(Code 1971, § 15.620.070)

**Sec. 24.420.080. Sign program.**

The sign program required by section 24.420.070 shall be submitted and shall describe and pictorially represent the location, dimensions, color, letter style, letter height, and sign type of all signs to be installed in conjunction with any and all uses for an entire establishment or site. All new, altered, or changed signs shall conform to an approved sign program unless an amendment to that approved sign program is approved by the decision-making authority in accordance with chapter 24.545 and chapter 24.570.

(Code 1971, § 15.620.080)

**Sec. 24.420.090. Computation of sign area.**

Sign area shall be determined as follows:

1. *Distinct border.* For signs with a distinct border, the sign area shall be calculated as the area of the sign within the exterior limits of that border.
2. *Distinct boundary.* For signs with a distinct boundary, the sign area shall be calculated as the area of the entire surface within the physical boundaries of the sign.
3. *No distinct border or boundary.* For signs that are painted on a wall or otherwise have no distinct border or boundary, the sign area shall be determined by the area of a simple rectilinear figure superimposed over all of the lettering and illustration comprising such sign.
4. *Double sided signs.* For signs which have only two identical faces, arranged back to back in parallel planes not more than two feet apart, the sign area shall be calculated by measuring the area of one side only.
5. *Multiple sided sign.* For signs which have more than one side and are not double

sided signs, the sign area shall be calculated by measuring the area of each side and totaling the sum of the areas of each side.

6. *Including sign structure or support.* Where a sign structure or support is designed, as determined by the decision-making authority, in such a manner as to make a sign more noticeable or appear larger, the area of the structure or support shall be included in the sign area.

(Code 1971, § 15.620.090)

### **Sec. 24.420.100. Signs inside the building.**

Signs located inside a building, but primarily visible from outside the building, shall be limited to 30 percent of the window area. In no event shall a combination of signs visible in a window area or other window signs exceed 40 percent of the window area.

(Code 1971, § 15.620.100)

### **Sec. 24.420.110. Agricultural uses.**

All uses permitted in the Agricultural (A) Zone shall be allowed monument signs or building-related signs to the extent consistent with this section and further subject to all applicable provisions of this chapter:

1. *Identification.* One sign for identification purposes not to exceed 20 square feet to identify a ranch, farm, or other permitted use.
2. *Produce sales.* Forty square feet of sign area in conjunction with Produce Sales use types.

(Code 1971, § 15.620.110)

### **Sec. 24.420.120. Residential uses.**

All residential uses in all zones shall be allowed the following signs, subject to all applicable provisions of this chapter:

1. *Community identification sign.* A maximum of two community identification signs may be permitted with a maximum area of 32 square feet allowed for each sign. Such signs shall not be internally illuminated. Such signs shall be located adjacent to a major vehicular entrance to the project. The project applicant shall make provisions for continuing sign maintenance subject to the approval of the decision-making authority, or shall be responsible for the removal of such sign.
2. *Tenant directory map.* A tenant directory map displaying the residential project, with a maximum area of six square feet and maximum height of five feet. Such signs shall not be located so as to cause traffic conflicts or hazards.

(Code 1971, § 15.620.120)

### **Sec. 24.420.130. Professional office zone.**

All principal uses permitted in the P-O Zone shall be allowed the following signs, subject to all provisions of this chapter:

1. One monument sign, not to exceed 40 square feet, or one building-related sign, not to exceed 40 square feet, for each lot or establishment, whichever is fewer in number.
2. One directory sign, not to exceed 12 square feet in area, for each building.

(Code 1971, § 15.620.130)

**Sec. 24.420.140. Commercial zones.**

The provisions of this section shall apply to all permitted non-residential uses in all commercial zones, in addition to all other applicable provisions of this chapter:

1. *Building-related signs.* Building-related signs shall be permitted as follows:
  - (a) *Signs on front building elevation.* One square foot of sign area per one foot of building frontage shall be permitted up to 32 feet of frontage, plus one-half square foot of sign area per each foot of building frontage in excess of 32 feet; and
  - (b) *Signs on side or rear building elevation.* One-half square foot of sign area per one foot of side or rear building elevation shall be permitted, but shall not exceed the sign size permitted on the front building elevation. A sign on the side or rear building elevation which is intended solely for freeway visibility shall not be permitted.
2. *Monument sign.* One monument sign shall be permitted per each lot or principal use, whichever is fewer in number. One square foot of monument sign area shall be permitted per every three linear feet of front lot line, with a maximum area of 40 square feet. For the purpose of determining monument sign areas for corner lots and through lots, the front lot line is that frontage with the primary street visibility, as determined by the decision-making authority.
3. *Maximum sign area.* Notwithstanding subsections 1. and 2. of this section, no more than 100 square feet of total sign area for all permitted permanent signs shall be permitted per principal use.

(Code 1971, § 15.620.140)

**Sec. 24.420.150. M-1 and M-2 zones.**

All uses permitted in the M-1 and M-2 zones shall be allowed the following signs, subject to all applicable provisions of this chapter:

1. *A lot, building or complex occupied by one industrial establishment.* A lot, building or complex occupied by one industrial establishment shall be allowed one monument sign not to exceed 20 square feet and one wall sign not to exceed 20 square feet.
2. *A lot, building or complex occupied by two or more industrial establishments.* A lot, building or complex occupied by two or more industrial establishments shall be allowed one building related sign per establishment not to exceed 20 square feet and attached to that portion of the structure occupied by the establishment identified; and one monument sign to identify the lot, building, or complex not to exceed 40 square feet.
3. *Commercial uses.* Commercial uses permitted in the M-1 and M-2 zones shall each be permitted building-related signs up to a maximum of 50 percent of the sign area allowance based on the provisions of subsection 24.420.140.1., or a maximum of 40 square feet of sign area, whichever is less, for occupant identification purposes subject to approval of a sign program by the decision-making authority as specified in chapter 24.545.

(Code 1971, § 15.620.150)

**Sec. 24.420.160. M-P-D zone.**

All uses in the M-P-D zone shall be allowed the following signs subject to all applicable provisions of this chapter.

1. *A lot, building or complex occupied by one industrial establishment.* A lot, building or

complex occupied by one industrial establishment shall be allowed one monument sign not to exceed 40 square feet or one wall sign not to exceed 40 square feet.

2. *A lot building or complex occupied by two or more industrial establishments.* A lot, building or complex occupied by two or more industrial establishments shall be allowed one building related sign for identification purposes per establishment not to exceed eight square feet, located adjacent to the establishment entrance; and one monument sign not to exceed 40 square feet to identify the lot, building or complex.

3. *Retail uses.* Retail sales use types and other retail uses permitted in the M-P-D zone by chapter 24.264 shall be permitted a sign area allowance of 50 percent of the sign allowance provided by subsection 24.420.140.1., or 20 square feet, whichever is less, for occupant identification purposes subject to approval of a sign program by the decision-making authority as specified in chapter 24.545.

(Code 1971, § 15.620.160)

### **Sec. 24.420.170. Automotive and Accessories: Gasoline Sales.**

Uses within the "Automotive and Accessories: Gasoline Sales" use type shall be allowed the following signs in addition to the maximum sign allowances prescribed for the zone in which said use is located, subject to all applicable provisions of this chapter:

1. *Information board.* One sign listing the services available not to exceed ten square feet. Such sign may be self-supporting, with a maximum height of four feet, shall not be considered a portable sign for the purposes of section 24.420.270 and shall not be subject to design review.

2. *Price sign.* One sign listing prices and/or hours of operation not to exceed ten square feet. Such sign may be attached to a building or be self-supporting. Such sign shall not be subject to design review and shall not be considered a portable sign for the purposes of this chapter. Price signs shall comply with all applicable city, county, state, and federal regulations. Price displays which are part of or are attached to another sign shall be deemed part of that sign area and shall not be considered price signs.

(Code 1971, § 15.620.170)

### **Sec. 24.420.180. Shopping Centers.**

Shopping Centers shall be allowed the following signs subject to all applicable provisions of this chapter:

1. *Building-related sign for establishment identification.* Building-related signs up to a maximum of 100 square feet of sign area per establishment shall be permitted for identification purposes. Maximum sign size shall be further subject to subsection 24.420.140.1. In addition, one four-square-foot under-canopy sign shall be permitted subject to the restrictions on signs on architectural projections set forth in section 24.420.060.

2. *Center identification.* Shopping centers less than five acres in size shall be permitted one monument sign for center identification purposes; shopping centers five acres or larger shall be permitted one monument sign for center identification purposes on each street frontage. Monument signs used for center identification shall have a maximum area of 40 square feet and maximum height of six feet, identify the center only, and not include a listing of tenants. The name of the primary tenant may serve as identification for the center.

(Code 1971, § 15.620.180)

### **Sec. 24.420.190. Freeway Service Facilities.**



A Freeway Service Facility may be permitted a pole sign, but only if a use permit is first approved therefor pursuant to chapter 24.520. Pole signs permitted in conjunction with Freeway Service Facilities must also comply with all of the following:

1. *Area and height.* The area and height of a pole sign shall be determined as a part of the use permit process, but shall not exceed a maximum area of 85 square feet and a maximum height of 25 feet. The maximum pole sign area and height set forth in this subsection 1. may be in addition to the maximum sign allowance established for the zone in which the Freeway Service Facility is located.
2. *Number and location.* No more than one pole sign per lot or Freeway Service Facility, whichever is fewer in number, shall be permitted. Pole signs must be located on the site identified unless the decision-making authority determines in the course of its consideration and review of the required use permit that a grouping of sign faces on one pole would serve to identify offsite uses that would otherwise be permitted to have a pole sign and would be consistent with the purposes of the zoning ordinance.
3. *Required findings.* Before the decision-making authority may approve a use permit for a pole sign for a Freeway Service Facility, the following findings must be made in addition to those required for the applicable use permit pursuant to chapter 24.520:
  - (a) The granting of a use permit for the proposed pole sign is consistent with the purpose and intent of this chapter;
  - (b) The proposed pole sign is exclusively oriented to and primarily visible from the freeway rather than surface streets;
  - (c) The proposed pole sign will not be visually obtrusive or detract from the visual quality of the city;
  - (d) The proposed pole sign will not block or detract from the view of the city, hills, or coastline from the freeway; and
  - (e) The proposed pole sign is in scale or in harmony with the surrounding physical environment and existing and/or proposed development.

(Code 1971, § 15.620.190)

### **Sec. 24.420.200. Institutional uses.**

Institutional uses shall be permitted monument signs or building-related signs, or both, up to a maximum of 40 square feet of sign area per site. All or part of such signs may be used for the display of public service information. For the purposes of this section, "institutional uses" are uses classified within the following use types:

1. Community Meeting;
2. Cultural and Library Services;
3. Education Services: General;
4. Government Services;
5. Medical Services: Medical Care;
6. Transportation Services (if publicly owned);
7. Utility Services; or
8. the Recreation Services use type category (if publicly owned).

(Code 1971, § 15.620.200)

### **Sec. 24.420.210. Dining Establishments: Fast Service, Drive-Up.**

The maximum sign allowance for Dining Establishments: Fast Service, Drive-Up uses shall

comply with the regulations for the zone in which the Fast Service, Drive-Up restaurant is located. In addition, one menu board sign not to exceed 20 square feet shall be permitted subject to design review approval by the decision-making authority as specified in chapter 24.545 in conjunction with such use.

(Code 1971, § 15.620.210)

#### **Sec. 24.420.220. Product and service advertising.**

No more than 20 percent of the sign area of any permanent sign may be devoted to product or service advertising.

(Code 1971, § 15.620.220)

#### **Sec. 24.420.230. Automotive and Accessories: Automotive Sales.**

A. *Specific Plan No. 1 Area.* Signs used in conjunction with Automotive and Accessories: Automotive Sales, Retail use types located within the boundaries of Specific Plan No. 1 are subject to the provisions of Specific Plan No. 1 as adopted by the city council.

B. *Not in Specific Plan No. 1 Area.* Signs used in conjunction with Automotive and Accessories: Automotive Sales, Retail use types which include sales of new vehicles and which are not located within the geographical area covered by Specific Plan No. 1 must comply with the following:

1. Changes of copy to legal, nonconforming pole signs may be permitted subject to design review by the decision-making authority as specified in chapter 24.545, provided that no increase in size or height shall be permitted;
2. Dealerships with more than one franchise, shall be allowed an additional monument sign for each franchise, provided that, any such additional monument sign shall not exceed 40 square feet and six feet in height and shall display only the additional franchise name. Any further franchise identification shall be permitted only on building-related signs permitted pursuant to the provisions of this chapter; and
3. Wall or ground mounted directional signs may exceed four square feet in area; provided that, any directional sign area over four square feet shall be deducted from the maximum wall sign area allowed by the maximum sign allowance.

(Code 1971, § 15.620.230)

#### **Sec. 24.420.240. Timeshare facilities.**

Sign regulations for timeshare facilities shall be those established in this chapter for commercial uses. Because timeshare facilities are considered to be a Lodging Services: Hotels and Motels use, they may be defined as Freeway Service Facilities, but only those timeshare facilities which have a substantial percentage of their units providing conventional overnight rental lodging will be considered for approval of a pole sign for a Freeway Service Facility pursuant to section 24.420.190.

(Code 1971, § 15.620.240)

#### **Sec. 24.420.250. Offsite directional signs for residential subdivisions.**

Offsite signs providing information on the location of residential subdivisions whose lots, parcels, or units are being offered for sale shall be permitted only as follows:

1. Residential subdivisions containing 50 or more lots, or units shall be permitted to have offsite directional signs in the public right-of-way subject to an approved sign program by the director;
2. The director may appoint a program manager to administer the sign program for

offsite directional signs for residential subdivisions. Such sign program may contain criteria regarding size, height, location, amount, and design of offsite directional signs for residential subdivisions.

(Code 1971, § 15.620.250)

### **Sec. 24.420.260. Offsite directional signs for community events.**

Offsite signs providing information on the location of community events sponsored or sanctioned by the city or sponsored by nonprofit corporations or organizations shall be permitted. The director may appoint a program manager to administer the sign program for offsite directional signs for community events. Such sign program may contain criteria regarding size, height, location, amount and design of offsite directional signs.

(Code 1971, § 15.620.260)

### **Sec. 24.420.265. Street banners.**

(a) *Purpose.* The purpose of this ordinance is to provide a limited availability for charitable and nonprofit entities to advertise their event or a series of events using street light poles according to the criteria set forth below. It is not the intent of the City to provide a general public forum or to allow non-City entities or persons to post messages on the City's light poles by the use of street banners. The City shall not discriminate based on the content of the requested event banner, nor based on the nature of the event, provided that the requested banner meets all requirements of this ordinance. In no way shall this ordinance be construed to limit the City's inherent right to hang City-sponsored street banners from street light poles.

(b) *Definitions.*

1. *Street Banner.* Any pennant, streamer, flag, sign, picture, figure or other object, regardless of the material of which it is made, which is suspended or otherwise displayed over any public street, way or place, designed for decoration or advertisement, or to attract the attention of passersby; except, however, official warning devices, public service facilities, street lights and the like.
2. *Each Installation.* Multiple banners suspended from a single pole shall also be deemed one installation, provided that the multiple banners comply with all other laws, rules and regulations covering street banners.
3. *Event.* Shall be defined as something that takes place within the City at a venue that is open for attendance by the City's citizens regardless of their age, gender, race, sexual orientation, religion or physical disability. A telethon or phone-a-thon shall be considered an "event" under this definition if it meets all other requirements of this ordinance.
4. *Community Event.* Shall be defined as an event, or a series of events that promotes civic pride in a local community within the City or the City as a whole, and that is not a purely commercial enterprise and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.
5. *Charitable Event.* Shall be defined as an event, or a series of events, occurring within the city where the proceeds, if any, will directly benefit a charitable organization that maintains its charitable status under Internal Revenue Code section 501(c)(3).
6. *Nonprofit Event.* Shall be defined as an event, or series of events, occurring within the city that is sponsored by an organization that is incorporated or otherwise organized as a nonprofit organization under the laws of the State of California or the Internal Revenue Code and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.
7. *City Event.* Shall be defined as an event, or series of events that is organized and administered by the City or by any of its operating departments, boards, or commissions and that has been approved by the City Council.

8. *Citywide Event*. Shall be defined as an event for which organizers will install in excess of 200 banners.

9. *Non-Event Banner*. Shall be defined as a banner that identifies or denotes on the banner an area, community, district or other recognized geographic portion of the City, such as a Business Improvement District, or contains a public service announcement from the City and meets all other requirements of this ordinance.

(c) *Street Banners--General Prohibition*. No street banners shall be installed in the public right-of-way except for street banners expressly authorized by subsection (d) below.

(d) *Street Banners--Exemptions from General Prohibition*.

(1) The City may hang, or authorize a third party to hang on its behalf, street banners that announce a City event. The City Council may also authorize the hanging of City-sponsored non-event street banners, including street banners requested by any of the City's operating departments, boards, commissions, or requested by other governmental entities, that do not announce a specific event but that contain public service announcements or that identify or denote on the banner an area, community, district or other recognized geographic portion of the City, such as a Business Improvement District. All banners requested by other governmental entities, other than the City, shall be subject to the applicable fees as authorized in this code.

(2) The City may issue a permit to hang event street banners that announce either a Community event, a Charitable event or a Nonprofit event or non-event street banners requested by a charitable or nonprofit entity that identify or denote on the banner an area, community, district or other recognized geographic portion of the City, such as a Business Improvement District.

(e) *Street Banners--Content*.

(1) The text on all event street banners that announce Community, Charitable or Non-Profit events shall be limited to the following content: The name of the event; the name of the charitable or nonprofit organization who is the permit applicant, and, if the name of the organization is in a language other than English, the English translation of the name; the date of the event; the time of the event; the location of the event and, if desired by the applicant, either a telephone number or web address for persons to obtain additional information concerning the event. The name and logo of sponsoring entity may be provided as permitted in section 24.420.265(p) below. The name of any event shall be no more than 8 words and contain no more than 50 letters.

(2) The content of all community identity non-event street banners shall be limited to the name of the area, community, district or other recognized geographic portion of the City such as a Business Improvement District and may contain an introductory word or words, such as "Welcome to" or "Entering." City non-event banners may contain public service information or messages.

(f) *Permit Required*. No person shall install or maintain any street banner without a permit. A separate permit shall be required for each banner design and location, but all street banners suspended in one city block, or in a number of contiguous city blocks, by one permittee, shall be deemed to be at the same location. Permits shall not be issued for light poles on streets where the adjoining land use is primarily single-family residential.

(g) *Application and Fee*. Applications for permits shall be made by the primary event sponsor upon forms prescribed by the City. The application must include a clear replica of the proposed banner or banners, including any text on said banners, for each proposed installation, and said application shall also include all other information required by the City for the protection of public safety, welfare and property. One application may include any number of locations, provided that the applicant must submit replicas of all different banners proposed to be installed under the single application.

(h) *Insurance Policy to be Posted*. No permit shall be issued hereunder unless the commercial entity installing the street banners has on file with the City a satisfactory policy of insurance approved by the City's Risk Manager.

(i) *Permits--Issuance--Denial*. Provided that any application for a permit to hang a street

banner or banners meets the eligibility requirements of this ordinance, the City shall issue, in whole or in part, a permit authorizing the installation of the requested street banner or banners, as long as the required fees, bond, insurance policy and other protection prescribed above have been posted and approved and provided the installation of such banner or banners will not damage public property, unreasonably interfere with its proper use, or endanger public safety or welfare, as determined by the City. Each street banner permit application shall be reviewed by staff in consultation with the City Attorney to determine if the request complies with all the requirements of this ordinance. If staff determines that the request is in full compliance with this ordinance, the permit shall be issued. If staff determines that the application is not in compliance with this ordinance, staff shall timely notify the applicant of the reason or reasons for non-compliance and, if possible, suggest what could be done to bring the street banner request into compliance with the ordinance. If the City ultimately denies a street banner request, staff shall provide in writing the basis of the denial to the applicant.

(j) *Permit Duration.*

(1) *Single Event.* The City shall specify the term of each permit on the permit. The term of the permit for street banners announcing a single event shall not exceed 60 days. A permit may be renewed or extended for up to two additional 30-day terms. A permit may not be renewed or extended at any of the 30-day intervals when the City has on file, at the time of the requested extension, a permit application from a different entity seeking a permit for the same light poles occupied by the entity seeking the permit extension. The entity seeking the permit extension may request different light poles, if available, in instances where the original light poles are used by a new permittee. Under no circumstances shall a street banner announcing a single event installed pursuant to a permit issued pursuant to this code remain on light standards for more than 90 days in a 12-month period.

(2) *Series of Events.* The City shall specify the term of each permit on the permit. The term of the initial permit for street banners announcing a series of events shall not exceed 60 days. An initial permit may be renewed or extended for one additional 30-day term. After 90 days, pursuant to an initial permit with two renewals, a second permit application may be submitted for a term of 30 days to maintain the already installed street banners. The second permit may be renewed for up to two additional 30-day terms. A permit may not be renewed or extended at any of the 30-day intervals when the City has on file, at the time of the requested extension, a permit application from a different entity seeking a permit for the same light poles occupied by the entity seeking the permit extension. The entity seeking the permit extension may request different light poles, if available, in instances where the original light poles are used by a new permittee. Under no circumstances shall a street banner announcing a series of events installed pursuant to a permit issued pursuant to this code remain on light standards for more than 180 days in a 12-month period.

(3) *Non-Event.* The City shall specify the term of each permit on the permit. The term of the initial permit for non-event street banners shall not exceed 90 days. An initial permit may be renewed or extended for up to three additional 90-day terms. A permit may not be renewed or extended at any of the 90-day intervals when the City has on file, at the time of the requested extension, a permit application from a different entity seeking a permit for the same light poles occupied by the entity seeking the permit extension. The entity seeking the permit extension may request different light poles, if available, in instances where the original light poles are used by a new permittee.

(k) *Permits--Location of Street Banners Announcing an Event or Series of Events.* All street banners announcing an event or series of events must be placed on all usable streetlight poles on one City block. Any permit to hang street banners announcing an event or series of events pursuant to this code shall be deemed a "City-wide" permit request if the number of light poles involved is 200 or more.

(l) *Permits--Revocation.* Permits may be revoked by the City in whole or in part on one or more of the following grounds:

1. The maintenance of any street banner endangers public welfare, safety or property;
2. Failure or refusal to observe any provision of this section or any rule promulgated by

the City pursuant to authority granted by this section; or

3. A material misrepresentation in the application.

(m) *Removal of Street Banner.* Upon expiration of any permit, any street banner covered thereby must be removed by the permittee within 72 hours of the date of expiration unless the City grants a renewal or written extension. The City may remove any street banner not so removed without notice to the permittee. Upon whole or partial revocation of any permit, all street banners covered thereby must be removed on the same date of revocation unless the City grants a renewal or written extension. The City shall upon reasonable notice to the permittee, remove any street banner not so removed. Where any street banner presents an immediate threat of harm to the public health, welfare or safety, the City shall summarily cause its removal. The City shall collect the costs of all City removals from the permittee or from his surety.

(n) *Installation and Maintenance of Street Banners.* Every street banner must be installed and maintained so as to be safe at all times; it must not include a print size for any text smaller than that adopted by the City in its administrative policies and procedures; it must not obstruct the clear view of traffic signals by pedestrians or operators of bicycles, motor bikes, cars, trucks or any other type of vehicle or mode of transportation; it must have a minimum clearance of 22 feet over rails used by freight cars, of 16 feet above roadways. The City may prescribe other needed clearance requirements.

(o) *Policies and Procedures.* Consistent with this section, the City may adopt policies and procedures to administer the installation, maintenance and removal of street banners including rules or regulations pertaining to their location, size, suspension and construction. The City may adopt any other rule or regulation for the protection of public safety, welfare or property.

(p) *Commercial Content on Street Banners.* Nothing in the general prohibition on street banners shall prevent a for-profit entity from receiving recognition on the street banners announcing an otherwise allowable Community, Charitable or Nonprofit event, or on permitted non-event street banners, provided that the recognition of the for-profit sponsorship shall be limited to the name and/or logo of not more than one for-profit sponsoring entity per street banner and the size of said name or logo shall be limited to less than 20 percent of the total area of the street banner. The City may defray the cost of City organized and administered events, and the cost of non-event street banners by allowing for-profit entities to co-sponsor City organized and administered events and non-event street banners, provided that the recognition of the for-profit entity's co-sponsorship of City events, or non-event street banners is limited to the same size and content as for allowable Community, Charitable, or Nonprofit events or permitted non-event street banners.

(q) *[Applicability.]* The provisions of this code prohibiting certain outdoor advertising structures, post signs and advertising statuary adjacent to freeways, and establishing the procedure for the consideration and issuance of permits for such structures, signs and statuary, shall also apply in the same manner and degree to "Street Banner."

(Ord. No. 2008-004, § 4, 3-17-08)

### **Sec. 24.420.270. Prohibited signs.**

The following types of signs shall be prohibited:

1. Changeable copy sign.
2. Combination sign.
3. Flashing or blinking sign.
4. Mobile sign.
5. Moving sign.
6. Pole sign. (except pole signs permitted by this chapter)
7. Portable sign.

8. Roof sign.

9. Sign on public right-of-way. A sign placed on or in any portion of a public right-of-way except as permitted for residential open house signs subsection 24.420.050.6, temporary political signs subsection 24.420.050.7, offsite directional signs for residential subdivisions section 24.420.250, offsite directional signs for community events section 24.420.260, and street banners section 24.420.265.

10. Signs not permitted. Any other sign not specifically exempted or permitted by this chapter is prohibited.

(Code 1971, § 15.620.270; Ord. No. 2008-004, § 3, 3-17-08)

### **Sec. 24.420.280. Nonconforming signs.**

All signs lawfully existing on April 16, 1981, may continue in use, subject to the provisions of this section, even when later amendments to this zoning ordinance, or prior amendments to any provision of preceding sign ordinances recodified in this zoning ordinance, have caused such lawfully existing signs to become nonconforming under the terms of this chapter. Signs not lawfully existing on April 16, 1981 must be brought into conformance or removed.

1. *Alterations removal.* At such time as a nonconforming sign is altered in any way or moved, it must be brought into conformance with the provisions of this zoning ordinance except as otherwise permitted for automobile dealerships per section 24.420.[230]. The term "altered" as used herein shall include, but not be limited to, any change in the structure or sign face, including changing names or colors, deleting or adding words or symbols, or changing the appearance in any way, but shall not include normal maintenance or upkeep. If a nonconforming sign is removed for any length of time for any reason other than maintenance, it shall not be reinstalled at the subject site unless it is in full compliance with the provisions of this chapter.

2. *Sign with modifications.* Signs which received sign modifications prior to April 16, 1981, but which are nonconforming as to the provisions of this chapter, may continue in use under the provisions of that sign modification until any changes, expansions, or alterations other than normal maintenance and upkeep are proposed for the sign, or until such time as the sign modification expires. At the time of such expiration or change, the modification shall become null and void and such sign shall be brought into conformance with the provisions of this chapter or removed.

3. *Use permit or planned development permit.* Nonconforming signs that were permitted and installed pursuant to a conditional use permit or planned development permit, prior to April 16, 1981, may continue in use until changes, expansions, or alterations other than normal maintenance and upkeep are proposed for or made to such sign. At the time of such change, any such sign must be brought into conformance with the provisions of this chapter.

4. *Alterations to existing development.* When structural alterations, additions or remodeling with a value, as determined by the building official, of 25 percent or more of the full value of the improvements as shown on the last equalized assessment roll, or \$15,000.00 whichever is greater, are made to the exterior of a building or to a site containing a nonconforming sign, any and all such nonconforming signs must be brought into conformance with the provisions of this chapter whether or not changes or alterations are proposed for or made to the sign, or such signs must be removed. Any owner or user of such nonconforming signs wishing to maintain such a sign in its existing condition may apply to the director for a director's permit to allow continued maintenance and use of the sign. Application shall be made within 30 days of the sign owner or user being notified of the need to bring such sign into conformance. Such director's permit, if granted, shall establish a specific period of time for continued use and maintenance, based upon an individual assessment of the facts and circumstances relating to the particular sign. Factors to be considered in approving or denying such a director's permit shall be the initial sign cost, the sign age, the value of the structural alterations to the existing development, and similar facts and circumstances. Failure to apply for a

director's permit within the 30 days specified herein shall constitute a waiver of the right to request any longer period for maintenance or use of an existing nonconforming sign.

5. *Annexation change of zone.* Any sign that becomes nonconforming after April 16, 1981, because of annexation, zone change, or other city action shall be subject to the provisions of this section.

(Code 1971, § 15.620.280)

#### **Sec. 24.420.290. Obsolete and unsafe signs.**

A. *Occupancy change.* Any sign which does not identify the current establishment occupying the premises must be removed within 30 days of the date the current establishment begins using the premises. However, any sign structure or supports which are in conformance with the provisions of this chapter that apply to the current establishment may remain in place.

B. *Unoccupied premises.* If a sign is located on a site and that sign was used by an establishment that has not occupied that site for a period of 90 days or more, that sign shall be removed. However, any sign structure or supports which are in conformance with the provisions of this chapter may remain in place, provided that the sign face is removed.

C. *Unsafe signs.* Unsafe signs are prohibited and shall be subject to the enforcement provisions of chapter 24.580 and any other penalties and remedies provided by law.

(Code 1971, § 15.620.290)

#### **Sec. 24.420.300. Sign variances.**

No sign or sign program may exceed the specifications of this chapter unless a sign variance is approved therefor by the design review committee pursuant to chapter 24.535.

(Code 1971, § 15.620.300)