

## Chapter 18.82 Signs

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### Section 18.82.010 Purpose

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

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

### Section 18.82.020 Applicability

- A) Signs Regulated. The requirements of this chapter shall apply to all signs in all zoning districts, except on a site for which a specific plan has established separate sign regulations.

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- B) Applicability to Sign Content. The provisions of this chapter do not regulate the message content of signs (sign copy), regardless of whether the message content is commercial or noncommercial.

#### **Section 18.82.030 Sign Permit Requirements**

- A) No sign shall be installed, constructed, or altered unless a sign permit is first obtained in compliance with Article II (Procedures), Section 18.16.080, or the sign is allowed without sign permit approval by subsection B of this section. There are three types of sign approvals: (1) temporary sign permits; (2) sign permits; and (3) master sign program. A building permit may also be required. After approval of a sign permit and/or master sign plan, each sign installed and maintained on the subject site shall comply with the permit and plan.
- B) Signs and Sign Changes Allowed Without a Sign Permit. The following are permitted without a sign permit, provided that they comply with Section 18.82.050 (General Requirements for All Signs), and any required building permit is obtained.
- 1) Modifications to sign copy on conforming signs, or changes to the face or copy of conforming changeable copy signs, such as changing the removable face of an internally illuminated wall sign.
  - 2) Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a master sign plan, provided that the modifications are consistent with the master sign plan.
  - 3) The normal maintenance of conforming signs.
  - 4) Temporary Signs. Temporary signs in compliance with Section 18.80.080.
  - 5) Governmental Signs. Signs installed by the city, or a federal or state governmental agency, within a public right-of-way, and any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect public health, safety, and general welfare.
  - 6) Noncommercial Flags. Noncommercial flags, provided that the length of the flag shall not exceed one-fourth the height of the flag pole. The maximum allowed height of a flag pole in a residential zoning district shall be twelve feet (12'); the maximum height of a flag pole in a nonresidential zoning district shall be thirty feet (30'). Additional height may be authorized through design review approval. No flag shall be located within the public right-of-way.

- 7) Public Directional Signs and Notices. Signs showing the location of public facilities such as public telephones, restrooms, and underground utilities.
- 8) Service Station Price Signs. Service station price signs required by state law.
- 9) Street Addresses. Street address numbers not exceeding an aggregate area of two (2) square feet.

#### **Section 18.82.040 Prohibited Signs**

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

- A) Abandoned signs.
- B) Signs with flashing, moving, or animated illumination (e.g., flashing signs), except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- C) Balloons and other inflatable devices, except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- D) Banners displaying a commercial message, except when allowed through a temporary use permit.
- E) Billboards.
- F) Flags, except those allowed by subsection B of Section 18.82.030.
- G) Illegal signs.
- H) Moving signs, except barber poles), except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- I) Obscene signs (obscene as defined by California Penal Code § 311).
- J) Permanent off-site signs.
- K) Pennants.
- L) Can signs or any internally illuminated cabinet sign.
- M) Pole signs, unless otherwise approved by special permit (e.g., along highway)
- N) Freestanding signs over thirty feet (30') in height unless otherwise approved by special permit (e.g., along highway).

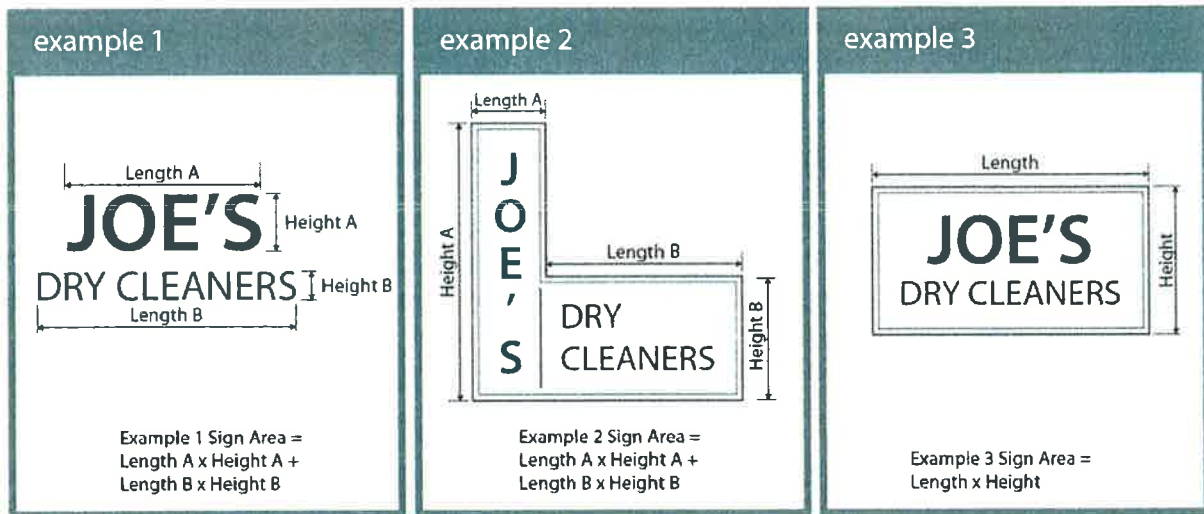
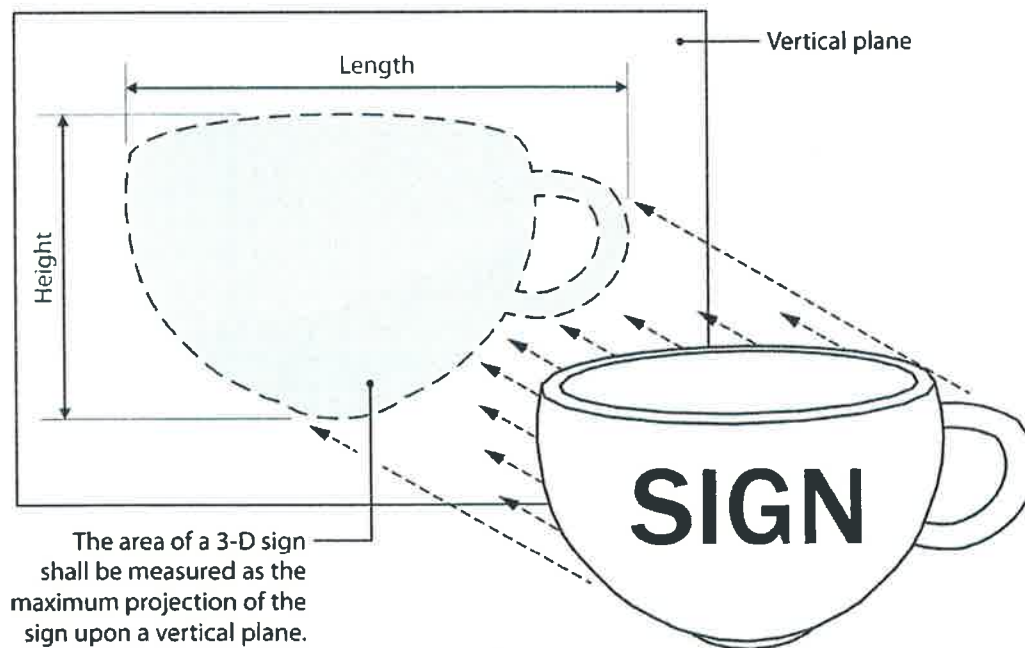
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- O) Roof signs or signs placed above the roofline), except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- P) Wind and air signs that are designed to move based on air flow), except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- Q) Inflatable signs, including inflatable objects), except in the case of grand opening or special event signs as permitted with Administrative Use Review.
- R) Because of the city's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic.
- S) Signs attached to or suspended from a vehicle parked within a public right-of-way, or in a location on private property that is visible from a public right-of-way, except a sign painted directly upon, magnetically affixed, to or permanently affixed to the body or other integral part of the vehicle.
- T) Temporary and portable signs, except as allowed by Section 18.82.080.
- U) Signs which block a pedestrian path of travel.
- V) Signs that are dilapidated, abandoned, or in disrepair or a dangerous condition.

### **Section 18.82.050 General Requirements for All Signs**

- A) Sign Area Measurement. The measurement of sign area to determine compliance with the sign area limitations of this chapter shall occur as follows.
  - 1) The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, writing, logo, representation, emblem, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 18.82.050-1.
  - 2) Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
  - 3) The area of a double-faced (back-to-back) sign shall be calculated as a single sign face if the distance between each sign face does not exceed eighteen inches (18") and the two faces are parallel with each other.

**Figure 18.82.050-1 Sign Area Measurement****Figure 18.82.050-2 Dimensional Sign Area Measurement**

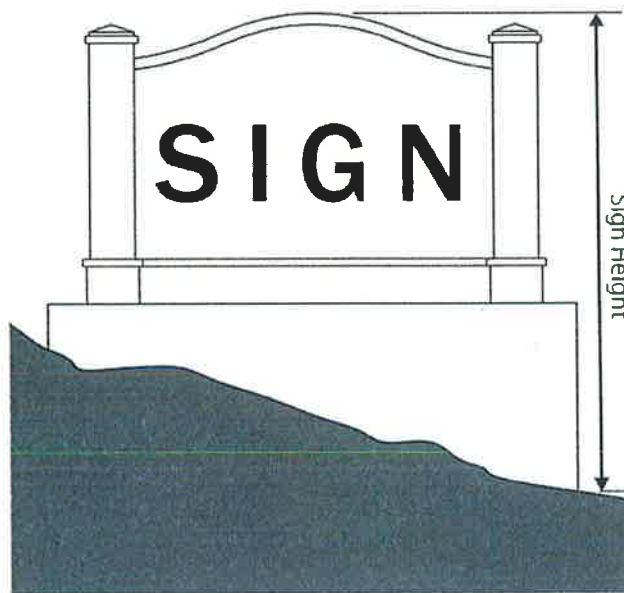


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- 4) Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculptures, or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane. See Figure 18.82.050-2.
  - 5) The area of any time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.
- B) Freestanding Sign Height Measurement. The height of a freestanding sign shall be measured as the vertical distance from the lowest point of the base of the sign structure to the highest point of the structure, where the lowest point of the base of the structure does not include fill, planters, or other material artificially placed to allow increased sign height.

**Figure 18.82.050-3 Sign Height Measurement**



- C) Sign Location Requirements.
- 1) All signs shall be located on the same site as the subject of the sign, except as otherwise allowed by this chapter. A sign may project over an adjacent public right-of-way only when authorized by an encroachment permit as well as a sign permit.
  - 2) No sign shall be located within the public right-of-way, except as otherwise allowed by this chapter.
  - 3) The location of all signs shall be evaluated to ensure:

- a) That the setback is appropriate for the height and area of a freestanding or projecting sign.
  - b) That flush or projecting signs relate to the architectural design of the building. Signs that cover windows, or that spill over natural boundaries and/or cover architectural features, shall be discouraged.
  - c) That signs do not unreasonably block the sight lines of existing signs on adjacent properties.
  - d) Pedestrian and vehicular safety is not compromised.
- D) Design Criteria for Signs. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved.
- 1) Color. Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the building or buildings being identified. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the building colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).
  - 2) Design and Construction.
    - a) Proposed permanent signs should be designed by professionals (e.g., architects, building designers, landscape architects, interior designers, or those whose principal business is the design, manufacture, or sale of signs), or others who are capable of producing professional results.
    - b) All permanent signs should be constructed by persons whose principal business is building construction or a related trade, including sign manufacturing and installation businesses, or others capable of producing professional results. The intent is to achieve signs of careful construction, neat and readable copy, and durability so as to reduce maintenance costs and to prevent dilapidation.
  - 3) Materials and Structure.
    - a) Sign materials (including framing and supports) should be representative of the type and scale of materials used on the site of the sign. Sign materials should match those used on the building and on other signs.

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- b) Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
  - c) The size of the structural members (e.g., columns, crossbeams, and braces) should be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.
  - d) The use of individual letters incorporated into the building design is encouraged, rather than signs with background and framing other than the building wall.
  - e) The use of reflective materials or surfaces may be approved only where the review authority determines that these materials will not distract motorists or create other hazards, and should be minimized in all cases.
- E) Copy Design Guidelines. The city does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.
- 1) Sign copy should relate only to the name and/or nature of the business or commercial center.
  - 2) Permanent signs that advertise continuous sales or special prices, or include phone numbers, etc., should be avoided.
  - 3) Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
  - 4) The area of letters or symbols should not exceed forty percent (40%) of the background area in commercial districts or sixty percent (60%) in residential districts.
  - 5) Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center (see Section 18.82.070).
- F) Sign Lighting. The artificial illumination of signs, either from an internal or external source, shall be designed to minimize light and glare on surrounding rights-of-way and properties.



- 1) The city prefers that a sign be illuminated by lights shining on the sign rather than by lights within the sign, although signs comprised of individually mounted, internally lit letters may be found acceptable.
  - 2) External light sources shall be directed and shielded so that they do not produce glare on any object other than the sign and/or off the site of the sign.
  - 3) The light from an illuminated sign shall not be of an intensity or brightness that will interfere with the reasonable enjoyment of residential properties. In areas with low ambient nighttime illumination levels (i.e., areas of the city with little or no illuminated signing), a sign should be designed to use light, illuminated copy against a dark or opaque background.
  - 4) Sign illumination shall not blink, flash, flutter, or change light intensity, brightness, or color.
  - 5) Colored lights shall not be used at a location or in a manner so as to be confused with or construed as traffic control devices.
  - 6) Neither the direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
  - 7) Reflective-type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so as to expose the face of the bulb or lamp to a public right-of-way or adjacent property.
  - 8) Light sources shall utilize energy-efficient fixtures to the greatest extent possible.
  - 9) Illuminated panels, visible tubing, and strings of lights outlining all or a portion of a building, other than lighting that is primarily for indirectly illuminating architectural features, signs, or landscaping, shall be deemed "signs" subject to this chapter and shall be counted as part of the allowed sign area. Each line of tubing or lights shall be deemed to have a minimum width of at least six inches (6") for the purpose of area calculation.
- G) Maintenance of Signs. Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Any repair to a sign shall be of equal or better quality of materials and design as the original sign. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance and may be abated in compliance with this code.
- H) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the building or sign support structure.

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#### **Section 18.82.060 Sign Standards by Zoning District**

Each sign shall comply with the sign type, area, height, and other restrictions provided by this section, except as otherwise expressly provided in subsection E of Section 18.80.040 (Prohibited Signs) or Section 18.80.070 (Standards for Specific Types of Signs).

- A) Residential Zoning Districts. Each sign in a residential zoning district established by Title 18 (Zoning) shall comply with the following requirements.
- B) Commercial and Industrial Zoning District Sign Standards. Each sign in the commercial and industrial zoning districts established by Chapters 18.36 through 18.66 shall comply with the requirements in Table 18.82.060-2, in addition to the provisions of Section 18.82.070 (Standards for Specific Types of Signs), as applicable.

**Table 18.82.060-1 Sign Standards for Residential Zoning Districts**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Wall or monument to identify or name a subdivision	Wall signs: below edge of roof Monument: 6 ft	1 of either allowed sign type per entrance or street frontage	32 sf maximum each; 64 sf total for all signs

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**Table 18.82.060-2 Sign Standards for Commercial & Industrial Zones**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel	Building Floor Allowed	Standards
A-frame	4 ft; measured perpendicular from the sidewalk surface to the highest point of the sign	One (1) per business	10 sf; 4 ft maximum height x 2 ft 6 inches maximum width	Ground Floor/Ground-Mounted	18.82.070.A
Awning	Below Roof <sup>(1)</sup>	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	Ground Floor/Ground-Mounted, Second Floor	18.82.070.B
Freestanding, Monument	8 ft	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	Ground/Ground-Mounted	18.82.070.C
Freestanding, Center Identification	30 ft			Ground/Ground-Mounted	18.82.070.C
Freeway-Oriented Sign	30 ft			Ground/Ground-Mounted	18.82.070.D
Wall, Projecting	Below Roof <sup>(1)</sup>	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	Ground/Ground-Mounted	18.82.070.E
Suspended	Below eave/canopy; at least 8 ft above a walking surface	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	See Table 18.82.060-3 (Maximum Number and Area of Signs Permitted Per Parcel)	Ground/Ground-Mounted	18.82.070.F
Temporary/Portable	See Section 18.82.080				
Second Floor Signs (Awning, Projecting, Wall)	Below roof <sup>(1)</sup>	12 sf for each tenant. 1 directory sign, not to exceed 12 sf is also allowed to identify upper-floor occupants. The directory sign may be building or ground mounted.	20% of the total window area	Second Floor	18.82.070.G
Window	1 per tenant space	1 per tenant space		Ground/Ground-Mounted, Second Floor	18.82.070.H

<sup>1</sup> At least 1 foot below the top of a parapet, the sill of a second floor window, and/or the lowest point of any cornice or roof overhang

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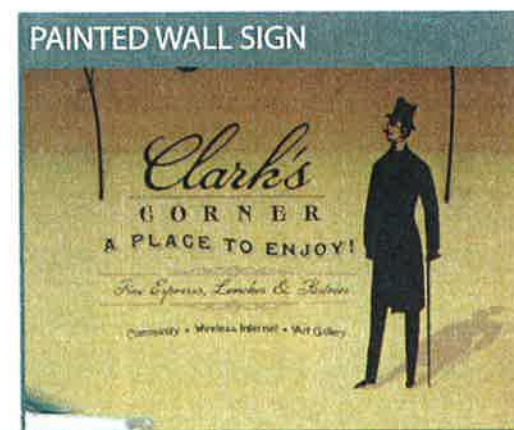
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**Table 18.82.060-3 Maximum Number and Area of Signs Permitted per Parcel**

Tenants per Site or Building	Maximum Number of Signs	Maximum Sign Area
1 to 3 Tenants	3 of any type allowed per primary building frontage; plus 1 of any type allowed per secondary building frontage.	<p>Interior parcel: 1 sf for each linear foot of primary building frontage.</p> <p>Parcel with multiple frontages (e.g., corner parcel): 1 sf for each linear foot of primary building frontage plus 0.5 sf for each foot of secondary frontage.</p> <p>The total area of all signs on a single building shall not exceed the total linear feet in the related frontage.</p> <p>No more than 150 sf in sign area permitted per establishment.</p>
4 or More Tenants	1 per single business frontage (see Section 18.16.090, Master Sign Plan, for additional flexibility).	<p>Interior parcel: 1 sf for each linear foot of primary building frontage.</p> <p>Parcel with multiple frontages (e.g., corner parcel): 1 sf for each linear foot of primary building frontage plus 0.5 sf for each foot of secondary frontage.</p> <p>The total area of all signs on a single building shall not exceed the total linear feet in the related frontage.</p> <p>No more than 150 sf in sign area permitted per establishment.</p> <p>An additional freestanding identification sign of 0.25 sf for each linear foot of primary building frontage is permitted, up to a maximum sign area of 150 sf.</p>



**Figure 18.82.060-4a Sign Types**





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**Figure 18.82.060-4b Sign Types**



**Section 18.82.070 Standards for Specific Types of Signs**

Proposed signs shall comply with the following standards, where applicable, in addition to the sign area, height, and other requirements of Section 18.82.060 (Sign Standards by Zoning District), and all other applicable provisions of this chapter.

- A) A-Frame and Other Portable Sidewalk Signs. Each business may display one A-frame or other portable sidewalk sign in compliance with the following standards.
- 1) Limitation on Location. An A-frame or other portable sidewalk sign shall be approved only within a commercial zoning district within the downtown area identified by the general plan.
  - 2) Encroachment Permit. In addition to the sign permit required by this chapter, an encroachment permit shall be obtained from the public works department before any sign is placed in the public right-of-way. A public liability insurance policy, approved by the city attorney and naming the city of Patterson and its officers and employees as insureds, shall be provided the city prior to issuance of an encroachment permit.
  - 3) Sign Placement. A portable sidewalk sign shall be placed only within the boundaries of the applicable business' street frontage and shall be positioned so that it will not:
    - i) Obstruct the required ADA sidewalk clearance;
    - ii) Impede any line of sight for motorists at vehicular public right-of-way intersections, as recommended by the public works director; or
    - iii) Interfere with people exiting and entering parked cars.
  - 4) Graphics and Appearance:
    - i) Maximum sign height is 4'-0".
    - ii) Professionally prepared graphic design and materials required.
    - iii) Construction shall be completed in a workmanlike manner. "Homemade" appearance is prohibited.
    - iv) Creativity in sign design, outline and graphics are encouraged. Menu chalkboards, company logos and specifically permitted. Electronic readerboards and any electronic components are prohibited.

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- 5) Stabilization. The sign shall be stabilized to withstand wind gusts or must be removed during windy conditions.
  - 6) Daily Removal. The sign shall be removed from the sidewalk at the close of business.
  - 7) Maintenance. The sign shall be continuously maintained in good condition with no peeling paint or other deterioration.
- B) Awning Signs. The following standards apply to awning signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District) of this title.
- 1) Signs on awnings are limited to ground-level and second-story occupancies only.
  - 2) Awnings shall not be internally illuminated, except that lettering on the awning valance may be backlit. Direct exterior lighting may be allowed. Translucent awning materials are prohibited.
- C) Freestanding Monument and Freestanding Center Signs. The following standards apply to freestanding monument and freestanding center signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District).
- 1) Except as otherwise provided in this chapter, each freestanding sign shall be a monument sign, with sign height not to exceed eight feet (8'). (See subsection B of Section 18.82.050 for measurement.)
  - 2) A sign may be placed only on a site frontage adjoining a public street.
  - 3) Multiple signs shall be separated by a minimum of seventy-five (75') feet to ensure adequate visibility for all signs. The planning director may waive this requirement where the locations of existing signs on adjacent properties would make the seventy-five-foot (75') separation impractical.
  - 4) A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the planning director.
  - 5) To assist emergency response personnel in locating the site, freestanding signs should contain an illuminated street address plate. Numbers should be a minimum of six inches (6") in height. An address plate shall not be included in calculations of allowed sign area.



- 6) An institutional use (e.g., school, religious facility, community center) or a theater or auditorium may have a reader board as a freestanding sign, with a maximum area of sixteen (16) square feet. A reader board with more area shall require conditional use permit approval.
- D) Freeway-Oriented Signs. A freeway-oriented sign may be approved in compliance with the following requirements.
- 1) Permit Requirement. Conditional use permit approval is required for a freeway-oriented sign.
  - 2) Where Allowed. A freeway-oriented sign may be approved only on a parcel adjacent to the California Aqueduct within a commercial zoning district for a multi-tenant site with a gross floor area of twenty-five thousand (25,000) square feet or more.
  - 3) Required Findings. The approval of a conditional use permit for a freeway-oriented sign shall require that the commission first find that the use or site cannot be adequately identified by other signs permitted within the applicable zoning district, in addition to the other findings required for conditional use permit approval by Section 18.18.020 of this title.
  - 4) Height Limit. No freeway-oriented sign shall exceed a maximum height of thirty feet (30'), unless the conditional use permit allows greater height, as follows:
    - a) Criteria for Approval. A sign with a height greater than thirty feet (30') may be approved if the commission determines that the applicant has demonstrated that an overcrossing of Interstate 5, or its ramps, or trees or vegetation, will seriously obstruct the visibility of the proposed sign from the northbound or southbound lanes of Interstate 5.
    - b) Procedure for Determining Allowed Height. The commission shall approve no more additional sign height than the minimum necessary for the message area of the sign to clear the identified visual obstruction. The determination of maximum height by the commission shall be based on the procedure established by the planning department.
- E) Projecting Signs. The following standards apply to projecting signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District).

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- 1) The maximum projection of a sign from a building wall over a public right-of-way shall not exceed thirty-six inches (36") over a sidewalk. Larger projections from the building wall over private property may be approved by the review authority for a theater marquee sign. A marquee sign may project more than thirty-six inches (36") over a sidewalk with conditional use permit approval and an encroachment permit.
  - 2) The maximum height of a projecting sign shall not exceed fourteen feet (14') eave height, parapet height, or sill height of a second-floor window, whichever is less. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet of a flat roof.
  - 3) A projecting sign shall maintain a minimum clearance of eight feet (8') from the bottom of the sign to the finished grade below.
  - 4) Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged.
  - 5) Each sign shall be graphically designed for pedestrians, with a maximum area of nine (9) square feet on each sign face, regardless of the length of the building frontage.
  - 6) Sign supports shall be well designed and compatible with the design of the sign.
  - 7) Interior illuminated boxed display signs ("can" signs) are prohibited.
- F) Suspended. The following standards apply to suspended signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District).
- 1) A projecting sign shall maintain a minimum clearance of eight feet (7') from the bottom of the sign to the finished grade below.
- G) Wall Signs. The following standards apply to wall signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District).
- 1) A wall sign may be located on any primary or secondary building frontage.
  - 2) The area of the largest wall sign shall not exceed seven percent (7%) of the area of the building facade on which the sign is mounted or painted, including the area of windows, doors, and recesses.
  - 3) No sign shall project from the surface to which it is attached more than required for construction purposes, and in no case more than twelve inches (12").



- 4) No sign shall be placed so as to interfere with the operation of a door or window.
- H) Window Signs. The following standards apply to window signs in all zoning districts where allowed by Section 18.82.060 (Sign Standards by Zoning District).
- 1) Maximum Sign Area. Permanent and temporary window signs shall not occupy more than twenty percent (33%) of the total window area.
  - 2) Permanent window signs shall be allowed only on windows located on the ground level and second story of a building frontage.
  - 3) Signage shall consist of individual letters, logos, or symbols applied to the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass line.
- I) Murals. A mural is considered Public Art and is permitted as designated Table 18.42.030-1 (Permitted Use Matrix for Commercial and Medical/Professional Office Districts), Table 18.46.030-1 (Permitted Use Matrix for Industrial District) and Table 18.50.030-1 (Permitted Use Matrix for Public/Quasi-Public and Parks and Recreation Districts) placed on the wall of a building larger than 10 square may be permitted in any commercial industrial zoning district subject to the issuance of a conditional use permit (CUP), and as follows.
- 1) A mural is in addition to (not counted as part of) the sign area allowed by Section 18.82.060 (Sign Standards by Zoning District).
  - 2) Murals that illustrate the local setting and history as sources of inspiration are encouraged.
  - 3) The approval of a mural shall require that the review authority first find that the size, colors, and placement of the mural are visually compatible with the building architecture and that the mural will serve to enhance the aesthetics of the city.
  - 4) The use of a mural to advertise businesses is prohibited.

## **Section 18.82.080 Standards for Temporary Signs**

This section describes standards for temporary on-site signs. Temporary signs may include, but are not limited to, commercial signs for grand openings or for special product, sale, or event advertising. All temporary signs must comply with the standards listed in Table 18.82.080-1 and are subject to the following.

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### A) General Requirements.

- 1) Application Process. If required according to Table 18.82.080-1 (Temporary Sign Standards), a Temporary Sign Permit (18.16.100) must be obtained prior to installation.
- 2) Duration. Unless otherwise noted in subsection D (Requirements for Temporary Signs) below, display periods for temporary on-site signs shall be limited to a maximum of forty-five days, provided that the same type of temporary sign was not located on the site for a minimum of thirty (30) days prior to display and the same type of temporary sign will not be displayed for a minimum of thirty (30) days after unless described otherwise in this section.
- 3) Illumination. Temporary signs shall not be illuminated.
- 4) Message. Temporary signs displaying a commercial message shall be limited to on-site signage only. Off-site signage displaying a commercial message shall not be permitted.

### B) Requirements by Specific Type of Temporary Signs. Temporary signs are allowed subject to requirements identified in Table 18.82.080-1.

**Table 18.82.080-1. Temporary Sign Standards**

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel	Duration	Location and Other Considerations	Temporary Sign Permit Required?
Banner – Horizontal	Roofline	One (1) sign per establishment per street frontage	1 sf/1 sf, max 100 sf	30 days	n/a	Yes
Banner – Vertical	10 ft	One (1) sign per establishment per street frontage	1 sf/1 lf, max 100 sf	30 days	n/a	Yes
Construction Sign	6 ft	One (1)	32 sf	Shall be removed within fourteen days of the issuance of a certificate of occupancy	Set back a minimum of 10 feet from the property line. Not permitted be allowed if an on-site subdivision sign is approved.	No

# 18.82 Signs

## IV

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel	Duration	Location and Other Considerations	Temporary Sign Permit Required?
Directional – Off-Site	6 ft	One (1)	4 sf	30 days	Only permitted in commercial zones where the structure or event is located more than 150 feet from a predominant public street frontage	No
Grand-opening	6 ft	Three (3)	No limit	30 days	Only permitted in commercial or industrial zones. See Prohibited Signs (Section 18.82.040).	No
Special event signs	6 ft	Three (3)	No limit	30 days	Only permitted in commercial or industrial zones. See Prohibited Signs (Section 18.82.040).	No
Inflatable signs	No limit	One (1)	No limit	30 days	Only permitted in commercial or industrial zones. See Prohibited Signs (Section 18.82.040).	Yes
Non-Commercial Stake Sign in Residential Zone	6 ft	One (1)	8 sf	30 days	Only on private property; not on any public property or public right-of-way	No
Non-Commercial Stake Sign in Nonresidential Zone	6 ft	One (1)	32 sf	30 days	Only on private property; not on any public property or public right-of-way	No
Signs on Property for Sale – Off-Site Directional in Residential Zones	n/a	n/a	6 sf	n/a	Located on private property only	No
Signs on Property for Sale – On-Site Residential Zone	n/a	One (1)	6 sf	n/a	Located on the property it advertises	No
Signs on Property for Sale – On-Site Nonresidential Zone	6 ft	One (1) per parcel street frontage	16 sf	30 days	n/a	No

# 18.82 Signs

## IV

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel	Duration	Location and Other Considerations	Temporary Sign Permit Required?
Subdivision Directional Sign – Off-Site	6 ft	A maximum of three (3) off-site signs may be located on private property (not within any public right-of-way)	32 sf maximum each	30 days	The signs shall not affect pedestrian or vehicular safety	No
Subdivision Sign – On-Site	6 ft	Two (2), provided no more than one sign per street frontage, and multiple signs separated by a minimum of 75 feet	32 sf maximum each	30 days	The signs shall not affect pedestrian or vehicular safety.	No
Wall-Mounted Signs (not otherwise listed in this table)	As prescribed in Section 18.82.060 (Sign Standards by Zoning District)	As prescribed in Section 18.82.060 (Sign Standards by Zoning District)	50% of the total sign area allowed on the site by Section 18.82.060 (Sign Standards by Zoning District)	30 days	n/a	Yes
Window Signs (Temporary)	As prescribed in Section 18.82.060 (Sign Standards by Zoning District)	n/a	33% of total window area (can't obstruct view from cashier to outside)	30 days	Shall only be located within the ground-floor windows of the structure	No



**Section 18.82.090 Exceptions to Sign Area Limitations**

The review authority may grant an exception to increase the maximum allowed sign area by up to twenty-five percent (25%) if the review authority first determines that:

- A) The position or setback of the building on the site requires additional area for effective signing;
- B) The exceptional size of the structures, uses, or site requires additional sign area for effective identification from major approaches to the site; or
- C) The name of the business or use to be identified is exceptionally long, so that sign readability would be impaired by crowding words into the allowable sign area.
- D) The planning commission may allow and increase of up to a fifty percent (50%) increase in sign area for unique architectural or artistic applications of signage (e.g., murals)

**Section 18.82.100 Nonconforming Signs**

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

- A) General Requirements. A nonconforming sign shall not be:
  - 1) Changed to another nonconforming sign;
  - 2) Structurally altered to extend its useful life;
  - 3) Enlarged;
  - 4) Re-established after a business is discontinued for thirty days; or
  - 5) Re-established after damage or destruction to fifty percent (50%) or more of the value of the sign, or its components, as determined by the building official.
- B) Maintenance and Changes. Sign copy and face changes, nonstructural modifications and nonstructural maintenance (i.e., painting, rust removal) are allowed without a sign permit up to a maximum of twenty-five percent (25%) of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding twenty-five percent (25%) of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this chapter.



## 18.82 Signs

### IV

#### **Section 18.82.110 Violations and Abatement**

- A) Public Nuisance Declared by planning director. Any sign erected or maintained contrary to the provisions of this chapter may be declared to be a public nuisance by the planning director, and proceedings for its removal may take place in compliance with this code.
- B) Public Nuisance Declared by Council. The planning director may ask the council to declare a sign a public nuisance under the following conditions.
  - 1) The sign is significantly damaged either in support structure or sign face, as determined by the building official;
  - 2) The sign is illegible either through fading, rusting, or erosion of the sign face or through faulty or missing illumination; or
  - 3) The sign is unsafe for vehicles or pedestrians.
- C) Removal of Abandoned Sign. A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the planning director shall give the owner thirty (30) days written notice to remove it. Upon failure to comply with the notice, the planning director may have the sign removed at the owner's expense. Proceedings for the removal of signs and/or support structures shall comply with Chapter 18.08 (Enforcement).