Chapter 22.1 SIGNS

ARTICLE I. BASIC PROVISIONS

DIVISION 1. PURPOSE AND APPLICABILITY

Sec. 22.1-1. Purpose.

The purpose of this chapter is to establish procedures and regulations addressing signs that are intended to:

(a) Encouraging communications that aid orientation and promote economic vitality while preventing visual clutter that will detract from the aesthetic character of the city; and

(b) Applying basic principles of good design and sensitivity to community appearance to signage to avoid the creation of nuisances and privacy violations that will degrade the value of surrounding properties; and

(c) Enhancing safety by ensuring that signs are designed, constructed, installed, and maintained in compliance with minimum standards necessary to provide adequate visibility and to avoid the creation of hazards or unreasonable distractions for pedestrians or drivers and specifically addressing types of sign structures that raise special issues; and

(d) Ensuring that the constitutionally-guaranteed right of free speech is protected; and

(e) Providing for the use of public property only for public purposes.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-2. Applicability.

(a) Signs shall only be erected or maintained in compliance with this chapter.

(b) The sign regulations outlined in this chapter are intended to be the minimum standards needed to achieve the city's purposes in regard to signs.

(c) Where this chapter conflicts with provisions of the adopted zoning ordinance (chapter 29 of this Code) or any amendments thereto, the provisions of this chapter shall apply.

---

1Editor's note(s)—Ord. No. 20-04, § 1, adopted May 5, 2020, repealed the former Ch. 22.1, §§ 22.1-1, 22.1-2, 22.1-6, 22.1-7, 22.1-11—22.1-39, 22.1-43—22.1-46, 22.1-50—22.1-52, 22.1-56, 22.1-57, and enacted a new Ch. 22.1 as set out herein. The former Ch. 22.1 pertained to similar subject matter and derived from Ord. No. 08-02, § 2, 4-15-08; Ord. No. 10-11, § 1, 10-5-10; Ord. No. 12-10, §§ 1A—1C, 11-6-12; Ord. No. 13-13, §§ 1—12, 4-2-13; Ord. No. 18-04, §§ 2—4, 5-15-18.

Cross reference(s)—Buildings and construction regulations, Ch. 7; electrical regulations, Ch. 9; fire prevention and protection, Ch. 10.
(d) These sign regulations are not intended to restrict, limit or control the content or message of signs but to address public health, safety and welfare.

(Ord. No. 20-04, § 1, 5-5-20)

Secs. 22.1-3—22.1-5. Reserved.

DIVISION 2. GENERAL PROVISIONS

Sec. 22.1-6. Nonconforming advertising displays—Prior ordinances.

No prior ordinances regulating or prohibiting commercial advertising displays, including, without limitation, billboards, off-premises outdoor advertising signs establishing nonconforming uses are superseded by this chapter or any ordinance for purposes of establishing the dates of the nonconforming use or periods of amortization.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-7. Conformance of sign permits with state and federal law.

Notwithstanding any language in this chapter to the contrary, the provisions of this chapter are subject to the provisions of the Outdoor Advertising Act (California Business and Professions Code section 5200 et seq.) and should any prescription set forth in this chapter conflict with said Outdoor Advertising Act or applicable federal regulations, then said act or regulations shall prevail over the conflicting language in this chapter.

Notwithstanding any language in this chapter to the contrary, no permit authorizing the erection, construction, placement, movement, relocation, utilization, or modification of an outdoor sign, display, billboard or applicable advertising structure shall be approved or issued by the city when such erection, construction, placement, movement, relocation, utilization, or modification would be or constitutes a violation of applicable provisions of the Outdoor Advertising Act (California Business and Professions Code section 5200 et seq.) or any other provision of state or federal law or regulation.

(Ord. No. 20-04, § 1, 5-5-20)

Secs. 22.1-8—22.1-10. Reserved.

DIVISION 3. DEFINITIONS

Sec. 22.1-11. Purpose of definitions.

The purpose of the following sections is to promote consistency and precision in the interpretation of this chapter. The following definitions shall apply to this chapter.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-12. "A" definitions.

Alley: A public or private way, other than a street, intended for vehicular access to the rear or side of property served by a street. A narrow way, less in size than a street, and which is not designed for general travel,
which is used primarily as a means of access to the rear of business establishments and which generally affords only a secondary means of access to the property abutting along its length shall be construed to be an alley. A public alley is considered public property.

*Animated sign:* Any sign that is designed to give a message through a sequence of progressive changes of parts or lights, or degree of lighting, through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display. This definition does not include public service signs such as time and temperature units.

*Architectural projection:* Any projection which is not intended for occupancy and which extends beyond the face of an exterior wall of a building; such terms, however, shall not include signs.

*Area (of a sign):* The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights or tower(s) on which such sign is placed. Where a sign has two (2) or more faces the area of all faces shall be included in determining the area of the sign, except that where two (2) such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of the face if the two (2) faces are of equal area, or as the area of the larger face if the two (2) faces are of unequal area. See section 22.1-51.

(Ord. No. 20-04, § 1, 5-5-20)

**Sec. 22.1-13. "B" definitions.**

*Banner sign (includes pennants):* A temporary sign composed of a lightweight material, fabric, or any non-rigid material, supported between poles or sticks or fastened to buildings or other structures. Banner signs may not be used as permanent signage. Windfeather flags are not considered banner signs. Banner signs present significant and special health, safety and aesthetic issues and thus may be regulated differently.

*Bench sign:* Commercial signs on city bus benches and shelters, subject to review and approval of city council.

*Billboard:* A fixed single or multiple message advertising structure used as an outdoor display for advertising that does not pertain to the business or activity on the site where the sign or advertising structure is located.

*Building facade:* That portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the building elevation.

*Building:* For purposes of this chapter, a building shall, in addition to the ordinary meaning, be taken to include a structure, but shall not be taken to include an advertising structure.

*Building face:* Same as “building façade”.

*Building setback line:* The front, side, or rear yards as defined for each zone in the Zoning Ordinance or as shown on recorded maps.

*Bus signs:* Permanent sign holders mounted on the sides of public buses that may display commercial or non-commercial messages.

(Ord. No. 20-04, § 1, 5-5-20)
Sec. 22.1-14. "C" definitions.

*Canopy:* A removable, roof-like, protective cover constructed of a durable fabric or other flexible material extending from all or a portion of a building such as a door, entrance, window, or outdoor service area.

*Changeable copy sign:* A sign on which message copy can be changed through the use of attachable letters and numerals, or by the electronic switching of lamps or illuminated tubes. This includes public message displays or any sign that features automatic switching, such as time and temperature signs. The government refers to these signs as variable message signs. The primary types are manually changeable copy signs, tri- or multi-vision faces, scrolling plastic messages, and computer-aided message changing devices.

*Chaser sign:* A sign that creates a running effect in a bank of lamps or tubes. This definition is not intended to include a flashing sign nor an animated sign.

*Cluster sign:* A number of similar signs attached to one (1) support (pole).

*Commercial sign:* Any sign that contains commercial speech. A commercial sign may be either temporary or permanent, on-premises or off-premises.

*Commercial speech:* Any message proposing a commercial transaction or related to the economic interests of the speaker or the audience.

*Community Development Director:* The director in charge of the planning and zoning department, building and safety division and code enforcement or designee.

*Copy area of sign:* The actual area of the sign copy applied to any background; in computing copy area, straight lines drawn closest to copy extremities encompassing individual letters or words shall be used.

*Curb line:* The line at the face of the curb nearest to the street or roadway. In the absence of a curb, the city engineer shall establish the curb line.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-15. "D" definitions.

*Days:* Calendar days unless otherwise specified.

*Digital sign/billboard:* A sign that is designed to give a message through a sequence of progressive changes in lights or degree of lighting. This definition does not include public service signs such as time and temperature units.

*Directional sign:* On-site incidental signs on private property designed only to guide or direct pedestrian or vehicular traffic on the same parcel, or off-site if within a contiguous development where properties have the same owner or show extreme hardship due to the unique location of the property which the sign serves. For purposes of this article, such signs shall not be classified the same as subdivision directional kiosk signs and do not include governmental traffic signage. Directional signs do not include human directional signs which are considered mobile commercial signage.

*Directly illuminated sign:* A sign designed to emit artificial light directly (or through transparent or translucent material) from a source of light within such sign, including but not limited to neon and exposed lamp signs.

*Display surface:* The area made available by the sign structure for the purpose of displaying the advertising message.

(Ord. No. 20-04, § 1, 5-5-20)
Sec. 22.1-16. "E" definitions.

Electrical sign: Any sign containing electrical wiring, but not including signs illuminated by an exterior light source.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-17. "F" definitions.

Flashing sign: An illuminated sign, which contains an intermittent or sequential flashing light source in order to attract attention or communicate a message.

Freestanding sign: A sign which is in no part supported by a building, and which is supported by one (1) or more columns, uprights or braces in or upon the ground.

Freeway: A highway, in respect to which the owners of abutting lands or in respect to which such owners have only limited or restricted right or easement of access, the precise route for which has been determined and designated as a freeway by an authorized agency of the state or a political subdivision thereof.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-18. "G" definitions.

Garage sale sign: A temporary sign subject to the requirements of City Code Section 16-416 as well as this chapter. No garage sale sign may be placed on public property.

General advertising sign (off-site commercial sign): A sign which directs attention to a business, commodity, industry or other activity which is sold, offered or conducted elsewhere than on the premises upon which such sign is located, or to which it is affixed and which is sold, offered or conducted on such premises only incidentally if at all.

Governmental sign: A sign placed by a government agency to provide information to the public for public health, safety and welfare purposes, such as traffic signs, railroad crossings, directional signs to public events or facilities, identification signs for public facilities, regulatory signs such as parking, standing or stopping signs, warning signs or signs which convey similar laws, regulations or requirements or regulate behavior, public notices or signs authorized for a public purpose by a governmental entity. Only governmental signs are allowed on public property unless explicitly allowed by this ordinance.

(Ord. No. 20-04, § 1, 5-5-20)


Height (of a sign): The vertical distance from the uppermost point used in measuring the area of a sign, or structure supporting a sign, to the ground immediately below such point or to the level of the upper surface of the nearest curb of a street, alley or highway (other than a structurally elevated roadway), whichever measurement permits the greater elevation of the sign. See section 22.1-50.

Human directional: Also known as sign twirlers, sign spinners, human arrows, and sign holders that direct, spin, twirl or dance with the promotional sign in order to attract attention. Most commonly, this means holding or wearing a sign of some sort, but also may include wearing advertising as clothing or in extreme cases, having advertising tattooed on the body. Human directional signs are considered mobile commercial signs. Human directional signs are prohibited except for the business on the premises being advertised.
Sec. 22.1-20. "I" definitions.

Identification sign: A sign that displays only the name, address, phone number and lawful use of the premises (such as a product or service) upon which the sign is located or on the building to which affixed. A bulletin to display announcements relative to meetings to be held on the premises shall be deemed an identification sign and such announcements must be removed after the date of the event. For identification signs on vehicles, see "vehicle identification sign."

Inflatable sign: A sign that holds its shape by receiving a one-time or continuous supply of air or other gas. Inflatable signs include balloons.

Illuminated sign: A sign in which a source of light is used in order to make readable the message. This definition shall include internally and externally lighted signs and reflectorized, glowing or radiating signs.


Reserved.

Sec. 22.1-22. "K" definitions.

Reserved.

Sec. 22.1-23. "L" definitions.

Reserved.


Marquee: A permanent roofed structure attached to and supported by the building and projecting over public property.

Marquee sign: Any sign attached to or constructed in a marquee.

Mobile sign: Any permanent or temporary sign, whatever the construction, painted, pasted, wrapped, mounted or placed on a vehicle, truck bed, the side of a truck, trailer or any moving or stationary vehicle or equipment except for vehicle identification signs. Mobile sign includes vehicles and trailers with permanent or temporary signs that are parked or stored, on either private or public property, for the sole purpose of advertising or displaying messages to the general public. Mobile sign includes electronic or digital signs mounted or placed on a vehicle or trailer.

Notwithstanding, "mobile sign" excludes the following: (i) bus signs; (ii) mobile signs allowed with a mobile food vendor or sidewalk vendor permit; or (iii) vehicle identification signs.
Monument sign: A permanent, freestanding, self-supported sign, supported by and integrated with a solid base, as opposed to poles, posts, or other such supports, which is placed on or at ground level and not attached to any building wall, fence or other structure, and in a fixed location. This definition does not include portable or trailer type signs.

Mural: Any non-commercial historical pictorial or graphic representation displayed on the exterior of a building or structure generally for the purposes of decoration or artistic expression, including but not limited to painting, fresco, tile, or mosaic. A mural may not be used for commercial purposes.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-25. "N" definitions.

Name plate: A sign affixed flat against a wall of a building and serving to designate only the name or the names and professional occupation of a person or persons residing in or occupying space in such building. A name plate sign is a form of identification sign.

Neon sign: A sign composed wholly, or in part, of glass tube lighting in which a gas and phosphors are used in combination to create a colored light.

Non-commercial sign: Any sign that is not a commercial sign as defined herein or does not include commercial speech. A non-commercial sign may be on or off premises and may be temporary or permanent.

Non-illuminated sign: A sign that is not illuminated, either directly or indirectly.

Nonstructural trim: The molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways which are attached to the sign structure and that are not supporting, or being supported by, any structure.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-26. "O" definitions.

Off-premise commercial sign: Any commercial sign advertising a product, good, service, business or activity that is available at a location other than that on which the sign is located, or which advertises a product, good, service, business or activity sold, located or conducted on such premises only incidentally on the premises if at all. A billboard is an example of an off-premises commercial sign. Off premises commercial signage is also known as "outdoor advertising."

On-premise sign: Any sign advertising a product, goods, service, business or activity that is available at the same location as the sign.

Outdoor advertisement: Any advertising done outdoors that publicizes a business' or entities' position, products or services. Types of outdoor advertisement include, but are not limited to, billboards, private bus bench signs, interiors and exteriors of private buses, taxis and business vehicles and signs posted on the outside of the entities' place of business.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-27. "P" definitions.

Permanent sign: A sign that is intended to be left in place for an ongoing period of time.

Pole sign: A sign that is wholly supported by a freestanding pole or poles.

Pole-mounted sign: Same as "pole sign."
Portable sign or display surface: A display surface temporarily fixed to a standardized advertising structure that can be moved from structure to structure at periodic intervals.

Professional sign: Same as "name plate sign"

Projecting sign: A horizontally extending sign other than a wall sign, which protrudes from and is supported by a wall of a building or structure below the parapet wall or eave line and where the exposed face of sign is not in plane parallel to the plane of said wall.

Projection: The distance by which a sign extends over public right-of-way or beyond the building setback line.

Property frontage, primary: The side of a parcel that abuts a public street and provides primary access to said parcel.

Property frontage, secondary: Where two (2) or more sides of a parcel abut on a public street, the side (or sides) of said parcel that abuts a public street but does not provide the primary access to said parcel.

Public property: Means and includes all real and personal property owned, leased or controlled by the city or another public agency (whether federal, state or local) within the city and includes, but is not limited to alleys, streets and their adjacent rights of way, utility poles, traffic signals and poles, streetlight poles, median or other landscaped areas, and bus shelters or benches.

Sec. 22.1-28. "Q" definitions.

Reserved.

(Ord. No. 20-04 , § 1, 5-5-20)

Sec. 22.1-29. "R" definitions.

Real estate signs (includes open house signs but not transient occupancy, estate sale or garage sale signs): A temporary on-premises sign conveying information about the sale, rental or lease of that premises, placed by the owner, or agent, advertising the real property upon which the sign is located for rent, lease or sale. Real estate signs may not be placed on or in public property.

Revolving sign: Any sign or portion thereof that physically rotates about an axis.

Roof sign: A sign erected upon or above a roof, mansard or parapet of a building and structurally attached thereto.

(Ord. No. 20-04 , § 1, 5-5-20)

Sec. 22.1-30. "S" definitions.

Sign: Any structure, part thereof, or device or inscription which is located upon, attached to, or painted, projected or represented on any real or personal property, or on the outside of any building or structure including an awning, a canopy, marquee or similar appendage, or permanently affixed to the glass on the outside or inside of a window so as to be seen from the outside of the building, and which displays or includes any numeral, letter, works, model, banner, emblem, insignia, symbol, device, light, trademark or other representation used as, or in the nature of, an written message. A sign is composed of those elements included in the area of the sign and, in addition, the supports, uprights and framework of the display. Two (2) or more faces shall be deemed to be a single sign if such faces are contiguous on the same plane, or are placed back to back to form a single structure and
are at no point more than two (2) feet from one another. Signs may be permanent or temporary, commercial or non-commercial, onsite or offsite. Signs include but are not limited to banners, pennants, valances, balloons, posters, flags or advertising display.

Sign structure: Any structure that supports or is capable of supporting any sign as defined in this chapter. A sign structure may be a single pole and may or may not be an integral part of the building. Sign structure varies depending upon whether or not the sign is permanent or temporary.

Small permanent sign: Any permanent on-premises sign measuring less than twenty-five (25) square feet and not elsewhere described in this shall be considered a small permanent sign that shall only be permitted in commercial and industrial zones.

Snipe sign: A sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, fences, rocks, or other natural objects bearing a message not applicable to the present use of the object upon which the sign is located. Such signs are considered temporary non-commercial or temporary commercial signs and are not allowed on public property.

Street property line: The "street property line" shall mean any lines separating private property from either a street or an alley.

Structure: 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.

Subdivision directional kiosk sign: A temporary decorative sign structure for the purpose of advertising new residential subdivisions containing sign panels that identify the names of residential subdivisions, the developer's name or logo, or other branding identification, and directional arrows. Panels on the kiosk sign may not be displayed after the developer has completed the sale of all units in the development. For purposes of this article such signs shall not be classified the same as directional signs.

(Ord. No. 20-04, § 1, 5-5-20)


Temporary sign: Any commercial or non-commercial sign 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, not to exceed sixty (60) days within a twelve-month period or as specified in table 22.1-1. A temporary event sign must be removed within ten (10) calendar days after the date of the event it publicizes.

Traffic sign: See governmental sign.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-32. "U" definitions.

California Uniform Building and Electrical Codes: The current edition of the California Building and Electrical Codes that have been officially adopted by the City and become related to these guidelines regarding construction standards, approved materials, and projection standards unless otherwise specified herein.

(Ord. No. 20-04, § 1, 5-5-20)
Sec. 22.1-33. "V" definitions.

Vehicle identification sign: An identification sign on a vehicle may include only the name and contact information for the entity that owns or uses the vehicle, and such information may not block windows, mirrors or doors. Vehicle identification signs cannot be mobile signs.

Visual enhancement area: Areas such as corridors, districts, gateways, and other activity nodes that would benefit from a coordinated design plan for streetscape improvements, amenities, and elements in the public rights-of-way that include major thoroughfares and destination points of the city, such as Imperial Avenue, Adams Avenue, Main Street, South 4th Street, Commercial Avenue, and gateways to the city that are design sensitive. Existing and proposed developments including public right-of-way medians are to be visually linked through enhanced landscaping, hardscape, signage, and streetscape amenities and furnishings and façade improvements in order to improve the visual environment of the city.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-34. "W" definitions.

Wall sign: Any sign painted on, attached to or erected against the wall of a building or structure, with the exposed face of the sign in plane parallel to the plane of said wall. Said sign shall not extend more than sixteen (16) inches therefrom.

Wind feather sign: A temporary portable sign used as commercial advertising flags that are vertical instead of horizontal as traditional flags. Their unique shape provides a shorter flag width giving a flutter effect as opposed to a waving one that traditional size and shaped flags have. The portable advertising flag is fastened to a modular and/or permanent metal, telescopic stacking fiberglass, or other similar pole which pole is then secured to the ground with a galvanized washer and fiberglass stakes, or is embedded with concrete or soil in the ground.

Window signs or display window sign: A temporary sign that may be painted or plastic or cloth pasted across the inside or outside of one window of the business establishment which cannot cover more than forty (40) percent of the total window area.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-35. "X" definitions.

Reserved.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-36. "Y" definitions.

Reserved.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-37. "Z" definitions.

Zone or zoning: A mapped area to which a uniform set of regulations applies; or a uniform set of regulations including a list of permitted uses and standards for development.

(Ord. No. 20-04, § 1, 5-5-20)
ARTICLE II. PROCESS AND PERMITTING

DIVISION 1. SIGN PERMIT PROCESS

Sec. 22.1-38. Sign allowed; when permit required.

(a) Certain sign types are expressly prohibited within the City as described in section 22.1-56.

(b) The Community Development Director will determine if a sign permit is required depending on type, size, and height of proposed sign.

(c) Other sign types also may require issuance of other permits or approval by other city officials or bodies, in addition to, or in-lieu of, a sign permit as described in section 22.1-39 (such as garage sale signs, sidewalk vendor signage, mobile food vendor signage and banner signs).

(d) Prior to the construction or posting of a permanent sign within the city, a building permit (also called a "sign permit") for the sign shall be approved by the community development director, unless the sign is specifically exempted from the sign permit requirements of this chapter. Table 22.1-1 summarizes which sign types require the issuance of a sign permit and which are exempt from the sign permit requirements.

(e) Painting, repainting, or cleaning of any permanent sign structure or replacement of sign copy shall not be considered an erection or alteration that requires a permit.

(f) All sign permit applications shall include two (2) copies of a plot plan and sign layout showing size of sign, size of letters, and background area.

(g) A sign permit fee and plan checking fee shall be paid in accordance with the schedule established by resolution of the city council at the time of sign permit application.

(h) All signs for which a permit is required shall be subject to full and complete structural and safety inspections by the city, including but not limited to footing inspections.

(i) All signs may be re-inspected by the city at any time to insure structural integrity and safety.

(j) The community development director may order the removal of any sign that is not maintained in accordance with the provisions of this chapter.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-39. Additional permits or approvals required.

The following sign types or modifications also require issuance of other permits or approvals by other city officials or bodies, in addition to a sign permit as described below:

(a) Electrical permit required. In addition to a sign permit, an electrical permit approved by the assistant community development director shall be obtained for all electrical signs. All signs containing electrical wiring shall be subject to the provisions of the latest edition of the California Electrical Code adopted by the city and the electrical components shall bear the label of the Underwriter’s Laboratory.
(b) **Encroachment permit required.** In addition to a sign permit, signs that obstruct the free passage or use of any portion of the public right-of-way including a roadway, street, alley, or sidewalk require approval of an encroachment permit by the city engineer in accordance with section 23-3 of the City Code.

(c) **Garage sale permit required.** Garage sale signage may be posted only by or at the explicit direction of the holder of a valid garage sale permit and subject to the requirements of City Code section 16-410 and the garage sale permit.

(d) **Banner signs and windfeather signs.** Banner signs, including but not limited to windfeather banner/flag signs are subject to a one-time sign permit fee.

(e) **Administrative committee approval required.** In addition to a sign permit, the following modifications to sign requirements require the review and approval of the city's administrative committee: modifications to the size and location requirements of private directional signs as required by table 22.1-1, pole-mounted or freestanding signs within a required building setback area, identification signs that exceed the allowed size of a sign on a secondary street frontage, and murals.

Discretionary actions taken by the administrative committee may be appealed to the planning commission. All such appeals must be in writing and shall be filed with the city clerk within ten (10) days of the decision of the administrative committee. The determination of the planning commission shall be final.

(f) City council approval is required for signs not directly listed in this chapter by amendment of this chapter by the city council to allow such signs.

(Ord. No. 20-04, § 1, 5-5-20)

**Sec. 22.1-40. Denial of sign permit: appeal.**

Denial of a sign permit (where required) may be appealed to the administrative committee. All such appeals shall be filed within ten (10) days of decision and may require payment of a permit fee.

(Ord. No. 20-04, § 1, 5-5-20)

**Secs. 22.1-41, 22.1-42. Reserved.**

**ARTICLE III. SIGN REGULATION**

**DIVISION 1. SIGN DESIGN, CONSTRUCTION AND MAINTENANCE REQUIREMENTS**

**Sec. 22.1-43. Design.**

All signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in the latest edition of the California Building Code adopted by the city.

(a) **Allowable stresses.** The following shall conform to the requirements of the latest edition of the California Building Code adopted by the city:

1. The design of wood, concrete, steel or aluminum;

2. Stresses produced by loads, both vertical and horizontal, exerted on the soil;
(3) Increases in working stresses for wind or seismic loads combined with dead loads.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-44. Construction.

(a) General. Except for governmental signs, 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 chapter and the latest edition of the California Building Code as adopted by the city.

(b) Materials. Materials used for the construction of signs and sign structures shall be of the quality and grade as specified for buildings in the California Building Code. For all signs and sign structures the materials and details of construction and anchorage shall, in the absence of specified requirements, conform to all applicable building and related code requirements, as determined by the city building official.

(1) Nonstructural trim. Nonstructural trim and portable display surfaces may be of wood, metal, approved plastics, or any combination thereof, treated or painted to resist oxidation, decay or dry rot.

(c) Anchorage. Anchorage shall be as required by the latest edition of the California Building Code adopted by the city.

(d) Approved plastics. Any plastic material used must meet the specifications of the community development director.

(e) Bare bulb illumination. Bare bulb illumination must meet the requirements established by the latest version of the California Electrical Code as adopted by the city.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-45. Projection and clearance.

(a) General. All types of signs shall conform to the clearance and projection requirements of this section.

(b) Clearance from high voltage power lines. Signs shall be located not less than six (6) feet horizontally or twelve (12) feet vertically from overhead electrical conductors in excess of seven hundred fifty (750) volts. For conductors less than seven hundred fifty (750) volts, there shall be a minimum of three (3) feet horizontal and vertical clearance. The term "overhead conductors" as used in this section means any electrical conductor, bare or insulated, installed above the ground except such conductors as are enclosed in iron pipe or other material covering of equal strength. All applicable Imperial Irrigation District (IID) requirements shall also apply.

(c) Clearance from fire escapes, exits, or standpipes. 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.

(d) Clearance from obstructing view of vehicles. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere or obstruct, in any way, the clear view for drivers/vehicles entering or exiting onto or from streets, roads, highways or another public way from the property where the sign is located.

(e) Sign clearance from sidewalks, line of site, and obstructions shall be set out by the community development director.

(Ord. No. 20-04, § 1, 5-5-20)
Sec. 22.1-46. Maintenance standards—permanent signs.

(a) The standards of all signs and outdoor advertising shall reasonably comply with the guidelines of this chapter. All signs and advertising structures shall comply with the requirements of the latest editions of the California Building Code and California Electrical Code as adopted by the city. Electrically energized components and cabinets shall bear the seal of its listing by the testing agency or laboratory, which must be approved by the assistant community development director.

(b) All signs and sign structures shall be maintained in a safe condition and good repair.

(c) In the event a use of any site or building is vacated, terminated or abandoned, for any reason for a period of more than one hundred twenty (120) consecutive days, the owner or person in possession of the property shall be responsible for removal of all signs and their support structures on the property, building or wall, or for having the copy thereof painted out, at its expense, within thirty (30) days of notice from the city.

(d) Painting, repainting, or cleaning of any sign or outdoor advertising structure shall not be considered an erection or alteration that requires a sign permit.

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-47. Maintenance standards—temporary signs.

(a) All temporary signs shall be maintained in a safe condition and good repair. Signs that are dangerous, illegible, ripped, or similarly damaged may be removed and disposed of by City Code enforcement without notice or compensation.

(b) Temporary signs that block line of sight and obstruct sidewalks or create traffic hazards may be removed and disposed of by Code Enforcement without notice or compensation.

(Ord. No. 20-04, § 1, 5-5-20)

DIVISION 2. COMPUTATION OF SIGN HEIGHT, SIGN AREA AND COPY AREA

Sec. 22.1-48. Sign height for all signs.

(a) Computation of sign height. Except as otherwise provided by this chapter, the height of a sign shall be computed by measuring the vertical distance from the uppermost point used in measuring the area of a sign, or if a structure is provided, from the upper most point of the structure supporting the sign, to the ground immediately below such point or to the level of the upper surface of the nearest curb of a street, alley or highway (other than a structurally elevated roadway), whichever measurement permits the greater elevation of the sign (see figures 22.1-3 and 22.1-4).

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-49. Sign area for all signs.

(a) Computation of sign area. In computing total sign area in square feet, standard mathematical formula for known or common shapes will be used. In the case of irregular shapes, straight lines drawn closest to the extremities of the shape will be used. On signs with more than one (1) face, only that face or faces visible from any one (1) direction at one (1) time will be considered in the computation of sign area. The area of the pole or structure shall not be counted toward the total sign area on pole-mounted or free-standing signs.
with no text on the poles or supporting structure (see figures 22.1-5, 22.1-6, 22.1-7 and 22.1-8, 22.1-9, 22.1-10, and 22.1-11).

(Ord. No. 20-04, § 1, 5-5-20)

Sec. 22.1-50. Sign copy area.

(a) Computation of copy area. In computing copy area, straight lines drawn closest to copy extremities encompassing individual letters or words shall be used (see figure 22.1-9).

(b) Computation of permitted copy area of building facade facing. The copy area of a building facade facing shall not exceed forty (40) percent of the total area of the building facade.

(c) Computation of permitted copy area of multiple copy sign. The copy area of multiple copy signs shall not exceed forty (40) percent of the background to which they are applied (see figure 22.1-10).

(d) In addition to the sign copy, all signs must have the current contact information for the person responsible for the sign, including name and phone number.

(Ord. No. 20-04, § 1, 5-5-20)

DIVISION 3. SIGN STANDARDS

Sec. 22.1-51. Commercial signage.

(a) No permanent or temporary commercial signage may be placed in any residential zones, except for real estate and private directional signage, conditionally permitted uses in the residential zone, or as otherwise provided by this chapter.

(b) Temporary commercial signage may be displayed in non-residential and mixed use districts subject to the provisions of this section.

1. Unless specifically exempted from permit requirements pursuant to this chapter or other provisions of the City Code, temporary commercial signs in nonresidential and mixed-use districts require the issuance of a ministerial temporary commercial sign permit.

2. Sign owners or their representatives must apply for a temporary commercial sign permit by completing a form approved by the community development director and confirming compliance with the applicable requirements of this chapter.

3. The completed application shall include a site plan and building elevations showing the locations, number, and size of signs, a description of the sign materials and the dates that the sign or signs will be placed and removed;

4. Upon acceptance of a complete application with the required fee, the community development director or her designee shall issue an identification label with a number that shall be affixed to the temporary sign or signs being erected.

(c) Number. The maximum number of temporary commercial signs that may be displayed by any establishment at the same time is subject to compliance with the applicable requirements of this section. The number and area of temporary signs shall not be included in the calculation of aggregate permanent sign area.

(d) Sign requirements. The following types of temporary signage are permitted if they comply with the following standards and requirements:
1. **Banners.** One (1) banner (specifically including wind-feather flags) not exceeding twenty-five (25) percent of the area of a building façade of the business establishment that is stretched and secured flat against the building wall or window, and does not extend higher than the building eave or parapet wall. No more than one (1) banner at any time is permitted per street frontage for each establishment. All such signs shall be securely fastened at each corner to resist displacement by wind or similar disturbances and shall have wind cuts as necessary to reduce sign billowing or sailing.

2. **Portable signs.** Establishments may have one (1) portable "A-frame" or similar type up to six (6) square feet in area and thirty-six (36) inches in height. Portable signs shall be weighted to resist displacement by wind or similar disturbances and shall only be displayed during hours when the establishment is open. Portable signs may not be placed in the public right-of-way or in any location where they will impede or interfere with pedestrian or vehicular visibility or traffic.

3. **Balloons and balloon arches.** Individual balloons and balloon arches shall be allowed if they are securely fastened to permanent structures and set back from all driveways and from the public right-of-way a distance equal to the tether of the balloon. Individual balloons shall not exceed twenty-four (24) inches in diameter. Balloons and balloon arches or clusters shall be tethered at a height that does not exceed the height of the building containing the subject establishment. Any balloon that exceeds twenty-four (24) inches in diameter shall be considered an inflatable structure and is prohibited.

4. Windfeather signs may be displayed year-round subject to the maintenance and other requirements of this chapter. May not be permanently fastened directly to the exterior wall, face, or roof of any building. Such sign shall not be installed, posted or extend into any public right-of-way. There shall be no streamers, balloons or appurtenances added to the sign. Must have permanent signage in place prior to usage of temporary sign.

5. **Sign materials.** Temporary exterior signs shall be made of a durable weather-resistant material.

6. **Duration.** Temporary commercial signs may be displayed for a maximum of sixty (60) consecutive days within a 12-month period. Signs for events and sales shall be removed within ten (10) days of the conclusion of the event.

7. **Illumination.** Temporary signs shall not be illuminated.

8. **Permanent signage required.** Prior to the installation of any temporary commercial signage on a premise, a permanent sign installed in compliance with this chapter shall be installed at the premise. Temporary commercial signage shall not be used in lieu of permanent commercial signage.

(Ord. No. 20-04, § 1, 5-5-20)

**Sec. 22.1-52. Private real estate, directional, subdivision and construction signs.**

Real estate, directional, subdivision and construction signs may be displayed without a permit as long as they comply with the requirements of this section. The provisions of this section do not apply to signs for transient occupancy, including but not limited to hotels, motels, and inns.

(a) Real estate signs may be displayed on a property with a residential principal use as follows:

1. One (1) freestanding real estate sign may be displayed on each frontage;
2. Signs shall not exceed four (4) square feet in area or six (6) feet in overall height.
3. Signs must be removed with ten (10) days of the closing of escrow or withdrawal of the property from the market.
(b) Real estate signs may be displayed on nonresidential properties, and properties containing both legal residential and nonresidential uses, real estate signs may be displayed, using either of the following options:

1. **Freestanding signs.** One (1) sign not exceeding thirty-two (32) square foot in area and maximum eight (8) feet in height, double-faced, freestanding for sale, rental or lease sign per street frontage is permitted.
   
   A. On sites with more than one (1) frontage or on interior lots at least two and one-half (2½) acres in size, an option of placing the sign faces at a 45-degree angle to each other is permitted.
   
   B. Signs shall be located at least two (2) feet from public sidewalks and twelve (12) feet from the curb line or from the pavement where curbs are lacking. In no case shall signs be placed in the public right-of-way.
   
   C. If a building sign is installed as permitted in sub-section ii below, the freestanding sign herein described shall not be permitted.

2. **Building signs.** In lieu of a permitted freestanding sign, one (1) real estate sign per frontage, a maximum thirty-two (32) square feet in area shall be permitted for buildings or occupancies within sixty-three (63) feet from the back of the curb or from the edge of the paved portion of the public right-of-way where curbs are lacking. In the event a freestanding sign or signs are installed as permitted in subsection b, such a building sign shall not be permitted.

3. All signs must be removed within ten (10) days of the closing of escrow or withdrawal of the property from the market.

(c) Directional signs for open houses. Notwithstanding any other provision in this chapter, up to three (3) off-site signs directing the public to "open house" events for the viewing of lots, premises, dwellings or structures that are for sale, lease, or rent, are permitted subject to the approval of the property owner where the sign is placed, provided they comply with the following standards:

1. No sign or signs shall exceed four (4) square feet in area, or three (3) feet in height from finished grade.

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

3. No private directional signs may be placed on any public property, specifically including but not limited to the public right of way.

(d) **Subdivision signs.** In all zones, a maximum of three (3) unlighted double-faced temporary subdivision signs, not exceeding forty (40) square feet in area per display face and fifteen (15) feet in overall height, may be erected and maintained with a subdivision during sale of the lots. Such signs shall be located within the subdivision and shall be a minimum distance of three hundred (300) feet apart from each other. All signs shall be removed at the close of escrow of the model complex houses.

(e) **Subdivision directional kiosk signs.** A temporary decorative sign structure, provided they comply with the following standards:

1. Shall be placed on private property with written consent of the property owner, or on city right-of-way subject to the issuance of a temporary use permit and encroachment permit.

2. May not be located within two thousand five hundred (2,500) feet of another subdivision directional kiosk sign except in the case of signs on different corners of an intersection.
3. Signs may only advertise subdivisions located within the city limits and/or within the city’s sphere of influence and which have applied for annexation to the city and shall be double sided.

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

5. The city name, logo and motto shall be displayed on the sign as shown on figure 22.1-15.

6. Panels on the sign are allowed for residential subdivisions only of twenty (20) or more dwelling units, depicting the developer’s name or logo or other branding identification and directional arrows. No other advertising is permitted.

7. Sign panels shall not exceed seven (7) square feet in sign area and shall be no greater than sixteen (16) inches in height and sixty (60) inches in width.

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

(f) **Construction site signs.** Unlighted freestanding or wall signs not exceeding thirty-two (32) square feet in area and ten (10) feet in height are allowed in all zones. All such signs shall be displayed only on the lot or parcel on which the construction is occurring and only during the construction period. Such signs and support structures and fasteners shall be totally removed prior to release for occupancy.

(g) No sign shall be placed within the twenty (20) feet corner cutback area.

(Ord. No. 20-04, § 1, 5-5-20)

**Sec. 22.1-53. Non-commercial signage.**

(a) Notwithstanding anything to the contrary in this ordinance, any non-commercial message may replace any commercial message without approval of a new sign permit as long as there is no change in the sign structure.

(b) Permanent non-commercial signage shall meet the same requirements as for commercial signage.

(c) Permanent non-commercial signage associated with uses in any residential zone requiring a conditional use permit shall be reviewed for design and architecture compatibility with surroundings.

(d) Temporary non-commercial signage: Temporary noncommercial signs may be displayed in any zone subject to the following requirements. Signs not in compliance with these requirements may be removed and disposed by the City Code Enforcement Division without prior notice to the sign owner.

1. **Time limit.** Temporary noncommercial signs may be displayed for no more than one-hundred twenty (120) consecutive calendar days before the event takes place. All signs for an event shall be removed fifteen (15) calendar days after the conclusion of the event.

2. **Maximum size.** Temporary noncommercial signs shall not exceed thirty-two (32) square feet in area per individual sign.

3. **Maximum number.** The number of temporary noncommercial signs shall not exceed two (2) per property.

4. **Maximum height.** The height of a freestanding temporary sign, including any structure support, shall not exceed eight (8) feet in height above the natural grade.
5. **All zones.** Non-illuminated temporary signs displaying non-commercial messages, with a maximum size of thirty-two (32) square feet in area, and not exceeding more than two (2) signs per property.

(e) No sign shall be placed within the twenty (20) feet corner cutback area (see section 29-143(11)) or within six hundred sixty (660) feet of a freeway shall not be permitted if the sign is designed to be viewed from the freeway.

(f) Signs cannot be illuminated, revolve, or otherwise function with mechanical parts or devices.

(g) No flags, valances, pennants, lights, or other similar attraction devices which are accessory to a permitted sign are prohibited.

(h) Temporary exterior signs shall be made of a durable weather-resistant material and shall meet the maintenance standards of section 22.1-47 of this chapter.

(Ord. No. 20-04, § 1, 5-5-20; Ord. No. 21-04, § 1, 7-6-21)

**Secs. 22.1-54, 22.1-55. Reserved.**

**Sec. 22.1-56. Prohibited signs.**

Except as otherwise provided in this chapter, the following prohibitions apply to all signs:

(a) Signs that obstruct any window, door or other opening used as means of regular ingress and egress, or for required legal light and ventilation; or fire escapes and other openings for emergency access and escape; or that create a safety hazard by obstructing a sidewalk or the clear view of pedestrians or vehicular traffic or that impede pedestrian walkways, or hinder disabled access.

(b) Signs placed on public property or within the public right-of-way.

(c) Signs with an intensity of illumination or location that interferes with the proper operation of motor vehicles on a public street or intrudes into surrounding residences.

(d) Signs that are lewd, indecent or otherwise offensive to public morals.

(e) Murals of any kind, unless approved by the administrative committee or community services commission, where applicable.

(f) Signs that identify or advertise a product or business not located on the property where the sign is located.

(g) Revolving signs. Any sign or portion thereof that physically rotates about an axis.

(h) Painted wall signs. Any sign painted on the wall of a building or structure, with the exposed face of the sign in plane parallel to the plane of said wall.

(i) Mobile signs as defined.

(j) Signs that are false or misleading.

(k) The business placing the signage must be legal at the location at which it is offered.

(Ord. No. 20-04, § 1, 5-5-20)
Sec. 22.1-57. Permitted signs.

Table 22.1-1 provides regulations that shall apply to all sign types within the city, including which sign types require the issuance of a sign permit and which are exempt from the sign permit requirements; the zones in which sign types are permitted; maximum height and sign area requirements; and additional standards. The sign types listed in table 22.1-1 shall also conform to the other requirements, standards and regulations of this chapter, the zoning ordinance and other provisions of the municipal code as applicable. Where the requirements of table 22.1-1 conflict with a provision of the zoning ordinance, the provisions of this chapter shall apply. Signs not expressly listed in this table or discussed elsewhere in this chapter may be permitted by the City Council upon amendment of this chapter.
| Table 22.1-1  
Permitted Signs |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign</td>
<td>Sign Permit Required</td>
<td>Permitted Zones</td>
<td>Max. Area</td>
<td>Max. Number</td>
<td>Max. Height</td>
</tr>
<tr>
<td>Animated Sign</td>
<td>Yes</td>
<td>ML, MG, MBP</td>
<td>4 sf of primary property frontage</td>
<td>One per vehicular access to property, including cluster signs</td>
<td>35'</td>
</tr>
</tbody>
</table>
| (a) Flashes shall be limited to illumination equivalent to incandescent bulbs of 11 watts and shall not flash more than 150 times per minute. 
(b) Chaser signs shall be limited to a flashing rate of 100 times per minute. 
(c) Animated signs with rotating 'beacon' type lighting elements are prohibited. |
| Billboard, (includes Digital Billboard) | Yes | CT, CG, CH, ML, MG, MBP as permitted subject to comment (f) | Max. 675 sf per face Min. 244 sf per face except as permitted in comment (g) | 500 foot separation between billboards | 35' |
| (a) Billboards shall be no closer than 500 feet to one another on the same side of the street unless separated by a building and not visible from each other. 
(b) Billboards shall comply with the California Outdoor Advertising Act and Regulations. 
(c) Legal nonconforming billboards may not be converted to digital billboards. 
(d) Digital billboards see additional standards under "Digital sign."
(e) Prohibited in the visual enhancement area. 
(f) Requires a conditional use permit in the CT and MBP zones. 
(g) An allowance of no more than 10% is allowed for cut-outs and/or extensions. Cut-outs are areas on a billboard that are removed or cut-away to highlight a detail or feature. Extensions are any... |
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Location/Size/Height Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulletin board</td>
<td>No, All, 20 sf, One per street frontage, Not to exceed 7’ above natural grade</td>
</tr>
<tr>
<td>Digital sign</td>
<td>Yes, All C and M zones, 4 sf of primary property frontage not to exceed 675 sf, One per lot, 35’</td>
</tr>
<tr>
<td>Directional sign (commercial private)</td>
<td>Yes, R2, R3, All C and M zones, 18 sf, Five, Not to exceed 3’ above natural grade except as provided in (c)</td>
</tr>
</tbody>
</table>
contiguous is defined as sharing a lot line. May not be located across the street.

<table>
<thead>
<tr>
<th>Display window sign</th>
<th>Yes</th>
<th>All</th>
<th>40% of window area</th>
<th>One per business frontage</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Signs shall be incorporated into a display of merchandise or a display relating to services offered</td>
<td>No</td>
<td>All</td>
<td>40% of window area</td>
<td>One per business frontage</td>
<td>n/r</td>
</tr>
</tbody>
</table>

Freeway Oriented Sign

<table>
<thead>
<tr>
<th>Freeway Oriented Sign</th>
<th>Yes</th>
<th>CT and CG</th>
<th>4 square feet for each foot of linear frontage up to 800 sf</th>
<th>One per commercial development</th>
<th>50'</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Sign must be located within 800 feet from the Interstate 8 centerline. (b) Maximum sign height shall be determined from the vertical distance from the top of the sign to either (1) the ground immediately below the sign or (2) to the horizontal level of the grade of the nearest travel lane of Interstate 8, whichever measurement is the greatest. (c) Commercial development shall be defined as one or more parcels that are generally served either by common access or common parking facilities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Garage Sale Signs

<table>
<thead>
<tr>
<th>Garage Sale Signs</th>
<th>Yes</th>
<th>All</th>
<th>4 square feet</th>
<th>One at the location of the garage sale and one at the nearest corner property</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Sign shall not be displayed other than the permitted times of the sale. (b) No signs shall be placed on any public property or public right-of-way. (c) Shall comply with requirements in Sec. 16-416</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Governmental or public sign

<table>
<thead>
<tr>
<th>Governmental or public sign</th>
<th>No</th>
<th>All</th>
<th>n/r</th>
<th>n/r</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Signs for control of traffic and other regulatory purposes, street signs, danger signs, railroad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td>Allowed</td>
<td>Size</td>
<td>Area</td>
<td>Area Type</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>---------</td>
<td>------</td>
<td>------</td>
<td>---------------------------</td>
<td></td>
</tr>
<tr>
<td>Crossings signs, neighborhood watch signs and signs of public service indicating danger and aids to service or safety and public notices or</td>
<td>No</td>
<td>All</td>
<td>2 sf</td>
<td>One per business frontage</td>
<td></td>
</tr>
<tr>
<td>Historical structure sign; includes commemorative plaques</td>
<td>No</td>
<td>All</td>
<td>2 sf</td>
<td>One per business frontage</td>
<td></td>
</tr>
<tr>
<td>(a) Limited to designated historical structures or landmarks as determined by City Council</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>House numbers</td>
<td>No</td>
<td>All</td>
<td>n/r</td>
<td>n/r</td>
<td></td>
</tr>
<tr>
<td>(a) &quot;No trespassing,&quot; &quot;no parking,&quot; and other warning signs are also allowed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Includes illuminated and un-illuminated signs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identification sign</td>
<td>Yes</td>
<td>All</td>
<td>100 sf</td>
<td>One per lot</td>
<td></td>
</tr>
<tr>
<td>(a) Permitted for multiple dwellings, clubs, lodges, community/neighborhood and similar uses.</td>
<td></td>
<td></td>
<td></td>
<td>Not to exceed 3’ above natural grade</td>
<td></td>
</tr>
<tr>
<td>Inflatable sign</td>
<td>Yes</td>
<td>All C and M zones</td>
<td>Max. width/diameter of 20 feet</td>
<td>One per block</td>
<td></td>
</tr>
<tr>
<td>(a) All inflatable signs must be set back from public right-of-way line(s) a distance equal to the height of the inflatable signs.</td>
<td></td>
<td></td>
<td></td>
<td>Not to exceed 20’ above natural grade</td>
<td></td>
</tr>
<tr>
<td>(b) Signs shall only be erected for a maximum period of 30 days at no less than 3 month intervals.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Signs shall be mounted on any portion of the property where the business is located, except the roof. Such signs shall not be mounted or suspended from the roof of a structure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Floating hot air balloons or other tethered floating inflatable signs are exempt from the maximum height and setback requirements (specified in (a) above) for inflatable signs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(e) No portion of an inflatable sign shall encroach in or over the public right-of-way or be situated to obstruct or impair vision or traffic or in any manner create a nuisance, hazard or disturbance to the health or welfare of the public.
(f) No more than one sign shall be approved within any one street block and erected at the same time.

<table>
<thead>
<tr>
<th>Marquee sign</th>
<th>Yes</th>
<th>CT, CD, CG, CH</th>
<th>4 sf of primary property frontage not to exceed 675 sf</th>
<th>One per vehicular access to property, including cluster signs</th>
<th>35'</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Minimum clearance of 8 feet above the sidewalk.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Shall be attached by approved means.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Shall not extend beyond the interior face of the marquee columns or walls adjacent to the street.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Electric marquee signs shall be constructed of approved materials, except as specified in this chapter.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) All electrical equipment shall be listed for its intended use by an approved testing laboratory.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(f) Electrical equipment used in connection with display signs shall be installed in accordance with local ordinances regulating electrical installation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(g) For neon signs, all primary and secondary wiring shall be enclosed in conduit. All electrodes must be enclosed in conduit and terminate in a metal box and all transformers shall be enclosed in metal boxes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(h) All electrical equipment shall be listed for its intended use by an approved testing laboratory.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) See figure 22.1-11, marquee signs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monument sign</td>
<td>Yes</td>
<td>R-2, R-3, All C and M zones; MU1</td>
<td>Max width 8 feet</td>
<td>One per vehicular access to property, but no more than two per street frontage</td>
<td>Not to exceed 35' above natural grade</td>
</tr>
<tr>
<td>----------------</td>
<td>-----</td>
<td>----------------------------------</td>
<td>------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>(a) Shall be architecturally compatible to the surrounding buildings.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Murals</td>
<td>No</td>
<td>All</td>
<td>Shall not exceed 100% of wall space and not less than 70% of wall space</td>
<td>One wall per building or structure, certain exceptions apply</td>
<td>n/r</td>
</tr>
<tr>
<td>(a) The content/subject matter of the mural shall be of historical significance (e.g., historical eras, historical figures, significant buildings/structures, or significant events or activities).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Murals on private property shall be approved by the administrative committee; murals on public buildings shall first be approved by the community services commission and then by the administrative committee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) No part of the artwork shall project from the building in any direction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Shall not advertise any specific good or service, including political type messages.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) Shall not be the side of the building's main entrance.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(f) Refer to City of El Centro Mural Policy and Guidelines for further information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupant sign</td>
<td>No</td>
<td>All</td>
<td>3 sf per sign</td>
<td>Two per street frontage</td>
<td>10'</td>
</tr>
<tr>
<td>(a) Signs limited in content to name of occupant, address of premises, and signs of danger or a cautionary nature.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Signs may be illuminated only from a concealed light source that does not flash, blink, or fluctuate.</td>
<td>Paper Notice</td>
<td>Parking lot sign</td>
<td>Pole-mounted/freestanding sign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>(a)</strong> Limited to notices placed on bulletin boards or kiosks maintained by the state or subdivision thereof.</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>(a)</strong> Sign limited in content to identifying the business(es) served, and providing driving and parking information.</td>
<td>All</td>
<td>All</td>
<td>All C and M zones, unless located in the visual enhancement area</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See footnote 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>One per commercial or industrial center consisting of one or more parcel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See footnote 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- **n/r** indicates not required.
- **See footnote 1** indicates additional information in the footnote.
- **See footnote 2** indicates additional information in the footnote.
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Allowed</th>
<th>Zones</th>
<th>Size Limit</th>
<th>Access Requirement</th>
<th>Height Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Identification sign</td>
<td>Yes</td>
<td>All C and M zones, MU1</td>
<td>4 sf of primary property frontage not to exceed 675 sf</td>
<td>One per vehicular access to property, including cluster signs</td>
<td>35'</td>
</tr>
<tr>
<td>Professional sign</td>
<td>Yes</td>
<td>All C and M zones, MU1</td>
<td>10 sf</td>
<td>One per vehicular access to property</td>
<td>n/a</td>
</tr>
<tr>
<td>Projecting sign</td>
<td>Yes</td>
<td>All C and M zones, MU1</td>
<td>60 sf</td>
<td>One per street frontage per premises</td>
<td>n/a</td>
</tr>
<tr>
<td>Roof-mounted sign</td>
<td>Yes</td>
<td>CG, CH, ML, MG-MBP</td>
<td>2 sf per lineal frontage, not to exceed 80 sf</td>
<td>One per business frontage</td>
<td>10' above the height of the building to</td>
</tr>
</tbody>
</table>
not exceed 35 feet in height, must have access to the roof in accordance with the California Building Code.

(b) The supporting members of a roof sign shall appear to be an architectural and integral part of the building. Supporting columns of round, square or shaped steel members may be erected so long as the required bracing is screened from the public view to the maximum extent feasible.

(c) See figure 22.1-14, roof signs.

<table>
<thead>
<tr>
<th>Informational (private non-commercial)</th>
<th>No</th>
<th>All</th>
<th>2 sf</th>
<th>Per agency requirement</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Content limited to noncommercial messages including, but not limited to: designation of restrooms, telephone locations, restrictions on smoking, door openings, and private traffic control and parking signs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stadium, theater, or arena sign</td>
<td>No</td>
<td>CT, CG, CH</td>
<td>Per agency requirement</td>
<td>Per agency requirement</td>
<td>Per agency requirement</td>
</tr>
<tr>
<td>(a) Limited to signs within a stadium, open-air theater or arena that are designed primarily to be viewed by patrons within said stadium, theater or arena.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subdivision directional kiosk sign</td>
<td>Yes</td>
<td>All R, CN, CT zones</td>
<td>80 sf double sided</td>
<td>One</td>
<td>8’ in height 5’ in width</td>
</tr>
<tr>
<td>(a) shall be placed on private property on one public property with the issuance of a temporary use permit and encroachment permit. (b) may not be located within 2,500 feet of another such sign, except on different corners of an intersections (c) Refer to Sec. 22.1-52 for requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporary Commercial Sign</td>
<td>Yes</td>
<td>All non-residential zones</td>
<td>32 SF</td>
<td>Refer to Section 22.1-51</td>
<td>n/r</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-----</td>
<td>--------------------------</td>
<td>-------</td>
<td>--------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>(a) Refer to Section 22.1-51 for all requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Temporary Non-Commercial Sign</th>
<th>No</th>
<th>All</th>
<th>32 SF</th>
<th>2</th>
<th>8 feet for free standing signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Refer to Section 22.1-53 for all requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Temporary on-site construction sign</th>
<th>No</th>
<th>All</th>
<th>40 sf</th>
<th>n/r</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Signs denoting information such as the architect, engineer, contractor, leasing agent, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vending machine, gas pump, or ice container sign</th>
<th>No</th>
<th>All</th>
<th>n/r</th>
<th>n/r</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) No additional standards beyond those otherwise required by chapter 22.1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wall sign</th>
<th>No</th>
<th>All C and M zones, MU1</th>
<th>See footnote 3</th>
<th>n/r</th>
<th>n/r</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Limited to signs which may only be illuminated from a concealed light source which does not flash, blink, or fluctuate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) See figure 22.1-8, sign area for wall signs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Windfeather banner flag</th>
<th>Yes</th>
<th>All C, M Zones and R-2 and R-3 Zones</th>
<th>40 square feet and 30” fabric width max</th>
<th>1 per every 30 feet of street frontage</th>
<th>16 feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) May be displayed year round.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Such signs shall not be permanently fastened directly to the exterior wall or roof of any building.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Such sign shall not be installed, posted or extend into any public right-of-way.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Must have permanent signage in place prior to usage of temporary sign.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) See Sec. 22.1-51(d)(4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Maximum sign area of pole-mounted or freestanding signs shall be calculated as follows:
   a. When located along the primary frontage: (Lineal feet of primary property frontage) × (4), but in no case shall the sign area exceed 500 square feet
   b. When located along the secondary frontage: (Lineal feet of secondary property frontage) × (2), but in no case shall the sign area exceed 350 square feet
   c. For freeway oriented signs: (Linear feet of primary frontage frontage) x (4), but in no case shall the sign area exceed 800 square feet

2. Maximum height of pole-mounted or freestanding signs shall be as follows with a vertical clearance of seven feet:
   a. Limited Commercial zone (CD, CO, CN, CC, CT): Maximum height shall not exceed the distance measured from the centerline of the street fronting upon its location to the column or columns nearest the street front. In no case shall this height exceed 30’ to the top of the sign; 50’ height permitted within 800’ of the I-8 within the CT zone only.
   b. General Commercial zone (CG, CH): Maximum height shall not exceed 1.5’ for each foot of setback. Said measurement shall be computed from the centerline of the street upon which the sign is located and measured to the column or columns nearest the street front. In no case will this height exceed 35’ to the top of the sign; 50’ height permitted within 800’ of the I-8 within the CG zone only.

3. The calculation that yields the greatest sign area shall apply:
   a. (Total area of building façade on which the sign is placed) × (0.3); or
   b. (Lineal feet of wall elevation on which the sign is placed) × (4.0)

4. n/r = no restriction

(Ord. No. 20-04, § 1, 5-5-20)
Figure 22.1-1 Appeal of an Assistant Community Development Director Decision to the Administrative Committee
Figure 22.1-2 Appeal of an Administrative Committee or City Manager Decision to the Planning Commission
Figure 22.1-3 Sign Height

Figure 22.1-4 Height of Pole-Mounted and Freestanding Signs
Figure 22.1-5 Computation of Sign Area for Regular and Irregularly Shaped Signs

Sign Area = (a) \times (b)

Sign Area = \text{area (a)} + \text{an}

Figure 22.1-6 Computation of Sign Area for Signs with Multiple Faces

Sign Area = \text{area of (a)} + (b) + (c)

Sign Area = \text{area of (a)} + (b) + (c) + (d)
Total sign area = (a) x (b)

(Does not include poles)

No sign copy on poles

Total Sign Area = (a) x (b)

Figure 22.1-7 Computation of Sign Area for Pole-Mounted or Freestanding Signs
Figure 22.1-8 Computation of Sign Area for Wall Signs

Area of wall sign = (a) x (b)

Building facade = width of building elevation x
height of building elevation

Property Line

Lineal Feet of
Building Elevation

Total Sign Area = (a) x (b)

Sign Copy Area = (x) x (y)

Figure 22.1-9 Sign Copy Area and Background Area

Sign Background
(no copy, emblems, or charac
Figure 22.1-10 Computation of Permitted Copy Area of a Multiple Copy Sign

Total Sign Area = (x) x (y)
Sign Copy Area = (a) x (b) + (c) x (d) + (e) x (f) + (g) x (h)
Maximum Sign Copy Area = (0.40) x (x) x (y)

Figure 22.1-11 Marquee Signs

Minimum 8' Clearance

Sidewalk

Marquee

Marquee Sign
Figure 22.1-12 Sign Restrictions Near Intersections

Figure 22.1-13 Professional Signs
Figure 22.1-14 Roof Signs

NO
Roof sign (no architectural integration)

YES
Wall sign architecturally integrated with parapet

YES
Wall sign architecturally integrated with mansard
Figure 22.1-15 Subdivision Directional Kiosk Signs