


TO: TOWN COUNCIL  
FROM: TOWN MANAGER   
RE: SIGN ORDINANCE REVIEW

**ISSUE**

Council Member Liss asked that Council consider reviewing the sign ordinance.

**RECOMMENDATION**

Discuss and give direction to Staff.

**CEQA**

There are no CEQA issues at present but there could be depending on what it is that Council wishes to do.

**MONEY**

Costs are unknown at present, depends on what is going to be done.

**DISCUSSION**

At the July meeting Council Member Liss asked that Council review the sign ordinance (see attached). Over the last few years the Town has been more tolerant with signs of all types but primarily to allow businesses a time to experiment with signage as a means to encourage more traffic during the current anemic economy. It may be time to re-visit code requirements especially on the non-business temporary signs popping up in rights-of ways.

Loomis Municipal Code

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## Chapter 13.38 - SIGNS

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### 13.38.010 - Purpose of chapter.

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The regulations established by this chapter are intended to appropriately limit the placement, type, size, and number of signs allowed within the town, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- A. Avoid traffic safety hazards to motorists and pedestrians caused by visual distractions and obstructions;
- B. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the town as a place to live, work, and shop;
- C. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached; and
- D. Safeguard and protect the public health, safety, and general welfare. (Ord. 205 § 1 (Exh. A), 2003)

### 13.38.020 - Applicability.

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- A. **Signs Regulated.** The requirements of this chapter shall apply to all signs in all zoning districts, except on a site for which a specific plan has established separate sign regulations.
- B. **Applicability to Sign Content.** The provisions of this chapter do not regulate the message content of signs (sign copy), regardless of whether the message content is commercial or noncommercial.
- C. **Definitions.** Definitions of the specialized terms and phrases used in this chapter may be found in Division 8 under "Sign." (Ord. 205 § 1 (Exh. A), 2003)

### 13.38.030 - Sign permit requirements.

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No sign shall be installed, constructed, or altered unless a sign permit and, where applicable a master sign plan approval is first obtained in compliance with this section, or the sign is allowed without sign permit approval by subsection E of this section. A building permit may also be required. After approval of a sign permit and/or master sign plan, each sign installed and maintained on the subject site shall comply with the permit and plan.

- A. **Fees and Plans Required.** An application for a sign permit shall be prepared, filed and processed in compliance with Chapter 13.60. The application shall also include architectural elevations and plans of all proposed signs drawn to scale, with all dimensions noted, and include illustrations of copy, colors, materials, and samples of the proposed colors and materials. The plans submitted shall also show the location of each sign on buildings and the site.
- B. **Sign Permit Review Authority.** The director shall review all sign permit applications and approve only those that comply with the findings required in subsection D of this section. The director may require conditions of approval as are reasonably necessary to achieve the purposes of this chapter.

The director may also refer a sign permit application to the commission for design review and a decision, either for the individual sign permit, or as part of a development project that is otherwise subject to design review.

- C. **Master Sign Plan.**

1. **When Required.** The director has the authority to approve or disapprove a master sign plan. A

master sign plan must be approved by the director (or by the commission upon referral by the director) prior to the issuance of any sign permit for:

- a. A new nonresidential project with four or more tenants; and
- b. Major rehabilitation work on an existing nonresidential project with four or more tenants, that involves exterior remodeling, and/or the application proposes modification to fifty percent or more of the existing signs on the site within a one year period. For the purposes of this chapter, major rehabilitation means adding more than fifty percent to the gross floor area of the building/buildings, or exterior redesign of more than fifty percent of the length of any facade within the project.

All signs installed or replaced within the nonresidential project shall comply with the approved master sign plan.

2. **Content of Plan.** A master sign plan shall include all the information and materials required by subsection A of this section, and shall provide standards for the uniform style, construction, size, and placement of signs within the proposed project.

3. **Revisions.** The director may approve revisions to a master sign plan approved by the director. The director may approve revisions to a master sign plan approved by the commission if the director first determines that the revision is minor and that the intent of the original approval, and any applicable conditions are not affected. A new master sign plan approval shall be obtained for revisions that would substantially deviate from the original approval.

D. **Findings for Approval.** The approval of a sign permit or master sign plan shall require that the review authority first make all the following findings:

1. The proposed signs do not exceed the standards of Sections 13.38.060 and 13.38.070, and are of the minimum size and height necessary to enable motorists and pedestrians to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
2. The size, location, and design of the signs are visually complementary and compatible with the scale, and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and
3. The proposed signs are in substantial conformance with the design criteria in Section 13.38.050 (D).

E. **Signs and Sign Changes Allowed Without a Sign Permit.** The following are permitted without a sign permit, provided that they comply with Section 13.38.050, and any required building permit is obtained.

1. **Nonstructural Modifications, and Maintenance.**
  - a. Modifications to sign copy on conforming signs, or changes to the face or copy of conforming changeable copy signs;
  - b. Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a master sign plan, provided that the modifications are consistent with the master sign plan approved in compliance with subsection C;
  - c. The normal maintenance of conforming signs, except as set forth in Section 13.38.090(B).
2. **Temporary Signs.** Temporary signs in compliance with Section 13.38.070<sup>H</sup>~~(C)~~.
3. **Governmental Signs.** Signs installed by the town, or a federal or state governmental agency within a public right-of-way; and any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect public health, safety, and general welfare.

4. **Official Flags.** Flags of national, state, or local governments, or nationally recognized religious, fraternal, or public service agencies, provided that the length of the flag shall not exceed one-fourth the height of the flag pole. The maximum allowed height of a flag pole in a residential zoning district shall be twelve feet; the maximum height of a flag pole in a nonresidential zoning district shall be thirty feet. Additional height may be authorized through design review approval. No flag shall be located within the public right-of-way.
5. **Political Signs.** Political signs are allowed without a sign permit provided that the signs:
  - a. Are placed on private property, and shall not exceed twelve square feet in area within residential zoning districts and thirty-two square feet in area within nonresidential zoning districts;
  - b. May be installed on private property with the property owner's consent for up to sixty days prior to an election; and
  - c. Shall be removed within seven days following the election. Signs not removed shall be removed by the town at the expense of the political candidate or organization involved.
6. **Public Directional Signs and Notices.** Signs showing the location of public facilities such as public telephones, restrooms, and underground utilities.
7. **Service Station Price Signs.** Service station price signs required by state law.
8. **Street Addresses.** Street address numbers not exceeding an aggregate area of two square feet. (Ord. 205 § 1 (Exh. A), 2003)

#### **13.38.040 - Prohibited signs.**

All signs not expressly permitted by this chapter shall be prohibited. Examples of prohibited signs include the following:

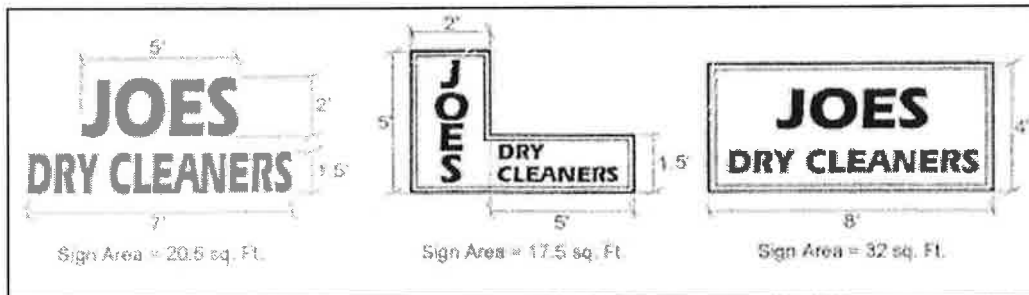
- A. Abandoned signs;
- B. Animated signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, except time and temperature displays (which are not considered signs);
- C. Balloons and other inflatable devices;
- D. Flags, except those allowed by Section 13.38.030(E)(4);
- E. Illegal signs;
- G. Moving signs, except barber poles;
- H. Obscene signs;
- I. Permanent off-site signs;
- J. Pennants;
- K. Pole signs and other freestanding signs over six feet in height, except as provided by Section 13.78.070(D);
- L. Roof signs;
- M. Because of the town's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads or confuses pedestrian or vehicular traffic;
- P. Signs attached to or suspended from a vehicle parked within a public right-of-way, or in a location on private property that is visible from a public right-of-way, except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of the vehicle; and
- Q. Temporary and portable signs, except as allowed by Section 13.38.070(A) and 13.38.070(H). (Ord.

205 § 1 (Exh. A), 2003)

**13.38.050 - General requirements for all signs.**

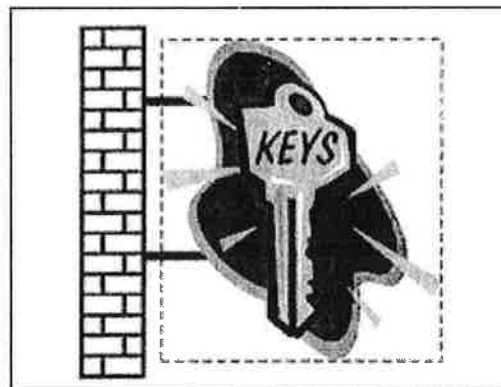
A. **Sign Area Measurement.** The measurement of sign area to determine compliance with the sign area limitations of this chapter shall occur as follows.

1. The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, writing, logo, representation, emblem, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 3-9.



**Figure 3-9 - Sign Area Measurement**

2. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
3. The area of a double-faced (back-to-back) sign shall be calculated as a single sign face if the distance between each sign face does not exceed eighteen inches and the two faces are parallel with each other.
4. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane. See Figure 3-10.

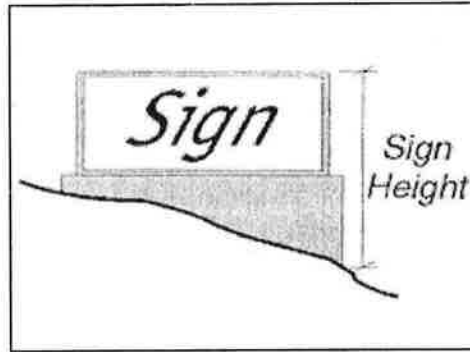


**Figure 3-10 - 3-Dimensional Sign Measurement**

5. The area of any time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.

B. **Freestanding Sign Height Measurement.** The height of a freestanding sign shall be measured as the vertical distance from the lowest point of the base of the sign structure, to the highest point of the structure, where the lowest point of the base of the structure does not include fill, planters, or other material

artificially placed to allow increased sign height. See Figure 3-11.



**Figure 3-11 - Sign Height Measurement**

**C. Sign Location Requirements.**

1. All signs shall be located on the same site as the subject of the sign, except as otherwise allowed by this chapter. A sign may project over an adjacent public right-of-way only when authorized by an encroachment permit as well as a sign permit.
2. No sign shall be located within the public right-of-way, except as otherwise allowed by this chapter.
3. The location of all signs shall be evaluated to ensure:
  - a. That the setback is appropriate for the height and area of a freestanding or projecting sign;
  - b. That flush or projecting signs relate to the architectural design of the building. Signs that cover windows, or that spill over natural boundaries and/or cover architectural features shall be discouraged;
  - c. That signs do not unreasonably block the sight lines of existing signs on adjacent properties; and
  - d. Pedestrian and vehicular safety.

**D. Design Criteria for Signs.** The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved.

1. **Color.** Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the building or buildings being identified. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the building colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).
2. **Design and Construction.**
  - a. Proposed permanent signs should be designed by professionals (e.g., architects, building designers, landscape architects, interior designers, or those whose principal business is the design, manufacture, or sale of signs), or others who are capable of producing professional results.
  - b. All permanent signs should 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. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability so as to reduce maintenance costs

and to prevent dilapidation.

3. **Materials and Structure.**

- a. Sign materials (including framing and supports) should be representative of the type and scale of materials used on the site of the sign. Sign materials should match those used on the building and on other signs.
- b. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
- c. The size of the structural members (e.g. columns, crossbeams, and braces) should be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.
- d. The use of individual letters incorporated into the building design is encouraged, rather than signs with background and framing other than the building wall.
- e. The use of reflective materials or surfaces may be approved only where the review authority determines that these materials will not distract motorists or create other hazards, and should be minimized in all cases.

4. **Street Address.** The review authority may require that a sign include the street address of the site where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.

E. **Copy Design Guidelines.** The town does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

1. Sign copy should relate only to the name and/or nature of the business or commercial center.
2. Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc. should be avoided.
3. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
4. The area of letters or symbols should not exceed forty percent of the background area in commercial districts or sixty percent in residential districts.
5. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.

F. **Sign Lighting.** The artificial illumination of signs, either from an internal or external source, shall be designed to minimize light and glare on surrounding rights-of-way and properties.

1. The town prefers that a sign be illuminated by lights shining on the sign rather than by lights within the sign, although signs comprised of individually mounted, internally lit letters may be found acceptable. In the case of a sign comprised of a metal cabinet with a face of plastic or similar material, the face material shall be opaque except for the letters and artwork that convey the message. It is the intent of the town that a cabinet sign be designed and constructed to appear as much as possible as illuminated individual letters.
2. External light sources shall be directed and shielded so that they do not produce glare on any object other than the sign, and/or off the site of the sign.
3. The light from an illuminated sign shall not be of an intensity or brightness that will interfere with the reasonable enjoyment of residential properties. In areas with low ambient nighttime illumination levels (i.e., areas of the town with little or no illuminated signing) a sign should be designed to use light, illuminated copy against a dark or opaque background.

4. Sign illumination shall not blink, flash, flutter, or change light intensity, brightness or color.
5. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
6. Neither the direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
7. Reflective-type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so as to expose the face of the bulb or lamp to a public right-of-way or adjacent property.
8. Light sources shall utilize energy efficient fixtures to the greatest extent possible.
9. Permanently installed illuminated panels, visible tubing, and strings of lights outlining all or a portion of a building, other than lighting that is primarily for indirectly illuminating architectural features, signs, or landscaping, shall be deemed "signs" subject to this chapter and shall be counted as part of the allowed sign area. Each line of tubing or lights shall be deemed to have a minimum width of at least six inches for the purpose of area calculation.

G. **Maintenance of Signs.** Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Any repair to a sign shall be of equal or better in quality of materials and design as the original sign. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the municipal code.

When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the building or sign support structure. (Ord. 205 § 1 (Exh. A), 2003)

**13.38.060 - Zoning district sign standards.**

Each sign shall comply with the sign type, area, height, and other restrictions provided by this section, except as otherwise expressly provided in Section 13.38.030(E) or Section 13.38.070.

A. **Residential Zoning Districts.** Each sign in a residential zoning district established by Section 13.20.020 shall comply with the following requirements.

**TABLE 3-10 - SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per P
Wall or freestanding	Wall signs: below edge of roof; Freestanding: 6 ft	1 of either allowed sign type per entrance or stree

B. **Commercial and Industrial Zoning District Sign Standards.** Each sign in a commercial or industrial zoning district (see Section 13.20.020) shall comply with the requirements in Table 3-11, in addition to the provisions of Section 13.38.070, as applicable. (Ord. 205 § 1 (Exh. A), 2003)

**TABLE 3-11 - SIGN STANDARDS FOR COMMERCIAL AND INDUSTRIAL ZONES**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
<b>Ground-Mounted and Ground-Floor Signs</b>			
Awning	Below roof	Single tenant site or building: 3 of any	Interior parcel: 1 sf for each linear ft of



	(1)	combination of allowed sign types per primary building frontage..	primary building frontage (for buildings with multiple frontages such as within a shopping center, 1 sf for each linear foot of primary frontage plus 0.5 sf for each foot of secondary frontage)
Freestanding	6 ft	1 of any allowed sign type per secondary frontage	The total area of all signs on a single building frontage shall not exceed the total linear feet in that frontage.
Projecting, Wall	Below roof (1)	<b>Site or building with 4 or more tenants:</b> 1 of any allowed sign type per business frontage.	At least 25 sf, and no more than 200 sf, are allowed for each use.
Suspended	Below eave/canopy; at least 8 ft above a walking surface		<b>Corner parcel:</b> 0.5 additional sf for each linear foot of secondary frontage. <b>Site with 4 or more tenants:</b> allowed an additional freestanding identification sign of 0.25 sf for each linear ft of total primary bldg. frontage, to 200 sf maximum.
Temporary/ Portable	See Sections 13.38.070(A) and (H)		
Window	See Section 13.38.070(J)		
<b>Second Floor Signs</b>			
Awning, Projecting, Wall	Below roof (1)	1 per tenant space	12 sf for each tenant. 1 directory sign not to exceed 12 sf is also allowed to identify upper floor occupants.
Window	See Section 13.38.070(J)		
<b>Indoor Signs and Outdoor Signs Not Visible from a Street</b>			
Awning, Freestanding, Projecting, Suspended, Wall, Window	Below roof (1)	See Section 13.38.070, as applicable	

**Notes:**

(1) At least one foot below the top of a parapet, the sill of a second floor window, and/or the lowest point of any cornice or roof overhang.

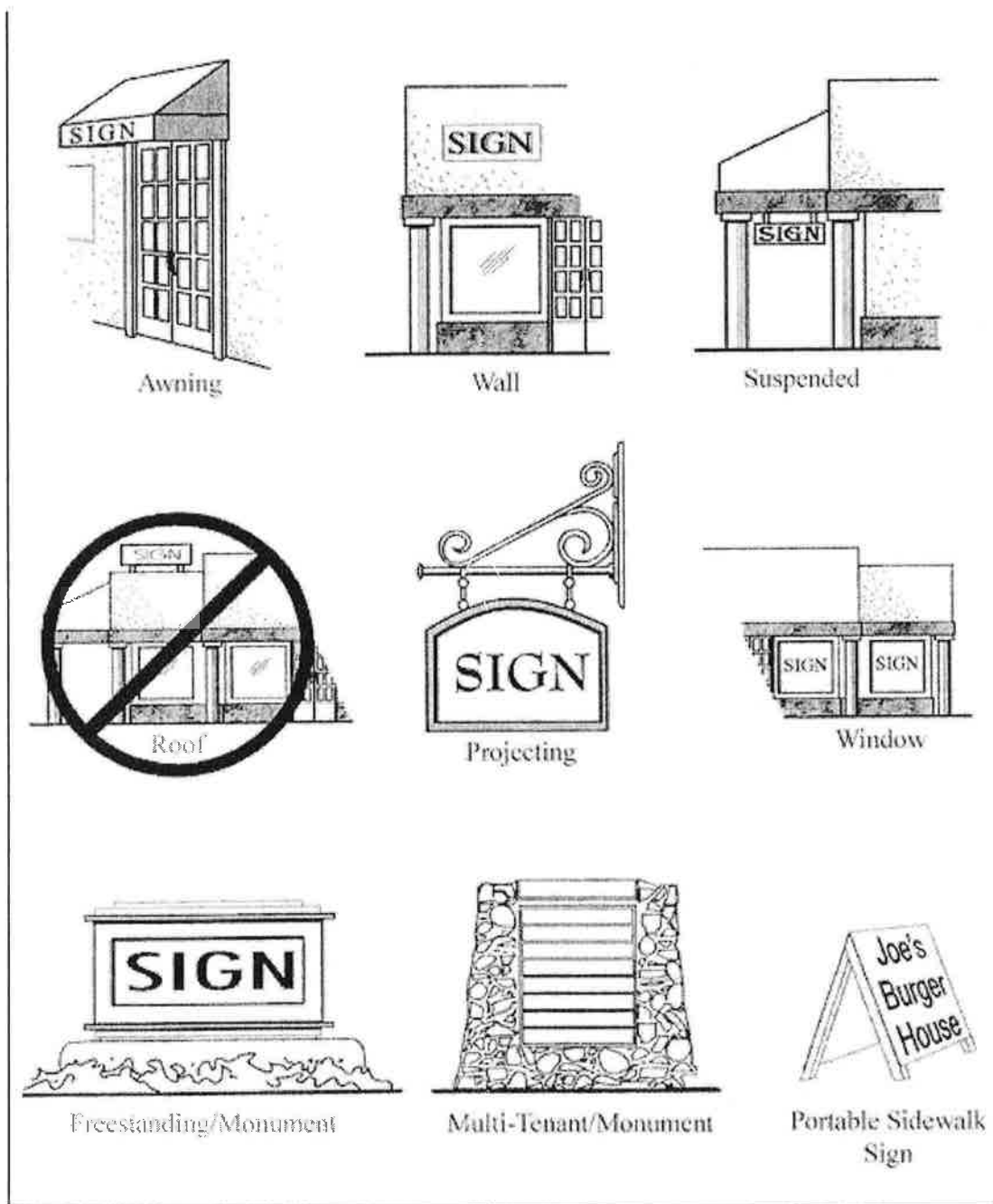


Figure 3-12 - Examples of Sign Types

**13.38.070 - Standards for specific types of signs.**

Proposed signs shall comply with the following standards where applicable, in addition to the sign area, height, and other requirements of Section 13.38.060, and all other applicable provisions of this chapter.

A. **A-Frame and Other Portable Sidewalk Signs.** Each business may display one A-frame or other portable sidewalk sign in compliance with the following standards.

1. **Limitation on Location.** An A-frame or other portable sidewalk sign shall be approved only within a commercial zoning district within the downtown area identified by the general plan.

2. **Encroachment Permit.** In addition to the sign permit required by this chapter, an encroachment permit shall be obtained from the public works department before any sign is placed in the public right-of-way. A public liability insurance policy, approved by the town attorney and naming the town and its officers and employees as insured, shall be provided the town prior to issuance of an encroachment permit.
  3. **Sign Size.** Each sign shall not exceed a width of two feet and six inches. Sign height shall be limited to four feet. Sign height shall be measured perpendicular from the sidewalk surface to the highest point of the sign.
  4. **Sign Placement.** A portable sidewalk sign shall be placed only within the boundaries of the applicable business' street frontage where specifically allowed by the sign permit or encroachment permit, and shall be positioned so that it will not:
    - a. Obstruct the sidewalk clearance required in compliance with the Americans with Disabilities Act (ADA);
    - b. Impede any line of sight for motorists at vehicular public right-of-way intersections, as recommended by the public works director; or
    - c. Interfere with people exiting and entering parked cars.
  5. **Stabilization.** The sign shall be stabilized to withstand wind gusts or shall be removed during windy conditions.
  6. **Daily Removal.** The sign shall be removed from the sidewalk at the close of business each day.
  7. **Maintenance.** The sign shall be continuously maintained in good condition with no peeling paint or other deterioration.
- B. **Awning Signs.** The following standards apply to awning signs in all zoning districts where allowed by Section 13.38.060.
1. Signs on awnings are limited to ground level and second story occupancies only.
  2. Awnings shall not be internally illuminated, except that lettering on the awning valance may be backlit. Direct exterior lighting may be allowed. Translucent awning materials are prohibited.
- C. **Banners and Pennants.** Temporary banners and pennants may be allowed as part of an approved master sign plan for a site (Section 13.38.030(C)). Temporary banners and pennants shall be in place for no longer than thirty days, and shall be limited to the height of the building, or mounted upon on-site outdoor lighting fixtures, as specifically authorized by the review authority.
- D. **Freestanding Signs.** The following standards apply to freestanding signs in all zoning districts where allowed by Section 13.38.060.
1. Each freestanding sign shall be a monument sign, with sign height not to exceed six feet. (See Section 13.38.050(B) for measurement).
  2. Multiple signs shall be separated by a minimum of seventy-five feet to ensure adequate visibility for all signs. The director may waive this requirement where the locations of existing signs on adjacent properties would make the seventy-five-foot separation impractical.
  3. A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the director.
  4. To assist emergency response personnel in locating the site, freestanding signs should contain an illuminated street address plate. Numbers should be a minimum of six inches in height. An address plate shall not be included in calculations of allowed sign area.
  5. An institutional use (e.g., school, religious facility), and a theater or auditorium may have a

reader board as a freestanding sign, with a maximum area of sixteen square feet. A reader board with more area shall require minor use permit approval.

E. **Freeway-Oriented Signs.** A freeway-oriented sign may be approved in compliance with the following requirements.

1. **Permit Requirement.** Use permit approval is required for a freeway-oriented sign.
2. **Where Allowed.** A freeway-oriented sign may be approved only on a parcel adjacent to Interstate 80 within a commercial zoning district, for a multi-tenant site with a gross floor area of two hundred fifty thousand square feet or more.
3. **Required Findings.** The approval of a use permit for a freeway-oriented sign shall require that the commission first find that the use or site cannot be adequately identified by other signs permitted within the applicable zoning district, in addition to the other findings required for use permit approval by Section 13.62.050.
4. **Height Limit.** No freeway-oriented sign shall exceed a maximum height of thirty feet, unless the use permit allows greater height, as follows.
  - a. **Criteria for Approval.** A sign with a height greater than thirty feet may be approved if the commission determines that the applicant has demonstrated that an overcrossing of Interstate 80, or its ramps, or trees or vegetation will significantly obstruct the visibility of the proposed sign from the eastbound or westbound lanes of Interstate 80.
  - b. **Procedure for Determining Allowed Height.** The commission shall approve no more additional sign height over thirty feet than the minimum necessary for the message area of the sign to clear the identified visual obstruction. The determination of maximum height by the commission shall be based on the following procedure, which shall occur prior to the public hearing on the use permit.
    - i. The applicant shall arrange for a boom truck with a sign target to be on the site at the location of the proposed sign, with a tape measure attached to the top of the target so that an accurate ground reading of height can be determined.
    - ii. Town staff will go to the site, pick up the applicant or applicant's representative, and drive Interstate 80 east and west of the target on the site, to visually verify that the target is set at the minimum height necessary to clear the visual obstruction.
    - iii. Town staff will report their findings to the commission in the staff report on the use permit.

F. **Murals.** A mural placed on the wall of a building may be permitted in any commercial or PI zoning district subject to design review, and as follows.

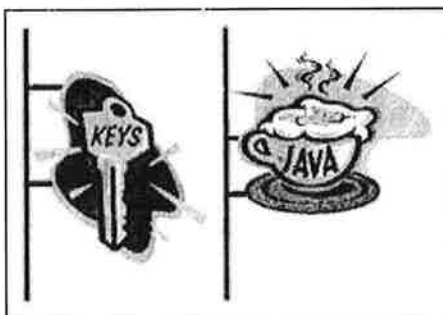
1. A mural is in addition to (not counted as part of) the sign area allowed by Section 13.38.060.
2. Murals that illustrate the local setting and history as sources of inspiration are encouraged.
3. The approval of a mural shall require that the review authority first find that the size, colors, and placement of the mural are visually compatible with the building architecture, and that the mural will serve to enhance the aesthetics of the town.

G. **Projecting Signs.** The following standards apply to projecting signs in all zoning districts where allowed by Section 13.38.060.

1. The maximum projection of a sign from a building wall over a public right-of-way shall not exceed thirty-six inches over a sidewalk. Larger projections from the building wall over private property may be approved by the review authority for a theater marquee sign. A marquee sign may project more than thirty-six inches over a sidewalk with use permit approval and an encroachment

permit.

2. The maximum height of a projecting sign shall not exceed fourteen feet, eave height, parapet height, or sill height of a second floor window, whichever is less. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.
3. A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade below.
4. Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged. See Figure 3-13.



**Figure 3-13 - Use of Icons/symbols**

5. Each sign shall be graphically designed for pedestrians, with a maximum area of nine square feet on each sign face, regardless of the length of the building frontage.
  6. Sign supports shall be well-designed and compatible with the design of the sign.
  7. Cabinet or “can” signs (interior illuminated boxed display signs) are prohibited.
- H. **Temporary Signs.** Temporary signs are allowed subject to the following requirements.
1. **Construction Signs.** Construction identification signs may be allowed in all zoning districts with sign permit approval, in compliance with the following standards:
    - a. Only one sign, located on-site, shall be allowed;
    - b. The area of the sign shall not exceed thirty-two square feet;
    - c. Sign height shall not exceed six feet; and
    - d. The sign shall not be illuminated.
  2. **Off-Site Directional Signs.** Because of the town’s compelling interest in ensuring traffic safety, and the town’s interest in improving public convenience, off-site directional signs may be allowed in compliance with the requirements of this subsection, and subject to the approval of a sign permit.
    - a. **Signs within Commercial Zones.** Off-site directional signs may be approved within the commercial zoning districts, only where:
      - i. The review authority determines that a property owner has taken advantage of all permanent signs allowed by this chapter, and site visibility remains seriously impaired; and
      - ii. The structure to which directions are being provided is on a lot that is located more than one hundred fifty feet from a predominant public street frontage, the site is developed with all other signs allowed by this chapter, and the business entry and the other exterior signs allowed for the site by this chapter are not visible from the predominant public street. The “predominant public street” shall mean the major vehicular route that provides access

- to the site and surrounding area.
- b. **Signs Within Residential Zones.** Directional signs may be approved within the residential zoning districts only where the review authority first determines that:
    - i. The site to which directions are provided is of a quasi-public, public assembly, or public recreational use;
    - ii. The facility needing the sign has taken advantage of all permanent signs allowed by this chapter, and site visibility remains seriously impaired, or motorists will otherwise have substantial difficulty locating the site;
    - iii. The sign will not have significant impact on the residential character of the area where the sign is to be placed; and
    - iv. The sign will be located not closer to one thousand feet from any other off-site directional sign in a residential zone, as measured along roadway frontages between the signs.
  - c. **Sign Standards.** An approved directional sign shall comply with all the following requirements.
    - i. **Number, Size, and Height Limitations.** Only one off-site directional sign shall be allowed for any single land use. The sign shall not exceed an area of four square feet, and the height shall not exceed six feet.
    - ii. **Design and Construction Standards.** The appearance of the sign, including any graphics and/or text, will reflect attractive, professional design, and that the sign will be durable and stable when in place.
    - iii. **Placement Requirements.** The sign shall be placed on private property only, at the location specified by the sign permit. However, an off-site directional sign may be placed within the public right-of-way with approval of the town council and the issuance of an encroachment permit.
3. **Political Signs.** Temporary political signs shall comply with the following requirements.
- a. **Deposit Required.** Candidates or political committees desiring to post signs within the town shall first post a refundable deposit of two hundred dollars with the town clerk.
  - b. **Maximum Size.** No political sign shall exceed sixteen square feet in area; and if freestanding, not more than six feet in height.
  - c. **Prohibited Locations for Posting.** No political sign shall be a roof sign, and no political sign shall be posted on, under, above, or across any public property, or within or above a public right-of-way.
  - d. **Property Owner Approval Required.** No political sign shall be posted without the approval of the property owner; provided that no property owner shall approve or allow more than an aggregate of eighty square feet of political signs per lot of record.
  - e. **Time Limits.** No political signs shall be posted earlier than forty-five days prior to the election at which the candidates or measures will be voted upon, and each sign shall be removed within fifteen days after the election.
  - f. **Enforcement of Removal Requirements.** If a sign is not removed, notice shall be issued and the responsible party shall remove the sign within seven days of the notice to remove the sign. If not removed within that time, violations are punishable in compliance with Title 1, Chapter 1.16.
4. **Real Estate Signs.** Real estate signs are allowed without a sign permit in compliance with

California Civil Code Section 713, and subject to the following requirements.

- a. **Commercial, Industrial, and Other Nonresidential Zoning Districts.** Properties within commercial, industrial, and other nonresidential zoning districts shall be allowed one real estate sign of not more than thirty-two square feet, with a maximum height for freestanding signs of six feet, for each parcel frontage.
  - b. **Residential Zoning Districts.**
    - i. **On-Site Signs.** One residential real estate sign not more than six square feet in area, advertising the sale or lease of a parcel or structure, may be located on the property it advertises.
    - ii. **Off-Site Directional Signs.** Off-site real estate directional signs not more than six square feet in area may be located on private property, provided that they do not obstruct or impede pedestrian or vehicular use and are not secured to prevent removal, are not within three hundred feet of another such sign, and are within one thousand feet of the property for sale. No real estate sign shall be permitted within the public right-of-way.
5. **Subdivision Directional Signs, Off-Site.** Off-site signs providing directions to a new subdivision may be allowed with sign permit approval, and shall comply with the following standards:
- a. A maximum of two off-site signs may be located on private property (not within any public right-of-way);
  - b. The total area of each sign shall not exceed twenty-four square feet;
  - c. The height of each sign shall not exceed six feet;
  - d. The signs shall not be illuminated;
  - e. The signs may be displayed only during two years following the date of recordation of the final map, or until all of the units have been sold, whichever occurs first; and
  - f. The signs shall not affect pedestrian or vehicular safety.
6. **Subdivision Signs, On-Site.** On-site subdivision identification signs may be allowed with sign permit approval, in compliance with the following standards:
- a. A maximum of two on-site signs may be located within the project boundaries, provided that not more than one sign per street frontage is allowed, and multiple signs shall be separated by a minimum of seventy-five feet;
  - b. The area of each sign shall not exceed thirty-two square feet;
  - c. Sign height shall not exceed six feet;
  - d. The signs shall not be illuminated; and
  - e. The signs may be displayed only during the two years following the date of recordation of the final map, or until all of the units have been sold, whichever occurs first.
7. **Temporary Signs Within Commercial Zoning Districts.** Temporary on-site, wall-mounted signs are allowed within commercial zoning districts without a sign permit for a maximum of thirty days after the opening of a new business, provided that the area of the temporary signs shall not exceed fifty percent of the total sign area allowed on the site by Section 13.38.060.
- I. **Wall Signs.** The following standards apply to wall signs in all zoning districts where allowed by Section 13.38.060.
1. A wall sign may be located on any primary or secondary building frontage.
  2. The area of the largest wall sign shall not exceed seven percent of the area of the building facade

on which the sign is mounted or painted, including the area of windows, doors and recesses.

3. No sign shall project from the surface to which it is attached more than required for construction purposes, and in no case more than twelve inches.
4. No sign shall be placed so as to interfere with the operation of a door or window.

**J. Window Signs.** Window signs are allowed only within the commercial zoning districts established by Section 13.20.020, as follows:

1. **Maximum Sign Area.** Permanent and temporary window signs shall not occupy more than twenty percent of the total ground floor window area.
2. **Permanent Window Signs.**
  - a. Signs shall be allowed only on windows located on the ground level and second story of a building frontage.
  - b. Signage shall consist of individual letters, logos, or symbols applied to the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass line.
3. **Temporary Window Signs.** Temporary window signs may be allowed provided that the signs:
  - a. May be displayed inside a window for a maximum of ten days within any thirty-day time period.
  - b. Shall only be located within the ground-floor windows of the structure. (Ord. 216 § 3, 2005; Ord. 211 § 10, 2004; Ord. 205 § 1 (Exh. A), 2003)

#### **13.38.080 - Exceptions to sign area limitations.**

The review authority may grant an exception to increase the maximum allowed sign area by up to twenty-five percent if the review authority first determines that:

- A. The position or setback of the building on the site requires additional area for effective signing;
- B. The exceptional size of the structures, uses, or site requires additional sign area for effective identification from major approaches to the site; or
- C. The name of the business or use to be identified is exceptionally long, so that sign readability would be impaired by crowding words into the allowable sign area. (Ord. 205 § 1 (Exh. A), 2003)

#### **13.38.090 - Nonconforming signs.**

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this title.

- A. **General Requirements.** A nonconforming sign shall not be:
  1. Changed to another nonconforming sign;
  2. Structurally altered to extend its useful life;
  3. Enlarged;
  4. Re-established after a business is discontinued for thirty days; or
  5. Re-established after damage or destruction to fifty percent or more of the value of the sign, or its components, as determined by the building official.
- B. **Maintenance and Changes.** Sign copy and face changes, nonstructural modifications and nonstructural maintenance (i.e., painting, rust removal) are allowed without a sign permit up to a maximum of twenty-five percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding twenty-five percent of the existing total area of the sign, and any



structural changes shall comply with all applicable standards of this chapter. (Ord. 205 § 1 (Exh. A), 2003)

**13.38.100 - Violations and abatement.**

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A. **Public Nuisance Declared by Director.** Any sign erected or maintained contrary to the provisions of this chapter may be declared to be a public nuisance by the director and proceedings for its removal may take place in compliance with the municipal code.

B. **Public Nuisance Declared by Council.** The director may ask the council to declare a sign a public nuisance under the following conditions:

1. The sign is significantly damaged either in support structure or sign face, as determined by the building official;
2. The sign is illegible either through fading, rusting, or erosion of the sign face or through faulty or missing illumination; or
3. The sign is unsafe for vehicles or pedestrians.

C. **Removal of Abandoned Sign.** A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the director shall give the owner thirty days' written notice to remove it. Upon failure to comply with the notice, the director may have the sign removed at the owner's expense. (Ord. 205 § 1 (Exh. A), 2003)

**13.38.110 - Appeal.**

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After denial of an application for a sign permit, the applicant may appeal that action in compliance with Chapter 13.74. The review authority shall act to grant or deny the appeal within sixty days of receipt of the request for review/appeal. (Ord. 205 § 1 (Exh. A), 2003)

**13.38.120 - Judicial review.**

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Any permit issued or denied in compliance with this chapter shall be subject to expedited judicial review to the extent provided by the time limits set forth in Code of Civil Procedure Section 1094.8 et seq. (Ord. 205 § 1 (Exh. A), 2003)