

Chapter 15.49

SIGN STANDARDS AND REGULATION

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15.49.010. Intent and purpose.

A. The purpose of this chapter is to regulate the size, height, design, quality of materials, construction, illumination, location, and maintenance of all signs and sign structures in the city. The provisions of this chapter shall apply to all signs on private property either placed in the ground or installed or placed on the outside of a building or structure. These provisions shall also apply to a sign placed on the inside of a building or structure so as to be viewed from the outside.

B. Any sign or sign structure erected, constructed or placed in violation of the provisions of this chapter shall be declared to be a public nuisance.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.015. Definitions.

A. Whenever used in this chapter, the following words, phrases, and terms shall have the meaning set forth in this subsection.

1. General:

SIGN means any device which gives direction to, names or attracts attention to any real or personal property that is for rent or sale or any location where such renting or sale is conducted or any service is performed, or any representation, such as a picture, writing, emblem, pennant or other device which is in the nature of an announcement, statement, direction or advertisement.

SIGN AREA means the entire area within a single continuous perimeter formed by no more than eight straight lines enclosing the extreme limits of writing, representations, emblem or any figure of similar character. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than three feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

SIGN PERMIT means a permit issued by the Community and Economic Development Department that allows the erection, installation or placement of a sign or sign structure on property in compliance with the design standards specified within this chapter.

SIGN PROGRAM means a document submitted by a property owner of a commercial or industrial development having multi-tenant buildings, in which a set of specifications regulates the design and location of signs to identify the development and individual tenant spaces on the property.

SIGN STRUCTURE means any structure, device or part thereof used for the purpose of displaying or supporting signs.

2. Sign types:

BANNER means a graphic on a pliable material that is hung on a building by a rope, cord, cable or other means as a non-permanent attachment.

BILLBOARD means an outdoor advertising sign supported by posts or standards and braces set into the ground or attached to a building or other structure and containing advertising copy on the sign face not related to a use, structure or activity located on the same site.

BUILDING SIGN means a sign permanently attached to or projecting from a building wall where no part of the sign face extends above the roof line or parapet of the building. A permanent building sign also includes a sign painted on the exterior wall of a building.

DIRECTIONAL SIGN means a sign that provides information and direction for vehicular or pedestrian movement.

DISPLAY FACE means the surface area of a sign available for the purpose of displaying an advertising message and does not include the structural supports or lighting.

ELECTION/CAMPAIGN SIGN means a sign or placard related to the vote in a near-future election of candidates and/or issues.

FLASHING SIGN means any lighted sign that flashes, animates, scintillates, consists of "running lights", or consists of illuminated changing information.

FREEWAY-ORIENTED ELECTRONIC BILLBOARD, means a billboard located within 200 feet of the SR-57 or SR-91 freeway right-of-way, which utilizes digital message technology on at least one (1) display face, capable of changing the static message or copy on the sign electronically, such that the alphabetic, pictographic, or symbolic informational content of which can be changed or altered on a fixed display surface composed of electronically illuminated or electronically actuated or motivated elements can be changed or altered electronically. This includes billboards with displays that must be preprogrammed to display only certain types of information (i.e., time, date, temperature) and billboards whose informational content can be changed or altered by means of computer-driven electronic impulses. This includes, without limitation, billboards also known as digital billboards or LED billboards.

FREEWAY SIGN means a freestanding, pole-type structure that is located on property so that it can be viewed from a freeway.

IDENTIFICATION SIGN means a sign that identifies a facility, complex or a development on property with a residential zone classification.

MARQUEE SIGN means a sign that is designed to allow for changeable copy or graphics, typically announcing an event, service, or special feature.

MONUMENT SIGN means a freestanding sign directly supported by a foundation, planter or pedestal base affixed to the ground. A sign on a fence or a non-building wall is a type of monument sign.

MOBILE BILLBOARDS means, to the extent not in conflict with any provision of the Vehicle Code, any mobile billboard advertising display, as defined in Vehicle Code Section 395.5, including any billboard installed upon, mounted, attached, or applied to any vehicle, non-motorized vehicle, bicycle, scooter, or trailer whose primary purpose is conveyance, transportation, or support of the billboard message surface.

OFF-SUBDIVISION DIRECTIONAL SIGN means an off-site sign providing only directional information to a subdivision, the name of the development, developer or both, and the price range of the residential subdivision offered for sale.

ON-SITE SUBDIVISION SIGN means a sign that is placed on the site of a subdivision and advertises the sale of property within the subdivision.

POLE SIGN means a freestanding sign wholly supported by poles, columns or other upright that are affixed to the ground.

PORTABLE SIGN means any sign that is not permanently affixed to the ground or to a structure that can be moved from place to place on public or private property, that is placed in such a manner as to be conspicuous from a public highway and that solicits patronage to a specific business or group of businesses. Portable signs may include, but are not limited to, inflatable devices, balloons, kites, A-frames or similar structures displayed on the ground, on a building or any vehicle.

PROJECTING SIGN means a sign installed so that it projects from and is perpendicular to a building wall.

REAL ESTATE FOR SALE OR LEASE SIGN means a sign that advertises the real property upon which it is located is for sale, rent or lease.

ROOF SIGN means a sign attached to the roof of a building or attached to the side or projecting through the roof of a building where more than fifty percent of the sign face extends above the roofline or parapet of the building. In the case of variable or irregular roof heights, the roofline shall be the minimum height under which half the building area is covered by roof.

ROTATING SIGN means a sign that turns or revolves by mechanical or electrical means.

SERVICE STATION SIGNS mean all signs, graphics or other advertising devices associated with service stations, mini-markets or other businesses located on a site where service station activity or gasoline/motor fuel sales exist.

TEMPORARY SIGN means a sign painted on glass or placed on the inside of a building or structure so as to be viewed from the outside.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.020. Design standards for signs.

A. Signs proposed within the Central Business District shall be governed by Table 15.49.020 and by Sections II.E and III.A of the "Fullerton CBD Standards for Private Improvements" as adopted by the Fullerton City Council, whichever is the more restrictive.

B. Signs proposed for a commercial or industrial property with multiple tenants shall be governed by Table 15.49.020 and by any sign program that has been submitted and approved by the Director of Community and Economic Development, whichever is the more restrictive.

C. In all other cases Table 15.49.020 shall apply.

(Ord. 3287 (part), 2020; Ord. 2982, 2001; Ord. 3026, 2003).

15.49.030. Exemptions and special provisions.

A. The following signs shall be exempt from the design standards specified within this chapter. A building permit may still be required for the construction, erection or relocation of the sign, depending on its size, height and whether it will be lighted.

1. Name plates or occupational signs not exceeding two square feet in area, containing only the name and occupation or profession of the occupants of the premises on which the sign is displayed.
2. Bulletin boards or identification signs not exceeding 35 square feet in area and not exceeding ten feet in height on the premises of public, charitable or religious institutions.
3. A sign relating to or identifying construction projects, during the construction period.
4. Memorial signs or tablets.
5. Signs located inside a building, except where the sign is painted on an exterior window or door, or so placed as to be viewed primarily from outside a building.
6. Traffic, governmental and public utility signs required or authorized by law.
7. Legal notices.
8. Railroad crossing signs.
9. A sign relating to or identifying a function sponsored by a public agency or non-profit organization, provided that the sign is not installed any earlier than 30 days prior to the event and is removed within three days after the event.

B. The Planning Commission shall have authority to grant a Variance from the design standards specified within this chapter when, because of special circumstances, the compliance with said provisions would deprive the property owner or tenant of privileges commonly enjoyed by other properties in the same vicinity and zone. In order for the Planning Commission to grant a Variance, the applicant must meet the requirements of state law pursuant to Chapter 15.68 of this title.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.040. Signs on public property.

A. Except as otherwise authorized by the City Council or applicable laws, no person shall place, erect, construct or relocate any sign or other similar device on public buildings or public property, or on, over or across any public street, sidewalk, crosswalk, curb, or upon any tree, or power, telephone or telegraph pole, or upon any fire alarm fixture, police telephone, street lighting installation or parking meter. The Director of Maintenance Services may summarily remove any sign in violation of the provisions of this section.

B. Notwithstanding the foregoing, those signs proposed on or over public rights-of-way within the Central Business District that meet all requirements of the Fullerton Central Business District Design Guidelines as adopted by the City Council, are permitted in accordance with the provisions thereof.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.050. Signs prohibited or conditionally approved.

A. The following signs shall be prohibited:

1. Any sign that confuses traffic such as any advertising sign visible from any street that makes use of the words "STOP," "GO," "LOOK," "DANGER," and any sign that may momentarily or otherwise blind or substantially impair the vision of an operator of a motor vehicle upon any street or otherwise constitutes a traffic hazard.
2. Any off-site advertising, including a billboard, or Mobile Billboard, except as provided herein for an off-site directional sign or a Freeway-Oriented Electronic Billboard pursuant to Section 15.49.120.
3. A rotating sign.

4. A portable sign on any property, except A-frame signs within the Central Business District. A-frame signs located within the Central Business District shall conform to adopted design criteria and shall be permitted by a special sign encroachment permit.

5. Any inflatable device and sign designed to be flown, including balloons, strings of balloons, kites, and aerial signs.

B. A flashing sign shall be prohibited unless approved by a Conditional Use Permit pursuant to Chapter 15.70 of this title.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.060. Sign permit required.

A. Signs that require a permit:

1. No sign or sign structure, as defined in this chapter and not exempt there from, shall be erected, constructed or relocated unless a sign permit has been issued by the Director of Community and Economic Development, except that the following types of signs do not require a sign permit:

a. A temporary sign intended to be displayed for a short period of time not to exceed 30 days in any six-month period that otherwise conforms to the provisions of this chapter.

b. A sign painted on a wall, window or door of buildings.

c. A change of copy to an existing sign structure already installed or erected.

d. An on-site directional sign under six feet in height.

e. A real estate for sale or lease sign.

f. An election/campaign sign.

2. The installation, hanging or any placement of a banner, streamers or pennants on property, other than inside of a building, shall require the issuance of a sign permit.

B. Issuance and expiration of sign permit:

1. A fee shall be charged for the issuance of a sign permit as established by City Council resolution.

2. It shall be the duty of the Director of Community and Economic Development or their designated representative, upon the filing of an application for a sign permit, to review the application, such plans, specifications and other information furnished by the applicant. If the applicant has complied with all of the provisions of this chapter and the proposed sign and sign structure are in compliance with all of the regulations, a sign permit shall be issued to the applicant.

3. If no construction, erection, installation, or relocation of the sign authorized by the permit has commenced within six months from the date of the issuance of the sign permit, the permit shall expire. This limitation shall be stated on the sign permit.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.070. Permission of property owner.

A. No sign permit shall be issued for the construction, erection, installation or relocation of any pole or monument sign unless the owner of the property makes the request or unless written consent of the property owner is documented.

B. A sign permit that is issued for a sign and/or a sign structure shall allow the Director of Community and Economic Development or an authorized agent to enter upon such property at all reasonable times for the purpose of carrying out the provisions of this chapter.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.080. Design and placement of sign structures.

A. Design:

1. All sign structures shall be designed using working stresses and loading as specified in the latest edition of the Uniform Building Code, except that design wind loading shall be not less than 20 pounds per square foot.

2. A factor of safety of two against over-turning shall be used for a sign that is designed to be stabilized by the dead load of the sign or of its attachments.

3. Sufficient clearances shall be maintained between a sign structure and an adjacent building to accommodate maximum design deflections, unless the sign is attached to the building structure. No building shall be used for the support or anchorage of a sign, unless the building is designed and constructed to support the additional load.

4. The plans and specifications for a sign structure containing a surface area in excess of 50 square feet projected on a vertical plane shall be prepared and certified to contain all required safety features by an engineer or architect, and such a structure shall be installed by a contractor, all licensed with the State of California.

5. A sign having in connection therewith any electrical wiring shall be designed and inspected in conformance with the provisions of the Fullerton Electrical Code (Chapter 14.15). Each such sign shall have firmly affixed thereon a nameplate that shall state the manufacturer's name or trademark, the voltage, amperage and total wattage, and each such sign shall display the Underwriters' Laboratory label.

B. Obstruction by signs:

1. No portion of a sign or its supporting structure shall obstruct any fire escape, stairway or standpipe, exterior door or required exit, and no sign or its supporting structure shall be attached to or supported by any fire escape.

2. No portion of any sign or its supporting structure shall interfere with or obstruct any emergency exit or any legally required light and ventilation.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.090. Maintenance of signs and sign structures.

A. All signs and sign structures shall be kept free of any material including unauthorized election/campaign signs and other signs not approved by the original or subsequent permits.

B. The area beneath and about the base of all signs and sign structures shall be kept free of all weeds, rubbish, and inflammable waste material by the owner of the sign and sign structure.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.100. Removal of signs and sign structures.

A. The Director of Community and Economic Development shall remove, or cause to be removed, any sign, including the sign structure, that advertises a business conducted, or a product or service obtainable on the premises upon which the sign is located, within 90 days after such business is closed or terminated, or the products or services are no longer obtainable on such premises.

B. To cause a sign to be removed, the Director of Community and Economic Development shall send a written notice ordering that the sign and sign structure be removed within 90 days. An additional notice shall be sent within 30 days of the removal date.

C. The order of removal may be appealed to the City Council when so filed with the City Clerk. The City Council shall, at an advertised public hearing, receive any evidence offered pertaining to the request for an order of removal and shall make findings of fact of its determinations, decisions and order.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.110. Enforcement.

A sign or sign structure that is found to be in violation of this chapter is hereby declared to be a public nuisance and as such shall be subject to the provisions of Chapter 6.01 of the Fullerton Municipal Code.

(Ord. 3287 (part), 2020; Ord. 2982, 2001)

15.49.120. Freeway-Oriented Electronic (Digital) Billboards

A. Purpose and intent. The purpose and intent of this Section is to provide reasonable regulations pertaining to freeway-oriented electronic billboards, recognizing that community appearance is an important factor in ensuring general community welfare. The intent of this section is to ensure that freeway-oriented electronic billboards do not have a negative impact on the City's visual environment or contribute to visual blight conditions where they are located.

B. General Requirements. Freeway-oriented electronic billboards shall be allowed subject to compliance with the Fullerton Municipal Code, State and Federal regulations and Caltrans permit.

C. Entitlements Required. In addition to any Federal or Caltrans permits, freeway-oriented electronic billboards shall be subject to approval of a Conditional Use Permit and a Development Agreement.

1. The Conditional Use Permit shall be reviewed by the Planning Commission as a recommended action to the City Council subject to the required findings contained in Chapter 15.70.

2. No installation or construction of a new freeway oriented electronic billboard shall occur until after the City Council approval of a Development Agreement authorizing such installation or construction. The Development Agreement shall include the following:

- a. Architectural features and design elements related to the billboard and/or support structure; and
- b. Compensation to be paid to the City as a result of the installation and operation of the billboard; and
- c. Access by the City to a portion of the total available display time to allow the City to present messages of community interest and information, and public safety; and
- d. Quality and maintenance standards.

e. Any other applicable provisions which the City Council requires related to the installation, operation, advertising content and maintenance of a freeway-oriented electronic billboard.

D. No freeway-oriented electronic billboard will be approved without the applicant first providing proof of lease, easement or other document demonstrating the right to install the billboard on the subject property, including the written consent of the property owner.

E. No freeway-oriented electronic billboard will be approved unless a designated maintenance service is available at all times to respond in the event it becomes damaged, inoperable or dilapidated.

F. Physical / Site Requirements.

1. Zones Permitted. A Freeway-oriented electronic billboard may be permitted in the General Commercial (G-C), Commercial Manufacturing (C-M), Manufacturing Park (M-P) or Manufacturing, General (M-G) zones provided it meets all of the other requirements of this Chapter. Freeway-oriented electronic billboards are prohibited in all other zones.

2. Freeway-oriented electronic billboards are prohibited in any location which would result in violation of any applicable federal, state or local laws.

3. Minimum distances. The minimum distance between two freeway-oriented electronic billboards on the same side of the freeway shall be 1,000 feet. Distance shall be measured from the nearest point of the display face or supporting structure on each billboard.

4. Freeway adjacency. Freeway-oriented electronic billboards must be within 200 feet of either the SR-57 or SR-91 freeway right-of-way. Distance shall be measured from the vertical centerline of the billboard display face to the nearest point of the freeway right-of-way property line.

5. Display face orientation. No billboard shall have more than one display face oriented in the same vertical plane and no more than two total display faces. Display faces may be mounted back-to-back or in a V-shape configuration.

6. Static display face. For freeway-oriented electronic billboards which have more than one (1) display face, a minimum of one (1) display face shall be electronic (digital).

7. Name of owner. All billboards shall plainly display the name of the person or company owning or maintaining it and the billboard identification number.

8. Screening. Freeway-oriented electronic billboard structures shall be free of any visible bracing (except for decorative purposes), angle iron, guy wires, cable, and/or similar supporting elements. All exposed portions of billboards, including backs, sides, structural support members and support poles, shall be adequately designed and screened.

9. Setbacks. No billboard support structure shall be placed within road right-of-way limits or future road right-of-way lines as shown on any City or Caltrans plan of streets or highways.

10. Maintenance. All billboards shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this code, at all times, and shall maintain and/or repair the sign structures in accordance with the standards of the outdoor-advertising industry.

11. Utilities. All utilities for the billboard shall be underground to the extent feasible.

12. Future technologies. The technology currently deployed for freeway-oriented electronic billboards is LED (light emitting diode), but there may be alternate, preferred or superior technology available in the future. Owners of freeway-oriented electronic billboards are authorized to change the display faces to any other technology that operates under the same brightness standards. Prior to installing any new display face technology, the billboard operator shall notify the City in writing and obtain any required permits / approvals.

G. Operational requirements.

1. No freeway-oriented electronic billboard shall display any statement or words of an 'obscene, indecent, or immoral character', as that phrase is used in Business and Professions Code Section 5402 and judicial decisions interpreting the same.

2. Each freeway-oriented electronic billboard shall be connected to the National Emergency Network and provide emergency information, including child abduction alerts (i.e., "Amber Alerts"), in accordance with local and regional first responder protocols.

3. Freeway-oriented electronic billboards shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement during the static display period, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of movement. Each static message shall not include flashing lighting or the varying of light intensity.

4. Freeway-oriented electronic billboards shall contain a light sensing device that will adjust the brightness as ambient light conditions change in accordance with the Outdoor Advertising Act.

5. Each freeway-oriented electronic billboard shall be designed to freeze the display in one static position, display a full black screen, or turn off, in the event of a malfunction.

6. No freeway-oriented electronic billboard shall simulate or imitate any directional, warning, danger or any display likely to be mistaken for any permitted sign intended or likely to be construed as giving warning to traffic, by, for example, the use of the words “stop” or “slow down.”

7. No freeway-oriented electronic billboard shall involve any red or blinking or intermittent light likely to be mistaken for warning or danger signals nor shall its illumination impair the vision of travelers on the adjacent freeway and/or roadways.

H. Application. An application for a freeway-oriented electronic billboard shall be made upon a form to be provided by the Community and Economic Development Department, and shall be accompanied by the following information in either written or graphic form:

1. Name, address, and telephone number of the freeway-oriented electronic billboard owner and, if different, the owner of the property on which the billboard will be erected.

2. Address of the property where the freeway-oriented electronic billboard will be erected.

3. Signature(s) of the freeway-oriented electronic billboard owner and, if different, the owner of the property/parcel on which the billboard will be displayed authorizing the application for a freeway-oriented electronic billboard on the property.

4. Scaled drawing(s) of the location of the freeway-oriented electronic billboard on the property in relation to public rights of way, lot lines, buildings, sidewalks, streets, and intersections.

5. Scaled drawing(s) of the proposed freeway-oriented electronic billboard which shall contain specifications indicating height, size, and area dimensions, means of support, methods of illumination, and any other significant design or architectural aspects of the proposed billboard.

6. A boundary and vicinity map indicating the location of the proposed freeway-oriented electronic billboard in relation to the nearest other freeway-oriented electronic billboard, or other electronic message sign along the same side of the freeway.

7. Certification(s) from licensed professional engineers that the soil surface is capable of sustaining the proposed load and that the electrical and structural strength of the proposed/actual sign is satisfactory.

8. Any other information requested by the City in order to carry out the purpose and intent of these regulations.

9. Permit Fees. Each application for a freeway-oriented electronic billboard permit shall be accompanied by the applicable Conditional Use Permit and Development Agreement application fees, established by the City Council by Resolution and may be amended from time to time.

I. Public Hearing. The Planning Commission shall hold a public hearing to consider the Conditional Use Permit application and make a recommendation to the City Council in accordance Chapter 15.70 and Chapter 15.76 of the Fullerton Municipal Code.

J. Severability. In the event of any conflict between any provisions contained in this section and any other provisions contained elsewhere in this code, the provisions of this section shall govern. (Ord. 3287 (part), 2020).

Table 15.49.020

Design Standards for Allowable Signs by Zone Classification

Commercial and Industrial Zone Classifications – Service Station Signs						
	Type	Location	Number	Maximum Size	Height Restrictions	Other Limitations
STEP #1: SELECT EITHER A POLE OR MONUMENT IDENTIFICATION SIGN						
A	Pole Identification Sign	Within the corner radius landscaped area	One	50 square feet Two faces maximum	20' from street grade	See Notes 1-7 below
A	Monument Identification Sign	Within the corner radius landscaped area	One	50 square feet Two faces maximum	6' from average grade at base but no higher than 8' from street grade	See Notes 1-7 below
STEP #2: SELECT UP TO 200 SQUARE FEET OF THE FOLLOWING ADDITIONAL SIGNAGE:						
B	CANOPY SIGN	On canopy fascia or awning	N/A	50 sq. ft. per canopy	N/A	
C	PUMP ISLAND SIGN	On canopy fascia or gas pumps	N/A	50 sq. ft. per pump island	N/A	
D	FUEL PRICING SIGN	Along street frontage in approved landscape area	One per street frontage	20 sq. ft. Two faces maximum	6 feet if monument- type; unspecified if pole-mounted	See Notes 8-15 below
E	POLE-MOUNTED SIGN	Along street frontage in approved landscape area	One per street frontage	12 sq. ft. Two faces maximum		See Notes 8-15 below

F	OTHER SIGNS	Other signs are allowed, but they are counted toward the maximum allowance of two hundred square feet.
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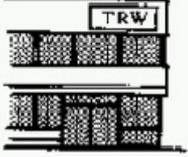
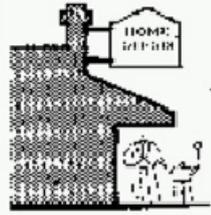
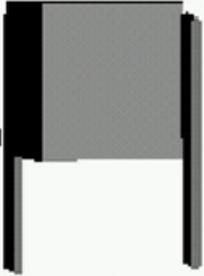
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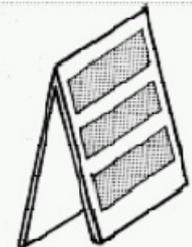
<p>GENERAL</p> <ol style="list-style-type: none"> 1. All signage must be architecturally consistent with the overall building theme, and, if lighted, shall be internally illuminated. 2. All service station signage shall be installed in accordance with the provisions of the California State Business and Professions Code Sections 13530 through 13536, inclusive, including any amendments hereafter passed. 3. Directional signs are permitted. Such signs shall have a maximum height of 3 feet. 4. No portable freestanding signs are permitted on site. <p>POLE AND MONUMENT IDENTIFICATION SIGNS</p> <ol style="list-style-type: none"> 5. Identification signs may only bear the name and/or logo of the on-site business(es) and integrally incorporated gasoline pricing information. 6. No other signage may be displayed on or from the identification sign structure. 7. Identification signs may be internally illuminated. Identification signs shall not be externally illuminated. <p>FUEL PRICING SIGNS</p> <ol style="list-style-type: none"> 8. Select either a monument or pole pricing sign for each frontage. Only one pricing sign (monument or pole) is permitted per street frontage. 9. A monument type pricing sign must be permanently affixed to the ground and located in an approved landscape area. 10. Fuel pricing signs may have up to two faces. <p>POLE-MOUNTED SIGNS</p> <ol style="list-style-type: none"> 11. Select either a monument or pole pricing sign for each frontage. Only one pricing sign (monument or pole) is permitted per street frontage. 12. Sign must be integral with on-site lighting standards. 13. Pole-mounted signs may be used for either fuel pricing or other advertising purposes relevant to the operation(s) of the site. 14. If fuel pricing is displayed on a pole-mounted sign, monument signs may not be used for other advertising. 15. Pole-mounted signs may have up to two faces.

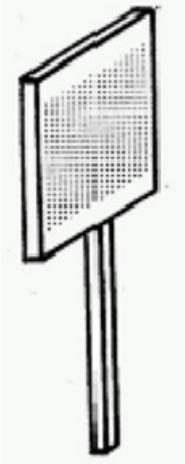
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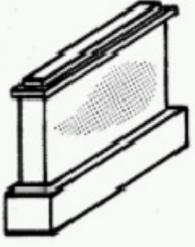
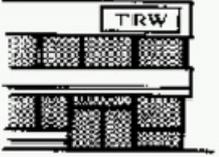
Design Standards for Allowable Signs by Zone Classification

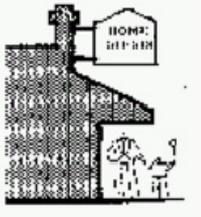
Commercial and Industrial Zone Classifications	
Sign Type	Standards

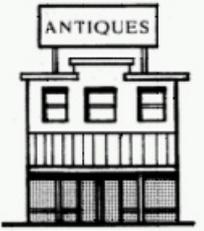
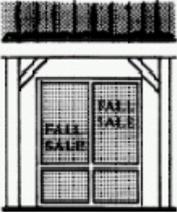
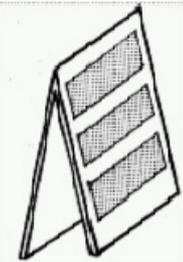
<p>BUILDING SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Unlimited. The sign allowance for each face of the building may be divided into multiple signs.</p> <p>Main entrance side: Three square feet for each lineal foot of building face where the main entrance is located. Sides other than main entrance: One square foot for each lineal foot of building face where sign is located.</p> <p>A building sign cannot extend above the roof line of the building.</p> <p>1. Unused allowance may not be used on other sides of the building.</p> <p>2. More restrictive standards may be specified by a Sign Program for a property.</p> <p>3. Signs painted on building walls must comply with standards.</p>
<p>PROJECTING SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p>	<p>Unlimited.</p> <p>The sign allowance is calculated in the same manner as a building sign.</p> <p>The sign may not extend above the roof line of the building. The minimum height above a public sidewalk is 8 feet; however, if the sign extends more than 2/3 the distance from the property line to the curb line, or if there is no public sidewalk, the minimum height above the grade is 12 feet.</p>
<p>FREEWAY SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One per property. The property must have frontage along right-of-way of a freeway.</p> <p>250 square feet.</p> <p>50 square feet.</p> <p>Note: Height is measured from average grade at sign base to top of sign.</p> <p>1. Additional size or height requires the approval of a Conditional Use Permit.</p> <p>2. A flashing readerboard sign requires the approval of a Conditional Use Permit.</p>

<p>ROOF SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One per building.</p> <p>Sign allowance is calculated in the same manner as a building sign.</p> <p>10 feet above highest point of roof line PLUS one foot for every foot of building height over 10 feet, with a maximum of 20 feet.</p> <p>1. Roof signs are not allowed in conjunction with pole or monument signs on the same property.</p> <p>2. To determine from which side of the building the roof sign allowance will be calculated, draw two imaginary lines through opposite corners of the building. The wall that forms the base of the triangle of the quadrant where the roof sign would be located determines the allowance for the roof sign.</p>
<p>TEMPORARY SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Unlimited.</p> <p>Not to exceed 33% of pane of window glass where sign is to be placed.</p> <p>Not applicable.</p> <p>Sign allowed for a maximum of 30 days in any six-month period.</p>
<p>PORTABLE A-FRAME SIGN</p> 	<p>Other Limitations:</p>	<p>Not allowed unless the property is within the Central Business District. A property within the Central Business District may be issued a permit for an A-frame sign only if the City Council has adopted guidelines for this type of sign.</p>

ON-SITE DIRECTIONAL	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Unlimited.</p> <p>15 square feet.</p> <p>10 feet.</p> <p>No advertising copy is allowed.</p>
OFF-SITE DIRECTIONAL	No standards specified. Requires approval of a Conditional Use Permit.	
BANNERS, PENNANTS AND FLAGS	These advertising devices are allowed once for 30 consecutive days within a six-month period. A banner must be attached to a building and may not be hung from a tree or trees, fencing or other structures.	
REAL ESTATE: FOR SALE OR LEASE	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p>	<p>One per street frontage.</p> <p>Unspecified</p> <p>15 feet.</p>
Office - Professional Zone Classification		
<p>POLE SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One pole sign for every 300 feet of property frontage along an Arterial Highway as defined by the General Plan. A property along an Arterial Highway as defined by the General Plan with less than 300' lineal feet is allowed one pole sign.</p> <p>1/2 square foot of sign area for every lineal foot of property frontage along an Arterial Highway, but not to exceed 50 square feet.</p> <p>10 feet from average grade at sign base.</p> <p>Note: Height is measured from average grade at sign base to top of sign.</p> <p>1. The minimum distance between a pole sign and another pole or monument sign on the same property is 50 feet.</p> <p>2. The sign must be set back at least 3 feet from the property line.</p>

<p>MONUMENT SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One monument sign for every 300 feet of property frontage along a public street. A property with less than 300' lineal feet along a public street is allowed one monument sign.</p> <p>1/2 square foot of sign area for every lineal foot of property frontage along a public street, but not to exceed 50 square feet.</p> <p>8 feet from average grade at sign base.</p> <p>1. The minimum distance between a monument sign and another pole or monument sign on the same property is 50 feet.</p> <p>2. The sign must be set back at least 3 feet from the property line.</p>
<p>BUILDING SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Unlimited. The sign allowance for each face of the building may be divided into multiple signs.</p> <p>Main entrance side: Three square feet for each lineal foot of building face where the main entrance is located.</p> <p>Sides other than main entrance: One square foot for each lineal foot of building face where sign is located.</p> <p>A building sign cannot extend above the roof line of the building.</p> <p>1. Unused allowance may not be used on other sides of the building.</p> <p>2. More restrictive standards may be specified by a Sign Program for a property.</p> <p>3. Signs painted on building walls must comply with standards.</p>

<p>PROJECTING SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p>	<p>Unlimited.</p> <p>The sign allowance is calculated in the same manner as a building sign.</p> <p>The sign may not extend above the roof line of the building. The minimum height above a public sidewalk is 8 feet; however, if the sign extends more than 2/3 the distance from the property line to the curb line, or if there is no public sidewalk, the minimum height above the grade is 12 feet.</p>
<p>FREEWAY SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One per property. The property must have frontage along right-of-way of a freeway.</p> <p>250 square feet.</p> <p>50 square feet.</p> <p>Note: Height is measured from average grade at sign base to top of sign.</p> <ol style="list-style-type: none"> 1. Additional size or height requires the approval of a Conditional Use Permit. 2. A flashing readerboard sign requires the approval of a Conditional Use Permit.

<p>ROOF SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>One per building.</p> <p>Sign allowance is calculated in the same manner as a building sign.</p> <p>10 feet above highest point of roof line PLUS one foot for every foot of building height over 10 feet, with a maximum of 20 feet.</p> <p>1. Roof signs are not allowed in conjunction with pole or monument signs on the same property.</p> <p>2. To determine from which side of the building the roof sign allowance will be calculated, draw two imaginary lines through opposite corners of the building. The wall that forms the base of the triangle of the quadrant where the roof sign would be located determines the allowance for the roof sign.</p>
<p>TEMPORARY SIGN</p> 	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Unlimited.</p> <p>Not to exceed 33% of pane of window glass where sign is to be placed.</p> <p>Not applicable.</p> <p>Sign allowed for a maximum of 30 days in any six-month period.</p>
<p>PORTABLE A-FRAME SIGN</p> 	<p>Not allowed unless the property is within the Central Business District. A property within the Central Business District may be issued a permit for an A-frame sign only if the City Council has adopted guidelines for this type of sign.</p>	

ON-SITE DIRECTIONAL SIGN	Maximum Number: Maximum Size and Allowance of Sign: Maximum Height: Other Limitations:	Unlimited. 15 square feet. 10 feet. No advertising copy is allowed.
OFF-SITE DIRECTIONAL SIGN	No standards specified. Requires approval of a Conditional Use Permit.	
BANNERS, PENNANTS AND FLAGS	These advertising devices are allowed once for 30 consecutive days within a six-month period. A banner must be attached to a building and may not be hung from a tree or trees, fencing or other structures.	
REAL ESTATE: FOR SALE OR LEASE SIGN	Maximum Number: Maximum Size and Allowance of Sign: Maximum Height:	One per street frontage. Unspecified 15 feet.
Residential Zone Classification		
IDENTIFICATION SIGN	Maximum Number: Maximum Size and Allowance of Sign: Maximum Height:	Two, with the choice of pole, monument or building type signs. Total area for all signs may not exceed 30 square feet. 6 feet for a pole or monument sign.
ON-SITE DIRECTIONAL SIGN	Maximum Number: Maximum Size and Allowance of Sign: Maximum Height:	Unlimited. 12 square feet. 5 feet.

<p>ON-SITE AND OFF-SITE DIRECTIONAL SIGN FOR SUBDIVISION</p>	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Requirements:</p>	<p>5 located within 5 miles of subdivision.</p> <p>50 sq. ft. per sign, with a total of 200 square feet.</p> <p>15 feet.</p> <p>1. A cash bond of \$100 shall be posted to ensure removal.</p> <p>2. The sign shall be removed after two years or when last unit is sold, whichever occurs first.</p> <p>3. Off-site directional signs shall be located at the intersection of two arterial streets or where local street entering tract intersects with an arterial street.</p>
<p>REAL ESTATE: FOR SALE OR LEASE SIGN</p>	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p>	<p>One per street frontage.</p> <p>12 square feet.</p> <p>6 feet.</p>
<p>REAL ESTATE: FLAGS AND PENNANTS</p>	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Other Limitations:</p>	<p>Three, each no higher than 6 feet OR four, each no higher than 4 feet.</p> <p>8 square feet.</p> <p>See above.</p> <p>Allowed for a maximum of 6 months.</p>

<p>REAL ESTATE: OFF-SITE OPEN HOUSE SIGN</p>	<p>Maximum Number:</p> <p>Maximum Size and Allowance of Sign:</p> <p>Maximum Height:</p> <p>Allowable Location:</p> <p>Other Limitations:</p>	<p>Four per open house.</p> <p>3 square feet.</p> <p>4 feet.</p> <p>Placed on private property with permission of property owner or placed within parkway of public right-of-way.</p> <p>Allowed for a maximum of 10 hours within a 24-hour period.</p>
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