Article 63. Signs

Contents

Sec. 8-5.6301. Purpose. 2
Sec. 8-5.6302. Applicability. 2
Sec. 8-5.6303. Design Principles. 2
Sec. 8-5.6304. Permits Required. 3
Sec. 8-5.6305. Exempt Signs. 4
Sec. 8-5.6306. Prohibited Signs 6
Sec. 8-5.6307. Measuring Sign Area 7
Sec. 8-5.6308. General Standards. 10
Sec. 8-5.6309. Permitted sign types by Zone District 12
Sec. 8-5.6310. Specific Plan, Master Plan, or Planned Development Areas. 18
Sec. 8-5.6311. Standards for Specific Sign Types. 18
Sec. 8-5.6312. Electronic Message Board Signs. 21
Sec. 8-5.6313. Signage Allowances for Specific Uses. 23
Sec. 8-5.6314. Temporary Signs. 23
Sec. 8-5.6315. Flags. 29
Sec. 8-5.6316. Master Sign Program. 30
Sec. 8-5.6317. Nonconforming Signs. 31
Sec. 8-5.6318. Sign Removal. 31
Sec. 8-5.6319. Sign Maintenance. 31

Sec. 8-5.6301. Purpose.

The purpose of this article is to regulate signs as an information system that expresses the character and environment of Yuba City and implements the General Plan, consistent with State and federal law. These regulations recognize the importance of business activity to the economic vitality of the City as well as the need to protect the visual environment. Specifically, these regulations are intended to:

A. Provide adequate opportunity for the exercise of the right of free speech by display of a message or image on a sign, while balancing that opportunity with other community and public interests;

B. Provide minimum standards to safeguard life, health, property, public welfare, and traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures;

C. Preserve and enhance the visual attractiveness of the City, for residents, businesses and visitors;

D. Protect and enhance property values and community appearance by encouraging signs that are compatible with the architectural style, character, and scale of the building to which they relate and with adjacent buildings and businesses;

E. Restrict signs that may create visual clutter or a nuisance to nearby properties, violate privacy, or create hazards or unreasonable distractions for pedestrians and drivers; and

F. Ensure that commercial signs are accessory or auxiliary to a principal business or establishment on or near the same premises, rather than functioning as general advertising for hire.

Sec. 8-5.6302. Applicability.

This article regulates all signs on public and private property, except where expressly stated otherwise. No sign shall be erected or maintained anywhere in the City except in conformity with this article.

Sec. 8-5.6303. Design Principles.

A. **Architectural Compatibility**. A sign (including its supporting structure, if any) should be designed as an integral design element of a building's architecture and be architecturally compatible, including color and scale, with any building to which the sign is to be attached and with surrounding structures. A sign that covers a window or that spills over "natural" boundaries or architectural features and disrupts parts of upper floors of buildings is detrimental to visual order and is not permitted.

B. **Consistency with Area Character**. The size, materials, colors, graphic style, illumination, and other features of the sign shall be in keeping with the visual character of the street or area in which it is proposed. Proposed new signs should reflect the highest quality of design possible for a given area.

C. **Legibility**. The size and proportion of the elements of the sign's message, including logos, letters, icons and other graphic images, should be selected based on the anticipated distance and travel speed of the viewer. Sign messages oriented towards pedestrians may be smaller than those oriented towards automobile drivers. Colors chosen for the sign text and/or graphics should have sufficient contrast with the sign background in order to be easily read during both day and night hours.

D. **Readability**. To ensure that signs perform their essential communicative function, characteristics such as the proportion between different parts of the sign, visibility from important vantage points, and other design features will be considered. A sign message should be easily recognized and designed in a clear, unambiguous and concise manner, so that a viewer can understand or make sense of what appears on the sign. Excessive use of large areas of several colors can create competition for the eye and significantly reduce readability.

E. **Finish**. Signs must have finished edges with a clean, smooth, consistent surface. Lettering on the sign is to be of complementary size, proportion and font and either carved, routed, painted or applied.

F. **Visibility**. A sign should be conspicuous and readily distinguishable from its surroundings.

Sec. 8-5.6304. Permits Required.

With the exception of exempt signs as listed in Section 8-5.6305, permits shall be required as follows, unless otherwise stated.

A. **Zone Clearance Required**. Subject to Section 8-5.7002, Zone Clearance, the Development Services Department will review applications for building permits for signs and determine if the proposed signs are consistent with the requirements contained in this article. All signs, temporary or permanent, and flags per this article, shall require a Zone Clearance, unless specifically exempted.

B. **Master Sign Program (MSP)**. A Master Sign Program is required for signage proposals as specified in Sec. 8-5.6316, Master Sign Program.

C. **Building Permit Required**. No person shall erect, alter, repair, or relocate any sign without first obtaining any required building permit from the City for such work. No permit shall be issued until the City determines that such work is in accordance with the building or electrical codes of the City. Except as otherwise provided, permits required by this article will be issued pursuant to the same terms and according to the same fee schedule as all other building permits.

D. **Encroachment Permit.** Signs that project over a public street, sidewalk, or other City owned property or easement shall be subject to an Encroachment Permit approval by the Public Works Department.

Sec. 8-5.6305. Exempt Signs.

The following signs are exempt from Planning permit requirements of this article and do not count toward the total sign area limit for a site, provided that they conform to applicable standards. Building permits may be required.

A. **Address Signs and Name Plates**. Each residence and establishment may post one address sign and one name plate, not to exceed four square feet.

B. **Barber Poles**. Barber poles less than 30 inches in height.

C. **City Property/Bus Stop Signs**. Signs placed by the City or the transit authority on property or public right-of-way held by the City.

D. **Civic signs**. Memorial signs and plaques installed by a civic organization. Said signs shall first be approved by the City Council.

E. **Commemorative signs.** A sign, tablet, or plaque memorializing a person, event, structure, or site. Said sign shall be approved by the City Council.

F. **Decorative Holiday Decorations and Lights**. Provided that such displays are removed within 60 days of their installation.

G. **Equipment Signs**. Signs incorporated into permitted displays, machinery, or equipment by a manufacturer, distributor, or vendor and identifying or advertising only the product or service dispensed by the machine or equipment, such as signs customarily fixed to automated teller machines (ATMs) and gasoline pumps.

H. **Fence signs.** Signs attached or painted on fences or freestanding walls that are not associated with a building may be permitted:

    a. When located for noncommercial purposes and for advertising community events, such as youth sports and events, school functions, or events organized by a government entity. Signs shall not exceed 48 square feet, and may be installed 30 days prior to the event it is promoting. Sign shall be removed within 48 hours after the event. Signs promoting a single event shall be spaced a minimum of 600 feet. Signs shall only promote events occurring within the City's Sphere of Influence.

    b. Along the boundary fences of sporting fields when not oriented towards the public right-of-way.

I. **Garage Sales/Yard Sales**. Limited to 2 such signs, having a maximum of 5 square feet each and not to exceed 6 feet high, located on private property with the property owner's permission. Signs may not be erected prior than 24 hours to the event and shall be removed no later than 24 hours of the conclusion of the sale.

J. **Gateway Signs**. Signs erected by the City or in partnership with the City, contents of which are limited to the name of the City and the name of or other information regarding civic, fraternal, or religious organizations located within the City.

K. **Interior Graphics or Signage**. Visual communicative devices that are located entirely within a building or other structure and are not visible from the exterior thereof, or located on the inside of a building and at least three feet from the window, door, and/or opening.

L. **Memorial Signs**. Memorial signs or tablets, names of buildings or date of building erection, when cut into any masonry surface or when on a bronze plaque, or other durable material as approved by the Director.

M. **Missing Person/Lost Pet.** Signs seeking assistance locating a missing person or pet are exempt, so long as they remain in good condition, free of tears. Such signs shall not be placed or located in such a manner as to constitute a safety hazard or to impede the public use of the public right-of-way.

N. **Official Government Notices**. Official and legal notices used by any court, public body, person, or officer in the performance of a public duty; any legal or official notices posted by a utility or other quasi-public agency; temporary or permanent signs erected and maintained by or required by the City, State, or federal government, or government transportation or transit agencies, for the purpose of providing official governmental information to the general public, including, but not limited to: traffic direction, city entrance, or for designation of direction to any school, hospital, historical site, or public service, property, or facility; public hearing or meeting notices; seismic warning signs; or other signs required or authorized by law.

O. **Open/Closed Signs.** Open/Closed signs are permitted in Commercial and Industrial Districts. Signs shall not exceed six square feet. Such signs shall not be placed or located in such a manner as to constitute a safety hazard or to impede the public use of the public right-of-way.

P. **Operational Window Signs**. Window signs limited to the hours of operation, address, occupancy, and emergency information, subject to the following standards:

   a. *Limitations on Placement*. Operational window signs shall not be mounted or placed on windows higher than the second story.

   b. *Maximum Area*. The maximum area of exempt window signage shall not exceed three square feet in area.

Q. **Public Carrier Graphics**. Graphic images mounted on carrier vehicles such as buses, taxicabs, and limousines that legally pass through the City.

R. **Traffic signs**. Traffic, directional, warning, or informational signs required or authorized by a governmental agency.

Sec. 8-5.6306. Prohibited Signs

Unless expressly allowed by another subsection of this article or other applicable law, the following sign types, locations, and materials are prohibited:

A. **Animated Signs/Moving Signs**. Animated, flashing, blinking, reflecting, revolving, or other similar signs, or signs with visibly moving or rotating parts or visible mechanical movement of any kind, rolling or running letters or message.

B. **Flashing signs**. No sign (including window sign, exterior lighting or window lighting) shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination, except for date, time and temperature signs.

C. **Flying signs**. Signs such as blimps or kits designed to be kept aloft by mechanical, wind, chemical, or hot air means.

D. **Pole signs**.

E. **Posters**. The tacking, painting, pasting or otherwise affixing of signs or posters of a miscellaneous character, visible from a public right-of-way, located on the walls of a building, bars, shed, on trees, poles, posts, fences, or other structures, or anywhere on public property is prohibited, unless permitted as a Garage/Yard Sale Sign.

F. **Roof signs**.

G. **Signs blocking doors or windows.** Signs shall not be located or installed on any door, window, or fire escape in a manner that will prevent free ingress or egress.

H. **Signs on standpipes or fire escapes**. No sign shall be attached to any standpipe or fire escape, except those required by other codes.

I. **Snipe signs**. All off-site signs, tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, trailers, temporary construction barriers, or other supporting structures.

J. **Signs in the public right-of-way**. Unless otherwise noted, no sign shall be affixed within or on public property or public right-of-way including but not limited to median strips or islands, on sidewalks, trees, retaining walls, bridges, benches, traffic signals, public fences, poles or utility equipment, street lighting, utility poles, traffic signs, or traffic sign posts, supporting structures, anchor wires, or guy wires.

K. **Signs that produce noise or emissions.** Signs that produce noise or sounds that can be heard at the property line, excluding voice units at menu boards, and signs that emit visible smoke, vapor, particles, or odors.

L. **Signs creating a traffic hazard or affecting pedestrian safety.** Signs placed or located in such a manner as to constitute a safety hazard or to impede the public use of the public right-of-way.

   a. Exits and Entrances. No sign shall be placed, mounted, erected, or installed in any manner that obstructs the use of any door, window, or fire escape.

   b. Sidewalks. No sign shall be mounted or displayed in such a manner that it blocks or impedes the normal pedestrian use of public sidewalks.

   c. Intersections. No sign shall be erected or maintained at or near any street intersection that will obstruct the free and clear vision of drivers and pedestrians. Other than traffic control signals, no sign shall be installed in the visibility triangle at intersections pursuant to Public Works policy ST 22, Site Distance Triangle.

M. **Vehicle signs**. Signs on vehicles, trailers, boats, storage boxes or other similar objects where such signs are not incidental to the primary use of the vehicle or other similar objects for conveyance of persons or property or storage of property, and where the primary purpose of the sign and vehicle or other similar object upon which the sign is attached or affixed is for advertising purposes.

Sec. 8-5.6307. Measuring Sign Area.

A. **Single-Faced Signs.** Sign area shall include the entire area within a single continuous perimeter composed of squares or rectangles (consisting of horizontal and vertical lines and no more than 12 corners) that enclose the extreme limits of all sign elements, including, but not limited to, sign structures or borders, written copy, logos, symbols, illustrations, and color. Supporting structures such as sign bases and columns are not included in the sign area provided that they contain no lettering or graphics except for addresses or required tags. The calculation of sign area for various types of single-faced signs is illustrated in Figure 8-5.6307-A(1).

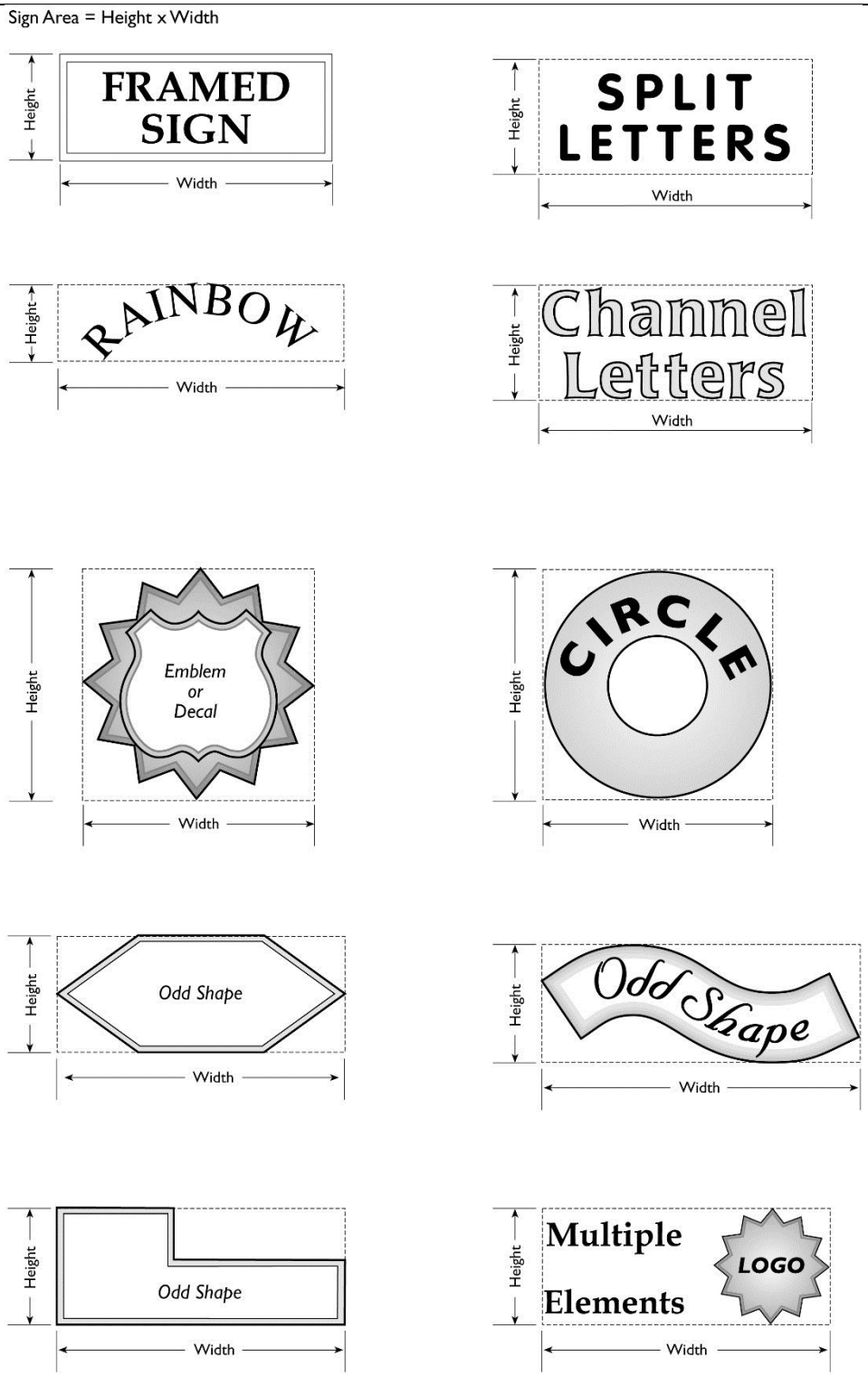


FIGURE 8-5.6307-A(1): MEASURING SIGN AREA

B. **Double-Faced Signs**. Where two faces of a double-faced sign are parallel, or less than an interior angle of 45 degrees from one another, the sign area shall be computed as the area of one face. Where the two faces are not equal in size, the larger sign face shall be used. Where two faces of a double-faced sign are located equal to or more than 45 degrees from one another, both sign faces shall be counted toward sign area.

C. **Multi-Faced Signs**. On a three-faced sign, where at least one interior angle is 45 degrees or less, the area of two faces (the largest and smallest face) shall be summed to determine sign area. In all other situations involving a sign with three or more sides, sign area shall be calculated as the sum of all faces.

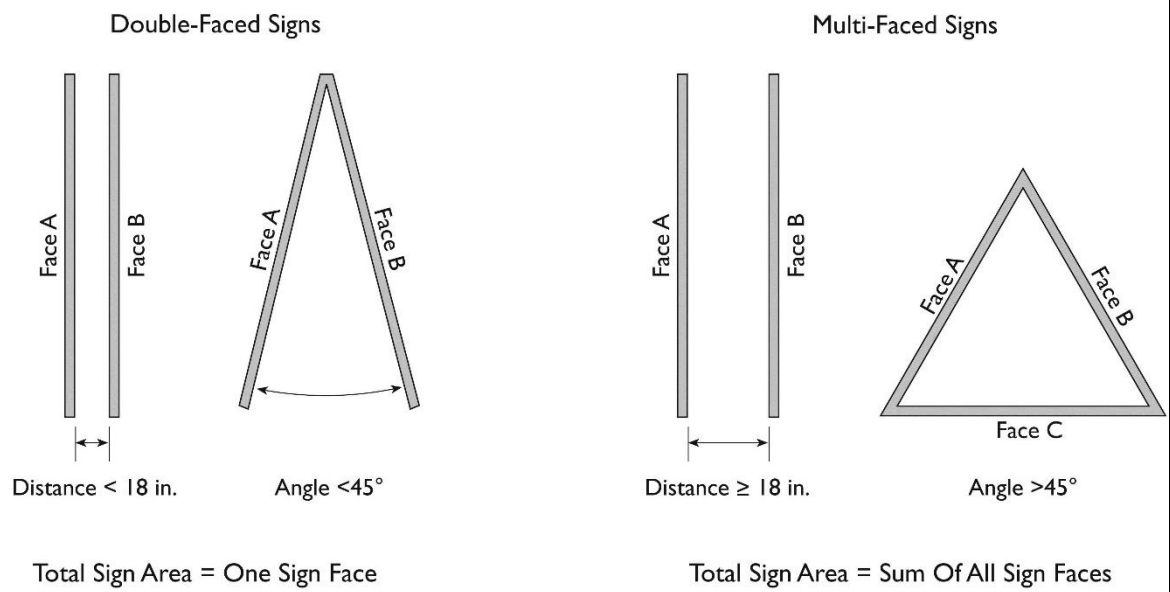


FIGURE 8-5.6307-A(2): DOUBLE AND MULTI-FACED SIGNS

D. **Three-Dimensional Signs**. Signs that consist of, or have attached to them, one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area of the sum of all areas using the two vertical sides of the smallest cube that will encompass the sign.

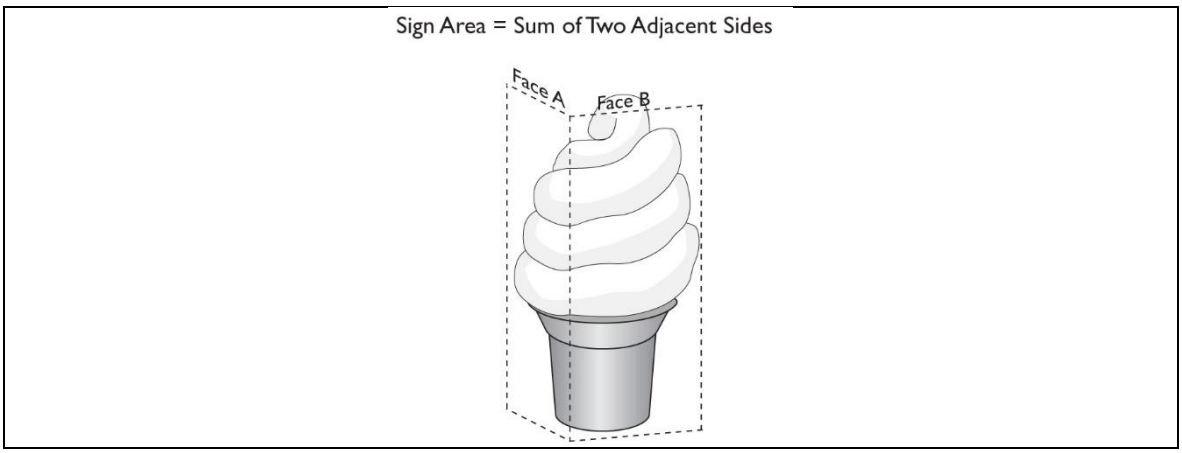


FIGURE 8-5.6307-A(3): THREE DIMENSIONAL SIGNS

E. **Measuring Sign Height**. The height of a sign is the vertical distance measured from the finish grade directly beneath the sign to the highest point at the top of the sign.

F. **Measuring Sign Clearance**. Sign clearance shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.

G. **Measuring Building Frontage**. Building frontage is the building facade that directly abuts a public street, private street, parking lot driveway, or parking spaces. For buildings with two or more frontages, the length of the wall and allowable sign area shall be calculated separately for each building frontage.

Sec. 8-5.6308. General Standards.

A. **Visibility Triangles**. No sign, permanent or temporary, flag, flagpole, etc. may be erected within the visibility triangle per Public Works policy ST 22, Site Distance Triangle.

B. **Residential and Non-Residential Interface**. Signs in Commercial and Industrial Zone Districts shall be set back a minimum distance of 45 feet from a Residential Zone District.

C. **Materials and Mounting Required**.

   a. Materials. Signs shall be made of sturdy, durable materials. Paper, plastic, cardboard, and other materials subject to rapid deterioration may only be used for temporary signs.

   b. Mounting Required. All permanent signs shall be firmly anchored, shall comply with all requirements for public safety, and shall satisfy all applicable safety codes and all other applicable governmental enactments, rules, regulations, or policies.

D. **Changeable Copy.** Non-electronic changeable copy shall cover no more than 20 percent of the total sign area, except for the following uses which are allowed up to 75 percent of the maximum sign area to be changeable copy: public facilities uses, indoor theaters, and fuel price signs.

E. **Illumination.** The illumination of signs shall be designed, installed, and maintained to avoid negative impacts on surrounding right-of-ways and properties. The following standards shall apply to all illuminated signs:

   a. *Shielding Required.* To the extent feasible, and at the discretion of the Review Authority, light sources shall be concealed or shielded to prevent or minimize light spillage, glare, momentary blindness, or other annoyance, disability, or discomfort to persons within the view of such light sources.

   b. *Colored Lights.* Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

F. **Light Sources Adjacent to Residential Areas.** Signs that are adjacent to Residential Areas that in the opinion of the Review Authority (i.e., Development Services Director, Planning Commission, or City Council) shall come equipped with automatic dimming technology which automatically adjusts the brightness of the sign in direct correlation with ambient light conditions (i.e., daytime, nighttime, cloudy conditions).

G. **Concealed Electrical Systems.** External conduits, boxes, and other connections related to the function of a sign and associated lighting shall not be exposed. A switch disconnecting each circuit shall be placed in plain sight and near the inspection opening.

Sec. 8-5.6309. Permitted sign types by Zone District

Additional regulations are denoted in the right hand column. Numbers indicated in parenthesis ( ) are references to notes at the bottom of the table. Square feet is represented as sf, while feet or foot is ft.

Table 8-5.6309(A): Residential Zones Districts R-1(1), R-2(2), R-3)						
Sign Type	*Maximum Number*	*Maximum Area Per Sign*	*Maximum Sign Height*	*Location Requirements*	*Lighting Allowed?*	*Additional Regulations*
Monument Signs	1 per site.	32 sf	6 ft	5 ft from all property lines.	Yes, external, backlit, or halo.	For public, quasi- public uses, religious institutions an Electronic Message Board copy sign is permitted provided it occupies no more than 50% of total sign area Refer to Sec. Sec. 8-5.6312. (1)
Directional Signs	1 for one-way, 2 for two-way driveways.	4 sf	3 ft	Outside of the public right- of-way.	(2)	
Directory Signs	1 per building complex.	8 sf	6 ft	As near the main entrance of the building complex as possible and not readable from the public right-of- way.	(2)	
Wall Signs	1 sign per street frontage.	32 sf	Not to exceed the eaves of the building which it is affixed.	Attached to building below eaves.	Yes, external, backlit, or halo.	For public, quasi- public, churches and similar uses a changeable copy sign is permitted provided it occupies no more than 50% of total sign area.
Changeable Copy Signs	1 attached to a wall or monument sign.	50% or less of total permitted sign area to which it is attached.			Yes, externally or internally.	Limited to the activities and events to be offered by the use and public, quasi-public, religious institutions and similar uses. A changeable copy sign is permitted provided it occupies no more than 50% of total sign area.

(1) Requires a Use Permit.
(2) Yes, between the hours of 6 a.m. and 10 p.m. or during normal business hours, whichever is more restrictive. Lighting shall be limited to external, halo, or backlit.

Table 8-5.6309(B): Commercial Zone Districts (C-0, C-1, C-2, C-3, C-M)

Sign Type	*Maximum Number*	*Building SF*	*Maximum Area Per Sign*	*Maximum Sign Height*	*Location Requirements*	*Lighting Allowed?*	*Additional Regulations*
Monument Signs (1-4 businesses)	1 sign per each 300 ft of lineal street frontage.		C-O, C-1: 40 sf C-M: 48 sf C-2, C-3: 64 sf	C-0, C-1, C-M: 6 ft C-2, C-3: 10 ft.	5 ft from all property lines.	Yes, externally or internally.	(1) (2) (3)
Monument Signs (5 or more)	1 sign per each 300 ft of lineal street frontage.	1- 50k	80 sf	12.5 ft	5 ft from all property lines.	Yes, externally or internally.	(1) (2) (3)
		50,001 - 100k	96 sf	15 ft			
		100,001 - 150k	112 sf	17.5-ft			
		150,001k+	128 sf	20 ft			
Directional Signs	1 for one-way, 2 for two-way driveways.		4 sf	3 ft	Outside of the public right-of-way and building setbacks.	Yes, external, backlit, or halo lit	
Tenant/ Occupancy Signs	1 per building frontage.		12 sf	6 ft	As near the main entrance of the building complex as possible and not readable from the public right-of-way.	Yes, external, backlit, or halo lit.	
Wall Signs			C-0, C-1: 1 sf. for each 1 lineal ft. of building frontage C-2, C-3, C-M: 1 1/2 sf for each 1 lineal ft of building frontage.	Not to exceed the building eaves of the building to which it is affixed.	Attached to building below eaves.	Yes, externally or internally.	(3) (4) (5)
Projecting Wall Signs	Not to exceed combined total square footage allowed for wall signs.		Not to exceed combined total square footage allowed for wall signs.	Not to exceed the eaves of the building to which it is affixed.	Lowest portion of the sign must be a minimum of 8 feet above the average grade. May not project more than 4 ft from the wall to which it is attached.	Yes, external, backlit, or halo.	(6)
Blade/ Valance	1 per building frontage.		6 sf		The sign must be perpendicular to the building face and no less	No.	(6)

					than 8 ft above the average grade.		
Suspended Signs	1 double-faced sign per business entrance.		6 sf	Must be located under a covered walkway and perpendicular to the walkway.	Lowest portion of the sign must be a minimum of 8 ft above the average grade.	No.	
Awning/ Canopy Signs	Refer to Sec. 8-5.6311-C						(7)
A-frame Signs	Refer to Sec. 8-5.6314						(6) (8)

(1) Increased sign area and/or height in excess of maximums are only allowed following the approval by the Planning Commission of a Use Permit (Sec. 8-5.7003). Prior to the issuance of the Use Permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.
(2) For an Electronic Message Boards, refer to Sec. 8-5.6312.
(3) Should a sign be within 100 feet of a Residential Zone District, lighting, if proposed, shall be backlit, external or halo.
(4) Buildings over one story: Signs located above the first or ground floor of a multiple story building shall be individual letters, externally lit, including but not limited halo lit or backlit. For signs located above the first floor, the maximum letter height shall be 3 ft. 6 inches, while the maximum symbol height shall be 3 ft. 10 inches, or as permitted per the underlying Zone District, whichever is less. Only one sign is permitted per building face above the first/ground floor.
(5) New cabinet or can signs shall not exceed 20 percent of the total area of the proposed sign(s).
(6) An encroachment permit issued by the Engineering Division of Development Services may be required if sign projects into a public right-of-way.
(7) Signs must be uniform in color, design and materials for all tenants identified within the center
(8) For regulations pertaining to the Civic Center Specific Plan, refer to the Plan.

Table 8-5.6309(B): Industrial Zone Districts (M-1, M-2)

Sign Type	*Maximum Number*	*Maximum Area Per Sign*	*Maximum Height*	*Location Requirements*	*Lighting Allowed?*	*Additional Regulations*
Monument Signs	1 sign per each 300 ft of lineal street frontage.	48 sf	6 ft	5 ft from all property lines. Sight distance requirements must be maintained.	Yes, externally or internally.	(1) (2) (3)
Directional Signs	1 for one-way, 2 for two-way driveways.	4 sf	3 ft	Outside of the public right-of- way.	Yes, during the business hours only.	
Directory Signs	1 per building frontage.	12 sf	6 ft	As near the main entrance of the building complex as possible and not readable from the public right-of-way.	Yes, during the business hours only.	
Off-site Advertising Signs	Only with an approved Use Permit. Number based on Locational Requirements.	300 sf	30 ft	Minimum distance of 1,000 ft from another off-site sign on same side of street and 500 ft apart if located on opposite sides of the street.	No internally illuminated signs. May be externally illuminated, with no moving parts.	
Wall Signs		1 sf for each 1 lineal foot ft of building frontage.	Not to exceed the eaves of the building to which it is affixed.	Attached to building below eaves.	Yes, externally or internally.	(3) (4)
Projecting Wall Signs		Not to exceed total combined square footage allowed for wall signs.	Not to exceed the eaves of the building to which it is affixed.	Lowest portion of the sign must be minimum of 8 ft above the average grade. May not project more than 4 ft from the wall to which it is attached.	Yes, external, backlit, or halo lit	(5)
Suspended Signs	1 double- faced sign per business entrance.	6 sf	Must be located under a covered walkway and perpendicular to the walkway.	Lowest portion of the sign must be a minimum of 8 ft above the average grade.	No.	(5)
Awning/ Canopy Signs	Refer to Sec. 8-5.6311-C					(5)
A-frame Signs	Refer to Sec. 8-5.6314					(5)

(1) Increased sign area and/or height in excess of maximums are only allowed following the approval by the Planning Commission of a Use Permit (Sec. 8-5.7003). Prior to the issuance of the use permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.
(2) Should a sign be within 100 feet of a Residential Zone District, lighting, if proposed, shall be external lit, backlit, or halo lit.
(3) For an Electronic Message Board, refer to Sec. 8-5.6312
(4) Buildings over one story: Signs located above the first or ground floor of a multiple story building shall be individual letters, externally lit, including but not limited halo lit or backlit. For signs located above the first floor, the maximum letter height shall be 3 ft. 6 inches, while the maximum symbol height shall be 3 ft. 10 inches, or as permitted per the underlying Zone District, whichever is less. Only one sign is permitted per building face above the first/ground floor.
(5) An encroachment permit issued by the Engineering Division of Development Services may be required if sign projects into a public right-of-way.

Sec. 8-5.6310. Specific Plan, Master Plan, or Planned Development Areas.

Any new sign or enlargement to an existing sign on property located within a Specific Plan, or Master Plan area or a planned development district shall comply with the more specific standards.

Sec. 8-5.6311. Standards for Specific Sign Types.

This section establishes location and other general standards for specific sign types that apply to all areas where such signs are permitted.

A. **Wall Signs**. Wall signs are subject to the following standards:

a. *Projection Allowed*. Wall signs shall not extend more than 12 inches beyond the face of the wall to which they are attached.

b. *Placement*. No wall sign may cover, wholly or partially, any wall opening. Wall signs shall not occupy more than 80 percent of any architectural element that they occupy (frieze, pilaster, etc.).

c. *Orientation*. Signs shall be oriented towards a public street, a private street, or parking lot designated to serve patrons of said establishment.

FIGURE 8-5.6311-A(1): WALL SIGN

B. **Monument Signs. Monument signs are subject to the following standards:**

a. *Base*. Signs shall have a solid architectural base constructed of a permanent material, such as concrete block, stone, or brick. The base of the Monument Sign shall be a minimum width of 75 percent of the sign and a minimum 12 inches in height from the top of the finished grade.

b. *Depth*. A monument sign shall have a depth of at least 12 inches between the two faces.

c. *Design*.

i. Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign.

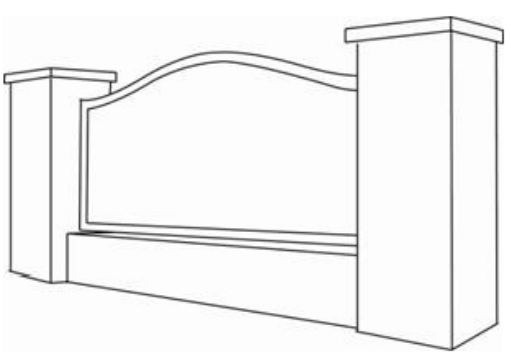
ii. Signs shall be constructed of materials and colors related to the principal building.

iii. Monument Signs shall have an encasing constructed of brick, stone, synthetic material, or masonry. An aluminum and/or sheetmetal encasing is not an acceptable material.

iv. Embellishment, either structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development may be included. Embellishment shall not include letters, numerals, figures, emblems, logos, color bands, or other features conveying a commercial advertising message.

v. Synthetic material shall adequately simulate the appearance of the natural material it imitates, demonstrates the ability to age similar to natural material, and should have the ability to withstand being pressure washed.

d. *Landscaping*. Signs shall provide a minimum landscape area of five feet measured in all directions.



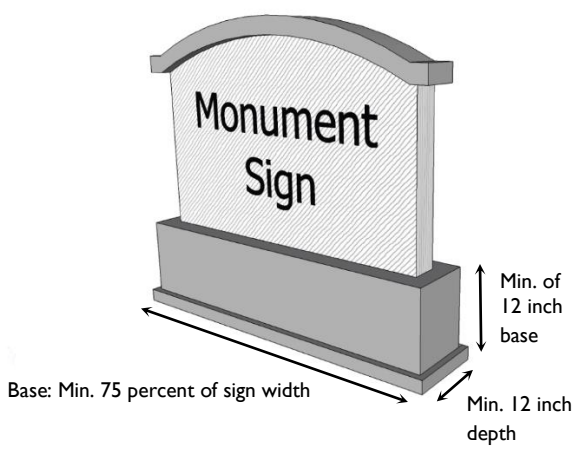


FIGURE 8-5.6311-B(1): MONUMENT SIGNS

C. **Awning Signs**. Signs painted on awnings, canopies, arcades, or similar features or structures are subject to the following standards:

a. *Location*. Awnings shall be located on the ground floor of buildings.

b. *Maximum Sign area per Sign*. 10 square feet or 25 percent of the surface area of the awning, whichever is less.

c. *Minimum Sign Clearance*. Eight feet from finished grade.

d. Signs or awnings which they are placed may not be plastic, transparent, or translucent, and may not be backlit from inside the awning.

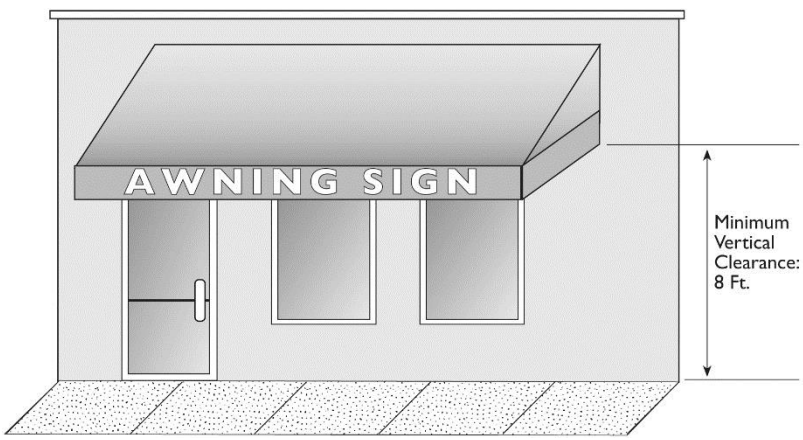


FIGURE 8-5.6311-C(1): AWNING SIGN

D. **Projecting Signs**. Signs projecting from buildings are allowed, subject to the following additional standards:

a. *Maximum Number:* One per tenant space.

b. *Maximum Sign Area Per Sign*: 12 square feet.

c. *Height Limit:* 12 feet.

d. *Minimum Sign Clearance:* Eight feet from finished grade.

e. *Projection Allowed*. A projecting sign cannot extend more than four feet from the building to which it is attached and shall be designed and located so as to cause no harm to street trees.

f. *Illumination*: No internal illumination is permitted.

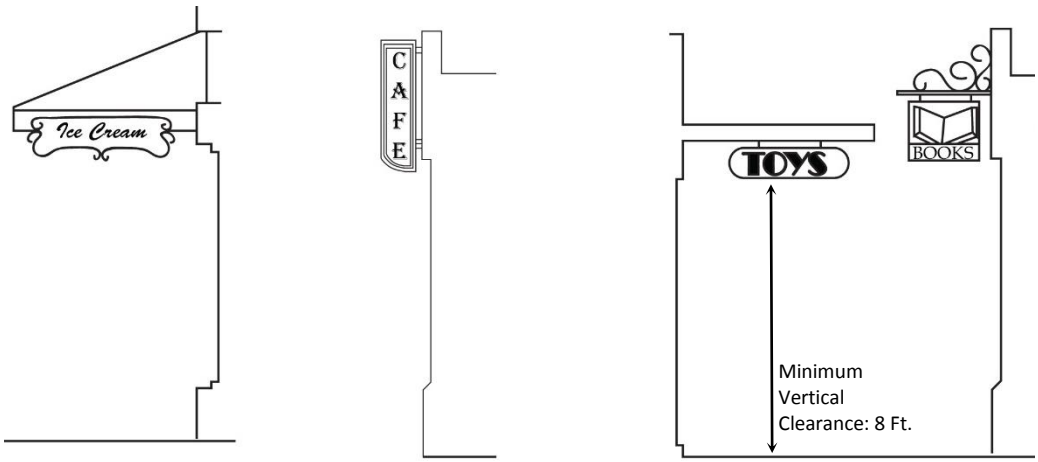


FIGURE 8-5.6311-D(1):: PROJECTING SIGNS

Sec. 8-5.6312. Electronic Message Board Signs.

Any Electronic Message Board signage to be used must be high-quality resolution and shall comply with the following design standards:

A. A Use Permit shall be required for Electronic Message Board Signs. A Use Permit shall not be required for static Fuel Price signs.

B. Signs may be allowed for use in the project's Monument Signage.

C. Signs are permitted only on parcels or unified developments of at least five acres in area and a minimum frontage of at least 300 feet along State Route 99 or State Route 20 (Colusa Highway).

D. All non-conforming signs shall be made to conform to the strict requirements of this Sign Ordinance. Should a nonconforming monument, freestanding, and/or pole signs exist on the property, or in the case of a unified shopping center, all the parcels, all signs shall be brought into compliance with the strict application of this article as part of the Use Permit process.

E. Electronic Message Boards may only advertise establishments and/or products available on-site.

F. Electronic Message Boards shall be available for emergencies, such as distressed conditions (e.g., flood, natural disaster, etc.), law enforcement emergencies (e.g., Amber Alert), or issues of Statewide concern (e.g. drought conditions) at the request of the City. Time allocated for City requested messages shall not exceed 15 percent, unless determined to be an emergency by the City.

G. All electronic signage shall display static images only.

H. Message Duration. Signs may only change their static images once every 10 seconds.

I. Transitions from one static image to the next shall appear instantaneous without the use of animation, swipes, flashing, or frame effects.

J. Such signs shall come equipped with automatic dimming technology which automatically adjusts the brightness of the sign in direct correlation with ambient light conditions (i.e., daytime, nighttime, cloudy conditions).

K. Signs shall be a constructed of high quality pixel pitch resolution. The pixel pitch resolution shall not exceed 14 mm.

L. Signs shall be full color digital displays. No monochrome displays.

M. Signs shall be comprised of high definition, light emitting diodes (LED).

N. Signs shall not be illuminated between 10 pm and sunrise when located within 150 feet of a Residential Zone District.

O. Electronic Message Boards signs shall not exceed a brightness level of 0.3 foot candles above ambient light.

P. The owner of any illuminated sign shall arrange for a certification by an independent contractor showing compliance with brightness standards at the request of the City. The results of the inspection shall be provided within 14 days of the request by the City.

Q. Default Display. In the case of malfunction, digitally-illuminated signs shall contain a default design to freeze the sign message in one position.

R. Each automatic changeable copy sign shall be operated with monitoring and methods in place that shall either turn off the display, or show a full black image on the display, in the event of a malfunction that affects more than 50 percent of the sign face

S. New electronic monument signs shall be located in an enhanced landscape planter within the project boundaries. The enhanced landscape planter shall be a minimum area of two times the size of the sign copy.

T. Signs located on a project site with four or less business, no more than one-half (1/2) of the Monument Sign shall be designed with electronic messaging.

U. Signs located on project sites with more than five businesses, no more than one-third (1/3) of the Monument Sign shall be designed with electronic messaging.

Sec. 8-5.6313. Signage Allowances for Specific Uses.

This section establishes signage allowances for specific uses. These signs are allowed in addition to the signs allowed by Zoning District, if any.

A. **Drive-thru menu Display Boards.** A maximum of 2 menu boards, not exceeding 20 square feet in area apiece, with a maximum height of six feet are permitted per drive-through. Should a facility have two drive-throughs, each drive-through may have two menu boards. All outdoor speakers shall be directed away from a Residential Zone District.

B. **Service Stations.**

   a. Monument signs may provide electronic fuel prices. A freestanding and/or monument sign that is to be converted to an electronic fuel price sign shall comply with the size requirements and setbacks required by the Sign Ordinance.

   b. Fuel prices shall be static and shall not be blinking, flashing, continuously changing colors, etc.

   c. Only one electronic fuel price sign is permitted per site.

   d. Electronic numbers shall not exceed 24 inches in height.

Sec. 8-5.6314. Temporary Signs.

A. **A-frame signs.**

A-frame signs shall comply with the standards below. A permit is not required.

   a. *Quantity*. A maximum of one A-frame sign per business is allowed.

   b. *Locations*.

      i. *Private Property*. May be on privately owned commercial property landscape setbacks.

      ii. *Public Property*. Where there is no private property available because the storefront of the business is directly adjacent to the public right-of-way, a business may place an A-frame sign on the sidewalk, directly in front of the

subject business with the approval of an encroachment permit from the City.

iii. If located on a pedestrian path four foot wide travel path shall be maintained for through pedestrian traffic.

iv. A-frame signs shall not be located less than 18 inches from a curb.

v. A-frame signs shall not be located in front of another commercial establishment.

vi. A-frame signs shall not be located more than 50 feet from the establishment for which it is advertising.

vii. May only be displayed during the normal business hours of the business it is advertising.

viii. It is the business owner's responsibility to assure that signs remain in good condition and repair (no peeling paint, tacked on notices or general unkempt appearance).

c. *Lighting.* A-frame signs shall not be illuminated except by ambient sources.

d. *Design*:

i. A-frame signs shall have no more than two sides.

ii. The height of an A-frame signs shall be no less than 18 inches and no more than 36 inches.

iii. The width of an A-frame signs shall be no less than 18 inches and no more than 24 inches.

iv. Signs shall be professionally manufactured.

v. The sign must be constructed of materials that present a finished appearance. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited, as are stenciled or spray painted signs. Chalkboard signs are permitted.

vi. Common rough-cut plywood is not permitted. All interior parts of the signs shall be finished with a painted surface to blend with the rest of the sign design.

vii. Paper signs, wind-activated items (such as balloons, windsocks, and pinwheels), and non-rigid changeable areas may not be attached to a sign.

viii. Stabilization. Signs shall be able to withstand wind gusts or be removed during inclement weather.

ix. Creative shapes that reflect the theme of the businesses are encouraged.

B. **Window Signs.** Permanent or temporary signs that are painted on, or otherwise displayed from the inside surface of a window, showcase, or other similar facility are permitted in addition to other permitted signs, provided that all such commercial and incidental signs (both temporary and permanent) do not exceed a combined maximum of 35 percent of the total window area. Window signs do not include window coverings, such as films, so long as the film does not provide advertising.

C. **Special Event Signs.** Temporary flags, banners, moving signs, and inflatables (including air dancers, balloons, and similar objects) are allowed subject to Temporary Sign Permit and/or Zone Clearance approval for establishments within Non-Residential Zone Districts, subject to the following standards. Signs of this type do not count towards total maximum sign area.

a. *Maximum Number*. A maximum of one type of sign is allowed per street frontage, plus two flags per street frontage.

b. *Maximum Height*. If a banner is on a freestanding pole, the pole height shall not exceed 10 feet; signs affixed to the building shall not be located above the roofline. Flags shall not exceed 10 feet in height.

c. *Maximum Size*. The maximum total sign area is 60 square feet.

d. *Balloon Sign/Air-inflated Signs*. Air-inflated signs shall have a minimum separation of one-half mile from other air-inflated signs and may not be within 100 feet from ~~a~~ Residential Zoning District. Air inflated signs shall not exceed 20 feet in height measured from the top of the finished grade to the top of the sign.

e. *Duration*. No sign per this section shall be displayed for more than 30 days, and a period of 30 days must lapse before displaying another Special Event Sign. Signs shall not be displayed for more than 90 total days during a calendar year.

f. *Removal*. Signs shall be removed within 12 hours of completion of the event.

D. **Seasonal Displays.** For Commercial Zone Districts seasonal displays may be suspended from the parking lot light standards, such as bunting used to attract attention to a unified shopping center, provided the following can be met:

a. The display does not advertise a company; product or special event associated with an individual business.

b. The display is designed so it does not obstruct traffic, sight distance, parking area lighting or existing directional signs.

c. Individual decorative features shall not exceed 12 square feet per light posts.

d. There shall be a minimum clearance of eight feet from the floor to the bottom of a decorative feature attached to a light posts.

e. Installation shall be subject to securing a zoning clearance (Sec. 8-5.7002) by the Development Services Director.

E. **Contractor Signs.** Contractor signs advertising materials, appliances, and buildings trades shall comply with the following:

a. Signs shall not to exceed 80 square feet per street frontage

b. Signs shall not to exceed 10 feet in height

c. *Duration*. Signs may be installed for the duration of an active building permit. Signs shall be removed within five days of a Certificate of Occupancy.

F. Temporary Subdivision Signs. On-Site temporary real estate signs advertising real property which has been subdivided for purposes of sale shall be subject to the following conditions:

a. A Zone Clearance is required.

b. *Location Criteria*. May not be located within 2,500 feet of another subdivision sign except in the case of signs on different corners of an intersection.

c. Signs may only advertise subdivisions located within the City limits and/or within the City's Sphere of Influence and which have applied for annexation to the City.

d. *Maximum Number*. Two per subdivision, plus 1 additional sign for every 20 acres over 40 acres in area. Signs shall be on-site.

e. *Maximum Sign Area per Sign*. 48 square feet for sites less than 20 acres in area; 72 square feet for sites 20 acres or greater in area.

f. *Height Limit*. 10 feet.

g. *Duration*. The sign shall remain only as long as a portion of the property advertised for sale remains unsold, or for a period of two years, whichever period is shorter. The two year period shall begin on a date determined by the Director. The Director may extend this period.

h. *Illumination.* Signs shall not be illuminated except by ambient sources.

i. *Design.*

i. The City name and logo shall be displayed prominently on the sign.

ii. Signs shall be professionally manufactured.

iii. Signs shall have no more than two sides.

iv. Sign must be designed as an architecturally-enhanced structure that shall include features such as a decorative cap and cornice detail, stone-clad or masonry clad columns, stone-clad or masonry clad foundation, carved/sculptured wood construction, or other similar architectural features as determined to be appropriate by the Development Services Department.

v. The sign must be constructed of materials that present a finished appearance. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited, as are stenciled or spray painted signs.

vi. Nonstructural trim. Nonstructural trim shall be incorporated into signs. Surfaces may be of wood, metal, approved plastics, or any combination thereof, treated or painted to resist oxidation, decay or dry rot.

vii. Common rough-cut plywood is not permitted. All parts of the signs shall be finished with a painted surface to blend with the rest of the sign design.

viii. Stabilization. Signs shall be able to withstand wind gusts or be removed during inclement weather.

j. There shall be no additions, tag signs, streamers, balloons, flags, devices, display boards, or appurtenances, added to the sign.

k. *Maintenance*. It is the owner's responsibility to assure that signs remain in good condition and repair (no peeling paint, tacked on notices or general unkempt appearance).

l. Signs shall not be a visibility hazard to traffic on adjacent streets or parking areas.

G. **Temporary Subdivision Flags.** Bearing the name of the developer or development and only when utilized in association with an approved model home sales office for a new residential subdivision. Subdivision flags shall comply with the following:

a. Two flags per model home and 4 flags at the subdivision entrance not to exceed a maximum area of 20 square feet each and a pole height of 20 feet.

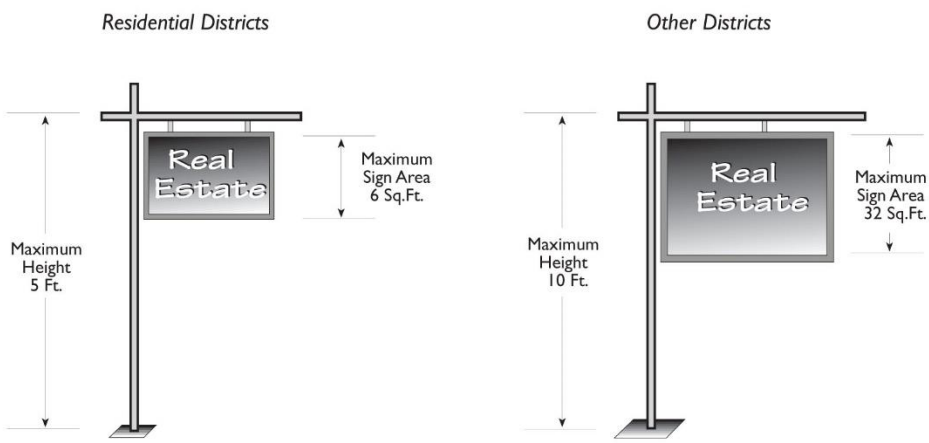
b. If there are no model homes, then up to 4 flags may be utilized in addition to those at the subdivision entrance.

H. **Real Estate Signs.** Real estate signs are subject to the regulations below. A permit is not required. Real estate signs advertising real property for sale after being subdivided shall not be subject to this subsection, but shall be subject to subsection G (Temporary Subdivision Signs) above.

a. **On-Site Real Estate Signs.** On-premises signs conveying information about the sale, rental, or lease of the lot, premises, dwelling, or structure on which they are located, provided that they comply with the following standards:

i. No more than one real estate sign per lot in a Residential Zone District, or one real estate sign per street frontage per lot in non-residential districts, is displayed at any one time;

ii. Height and Area:



iii. Wall signs shall not be higher than 7 feet above grade in a Residential Zone District or 15 feet in Non-Residential District. Freestanding signs shall not exceed six feet in height in residential districts or eight feet in height in non-residential districts.

iv. The sign or signs are not illuminated; and

v. The sign or signs shall be removed within 15 days after the sale, lease, or rental of the property has been completed.

b. **Directional Signs for Open Houses.** Up to three off-site signs directing the public to "open house" events for the viewing of lots, premises, dwellings, or structures that are for sale, lease, or rent, are permitted on public or private land, provided that they comply with the following standards:

vi. No sign or signs shall exceed 6 square feet in area, or 3 feet in height from finished grade.

vii. The sign or signs may not be placed more than 12 hours before the start or remain more than 12 hours after the conclusion of the open house event.

viii. Signs shall not inhibit circulation nor be within the visibility triangle per Public Works policy ST 22, Site Distance Triangle.

I. Political/Campaign Signs. Shall comply with the standards below. Signs are not required to obtain a permit.

a. Size. Signs shall not exceed 32 square feet.

b. Height. Signs shall not exceed 10 feet in height.

c. Time Limits. Signs shall be removed seven days after an election as determined by the County election office.

d. Signs shall not obstruct. Signs shall be instructed in such a manner that they will, or reasonably may be expected to, interfere with, obstruct, confuse, or mislead the pedestrians, cyclist, or motorist.

Sec. 8-5.6315. Flags.

Free standing flagpoles may be installed in accordance with the standards below and subject to a Zone Clearance per Sect. 8-5.7002.

A. **Location**.

a. Flags in Residential Zone Districts shall be set back a minimum of 15 feet from all property lines.

b. Flags in Commercial and Industrial Zone~~s~~ Districts shall be set back a minimum of one foot for each foot in height from a Residential Zone District.

B. **Maximum Flagpole Height**. The pole height shall not exceed 25 feet.

C. **Maximum Size**. 24 square feet in Residential Zone Districts, 32 square feet in all other zone districts.

D. **Decorative Flags**. Flags may be for non-commercial purposes. Permitted flags include, but are not limited to, countries, counties, cities, branches of the military, or decorative flags that do not contain a commercial message.

E. **Residential Zones.**

a. *Developed with residential uses:* 1 flagpole
b. *Residential Zones developed with nonresidential uses:* 2 flagpoles

F. **Commercial and Industrial Zones.** 2 flagpoles

G. **Additional Flagpoles**. The Planning Commission may approve up to four flagpoles subject to approval of a Use Permit pursuant to Sec. 8-5.7003 in Non-Residential Districts.

H. **Temporary Flags**. For Temporary Flags refer to Sec. 8-5.6314(C), and for Temporary Subdivision Flags refer to Sec. 8-5.6314(F).

Sec. 8-5.6316. Master Sign Program.

A. **Projects Requiring a Master Sign Program.** A Master Sign Program is required for the following types of projects:

a. *Nonresidential or Mixed Use Projects*. All new non-residential or mixed use projects of five or more separate tenants.

b. *Multiple Signs*. Proposals for five or more signs on the same building or site with one or two tenants, such as parking areas.

c. *Shopping Centers*. Any unified shopping center or shopping center that shares common areas.

d. Signs with an Electronic Message Board.

B. **Required Submittals**. An application of approval of a Master Sign Program shall contain the following information:

a. A site plan showing the location of buildings, parking lots, driveways and landscaped areas;

b. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of signs allowed;

c. An accurate indication on the site plan of the proposed location of each proposed sign and existing sign which is to remain;

d. Lighting and sign construction materials; and

e. Sign dimensions (if tenants are not known, generic dimensions may be presented).

Sec. 8-5.6317. Nonconforming Signs.

Refer to Sec. 8-5.7306 for Nonconforming Signs.

Sec. 8-5.6318. Sign Removal.

Demolition or Clearance of the Site. Should a site be cleared, signs, including poles, foundations, etc., shall be removed. This includes sites that are cleared for redevelopment.

Sec. 8-5.6319. Sign Maintenance.

All signs and associated supporting structures shall be maintained in good condition, without rips, tears, and similar damage.

A. **Deteriorated Signs**. Any sign or sign structure that is sagging, leaning, fallen, decayed, broken, deteriorated, or in an otherwise dilapidated condition shall be promptly repaired, to the satisfaction of the City, or removed.

B. **Graffiti**. Graffiti on a sign shall be removed within 48 hours of notice of its placement on such sign.

C. **Maintenance Standards**. All parts, portions, units, and materials composing a sign, together with the frame, background, surface, support, or enclosure shall be maintained in a safe condition, painted, and adequately protected from weathering with all braces, bolts, and structural parts, supporting frames, and fastenings reasonably free from deterioration, rot, rust, and loosening so that they do not create a hazard to persons, or property or constitute a nuisance.

D. **Summary Removal of Hazards.** Whenever any sign, by virtue of its physical nature and condition, poses an immediate and serious threat to the public safety, it may be removed by City personnel, or have its physical deficiency cured, to the extent necessary to protect the public safety. The cost of such removal or repair shall be assessed against the sign owner.

E. **Repair or Removal.** Every sign displayed within the City, including but not limited to those signs for which permits are or are not required, shall be maintained in good physical condition. All signs, together with supports, braces, anchors, and electrical components, shall be kept in a safe, presentable condition. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required. The Development Services Director may order the repair or removal of any sign determined by the City to be unsafe, defective, damaged, or substantially deteriorated.