Roll Call: City Council

ORAL COMMUNICATIONS

SCHEDULED MATTER

1. ACCEPTANCE OF MUNICIPAL POOLS RENOVATION PROJECT
   Re: Acceptance of the Project by Webb & Son, filing the Notice of Completion, and authorizing the release of the contingency funds 35 days after recordation.

2. SIGN ORDINANCE STUDY SESSION
   Re: City Council Review of Porterville Sign Ordinance

ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Porterville Deputy City Clerk, (559) 782-7442. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]
ZONING ORDINANCE
ARTICLE TWENTY. SIGNS AND ADVERTISING STRUCTURES

Cross reference—Advertising and signs, Ch. 3.

Section 2000. Definitions of words, phrases, and terms contained in this article.

Advertising Area: Shall mean the total square foot area of all sign facings (except double-face signs, which shall be computed as one (1) face), calculated by adding the outer dimensions of all faces capable of presenting a sign message, including the border and/or frame. The area of a sign without a border placed on the wall of a building shall be computed by enclosing the entire sign within sets of parallel lines touching the outer limits of the sign message and computing the area thus enclosed.

Advertising Structure: Shall mean a structure of any kind or character erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing or other advertisement of any kind whatsoever may be placed, including statuary, for the purpose of advertising the business or activity on the premises, but shall not include official notices issued by any court or public body or officer, notices posted by any public officer in the performance of a public duty or by any person in giving legal notice; directional, warning or information structures required or authorized by law or by federal, state or county authority.

Building Line: Shall mean a line established by ordinance beyond which no building may extend. A building line may be a property line.

Building Official: Shall mean the duly appointed and acting chief building inspector of the City of Porterville, his duly authorized representatives, or such person as may hereafter be authorized by law to perform the duties now being performed by that official in the City of Porterville.

Business Face: Shall mean the computed lineal width of the front face of a building or store occupied by an individual, multiplied by the height extending from finished grade to the roofline of the top story.

Business Frontage: Shall mean the area between property lines or lease lines of the front of a business in which the primary entrance, accessible to the general public, is located.

Curbline: Shall mean the line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curbline shall be established by the city engineer.

Display Frontage: Shall mean the lineal footage of display frontage for those businesses where the principal display of merchandise is located outside of a main building.

Freeway: Shall mean a highway with respect to which the owners of abutting lands have no right of easement or access to or from their abutting lands, or in respect to which such owners have only limited or restricted easement or access, and which is declared to be in compliance with the Streets and Highways Code of the State of California.
**Highway:** Shall mean roads, streets, boulevards, lanes, courts, places, commons, trails, ways or other rights-of-way or easements used for or laid out and intended for the public passage of vehicles or of vehicles and persons.

**Intergrade Business Development:** Shall mean a development consisting of five (5) or more interrelated business establishments using common driveways and on-site parking facilities.

**Marquee:** Shall mean a permanent roofed structure attached to and supported by a building and projecting over public property.

**Open Uses:** Shall mean those uses which do not have to be associated with buildings or structures for the carrying on of their trade, service or activity, such as but not limited to automobile sales, contractors storage yards, and equipment rental yards.

**Primary Highway:** Shall mean any highway, other than an interstate highway, at any time officially designated as a part of the federal-aid primary system by the Director of the Department of Public Works of the State of California and approved by appropriate authority of the federal government.

**Roofline:** Shall mean the height above finished grade of the uppermost beam, rafter, ridge board, or purlin of any building.

**Sign:** Shall mean and include every announcement, declaration, demonstration, display, illustration, insignia, surface or space when erected or maintained in view of the general public for identification, advertisement or promotion of the interests of any person.

**Sign, Business Identification:** Shall mean any sign erected or maintained for the purpose of identifying a bona fide business use, service, product, commodity, and interest or entertainment being conducted upon the premises on which the sign is located.

**Sign, Center Identification:** Shall mean a freestanding advertising structure which supports a sign containing the name identifying an integrated business development and may also include identification signs on which the names and nature of businesses only within the development are uniformly displayed.

**Sign, Double-Face:** Shall mean a single sign with two (2) parallel sign faces back-to-back.

**Sign, Energized:** Shall mean any sign or advertising structure energized from any source for the purpose of illumination or sustaining motion.

**Sign, Facing or Surface:** Shall mean the surface of the sign upon, against or through which the message is displayed or illustrated on the sign; excepting signs in which the words, letters or symbols are independently mounted, then the sign surfaces shall mean the outside dimensions of the area containing all of the individual words, letters and symbols.
**Sign, Round:** Shall mean any sign not exceeding forty-two (42) inches in height, anchored in the ground and not attached to any building.

**Sign Height:** The height of signs shall be measured from ground level (finished grade) to the top of the sign.

**Sign, Nonadvertising:** Shall mean any sign posted on private property containing thereon a regulatory or warning notice and upon which no advertising matter is displayed.

**Sign, Nonappurtenant:** Shall mean any sign which advertises or directs attention to a use, service, product, commodity, an interest, or entertainment, which is not conducted, available, sold, or offered on the same premises.

**Sign, Permanent Reader Panel:** Shall mean a permanently constructed changeable copy bulletin board lighted or unlighted, attached to a building or freestanding advertising structure, with detachable precut letters and figures.

**Signs, Political:** Shall mean any sign concerning candidates for political office, propositions involving a ballot issue, or promotional campaigns.

**Sign, Portable:** Shall mean any moveable sign that is not secured or attached to an approved structure, support or anchor.

**Sign, Projecting:** Shall mean any sign which is attached to and is supported solely by a building wall or structure and extends beyond the building wall, structure or parts thereof more than six (6) inches and whose angle of incidence to said building wall, structure or parts thereof is greater than thirty (30) degrees.

**Sign, Roof:** Shall mean any sign erected, constructed and maintained wholly upon or over the roof of any building with the principle [principal] support on the roof structure.

**Sign, Temporary:** Shall mean sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames; intended to be displayed for a limited period of time only.

**Sign, Wall:** Shall mean all flat signs, whether painted, or of solid face construction or of individual letters, which are placed against the exterior wall of any building or structure.

**Street:** Shall mean the same as “Highway.”

**Uniform Building Code:** Whenever the U.B.C. is referred to in this ordinance, it shall be that edition of the U.B.C. and appendixes thereto which have been adopted by ordinance and are in full force and effect at the time of compliance with or enforcement of any provisions of this chapter [appendix].
Section 2001. Continuation of existing regulations.

A. The provisions of this article, insofar as they are substantially the same as existing ordinances relating to the same subject matter, shall be construed as restatements and continuations and not as new enactments.

Section 2002. Purpose and intent.

A. Recognizing the desire and need of each individual, business, firm or corporation to identify its place of residence, business or service, and realizing that the indiscriminate erection, location, illumination, coloring, size, and lack of proper maintenance of signs and advertising structures constitutes a significant contributing factor detrimental to the well-being and continuing activity of a city's people and economy, it is the purpose and intent of this article to:

(1) Assure that all signs and advertising structures are designed, erected and maintained in a manner to enhance, rather than detract from, the ultimate design and appearance of the affected locality, and do not impair the view of nearby or adjacent signs.

(2) Prohibit the installation and maintenance of signs or advertising structures which unduly distracts motorists' attention from driving, and which detract from attention to traffic movement and to signs and signals promoting traffic safety.

(3) Prevent the installation and maintenance of signs or advertising structures which singly or conjunctionally have an injurious effect on the morale of the people and the economic well-being of the city.

(4) Assure that size and location of signs and advertising structures do not constitute an obstacle to effective fire protection and fire-fighting techniques; nor constitute a direct or potential danger to vehicular or pedestrian traffic, especially in the event of structural failure during period of inclement weather and earthquakes or in the event of impaired vision due to improper size or location.

(5) Otherwise protect the public health, safety [and] morale, and promote the public welfare.


A. It shall be unlawful for any person to erect, structurally alter or relocate within the City of Porterville any sign or advertising structure without first satisfying the requirements of this article and obtaining a sign permit.
   A. Upon the filing of an application for a sign permit, the plans, specifications and other data, as may be required, shall be examined by the city planner and the building inspector, and if it shall appear that the proposed sign or advertising structure is in compliance with all of the requirements of this ordinance and all other laws of the city, the city planner shall certify compliance on the plans, and the building inspector shall issue the necessary erection permit.

Section 2005. Stop orders.
   A. The issuance of a sign permit shall not constitute a waiver of this article or any ordinance of the City of Porterville; and the building inspector is hereby authorized to stop any sign or advertising structure installations which are being carried on in violation of this ordinance or of any other ordinance of the City of Porterville.

Section 2006. Exceptions and exemptions.
   A. The provisions and regulations of this article shall not apply to certain classes of signs and advertising structures which are designated in the following subsections; provided, however, that such signs shall be subject to the provisions of sections 2007 through 2012:

(1) Real estate signs not exceeding twelve (12) square feet in area per face pertaining to the sale or rental of the property on which they are displayed, but not more than one (1) such sign for each street frontage; excepting that all such signs located in any R Zone shall not exceed six (6) square feet in area per face.

(2) Professional nameplates and occupational signs denoting only the name and occupation of any occupant in a commercial or public institutional building, and not exceeding two (2) square feet in area.

(3) Identification signs on apartment houses, boarding or rooming houses or similar uses, not exceeding six (6) square feet in area.

(4) Nameplates or signs not exceeding two (2) square feet in area in the aggregate for residential dwelling units.

(5) Permanent reader panels for public, charitable or religious institutions provided said reader panels are located on the property to which such reader panels pertain and do not exceed sixteen (16) square feet in total area per face nor more than ten (10) feet in height, and further provided said reader panels are located in such a manner as not to constitute a hazard to vehicular or pedestrian traffic.

(6) Signs identifying a development and denoting the architect, engineer or contractor when placed upon work under construction; provided, however, that no such sign shall exceed thirty-two (32) square feet in area.
(7) Memorial and/or historical signs or tablets, names of buildings or date of erection, when constructed of bronze or other incombustible materials or cut into any masonry surface.

(8) Traffic, informational or municipal signs designed to give information in the specific interest of the traveling public, legal notices, railroad crossing, danger signs.

(9) Nonadvertising warning signs or no trespassing signs on private property posted no closer than one hundred (100) feet apart nor exceeding two (2) square feet in area per sign.

(10) Nonadvertising signs of public utility companies as may be required in their operations in providing services for the health and welfare of the general public, or as required by any law or regulations of the State of California or any agency thereof.

(11) On-site directional signs for public or private developments, denoting the entrance, exit and direction of traffic flow and not exceeding four (4) square feet in area per face, provided such signs are not prohibited or further regulated by other sections of this or any other ordinance of the City of Porterville.

(12) Nonadvertising displays commemorating legal holidays; providing, however, that said displays are not detrimental to public health, safety and general welfare.

(13) Temporary signs noting businesses which sponsor and contribute to the sports activities upon public premises, subject to the provisions of section 2012A (2), (3), (4), (5) and (9) contained herein. For the purposes of interpretation of section 2012A, paragraph (9), the “event” shall also mean all sports/recreational activities, and the “date of the event” shall be construed to be the first and/or last game or event of the respective season of that activity.

(14) Signs required by state or federal law.


A. Business identification signs which do not conform to this article but which lawfully existed and were maintained on the effective date of this article shall, within five (5) years after the effective date of this article, be removed or made to conform. Effective date of this article, in all cases, shall be interpreted to mean the original date of the sign ordinance, March 8, 1974.

B. Nonappurtenant signs or supporting advertising structures which do not conform to this article but which lawfully existed and were maintained on the effective date of this article shall, within three (3) years after the effective date of this article, be removed or made to conform.

C. Nonconforming signs advertising a business which has been vacated for a period of one hundred eighty (180) days shall be removed or made to conform by the property owner.
D. All other nonconforming signs and advertising devices shall, within five (5) years after the effective date of this article, be removed or made to conform. Effective date shall be the same as in section 2007A. above.

A. No sign, light or advertising structure shall be located in such a manner as to constitute a hazard to pedestrian or vehicular traffic, or in such a manner as to obstruct free and clear vision, at any location where, by reason of the position, shape, color or movement may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. Nor shall such sign or Advertising structure make use of any word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.

Section 2009. Compliance with federal and state regulations.
A. Nothing contained in this article shall be construed to exempt compliance with applicable outdoor advertising regulations of any federal or state agency having authority over the control of signs and advertising structures within such jurisdiction as may be designated adjacent to and along any freeway, highway, interstate highway, or primary highway.

B. If at any time a regulation or a provision of this article conflicts with a similar regulation or a provision of another governmental agency, the more restrictive application shall apply unless noted otherwise.

Section 2010. Prohibited signs and advertising structures.
A. Any sign or advertising structure that is rotating, animated or contains any moving parts shall not be permitted.

B. Any energized sign or advertising structure containing flashing lights, including signs or advertising structures with lights flashing in sequence to simulate movement, [shall not be permitted].

C. No signs or sources of illumination shall be permitted in any zoned district if in the opinion of the Director of Community Development they impose a glare upon any street, alley, driveway, parking area or adjacent property, or into the eyes of any motorist or pedestrian.

D. Nonappurtenant signs shall not be permitted in any zoned district.

E. Advertising structures containing display surface area or image areas in excess of the maximum square footage permitted for allowable signing within the zoned districts in which they are located or are intended to be located shall not be permitted.

F. No portable signs shall be permitted in any zoned district with the exception of those temporary advertising devices listed in section 2013.
Section 2011. Temporary real estate subdivision signs.

A. Two (2) temporary real estate subdivision signs, each face not to exceed one hundred (100) square feet in area, may be located on any new subdivision in any zone; provided, that such signs and advertising structures shall be removed twenty-four (24) months from the date the permit for same is issued, or when the subdivision is completely sold out, whichever comes first, and further provided that:

1. Plans, indicating the size, design, location and sign copy, shall be submitted to the planning division for approval prior to the issuance of a sign permit by the building inspector.

2. Any change in sign copy or advertising structure must be resubmitted for approval.

3. Not more than one (1) such sign shall be permitted to be displayed adjacent to the same street frontage.

4. A letter of agreement from the property owners giving the city right of entry to remove signs in the event the above stipulations are not complied with shall be submitted to the planning division prior to the issuance of an erection permit.

5. If at any time the property on which the signs are located is sold, the signs shall be removed or a new letter of agreement shall be submitted from the buyer to permit the sign to remain and granting the city right to enter the property and remove the sign.

B. Three (3) temporary off-site directional real estate subdivision signs and advertising structures for each subdivision may be located in any zone provided that:

1. Said signs shall not exceed thirty-two (32) square feet in area per face.

2. Said signs and advertising structures shall be removed twenty-four (24) months from the date the permit for same is issued, or when the subdivision is completely sold out, whichever comes first.

3. A use permit shall be approved for each location in conformance with article twenty-nine contained within this ordinance.

C. Failure to comply with any or all of the applicable provisions as set forth in this section shall be cause for the immediate removal of the signs and/or advertising structures.

Section 2012. Promotional, campaign and political signs.

A. Temporary promotional, campaign and political signs are permitted on private property in any zoned district and within the public right-of-way providing that:

1. The individual in charge of posting said signs files with the city clerk his/her name, address and telephone number and receives a copy of sections 2012 and 2015 of the Zoning Ordinance.
(2) Any such sign on a residentially zoned property with frontage on an Arterial or Collector Street as designated by the Circulation Element of the General Plan shall be no greater than twelve and one-half (12.5) square feet in area. Signs on residentially zoned property not fronting an Arterial or Collector Street shall be limited to a maximum of four (4) square feet in area.

(3) Any such sign exceeding thirty-two (32) square feet in area shall require approval of a use permit in conformance with Article 29 contained within this ordinance.

(4) No such sign shall be posted within public right-of-way in residentially zoned districts except along Arterial streets and Collector Streets, as designated in the Circulation Element of the General Plan. Such signs in the public right-of-way shall be limited to a maximum of four (4) square feet in area.

(5) No such sign shall be located so as to constitute a hazard to vehicular and pedestrian traffic.

(6) No such sign in the City right-of-way shall be attached to any pole or structure supporting a traffic control sign or device, Street tree or fire hydrant.

(7) No such sign shall be placed in the roadway or on the sidewalks.

(8) No such signs shall be posted more than ninety (90) days preceding the date of the event or election to which the signs pertain.

(9) All such signs shall be removed within fifteen (15) days following the date of the event or election to which the signs pertain.

(10) No such sign shall be placed in the public right-of-way abutting any public property including parklands nor within City maintained landscaped parkways within public right-of-way. (Ord No. 1622, § A, 11-5-02)

B. Violation to any of the above regulatory conditions shall be deemed a public nuisance and may be summarily abated as such; and each day that such violation continues shall be regarded as a new and separate offense. (Ord. No. 1287, 11-1-83; Ord. No. 1367, § B, 11-18-86)(Ord No. 1622, § B, 11-5-02)

Section 2013. Temporary advertising devices.

A. Pennants, banners, spinners and other similar temporary advertising devices or portable signs shall be prohibited except for grand openings, special events and promotional sales; provided, however, that one (1) or all of said advertising devices shall not be displayed for more than one hundred eighty (180) cumulative days in the same location in any twelve-month period.
B. Nothing contained in this section shall be construed to prohibit the display of the flag of the United States, State of California, or other political subdivision, or any flag or banner of any bona fide religious or fraternal organization.

Section 2014. Maintenance.
A. All signs and sign structures shall be periodically inspected and maintained at reasonable intervals, including replacement of defective parts, painting, repainting, cleaning and other acts required to maintain the sign. The building inspector or the city planner may require corrections or removal of any sign deemed to be in violation of this or any other ordinance of the City of Porterville.

Section 2015. Advertising on public property.
A. No person, except a public officer or city employee in the performance of his duty shall paste, post, paint or erect any flag, pennant, sign, banner or notice of any kind or cause the same to be done upon public property, street, bridge or sidewalk within the City of Porterville and no person shall attach any item to private utility company poles without prior written approval from the utility company to which the poles belong.

B. Exceptions:
   (1) Signs affixed to or painted on temporary construction or fences located within the public right-of-way during construction and only to advertise the architect, construction company or future development, provided that no sign shall exceed thirty-two (32) square feet in area and shall be neatly painted.

   (2) Nonadvertising displays commemorating legal holidays or special events when authorized by the city council.

   (3) Signs permitted by section 2006A(13) and section 2012 contained herein.

(Ord. No. 1287, 11-1-83; Ord. No. 1367, § C, 11-18-86)

Section 2016. Projection of signs and advertising structures.
A. With the exception of newspaper and mail receptacles, no sign or advertising structure shall extend or project over any public sidewalk, street, alley or other public property in any residentially zoned district unless exempted under section 2006, paragraph (8) of this article.

B. Signs or advertising structures projecting more than six (6) inches from the face of a building, or any other supporting structure, over travelways or walkways on private property used or intended to be used by the general public, shall have a minimum clearance of eight (8) feet above the pavement or finished grade.

C. Signs or advertising structures projecting not more than six (6) inches from the face of a building or any other supporting structure, over a public or any other public property, shall have a minimum clearance of eight (8) feet above the pavement or finished grade.
D. Signs or advertising structures projecting more than six (6) inches, but not more than eighteen (18) inches from the face of a building or any other public property shall have a minimum clearance of ten (10) feet above the pavement or finished grade. No sign or advertising structure shall project more than eighteen (18) inches from the face of a building or any other supporting structure, over a public sidewalk or any other public property with the exception of signs affixed to awnings, canopies, or marquees, or appurtenant pedestrian-oriented signs denoting only the name of a business when:

1. Said sign is suspended from or placed on an awning, canopy or marquee.
2. Said sign when suspended from an awning, canopy, or marquee does not exceed a width of six (6) inches, nor a length of three (3) feet.
3. Said sign maintains a clearance from finished grade of not less than eight (8) feet.

E. No sign or advertising structure shall project into any public alley below a height of fourteen (14) feet above finished grade nor more than six (6) inches when over fourteen (14) feet.

F. Signs or advertising structures in any residential P-O and C-1 zoned districts may not be attached to a building in such a manner that any portion of same extends above the roofline of the building to which it is attached.

(Ord. No. 1497, § 11, 5-17-94)

Section 2017. Clearance of signs and advertising structures.

A. No permit for any sign or advertising structure shall be issued nor shall same be constructed, installed or erected which has less horizontal or vertical clearance from energized electrical power lines than prescribed by the California Public Utility Commission, or the Orders of the Division of Industrial Safety, State of California.

B. No sign or advertising structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe.

C. No sign or advertising structure shall obstruct any window to such an extent that any light or ventilation is reduced to a point below that required by any law or ordinance.

D. Freestanding signs or advertising structures having a minimum clearance of less than eight (8) feet from finished grade shall not be located within pedestrian or vehicular walkways or travelways. Such signs shall be subject to the setback requirements applicable to buildings in the zoning district where located, unless stated otherwise in this article.

(Ord. No. 1385, § 2, 8-18-87)

Section 2018. Signs in agricultural and residential zones.

A. The following signs are permitted in agricultural and residential zones in addition to those exempted by section 2006:
(1) One (1) sign per street frontage for each housing development or institutional use, not to exceed twenty (20) square feet in area, nor ten (10) feet in height and containing no advertising matter except the name and street address of the housing development or institutional use.

(2) One (1) sign for each church not to exceed twenty (20) square feet in area.

(3) Directional subdivision signs in accordance with the provisions of section 2011 and promotional, campaign, and political signs in accordance with the provisions of section 2012.

Section 2019. Advertising in P-O and C-1 Zones.

A. The following regulations shall apply to all signs and advertising structures in the P-O Professional Office Zone and C-1 Neighborhood Commercial Zone:

(1) No sign shall be permitted that does not pertain directly to an approved business service or activity conducted on the premises except as provided by section 2011 and section 2012, or unless exempted by section 2006.

B. Business Identification Signs: Not more than two (2) signs are permitted for the same business per business frontage, and the total advertising area allowed for any business in the aggregate shall not exceed one (1) square foot for each lineal foot of business frontage occupied by said business up to a maximum of sixty (60) feet; excepting that:

1. A business occupying less than twenty (20) lineal feet of business frontage shall be permitted maximum advertising area of twenty (20) square feet.

2. A business with more than one (1) frontage shall be allowed signs on each of said frontages. The total advertising area allowed for the additional signs shall be computed in conformance with the above ratio.

C. When an exterior wall of a building faces abutting property in an R Zone, no advertising sign shall be painted or placed on such wall or on any portion of the lot between said wall and said R Zone.

D. Signs attached to a building shall be mounted parallel to the face of the structure and shall not project more than eighteen (18) inches from the main building or its attached canopy, nor shall such sign exceed the roofline of the building to which it is attached.

E. Center Identification Signs: One (1) freestanding center identification sign shall be permitted for integrated developments of five (5) or more separated businesses, providing that:

(1) The total area of said sign shall not exceed forty (40) square feet plus five (5) square feet for each additional business in the center over five (5) up to a maximum area allowed of one hundred (100) square feet.
(2) Said signs shall not exceed twelve (12) feet in height above the highest finished grade at the front property line.

(3) Said sign with less than eight (8) feet clearance above finished grade or ground sign may be permitted in the front yard setback area within the P-O zone, provided that no such sign shall be located within a ten-foot radius of the corner property lines of a corner lot.

Section 2020. Advertising in C-2, C-3, C-H, M-1, M-2 and A-D Zone.

A. The following regulations shall apply to all signs and advertising structures in the C-2, C-3 and C-H Commercial Zones; in the M-1 and M-2 Industrial Zones; and in the A-D Airport Development Zone:

(1) No signs shall be permitted that does not pertain directly to an approved business service or activity conducted on the premises except as provided in section 2011 and section 2012, or unless exempted by section 2006.

(2) Business identification signs: Not more than four (4) signs are permitted for the same business per business frontage and shall be Subject to the following:

(a) Their total advertising area shall not exceed either:

(i) Fifteen (15) percent of the business face to which signs pertain, or forty (40) square feet, whichever is greater, for businesses conducted primarily within a building; or

(ii) One (1) square foot per linear foot of display frontage up to fifty (50) feet plus one-half square foot for each additional linear foot of display frontage to which such signs pertain for businesses conducted primarily outside of a building.

(b) Their height, including any part of the sign or advertising structure, shall not exceed the roofline of the building to which such signs are attached.

(c) Freestanding business identification signs, permanent reader panels or combinations thereof and their supporting structures, provided that:

(i) Their total height above the finished grade at the front property line does not exceed thirty (30) feet in height.

(ii) All other stipulated requirements relating to location, size, area, projection over public right-of-way, height, total signs or setbacks contained herein have been satisfied.

(iii) A business with frontage on more than one (1) street shall be allowed additional signing on each street frontage, computed by the above formula.
(iv) No ground sign shall be located or constructed in any manner which could constitute a hazard to vehicular or pedestrian traffic on public or private property, and shall be subject to all of the regulations in this chapter.

Ground signs shall be subject to the setback requirements applicable to buildings in the zoning district where located.

(v) Signs displayed on awnings, canopies and marquees shall be subject to all of the regulations as stipulated in this chapter.

Temporary signs, pennants or banners shall not be suspended from any structure which, in opinion of the building inspector, is not capable of supporting additional weight or wind loads.

(vi) When an exterior wall of a building faces abutting property in an R Zone, no advertising signs shall be painted or placed on such wall or on any portion of the lot between said wall and said R Zone.

(vii) The total advertising area permitted within this section shall include all business identification signs in the aggregate, visible from the exterior of the business.

(3) Center identification signs: In addition to the above, one (1) center identification sign per street frontage is allowed for integrated developments of five (5) or more separate businesses, subject to the following:

(a) The combined sign area of the center identification sign does not exceed thirty (30) square feet per one hundred (100) lineal feet of the street frontage on which the sign is located; provided, however, that no one (1) sign shall exceed three hundred twenty (320) square feet per face.

(b) No sign is permitted for frontage areas, located adjacent to residentially zoned districts, within a projection of the adjacent residential building setback line.

(c) No sign shall exceed twenty (20) feet in height above the highest finished grade of the center at the street right-of-way line.

(d) No sign shall be located within twenty (20) feet of the side property lines on interior lots, or in such a manner as to constitute a hazard to pedestrian or vehicular traffic.

(4) Window signs: Signs advertising sales, cut rates, weekend specials, and similar sales and promotions when made of paper, cardboard or similarly unstable material, are permitted only on the interior side of the building or structure through which they are viewed.

Section 2021. Advertising in the P-D and O-A Zones.

A. The following regulations shall apply to all signs and advertising structures in the P-D (Planned Development), and O-A (Open Area) Zones.
(1) No sign shall be permitted that does not pertain directly to an approved business, service or activity conducted on the premises except as may be provided in section 2011 and section 2012, or unless exempted by section 2006.

(2) All signs and advertising structures shall conform to a uniform sign program approved by the city council in accordance with the conditional use permit provisions of Article 29 contained within this ordinance.
CHAPTER 3
ARTICLE IV. SIGNS

Editor's note—Ord. No. 759, §§ 1—13, adopted March 19, 1963, enacted the Uniform Sign Code codified as §§ 3-21—3-33 in lieu of former §§ 3-21—3-34, pertaining to similar subject matter, derived from Ord. Code, §§ 8511—8516.

Sec. 3-21. Title, scope and enforcement.

(a) Title. This article shall be known as the “Uniform Sign Code,” may be cited as such, and will be referred to herein as “this Code.”

(b) Purpose and scope. The purpose of this Code is to provide minimum standards to safeguard life, health, property and public welfare by regulating and controlling the design, quality of materials, construction, location, electrification, and maintenance of all signs and sign structures not located within a building. The regulations of this Code are not intended to permit any violation of the provisions of any other lawful ordinance.

(c) Enforcement. The building official is hereby authorized and directed to enforce all the provisions of this Code.

(d) Right of entry. Upon presentation of proper credentials the building official or his duly authorized representatives may enter at reasonable times any building, structure, or premises in the city to perform any duty imposed upon him by this Code.

(e) Board of appeals. The board of appeals as provided in the Uniform Building Code and which has been established thereunder is the appellate board to provide for reasonable interpretation of this article. (Ord. No. 759, § 1, 3-19-63)

Sec. 3-22. Definitions and abbreviations.

General. For the purpose of this Code, certain abbreviations, terms, phrases, words and their derivatives shall be construed as specified in this section. Words used in the singular include the plural, and the plural the singular. Words used in the masculine gender include the feminine and the feminine the masculine.

Approved plastic material. “Approved plastic material” is one which the building official has found to be suitable functionally for the purpose for which it is offered; which conforms to the Uniform Building Standards edition as set forth in this section.

Building line. “Building line” is a line established by ordinance beyond which no building may extend. A building line may be a property line. (See curb line.)

Building official. “Building official” shall mean the duly appointed and acting chief building inspector of the City of Porterville, his duly authorized representatives or such person as may hereafter be authorized by law to perform the duties now being performed by that official in the City of Porterville.
Combination sign. “Combination sign” shall mean any sign incorporating any combination of the features of ground, projecting and roof signs.

Curb line. “Curb line” shall be the line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the city engineer. (See building line.)

Display surface. “Display surface” is the area made available by the sign structure for the purpose of displaying the advertising message.

Electric sign. “Electric sign” shall mean any sign containing electrical wiring, but not including signs illuminated by an exterior light source.

Ground sign. “Ground sign” shall mean a sign which is supported by one or more uprights, poles, or braces in or upon the ground other than a combination sign as defined by this Code.

Incombustible material. “Incombustible material” is any material which will not ignite at, or below a temperature of one thousand two hundred (1,200) degrees Fahrenheit during an exposure of given minutes, and which will not continue to burn or glow at that temperature. Tests shall be made as specified in Uniform Building Code.

Marquee. “Marquee” is a permanent roofed structure attached to and supported by the building and projecting over public property.

Nonstructural trim. “Nonstructural trim” is the molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways which are attached to the sign structure.

Plastic materials. “Plastic materials” are those made wholly or principally from standardized plastics listed and described in the Uniform Building Code. (See approved plastic material.)

Projection. “Projection” means the distance by which a sign other than a wall sign, which projects from and is supported by a wall of a building or structure.

Projecting sign. “Projecting sign” shall mean a sign other than a wall sign, which projects from and is supported by a wall of a building or structure.

Roof sign. “Roof sign” shall mean a sign erected upon or above a roof or parapet of a building or structure.

Sign. “Sign” is any medium including its structure and component parts which is used or intended to be used to attract attention to the subject matter for advertising purposes other than paint on the surface of a building.

Sign structure. “Sign structure” means the supports, uprights, braces and framework of the sign.
**Structure.** “Structure” is that which is built or constructed, and edifice or building of any kind, or any piece of work artificially built up or composed of parts jointed together in some definite manner.

**Temporary sign.** “Temporary sign” shall include any sign, banner, pennant, valance, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames; intended to be displayed for a limited period of time only.

**Uniform Building Code.** Wherever the Uniform Building Code is referred to in this article it shall be that edition of the Uniform Building Code and or appendices thereto which have been adopted by ordinance and are in full force and effect at the time of compliance with or enforcement of any provisions of this article.

**Uniform Building Code Standards.** Wherever the Uniform Building Code Standards is referred to in this article it shall be that editions of the Uniform Building Code Standards or appendices thereto which have been adopted by ordinance and are in full force and effect at the time of compliance with or enforcement of any provisions of this article.

**Wall sign.** “Wall sign” shall mean any sign attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall.

(Ord. No. 1537, § B14, 8-6-96)

### Sec. 3-23. Permits, fees and inspection.

(a) **Permits required.** No sign shall hereafter be erected, re-erected, constructed, altered, or maintained, except as provided by this Code and a permit for the same has been issued by the building official. A separate permit shall be required for each sign. In addition, electrical permits shall be obtained for electric signs.

(b) **Application.** Application for a sign permit shall be made in writing upon forms furnished by the building official. Such application shall contain the location by street and number of the proposed sign structure, as well as the name and address of the owner and the sign contractor or erector. The building official may require the filing of plans and specifications to be prepared and designed by an engineer or architect licensed by the state to practice such.

(c) **Exemption.** The following signs shall not require a sign permit. These exceptions shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this Code or any other law or ordinance regulating the same.

(1) The changing of the advertising copy or message on a painted or printed sign only. Except for theater marquees and similar signs specifically designed for the use of replaceable copy, electric signs shall not be included in this exception.
(2) Painting, repainting or cleaning of an advertising copy or message thereon shall not be considered an erection or alteration which requires sign permit unless a structural change is made.

(3) Real estate signs not exceeding twelve square feet (12 sq. ft.) in area which advertise the sale, rental, or lease of the premises upon which said signs are located.

(4) Professional name plates not exceeding two square feet (2 sq. ft.) in area.

(5) Bulletin boards not over twelve square feet (12 sq. ft.) in area for public, charitable, or religious institutions when the same are located on the premises of said institutions.

(6) Signs denoting the architect, engineer or contractor when placed upon work under construction and not exceeding twelve square feet (12 sq. ft.) in area.

(7) Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface, or when constructed of bronze or other incombustible materials.

(8) Signs of public service companies indicating danger, and aids to service or safety.

(9) Small portable signs under twelve square feet (12 sq. ft.) inside or outside a building, not over public property.

(10) Temporary political signs as set forth in Sections 2012 and 2015 of the Porterville Zoning Ordinance.

(d) **Sign permit fee.** A fee for each sign permit shall be paid to the building official as set forth in the schedule below.

The determination of value or valuation under any of the provisions of this Code shall be made by the building official.

Where work for such a permit is required by this Code is started or proceeded with prior to obtaining said permit, the fees above specified shall be doubled, but the payment of such double fee shall not relieve any person from fully complying with the requirements of this Code in the execution of the work nor from any other penalties prescribed herein.

**BUILDING PERMIT FEES**

(1) To be taken from Uniform Building Code.

(2) Electrical permit fee to be taken from Ordinance No. 742. [Codified as § 7-11]

(e) **Plan checking fees.** Where plans and other pertinent information are required in accordance with section 3-23(b), a plan check fee equal to one-half the sign permit feet shall be paid to the building official.
(f) **Maintenance.** All signs, together with all of their supports, braces, guys, and anchors shall be kept in repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.

(g) **Inspections.** All signs for which a permit is required shall be subject to inspection by the building official.

Footing inspections will be required for all ground signs.

Electric signs shall be inspected before erection.

The building official may order the removal of any sign that is not maintained in accordance with provisions of subsection (f) of this section.

All signs may be reinspected at the discretion of the building official. (Ord. No. 759, § 3, 3-19-63; Ord. No. 1537, § B15, 8-6-96)

**DESIGN**

Sec. 3-24. **Design and construction.**

(a) **General.** Signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in this section. All bracing systems shall be designed and constructed to transfer lateral forces to the foundations. For signs on buildings the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in such manner as not to overstress any of the elements thereof.

The overturning moment produced from lateral force shall be transmitted through the ground in such manner as not to overstress any of the elements thereof.

The overturning moment produced from lateral forces shall in no case exceed two-thirds of the dead-load resisting moment. Uplift due to overturning shall be adequately resisted by proper anchorage to the ground or to the structural frame of the building. The weight of earth superimposed over footings may be used in determining the dead-load resisting moment. Such earth shall be carefully placed and thoroughly compacted.

(b) **Wind loads.** For the purpose of design, and except for roof signs and combination signs, wind pressure shall be taken upon the gross area of the vertical projection of all signs and sign structures at not less than fifteen (15) pounds per square foot for those portions less than sixty (60) feet above the ground, and at not less than twenty (20) pounds per square foot for those portions more than sixty (60) feet above the ground.

Wind pressure upon roof signs and combination signs and their support shall be taken at not less than thirty (30) pounds per square foot of the gross area of the plane surface, acting in any direction. In calculating wind pressure on curved surfaces such as cylindrical or spherical signs or sign structures, this pressure shall be assumed to act on six-tenths (6/10ths) of the projected area. In
all open frame signs or sign structures the area used in computing wind pressure shall be one and one-half (1 1/2) times the net area of the framing members exposed to the wind.

(c) **Seismic loads.** Signs and sign structures shall be designed and constructed to resist seismic forces as specified in the Uniform Building Code.

(d) **Combined load.** Wind and seismic loads need not be combined in the design of signs or sign structures; only that loading producing the larger stresses need be used.

Vertical design loads, except roof live loads, shall be assumed to be acting simultaneously with the wind or seismic loads.

(e) **Allowable stresses.** The design of wood, concrete, or steel members shall conform to the requirements of the Uniform Building Code. Loads, both vertical and horizontal, exerted on the soil shall not produce stresses exceeding those specified in the Uniform Building Code.

The working stresses for wind or seismic loads combined with dead loads may be increased as specified in the Uniform Building Code.

**CONSTRUCTION**

(f) **General.** The supports for all signs or sign structures shall be placed in or upon private property and shall be securely built, constructed and erected in conformance with the requirements of this Code.

(g) **Material.** Materials of construction for signs and sign structures shall be of the quality and grade as specified for buildings in the Uniform Building Code.

Anchors and supports when of wood are embedded in the soil, or within six (6) inches of the soil, shall be of all heartwood of a durable specie or shall be pressure-treated with an approved preservative. Such members shall be marked or branded by an approved agency.

(h) **Restrictions on combustible materials.** All signs and sign structures erected in Fire Zone No. 1 shall have structural members of incombustible materials.

Ground signs may be constructed of any material meeting the requirements of this Code, except as provided above.

Combination signs, roof signs, wall signs, projecting signs, and signs on marquees shall be constructed of incombustible materials, except as provided in subsection (i) of this section. No combustible materials other than approved plastics shall be used in the construction of electric signs.

Sign boards or billboards in Fire Zone No. 1 shall be of incombustible material.
(i) **Nonstructural trim.** Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.

(j) **Anchorage.** Members supporting unbraced signs shall be so proportioned that the bearing loads imposed on the soil in either direction, horizontal or vertical, shall not exceed the safe values. Braced ground signs shall be anchored to resist the specified wind or seismic load acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil and for an effective resistance to overturning. Anchors and supports shall penetrate to a depth below ground greater than that of the frost line.

Portable ground signs supported by frames or posts rigidly attached to the base shall be so proportioned that the weight and size of the base will be adequate to resist the wind pressure specified in subdivision (b) of this section.

Signs attached to masonry, concrete, or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.

No wooden block or plugs or anchors with wood used in connection with screws or nails shall be considered proper anchorage, except in the case of signs attached to wood framing.

No anchor or support of any sign shall be connected to, or supported by, a parapet wall, unless such wall is designed in accordance with the requirements specified in the Uniform Building Code for parapet walls.

(k) **Display surfaces.** Display surfaces in all types of signs may be made of metal, glass or approved plastics, in accordance with the area limitations set forth in Tables No. 4-A and No. 4-B of this article [section 3-25].

(l) **Restrictions as to zoning regulations.** All signs shall comply with zoning regulation ordinances of the City of Porterville.

(m) **Clearance from electric power lines.** No permit for any sign shall be issued and no sign shall be constructed, installed, or erected which has less horizontal or vertical clearance from energized electrical power lines than prescribed by the California Penal Code, Section 385, the regulations of the California Public Utility Commission, and the Orders of Division of Industrial Safety, State of California. (Ord. No. 759, § 4, 3-19-63)

**Sec. 3-25. Ground signs.**

(a) **General.** Ground signs may be constructed of any material meeting the requirements of this Code, except as provided in section 3-24(h).
(b) **Design.** Ground signs shall be designed in accordance with the requirements specified in section 3-24.

(c) **Projection.** Ground signs shall not project over public property or beyond a building line. For projection of combination signs, see section 3-23.

(d) **Fire restrictions.** Ground signs may have display surfaces of combustible materials except in Fire Zone No. 1. (Ord. No. 759, § 5, 3-19-63)

### TABLE NO. 4-A.—LIMITATIONS OF APPROVED PLASTICS IN SIGNS

<table>
<thead>
<tr>
<th>AREA OF FACING OR DISPLAY SURFACE</th>
<th>AREA OCCUPIED OR COVERED BY PLASTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 square feet or less</td>
<td>100 percent of display surface area</td>
</tr>
<tr>
<td>Over 100 square feet, but less</td>
<td>100 square feet plus 25 percent</td>
</tr>
<tr>
<td>than 2,000 square feet</td>
<td>of the difference between 100 square feet and the area of the display surface</td>
</tr>
<tr>
<td>Over 2,000 square feet</td>
<td>Not over 575 square feet</td>
</tr>
</tbody>
</table>

### TABLE NO. 4-B—SIZE, THICKNESS AND TYPE OF GLASS PANELS IN SIGNS

<table>
<thead>
<tr>
<th>MAXIMUM SIZE OF EXPOSED GLASS PANEL</th>
<th>MINIMUM THICKNESS OF GLASS</th>
<th>TYPE OF GLASS;</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY AREA IN SQUARE IN INCHES</td>
<td>IN CHICE INCHES</td>
<td></td>
</tr>
<tr>
<td>ANY area 30 500 1/8 Plain, Plate or Wired</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 700 3/16 Plain, Plate or Wired</td>
<td></td>
<td></td>
</tr>
<tr>
<td>144 3,600 1/4 Plain, Plate or Wired</td>
<td></td>
<td></td>
</tr>
<tr>
<td>over 144 over 3,600 1/4 Wired Glass</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sec. 3-26.Roof signs.

(a) **General.** Roof signs shall be constructed of incombustible materials except as specified in section 3-24(i).

(b) **Design.** Roof signs shall be thoroughly secured and anchored to the frame of the building over which they are constructed and erected, and shall be designed in accordance with the requirements specified in section 3-24. Cables shall not be used as primary elements of support.

(c) **Projection.** Roof signs may project over public property or beyond a building line complying with the requirements specified in section 3-29 hereof.
(d) **Clearance and access.** Passage clear of all obstructions shall be left under or around, and immediately adjacent to all signs exceeding a height of four (4) feet above the road thereunder. Such passages shall be not less than three (3) feet wide and four (4) feet high and shall be at parapet or roof level.

There shall be one such passage or access opening as follows:

1. For each roof sign upon a building.
2. An access opening for every fifty (50) lineal feet or horizontal roof sign extension.
3. Within twenty (20) feet of walls and parapets when roof signs are at right angles to a face of the building. (Ord. No. 759, § 6, 3-19-63)

### Sec. 3-27. Wall signs.

(a) **General.** Wall signs shall be constructed of incombustible materials, except as provided in section 3-24(i).

(b) **Design.** Wall signs shall be designed in accordance with the requirements specified in section 3-24.

(c) **Projection.** No wall sign shall have a projection over public property or beyond a building line greater than the distances set forth in Figure No. 1, nor shall extend above any adjacent parapet or roof of the supporting building. No sign or sign structure shall project into any public alley whatsoever, below a height of fourteen (14) feet above grade, nor more than six (6) inches when over fourteen (14) feet. (Ord. No. 759, § 7, 3-19-63)

*Editor's note—Figure No. 1 is not set out but is on file in the city clerk's office.*

### Sec. 3-28. Projecting signs.

(a) **General.** Projecting signs shall be constructed of incombustible materials, except as specified in section 3-24(i).

(b) **Design.** Projecting signs shall be designed in accordance with the requirements specified in section 3-24.

(c) **Projection.** Signs may project over public property or a building line a distance determined by the clearance of the bottoms thereof above the level of the sidewalk or grade immediately below, as set forth in Figure No. 1.

No sign or sign structure shall project into any public alley whatsoever, below a height of fourteen (14) feet above grade, nor more than six (6) inches when over fourteen (14) feet.

Projecting signs may project over public property or beyond a building line as set forth in Figure No. 1.
(d)  **Clearance.** No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light or ventilation is reduced to a point below that required by any law or ordinance.

Signs shall be so located as to maintain all required clearances from overhead power and service lines.

(e)  **Display surface area.** The area of the display surface of a projecting sign which projects over public property, or beyond a building line, shall not exceed one hundred and fifty (150) square feet per face. (Ord. No. 759, § 8, 3-19-63)

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### Sec. 3-29. Combination signs.

(a)  **General.** Combination signs shall be constructed of incombustible materials except as provided in section 3-24 (i).

(b)  **Design.** All supports of combination signs shall be placed in or upon private property and shall be securely built, constructed and erected to conform with the requirements specified in section 3-24.

(c)  **Projection.** Combination signs may project over public property or beyond a building line as set forth in Figure No. 1.

The individual requirements of roof, projecting and ground signs shall be applied for combination signs incorporating any or all of the aforesaid features.

(d)  **Display surface area.** The area of the display surface of a projecting sign which projects over public property, or beyond a building line, shall not exceed one hundred and fifty (150) square feet per face. (Ord. No. 759, § 9, 3-19-63)

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### Sec. 3-30. Marquees.

(a)  **General.** Signs may be placed on, attached to, or constructed in a marquee. Such signs shall, for the purpose of determining projection clearance, height and material, be considered a part of and shall meet the requirement for a marquee as specified in the Uniform Building Code. (Ord. No. 759, § 10, 3-19-63)

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### Sec. 3-31. Electric signs.

(a)  **General.** Electric signs shall be constructed of incombustible materials, except as provided in section 3-24(h).

The enclosed shell of electric signs shall be watertight, excepting that service holes fitted with covers shall be provided into each compartment of such signs.

(b)  **Installation.** Electric equipment used in connection with display sign shall be installed in accordance with local ordinances regulating electrical installations.
(c) *Erector's name.* Every electric sign projecting over any street or alley or public place shall have painted on the surface of the sign the name of the sign erector and date of erection. Such name and date shall be of sufficient size and contrast to be readable from a reasonable distance. Failure to provide such name and date shall be grounds for rejection of the sign by the building official. (Ord. No. 759, § 11, 3-19-63)

**Sec. 3-32. Temporary signs and banners.**
Refer to Ordinance No. 727 [Codified as article I of this chapter], which shall apply. (Ord. No. 759, § 12, 3-19-63) *(below)*

**Sec. 3-33. Violation and penalties.**
It shall be unlawful for any person, firm or corporation to erect, construct, enlarge, alter, repair, move, improve, remove, convert, demolish, equip, use or maintain any sign or structure in the city or cause or permit the same to be done contrary to or in violation of any of the provisions of this Code.

Any person, firm, or corporation violating any of the provisions of this Code shall be guilty of a misdemeanor, and each such person shall be deemed guilty of a separate offense for each and every day or portion thereof during which any violation of any of the provisions of this Code is committed, continued, or permitted, and upon conviction of any such violation such person shall be punishable by a fine of not more than five hundred dollars ($500.00) or by imprisonment for not more than one hundred eighty (180) days, or by both such fine and imprisonment. (Ord. No. 759, § 13, 3-19-63)

**CHAPTER 3**  
**ARTICLE I. IN GENERAL**

**Sec. 3-1. Scope of article.**
It is not the intention of this article to prohibit the labeling of such poles or posts with numbers, danger signs permanently fastened or painted thereon, or to prohibit posting notices of public improvement, providing that when such notices of public improvement shall have served their purpose they shall be removed and gathered up. (Ord. Code, § 3121; Ord. No. 727, § 1)

**Sec. 3-2. Posting notices, bills, etc., on utility poles, etc., prohibited.**
It shall be unlawful for any person to post on or fasten to or fasten or attach, in any manner, to any power, light, telegraph or telephone pole or other poles or posts, on or along any public street or alley in the city any notice, poster, bill or advertising matter of any description. (Ord. Code, § 3121; Ord. No. 727, § 1)

**Sec. 3-3. Permits for banners, etc., across streets required.**
It shall be unlawful for any person to erect, maintain or install across any public street or alley in the city any banner, notice or advertisement matter of any description, without first having secured from the city council a permit therefor in writing. Any such permit request therefor, shall observe the following:
(1) Messages and announcements shall pertain to events or activities that are of interest or benefit to the general public from local organizations.

(2) The comment and wording of messages and announcements shall be approved by the city council or its designee.

(3) Announcements shall be nondiscriminatory in nature. (Ord. Code, § 3121; Ord. No. 727, § 1; Ord. No. 1367, § A(1), 11-18-86)

Secs. 3-4—3-6. Reserved.
Editor's note—Ordinance No. 1367, § A(2—4), adopted Nov. 18, 1986, deleted former §§ 3-4—3-6 in their entirety. Such former sections pertained to indemnity policy for banner permits, no policy required for political banners and appeal from denial of permit, and derived from Ord. Code, § 3121, and Ord. No. 727, § 1.