

7.10.010 Purpose and Intent

A. This Chapter has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan. This Chapter promotes the public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content neutral, and nondiscriminatory sign standards and requirements.

B. More specifically, this Chapter is intended to:

1. Ensure that all signs are compatible with the unique character and environment of the City, and that they support the desired ambience and development patterns of the various zones within the City;
2. Balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;

3. Ensure pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
4. Prevent property damage, personal injury, and litter caused by signs that are improperly constructed or maintained;
5. Protect property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape; and
6. Provide consistent sign design standards that enable the fair and consistent enforcement of these sign regulations.

7.10.020 Applicability

A. This Chapter applies to all signs within the downtown area and outside of the downtown area regardless of their nature or location, unless otherwise specifically exempted in Subsection 7.10.020.D (Exemptions).

1. Standards for permanent signs within the downtown area are located in Section 7.20.020 (Permanent Building-Mounted Sign Standards) and Section 7.20.030 (Permanent Freestanding Sign Standards).
2. Standards for temporary signs within the downtown area are located in Section 7.20.040 (Temporary Sign Standards).
3. Standards for permanent signs outside of the downtown area are located in Section 7.30.020 (Permanent Building-Mounted Sign Standards) and Section 7.30.030 (Permanent Freestanding Sign Standards).
4. Standards for temporary signs outside of the downtown area are located in Section 7.30.040 (Temporary Sign Standards).
5. The provisions of this Chapter shall be applied in a content-neutral manner. Noncommunicative aspects of all signs, not related to the content of the sign, must comply with the provisions of this Chapter. "Non-

communicative aspects" include the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.

B. Nothing in this Chapter shall be construed to prohibit a person from holding a sign while picketing or protesting on public property that has been determined to be a traditional or designated public forum, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel on sidewalks, in bike or vehicle lanes, or on trails, or violate any other reasonable time, place, and manner restrictions adopted by the City.

C. Substitutions and Interpretations.

1. This Chapter is not intended to, and does not, restrict speech on the basis of its content, viewpoint, or message. No part of this Chapter shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial or non-commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different noncommercial message, without the need for any approval or permit, provided that the size of the

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sign is not altered, and the sign otherwise complies with the provisions of this Chapter. To the extent any provision of this Chapter is ambiguous, the term will be interpreted not to regulate on the basis of the content of the message.

2. When there is any question regarding the interpretation of a provision of this Chapter, or its application to any specific case or situation, the Director shall interpret the intent of this Chapter.

D. Exemptions.

1. The following existing signs contribute to the character and history of the downtown area and are, therefore, exempt from this Chapter:

- a. Hitching Post Theaters;
- b. Kelcy's;
- c. BeeKay Theater;
- d. Santa Fe Motel; and
- e. Burger Spot.

2. The following signs, except as provided elsewhere in this title, are exempt from the provisions of this Chapter:

- a. Any sign, posting, notice or similar signs placed, installed, or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including the following:
 - i. Numerals and letters identifying an address from the street to facilitate emergency

response and compliant with City requirements;

- ii. Emergency and warning signs necessary to warn of dangerous and hazardous conditions and that serve to aid public safety or civil defense;
- iii. Traffic signs erected and maintained by an authorized public agency;
- iv. Signs required to be displayed by any applicable federal, state, or local law, regulation, or ordinance;

b. Signs directing the public to points of interest; and

c. Signs showing the location of public facilities.

d. Historic plaques, commemorative signs, memorial tablets, and date-constructed stones not exceeding four square feet in area;

e. Incidental signs not to exceed an aggregate of three-square feet in sign area in all single-family residential zones and four square feet in all other zones;

f. Signs not readable from the public right-of-way, including:

- i. Signs or displays located entirely inside of a building, within a courtyard, open-air pedestrian space, or similar open area and not visible from the building's exterior;
- ii. Signs intended to be readable from within a parking area or City park but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
- iii. Signs located within City Recreation Facilities.

7.10.030 Permit Requirements – Permanent Signs

A. This Section establishes the procedures for the submittal, review, and approval of permanent signs.

B. Application Requirements within the Downtown Area.

1. Filing Requirements: All sign plans shall be submitted to the City for review and approval by the Director in compliance with Chapter 9.10 (Application Processing Procedures), except as otherwise provided.

2. Required Findings:

- a. All signs shall be approved in accordance with standards of this Chapter before installation.
- b. All signs shall also be subject to the requirements of the uniform building code.
- c. No signs shall be placed within road rights-of-way without City approval.

3. Required Data: All sign applications shall include a scale drawing and be prepared in such a manner as to accurately reflect the final product.

4. Fees: A fee for application and issuance of a sign permit for permanent signs may be charged by the City and payable at the time of submittal of the application.

C. Application Requirements Outside of the Downtown Area.

1. Filing Requirements: All sign plans shall be submitted to the Commission for review and approval in compliance with Chapter 9.10 (Application Processing Procedures). Signs consistent with an existing Master Sign Plan shall be reviewed and approved by the Director.

2. Required Findings:

- a. All signs shall be approved in accordance with the standards of this Chapter before installation.
- b. All signs shall also be subject to the requirements of the uniform building code.

3. Required Data: All sign applications shall include a scale drawing and be prepared in such a manner as to accurately reflect the final product.

4. Responsibility: It is the responsibility of the applicant to attend the Commission hearing.

D. Conditional Use Permits.

Signs for uses approved in conjunction with a Conditional Use Permit shall comply with the conditions of approval for the Conditional Use Permit.

7.10.040 Permit Requirements – Temporary Banner Signs

A. Purpose.

This Section establishes the permitting requirements for temporary banner signs to ensure compliance with the applicable provisions of this Code.

B. Sign Permit Requirement.

It is unlawful for any person to erect, place, display, alter, or relocate a temporary banner sign without first obtaining approval for a temporary use permit from the Director. The temporary use permit may include such terms and conditions deemed appropriate or necessary by staff including a limitation on the size and the location of the display. No permit is required for any other allowed temporary sign type.

C. Duration of Sign Permit.

1. The temporary use permit will be valid for up to 30 consecutive days beginning with the date of issuance.
2. A temporary use permit issued to a sponsor or co-sponsor for the purpose of promoting a community celebration or to promote events with broad community appeal, may allow for the display of temporary signs for periods longer than those described in this Section, as determined by the Director.

D. Review and Approval.

1. Review: The Director shall review the temporary use permit application and supporting documentation for compliance with the standards of Sections 7.20.040 and 7.30.040 (Temporary Sign Standards).

2. Determination: The Director shall determine whether the temporary use permit may be issued or if additional information is required from the applicant to complete the permit application. If the temporary use permit application is denied, the reason shall be stated in writing.

3. Authorization: Issuance of a temporary use permit authorizes the holder to install a temporary banner in compliance with the terms of the permit. At any time after a temporary use permit is issued, a new owner, tenant, or lessee of record may be substituted for the original applicant if a record of the new interest is made with the City and the new interest assumes all obligations he or she would have had in compliance with the original permit. The change of interest shall not imply that any fees paid for the permit will be returned to either the interest which has been replaced or the substitute.

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E. A temporary use permit for a banner shall not be required for displays of up to fourteen consecutive days coinciding with City-recognized Holidays:

1. President's Day;
2. Mother's Day;
3. Fourth of July; and
4. The Christmas Holiday Period defined as the day after Thanksgiving through January 3.

F. Inspections.

All banner signs for which a temporary use permit is required are subject to inspection to establish compliance with the provisions of Sections 7.20.040 and 7.30.040 (Temporary Sign Standards) and any other applicable City codes.

G. Violations.

Any banner sign installed or displayed without a temporary use permit is in violation of this Chapter and is grounds for the Director to issue a correction notice and/or to cause removal of the banner sign until an appropriate permit is obtained.

7.10.050 General Standards

A. Location Restrictions.

Signs within the downtown area and outside of downtown must not be placed in the following locations, except where specifically authorized in this Chapter:

1. Off-premise signs;
2. Signs displayed on utility poles, street signs, or within the public right-of-way. Sandwich boards (refer to Sections 7.20.040 and 7.30.040 (Temporary Signs Standards)) may be placed in the public right-of-way;
3. Signs projecting from buildings into the public right-of-way;
4. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device or which by reason of shape, color, or position interferes with or could be confused with any authorized traffic signal or device;
5. Any sign which is placed in a manner that would prevent or inhibit free ingress to or egress from any door, window, vent, or any exit way required by the building code, or by Fire Department regulations;
6. Mounted, attached, or painted on a trailer, boat, or motor vehicle when driven, parked, stored, or displayed conspicuously on public or private premises in a manner intended to attract attention of the public for the purpose of advertising or

identifying the business premises. This provision excludes signs indicating the name of the owner or business that are permanently painted or wrapped on the surface of the vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to motor vehicles or rolling stock that are actively used in the daily conduct of the business. Vehicles must be operable and parked in a lawful or authorized manner;

7. Painted, attached, or mounted on fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, or information required by law;
 8. Areas where a sign would cover the architectural features of a building, such as dormers, insigias, pilasters, soffits, transoms, trims, or another architectural feature;
 9. Canister signs affixed to the fascia of a structure;
 10. Tacked, painted, pasted, or otherwise affixed, to the walls of any building, barn or shed, accessory structure, or on trees, poles, posts, fences, ladders, or other structures that are visible from a public way; and
 11. Within the site visibility triangle (Refer to Section 4.20.030.1 (Measurement of Visibility Area) that must be observed at all street intersections and the intersections of dedicated alleys or driveways with streets.
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B. Display Restrictions.

This Subsection regulates the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and visual clutter that mars the natural and architectural aesthetics of the City. Signs within and outside of the downtown area with the following display features are prohibited:

1. Lights on the signs that produce glare on public areas or surrounding buildings or do not illuminate the lettering;
2. Signs with flashing, moving, or animated illumination;
3. Inflatable signs, balloon bobbers, or signs on inflatable advertising devices when the device is attached or secured to the ground, building, or a structure;
4. Any sign which emits sound, odor, smoke, laser or hologram lights, or other visible matter, including any sign that uses motion picture projection;
5. Any sign animated by any means, including fixed aerial displays, balloons, pennants, spinners, including strings of flags, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means;
6. Internally illuminated canister signs;
7. Pennants (except when displayed during a grand opening or special community event through a temporary use permit in the manner described in Section 7.10.040 of this Chapter);
8. Banners displayed on poles;
9. Searchlights.

C. Sign Illumination.

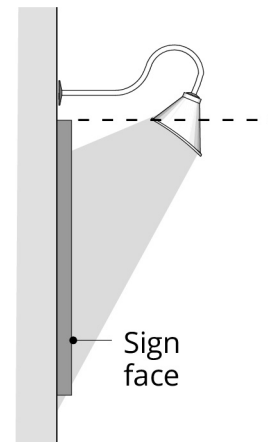
1. The illumination provided on all signs illuminated with internal or external light sources must be accompanied by a photometrics analysis in compliance with the provisions of Section 4.40.090 (Lighting) to confirm compliance with these regulations. As determined by the Director, illuminated signs must be constructed to allow for variable dimming to comply with Section 7.10.050.B (Display Restrictions) and shall be placed on the property in a manner to avoid glare onto adjacent properties or public right-of-way.

2. Internal Illumination: Internally illuminated signs include single- or two-color LED signs, signs constructed with pan channel letters, or indirect halo illuminated channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall.

3. External Illumination:

- a. Externally illuminated signs shall be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare.
- b. The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties as illustrated in Figure 7.10.050.C-1.

Figure 7.10.050.C-1: External Illumination



Permitted

4. Neon:

- a. Exposed neon sign lighting on permanent signs is only allowed in non-residential zones.
- b. Neon signs placed in a window are included within the total sign area limitations for all window signs (Refer to Section 7.20.020.G.7 and 7.30.020.A.2).

5. Single-Color or Two-Color LED Signs:

- a. Single-color or two-color LED signs are included within the sign area limitations for wall signs and window signs established in Section 7.20.020.G.7 and 7.30.020.A.2.
- b. Any individual single-color or two-color LED sign must not exceed four square feet in area.
- c. Single color or two-color LED signs are only allowed in non-residential zones.
- d. Single-color or two-color LED signs must be turned off daily at the close of business or 10:00 pm, whichever occurs last.

6. Changeable Sign Copy:

- a. The maximum area of changeable sign copy is limited to wall signs and monument signs as established in Section 7.20.020.G, 7.20.030.B, 7.30.020.A, and 7.30.030. This does not apply to any signs required by law.
- b. The changeable sign copy shall be an integral part of a permanent building-mounted or freestanding sign.
- c. Changeable sign copy may be non-illuminated or internally illuminated.

7. Electronic Message Signs:

- a. One electronic message sign may be allowed as an integral component of a freestanding or wall sign per lot or parcel only in the commercial and industrial zones outside of the downtown area.
- b. Electronic message signs must not flash, blink, flutter, include intermittent or chasing lights, or display video messages (i.e., any illumination or message that is in motion or that appears to be in motion). Electronic message signs may display changing messages provided that each message is displayed for no less than 15 seconds.
- c. *Night-time Brightness.*
 - i. Automatic Control. Electronic message signs must be equipped with photocell technology to control and vary the intensity of light output depending on the amount of ambient light that is present to prevent overly bright luminance

at night. Automatic controls must limit night luminance to a maximum of 100 nits when the display is set to show maximum brightness in 100 percent full white mode.

- ii. Manufacturer Certification. The applicant shall include with the Building Permit application a written certification from the sign manufacturer that the nighttime luminance has been factory pre-set not to exceed 100 nits as described in paragraph 7.10.050.C.7.c.(i). above, and that this setting is protected from end-user modification by password-protected software or other method as deemed appropriate by the Building Official.

- d. Electronic message signs must be turned off daily at the close of business or 10 p.m., whichever occurs first.

D. Sign Maintenance.

1. It shall be unlawful for any owner of record, lessor, lessee, manager, agent, or other person having lawful possession or control over a building, structure, or parcel of land to fail to maintain the property and all signs in compliance with the Zoning Code. Failure to maintain a sign constitutes a violation of this Chapter and shall be subject to enforcement action in compliance with the provisions of Section 7.10.090 (Enforcement).
2. **Maintenance:** All signs shall be of sufficient durability to prevent rapid deterioration. All signs, whether or not in existence prior to adoption of this Chapter, shall be maintained. Maintenance of a sign shall include periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of the sign permit issued for its installation and the provisions of this Article.
3. **Removal of Unused Sign Support Structures:** Any vacant and/or unused sign support structures, angle irons, sign poles, or other remnants of old signs which are not currently in use or proposed for immediate reuse evidenced by a sign permit application for a permitted sign, shall be removed.

4. Obsolete Signs: Sign structures permitted as on-premises business signs may remain in place after the business vacates the premises, provided the sign is left non-illuminated and sign copy is removed within 30 days after the business vacates the premises. If an on-site use for the sign is not commenced within six months of the termination of the previous on-site use, the sign structure shall be removed by the property owner. If such signs are not removed, the City may remove them at the expense of the property owner.

5. Removal of Unsafe Sign Structures: In addition to the remedies provided in Section 7.10.090 (Enforcement), the Director shall have the authority to order the

repair, maintenance, or removal of any sign or sign structure that has become dilapidated or represents a hazard to safety, health, or public welfare. If such a condition is determined by the Director to exist, the Director shall give notice by certified mail to the sign owner at the address shown on the sign permit, unless more recent information is available. If compliance has not been achieved within 14 days from service of notice, the Director may cause the sign to be removed or repaired, and the cost of such removal or repair will be charged to the sign owner and/or the property owner.

7.10.060 Prohibited Signs

A. The following signs are prohibited in all zones:

1. Feather signs
2. On- and off-site sign walkers;
3. Off-premises signs, unless specifically permitted;

4. Pole signs;

5. Any sign displaying an obscene, indecent, or immoral matter; and

6. Billboards advertising to a roadway other than a State-owned and maintained roadway.

7.10.070 Computation of Sign Area and Height

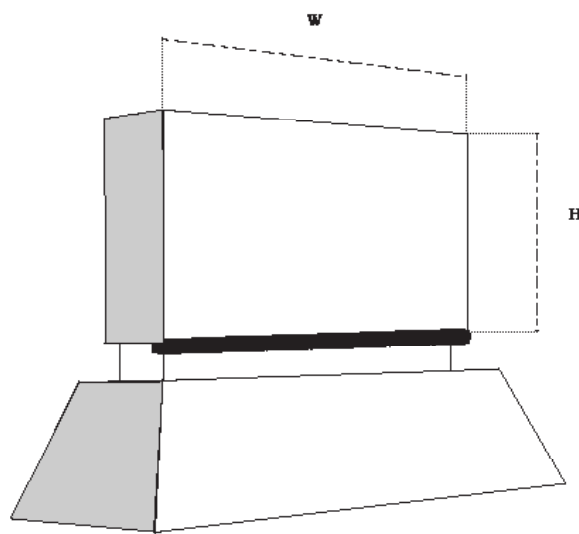
A. Monument Sign Area.

The following methods will be used to compute the area of sign copy

1. The area of a monument sign is to be computed by multiplying the total height by the total length of the sign or signs for one-sided signs, excluding framework of separate single wood post or masonry column and single wood or masonry beam. The base of a monument sign shall not be considered part of the sign when constructed of decorative wood or masonry (see Figure 7.10.070.A-1).
2. Where a two-sided monument sign contains identical copy on each side, the area of the sign shall be computed by multiplying the total height by the total length of only one side (see Figure 7.10.070.A-1).
3. The area of a freestanding sign which has three or more faces shall be computed by adding the areas of each face of the sign.

4. The area of a freestanding sign that is an object or statuary shall be computed by the appropriate mathematical equation for determining total surface of an object.

Figure 7.10.070.A-1: Calculation of Monument Sign Area



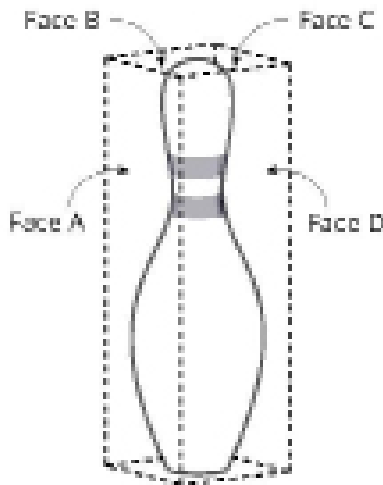
$$\text{Single Sided Sign Area} = H \times W$$

$$\text{Double Sided Sign Area} = H \times W \times (2)$$

B. Spherical, Free-Form, or Sculptural Signs.

The sign area is measured by encasing the longest portion of the sign with four dimensionally equal lines, and the shortest portion of the sign with at least two dimensionally equal lines to form a cuboid. The sign area is 50 percent of the sum of the areas between the longest four dimensionally equal lines encompassing the cuboid, as shown in Figure 7.10.070.B-1.

Figure 7.10.070.B-1: Spherical, Free-form, or Sculptural Signs



$$\text{Sign Area} = (A + B + C + D) \times 0.5$$

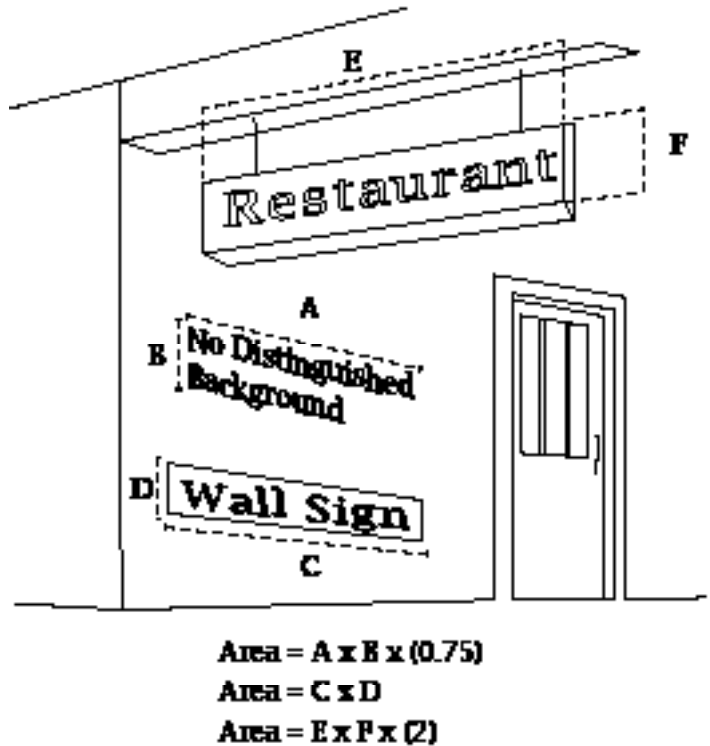
C. Building-Mounted Sign Area.

1. No Distinguishable Background: Sign copy which is applied on the building in such a manner that no background is distinguishable from the overall architectural motif of the building shall be counted at seventy-five percent of the area within straight lines enclosing the copy. All other signs shall be computed at one hundred percent (see Figure 7.10.070.C-1).

2. Wall and Hanging Signs: Where the sign copy is mounted, affixed, or painted on a background panel on a wall or hanging sign or distinctively painted, textured, or constructed surface, the

sign area is measured as the sum of the smallest rectangle(s) that will enclose both the sign copy and the background, as shown in Figure 7.10.070.C-1.

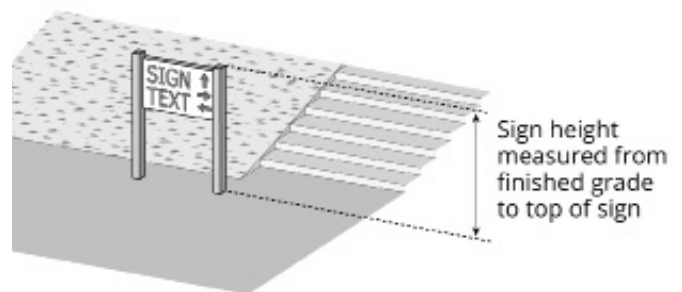
Figure 7.10.070.C-1: Calculation of Wall Sign Area



3. Sign Height Measurement:

a. *Freestanding Signs.* Sign height for freestanding signs is measured as the vertical distance from the finished grade to the top of the sign.

Figure 7.10.070.C-2: Freestanding Sign Height

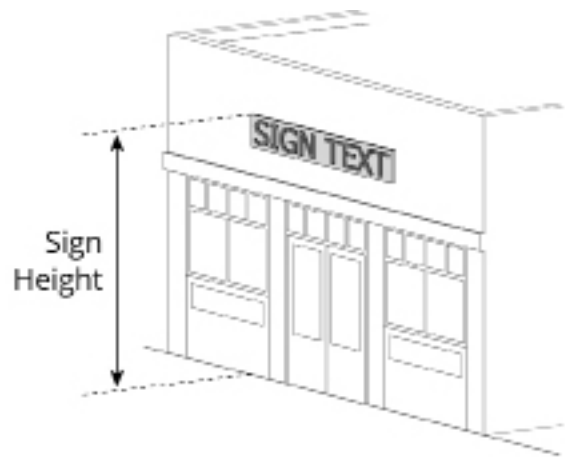
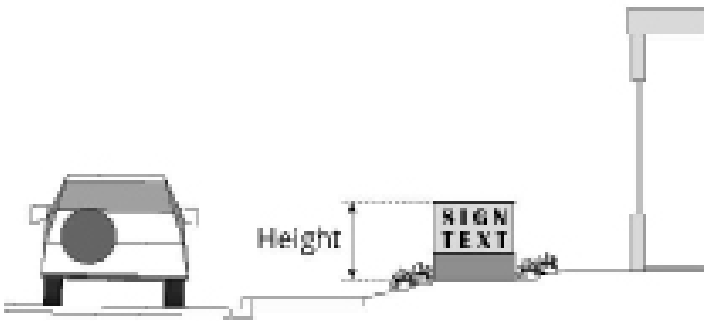


b. *Higher Than Adjacent Grade.* Where the grade at the base of a sign is higher than the grade of the adjacent road right-of-way, sign height is measured from the base of the sign, as shown in Figure 7.10.070.C-3.

d. *Wall Signs.* The height of building-mounted signs is the vertical distance measured from the base of the wall on which the sign is located to the top of the sign or sign structure, as shown in Figure 7.10.070.C-5.

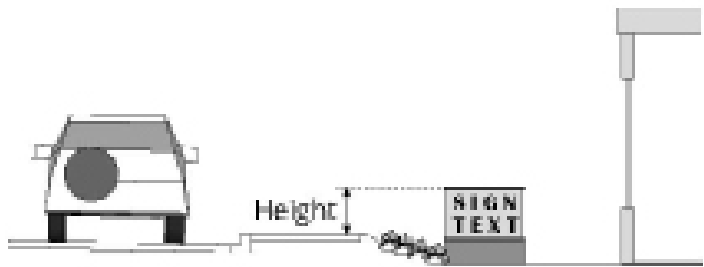
Figure 7.10.070.C-3: Freestanding Sign Height, Higher than Adjacent Grade

Figure 7.10.070.C-5: Wall Sign Height



c. *Lower Than Adjacent Grade.* Where the grade at the base of a sign is lower than the grade of an adjacent road right-of-way, the height of the sign is measured from the top of curb elevation, as shown in Figure 7.10.070.C-4 (the portion of the sign below the grade at the edge of the right of way shall not be included in determining the sign's overall height).

Figure 7.10.070.C-4: Freestanding Sign Height, Lower than Adjacent Grade



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7.10.080 Nonconforming Signs

A. Nonconforming Signs.

Nonconforming signs inside and outside of the downtown area shall be subject to the requirements of Chapter 10.30 (Nonconforming Provisions).

B. Additional Nonconforming Sign Provisions.

1. Any signs which are regulated under the Outdoor Advertising Act, Division 3, Chapter 2 of the California Business and Professions Code, commencing with Section 5200, not regulated by the California Department of Transportation in existence on or before September 20, 2021 shall be declared illegal nonconforming signs and a public nuisance and shall be removed within six months from September 20, 2021 by the property owner. If such signs are not removed, the City may remove them at the expense of the property owner.

2. Except as otherwise provided in this title, any sign lawfully in use inside the downtown area on or before September 20, 2021 but made nonconforming thereby may continue to be used for a period of six months. At such time, said sign shall be declared illegal nonconforming and a public nuisance and shall be removed within six months by the property owner.

3. A requirement for a nonconforming sign to be removed or altered so as to comply with the requirements of this title may be imposed as a condition for the approval of a subdivision, conditional use permit, variance, or other discretionary development approval.

C. Nonconforming Signs.

Nonconforming signs outside of the downtown area shall be subject to the requirements of Chapter 10.30 (Nonconforming Provisions).

7.10.090 Enforcement

A. Enforcement Penalties.

Violations of this Chapter constitute a misdemeanor punishable by a fine of not more than five hundred dollars or by imprisonment in the county jail not to exceed six months or by both such fine and imprisonment.

7.10.100 Severability

A. Severability.

If any Section, sentence, clause, phrase, word, portion or provision of the Chapter is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other Section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid provision. The invalidation of the application of any Section, sentence, clause, phrase, word, portion, or provision of this Chapter to a particular property or structure,

or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such Section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.