Chapter 17.330:
SIGNS

17.330.005	Purpose
17.330.010	Applicability
17.330.015	Sign Definitions
17.330.020	General Restrictions and Prohibited and Restricted Signs
17.330.025	Sign Permits
17.330.030	General Requirements for All Signs
17.330.035	Permanent Signs
17.330.040	Temporary Signs
17.330.045	Historical Signs
17.330.050	Signs on Public Property
17.330.055	Nonconforming Signs
17.330.060	Administration and Enforcement

Cross-reference:

General sign regulations, see Section 13.02.200 et seq. (Signs Prohibited in Certain Places).

17.330.005 PURPOSE.

A. The purpose of this Chapter is to provide a comprehensive system of reasonable, effective, consistent, and nondiscriminatory sign standards and requirements to:

1. Protect the general public health, safety, welfare, and aesthetics of the City;

2. Promote and accomplish the goals, policies, and measures of the General Plan related to encouraging high-quality development, new, and innovative design practices and techniques; reflecting local historical and cultural resources; and promoting clear and flexible standards;

3. Ensure freedom of expression of signs, including noncommercial messages, by maintaining content neutrality in messaging and appropriately regulating the time, place, and manner under which signs may be displayed;

4. Preserve and improve the appearance of the City, protect the City from visual clutter and blight, and promote attractive and harmonious structures and environments by regulating the design, location, type, quality of materials, scale, illumination, and maintenance of signs;

5. Promote signs that identify businesses and premises without confusion through clear and unambiguous sign standards that enable fair and consistent enforcement;

6. Protect and improve the local economy and quality of life by encouraging adequate signage and preserving and enhancing the appearance of the streetscape;

7. Promote high standards for sign design while maintaining flexibility and encouraging creative expression; and

8. Allow adequate and appropriate signage while meeting public safety objectives.

B. The regulations of this Chapter are not intended to permit any violations of the provisions of any other lawful ordinance, nor to prohibit the use of any sign required by any law superior to that of this Chapter.

17.330.010 APPLICABILITY; CLAUSE.

A. Regulatory Scope. The regulations of this Chapter shall apply to all signs that are placed on private property and visible from public property or nearby properties, in the public right-of-way, and on property owned by public agencies over which the City has zoning authority and shall apply in all zoning districts except as otherwise provided by a Comprehensive Plan adopted pursuant to Chapter 17.560 in the Planned Development (PD) zoning district.

B. Sign Permit Required. A sign permit shall be required for the specific sign types in compliance with Section 17.330.025 (Sign Permits) of this Chapter. In addition, all signs meeting the definition of "structure" within the Uniform Building Code are subject to the structural requirements of that Code, and may be mounted, erected, or displayed only when a valid building permit has been issued.

C. Figures and Graphics. Figures, graphics, and pictures are included in this Chapter to illustrate the minimum intent and requirement of the text. In the case of a conflict between the text of this Chapter and any figure, graphic, or picture, the text shall govern.

D. Substitution Clause. No part of this Chapter shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or

permit, provided that the sign otherwise complies with the provisions of this Chapter.

17.330.015 DEFINITIONS.

For the purpose of this Chapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

Abandoned Signs. Signs that advertise an activity, business, service, or product no longer conducted or sold on the premises 180 days after the discontinuance or abandonment, excepts sign pursuant to Section 17.330.045 (Historical Signs) or as provided in Section 17.330.055 (Nonconforming Signs).

Architectural Feature shall mean the same as in Chapter 17.700: Definitions.

Awning shall mean the same as in Chapter 17.700: Definitions.

Background Canopy Area. The outer surface area of a canopy that is reasonably visible to public view.

Background Wall Area. The largest rectangular opaque portion of each wall segment within which wall signs are displayed.

Backlit Characters. That method of sign illumination achieved by concealing the light source between the three-dimensional opaque letters, numbers, or other characters of a sign, and the solid surface of a building or structure on which the sign characters are mounted, that results in the nighttime perception of a halo around the silhouette of each sign character.

Building Frontage. The width of a building that fronts on a public street or faces a plaza, courtyard, pedestrian corridor or walkway, parking lot or alley, where customer access to the building is available.

Business Frontage shall mean the same as in Chapter 17.700: Definitions.

Canopy, Nonstructural. See Awning.

Canopy, Structural shall mean the same as in Chapter 17.700: Definitions.

Channel Letters. Three-dimensional, individually cut letters or figures, illuminated or nonilluminated, affixed to a structure.

Figure 3-13 Channel Letters

City Engineer/Public Work Director. The City's City Engineer/Public Works Director, including their designee.

Commercial Message. Naming, advertising, or calling attention to a business, product, service, or other activity concerning a proposed economic transaction or interest of the sponsor or audience.

Director. The Planning and Development Director, or his or her designee.

External Illumination. Illumination by a light source located on the exterior of the sign or nearby and directed toward the sign to shine on the sign face.

False Mansard shall mean the same as in Chapter 17.700: Definitions.

Logo. An established identifying symbol or mark associated with a business or business entity.

Mural. The graphic artwork applied to and made an integral part of an exterior wall of a structure, public or private, that does not have any electrical or mechanical components. A mural is distinguishable from graffiti based on the property owner's permission to paint or affix the mural onto the property.

Noncommercial Message. Any form of communication or expression that does not promote or advertise a specific product, service, or commercial transaction, including, without limitation, political or religious speech, art, music, etc.

Nonconforming Sign. Any sign, including its physical structure and supporting elements, that was lawfully erected and maintained in compliance with all applicable laws in effect at the time of original installation, but that does not comply with the provisions of this Chapter.

Parapet. The extension of a false front or wall above a roof line.

Public Property. All facilities, structures, and real property owned or controlled by the City, including but not limited to, the public right-of-way and parks.

Sign. Any device intended for visual communication and that contains any announcement, declaration, demonstration, insignia, banner, pennant, illustration, logo, trademark, or graphic used to advertise or promote the interest of any person, business group, or enterprise. This definition does not include noncommercial message murals, paintings, non-architectural decorative elements, or other works of art that do not advertise or promote the interest of any person, business group, or enterprise**.** Definitions for different types of signs are as follows:

A-frame Sign. A sign that is readily moveable and not permanently affixed to a structure or the ground, that generally includes an A-frame structure or similar low-profile, and that is usually hinged at the top or attached in a similar manner and widened at the bottom to form a shaped similar to the letter "A." Other variations of such signs may be in the shape of the letter "T" (inverted) or the letter "H." This sign type is also referred to as a "Sandwich Board Sign" and "Portable Freestanding Sign."

Figure 3-14 A-Frame Sign

Animated Sign. A sign, other than an electronic message sign, whereby the sign itself or the information conveyed incorporates or involves action, motion, or the appearance of action or motion, such as flashing lights, color changes, moving parts, reflective materials, rotating images (also referred to as "Moving Sign").

Banner Sign. A sign made of durable cloth, plastic, or similar non-rigid material that displays business identification, advertising, or promotional message, and is

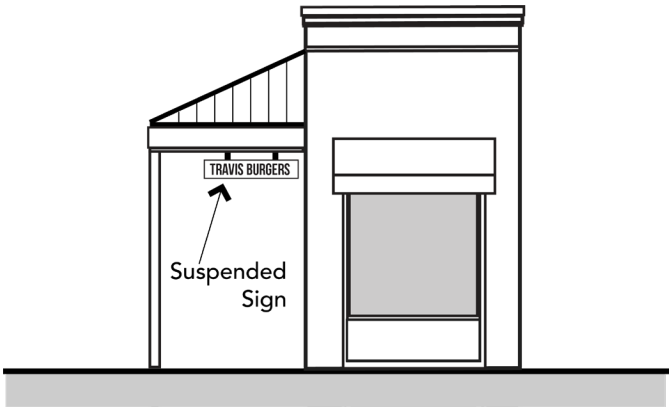
displayed only for a short period of time. This sign type does not include flags (see "Flag").

Billboard. An off-premises sign designed for changeable advertising copy, which is normally used for the advertisement of goods, products, or services, typically designed to be viewed from arterial roads or freeways.

Blade Sign. A sign that is supported by a structure attached to a building and projected downward or outward from the building in a manner such that both sides of the sign are visible (also referred to as "Bracket Sign," "Projecting Sign," or "Suspended Sign").

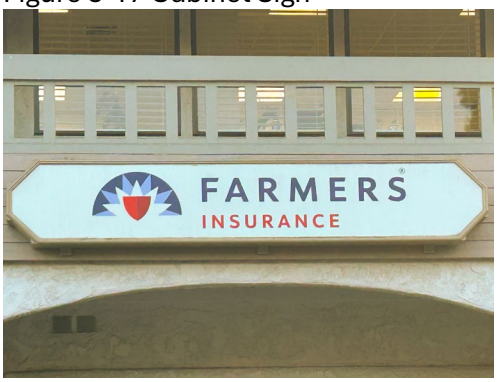
Figure 3-15 Blade Sign

Figure 3-16 Suspended Sign



Cabinet or Cabinet Sign. A sign that contains all the text and/or logo symbols within a single enclosed cabinet, which is a single enclosed frame with flat or shaped panels mounted to a wall or other surface, and which may or may not be illuminated.

Figure 3-17 Cabinet Sign



Changeable Copy Sign. A sign, not including an electronic message sign, with a message comprising letters, numbers, or other characters that are manually or mechanically changed to display different messages.

Construction Sign. A temporary sign placed at a construction site that provides information regarding the project architect, owner, contractor, etc.

Digital Sign. See "Electronic Message Sign."

Directional Sign. A sign provided to identify to motorists or pedestrians an entry or exit point to or from an adjacent public right-of-way, or to or from various points of passage on or within private property.

Directory Sign, Business. A sign listing the names and locations of a multiple tenant structure or center.

Electronic Message Sign. A sign with variable messages comprised of letters, numbers, figures, images, and/or other characters that utilizes computer-generated messages or some other electronic means of changing copy. These signs generally include display using LEDs (light emitting diodes), CCDs (charge coupled devices), plasma, or functionally equivalent technologies to display a series of still images or full motion, usually remotely programmable and changeable, and are sometimes referred to as "Digital Signs" and "LED Signs."

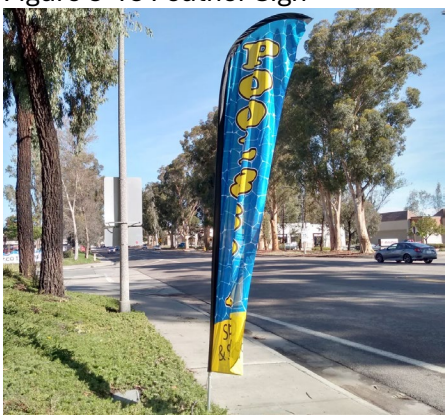
Emitting Sign. A sign that emits smoke, stream, steam, mist, noise, laser, or hologram lights, or other similar features.

False Mansard Sign. A sign located on a false mansard, as defined in this Section.

Feather Sign. A sign constructed of cloth, canvas, plastic fabric, or similar lightweight, non-rigid material, typically taller than it is longer, and supported by a

single vertical pole mounted into the ground or on a portable structure. This sign type does not include flags (see “Flag”).

Figure 3-18 Feather Sign



Flag. A fabric sheet that is mounted on a pole, freestanding, or attached to a structure or building containing a non-commercial message. This sign type does not include feather signs, banners, or pennants.

Foam Letter Sign. A sign composed of letters typically made of lightweight, dense foam, such as polystyrene, often coated with paint.

Freestanding Sign. A sign displayed on, and totally supported by, one or more support elements on the ground, with no part of the sign attached to a building or similar structure. Types of freestanding signs include “Pylon Sign,” “Pole Sign,” and “Monument Sign.”

Freeway-oriented Sign. On-site signs with high overall height that are directed to be visible from a freeway.

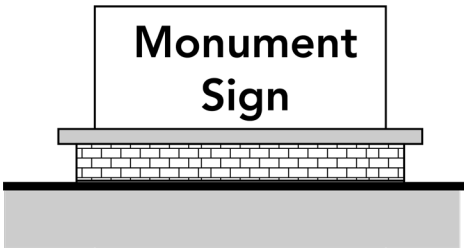
Inflatable Sign. A sign that is an air-inflated object, such as a balloon, that may be of various shapes, made of flexible fabric, resting on the ground or a structure, and either filled with air or gas or equipped with a portable blower motor that provides a constant flow of air into the device. (Also referred to as “Balloon Sign”)

Figure 3-19 Inflatable Sign

Menu Board. A permanently installed sign with changeable copy (electronic message or manual) to provide product and/or service information for drive-through service at a business where customers remain seated in a vehicle occupying a drive-through service lane.

Monument Sign. A freestanding ground sign of low overall height with a decorative cap, decorative trim, and decorative solid base.

Figure 3-20 Monument Sign



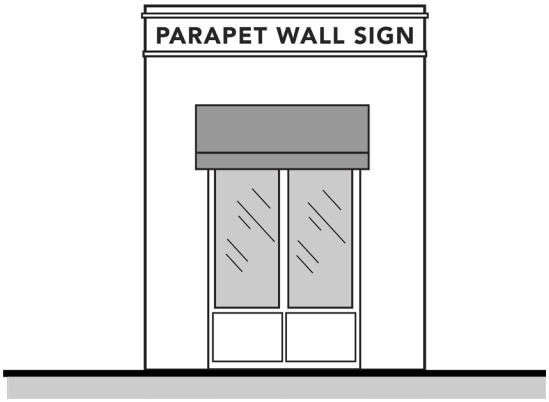
Neon Sign. A sign illuminated by or utilizing neon tubing, and/or related inert gases, or products that produce the same or similar effect as neon, such as flexible light-emitting diode (LED) neon-like tubing.

Off-site Sign. Any sign with a message that does not relate directly to an active use of the premises on which it is displayed (also referred to as “Off-premise Sign”).

On-site Sign. Any sign with a message that relates directly to an active use of the premises on which it is displayed. All noncommercial signs are considered on-site signs (also referred to as “On-premise Sign”).

Parapet Wall Sign. A wall sign located below the top of the parapet line of a building, and above the top of the window line of the highest story of the building.

Figure 3-21 Parapet Wall Sign



Pennant. A triangular or irregular piece of fabric or other material, whether or not containing a message of any kind, commonly attached by strings or strands intended to flap in the wind. This sign type does not include flags (see “Flag”).

Figure 3-22 Pennant Sign

Permanent Sign. A sign constructed of durable materials that will resist environmental loads such as wind, precludes ready removal or movement of the sign, and is intended to exist for a duration of time coincident with the use or occupant located on the premises.

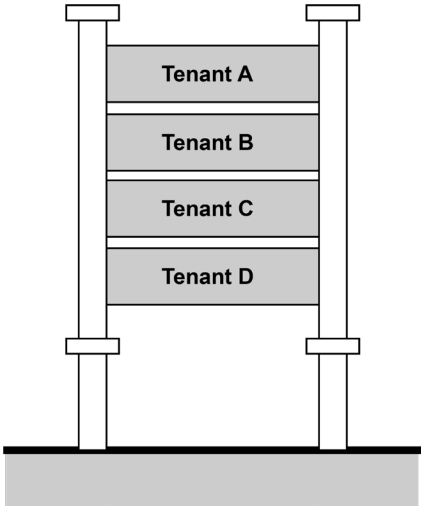
Plaque. A sign generally highlighting dates of construction, historical accomplishments, personal accolades, and similar events when carved in stone, concrete, or similar material or made of bronze, aluminum, or other similar permanent material.

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

Figure 3-23 Pole Sign

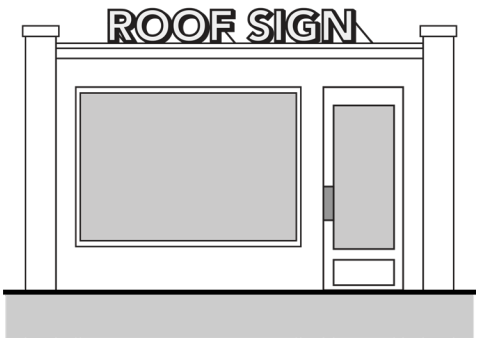
Pylon Sign. A freestanding sign supported and in direct contact with the ground or one or more solid, monumental structures or pylon that typically has a sign face with a vertical dimension that is larger than its horizontal dimension, and includes a decorative base, cap, and trim.

Figure 3-24 Pylon Sign



Roof Sign. A sign erected, constructed, or placed upon or over a roof of a building, including a mansard roof, and which is wholly or partly supported by such a building.

Figure 3-25 Roof Sign



Temporary Sign. A sign that is intended to be displayed for a definite and limited period of time and that is not permanently installed, affixed, or maintained on a building or structure.

Theater Sign, Marquee. A sign attached to, or made an integral part of, the structural canopy of a theater.

Figure 3-26 Theater Marquee Sign

Theater Sign, Above Roof Identification. Vertical identification signs, consisting of individual characters displayed on sculpted, visually prominent architectural features that rise vertically above a theater building roof.

Figure 3-27 Theater Above-Roof Identification Sign

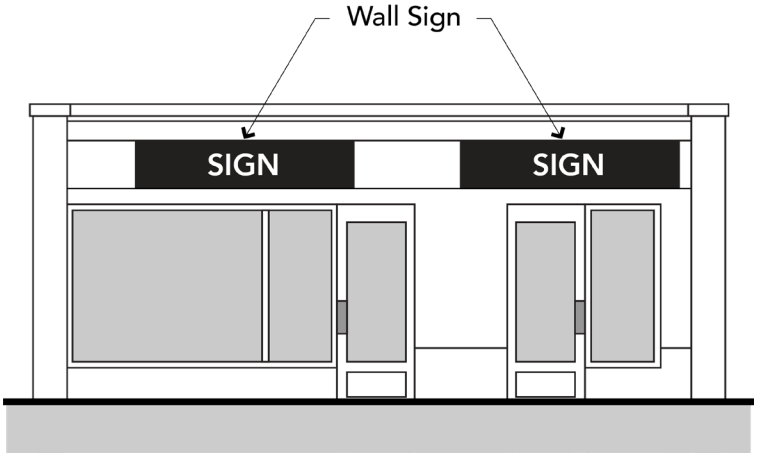
Vehicle Sign. Any sign or device placed on, mounted on, or affixed to a motor vehicle, freight, flatbed or storage trailer, or other conveyance that advertises, identifies, or promotes a business, but excluding signs that are permanently or magnetically attached to motor vehicles or rolling stock that are regularly used to conduct normal business activities, such as deliveries, service calls, field work, or related duties. Vehicle signs shall not include signs wrapped on a vehicle actively being used to load, transport, or unload persons, goods, or services in the normal course of business.

Wall Painted Sign. A sign that is painted directly onto the building wall.

Figure 3-28 Wall Painted Sign

Wall Sign. A sign that is displayed on, or is attached to, an exterior wall of a building or structure with the exposed face of the sign in a line approximately parallel to the plane of the building or structure wall.

Figure 3-29 Wall Sign

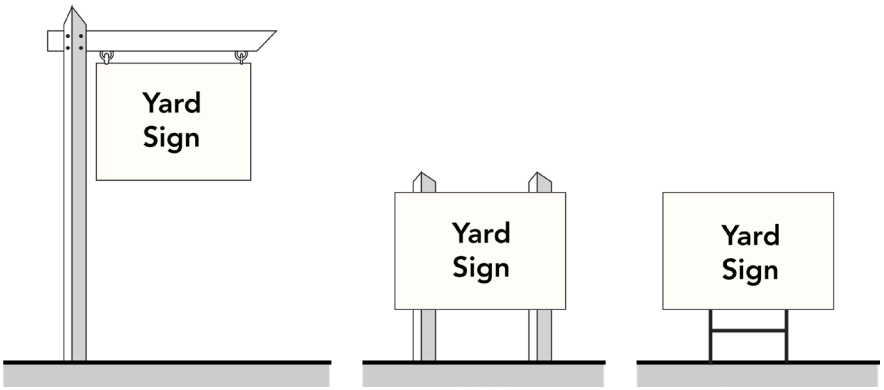


Window Sign. A permanent or temporary sign that is displayed on the surface of any glass or glazed material, or that is displayed inside and close enough to a window to be reasonably visible from outside the window.

Figure 3-30 Window Sign

Yard Sign. Any temporary sign placed in the ground or attached to a supporting structure, posts, or poles that is not attached to any building or structure.

Figure 3-31 Yard Sign



Sign Clearance. The smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.

Figure 3-32 Sign Clearance

Sign Copy. The message or content of a sign, which may include letters, numerals, figures, or other symbolic representations, including trademarks and logos.

Sign Face. The area of a sign that includes copy and distinct background surfaces.

Sign, Hazardous. A sign that constitutes a public nuisance or a potential threat to the health, safety, or well-being of the general public due to its height, illumination intensity, location, movement, placement, size, or other design features or characteristics.

Special Event shall mean the same as in Chapter 17.700: Definitions.

String Lights. Small lights consisting of clear or non-colored bulbs that are not more than one inch in length spaced evenly along a wire, string, or cable and used for decoration purposes.

Support Element. The structural portion of a sign that secures it to the ground, a building, or to another structure.

Temporary Event. A duly licensed and approved activity of limited duration, directly related to an established business on the premises where the event is held, such as the outdoor sales of holiday trees by a supermarket, or a weekend festive promotion for a business staged outdoors and providing complimentary food, music, entertainment or similar attractions to entice public attendance or participation.

Trademark. A word or name that, with a distinctive type of letter style, is associated with a business or business entity.

Vertical Clearance. The distance from the bottom of a sign but not including the support elements of a freestanding sign, to the average finished grade below, or to the grade of the nearest point of an adjoining public right-of-way with a higher elevation, if within five feet thereof.

Wayfinding Kiosk. An interactive digital wayfinding kiosk, with one or more screens and each screen being no greater than 15 square feet in size, installed on public property which shall provide messaging selected by the City and may include commercial advertising.

17.330.020 GENERAL RESTRICTIONS.

A. Prohibited Signs. The following signs and sign components are prohibited. Sign types not expressly permitted in this Chapter are prohibited.

1. Abandoned signs.

2. Emitting signs.

3. Foam letter signs.

4. Billboards.

5. Hazardous signs.

6. Home occupation advertising signs.

7. Off-site signs.

8. Pole signs.

9. Signs that cover any portion of an architectural feature or a visually prominent three-dimensional relief detail that adorns, embellishes, or ornaments an architectural feature of a building or structure (e.g., a fresco, medallion,

lantern, decorative tile work, crown molding, cornice, routed or recessed numerals or letters, or other similar features).

10. Vehicle signs.

11. Signs that interfere with building access, including but not limited to, points of ingress and egress from buildings and emergency exit routes; interfere with pedestrian or vehicle movement within the public right-of-way; and/or block view of traffic and traffic control devices.

12. Signs that resemble traffic signs or traffic lights.

13. Signs on public property, except as required or authorized by a governmental agency, and except as permitted by Section 17.330.050 (Signs on Public Property).

14. Signs attached to trees, light or traffic fixtures, and utility poles.

B. Restricted Sign Types. The following types of signs are prohibited except where specifically authorized by this Chapter.

1. Active signs, including animated signs, blinking signs, flashing signs, and traffic variable signs, except as approved under a master sign program pursuant to Subsection 17.330.025(C)(1)(Master Sign Program).

2. A-frame signs, except as provided by Subsection 17.330.025(B)(1)(Sign Permit for Temporary Signs – Applicability and Exemptions) and Table 3-11.

3. Changeable copy signs, except as provided by Subsections 17.330.025(C)(1)(c)(i)(Comprehensive Sign Programs – Master Sign Program), 17.330.035(C)(3)(Permanent Sign Standards by Sign Type – Monument Signs), 17.330.035(D)(Permanent Signs for Specific Uses of Property), or as may be approved under a master sign program.

4. Freeway-oriented signs, except as approved under a master sign program.

5. Electronic message signs, except as provided by Subsections 17.330.035(D) (Permanent Signs for Specific Uses of Property) and 17.330.050 (Signs on Public Property).

6. Signs that are added to or modified on historically designated buildings or structures, except as may be approved under Chapter 15.05. Historic Preservation Program.

7. Off-site signs, except as provided by Subsections 17.330.050 (Signs on Public Property) and 17.330.055 (Nonconforming Signs).

8. Roof signs, except theater marquee and theater above roof signs pursuant to Subsections 17.330.035(D)(4) (Permanent Signs for Specific Uses of Property - Theater Marquee and Theater Above Roof Identification Signs) and 17.330.025(D)(1)(Comprehensive Sign Programs - Master Sign Program), or as may be permitted by Chapter 15.05. Historic Preservation Program.

9. Inflatable signs, except as provided by Subsections 17.330.040(B)(Temporary Signs – Temporary Sign Standards by Zoning District/Use) and 17.330.040(D)(4)(Inflatable/Balloon Signs).

17.330.025 SIGN PERMITS.

A. Sign Permit for Permanent Signs.

1. **Applicability and Exemptions.** A sign permit is required to erect, move, alter, replace, suspend, display, or attach a permanent sign unless otherwise specified in this Chapter. Changes to sign copy, and the normal maintenance of a sign, including cleaning, repainting, or repairing, except when prohibited for a nonconforming sign in accordance with Section 17.330.055 (Nonconforming Signs), are exempt from a sign permit.

    a. Types of permanent signs exempted without limitations. The following sign types are exempt from a sign permit and the requirements of this Chapter and shall not count towards the cumulative allowable sign area, but shall satisfy all other permit requirements, as applicable (e.g., Building, Electrical, Encroachment, etc.) of the Municipal Code.

        i. Affiliation signs. Signs that provide notices of services (e.g., credit cards accepted, trade affiliations, etc.). Signs or notices shall not exceed one square foot in area for each sign, and no more than three signs shall be allowed for each business.

        ii. Commemorative plaques. Tablets and plaques installed by the City or by a County, State, or Federal recognized historical organization exempt from Federal taxation under Section 501 of USC Title 26 (IRS Code), that are no larger than six square feet, or signs authorized and installed by City, County, State, or Federal agencies on public owned lands.

        iii. Equipment signs. Signs incorporated into allowed displays, machinery, or equipment by a manufacturer, distributor, or vendor and identifying or advertising only the product or service dispensed by the machine or

equipment, such as signs customarily fixed to automated teller machines (ATMs), vending machines, and gasoline pumps.

iv. Interior graphics or signage. Signs within a building that are not visible from the public right of way or from nearby properties.

v. Site address signs. Street address (number) signs, building identification signs, and nameplates on residences and business locations, provided such signs do not exceed three square feet in area and are limited to one sign per property frontage.

vi. Flags, provided they do not obscure traffic signs, block traffic, or block vehicular or pedestrian traffic line of sight.

b. Types of permanent signs exempted with limitations. The following permanent sign types are exempt from a sign permit and shall not count as sign area if they meet the size, height, duration, maximum number limitations, and any other additional requirements set forth in Table 3-10. If the allowed sign area is exceeded, these signs shall require a sign permit and an administrative modification as set forth in Subsections 17.550.020.005 – 020 (Administrative Modification). An administrative modification may only be granted for an increase in sign area of up to ten percent. Signs exempted with limitations shall satisfy all other permit requirements, as applicable (e.g., Building, Electrical, Encroachment, etc.) of the Municipal Code.

Table 3-10 Permanent Signs Exempt with Limitations

Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Additional Requirements
a. Blade signs	1 per frontage of either the street, interior plaza or courtyard, or parking lot/alley for single tenants 1 per tenant space for multiple tenants	1 square foot per linear foot of frontage of either the building, interior plaza or courtyard, or parking lot from which the sign projects, but not more than 6 square feet total	Shall be below the roof eave line, structural canopy, awning, arcade, bottom of a parapet, and maintain a vertical clearance of at least 8 feet above the highest adjacent finished grade	• Shall be attached to a building, and not a pole or other structure. • Shall be placed only on a ground floor façade near the main entrance of a building or tenant space. • Shall not project more than 4 feet from the façade of the building wall upon which the sign is mounted. • Any encroachment into a public right-of-way is subject to a permit in accordance with Section 9.08.110 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Regulations. • Sign supports and brackets shall be compatible with the design and scale of the sign. • Signs and supporting structures shall be designed as an integral design element of a building's architecture. • For double-sided signs, the sign area shall be taken from one side of the sign only. • No sign shall project over a public alley, and no sign shall project closer than two feet to the curb line. • Signs shall be consistent with the construction, design, and maintenance standards of this Chapter.
b. Window signs	N/A	Shall cover not more than 25% of the total window glass area of the first floor, including glass doors, of the building frontage[1]	N/A	• Glass doors shall be considered as windows, and a glass door sign shall be considered a window sign. • Window signs shall not be located on any window above the first story. • Signs shall be painted or mounted on the inside of doors and windows. • Signs in the interior of a building placed within 3 feet of a storefront window shall be counted as a window sign. • Window signs are applicable to businesses only.
c. Directory signs, business	2 per site	Maximum 24 square feet each	8 feet	• Applicable only to businesses on a site accessed only from an arcade, alley, courtyard, or mall, or having similar limited visibility. • Only external illumination is allowed. • Shall be located on a freestanding sign adjacent to the building.

				• Signs shall not conflict with vehicle or pedestrian access nor vehicle parking spaces.

[1] Building frontage width is measured as the widest point on an architectural elevation.

2. **Compliance with Standards.** The Director shall approve a permanent sign permit unless any of the following findings are made, based on substantial evidence:

    a. The sign does not comply with the standards of this Chapter;

    b. The sign is not in substantial compliance with the design principles outlined in Subsection 17.330.030(G)(General Requirements for All Signs - Design);

    c. The sign will impair pedestrian and vehicular safety from the right-of-way; and

    d. The design, placement, and proposed construction of the sign will threaten the public physical health, safety, or welfare.

B. Sign Permit for Temporary Signs.

1. **Applicability and Exemptions.** A sign permit is required to erect, move, alter, replace, suspend, display, or attach a temporary sign, unless otherwise specified in this Chapter.

    a. A temporary sign approved as part of a temporary use, special event, or temporary permit pursuant to Chapter 17.520 that is otherwise consistent with this Chapter shall not require a temporary sign permit.

    b. The following temporary sign types are exempt from a sign permit if they meet the size, height, duration, maximum number limitations, and any other additional requirements set forth in Table 3-11. Signs exempted with limitations shall satisfy all other permit requirements, as applicable (e.g., Building, Electrical, Encroachment, etc.) of the Municipal Code.

Table 3-11 Temporary Signs Exempt with Limitations

Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Additional Requirements
a. A-frame signs	1 per business frontage[1]	6 square feet each	3 feet	• Permitted only within Downtown Culver City Business Improvement District and Culver City Arts Business Improvement District. • Signs shall only be displayed in front of the place of business and with an access width of at least 4 feet maintained for pedestrian and wheelchair access in compliance with the Americans with Disabilities Act (ADA). • Signs may only be displayed during the hours of business and for one-half hour prior to and following business hours at a maximum. Signs shall be removed beyond these hours and when the establishment is not open for business. • Any encroachment into the public right-of-way is subject to a permit in accordance with Section 9.08.110 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Regulations. • Signs shall not obscure traffic signs or block public access or traffic line of sight.
b. Yard signs on private property where there is a garage/yard sale, estate sale, food sale, or similar temporary sale taking place	1 per street frontage of the subject property on which the event is taking place	6 square feet each	3 feet	• Signs shall only be posted on the subject site. • Signs shall be removed immediately following the close of the sale. • Signs shall not be illuminated. • Signs shall not obscure traffic signs or block public access or traffic line of sight. • Signs shall be installed securely in the ground.
c. Yard signs on private property offered for sale, lease, or rent in residential zoning districts	1 per street frontage	24 square feet for sign with post or 6 square feet for other signs. In no case shall cumulative sign area exceed 24 square feet.	6 feet for sign with post 4 feet for other signs	• Signs shall only be posted on the subject site. • Signs shall be removed within 7 days after the close of the sale or upon lease/rent. • Signs shall not be illuminated. • Signs shall not obscure traffic signs or block public access or traffic line of sight. • Signs shall be installed securely in the ground.
d. Yard signs on private property offered for sale,	1 per street frontage	32 square feet each	8 feet	• Signs shall only be posted on the subject property. • Signs shall not be illuminated.

lease, or rent in nonresidential and mixed-use zoning districts				• Signs shall be removed within 7 days after the close of escrow, rental, or lease of the property. • Signs shall not obscure traffic signs or block public access or traffic line of sight. • Signs shall be maintained in good, clean, and safe condition. • Signs shall be installed securely in the ground.
e. Yard signs on private property displaying noncommercial messages in residential zoning district.	1 per residence	16 square feet total	3 feet	• Permission shall be granted by the owner of the property on which such signs are posted. • Signs shall not be illuminated. • Signs shall not obscure traffic signs or block public access or traffic line of sight. • Signs shall be installed securely in the ground. • There is no limitation on duration of such signs.
f. Yard signs on private property displaying noncommercial messages associated with limited time period events	N/A	16 square feet cumulative total on one property	3 feet	• Permission shall be granted by the owner of the property on which such signs are posted. • Signs shall not be illuminated. • Signs shall not obscure traffic signs or block public access or traffic line of sight. • Signs shall be installed securely in the ground. • Signs shall be removed within 7 days following conclusion of the event.
g. Construction signs/ subdivision signs	1 per street frontage of construction site	24 square feet	6 feet	• Signs shall only be posted on the subject property. • Signs shall not be illuminated. • Signs may be installed upon issuance of a Building Permit or Grading Permit and shall be removed within 7 days after the Certificate of Occupancy or Building Permit final inspection, whichever occurs later. • Signs shall not obscure traffic signs or block public access or traffic line of sight.

[1] Business frontage width is measured as the widest point on an architectural elevation.

2. **Compliance with Standards.** A temporary sign is allowed unless the City makes any of these findings, based on substantial evidence.

    a. The sign does not comply with the standards of Section 17.330.040 (Temporary Signs);

b. The sign is not in substantial compliance with the design principles outlined in Subsection 17.330.030(G)(Design);

c. The sign will impair pedestrian and vehicular safety from the right-of-way; and

d. The design, placement, and proposed construction of the sign will threaten the public health, safety, or welfare.

C. Comprehensive Sign Programs.

1. Master Sign Program.

a. The purpose of a master sign program is to provide a mechanism to modify the sign regulations established in this Chapter.

b. A master sign program may be:

i. Required by the Director for any development that requires an administrative site plan review or site plan review in compliance with Chapter 17.540 (Administrative Site Plan Review and Site Plan Review), or a similar discretionary review; or

ii. Requested by the owner or master lessor of a development; or

iii. Initiated by the City for a particular area to further a specific plan, revitalization program, overlay zone, or other areawide planning tool.

c. A master sign program may include provisions that deviate from the standard sign provisions related to sign type, size, location, construction materials, and design, based on the particular and unique features of the development, and may include, but not be limited to, allowances for the following:

i. Changeable copy signs, not otherwise permitted by this Chapter;

ii. Active signs and features as described in Subsection 17.330.020(B)(1)(General Restrictions - Restricted Sign Types);

iii. Freeway-oriented signs;

iv. Banners, flags, and/or pennants for a vehicle dealership;

v. Vertical identification signs, consisting of individual characters displayed on sculpted, visually prominent architectural features that rise vertically

above a theater building roof as identified in Subsection 17.330.035(D)(4)(Permanent Signs for Specific Uses of Property – Theater Marquee and Theater Above Roof Identification Signs);

vi. Exposed electrical raceways and other sign mounting methods where electronic components of the sign are not enclosed, if the architecture of the building prevents the enclosure of the raceway within a wall (e.g., sign located on a pitched roof below the roofline).

vii. Theater marquee signs located above the roof eave.

viii. Signs on building architectural features that appear as walls and that protrude above the roofline but are not considered roof signs, parapet signs, or false mansard signs. Such signs shall be considered wall signs and regulated pursuant to Subsections 17.330.030(C)(General Requirements for All Signs - Area Measurement) and (D)(Height Measurement), and Subsections 17.330.035(A)(Permanent Signs - Permanent Sign Standards by Zoning District/Use) and 17.330.035(C)(5)(Permanent Standards by Sign Type – Wall Signs). Such signs shall not exceed the maximum allowable sign area for wall signs on a building.

d. An applicant for a master sign program shall demonstrate to the satisfaction of the Director how the total sign proposal for the development meets, on balance, the general purpose and intent of this Chapter.

e. A master sign program, or its equivalent, that was approved by the City prior to the effective date of this Chapter, or any amendment to this Chapter, shall be deemed to conform to this Chapter.

f. A master sign program shall consist of plans and text describing the details of all signs that may be displayed on the premises.

g. An amendment to a master sign program shall be obtained for revisions to the original approval, including but not limited to the following. The Director shall have the authority to determine if revisions to a master sign program are extensive and a new master sign program is required.

i. Sign type

ii. Sign location

iii. Enlargement of sign area by more than 10 percent but less than 20 percent

h. The Director shall approve or disapprove an application for a master sign program and any amendment in consideration of the following standards:

   i. The master sign program is consistent with the general purpose and intent of this Chapter; and

   ii. The master sign program will not impair pedestrian and vehicular safety; and

   iii. The master sign program will not threaten the public health, safety, or welfare.

2. Multiple-Business Sign Program

a. The purpose of a multiple-business sign program is to achieve design compatibility among all signs displayed on a single-ownership parcel that is occupied by multiple businesses.

b. The submittal of a multiple-business sign program shall be required for each multi-tenant development occupied by four or more separate businesses at the time the first new permanent sign is proposed, except that a multiple-business sign program is not required for a project with an approved master sign program.

c. A multiple-business sign program, or the equivalent, approved prior to the effective date of this Chapter, or any amendment to this Chapter, shall be revised, if necessary, to conform to this Chapter at the time a new permanent sign is proposed on the premises.

d. A multiple-business sign program shall be submitted by, or with the consent of, the property owner or master lessor.

e. A multiple-business sign program shall consist of plans and text describing the details of all signs that may be displayed on the premises.

f. Only the types of signs allowed by the regulations of this Chapter shall be approved under a multiple-business sign program.

g. The Director shall approve or disapprove an application for a multiple-business sign program in consideration of the following standards:

   i. The multiple-business sign program complies with the standards of this Chapter;

ii. The signs in the multiple-business sign program are visually related or complementary to one another through design and structural features;

iii. The multiple-business sign program will not impair pedestrian and vehicular safety from the right-of-way; and

iv. The multiple-business sign program will not threaten the public health, safety, or welfare.

D. Variance. A Variance from the provisions of this Chapter shall be considered in accordance with the provisions for a Variance in Chapter 17.550 (Variances, Administrative Modifications and Reasonable Accommodations).

17.330.030 GENERAL REQUIREMENTS FOR ALL SIGNS.

A. Content Neutrality. It is the policy of the City to regulate signs in a constitutional manner that is content-neutral with respect to both noncommercial and commercial messages. For the purposes of this Chapter, a content-neutral regulation is a "time, place, or manner" regulation, which, as the name suggests, does no more than place limits on when, where, and how a message may be displayed or conveyed.

B. Illumination.

1. General Requirements.

a. Permanent signs may be internally or externally illuminated and shall not blink, flash, flutter, or change light intensity, brightness, or color, except neon, fiber optic, or light-emitting diode (LED) light sources that are permitted to gradually change color, or as may be approved under a master sign program pursuant to Subsection 17.330.025(C)(1)(Comprehensive Sign Programs - Master Sign Program).

b. No illumination of temporary signs is permitted.

c. Reflector bulbs and incandescent lamps that exceed 15 watts shall not be used on the exterior sign surface so that the face of the bulb or lamp is exposed to a public right-of-way or adjacent property. This provision does not apply to light-emitting diodes (LEDs) associated with electronic message signs.

d. Sign illumination shall utilize energy-efficient light sources, such as LEDs, to the greatest extent possible.

e. Sign illumination shall not interfere with the use and enjoyment of adjacent properties, create a public nuisance, or create public safety hazards.

f. Light sources exterior to a sign shall be directed and shielded to illuminate only the sign face or copy.

g. Trespass of light and glare from sign illumination onto adjacent properties or the public right-of-way is prohibited. Illuminated signs located adjacent to residentially zoned areas, not including mixed-use zoning districts, shall be controlled by a rheostat or other acceptable method to reduce glare that creates a nuisance for residential buildings in direct line of sight to the sign.

h. Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic-control devices.

i. No sign illumination system shall contain or use any beacon, spot, or stroboscopic light.

j. String lights with light bulbs exceeding one watt are prohibited exterior to a building, except in connection with allowable temporary signs and displays, or as may be allowed in connection with special or temporary events.

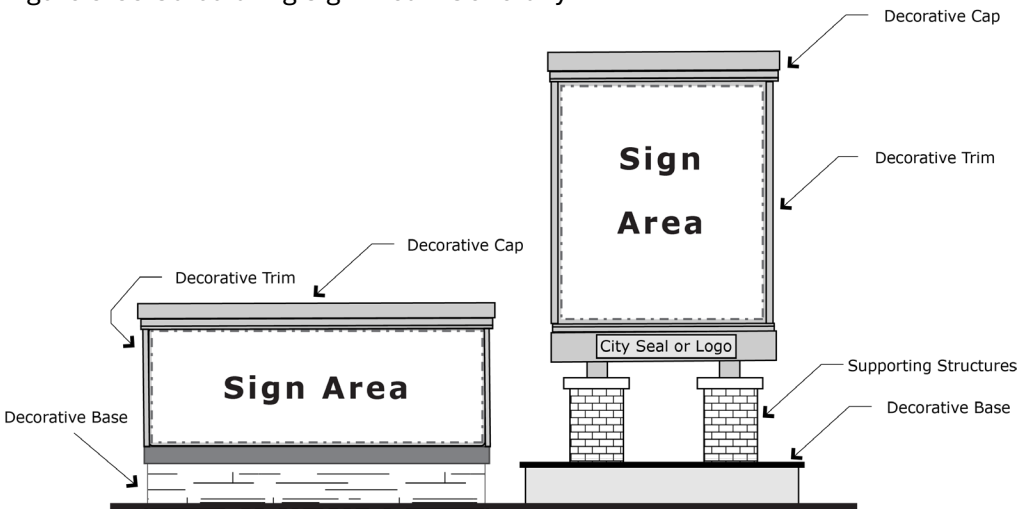
2. **Neon Lights.** Neon tubing, including exposed neon tubing, for signs and architectural elements shall only be permitted in non-residential and mixed-use zoning districts. Neon lighting adjacent to residentially zoned areas, not including mixed-use zoning districts, shall not exceed one-half foot candle measured at the property line.

C. Area Measurement.

1. Calculating Sign Area – Generally.

a. Supporting structures, such as sign bases and columns, and non-architectural decorative sign features shall not be included in any calculation of sign area, provided they contain no lettering or graphics except for addresses.

Figure 3-33 Calculating Sign Area – Generally



b. Where separate or individual component elements of a sign are spaced or separated from one another, each component element shall be considered a separate sign.

c. For buildings with two or more frontages, the length of the wall and allowable sign area shall be calculated separately for each building frontage.

2. **Calculating Sign Area – Single-Faced Signs.** Sign area for single-faced signs shall be calculated by enclosing the limits of the entire face of a sign inclusive of the advertising surface and any framing, trim, or molding within a single continuous perimeter composed of single and vertical lines with no more than eight corners.

Figure 3-34 Single-Faced Sign Area Calculation

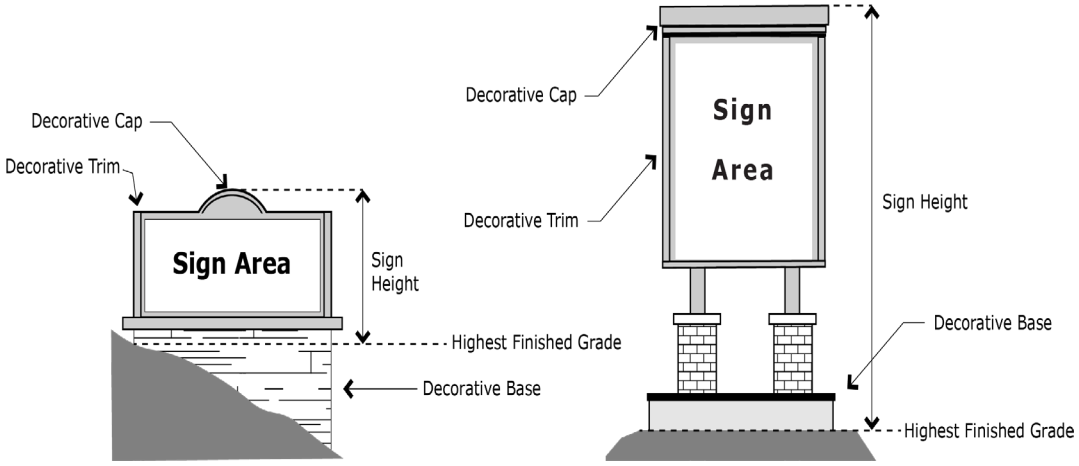
3. **Calculating Sign Area – Double-Faced Signs.** Only one face of a double-faced sign shall be used to calculate the permitted area of a double-faced sign. Where the two faces are not equal in size, the larger sign face shall be used.

4. **Calculating Sign Area – Three-Dimensional Signs.** For signs that consist of or have attached to them one or more three-dimensional objects (i.e., balls, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be calculated by adding the area of 2 abutting surfaces of the smallest cube that encompasses the sign. Signs with three-dimensional objects that project six inches or less from the sign face shall be measured as a single-face sign.

D. Height Measurement.

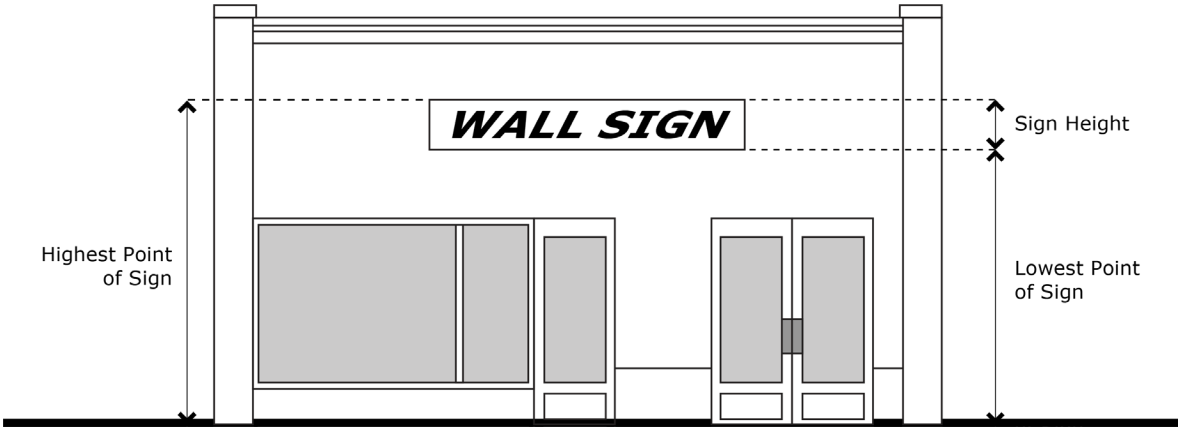
1. **Freestanding Sign.** The height of a freestanding sign shall be measured from the highest part of the freestanding sign, including any decorative features, to the highest elevation of the adjoining finished grade directly beneath the freestanding sign. The area beneath the sign shall not be artificially built up or bermed to achieve a higher finished grade but shall generally match the finished grade of the land area to which it is adjacent.

Figure 3-35 Freestanding Sign Height Measurement



2. **Wall Sign.** The height of a wall sign shall be the greatest vertical distance measured from the highest point of the wall sign to the lowest point of the wall sign.

Figure 3-36 Wall Sign Height Measurement



3. **Wall Painted Sign.** The height of a painted wall sign shall be the same as for a wall sign, as specified in this Chapter.

E. Construction.

1. **Materials.**

   a. Sign materials shall be durable, long-lasting, and capable of withstanding weathering for the life of the sign with reasonable maintenance. Paper, plywood, and other materials subject to rapid deterioration shall only be used for temporary signs. Durable fabric may be used for awning signs.

   b. Reflective materials shall not be included on signs.

2. **Supporting Structures.** The size of the supporting structures shall be proportional to the sign they are supporting. In general, fewer larger supports are preferable to many smaller supports.

3. **Mounting.** All permanent signs shall be firmly anchored, shall comply with all requirements for public safety, and shall satisfy all applicable codes and all other applicable government rules, regulations, and policies.

4. **Quality Construction.** All permanent signs shall be constructed by persons whose principal business is building construction or a related trade, including sign manufacturing and installation businesses, or others capable of producing professional results.

5. **Location Requirements for Traffic Safety.** No sign, sign structure, or supporting structure shall create a physical or visual obstruction that would constitute a traffic or pedestrian hazard.

6. **Removal and Replacement.** When a sign is removed or replaced, all brackets, posts, columns, and other supporting structures shall also be removed, any electrical components shall be removed and/or capped, and any resulting holes filled. Affected building surfaces shall be restored to match the adjacent portion of the building.

E. Maintenance.

1. **Generally.** All parts of a sign shall be maintained in a good and safe condition and adequately protected from weathering and deterioration.

2. **Repairs.** Any sign or supporting structure that is sagging, leaning, fallen, decayed, broken, deteriorated, missing, has inoperative lights, or is in an otherwise dilapidated condition shall be promptly repaired with materials and design of equal or better quality as the original design to the satisfaction of the Director.

F. Design.

1. **Building Design Compatibility.** Signs shall be consistent with the overall design and identity of the building, including the architecture, and complement the overall aesthetic of the building and site. Architectural compatibility shall be assessed based on sign size, location, style, construction materials, and design of the sign structure.

2. **Illumination.** Illumination shall accent signs consistent with the character of the building.

3. **Sign Hierarchy.** If more than one sign type is located on a single building façade, signs shall be scaled in a clear hierarchy and address different viewer orientations and audiences.

4. **Relationship to Street Trees and Landscaping.** Sign placement shall consider the location of required street trees and potential tree growth over time, with placement at locations of most suitable viewing while complying with all sign requirements.

5. **Sign Location.** Signs shall be visible from the public right-of-way adjacent to the site, as feasible, and/or from areas of pedestrian access to building entries.

6. **Sign Legibility.** Signs and sign copy shall be scaled appropriately and clearly legible for the intended audience.

7. **Electronic Raceways.** Exposed raceways and other sign mounting methods where electronic components of the sign are not enclosed are prohibited, except where a sign modification is approved pursuant Subsection 17.330.025(E)(1)(Sign Modification).

8. **Support Elements.** The support elements for all signs that include angle iron, bracing, guy wires, or similar features shall be concealed.

17.330.035 PERMANENT SIGNS.

A. Permanent Sign Standards by Zoning District/Use

All permanent signs not otherwise exempt shall comply with the standards of this Chapter pursuant to Subsection 17.330.025(A)(1)(Sign Permits - Sign Permit for Permanent Signs – Applicability and Exemptions) and (2)(Compliance with Standards). Tables 3-12 and 3-13 identify the sign type, number of signs, sign area, and sign height allowed in each zoning district by land use for signs requiring a sign permit, as well as additional sign-specific regulations.

1. Standards for Permanent Signs: Residential Uses in Residential Zoning Districts, Mixed-Use Zoning Districts, and Residential Uses in Planned Development Zoning Districts Not Regulated by a Comprehensive Plan.

Table 3-12

Sign Type	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign Height	Additional Requirements
1. Single-Family Residential Subdivision Development				
Monument Signs	1 per major neighborhood entrance	30 square feet	5 feet (includes decorative cap and base)	See Subsections 17.330.035(B) and 17.330.035(C)(3).
2. Multiple-Family Residential Uses				
a. Monument Signs	1 per building street frontage with a vehicle entrance	24 square feet	5 feet (including base and decorative cap)	• Permitted only for developments with more than 12 dwelling units. • See Subsections 17.330.035(B) and 17.330.035(C)(3).
b. Wall signs	1 per building street frontage	16 square feet	Shall not be displayed above second story and shall not extend	See Subsections 17.330.035(B) and 17.330.035(C)(5).

Sign Type	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign Height	Additional Requirements
			above the eave line	
c. Driveway/On-Site Traffic Directional Signs	6 total on a site	4 square feet	4 feet	• Permitted only for developments with more than 12 dwelling units. • Signs shall be securely attached to the ground in landscaped areas. • Signs shall not obstruct access and shall be placed to avoid traffic hazards.

2. Standards for Permanent Signs: Nonresidential Uses in Residential Zoning Districts; Nonresidential Uses in Mixed-Use, Residential, and Special Purpose Zoning Districts; and Nonresidential Uses in Planned Development Districts Not Regulated by a Comprehensive Plan.

Table 3-13

Sign Type	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign Height	Additional Requirements
1. Nonresidential Uses in Residential Zoning Districts				
Wall signs	1 per business frontage	24 square feet	Shall not be displayed above second story and shall not extend above the roof eave.	See Subsections 17.330.035(B) and 17.330.035(C)(5).
2. Nonresidential Uses in Mixed-Use, Special Purpose, and Planned Development[1] Zoning Districts				
a. Awning signs	N/A	Front of awning: 1-½ square feet of sign area per linear foot of awning width Sides of awning: 2 square feet of sign area per linear foot of awning depth Sign area shall not exceed 40 percent of the background awning area on	Sign limited by location, not by height, when on the face of an awning	See Subsections 17.330.035(B) and 17.330.035(C)(1).

[1] Where signs are not regulated in a Comprehensive Plan.

Sign Type	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign Height	Additional Requirements
		which the sign is displayed.		
b. Canopy, structural signs	Single Tenant: 1 per building frontage[2] Multiple Tenant: 1 per tenant space	Front of canopy: 1-½ square feet of sign area per linear foot of canopy width Sides of canopy: 2 square feet of sign area per linear foot of canopy depth When mounted above or below a canopy, 1-½ square feet of sign area per linear feet of canopy width Sign area shall not exceed 40 percent of the background canopy area on which the sign is displayed.	Limited by location, not by height, when on the face of a canopy When not located on the face of a canopy, 24 inches as measured from the lowest point on the sign	See Subsections 17.330.035(B) and 17.330.035(C)(2).
c. Monument signs	1 for each site with a minimum 100 linear feet of street frontage, with 1 additional sign for each additional 200 linear feet of street frontage, up to a maximum of 5 monument signs	50 square feet each, with maximum 250 square feet total	6 feet inclusive of decorative base and cap, except as provided in Subsection 17.330.035(C)(3).	See Subsection 7.330.035(C)(3).
d. Pylon signs	Single Tenant: 1 per street frontage with a minimum 150 lineal feet Multiple Tenant: 1 per street frontage Street frontages of 300 feet or	100 square feet each	25 feet, inclusive of decorative base and cap	• Prohibited in Cemetery (Section 17.250.020), Transportation (Section 17.250.025), and Open Space (Section 17.250.030) special purpose zoning districts. • See Subsection 17.330.035(C)(4).

Sign Type	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign Height	Additional Requirements
	more may have a second pylon sign			
e. Wall signs	N/A (sign limited by area and location, not by number)	Whichever of the following is greater: 1) 25 square feet, or 2) 1-½ square feet of sign area per linear foot of business frontage[1], up to a maximum of 200 square feet of wall sign per business frontage Wall sign area shall not exceed 40% of the background wall area on which the sign is placed	Must be located at least 6 inches below roof edge or eave	See Subsections 17.330.035(B) and17.330.035(C)(5).
f. Parapet and False Mansard Signs	1 per street frontage	Whichever of the following is greater: 1) 25 square feet, or 2) 1-½ square feet of sign area per linear foot of business frontage[1], up to a maximum of 200 square feet of wall sign per business frontage.	Shall not extend above or below the parapet or mansard roof edges.	• Sign area is included in the total allowed for wall sign. • See Subsections 17.330.035(B) and 17.330.035(C)(6) and (7).
g. Directional Signs - On-Site Traffic	6 total on a site	4 square feet	4 feet	• Signs shall be securely attached to the ground in landscaped areas. • Signs shall not obstruct access and shall be placed to avoid traffic hazards.

[1] Business frontage width is measured as the widest point on an architectural elevation.

B. Sign Allowance – Permanent Signs.

The maximum total sign area for permanent building signs, which are signs mounted or painted on a building, shall be 24 square feet per business frontage. For the

purpose of this Chapter, building signs shall include wall, canopy, awning, false mansard, and parapet signs. Theater marquee and theater above roof identification signs are exempt from this provision.

C. Permanent Sign Standards by Sign Type

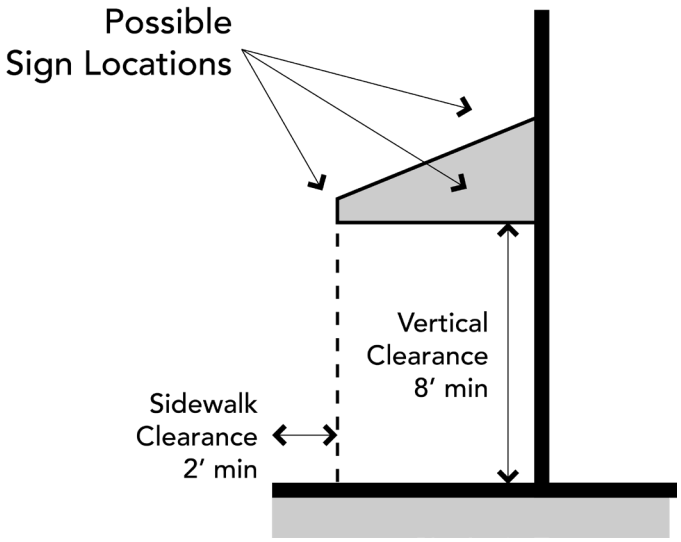
This Subsection establishes sign types and standards for permanent signs.

1. **Awning Signs.** Awning signs are permitted pursuant to Subsection 17.330.035(A)(2)(Standards for Permanent Signs) and the following regulations:

   a. Location. Awnings that display signage shall be limited to building frontages on the ground floor of buildings. Signs may be placed on the front and/or sides of the awning.

   b. Combined Sign Area. Awning signs shall count as building signs for the purpose of calculating maximum allowable sign area.

Figure 3-37 Awning Sign Text Location



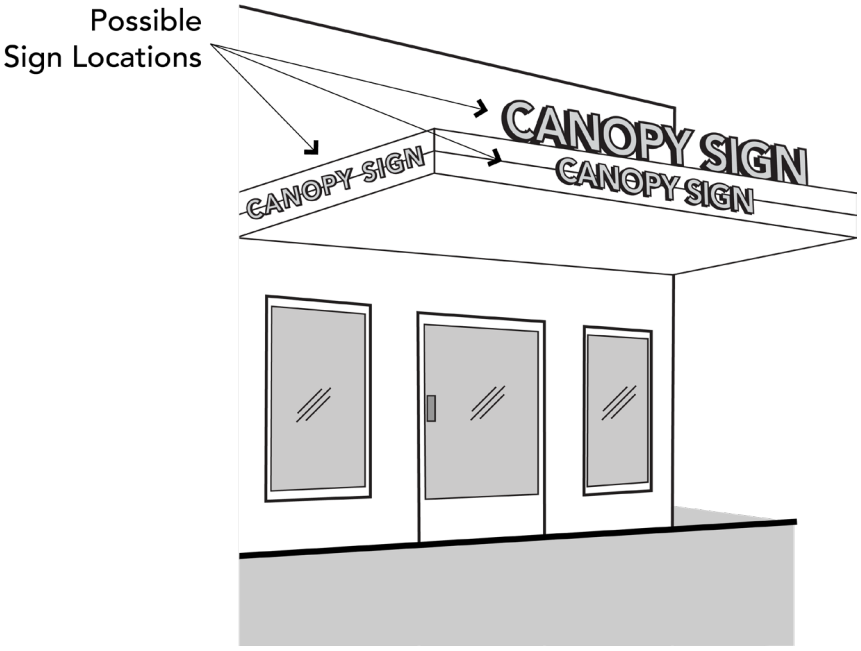
   c. Vertical Clearance. A minimum vertical clearance of at least eight feet from the bottom of the awning to the highest finished grade shall be maintained.

   d. Setback and Projection into Public Right-of-Way. A minimum of two feet between the edge of the awning and the outer curb face shall be maintained. Any encroachment into the public right-of-way is subject to City Engineer/Public Works Director approval in accordance with Section 9.08.110 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Regulations.

2. **Canopy, Structural Signs.** Structural canopy signs are permitted pursuant to Subsection 17.330.035(A)(2)(Standards for Permanent Signs) and the following regulations:

    a. Location. Canopies that display signage shall be limited to building frontages on the ground floor of buildings. Signs may be placed on the front, sides, or top of the exterior surfaces the canopy. No part of a canopy sign displayed on the vertical or sloped surface of a canopy shall project beyond the edges of the canopy surface on which it is displayed

Figure 3-38 Canopy Sign Text Location



    b. Combined Sign Area. Canopy signs shall count as building signs for the purpose of calculating maximum allowable sign area.

    c. Vertical Clearance. A minimum vertical clearance of at least eight feet from the bottom of the canopy to the highest finished grade shall be maintained.

    d. Setback and Projection into Public Right-of-Way. A minimum of two feet between the edge of the canopy and the outer curb face shall be maintained. Any encroachment into the public right-of-way is subject to City Engineer/Public Works Director approval in accordance with Section 9.08.110 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Regulations.

3. **Monument Signs.** Monument signs shall be permitted pursuant to Subsections 17.330.035(A)(1)and (2) Permanent Sign Standards by Zoning District/Use) and the following regulations:

   a. Location. Monument signs shall be located only along a site frontage adjoining a public right-of-way and placed as follows, except as provided in Section 17.330.035((C)(3)(f):

      i. Nonresidential Uses.

         (1) A minimum distance of five feet from street facing property lines and 15 feet from interior property lines;

         (2) A minimum distance of 50 feet from the boundary of any abutting property in a residential zoning district;

         (3) A minimum distance of 10 feet from the edge of a driveway;

         (4) A minimum distance of 50 feet from other monument signs along the same frontage, including adjacent property;

         (5) A minimum distance of 150 feet from any pylon sign on the same frontage, including adjacent property; and

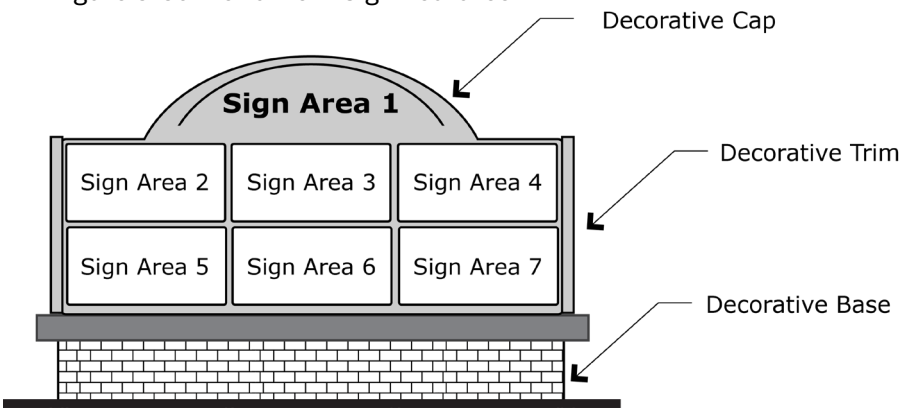
         (6) As near to the middle of the street frontage as practical or at a major driveway entrance to the site from the street frontage.

      ii. Residential uses. A minimum distance of 10 feet from every adjoining lot and five feet from every street-facing lot line.

   b. Multi-Business Sign Copy. Monument signs for multiple businesses on a site may include the names of individual businesses as well as the building center name and street address and shall not exceed four vertically stacked rows of individual business signs.

   c. Decorative Features Required. Monument signs shall include a decorative cap, decorative base, and decorative trim in proportion to the sign. Decorative features shall not be included in any calculation of sign area, provided letters and/or graphics do not appear on the decorative features. Decorative features shall be constructed of decorative masonry materials, including but not limited to stucco, rock, brick, or veneer, or other durable solid material.

Figure 3-39 Monument Sign Features



d. Landscaping Required. Monument signs shall be located in a landscaped area that is of a shape, design, and size to provide ground definition to the sign and not obscure the legibility of the sign, as determined by the Director. The landscaped area shall be a minimum of 20 square feet in size, unless the Director determines such landscaping would result in a safety hazard or parking non-conformity.

e. Design. Where there is more than one monument sign on a site, all such signs shall have designs that are visually related or complementary to each other in the use of design elements, including sign shape, sign components, sign structure, and construction materials.

f. Group Assembly Uses. One monument sign is permitted for a group assembly building site, including private schools, cultural facilities, religious facilities, theaters, and similar uses and is allowed changeable copy. The distancing requirements of Section 17.330.035(C)(3)(a)(Permanent Signs – Permanent Sign Standards by Sign Type - Monument Signs – Location) shall not apply.

4. **Pylon Signs.** Pylon signs shall be allowed only when wall signs cannot be seen from the public right-of-way, as determined by the Director, except as provided in Subsection 17.330.035(D)(4)(Permanent Signs for Specific Uses of Property – Theater Marquee and Theater Above Roof Identification Signs). Pylon signs shall be permitted pursuant to Section 17.330.035(A)(2)(Permanent Sign Standards by Zoning District/Use) and the following regulations:

a. Location. Pylon signs shall be located only along a site frontage adjoining a public right-of-way and placed as follows:

i. A minimum distance of five feet from the street facing property lines and 15 feet from the interior property lines;

ii. A minimum distance of 75 feet from the boundary of any abutting property in a residential zoning district;

iii. A minimum distance of 150 feet from other pylon or monument signs along the same frontage, including on adjacent property;

iv. A minimum distance of 10 feet from the edge of a driveway;

v. As near to the middle of the street frontage as practical or at a major driveway entrance to the site from the street frontage; and

vi. No portion of the pylon sign shall project over any adjacent property or public right-of-way.

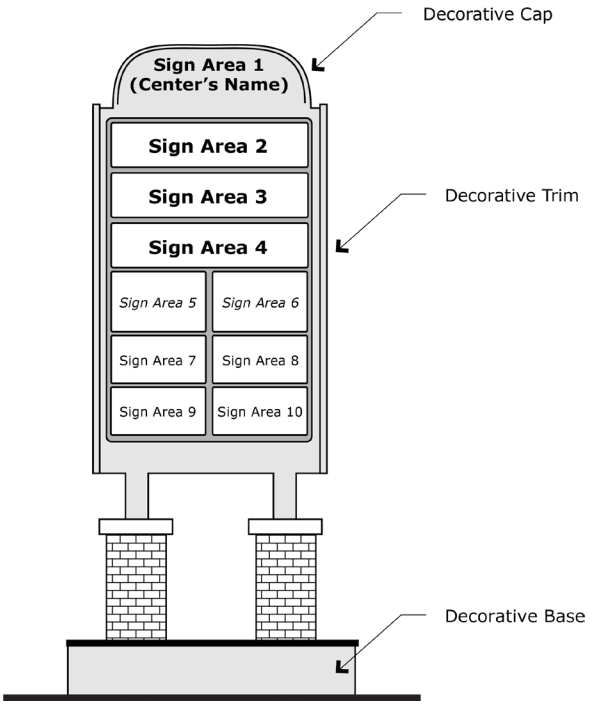
b. Multi-Business Sign Copy. Pylon signs for multiple businesses on a site may include the names of individual businesses as well as the building center name and street address.

c. Vertical Clearance. A minimum vertical clearance of 12 feet between the bottom of the sign and the adjacent ground surface is required for pylon signs projecting over pedestrian walkways, where permitted.

d. Decorative Features Required. Pylon signs shall include a decorative cap, decorative post or columns or base, and decorative trim in proportion to the sign. Decorative features shall not be included in any calculation of sign area, provided letters and/or graphics do not appear on the decorative features. Decorative features shall be constructed of decorative masonry materials, including but not limited to, stucco, rock, brick, or veneer, or other durable solid material.

e. Sign Mounting. Pylon signs shall be mounted on at least two supports or have a solid base. The linear dimension of any post or column shall be at least 12 inches and no more than 36 inches. Supports shall be well-designed, compatible in scale with the design of the sign, and have a continuous finished appearance. Posts shall not include exposed metal but shall be surrounded by a decorative cover architecturally compatible with the sign cabinet

Figure 3-40 Multiple Tenant Pylon Sign



f. Design. Where there is more than one pylon sign on a site, all such signs shall have designs that are visually related or complementary to each other in the use of design elements, including sign shape, sign components, sign structure, and construction materials.

g. Landscaping Required. Pylon signs shall be located in a landscaped area that is of a shape, design, and size to provide ground definition to the sign, as determined by the Director. The landscaped area shall be a minimum of 30 square feet in size, unless the Director determines such landscaping would result in a safety hazard or parking non-conformity.

5. Wall Signs. Wall signs are permitted pursuant to Section 17.330.035(A) (Permanent Sign Standards by Zoning District/Use) and the following regulations:

a. Location.

i. Wall signs shall be affixed to a wall and shall not cover, wholly or partially, doors, windows, or architectural features (e.g., cornices, transom windows, vertical piers, and similar elements).

ii. Wall signs shall be placed flat against the wall of the structure and shall not project from the wall more than 12 inches.

iii. Walls signs on a building with two or more businesses shall be placed on the portions of exterior building walls that correspond with the interior location of the business to which the sign pertains. Where this provision would not result in a reasonably visible sign from the adjacent public right-of-way or interior plaza, courtyard, or parking lot on the site, the Director may approve an alternate sign placement.

iv. Walls on the same wall segment for horizontally adjacent businesses shall have a minimum separation of four feet, and for vertically adjacent businesses shall have a minimum separation of two feet. Where these provisions would not result in a reasonably visible sign, including but not limited to unusual building design or configuration conditions, the Director may approve deviations from the separation standards.

b. Wall Painted Signs. Standards for wall painted signs shall be the same as for wall signs, specified in this Chapter.

b. Wall Signs on Architectural Features above Roofline. Signs on architectural features that appear as walls protruding above the roof line, except parapet and false mansard signs, shall only be approved as a sign modification pursuant to Subsection 17.330.025(C)(1)(Comprehensive Sign Programs – Master Sign Program).

c. Windows signs are only applicable to businesses.

Figure 3-41 Architectural Feature Above Roofline

d. Combined Sign Area. Wall signs on architectural features above rooflines count as building signs for the purpose of calculating maximum allowable sign area.

ii. **Parapet Signs.** A parapet sign is allowed only if the vertical distance between the bottom of the parapet and the top of the window line below is less than 18 inches.

a. Location.

i. Parapet signs shall be placed flat against the parapet and shall not project from it more than 12 inches.

ii. Parapet signs shall not extend above the top or below the bottom of the parapet.

b. Combined Sign Area. Parapet signs count as building signs for the purposes of calculating maximum allowable sign area.

7. False Mansard Signs. A false mansard sign is allowed only if the vertical distance between the bottom of the false mansard and the top of the window line below is less than 18 inches.

a. Location.

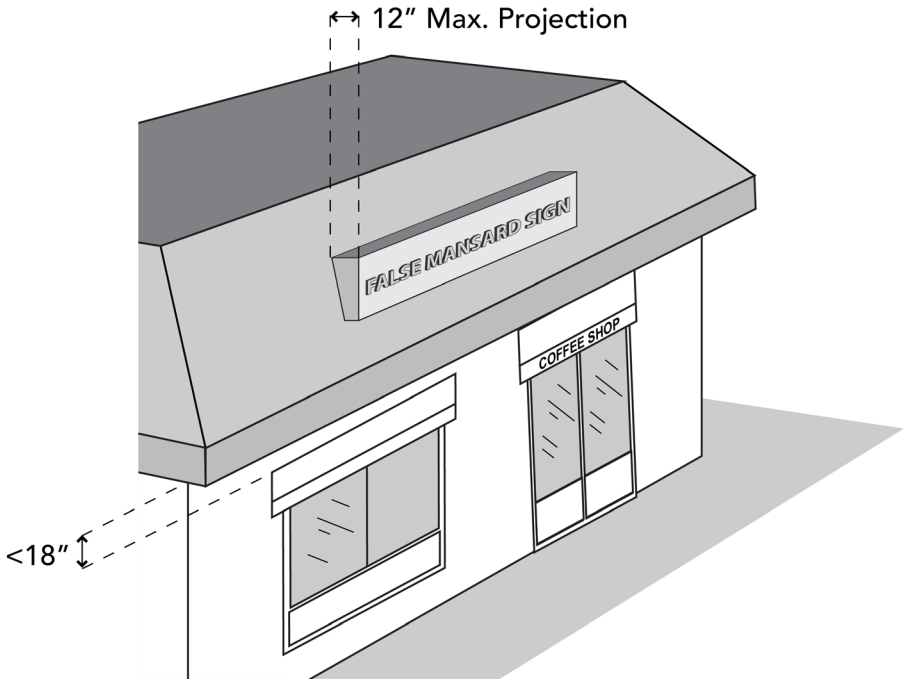
i. False mansard signs shall be placed flat against the false mansard wall and shall not project from it more than 12 inches.

ii. False mansard signs shall not extend above the top or below the bottom of the false mansard roof.

b. Combined Sign Area. False mansard signs count as building signs for the purpose of calculating maximum allowable sign area.

c. Design. Any gap between the sides or bottom of the sign and the false mansard wall shall be architecturally enclosed so that the sign appears to be an integral part of the false mansard roof structure.

Figure 3-42 False Mansard Sign



D. Permanent Signs for Specific Uses of Property

This Subsection establishes additional sign types and standards for specific uses.

1. **Drive-Through Establishments.** In addition to the signs allowed pursuant to Subsections 17.330.035(A)(Permanent Sign Standards by Zoning District/Use) and (C)(Permanent Sign Standards by Sign Type), businesses with drive-throughs are allowed freestanding menu board signs. Two freestanding menu board signs are permitted for each establishment with a drive-through, each not exceeding 40 square feet in area.

    a. Height. Freestanding menu board signs shall not exceed seven feet in height except under the following conditions:

        i. The sign structure is separately constructed from the cabinet or face of the sign;

        ii. The portion above the cabinet or face does not contain any copy; and

        iii. The extension adds architectural embellishments to the sign.

    b. Copy. Signs are allowed changeable copy (electronic or manual message).

    c. Orientation and Location. Freestanding menu board signs shall not be located at the corners of driveway or drive-through entrances or exits and shall be screened from view from public rights-of-way.

2. **Vehicle Dealerships – New or Used.** In addition to the signs allowed pursuant to Subsections 17.330.035(A) (Permanent Sign Standards by Zoning District/Use) and (C)(Permanent Sign Standards by Permanent Sign Type), vehicle dealerships are allowed the following sign types, sizes, and locations.

    a. Monument Signs. For sites of five or more acres, the maximum height of a monument sign shall be 10 feet.

    b. Banners, Flags, and Pennants. Banners and pennants, and flags for either commercial or noncommercial messages, for vehicle dealerships may only be allowed if approved through a master sign program pursuant to Subsection 17.330.025(C)(1)(Master Sign Program). The location of such signs shall be limited to light poles or other similar devices as specified on a site plan.

3. **Fueling Stations.** In addition to the signs allowed pursuant to Subsections 17.330.035(A)(Permanent Sign Standards by Zoning District/Use) and (C)

(Permanent Sign Standards by Sign Type), fueling stations are allowed the following sign types, sizes, and locations.

a. Monument/Pylon Sign – Location. For fueling stations on corner properties, the distancing requirement of Subsections 17.330.035(C)(3)(a)(i)((4)) and ((5)) (Permanent Signs – Permanent Sign Standards by Sign Type - Monument Signs – Location – Nonresidential Uses) and Subsection 17.330.035(C)(4)(a)(iii) (Pylon Signs – Location) shall not apply.

b. Fuel Price Sign.

    i. One double-sided fuel price sign, not exceeding 20 square feet per face, shall be allowed per site, except that an additional and/or larger fuel price sign may be permitted if the applicant establishes that it is necessary to the meet the minimum requirements established by local, State, or Federal law.

    ii. The fuel price sign shall be incorporated into the permanent monument sign for the business, if one is provided; however, the area of the fuel price sign shall not be counted towards the maximum allowable sign area of the monument sign.

    iii. No information other than as required or allowed by local, state or federal law shall be displayed.

    iv. Fuel price signs are allowed changeable copy, including electronic message.

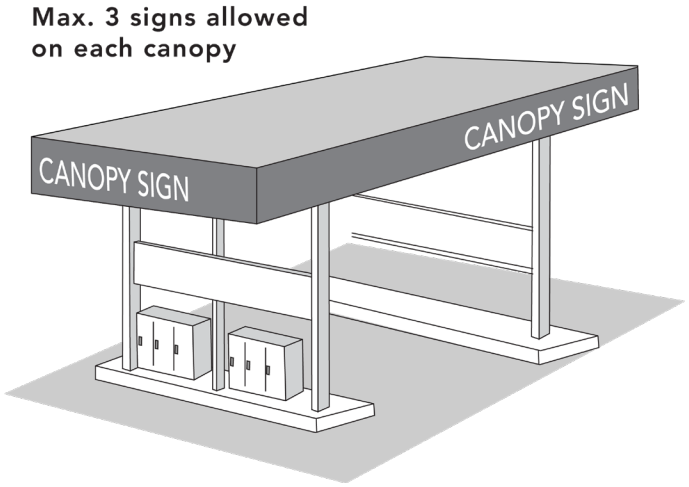
c. Fueling Island Signs. Fueling islands are allowed up to a maximum of two signs each, with each sign not exceeding four square feet, in addition to one video sign integrated into each fueling station not to exceed two square feet in area.

d. Fueling Station Canopy Signs.

    i. Number and Location. Three fueling station canopy signs area permitted on fueling station canopy façades oriented toward a parking lot, street, or driveway, with only one sign permitted on each façade. Fueling station canopy signs shall not extend above the eave line of the canopy. Electronic message signs are prohibited.

    ii. Sign Area. Sign area shall not exceed 25 percent of the surface area of the canopy façade on which it is located.

Figure 3-43 Fueling Station Canopy Sign



e. Sections 13470 and 13530 of the California Business and Professions Code shall also apply to fueling stations.

4. Theater Marquee and Theater Above Roof Identification Signs.

a. Theater Above-roof Identification Signs. Theater above-roof identification signs are encouraged through approval of a master sign program pursuant to Subsection 17.330.025(C)(1)(Master Sign Program).

b. Theater Marquee Signs.

i. Number. Theaters shall be permitted 1 theater marquee sign per street frontage, exclusive of freeways.

ii. Location.

(1) No marquee sign shall cover, wholly or partially, any wall opening.

(2) Marquee signs shall not extend above the eave line.

(3) Marquee signs shall project no more than 7 feet from the face of the building wall upon which the sign is mounted.

(4) A minimum vertical clearance of at least 8 feet from the bottom of a theater marquee sign to the highest finished adjacent grade shall be maintained.

(5) Any encroachment into City right-of-way is subject to City Engineer/ Director approval in accordance with Section 9.08.110 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Regulations.

iii. Sign Area. Signs shall not exceed 100 square feet in sign area.

iv. Height. Signs shall not exceed 25 feet in height.

v. Illumination. Internal and/or external illumination shall be approved by the Director as part of a sign permit.

vi. Copy. Theater marquee signs are allowed changeable copy, including electronic message.

c. Product Display Cabinets. When encased within glass-faced cabinets built into the ground floor exterior building walls facing a street, plaza, courtyard, or other similar pedestrian-oriented space, current or coming program information shall not be considered signs as regulated by this Chapter.

d. Pylon Signs. Pylon signs are allowed consistent with Subsections 17.330.035(A)(2)(Permanent Sign Standards by Zoning District/Use) and 17.330.035(C)(4)(Permanent Sign Standards by Sign Type - Pylon Signs).

17.330.040 TEMPORARY SIGNS.

A. General Standards for All Temporary Signs

1. **Sign Area.** The number and area of temporary signs shall be in addition to the allowed permanent signs.

2. **Duration and Removal of Temporary Signs.** An allowed temporary sign shall be posted for no more than 30 consecutive days and no more than 60 cumulative days within a calendar year, unless otherwise specified in this Chapter.

B. Temporary Sign Standards by Zoning District/Use

All temporary signs, unless otherwise exempt pursuant to Subsection 17.330.025(B) (Sign Permits - Sign Permit for Temporary Signs), shall comply with the standards of this Chapter. In addition to temporary sign standards in Subsection 17.330.040(D) (Temporary Signs - Temporary Sign Standards by Sign Type), Table 3-14 identifies the sign type, number of signs, sign area, and sign height allowed for all permitted temporary signs.

Table 3-14

Temporary Sign Standards for Nonresidential Uses in Residential Zoning Districts, Nonresidential Uses in Mixed-Use and Special Purpose Zoning Districts, and Nonresidential Uses in the Planned Development District Where Not Regulated by a Comprehensive Plan

Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Additional Requirements
a. Banner signs	1 per business frontage	30 square feet	N/A	• See Subsections 17.330.040(D)(1) and 17.330.040(C). • For temporary and special events: Maximum of 30 consecutive days of display and not more than 6 times per calendar year. • Banner signs for new business are allowed for a maximum of 90 days or until a permanent sign is installed, whichever is less. • Banner signs for future occupancy are allowed for a maximum of 45 days and shall be removed upon first occupancy of the site.
b. Feather signs	1 per 50 feet of street frontage and no more than 2 signs per street frontage	12 square feet	10 feet	• Permitted for temporary or special events only with an associated Temporary Use, Special Event, or Temporary Permits (Chapter 17.520). • See Subsections 17.330.040(C) and 17.330.040(D)(2).
c. Pennants	1 per business frontage	6 square feet	N/A	• See Subsections 17.330.040(C) and 17.330.040(D)(3). • Maximum of 30 consecutive days of display and not more than 4 times per calendar year for temporary or special events.
d. Inflatable/balloon signs	1 per business	10 feet wide, with a total 100 square feet	10 feet	• See Subsections 17.330.040(C) and 17.330.040(D)(4). • Permitted only for a temporary or special event only with Temporary Use, Special Event, or Temporary Event Permits (Chapter 17.520). • Maximum of 30 consecutive days of display and not more than 2 times per calendar year.
e. Real estate open house signs	N/A	5 square feet each	3 feet	• Shall require approval of a real estate open house temporary sign permit per Subsections 17.330.040(B) and 17.330.040(D)(5), which shall include, if signs are in the public right-of-way (ROW), an

				encroachment permit into the public right-of-way in accordance with Section 9.08.11 of Chapter 9.08 Streets, Sidewalks and Parkways, Title 9 General Recommendations. • See Subsection 17.330.040(D)(5). • Signs shall only be displayed on weekends and Tuesdays from no more than one hour before the event begins to no later than one hour after the event ends.

C. Sign Allowance – Temporary Signs.

No more than one type of temporary sign as provided in Subsection 17.330.040(D) (Temporary Sign Standards by Sign Types) per business may be displayed at any given time on a site unless authorized in conjunction with a Temporary Use, Special Event, or Temporary Permits pursuant to Chapter 17. 520 or unless otherwise provided in this Chapter. The maximum allowed number of each sign, sign area, sign location, and other sign standards apply as provided in this Chapter.

D. Temporary Sign Standards by Sign Types.

1. **Banner Signs.** Businesses and institutions may exhibit banner signs advertising an activity or event having a specific duration, or the end of which is related to a specific action.

    a. Installation. Banner signs shall be affixed to a permanent structure below the edge of the roof and shall be securely affixed at all corners and other points as necessary.

    b. Projection. Banner signs shall not project above the edge of a roof.

    c. Materials and Maintenance. Banner signs shall be professionally crafted and well maintained. Acceptable materials for banner signs include vinyl, nylon reinforced vinyl, mesh, PVC film, polypropylene, polyethylene or polyester-like materials, or similar materials.

2. **Feather Signs.** Businesses and institutions may exhibit feather signs related to an activity or event having a specific duration, or the end of which is related to a specific action.

    a. Location and Setback. Feather signs shall not interfere with either pedestrian or vehicular sight distance, any view corridor, or obstruct views to any existing business or existing permanent sign. Feather signs shall be set back a minimum of five feet from any property line.

b. Duration. The display of feather signs shall be permitted only during the hours a business is open for business and one-half hour before opening and after closing.

c. Materials and Maintenance. Feather signs shall be professionally crafted and well maintained. Acceptable materials for feather signs include vinyl, nylon reinforced vinyl, mesh, PVC film, polypropylene, polyethylene or polyester-like materials, or similar materials.

3. **Pennants.** Businesses and institutions may exhibit pennants advertising an activity or event having a specific duration, or the end of which is related to a specific action.

a. Installation. Pennants shall be affixed to a permanent structure below the edge of the roof or on a light pole and shall be securely affixed at all corners and other points as necessary.

b. Projection. Pennants shall not project above the edge of a roof.

c. Materials and Maintenance. Pennants shall be professionally crafted and well maintained. Acceptable materials for pennant signs include vinyl, nylon reinforced vinyl, mesh, PVC film, polypropylene, polyethylene or polyester-like materials, or similar materials.

4. **Inflatable/Balloon Signs.** Businesses and institutions may exhibit inflatable/ balloon signs advertising an activity or event having a specific duration, or the end of which is related to a specific action.

a. Installation and Location. Inflatable/balloon signs shall not interfere with either pedestrian or vehicular sight distance, any view corridor, or obstruct views to any existing business or existing permanent sign. Ground-mounted inflatable/balloon signs shall be securely affixed to the ground, shall be set back a minimum of five feet from any property line. Roof-mounted inflatable/balloon signs shall be securely affixed to the structure at all corners and other points as necessary.

b. Materials and Maintenance. Inflatable/balloon signs shall be professionally crafted and well maintained.

5. **Real Estate Open House Signs.** Real estate offices may exhibit temporary signs advertising open house events on public right-of-way parkways and sidewalks.

a. Location and Setback. Real estate open house signs shall not interfere with either pedestrian or vehicular sight distance, any view corridor, or obstruct views to any existing business or existing permanent sign. Signs shall be set back a minimum of two feet from any public right-of-way curb or travel lane.

b. Duration. The display of the signs shall be permitted only on weekends and Tuesdays during the hours of the real estate open house and one hour before and after the open house event.

c. The City shall have the authority to remove any such sign at any time for reasons of public safety or violation of the requirements of this Subsection.

d. Materials and Maintenance. Signs shall be prepared by a sign professional and maintained in a safe, clean, and well-constructed condition.

e. A temporary sign permit for locating real estate open house signs in the public right-of-way sidewalk and/or parkway shall be obtained by the real estate office operator or agent consistent with Section 17.330.025(B)(Sign Permits - Sign Permit for Temporary Signs) and shall be valid for a period of one year.

17.330.045 HISTORICAL SIGNS.

Signs added to or modified on culturally designated buildings or structures, and signs approved as cultural resource designations, shall be regulated pursuant to Chapter 15.05 (Historic Preservation Program).

17.330.050 SIGNS ON PUBLIC PROPERTY.

The authorizations, prohibitions, and restrictions of this Section shall apply to all publicly and privately owned or controlled signs on public property.

A. Privately owned or controlled temporary or permanent signs shall be prohibited on or over public property, except as otherwise authorized pursuant to this Chapter, Title or other duly enacted legislation of the City. This Section also shall not apply to signs in any portion of the public property that is temporarily or permanently in use for private commercial or non-commercial purposes, other than transportation purposes, pursuant to a lease, license, permit, or other entitlement issued by the City, provided that such signs, if any, fully comply with the applicable lease, license, permit, or other City entitlement.

B. Temporary or permanent signs placed by the City or other authorized government agency (as specified in Subsection 17.330.050.B.9., Signs on Public Property), or their respective agents, for public purposes shall be allowed on public property. This Section shall not be interpreted to impose an obligation on the City to place any signs on public

property, except as required by law. Allowable signs may include signs relating to any of the following.

1. Regulation of traffic and traffic safety, including pedestrian and bicycle traffic, and parking.

2. Identification or directions to streets; public buildings and facilities; public or private medical, lodging, transportation, educational, sanitation, or other facilities or services; public or private places or events of public interest; and scenic or historical resources, or other destinations or points of interest.

3. Access to public services or facilities.

4. Safety and emergencies, including identification and warning signs concerning potential hazards or hazardous conditions, utility installations, flood hazards or flood control facilities, emergency conditions or services and crime and accident scene control.

5. Flags or emblems of the United States, California or of another government, governmental agency or public institution.

6. Statements concerning any policy of the City.

7. Promotion of civic events and activities.

    a. Signs allowed by this Subsection shall be limited to signs, banners, pennants or other displays placed by the City relating to any civic event or activity organized or sponsored by the City.

    b. For the purposes of this Section, the following definitions shall apply:

        i. Civic Event or Activity. Any event or activity organized or sponsored by the City, including but not limited to: (a) any public program or educational activity; and (b) the commemoration or celebration of any historical date, event or person, holiday or persons or events of local, State, or national significance.

        ii. Sponsored. Means that the City is: (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25 percent of the total estimated costs of the civic event or activity, or at least $1,000, whichever is less. This contribution may take

the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing.

8. Wayfinding kiosks pursuant to an agreement with the City.

9. Any other signs posted by a public agency exercising its legal authority or performing governmental functions within the City's public right-of-way.

17.330.055 NONCONFORMING SIGNS.

A. Applicability. This Section applies to any permanent sign, including its physical structure and supporting elements, which was lawfully erected and maintained in compliance with all applicable laws in effect at the time of original installation, but which does not currently comply with the provisions of this Chapter.

B. Continuation of Nonconforming Sign. A nonconforming sign may be continued and shall be maintained in good condition as required by this Chapter, unless otherwise provided in this Chapter.

C. Permitted Modifications and Maintenance to Nonconforming Signs.

1. Sign copy and face changes and nonstructural maintenance (e.g., cleaning, painting, and rust removal) of nonconforming signs for new or existing businesses are allowed, provided the sign or sign face is not increased. Any such change shall not require other nonconforming signs onsite to be brought into compliance.

2. The physical structure or support elements for any one nonconforming sign for an existing business may be changed, provided the total combined maximum amount of allowable sign and sign face area is not exceeded. Any such change shall not require other nonconforming signs onsite to be brought into compliance.

D. Prohibited Modifications to Nonconforming Signs.

1. Increasing the height of the sign structure.

2. Increasing the size of the sign face(s).

3. Moving or replacing the sign, unless required to accommodate street widening or other City projects.

E. Damage. A nonconforming sign that sustains less than 50 percent damage to its structure shall be repaired or replaced as soon as possible, but not more than 180 days after the date of the damage. If the damage is more than 50 percent, the sign shall be

removed or modified to meet the provisions of this Chapter within 180 days of the date of the damage.

F. Intensification of Use. All nonconforming signs for a business premises shall be made to conform to this Chapter under either of the following conditions:

1. A new business requires an Administrative Site Plan Review, Site Plan Review, or a similar discretionary review as set forth in this Title.

2. A remodel or expansion of an existing business results in the doubling or more of the gross square footage of an existing building, or exceeds 10,000 square feet, whichever is less.

G. Façade Remodel. Remodel of the front façade of a building shall require that all nonconforming signs located on the front façade or affected by the façade remodel be brought into compliance with this Chapter. For the purposes of this Subsection, façade remodel shall mean the change to an existing building exterior for purposes of updating its appearance, including but not limited to modifying materials, design elements and some structural elements, but which does not include regular maintenance activities.

H. Relocation. A nonconforming sign proposed to be relocated shall be made conforming at the time of relocation, except where the relocation occurs due to a City public improvement project.

I. Traffic Hazard or Unsafe Condition. A nonconforming sign that constitutes a traffic hazard or creates any other unsafe condition shall be subject to immediate removal or modification to eliminate the hazardous or unsafe condition.

J. Abandonment. A nonconforming sign that is no longer in active use because the businesses has ceased operating on the premises where the sign is located shall be removed within 180 days of cessation of the business.

K. Nonconforming Sign Removal. Any nonconforming sign may be removed without requiring other nonconforming signs to be simultaneously removed.

L. Agreement. An existing nonconforming sign that is subject to an agreement between the City and the sign owner may remain in accordance with the provisions of that agreement.

17.330.060 ADMINISTRATION AND ENFORCEMENT.

A. Regulatory Interpretations. The Director shall have the authority for regulatory interpretations. All regulatory interpretations of this Chapter are to be exercised consistent with the City's message content neutrality policy.

B. Sign Permit and Comprehensive Sign Program Applications. Applications for sign permits for permanent signs and temporary signs, and applications for master sign programs and multiple-business sign programs shall be made on the application forms prepared by, and on file at, the Planning and Development Department and shall include all submittal items identified on the application forms as well as payment of required application fees.

C. Responsibility and Reviewing Authority.

1. It is the responsibility of the Director to enforce all provisions of this Chapter.

2. The Director shall be the reviewing authority for all sign-related decisions, including applications for sign permits, sign programs, modifications, repair and removal orders, abatement orders, requests for interpretations, enforcement, and all other sign-related matters requiring decision by the City. The decision of the Director shall be made as an administrative matter, with no public hearing required.

3. If the Director finds that any application for a sign permit or sign program is incomplete, the applicant shall be notified in writing not more than 30 days after the application is received. The notice shall detail all known points of incompleteness. Within 30 business days following the receipt of an amended application or supplemental information, the Director shall again determine whether the application is complete in accordance with the procedures set forth above. Evaluation and notification shall occur, as provided above, until such time as the application is found to be complete. A decision on whether to approve or deny an application shall be rendered within 10 days of determining an application complete.

D. Permit Expiration.

1. Permanent Sign. Each approved permit or entitlement for a permanent sign shall expire and may receive an extension of time consistent with Subsection 17.595.030 (Time Limits and Extensions) of this Code.

2. Temporary Sign. Each approved permit or entitlement for a temporary sign shall expire three months from the date of approval, if the use has not been exercised, unless otherwise specified in the permit or entitlement or permitted by State law.

E. Revocation of Sign Permit or Sign Program. A sign permit or sign program may be revoked by the Director on the following grounds:

1. Noncompliance with any condition of the sign permit or sign program.

2. Uncorrected violations of this Chapter.

3. The sign is being operated in a manner that constitutes a public nuisance or is a threat to the public health and safety.

F. Appeals. The decision of the Director on a sign permit or sign program may be appealed in accordance with Chapter 17.640. (Appeals), provided that the appeal must be submitted in writing within seven calendar days of the decision of the Director, and the appeal hearing shall be set no later than 30 calendar days after the appeal is received by the City. When a final decision is issued by the Planning Commission or City Council, the time for a challenge to the decision in a court of law shall be governed by Code of Civil Procedure section 1094.8. Notice of the reviewing body's decision shall include citation to Code of Civil Procedures section 1094.8.

G. Violations. Violations of any provision of this Chapter shall be addressed as set forth in Sections 1.01.035 through 1.01.045 of this Code.

*****

TITLE 13: GENERAL OFFENSES

Chapter 13.02:
Offenses Against Property

SIGNS

13.02.200 SIGNS PROHIBITED IN CERTAIN PLACES.

A. *Signs in the public right-of-way*. No person shall construct, affix, place or post any display or medium of communication, including without limitation any notice, sign, poster, bill or advertising, on or over any public right-of-way or upon any fixed object in any public right-of-way, except as provided in Chapter 17.330 (Signs) and the following:

1. Publication vending machines (news racks) as defined and regulated by this Code.

2. Any display or medium of communication authorized by the laws of the State, the United States or by duly enacted legislation of this City.

3. City-owned signs for regulating traffic or parking.

4. City-owned signs identifying or providing directions to public facilities or public property.

5. Temporary emergency signs owned or placed by the City or other public agency.

B. Any unauthorized medium of communication or display on or above any public right-of-way or upon any fixed object in any public right-of-way is a public nuisance and the City employees are authorized to abate any such nuisance.

13.02.205 SIGNS ON LOTS.

Except as otherwise provided in the Zoning Code, as set forth in Title 17 of this Code, no person shall construct, affix, place, post, paint or display any sign on a lot or cause or permit the same to be done.

13.02.210 VIOLATIONS.

Any violation of Subsections 13.02.200 and 13.02.205 shall constitute an infraction punishable pursuant to the provisions of Section 1.01.045 of this Code.

13.02.215 SIGNS REQUIRED WARNING OF DANGERS OF ALCOHOL CONSUMPTION DURING PREGNANCY.

A. *Findings and purpose*. Recent research indicates alcohol consumption during pregnancy may cause irreversible adverse effects on the development of a fetus, resulting in birth defects, including mental retardation, facial abnormalities, and other defects involving heart and bone structure. These adverse effects are known individually as Fetal Alcohol Effects and collectively as Fetal Alcohol Syndrome. The public should be informed that consumption of alcohol during pregnancy may be harmful to a fetus and result in birth defects.

B. *Duty to post*. On and after March 1, 1988, every owner, operator, manager, or person having control of premises offering for sale or dispensing for consideration to the public, alcoholic beverages, including beer and wine, shall clearly and conspicuously post or cause to be posted on the premises a sign meeting the requirements of Subsection C. of this Section.

C. *Sign*. Each sign required to be displayed pursuant to this Section shall contain a warning in letters not less than one-inch-tall reading substantially as follows:

"PREGNANCY AND ALCOHOL DO NOT MIX. DRINKING ALCOHOLIC BEVERAGES, INCLUDING BEER AND WINE, DURING PREGNANCY CAN CAUSE BIRTH DEFECTS."

D. *Placement*. A sign required by this Section shall be placed as follows:

1. Where the sale or dispensing of alcoholic beverages, including beer and wine, to the public is primarily intended for consumption on the premises, at least one sign shall be so placed as to assure it is readable from all locations at which said sale or dispensing occur.

2. Where the sale or dispensing of alcoholic beverages, including beer and wine, to the public is primarily provided through over-the-counter service, at least one (1) sign shall be placed to assure it is readable from all counter locations available to the public.

3. Where the sale or dispensing of alcoholic beverages, including beer and wine, to the public is primarily provided for consumption on the premises by the public at tables served by food or beverage service persons, at least one (1) sign shall be placed to assure it is readable by the public entering the premises; provided, however, that notices may be placed or displayed at each of the tables in a manner which will assure that the notices are

as readily visible and readable as materials provided to the public which list food and beverage prices.

E. *Violations*. Any person who violates this Section shall be guilty of an infraction and subject to a fine not exceeding Fifty Dollars ($50.00) for a first violation; a fine not exceeding One Hundred Dollars ($100.00) for a second violation within one (1) year; and a fine not exceeding Two Hundred Dollars ($200.00) for a third violation within one (1) year; except when a person has been convicted of three (3) or more violations within the twelve (12) months immediately preceding the violation, it shall be punishable as a misdemeanor pursuant to § 1.01.040 of this Code. For purposes of this subsection, each prior violation which is either admitted by the defendant, alleged in an accusatory pleading, or where defendant forfeited bail, shall be deemed a conviction of the offense charged.

****

CHAPTER 17.550 VARIANCES, ADMINISTRATIVE MODIFICATIONS AND REASONABLE ACCOMMODATIONS

17.550.010 APPLICABILITY.

C. Administrative Modification. The Director may grant an Administrative Modification for only the development standards identified in Table 5-2 (Administrative Modifications). Except for an Administrative Modification for a sign, an Administrative Modification may be granted only once for a specific type of request per parcel. A request exceeding the limitations identified in Table 5-2 (Administrative Modifications) shall require the filing of an application for a Variance. Nonconforming parcels that comply with the criteria for a legal building site pursuant to CCMC Section 17.610.035 shall be eligible for an administrative modification request and may be granted an administrative modification provided findings pursuant to CCMC Section 17.550.020.A. can be made.

Table 5-2
Administrative Modifications

Types of Administrative Modification Allowed	*Maximum Adjustment*
1. Fence, walls, or retaining walls. Fences, gates, pilasters, or walls in the side or rear yards that exceed 6 feet in height.	Not to exceed 8 feet
2. Distances between structures. A decrease in the minimum distance between a detached accessory structure and the main structure.	10%
3. Open space. A decrease in the minimum open space requirements.	10%
4. Parking. A decrease in the minimum parking lot and loading dimensions (e.g., aisle, driveway, and space widths).	10%
5. Projections. An increase in the allowed projections into setbacks in compliance with § 17.300.020 (Setback Regulations and Exceptions)	10%
6. Setbacks. A decrease in the minimum required setbacks.	10%
7. Structure height. An increase in the maximum allowable structure height; provided that the increase complies with the height limitation established by the 1990 City of Culver City initiative.	10%
8.Sign. An increase in the sign area of the allowed total area of a permanent sign, including applicable cumulative sign area.	10%

******

Chapter 17.700:
DEFINITIONS

17.700.010 DEFINITIONS OF SPECIALIZED TERMS AND PHRASES.

A. Definitions, “A”.

Canopy, Structural. An architectural feature that projects from, and is totally supported by, the exterior wall of a building; provides protection from the elements to pedestrians below, or to occupants within the building; is usually positioned above a window or door; and is permanent, in that it is not retractable and cannot be removed from the building without altering the building structure.

B. Definitions, “B”.

Business Frontage. The portion of a building occupied by a single business tenant, which fronts on a public street, faces a courtyard, pedestrian corridor or walkway, parking lot or alley, where customer access to the business is available.

F. Definitions, “F”.

False Mansard. A sloped wall segment that is above or projects down and away from a vertical wall of a building, and that is not a building roof, as defined by the Uniform Building Code, but that gives the visual appearance of a traditional mansard roof.