SUBJECT: SECOND READING - ORDINANCE NO. 1711, ZONING
ORDINANCE AMENDMENT 2006-7 (FORMERLY 3-2004) – AN
ORDINANCE AMENDING VARIOUS SIGNAGE REGULATIONS

SOURCE: Administration/City Clerk Division

COMMENT: Ordinance No. 1711, amending portions of the Municipal Code and
Zoning Ordinance pertaining to signage standards, was given First
Reading on February 6, 2007, and has been printed.

RECOMMENDATION: That Council give Second Reading to Ordinance No. 1711,
waive further reading, and adopt said ordinance.

Attachment: Ordinance No. 1711
ORDINANCE NO. 1711

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF PORTERVILLE AMENDING PORTIONS OF
THE MUNICIPAL CODE AND ZONING ORDINANCE
PERTAINING TO SIGNAGE STANDARDS

WHEREAS: In July 2004, the City Council directed staff to prepare a General Amendment to the Zoning Ordinance pertaining to regulations and standards for signage specifically addressing banners and other temporary signage, guild signage, roof mounted signage, and maintenance of signs; and

WHEREAS: The Council acted to undertake an ordinance amendment pertaining to signage due to the deleterious effect an excess of temporary and unkempt signs can have on a business district; and

WHEREAS: Staff prepared a proposed amendment and brought the matter back to the Council in September 2004, at which time the Council directed the formation of a committee of local business people and interested parties to provide input on the proposed ordinance amendment; and

WHEREAS: Staff held a number of meetings with the committee to define reasonable signage provisions that address the desire of the Council as well as preserve the ability of the businesses to hold promotional activities and promote their businesses with suitable signage, both temporary and permanent; and

WHEREAS: The City Council considered the proposed amendment on February 6, 2007 which incorporated the input of the business community and the will of the City Council; and

WHEREAS: A public hearing has been held before the City Council, pursuant to the Planning and Zoning Law of the State of California and the Municipal Code of the City; and

WHEREAS: Pursuant to State and local environmental regulations, it has been determined that the regulations encompassed in this Ordinance are exempt from the California Environmental Quality Act, and as a general rule, a Notice of Exemption is filed.

NOW, THEREFORE, BE IT ORDAINED: That the City Council of the City of Porterville does hereby amend the Porterville Municipal Code including the Zoning Ordinance as pertains to signage regulations and standards as follows:

Municipal Code - Chapter 3 - ADVERTISING AND SIGNS is amended as follows:

ARTICLE I. IN GENERAL

No changes are proposed to this article.

ARTICLE II. HANDBILLS, ADVERTISING CIRCULARS, ETC.

No changes are proposed to this article.
ARTICLE III. SOUND TRUCKS AND SOUND AMPLIFYING EQUIPMENT

No changes are proposed to this article.

ARTICLE IV. SIGNS

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 visible from outside the building or intended for view by people outside the 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 currently adopted 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.

For the purpose of this Code, certain abbreviations, terms, phrases, words and their derivatives shall be construed as defined in Article Twenty of the Zoning Ordinance. 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.

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 (12) square feet in area and not to exceed six (6) feet in height, which advertise the sale, rental, or lease of the premises upon which said signs are located and do not interfere with visibility of motor vehicle traffic.

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

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

(6) Name plates or signs not exceeding two (2) square feet in area in the aggregate for residential dwelling units.

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

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

(9) 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.

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

(11) Non-advertising 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.

(12) Non-advertising 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 regulation of the State of California, or any agency thereof.

(13) Non-advertising displays commemorating legal holidays, providing, however, that said displays are not detrimental to public health, safety, and general welfare.

(14) Temporary and political signs as set forth in Article Twenty 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 which a permit is required by this Code is started or proceeded with prior to obtaining said permit, the fees specified above 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.

Fees will be collected based on:

(1) A resolution adopted by the City Council.

(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 as per a resolution adopted by the City Council 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 re-inspected at the discretion of the building official. (Ord. No. 759, § 3, 3-19-63; Ord. No. 1537, § 15, 8-6-96)

Sec. 3-24. Design and Construction.

DESIGN

(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 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 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 (6/10) 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 currently adopted 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 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 currently adopted Building Code. Loads, both vertical and horizontal, exerted on the soil shall not produce stresses exceeding those specified in the currently adopted Building Code. The working stresses for wind or seismic loads combined with dead loads may be increased as specified in the currently adopted 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 currently adopted 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 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.** Ground signs may be constructed of any material meeting the requirements of this Code, except as provided above. Combination 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 plastic materials shall be used in the construction of electric signs.

(i) **Nonstructural trim.** Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.

(j) **Anchorage.** Members supporting un-braced 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 currently adopted 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 [See § 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 3-28.
### Table 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 APPROVED PLASTIC MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 square feet or less</td>
<td>100% of display surface area</td>
</tr>
<tr>
<td>Over 100 square feet, but less than 2,000 square feet</td>
<td>100 square feet plus 25% of the difference between 100 sq. ft. 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 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 IN INCHES</th>
<th>TYPE OF GLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY DIMENSION IN INCHES</td>
<td>AREA IN SQUARE INCHES</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>500</td>
<td>1/8</td>
</tr>
<tr>
<td>45</td>
<td>700</td>
<td>3/16</td>
</tr>
<tr>
<td>144</td>
<td>3,600</td>
<td>1/4</td>
</tr>
<tr>
<td>Over 144</td>
<td>Over 3,600</td>
<td>1/4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wired</td>
</tr>
</tbody>
</table>
Sec. 3-26. Wall signs.

(a) General. Wall signs shall be constructed of materials compliant with Title 24 of the California Building Code, 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) 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 sidewalk or any other public property, shall have a minimum clearance of eight (8) feet above the pavement or finished grade.

Sec. 3-27. Projecting signs.

(a) General. Projecting signs shall be constructed of materials compliant with Title 24 of the California Building Code, 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) In any residentially zoned district, 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 unless exempted under Section 2006, paragraph 8 of the Zoning Ordinance.

(d) Signs or advertising structures projecting more than six (6) inches from the face of a building, or any other supporting structure, over travel ways 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.

(e) Projection. No wall sign shall have a projection over public property or beyond a building line greater than the distances set forth in this Code, 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 eight (8) feet above grade, nor more than eight (8) inches when over eight (8) feet. (Ord. No. 759, § 7, 3-19-63)

(f) Signs or advertising structures projecting more than six (6) inches from the face of a building or any other supporting structure shall have a minimum clearance of ten (10) feet above the pavement or finished grade.

(g) No sign or advertising structure shall exceed a horizontal dimension of more than thirty (30) inches when projecting from the face of any building or any other supporting structure, whether privately or publicly owned. When the sign projects over a public sidewalk or any other public property, and is suspended from or supported by a rod, anchor, or other hardware, the overall horizontal dimension may not exceed thirty-six (36) inches. When the sign projects over a public sidewalk or any other public property, and when said sign is placed on or suspended from an awning, canopy, or marquee, the overall horizontal dimension must not exceed forty-eight (48) inches.

(h) Signs or advertising structures in any residential, P-O, and C-1 zoned districts may not be attached to the roof of a building, nor shall it exceed the height of the roof of the building to which it is attached.
(i) **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.

**Sec. 3-28. 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 to 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 the Zoning Ordinance, Article 2015.

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

**Sec. 3-29. 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 currently adopted Building Code. (Ord. No. 759, § 10, 3-19-63)

**Sec. 3-30. 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. 3-31. Temporary signs and banners.**

Refer to Ordinance No. 727 [Codified as Article I of this chapter], and Article Twenty of the Zoning Ordinance, which shall apply. (Ord. No. 759, § 12, 3-19-63)
Sec. 3-32. 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)

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Municipal Code Appendix A - Zoning Ordinance is amended to read as follows:

ARTICLE TWENTY - SIGNS AND ADVERTISING STRUCTURES

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.

Approved plastic material: Shall mean a plastic material that the building official has found to be suitable functionally for the purpose for which it is offered; which conforms to the currently adopted Building Code as adopted by Ordinance.

Balloon display: Shall mean an arrangement of one (1) or more balloons, with or without any message thereon, which are individually less than thirty-six (36) inches in any dimension and inflated with air, helium, or gas, that are tethered at a fixed location and are primarily intended to draw attention to that location.

Banner: Shall mean a sign made of cloth, heavy duty plastic, or similar lightweight, flexible material (except paper), attached to or suspended from any structure, building, staff, pole, line, framing, or other projection, and used for temporary advertising purposes, not including "flags".
Building Code: Whenever "Building Code" is referred to in this Chapter it shall be that building code and 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 Chapter.

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 either but not both of the following for any business or building:

1) That portion of a building or tenant space within a building which faces a public street; OR
2) That portion of a building or tenant space within a building which contains an entrance open to the public and which faces a parking area available to customers or clients of any business within the building.

Business Face Area: Shall mean the computed lineal width of a business or building face multiplied by the height extending from finished grade to the top of the vertical wall of the business face.

Combination sign: Shall mean any sign incorporating a combination of the features of ground and projecting signs.

Curb Line: Shall mean 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.

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.

Display Surface: Shall mean the area made available by the sign structure for the purpose of displaying the advertising message.

Flag: Shall mean any fabric or bunting containing distinctive colors, patterns, symbols, or logos of a government agency, political subdivision, business, corporation, church, or other entity.

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.

Hand-held Sign: Shall mean a commercial sign held by a person or persons in a manner to attract attention to an area, development, business, or service.

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.
Incombustible material: Shall mean 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 the currently adopted Building Code.

Integrated 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.

Nonstructural trim: Shall mean the molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways that are attached to the sign structure.

Open Uses: Shall mean those uses that 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, contractor's storage yards, and equipment rental yards.

Pennant: Shall mean any lightweight plastic, paper, fabric, or other similar, flexible material, suspended from or attached to a rope, wire, string, or pole, usually in a series, designed to move in the wind.

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.

Roof: Shall mean the cover of any building or part of a building including patio, porch and awning covers.

Roofline: Shall mean the height above finished grade of the upper most 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 individual, organization, or business.

Sign, A-Frame: Shall mean an unanchored freestanding sign, usually hinged at the top and widening at the bottom to form a shape similar to the letter "A."

Sign, Business Identification: Shall mean any sign installed 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 free standing 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 parallel sign faces back-to-back.
**Sign, Electric**: Shall mean any sign containing electrical wiring, but not including signs illuminated by an exterior light source.

**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, letter, and symbols.

**Sign, Freestanding**: Shall mean a sign not attached to the building that it advertises; generally a monument mounted on a foundation.

**Sign, Ground**: 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.

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

**Sign, Inflatable**: Shall mean an inflated balloon, in any shape or in the form of any character or animal, and over thirty-six (36) inches in diameter in any dimension, made of vinyl, fabric, cloth, or other similar, lightweight, flexible, material, primarily intended to draw attention to that location.

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

**Sign, Non-appurtenant**: 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 a temporary sign which is not permanently affixed to, secured or attached to an approved structure, support or anchor, and is capable of being carried or readily moved from one location to another. This may include, but is not limited to: A-Frame Signs, sandwich signs, or signs that lean on a stationary object, building, or structure. Portable signs shall not include banners, pennants, flags, inflatable signs, vehicle signs, and hand-held signs.

**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 degrees.

**Sign, Roof**: Shall mean a sign attached to a building that is characterized by one or more of the following:
• Sign is placed atop, or projects above the top edge of a roof, mansard roof, canopy, or a similar structure not at a vertical plane; or
• Sign is placed atop, or projects above the top edge of a parapet wall, canopy fascia, or a similar structure at or near a vertical plane; or
• Sign is placed on a tower or similar wall structure that extends above the top of the roof or parapet wall of a building.

Sign structure: Shall mean the supports, uprights, braces and framework of the sign.

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.

Sign, Window: Shall mean any sign that is applied, painted, or attached to a window or located within two (2) feet of the interior of a window and visible from the exterior of a building.

Street: Shall mean the same as "Highway".

Structure: Shall mean that which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts jointed together in some definite manner.

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 that unduly distract 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 that individually or collectively 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 the 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, morale, and promote the public welfare.

SECTION 2003: Sign Permit.

A. It shall be unlawful for any person to construct, install, structurally alter, or relocate within the City of Porterville any sign or advertising structure without first satisfying the requirement of this Article and obtaining a sign permit as required by Chapter 3, Article IV of the Municipal Code, except as described in Section 2006.


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 Community Development Director or his designee, and the Chief Building Official, and if it shall appear that the proposed sign or advertising structure is in compliance and all of the requirements of this ordinance and all other laws of the City, the Community Development Director or his designee shall certify compliance on the plans, and the Chief Building Official shall issue the necessary sign 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 Chief Building Official is hereby authorized to stop any sign or advertising structure installations that 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 2014:

1. Real estate signs not exceeding twelve (12) square feet in area per face or eight (8) feet in height pertaining to the sale or rental of the property on which they are displayed, but not more than one 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 or four (4) feet in height.

2. Professional name plates and occupational signs denoting only the name and occupation of any occupant in a commercial building 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. Name plates 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. Electronic reader boards which otherwise comply with the signage requirements of the zone in which they are located, and do not include animation, characters, flashing, or similar rapid movements, and which are programmed to change messages no more frequently than once every three (3) seconds shall be permitted.

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 building construction, 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. Non-advertising 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. Non-advertising 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 regulation 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. Non-advertising displays commemorating legal holidays, hours of operation, opened or closed, etc, 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 provision of Section 2012 contained herein. For the purposes of interpretation of Section 2012, 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.
15. Pennants and balloon displays at outdoor display areas which otherwise comply with the zone in which they are located.
16. Flags, up to three (3) per site.

SECTION 2007: Non-Conforming Signs

A. Non-conforming 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.

B. Window signs which do not conform to this article, but which lawfully existed and were maintained on the effective date of this article or any amendments thereto, shall, within one (1) year after the effective date of this article, or any amendments, be removed or made to conform. The effective date of this article in all cases shall be interpreted to mean the date of the adoption of the sign ordinance revisions, February 6, 2007.

C. Temporary Signs which do not conform to this article, but which lawfully existed and were maintained on the effective date of this article or any amendments thereto, shall, within sixty (60) days after the effective date of this article, or any amendments, be removed or shall be made to conform.

D. All other non-conforming signs and advertising devices shall, be regulated as nonconforming structures pursuant to Article Twenty-Five of this Ordinance.

SECTION 2008: Traffic Hazards

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 jurisdictions 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, simulates movement, 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. This restriction does not apply to electronic reader boards which otherwise comply with the signage requirements of the zone in which they are located, and do not include animation, characters, flashing, or similar rapid movements, and which are programmed to change messages no more frequently than once every 3 seconds.

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

D. Non-appurtenant signs shall not be permitted in any zoned district, except as provided for in Sections 2011 and 2012.

E. Advertising structures containing display surface areas 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 Sections 2019 and Section 2020, below.

G. Roof signs shall not be permitted in any zoned district.

SECTION 2011: Temporary Real Estate Subdivision Signs.

A. Two temporary real estate subdivision signs, each face not to exceed one-hundred (100) square feet in area, and not to exceed ten (10) feet in height, may be located on any new subdivision 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 Community Development Director, or his designee, and the Building Official for approval prior to the issuance of a sign permit by the Building Official.

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 a sign 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, subject to the approval by the Zoning Administrator provided that:

1. Said signs shall not exceed thirty-two (32) square feet in area per face and not exceed twelve (12) feet in height.

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 completed application form, including a notarized affidavit signed by each property owner of each site.

4. No more than one temporary off-site directional sign shall be allowed per site.

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 2014 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 sidewalk.
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 or within City maintained landscaped parkways within public right-of-way.

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.

SECTION 2013: Quality and Maintenance of Signs.

A. Quality

1. All signs are to be reviewed by the Community Development Director or his designee and the Chief Building Official prior to issuance of a sign permit. Signs must have finished edges with a clean, smooth, consistent surface. Lettering on the sign is to be of complementary size, proportion, and font and either carved, routed, painted or applied. If such lettering or design on the sign is painted, it shall exemplify the work as if performed by a qualified professional, expert designer, or proficient individual who specializes in quality workmanship.

2. Colors and materials used for the sign must be compatible with the associated building design. Signs must be architecturally compatible with affected structures and the character of the surrounding development.

3. Wall signs shall be oriented to achieve balanced composition and harmony with other architectural elements of a building façade.

4. A-frame signs, effective for certain types of uses, such as markets, restaurants or bakeries that have changing specials and menus, may be exempt to the lettering requirement stated above, when utilizing a re-writable surface, such as a chalk board or dry-erase board, as the interior surface of the sign.

5. Window signs, applied to windows or oriented for visibility thru the window, shall be no greater than 50% coverage of the window, and no greater than 15% of signage allowed per business face. Such signage should be applied to the inside of the window (with an exception for painted signs) but in such a manner as to allow visibility outside the building as well as achieve a balanced composition and harmony with other architectural elements of the building façade.

A. Maintenance

1. All signs, including those exempt under this chapter, and legal nonconforming signs shall be structurally safe, maintained and kept in good condition. The display surface of all signs shall be kept clean, neatly painted, and free from rust, corrosion, breaks, and/or tears. Any crack, broken surface, malfunctioning lights, missing
2. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall.

3. Abandoned Signs: Any sign, including its supporting structure, which no longer identifies the current occupant after a lapse of 60 days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located.

SECTION 2014: 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. Non-advertising displays commemorating legal holidays or special events when authorized by the City Council.

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

SECTION 2015: Projection of Signs and Advertising Structures.

A. In any residentially zoned district, 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 unless exempted under Section 2006(A) 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 travel ways 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. Such signs may not project greater than forty-eight (48) inches.

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 sidewalk 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 from the face of a building or any other supporting structure, over a public sidewalk or any other public
property, shall have a minimum clearance of ten (10) feet above the pavement or finished grade.

E. No sign or advertising structure shall exceed a horizontal dimension of more than thirty (30) inches when projecting from the face of any building or any other supporting structure, whether privately or publicly owned. When the sign projects over a public sidewalk or any other public property, and is suspended from or supported by a rod, anchor, or other hardware, the overall horizontal dimension may not exceed thirty-six (36) inches. When the sign projects over a public sidewalk or any other public property, and when said sign is placed on or suspended from an awning, canopy, or marquee, the overall horizontal dimension must not exceed a length of forty-eight (48) inches.

F. No sign or advertising structure shall project into any public alley below a height of eight (8) feet, nor more than eight (8) inches when over eight (8) feet.

G. Signs or advertising structures in any residential, P-O, and C-1 zoned districts may not be attached to the roof of a building, nor shall it exceed the height of the roof of the building to which it is attached.

H. A-Frame Signs: Within a portion of the Redevelopment Area Number 1, further defined as that area bounded by Henderson Ave. to the north, the Tule River to the south, A St. and 3rd St. to the east, and E St to the west, as defined in Section 5032 of the City Code, such signs may encroach into the right of way up to two (2) feet from the property line if, once the sign is in place, there remains an eight (8) foot wide walkable area. Such sign is to be removed during non-operational hours and the sign shall be oriented so it is clearly visible to pedestrians.

SECTION 2016: 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. That 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 travel ways. Such signs shall be subject to the setback requirements applicable to buildings in the zoning district where located, unless stated otherwise in this article.

SECTION 2017: Abatement of Illegal Signs.

A. Signs on City Property and Rights-of-way: The Community Development Director, or his designee, may immediately remove any sign located on city property and/or public rights
of way which are in violation of this article or which constitute an immediate danger as a traffic or safety hazard as determined by the City Engineer.

B. Permanent or Temporary Commercial Signs and Permanent Noncommercial signs on Private Property:

1. The Community Development Director may require any permanent or temporary commercial sign or permanent noncommercial sign installed, constructed, maintained, or relocated on private property in violation of this article, or otherwise constituting a public nuisance, to be removed within thirty (30) days after providing a written notice to the owner of the sign, if known, and to the owner of the property.

2. Such notice shall state the location of the sign, the nature of the violation, and/or the manner in which the sign constitutes a public nuisance. The notice also shall require the removal or other abatement of the sign before the date specified in the notice. Further, the notice shall state that failure to comply may result in the removal of the sign by the City of Porterville and that the cost of such removal may be imposed on the owner of the property. The notice shall also include instructions for the filing of an appeal, pursuant to Article 30 of this Ordinance, of the determination of the Community Development Director that the sign is in violation of this article or constitutes a public nuisance.

3. If an appeal is received prior to the date specified in the notice, abatement proceedings shall be suspended, and any deadlines shall be suspended, pending the outcome of such appeal.

4. Notices referred to in this section shall be served by posting on the property on which the sign is located and by registered or certified mail delivery, postage prepaid to the owner of the property, and, if known, the owner of the sign.

5. If the sign is not removed or otherwise abated by being brought into compliance with this article after any appeals have been resolved and any deadlines have passed, the Community Development Director shall cause the removal of the sign at the expense of the owner of the property and the owner of the sign, if known. Expenses shall include any and all administrative costs, court and/or legal fees, including reasonable attorney's fees, incurred in the abatement and shall become the responsibility of both the owner of the property and the owner of the sign.

SECTION 2018: Signs in Residential Zones.

A. The following signs are permitted in Residential zones in addition to those exempted by Section 2006.

1. One 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 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 Professional Office (P-O) zone, and Neighborhood Commercial (C-1) zone.

B. No sign 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.

C. When an exterior wall of a building faces abutting property in a Residential Zone, no advertising sign shall be painted or placed on such wall, or on any portion of the lot between said wall and said Residential 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 height of the roof of the building to which it is attached.

E. Business Identification Signs:

1. Not more than two (2) signs shall be permitted for the same business per business face.

2. The total advertising area of all signs shall not exceed 15% of the total business face area except that a minimum of twenty (20) square feet and a maximum of sixty (60) square feet of total advertising area will be permitted for each business face.

3. Except as otherwise prohibited, the total allowed signage may be concentrated or distributed among building walls and freestanding signs.

4. No sign shall be affixed to the roof of a building, nor shall it exceed the height of the roof of that building.

5. A maximum of one freestanding business identification sign shall be permitted for each business face.

   a. No more than one freestanding sign for any business may face any street.

   b. The area of a single face of any freestanding sign shall be included in the maximum allowed sign area.

   c. The total height above the finished grade at the front property line shall not exceed twenty (20) feet in height.

   d. Freestanding signs shall comply with all requirements relating to location, size, area, projection over public right-of-way, height, total signage area and/or setbacks contained herein and elsewhere within the Municipal Code.
e. Additional identification signage may be allowed when incorporated into a center identification sign without exceeding the maximum allowable sign area.

F. Center Identification Signs: One (1) free standing 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 up to a maximum area allowed of one hundred (100) square feet.

2. Said sign shall not exceed twelve (12) feet in height above the highest finished grade at the front property line.

3. Notwithstanding Section 2016(D), center identification signs, including signs with less than eight (8) feet clearance above finished grade, may be permitted in the front setback area within the P-O zone, provided that no such sign shall be located within a ten (10) foot radius of the corner property lines of a corner lot.

G. Window signs advertising sales, cut rates, weekend specials and similar sales and promotions shall be permitted, provided that such signs shall be limited to covering a maximum of 50% of the area of a window. Window signs that are not painted on to the window surface must meet the intent of Section 2013(A) and shall only be permitted on the interior side of the building or structure through which they are viewed.

H. Banners, Handheld Signs, Portable Signs and Inflatable Signs: Banners, handheld signs, portable signs, and other similar temporary advertising devices shall be prohibited except for business openings, special events, and promotional events.

1. A Temporary Sign Permit shall be secured prior to the installation or display of any such sign. Issuance of a temporary sign permit may be contingent upon the overall permissible area available for temporary signs within a geographic area as identified in Section 2019 (H) 6. In addition, the application would be reviewed in light of other temporary sign permit applications submitted for the same area, which may put such signs in conflict with Section 2019(H) 6.

2. A Temporary Sign Permit shall be granted for any one (1) business or building for a period of three (3) calendar months. A Temporary Sign Permit shall authorize the business to display a banner, handheld sign, portable sign or inflatable sign for the duration of the sign permit. A maximum of two (2) such signs may be permitted with a single application.

3. No more than one (1) Temporary Sign Permit shall be in effect simultaneously for any business.

4. Each business shall be limited to a maximum of four (4) Temporary Sign Permits in any calendar year. Permits valid in two calendar years shall be counted within the earlier calendar year.
5. Each business shall be limited to a maximum of one (1) Temporary Sign Permit for the purpose of advertising a "Going Out of Business Sale," or the equivalent in any calendar year.

6. Unless otherwise authorized by a signage plan adopted by the City Council as a component of a Design Overlay Site Review or Planned Development Specific Plan, freestanding Temporary Signs for multiple tenants of any one building, shopping center, office complex, or unified development, shall be separated by a minimum of one hundred (100) feet.

7. No banners shall exceed forty (40) square feet.

8. A-Frame signs are not considered temporary and as such do not apply to Section 2019 of this Code. A-Frame signs are regulated in Section 2015.

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.

B. No sign 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.

C. Business Identification Signs:

1. Not more than four (4) signs shall be permitted for the same business per business face.

2. The total advertising area of all signs shall not exceed either:
   a. Fifteen percent (15%) of the total business face area, or forty (40) square feet, whichever is greater, for businesses conducted primarily within a building, or;
   b. One (1) square foot per linear foot of display frontage up to fifty (50) feet plus one-half (.5) square foot for each additional linear foot of display frontage to which such signs pertain for businesses conducted primarily outside of a building.

3. No sign shall be affixed to the roof of a building, nor shall it exceed the height of the roof of that building.

4. A maximum of one freestanding business identification sign shall be permitted for each business face.
   a. No more than one (1) freestanding sign for any business may face any street.
   b. The area of a single face of any freestanding sign shall be included in the maximum allowed sign area.
c. The total height above the finished grade at the front property line shall not exceed thirty (30) feet in height.

d. Freestanding signs shall comply with all requirements relating to location, size, area, projection over public right-of-way, height, total signage area and/or setbacks contained herein, and elsewhere in the Municipal Code.

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

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

g. When an exterior wall of a building faces abutting property in an Residential zone, no advertising signs shall be painted or placed on such wall, or on any portion of the lot between said wall and said Residential zone.

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

D. 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:

1. 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 sign shall exceed three hundred and twenty (320) square feet per face.

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

3. No sign shall exceed thirty-five (35) feet in height above the highest finished grade of the center at the street right-of-way line.

4. 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.

E. Window signs advertising sales, cut rates, weekend specials and similar sales and promotions shall be permitted, provided that such signs shall be limited to covering a maximum of 50% of the area of a window. Window signs made of paper, cardboard, or similarly unstable material, shall only be permitted on the interior side of the building or structure through which they are viewed.

F. Banners, Handheld Signs, Portable Signs and Inflatable Signs: Banners, handheld signs, portable signs, and other similar temporary advertising devices shall be prohibited except for business openings, special events, and promotional events.
1. A Temporary Sign Permit shall be secured prior to the installation or display of any such sign. Issuance of a temporary sign permit may be contingent upon the separation between temporary signs within a multi-tenant development or an individual site as identified in Section 2020(F) 6. In addition, the application would be reviewed in light of other temporary sign permit applications submitted for the same area, which may put such signs in conflict with Section 2020(F) 6.

2. A Temporary Sign Permit shall be granted for any one (1) business or building for a period of three (3) calendar months. A Temporary Sign Permit shall authorize the business to display one (1) banner, handheld sign, portable sign or inflatable sign per business frontage for the duration of the sign permit.

3. No more than one (1) Temporary Sign Permit shall be in effect simultaneously for any business.

4. Each business shall be limited to a maximum of four (4) Temporary Sign Permits in any calendar year. Permits valid in two (2) calendar years shall be counted within the earlier calendar year.

5. Each business shall be limited to a maximum of one (1) Temporary Sign Permit for the purpose of advertising a "Going Out of Business Sale," or the equivalent in any calendar year.

6. Unless otherwise authorized by a signage plan adopted by the City Council as a component of a Design Overlay Site Review or Planned Development Specific Plan, freestanding Temporary Signs for multiple tenants of any one building, shopping center, office complex, or unified development, facing a common street frontage shall be separated by a minimum of one hundred (100) feet.

7. All banners, regardless of their ratio allowance of signage to building face, shall not exceed forty (40) square feet.

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 Planned Development (P-D), and Open Area (O-A) 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.

This ordinance shall be in full force and effect thirty (30) days from and after its publication and passage.

PASSED APPROVED AND ADOPTED this ______ day of February, 2007.