

## CHAPTER 19.22

### SIGN REGULATIONS

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### **19.22.010 PURPOSE**

The purpose of this Chapter is to establish sign regulations that are intended to:

- A. Protect the general public health, safety, welfare, and aesthetics of the community.
- B. Implement community design standards, consistent with the General Plan.
- C. Promote the Community's appearance by regulating the design, character, location, type, quality of materials, scale, color, illumination, and maintenance of signs.
- D. Encourage the use of signs which provide direction and aid orientation for businesses and activities.
- E. Promote signs that identify businesses and premises without confusion.
- F. Reduce possible traffic and safety hazards through good signage.

## 19.22.020 APPLICABILITY

No signs shall be erected or maintained in any zone established by this Development Code, except those signs specifically enumerated in this Chapter. The number and area of signs as outlined in this Chapter are intended to be maximum standards. In addition to the enumerated standards, consideration shall be given to a sign's relationship to the overall appearance of the subject property as well as the surrounding community. Compatible design, simplicity, and sign effectiveness are to be used in establishing guidelines for sign approval, but shall not limit maximum standards for signs.

## 19.22.030 DEFINITIONS (MC 1316 10/5/09)

Abandoned Sign: Any sign, sign structure, advertising structure or display not maintained in accordance with Section 19.22.110 for a period of 90 days or more. An abandoned sign is deemed to be a public nuisance. MC 1057 10/8/99

Address Sign: The numeric reference of a structure or use to a street, included as part of a wall or monument sign.

Advertising Media: The means by which an advertising message is carried to potential customers, including internet, magazine, newspaper, radio, signage and television.

A-Frame Sign: A free standing sign usually hinged at the top, or attached in a similar manner, and widening at the bottom to form a shape similar to the letter "A". Such signs are usually designed to be portable; hence they are not considered permanent signs.

Amortization: 1) In accounting terms, this refers to the method in which an intangible asset is depreciated over a specified period of time. 2) In terms relevant to signage and urban planning, it conveys the "grace period" beginning on the date a sign owner is notified that removal of a previously conforming sign has been ordered, and ending on the date removal is required. This process makes a structure which was legally erected with all permits, legally non-conforming for a period of time. After an amortization period, the sign becomes illegal and non-conforming.

Animated Sign: A sign depicting action, motion, light or color changes through electrical or mechanical means, excluding electronic message signs.

Awning Sign: A building mounted sign that provides additional functionality as shelter or shade.

Backlighted Letter: An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter, producing a halo lighting effect around the letter; also referred to "silhouette lighted" or "halo lighted".

Banner, Flag, Pennant or Balloon: Any cloth, bunting, plastic, paper, or similar material used for advertising purposes attached to or pinned on or from any structure, staff, pole, line, framing, or vehicle, including captive balloons and inflatable signs but not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

Bench Sign: A sign located on the seat or back of a bench or seat placed on or adjacent to a public right-of-way; a type of street furniture.

Billboard or Outdoor Advertising Sign: A sign structure advertising an establishment, merchandise, service, or entertainment, which is not sold, produced, manufactured, located or furnished at the site on which the sign is located. This does not include Freeway Signs or Kiosk Signs. MC 929 1/19/95

Building Code: State and/or local regulations governing public health, welfare and safety of construction and maintenance.

Building Fascia: That portion of any elevation of a building, extending vertically from the grade to the top of parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as mansards. If more than 1 business is located in a single building, then such length shall be limited to that portion which is occupied by each individual business.

Building Mounted Sign: A sign that is applied or attached to a building.

Cabinet Sign: A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

Canopy: See Marquee.

Canopy Sign: (1) A building-mounted sign functioning as a marquee. (2) A sign mounted on a marquee or canopy.

Changeable Copy Panel: A section of a sign that functions like a changeable copy sign.

Changeable Copy Sign: A variable message sign composed of individual letters, panel-mounted in or on a track system.

Channel Letter: Fabricated or formed three-dimensional letter that may accommodate a light source.

Civic Event Sign: A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organizations, or similar non-commercial organization.

Conforming Sign: A sign that is legally installed in accordance with federal, state and local laws and ordinances.

Conspicuity: The characteristics of the sign that enable an observer to differentiate the sign from the surrounding environment.

Construction Sign: A temporary sign erected on the parcel on which construction is taking place, limited to the duration of the construction, indicating the names of the architects, engineers, landscape architects, contractors, or similar artisans, and the owner, financial supporters, sponsors, and similar individuals or firms having a major role or interest in the structure or project.

Content Neutral Time, Place and Manner Regulations: Consistently applicable non-discriminatory sign regulations that specify, without reference to the content of the message, when, how and where a sign can be displayed, with physical standards, such as but not limited to height, size and location, that allow the sign to be readable.

Contrast: The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

Copy Area: Areas that enclose the actual copy on a sign.

Custom Sign: A sign designed, manufactured and installed to meet the requirements of a specific location.

Deck Cabinet: Similar in detail and use as a raceway, except larger in cross section, to provide a background area.

Dimensional Letter: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic, to create a raised condition.

Directional Sign: A sign designed to provide direction to pedestrian or vehicular traffic.

Directory Sign: A sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings.

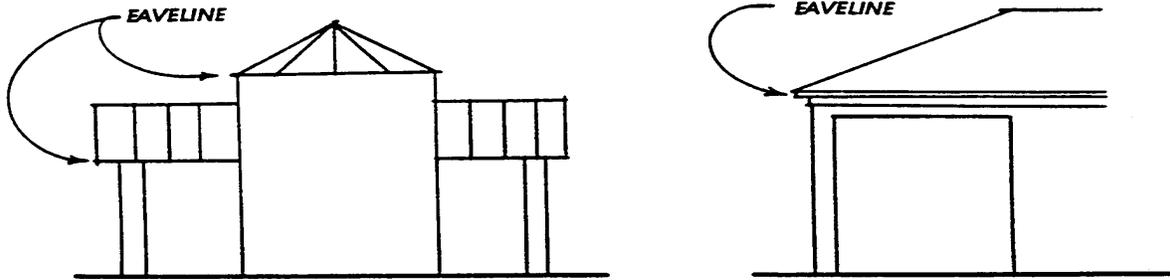
Double-faced Sign: A sign with two parallel opposing (back-to-back) faces.

Electric Sign: Any sign containing or using electrical wiring.

Electronic Message Center (EMC): A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LED's, LCD's or PDP's.

Exterior Illuminated Sign: A sign that is illuminated by a light source that is directed toward, and shines on the face of a sign; also called direct illumination.

Eaveline: The bottom of the roof eave or parapet.



Face: The surface area on a sign where advertising copy is displayed.

Fascia Sign: A building mounted sign.

Flag Test: A target raised in order to determine the appropriate height and/or size of a sign.

Flashing Sign: A sign that contains an intermittent or sequential flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device.

Flat Cutout Letter: A dimensional letter cut from sheet or plate stock.

Fluorescent Lamp or Tube: Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

Font: A set of letters, numerals and shapes which conform to a specific set of design criteria.

Freestanding Sign: A sign that is supported by 1 or more uprights, braces, poles, or other similar structural components that is not attached to a building or buildings.

Freeway Sign (off-site): A sign adjacent to a freeway right-of-way which advertises a freeway adjacent business or a qualifying business in close proximity to a freeway pursuant to the provisions of 19.22.080(4) of this chapter. MC 929 1/19/95

Freeway Sign (on-site): A sign adjacent to a freeway right-of-way, advertising the primary business or businesses located on that site.

Front Lighted Letter: An illuminated channel letter with a translucent face.

Future Tenant Identification Sign: A temporary sign which identifies a future use of a site or building.

Grand Opening: A promotional activity not exceeding 30 calendar days, used by newly established businesses within two months after occupancy to inform the public of their location and services available to the community. Grand Opening does not mean an annual or occasional promotion of retail sales by a business.

Height of Sign: The greatest vertical distance measured from the existing grade at the mid-point of the sign support(s) that intersect the ground to the highest element of the sign.

Holiday Decoration Sign: Temporary signs, in the nature of decorations, clearly incidental to and customarily associated with holidays.

Identification Sign: A sign providing the name, type of business, or the name and logo in combination, identifying a particular business establishment.

Illegal Sign: Any of the following:

- A sign erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use.
- A sign which is a danger to the public or is unsafe. (A sign that is a public nuisance as defined in MC Section 8.30.010.)
- A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the City or County. (A sign that is a public nuisance as defined in MC Section 8.30.010.)
- A sign that is a public nuisance as defined under Municipal Code Section 8.30.010. MC 1057 10/8/99 (includes abandoned signs)

Illuminated Sign: A sign with an artificial light source for the purpose of lighting the sign.

Informational Sign: A sign identifying the type of product of service provided by a business. MC 901 5/20/94

Institutional Sign: A sign identifying the premises of a church, school, hospital, rest home, or similar institutional facility.

Interior Sign: A sign located inside a building or other facility not meant to be viewed primarily from a public right-of-way.

Internally Illuminated Sign: A sign that is illuminated by a light source contained inside the sign.

Kiosk: An off-premise sign used for directing people to the sales office or models of a residential subdivision project. Design details of such signs are shown as Figure 16-1 under Section 19.22.080(2)(D) of this Chapter.

LCD: Liquid Crystal Display.

LED: Light Emitting Diode.

Legal Nonconforming Sign: A legally established sign which fails to conform to the regulations of this Chapter.

Legibility: The characteristics of letters, numbers, graphics or symbols that make it possible to differentiate one from the other. See Conspicuity.

Listed Sign: A sign labeled to indicate that the manufacturer of the sign is identified in a list published by a National Recognized Testing Laboratory as producing signs in conformance with the applicable American National Standard.

Local Shopping Center: A shopping center with a gross site area of less than 20 acres. MC 1179 9/16/04

Logo: An established identifying symbol or mark associated with a business or business entity. MC 834 6/19/92

Logo Sign: An established trademark or symbol identifying the use of a building.

Major Tenant: A shopping center key tenant(s), which serves to attract customers to the center through its size, product line, name, and/or reputation as determined by the center property owner/authorized property management. The term anchor tenant is interchangeable with the term major tenant. MC 834 6/19/92; MC 1179 9/16/04

Mansard: A decorative fascia used to hide equipment or articles on the roof or to enhance the storefront appearance.

Marquee: A permanent canopy, often of metal and glass, projecting over an entrance.

Marquee Sign: (1) A sign mounted on a permanent canopy; (2) A traditional industry term for the variable message section of a canopy sign; (3) An integral sign and permanent canopy.

Menu Board: A variable message sign that allows a retailer to list products and prices.

Message Area: The area within the sign panel defining the limits of the message.

Message Center: An electronically or mechanically variable message sign, enabling changes to be made from locations other than at the sign. (See Variable Message Sign).

Mobile Sign: A portable sign mounted on a trailer.

Monument Sign: A ground sign with low overall height and the appearance of having a solid base. (See Freestanding Sign).

NEC: National Electric Code.

Neon Sign: A sign manufactured utilizing neon tubing, which is visible to the viewer.

Off-Premise Sign: Any sign which advertises or informs in any manner businesses, services, or events at some location other than that upon which the sign is located. This does not include billboard or outdoor advertising structure. MC 929 1/19/95

On-Premise Sign: A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property where the sign is erected.

Open Channel Letter: A dimensional letter that has no face and, if illuminated, the light source is visible. A clear face may be used for physical protection of internal components.

Open House Sign: A temporary sign posted to indicate a sales person is available to represent the property subject to sale, lease, or rent.

Painted Wall Sign: See Building Mounted Sign.

Pan Channel Letter: A dimensional letter constructed with side walls, back and a face, making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

Pan Face: A plastic sign face molded into a three dimensional shape; also called molded face, molded and embossed face, molded and debossed face.

Parapet: A wall-like barrier at the edge of a roof or structure.

PDP: Plasma Display Panel.

Permanent Flags: Any canvas, vinyl-coated fabric, acrilan, or similar material used for decorative or architectural enhancement with no commercial advertising of products or services. Permanent flags are related to a cultural or civic event or goal of the City. MC 979 9/5/96.

Permanent Sign: A sign attached to a building, structure or the ground in a manner that will resist environmental loads such as wind, and precludes ready removal or movement of the sign.

Point-of-Purchase Sign: A sign that advertises a product at its point of sale, or “point-of-purchase” location.

Pole or Pylon Cover: An enclosure for concealing and/or decorating poles or other structural supports of a ground sign.

Pole Sign: A freestanding sign with a visible support structure.

Political Sign: A temporary sign directly associated with national, state, or local elections, regulated by Chapter 16.12.

Portable Sign: A sign that is not permanently affixed to a structure or the ground.

Post and Panel Sign: An unlighted sign fabricated by using one or more visible posts to support the sign body.

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Primary Sign: The largest sign located on the building front wall containing the main entrance. MC 901 5/20/94

Primary Wall: The wall on a non-residential structure that contains the primary entrance to the business. MC 1008 12/18/97

Projecting Sign: A building-mounted sign with faces perpendicular to the building fascia.

Promotional Sign: A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

Public Nuisance: A sign, sign structure or advertising structure which is one or more of the following:

- A public nuisance as defined under Municipal Code Section 8.30.010.
- An abandoned sign as defined in Section 19.22.030.
- An illegal sign as defined in Section 19.22.030. MC 1057 10/8/99

Push-Through: A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

Raceway: An electrical enclosure that may also serve as a mounting structure for a sign.

Real Estate Sign: An on-site sign pertaining to the sale or lease of the premises.

Recognition: Refers to the ability of a viewer to identify a message.

Regional Shopping Center: A shopping center with a gross site area of 20 acres or more. MC 1179 9/16/04

Regulatory Sign: A sign having the primary purpose of conveying information concerning rules, ordinances or laws.

Retainer: A framing member mounted around the perimeter of a sign face and attached to the sign cabinet structure, designed to attach the face to the cabinet and/or to provide decorative trim.

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

Reverse Channel Letter: A fabricated dimensional letter with opaque face and side walls.

Roof Sign: A sign erected, constructed, or placed upon or over a roof of a building, including a mansard roof and which is wholly or partly supported by such buildings.

Secondary Sign: A sign identifying a business located within the tenant space of the primary business. MC 1008 12/18/97

Sidewalk/Sandwich Sign: A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of a letter "A".

Sign: Any visual display with words or symbols designed to convey information or attract attention.

Sign Band: A horizontal area above the entrances to a multi-tenant building, architecturally designed to accommodate signage in a signcentric manner.

Sign Area: The entire face of a sign, excluding any framing, projections, molding or support structure. Channel letter signs shall be measured by the area enclosed by four straight lines outlining each word.

Sign Face: The area of a sign on which copy is intended to be placed.

Sign Program: A coordinated program of one or more signs for an individual building or building complexes with multiple tenants.

Signcentric Design: Building architectural design which makes the signage the prominent visual feature.

Single Face Sign: A sign with only one face plane.

Street Furniture: Advertising displays which may provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to reach vehicular traffic. An example is a bench sign.

Temporary Sign: A sign intended to be displayed for a limited period of time.

Time and Temperature Display: A variable message sign which displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

Trademark: A word or name which, with a distinctive type or letter style, is associated with a business or business entity in the conduct of business. MC 834 6/19/92

UL: An abbreviation for Underwriters Laboratories, Inc., a Nationally Recognized Testing Laboratory.

Under-Canopy Sign: A sign designed to be mounted underneath a canopy.

Variable Message Sign: A sign that includes provisions for message changes. Also called changeable copy panel, changeable copy sign, time and temperature sign, electronic message center or menu board.

Vehicle Dealership: One or more vehicle sales establishments (with ancillary used cars and recreational vehicle sales). MC 1169 4/15/04

Vehicle Sign: A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or an activity or business located on such property.

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**Visibility:** The quality of a letter, number, graphic or symbol which enables the observer to distinguish it from its surrounds or background.

**Wall Sign:** A sign painted on or fastened to a wall and which does not project more than 12 inches from the building or structure.

**Wayfinding:** Enabling a person to find his or her way to a given destination through the use of effective signage.

**Window Sign:** Any sign that is applied or attached to a window or located in such a manner that it can be seen from the exterior of the structure.

## **19.22.040 SIGN PERMIT REQUIRED**

### **1. GENERAL**

No sign, including a copy change, or temporary sign, unless exempted by this Chapter, shall be constructed, displayed or altered without a sign permit or sign program approved by the City. The Director shall review all signs unless otherwise stated.

### **2. SIGN PROGRAM**

A sign permit for a sign program may be submitted for all new commercial, office, and industrial centers consisting of three or more tenant spaces. The program may be filed with the project application to construct the center, and may be processed concurrently with the project application. The purpose of the program shall be to integrate signs with building and landscaping design to form a unified architectural statement. MC 1057 10/8/99

### **3. DESIGN REVIEW BY PLANNING COMMISSION**

Any sign permit or sign program submitted for review by the Director may be referred to the Planning Commission for Design Review. All proposals for on-site electronic message center signage shall be referred to the Planning Commission for Design Review as a Sign Program. Standard requirements for electronic signage programs shall include removal of non-conforming signs from the site and prohibition of temporary signs, including banners and painted window signs.

## **19.22.050 EXEMPT SIGNS**

Table [022.00](#) identifies the signs that are exempt from the provisions of this Chapter. MC 1057 10/8/99

**TABLE 022.00 EXEMPT SIGNS (DO NOT REQUIRE PERMIT)**

<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Additional Requirements</b>
A. Permanent Window signs	One sign per window pane MC 1393 12/2/13	25% of the glass area upon which the sign is located		<ul style="list-style-type: none"> <li>Allowable aggregate of window sign(s) area shall include areas of allowable wall signs</li> </ul>
B. Signs within a structure and not visible from the outside				
C. Memorial signs and plaques installed by a civic organization recognized by the Council				
D. Official and legal notices issues by a court or governmental agency				
E. Official flags of the United States, the State of California, and other states of the nation, countries, municipalities, official flags of foreign nations, and nationally or internationally recognized organizations.				
F. Identification signs on construction sites identifying all contractors and other parties including lender, realtor, subcontractors, etc.	One directory or pictorial display per street frontage or entrance. Max. of 2.	32 s.f.	8 ft.	<ul style="list-style-type: none"> <li>Each sign shall be removed prior to issuance of a Certificate of Occupancy</li> <li>Authorized upon issuance of a grading permit</li> </ul>
G. Political signs				<ul style="list-style-type: none"> <li>Regulated by Chapter 16.12</li> </ul>
H. Real Estate/Open House sign for residential properties	One per street frontage	4 s.f.	5 ft.	<ul style="list-style-type: none"> <li>Non-illuminated. To be removed within 15 days after the close of escrow, rental, or lease of the property</li> </ul>
I. Real Estate sign for Commercial/Industrial properties	One per street frontage	32 s.f.	8 ft.	<ul style="list-style-type: none"> <li>To be removed upon sale, lease, or rental of property</li> </ul>
J. Future tenant identification sign on vacant or developing property to advertise the future use of an approved project on the property and where info may be obtained	One per street frontage	32 s.f.	8 ft.	<ul style="list-style-type: none"> <li>Single faced and shall be removed upon the granting of occupancy by the City</li> </ul>
K. Incidental signs for automobile repair, service stations, auto dealers with service repair, motels and hotels, showing notices of services provided or required by law, trade affiliations, credit cards, and the like	Four double faced signs	3 s.f.	May not project above eaveline	<ul style="list-style-type: none"> <li>Attached to the structure or building. May not project beyond any property line.</li> </ul>

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<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Additional Requirements</b>
L. Copy applied to fuel pumps or dispensers such a fuel identification, station logo, and other signs required by law				
M. Agricultural signs identifying only the agricultural products grown on the premises	One per street frontage. Max. of two	4 s.f. for lots 2 acres or less in area. 16 s.f. for lots greater than 2 acres.	Monument sign 6 ft.	<ul style="list-style-type: none"> <li>• Non-illuminated. Wall sign may not extend beyond eaveline.</li> </ul>
N. Directional signs to aid vehicle and pedestrian traffic		3 s.f.	4 ft. above grade	<ul style="list-style-type: none"> <li>• Mounted on a monument or decorative pole. May be located in a required setback provided that a min. distance of 5 ft. from any property line is maintained.</li> </ul>
O. Name plate	One per occupied unit	2 s.f.		<ul style="list-style-type: none"> <li>• On wall or door</li> </ul>
P. ATM/Kiosk sign				
Q. Under canopy sign	One per entrance	6 s.f.		<ul style="list-style-type: none"> <li>• Beneath canopy or marquee with a least 7 ft. clearance from the sidewalk</li> <li>• All under canopy signs shall be uniform in color and design for all tenant identification within a center</li> <li>• Electrical permit required for illumination</li> </ul>
R. Business Information	One per main building entrance	4 s.f.	6 ft.	<ul style="list-style-type: none"> <li>• Intended to provide only name, address, telephone, business hours, and emergency information of occupant</li> </ul>
S. Crime Prevention		6 s.f.	10 ft.	<ul style="list-style-type: none"> <li>• Subject to authorization and conditions from the City. Only at designated locations and for specific periods of time.</li> </ul>
T. Project Identification Sign (Temp.)	Two for subdivisions more than 5 acres, otherwise one sign	76 s.f.	15 ft.	<ul style="list-style-type: none"> <li>• All signs shall be removed within 30 days after the sale/rental of the last unit in the project/subdivision Refer to Sec. 19.22.080(s) for regulations pertaining to off-site subdivision signs</li> </ul>

**19.22.060 PROHIBITED SIGNS**

The following signs are inconsistent with the sign standards set forth in this Chapter, and are therefore prohibited:

- A. Abandoned signs as defined in Section 19.22.030.
- B. Animated, moving, flashing, blinking, reflecting, revolving, or any other similar sign, except electronic message boards
- C. Banners, flags, and pennants, except as permitted by Sections 19.22.070 and 19.22.090. MC 979 9/5/96
- D. Bench signs, except as permitted by Design Review or approved transit amenities.
- E. Billboards or Outdoor Advertising signs, except as permitted by Section 19.22.080 of this Chapter. MC 929 1/19/95
- F. Chalkboards or blackboards
- G. Illegal signs as defined in Section 19.22.030
- H. Off-site or billboard signs, except as permitted by Section 19.22.080
- I. Permanent sale or come-on signs
- J. Portable signs or A-frame signs
- K. Signs deemed to be a public nuisance as defined in Section 19.22.030 and MC Section 8.30.010
- L. Roof signs, with the exception of mansards where no useable sign band is available.
- M. Signs on public property, except for traffic regulatory, informational signs, signs required by a governmental agency, and model home tour signs, and except as permitted by Section 19.22.080. MC 812 12/5/91
- N. Signs painted on fences or roofs
- O. Balloons and other inflated devices or signs designed to attract attention, except as allowed per Section 19.22.070
- P. Signs that are affixed to vehicles, excluding permanent signs on commercial vehicles
- Q. Signs which simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in such a manner to interfere with, mislead, or confuse pedestrian or vehicular traffic. MC 1057 10/8/99

**19.22.070 TEMPORARY SIGNS**

Special event signs and civic event signs may be approved by the Director for a limited period of time as a means of publicizing special events such as grand openings, carnivals, parades, charitable events, holiday sales, and special promotions. Such special event signs shall be limited to the following provisions:

- A. No temporary sign shall be erected without a temporary sign permit.
- B. Temporary signs shall be limited to 90 continuous days per event within a 180-day period from the start date of the event.

- C. Temporary signs may include: promotional sales signs, banners, balloons, inflated devices, search lights, beacons, pennants, and streamers.
- D. All temporary signs shall be maintained in good condition; removed or replaced if torn, faded or dirty.
- E. Temporary banners shall be affixed to the walls of a building only.
- F. Auto dealerships may apply for a yearly temporary sign permit for ongoing special promotions. MC 1057 10/8/99

### **19.22.080 OFF-SITE SIGNS**

#### **1. REPLACEMENT OF OFF-SITE BILLBOARD SIGNS ON THE SAME SITE**

The owner of an off-site billboard sign may replace such sign on the same site with another off-site billboard sign, subject to the following conditions:

- A. A “like-for-like” replacement (i.e., same size, height, and number of faces) is permitted subject to a Development Permit.
- B. The existing billboard sign shall be removed prior to the installation of the replacement billboard sign. MC 1057 10/8/99
- C. An existing, legally permitted billboard located within 600 feet of a freeway may replace the existing static display face(s) with electronic variable message center sign(s), enabling changes to be made from remote locations, subject to approval of a Conditional Use Permit and a Department of Transportation permit, and subject to the following criteria and requirements:
  - (1) No billboard shall be upgraded to an electronic variable message display unless the sign is located at least 1,000 feet from the nearest existing or approved electronic message center or electronic display sign.
  - (2) The size of the electronic variable message display shall not exceed the existing height, width or sign face area of the existing billboard.
  - (3) The design, placement, and brightness control shall comply with Department of Transportation (Caltrans) standards, and all advertising content shall comply with the Outdoor Advertising Act.

#### **2. REPLACEMENT OF OFF-SITE BILLBOARD SIGNS ON NEW SITE**

The owner of an off-site billboard sign may replace such sign on a new site with another off-site billboard sign, subject to the following conditions:

- A. The replacement site shall be located in the CG-1, CG-2, CH, IL, IH and IE zones.

- B. A conditional use permit shall be required for each sign, except that two replacement off-site billboard signs (less than 100 square feet each) at two new locations may be combined on a single conditional use permit application.
- C. The advertising display area of the replacement sign shall not exceed the display area of the existing sign or signs to be replaced, and in no event shall it be greater than 672 square feet per face with a maximum of two faces. Display area does not include décor or pole covers.
- D. Spacing shall be:
  - Up to 100 square feet of sign face – 300 linear feet.
  - Up to 300 square feet of sign face – 400 linear feet.
  - Up to 672 square feet of sign face – 600 linear feet.
- E. New billboards shall not be located within 1,000 feet of the gore points of freeway to freeway interchanges or freeway interchanges and on- and off-ramps, or within the interchanges themselves.
- F. Under no circumstance shall more than one new sign be erected to replace one sign removed.
- G. The replaced sign(s) shall be removed prior to the installation of the replacement billboard sign.
- H. The Commission may require the removal of more than one off-site billboard or painted bulletin by the owner in exchange for the right to locate one new replacement sign at a new site. MC 1057 10/8/99

**3. MODIFICATIONS TO EXISTING OFF-SITE BILLBOARDS**

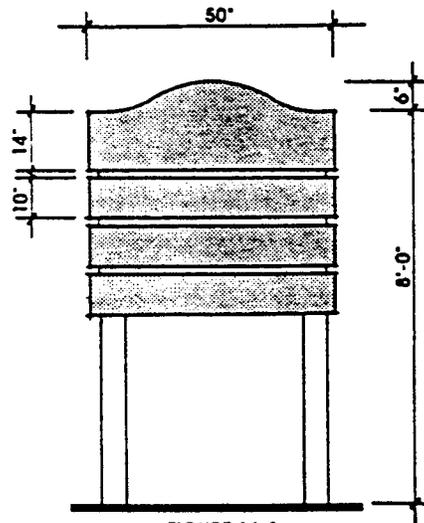
An increase in size, height, or number of faces may be permitted subject to a Conditional Use Permit with the following conditions:

- A. The site shall be located in the CG-1, CG-2, CH, IL, IH, and IE zones.
- B. The total sign area shall not exceed 672 square feet per face with a maximum of two faces.
- C. Under no circumstance shall more than one new sign be erected to replace one sign removed.
- D. The new sign shall be removed prior to the installation of the billboard sign.
- E. The Commission may require the removal of more than one off-site billboard in exchange for an increase in the size, height, or number of faces. MC 1057 10/8/99

#### 4. OFF-SITE RESIDENTIAL SUBDIVISION DIRECTIONAL SIGNS

The following shall regulate and establish a standardized program of off-site residential subdivision directional kiosk signs for the City. For the purposes of this subsection, a residential subdivision is defined as a housing project within a recorded tract where 5 or more structures or dwelling units are concurrently undergoing construction.

- A. The panel and sign structure design shall be in accordance with Figure 16-1.
- B. No kiosk sign structure shall be located less than 300 feet from an existing or previously approved kiosk site, except in the case of signs on different corners of an intersection.
- C. The placement of each kiosk sign structure shall be reviewed and approved by the Director.
- D. All kiosk signs shall be placed on private property with written consent of the property owner or on City right-of-way pursuant to a City encroachment permit.



**FIGURE 16-1**  
Off-site subdivision  
directional kiosk

- E. A kiosk sign location plan shall be prepared, showing the site of each kiosk directional sign, and shall be approved by the Director prior to the issuance of a sign permit.
- F. There shall be no additions, tag signs, streamers, devices, display boards, or appurtenances, added to the kiosk signs as originally approved, no other non-permitted directional signs, such as posters or trailer signs, may be used.

- G. All non-conforming subdivision kiosk directional signs associated with the subdivisions in questions must be removed prior to the placement of directional kiosk sign(s).
- H. Kiosk signs shall be removed when the subdivision is sold out. The entity administering the program will be responsible for removal of panels and structures no longer needed.

**5. OFF-SITE SIGNS ON PUBLIC PROPERTY**

Private advertising signs may be placed on structures in the public right of way, such as bus shelters, if there is a licensing agreement approved by the Mayor and Common Council authorizing such off-site signs on public property. An application for a sign permit must be approved prior to the construction of off-site signs on public property and the applicant and the owner of the sign shall comply with the provisions of Section 19.22.100 regarding sign construction and maintenance standards. MC 812 12/5/91

**6. FREEWAY SIGNS**

- A. Off-site freeway signs are permitted for regionally significant businesses within 1000 feet of the freeways. MC 1057 10/8/99
- B. There is an existing freeway sign to which the subject business may attach a new sign face or a new sign may be constructed to include the off-site business and future/existing business on the subject site.
- C. Freeway signs shall be installed in the following manner:
  - (1) The sign area for the new freeway sign shall be equal to or less than the existing sign.
  - (2) The existing sign structure shall be in conformance with current Development Code standards.
- D. Off-site freeway signs are permitted for regionally significant shopping areas subject to approval of a Sign Program. MC 1057 10/8/99

**7. OFF-SITE ELECTRONIC MESSAGE CENTER SIGNS MC 1211 7/5/05 MC 1357 5/25/11**

- A. Off-site electronic message center signs are permitted only in Freeway Corridor Overlay zone, subject to a Conditional Use Permit, and subject to the provisions in the Outdoor Advertising Act (Chapter 2 in the State of California Business and Professions Code). These provisions include, but are not limited to, placement, location, content, and maintenance. MC 1381 12/19/12
- B. The size and advertising areas will be determined through the Conditional Use Permit process.

- C. The height shall be limited to 50 feet above the grade of the freeway unless a flag test determines that greater height is needed for visibility.
- D. The sign face may extend up to five feet from the edge of the property.
- E. Off-site electronic message center signs may be placed no closer than 1,000 feet from another electronic message center sign (on-site or off-site).
- F. Off-site electronic message center signs must be fitted with automatic dimming devices, capable of lowering the intensity of light during evening hours, rainy, foggy, or cloudy days, or similar situations.
- G. Off-site electronic message center signs are subject to a license agreement with the City of San Bernardino. The license agreement will include, but is not limited to, signage content and “air time” for public service announcements, and may include a revenue-sharing provision.
- H. Off-site electronic message center signs shall not be installed until written approval has been granted by the State Department of Transportation (Caltrans).

### **19.22.090 PERMANENT FLAGS**

Permanent flags may be installed subject to a comprehensive sign program pursuant to Section 19.22.040(2). Permanent flags shall be consistent with programs that relate to a cultural or civic event or goal of the City. Standards of safety and maintenance shall be assured. Such flag programs shall be subject to the following provisions:

1. Permitted uses/buildings include auditoriums, convention halls, performance centers, libraries, museums, public agency facilities, approved urban design plans, and other uses/buildings deemed similar by the Director, pursuant to Section 19.02.070(3).
2. Flags shall be constructed of pliable materials such as canvas, vinyl-coated fabric, acrilan, or similar materials which will withstand exposure to wind and rain without significant deterioration.
3. No sign permits for single flags and banners are permitted.
4. No commercial advertising of products or services is permitted on permanent flags.
5. All permanent flags shall require building permits as necessary for construction or installation.
6. Decorative flags shall be placed so there is no projection above the eaveline of the building.
7. Decorative flags shall be non-illuminated.
8. Flag copy shall be limited to the name and date of publicized event.

9. The number and location of permanent flags shall architecturally enhance the building on which they are placed. MC 979 9/5/96

### **19.22.100 ABANDONED SIGNS**

1. Any abandoned or illegal sign is hereby declared to be a danger to the health, safety, and welfare of the citizens of San Bernardino. Any sign which is partially or wholly obscured by the growth of dry vegetation or weeds or by the presence of debris or litter also presents a danger to the health, safety, and welfare of the citizens of San Bernardino. Any such sign as set forth herein is hereby deemed to be a public nuisance.
2. Any abandoned sign deemed to be a public nuisance shall be removed by the property owner within 30 days after notice via a Notice of Violation from the Code Compliance Department. Within the 10 days after the notice, the property owner may request an appeal hearing before the Hearing Officer on the abandonment and nuisance determination. The appeal shall be granted or the decision modified if facts or circumstances disprove the existence of a public nuisance. If no hearing is requested, or if the appeal has been denied and/or if there is no correction to the violation, the Code Compliance Department will abate the violation. Costs of such abatement may be assessed against the property, using the procedures established in Municipal Code Section 8.30.090. MC 1057 10/8/99

### **19.22.110 SIGN CONSTRUCTION AND MAINTENANCE**

1. Every sign, and all parts, portions, and materials shall be manufactured, assembled, and erected in compliance with all applicable State, Federal, and City regulations and the Uniform Building Code.
2. Every sign including those specifically exempt from this Development Code in respect to permits and permit fees, and all parts, portions, and materials shall be maintained and kept in good repair.
3. A maintained sign is a sign that meets all of the following criteria:
  - A. All sign faces, supports, braces, guys and anchors are kept in repair and in a proper state of preservation.
  - B. There is no evidence of deterioration, including peeling, rust, corrosion, dirt, fading, discoloration or holes.
  - C. The sign does not have broken or missing sign faces or letters.
  - D. There is no chipped or peeling paint.
  - E. There are no missing or inoperative lights.

4. An unmaintained sign shall be repaired or replaced within 30 calendar days following notification via a Notice of Violation from the Code Compliance Department. Noncompliance with such a request shall constitute a nuisance and penalties may be assessed in accordance with the provisions of Chapter 19.46. MC 1057 10/8/99

### **19.22.120 NONCONFORMING SIGNS**

1. A legal non-conforming sign may be reused subject to the following:
  - A. The sign is not abandoned or illegal as defined in Section 19.22.030.
  - B. The sign is not a public nuisance as defined in Section 19.22.030 and MC Section 8.30.010.
  - C. The sign is maintained in accordance with Section 19.22.110.
  - D. The sign is cut-off at the base and stored onsite, provided the stored sign is not visible from the public right-of-way or from adjacent properties. Storage of the sign must be in compliance with all applicable provisions of the Development Code.
  - E. The property owner has 24 consecutive months from the date of removal to reinstall the sign for a tenant. A legally established tenant must occupy the site in order for the sign to be reinstalled.
  - F. If the use of the sign is discontinued for a period of 24 or more consecutive calendar months, it shall lose its legal non-conforming status, and any replacement signage shall be required to conform to the provisions of this Development Code.
2. All non-conforming signs shall be demolished when the building that they advertise is demolished. MC 948 7/10/95
3. Legal non-conforming wall signs shall not prevent the installation of conforming freestanding signs, nor shall legal non-conforming freestanding signs prevent the installation of conforming wall signs. MC 1057 10/8/99

### **19.22.130 REMOVAL OF ILLEGAL SIGNS**

Any illegal sign shall be removed by the property owner within 10 days after notice via a Notice of Violation from the Code Compliance Department. Within the 10 days after the notice, the property owner may request a hearing before the Hearing Officer on the illegal sign determination. The appeal shall be granted or the decision modified if facts or circumstances disprove the existence of an illegal sign. If no hearing is requested, if the appeal has been denied and/or there is no correction to the violation, the Code Compliance Department will abate the violation. Costs of such abatement may be assessed against the property, using the procedures established in Municipal Code Section 8.30.090. MC 1057 10/8/99

**19.22.140 INVENTORY AND ABATEMENT**

Within six months from the date of adoption of this Development Code, the City shall commence a program to inventory and identify illegal or abandoned signs within its jurisdiction. Within 60 days after this six-month period, the City shall commence abatement of identified illegal or abandoned signs.

**19.22.150 SIGN REGULATIONS**

Table [022.01](#) identifies the signs permitted in each of the zones. In addition to the following regulations, all signs must be in compliance with all other provisions of this Chapter pertaining to signs.

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Additional Requirements
<b>A. SIGNS PERMITTED IN R, RESIDENTIAL ZONES</b>						
1. Apartment	Wall or monument	One per street frontage	24 s.f.	Below eaveline for wall sign and 6 ft. for monument sign	1 ft. setback from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>• Signs shall not be internally lighted</li> <li>• Not to exceed 430 ma</li> <li>• Address may be included, but is not part of max. sign area</li> </ul>
2. Neighborhood Identification	Wall or monument	Two per major entrance	30 s.f.	6 ft.	At major entrances to projects or neighborhoods	<ul style="list-style-type: none"> <li>• Copy limited to project/neighbor hood name only</li> <li>• Shall not be internally lighted</li> <li>• Not to exceed 430 ma.</li> <li>• Allowed only if maintenance responsibility assigned to community association</li> </ul>
3. Mobile Home Park Identification	Wall or monument	One per street frontage	24 s.f.	6 ft.	May be located at a major entrance.	<ul style="list-style-type: none"> <li>• Same requirements as apartment project identification signage.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
<b>B. SIGNS PERMITTED IN THE CO, COMMERCIAL OFFICE ZONE</b>						
1. Business Identification (Single Tenant)	Wall and/or monument	One each per street, parking lot or freeway frontage	One-half s.f. of sign area per lineal foot of building frontage on a street. 24 s.f. maximum	Below eaveline for wall sign and 6 ft. for monument	Shall be set back 1 ft. from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>Address may be included, but is not part of max. sign area</li> <li>EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>
2. Building Identification (Multiple Tenant)	Wall and/or monument	One per street, parking lot or freeway frontage	One-half s.f. of sign area per lineal foot of building fronting on a street. 40 s.f. maximum	Below eaveline for wall sign and 8 ft. for monument	Shall be set back 1 ft. from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>Copy shall pertain only to the name of the building.</li> <li>Illumination shall be reverse backlit, channel lit or indirectly illuminated.</li> <li>Address may be included, but is not part of max. sign area</li> <li>EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>
3. Business Identification (Multiple Tenant)	Wall	One per street, parking lot or freeway frontage	One-half s.f. of sign area per lineal foot of building frontage on a street or parking lot. 24 s.f. max.	Below eaveline	Wall or canopy	<ul style="list-style-type: none"> <li>Signs may be internally lit.</li> <li>Address may be included, but is not part of max. sign area.</li> </ul>
4. Pedestrian Business Directory (Multiple Tenant)	Wall or monument sign	To be determined by Director	15 s.f.	6 feet	As necessary	<ul style="list-style-type: none"> <li>To identify tenants and provide directions to individual establishments.</li> <li>Shall not be located in any required setback.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
5. High Rise Bldg. (4 stories or more) a. Bldg. Identification	Wall sign	Two per building	225-500 s.f. (See Figure 22-2)		Above the windows of the highest floor and below the eaveline	<ul style="list-style-type: none"> <li>• Copy is limited to one company name per building side arranged in a single line.</li> <li>• Alternate design may be approved by PC Design Review.</li> <li>• Company logos may be used in combination with letters.</li> <li>• Signs shall be designed to be compatible with the architecture of the building.</li> <li>• Address may be included, but is not part of the max. sign area.</li> </ul>
b. Secondary Tenant Identification	Wall sign	Four per building	24 s.f. max. per sign. Max. letter height- 24"	Below the second floor		
c. Center of Project Identification	Monument	One per street frontage	40 s.f. per face	8 feet above grade or max. of four feet above top of planter or landscaped mound	At main entrance	<ul style="list-style-type: none"> <li>• Shall contain only the name of the center of project, no tenant information except as may be approved by PC Design Review.</li> <li>• Address may be included, but is not part of max. sign area.</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
<b>B. SIGNS PERMITTED IN ALL COMMERCIAL &amp; INDUSTRIAL ZONES (EXCEPT CO ZONE)</b>						
1. SINGLE TENANT a. Business Identification	Wall or canopy	One sign per building elevation, per street, parking lot or freeway frontage. Max. 4 signs per business	2 s.f. of sign area per lineal foot of bldg. fronting on a street up to 100 s.f. max. Secondary elevations up to 75 s.f. max.	Shall not project above the eaveline	May be located on parapet or canopy	<ul style="list-style-type: none"> <li>• Secondary elevations must have street, parking lot or freeway frontage.</li> <li>• Address may be included, but is not part of max. sign area.</li> <li>• EMC permitted (75% of sign area subject to Design Review by PC.</li> </ul>
b. Single Tenants- 15,000 s.f. or larger	Wall or canopy	One primary and up to four info. signs per building frontage. One primary sign per secondary wall. Max. 4 signs per business	150 s.f. of total sign area for primary building elevation. Secondary building frontages up to 100 s.f.	Shall not project above the eaveline	May be located on parapet or canopy	<ul style="list-style-type: none"> <li>• Secondary elevations must have street, parking lot or freeway frontage</li> <li>• Two signs for the first 100' one sign per 50 additional feet up to a max. of 4 signs. MC 1008 12/18/97.</li> <li>• Max. size of each informational sign is 20% of primary sign area.</li> <li>• Address may be included, but is not part of max. sign area.</li> <li>• EMC permitted (75% of sign area subject to Design Review by PC.</li> </ul>
c. Single Tenants – 50,000 s.f. or larger	Wall or canopy	One per street, parking lot or freeway frontage	2. s.f. of sign area per lineal foot of building	Shall not project above the eaveline		<ul style="list-style-type: none"> <li>• Address may be included, but is not park of max. sign area.</li> <li>• See Section 19.22.080(4) for off-site sign requirements.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
d. Business Identification	Projecting	One double face sign per street frontage	25 s.f. max. per face	Shall not extend beyond eaveline	Must be attached to the bldg. to which the copy relates	<ul style="list-style-type: none"> <li>• Authorized in lieu of a wall sign.</li> <li>• Authorized only where no building setback is required.</li> <li>• Address may be included, but is not part of max. sign area.</li> </ul>
e. Business Identification	Monument or Pole sign with decorative pole cover	One double face sign per street frontage	75 s.f. per face	25 ft. above grade	Must not create traffic hazard at corners or driveways	<ul style="list-style-type: none"> <li>• Min. street frontage of 100 ft. required.</li> <li>• A second double face sign per street frontage may be allowed for individual businesses that have a minimum gross floor area of 250,000 s.f. AND when the street frontage along which the additional sign is proposed is at least 500 feet in length.</li> <li>• May be located within 5 ft. of public right-of-way.</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> <li>• Address may be included, but is not part of max. sign area MC 1393 12/2/13</li> </ul>
f. Drive-thru Restaurant	Menu board	Two per bldg.	45 s.f.	8 ft.	Shall not be located so as to be a hazard for driveway or corner radius	

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
g. Drive-thru Restaurant MC 1008 12/18/97	Secondary wall signage	One per street or parking lot frontage per business, 2 maximum	2 s.f. of sign area per lineal foot of bldg. fronting on a street. 75 s.f. max. sign area in CN, otherwise 100 s.f. max. In addition, 1.5 s.f. of sign area per each lineal foot of the bldg.'s read elevation if a public entrance is provided from a rear street or parking lot. 50 s.f. maximum.	Shall not project above the eaveline		
h. Freeway Business Identification (On-site)	Monument or Pole sign with decorative cover	One double-face sign per business	200 s.f. per face	50 ft. above freeway grade	Shall be set back 5 ft. min. from property line	<ul style="list-style-type: none"> <li>• See Section 19.06.030(2)(I)</li> <li>• Site shall be located with Freeway Corridor Overlay District</li> <li>• See 19.14.030(6) and (7)</li> <li>• Address may be included, but is not part of max. sign area</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
2. HIGH RISE BUILDING (4 stories or more) a. Business Identification	Wall sign	Four per bldg.	225-500 s.f. (See Figure 22-2)		Above the windows of the highest floor and below the eaveline	<ul style="list-style-type: none"> <li>• Copy is limited to one company name per building side arranged in a single line</li> <li>• Alternate design may be approved by PC Design Review.</li> <li>• Company logos may be used in combination with letters</li> <li>• Signs shall be designed to be compatible with the architecture of the buildings</li> <li>• Address may be included, but is not part of max. sign area</li> </ul>
b. Secondary Tenant Identification	Wall sign	Four per bldg.	24 s.f. max. per sign. Max. letter height – 24"	Below the second floor		
c. Center or Project Identification	Monument	One per street frontage	40 s.f. per face	8 ft. above grade or max. of 4 ft. above top of planter or landscaped berm.	At main entrance	<ul style="list-style-type: none"> <li>• Shall contain only the name of the center or project, no tenant information</li> <li>• Address may be included, but is not part of max. sign area.</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
3. MULTI-TENANT CENTERS	Monument or Pole sign with decorative pole cover	<ul style="list-style-type: none"> <li>• One double-face sign per street or freeway frontage</li> <li>• One additional sign if a street frontage is longer than 1,200 ft.</li> </ul>	125 s.f. per face.	35 ft.	Shall not be located so as to be a hazard for driveway or corner	<ul style="list-style-type: none"> <li>• Vertical clearance of 10 ft. required for freestanding signs projecting over vehicular passageway</li> <li>• Min. street frontage of 200 ft. required</li> <li>• Sign may identify center and/or up to 3 major tenants</li> <li>• Planter base or landscape area equal to or greater than 4 times the area of one face of a sign</li> <li>• A minimum of 20% of the sign area shall be dedicated to center identification. MC 834 5/19/92</li> <li>• Address may be included, but is not part of max. sign area.</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> </ul>
b. Freeway Regional Mall Identification (On-site or Off-site)	Monument or Pole sign with decorative cover	<ul style="list-style-type: none"> <li>• One double-face sign per center</li> <li>• Maximum of 2 as per Section 19.14.030(6) (D) MC 1179 9/16/04</li> </ul>	200 s.f. per face per anchor tenant	50 ft. above freeway grade; up to 75 ft. above freeway grade based upon flag test	Shall be set back 1 ft. from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>• Commercial areas of a regional nature may qualify subject to approval of a Sign Program by the Planning Commission</li> <li>• Auto Malls qualify under this provision</li> <li>• See Section 19.22.080</li> <li>• Address may be included, but is not part of max. sign area</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
c. Freeway Multi-Tenant Center Identification (On-site)	Monument or Pole sign with decorative cover	<ul style="list-style-type: none"> <li>• One double-face sign per center</li> <li>• Maximum of 2 as per Section 19.14.030(6)(D) MC 1179 9/16/04</li> </ul>	100 s.f. per face per anchor tenant	50 ft. above freeway grade	Shall be set back 1 ft. from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>• Address may be included, but is not part of max. sign area</li> <li>• Signage may identify the center and allowed number of tenants.</li> <li>• Regional Shopping Centers are allowed to have up to six Major Tenants identified on pylon/monument signs.</li> <li>• Local Shopping Centers are permitted up to three tenants identified on pylon or monument signs. MC 1179 9/16/04</li> <li>• A planter base or landscaped area equal to or greater than 4 times the area of one face of the sign.</li> </ul>

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
c. Freeway Multi-Tenant Center Identification (On-site) (Continued)						<ul style="list-style-type: none"> <li>• A minimum of 20% of the sign surface area shall be dedicated to the center identification.</li> <li>• A minimum freeway frontage of 200 lineal feet is required.</li> <li>• Sign designs shall be compatible with architecture/ color of the center.</li> <li>• Company logo may be used with words. MC 1179 9/16/04</li> <li>• Design Review by PC required.</li> </ul>
d. Business Directory	Freestanding	One per frontage	32 s.f. per face	8 ft.	Street or parking lot frontage	<ul style="list-style-type: none"> <li>• Intended to list only the names and addresses of on-site occupants.</li> </ul>
e. Multi-Tenant Center, Individual Tenants	Wall or canopy	One per street, parking lot or freeway frontage	2 s.f. of sign area per lineal ft. of building frontage	Shall not project above the eaveline.		

**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
4. SERVICE STATION  a. Service Station Identification	Wall	One per street or parking lot frontage, max. 3	2 s.f. of sign area per lineal ft. of building fronting on a street	Shall not project above the eaveline.		
	Monument or Pole Sign	One double-face per street frontage	75 s.f. per face	25 ft.		<ul style="list-style-type: none"> <li>• Minimum street frontage of 100 ft.</li> <li>• Two double-face signs can be combined into one 4-sided sign</li> <li>• Secondary signage allowed to count for up to 50% of the total, and the combined area of all signs shall not exceed the maximum sign area<sup>1</sup> MC 1008 12/18/97</li> <li>• EMC permitted for prices</li> </ul>
	Canopy Logo/Name	One per side	9 s.f. per face			
b. Special Service Signs	Wall or ground	Two for each pump island plus 5 for other services	3 s.f. per face	8 ft.		<ul style="list-style-type: none"> <li>• Special service signs shall be limited to such items as self-serve, full service, air, water, cashier</li> </ul>

**SIGN REGULATIONS - 19.22**

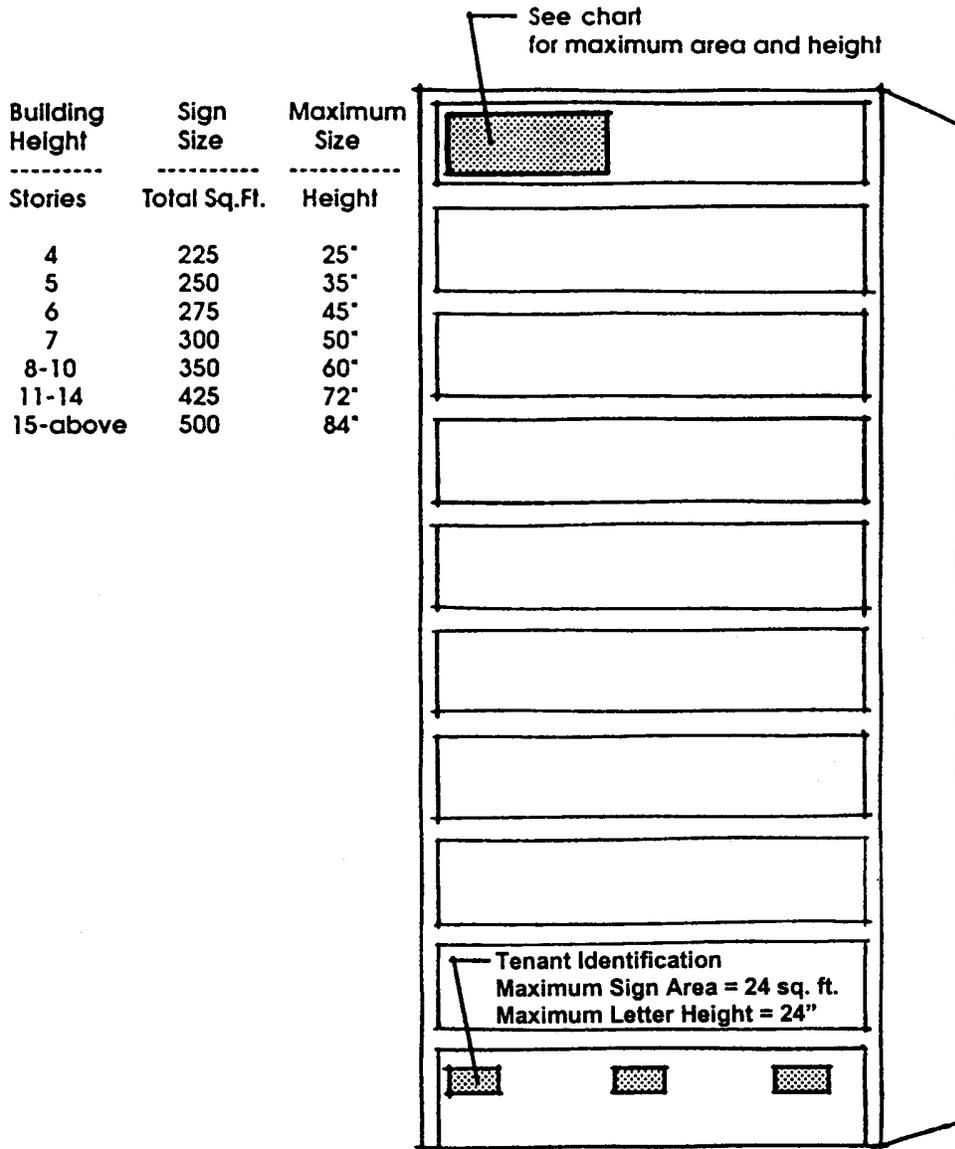
<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
5. Vehicle Dealerships MC 1169 4/15/04 MC 1393 12/2/13  a. Electronic Sign	Monument or Pole sign with decorative cover	1	Case by case	50 ft. (may be up to 75 ft. with flag test)	Set back 1 ft. from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>• On-site</li> <li>• Adjacent to a freeway and within Freeway Corridor Overlay District</li> <li>• Street frontage of 500 ft.</li> <li>• No closer than 500 ft. to other electronic sign</li> <li>• Flag test for visibility</li> </ul>
b. Free-Standing MC 1393 12/2/13	Monument or Pole sign with decorative cover	One double face sign per street frontage	160 s.f. per sign face	50 ft. above grade	Must not create traffic hazard at corners or driveways	<ul style="list-style-type: none"> <li>• Min. street frontage of 100 ft. required.</li> <li>• May be located within 5 ft. of public right-of-way.</li> <li>• EMC permitted (75% of sign area) subject to Design Review by PC.</li> <li>• Address may be included, but is not part of max. sign area.</li> </ul>

**D. SIGNS PERMITTED IN THE PP, PUBLIC PARK ZONE**

1. Facility Identification	Wall or freestanding	One per street or parking lot frontage	30 s.f. per face	7 ft.		<ul style="list-style-type: none"> <li>• Intended only to identify the name and address of a public or quasi-public facility or as approved by the Commission</li> <li>•</li> </ul>
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**SIGN REGULATIONS - 19.22**

<b>Sign Class</b>	<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Sign Area</b>	<b>Maximum Sign Height</b>	<b>Location Requirements</b>	<b>Additional Requirements</b>
<b>E. SIGNS PERMITTED IN THE PF, PUBLIC FACILITIES ZONE</b>						
1. Facility Identification	Wall or freestanding	One per street or parking frontage	30 s.f. per face	7 ft.		<ul style="list-style-type: none"> <li>Intended only to identify the name and address of a public or quasi-public facility as approved by the Commission</li> </ul>
2. Permanent Flags pursuant to Section 19.22.090. MC 979 9/5/96						
<b>F. SIGNS PERMITTED IN THE SP, SPECIFIC PLANS DISTRICTS</b>						
Signage with each specific plan district shall be as permitted per plan.						
<b>G. INSTITUTIONAL SIGNS PERMITTED IN ALL ZONES</b>						
1. Institutional Identification Signs MC 1016 2/27/98	Wall and monument	One each per use	24 s.f	Below eaveline for wall sign and 6 ft. for monument	1 ft. setback from property line, not to obstruct corner sight distance.	<ul style="list-style-type: none"> <li>Institution name (min. 25% of sign area)</li> <li>May incorporate changeable copy or EMC (max. 75% of sign area)</li> <li>May be internally or externally illuminated</li> <li>Not permitted in multi-tenant centers</li> <li>Address may be included, but is not part of max. sign area</li> </ul>



Note: This diagram is not intended to describe the sign's geometric shape.

**FIGURE 22-2**  
 High Rise Building and  
 Tenant Identification Signs

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