

Division III: Definitions and Measurement Standards

Section 13.070. Sign Definitions

- A. This article contains numerous graphics, pictures, illustrations, and drawings in order to assist the reader in understanding and applying the sign requirements. However, to the extent that there is any inconsistency between the text of this Article and any graphic, picture, illustration, or drawing, the text controls unless otherwise provided in the specific section.
- B. The following words and terms as used in this Article have the meanings stated in this section.
1. **Abandoned Sign.** Any sign remaining in place or not maintained for a period ninety (90) days after it no longer advertises or identifies an ongoing business, product or service available on the establishment premises where the display is located.
 2. **Abandoned Sign Structure.** A sign structure which:
 - a. by reason of neglect, damage or deterioration, requires repair, and
 - b. the owner, or other party responsible for maintaining the sign, fails to undertake and complete the repairs within thirty (30) days after written notice to do so from the City.
 3. **Address.** A sign that displays the official address of the property or building.
 4. **Animated or Moving Sign.** A sign depicting motion, the act of motion, action, light or color changes through environmental, mechanical, or electrical means or through patterned illusionary movement. This definition includes a person or figure, whether costumed or not, located outside a building or use, for the purpose of attracting attention to said business or use. This definition does not include electronic message boards, as defined herein and further regulated in Division VI of this Article.
 5. **Architectural Features.** Decorative materials, embellishments, attachments, or other elements of buildings that do not contain letters, trademarks, moving parts or lights. Examples include columns, cornices, arches, dormers, public and private art, and sculptures attached to the building.
 6. **Architectural Support Structure.** A structure that serves as the base of a sign, or the structural members supporting sign, containing architectural features or designs to provide a decorative finish or covering over the supporting members.
 7. **Attention Attracting Device.** Any flasher, blinker, animation, banner, clock or other object designed or intended to attract the attention of the public to an establishment or to a sign.
 8. **Attached Sign.** An "Attached Sign" is a sign that is attached to a building. The term "Attached Sign" includes any Awning Sign, Canopy Sign, Marquee Sign, Over Canopy Sign, Painted Wall Sign, Projecting Sign, Under Canopy Sign, or Wall Sign, defined as follows:
 - a. **Appliqué Sign.** A commercial sign made of flexible film material similar to a decal that is applied to a wall surface in a manner that can also be easily removed without damaging the wall surface. Such signs are usually applied by heat and adhere to wall surfaces without the use of any other means.
 - a-b. **Awning Sign.** A sign that is painted, stenciled or attached to the surface of an awning. An "awning" means an overhead covering that projects from and is supported by the wall of a building to shield a doorway, walkway, or window from inclement weather or the sun. Awnings are slanted, sloped, or rounded; are often made of non-rigid material such as fabric or flexible plastic, supported by a rigid frame; or can be constructed with rigid materials, such as



Awning Sign

Article 13. Signs

2. Non-commercial speech.
- B. Signs in the Right-of-Way Prohibited. No sign shall be erected in, located in, extend into or over, a public right-of-way, except where specifically allowed by this Article.
- C. Interference with Safety Provisions. No sign shall interfere with the free ingress or egress of any fire escape, exit, standpipe, or window, or obstruct any required ventilator or door stairway.
- D. Sight Triangle. No sign shall be located within a sight triangle, as defined herein.
- E. Conformance to Building Codes.
 1. Signs shall be designed to conform to all structural and wind-load resistive standards of the Building Code (Chapter 7 of the City Code).
 2. All signs involving internal lights or other electrical devices or circuits shall display a label certifying it as being approved by the Underwriter's Laboratories, Inc.
 3. All electrical service to a sign shall comply with the Electrical Code (Chapter 7 of the City Code).
 4. Clearance from all electrical power lines shall conform to the requirements of the Electrical Code (Chapter 7 of the City Code).
- F. Attachments to Freestanding Signs. No guys, braces, attachments, banners, flags, inflatable display or other similar devices shall be attached to any freestanding sign
- G. Sign Maintenance. All signs, together with all their supports, braces, guys, and anchors, shall be kept in good repair and, unless constructed of galvanized or noncorroding metal, shall be given a protective coating as necessary to maintain a clean appearance an safe condition. All signs shall be maintained in accordance with all City ordinances, including ordinances concerning nuisances and vegetation.

Section 13.200. Attached Signs

- A. Applicability. Attached signs shall conform to the standards in Table 13-1.

B. Appliqué Signs

1. See wall signs H.1
2. Appliqué signs shall be maintained in good repair and removed at the time the advertised business is no longer associated with the sign
 - a. The appliqué shall be kept in good condition for the life of the sign. An appliqué shall be deemed to be in a state of disrepair when 25% or more of the display surface area contains peeling or flaking surface, or is otherwise not preserved in the manner in which it was originally created.
 - b. The display surface shall be kept clean and neatly painted and free from corrosion.
 - c. Any appliqué that is not maintained according to the maintenance standards herein established may be ordered removed by the Director, or his/her designee.

B-C Awning signs

1. May either be attached to or incorporated into the material of the awning.
2. When the maximum sign area is a percentage of building facade, the calculation shall be based on the width of the awning times the height of the building.

C-D Canopy Signs

1. On attached canopies, if the sign area is a percentage of building façade, the calculation shall be based upon the width of the canopy times the height of the building.

Table 13-1. Permitted Permanent Signs

Zoning District	Use	Sign Type	Maximum Number	Maximum Sign Area	Height	Illumination (Lighting)	Special Conditions
AG RDR RLL R-1 RP-1 RP-2 RP-3 RP-4	Residential subdivision	Freestanding: -Subdivision entrance monument; -Landscape wall sign	2 per subdivision entrance from arterial or collector street	32 sq.ft. sign face area 72 sq.ft. structure area	6 feet	External indirect Halo	
		Freestanding: -Ground -Hanging -Landscape wall sign	1 per street frontage	16 sq.ft.	6 feet	External indirect Halo	75 feet between freestanding signs
	Multi-family development, apartment complex	Wall <u>Attached:</u> -Appliqué	1 per street frontage	5% of building façade	2 foot max. letter height	External indirect Halo	
		Freestanding: -Monument; -Monument with EMB -Landscape wall sign	1 per driveway entrance	32 sq.ft. sign face area 72 sq.ft. structure area	6 feet	External indirect Halo	75 feet between freestanding signs
NFO TNZ	Non-residential use	Attached: -Appliqué -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	1 attached	6 sq.ft.	2 foot max. letter height	External indirect	10 feet clearance for projecting; 8 feet for under canopy
		Freestanding: -Hanging -Ground -Monument	1 freestanding	8 sq.ft. – hanging 16 sq.ft. – ground and monument	6 feet		75 feet between freestanding signs
	Non-residential/Office	Attached: -Appliqué -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	1 attached (1 per tenant if multi-tenant)	6 sq.ft.	2 foot max. letter height	External indirect	10 feet clearance for projecting; 8 feet for under canopy

Article 13. Signs

Zoning District	Use	Sign Type	Maximum Number	Maximum Sign Area	Height	illumination (Lighting)	Special Conditions
		Freestanding: -Ground -Hanging -Monument	1 freestanding	6 sq.ft. for ground or hanging; 16 sq.ft. for monument	6 feet		75 feet between freestanding signs
PO CP-1	Single tenant building	Attached: <u>-Applique</u> -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	2 attached	5% of building façade for wall, awning or canopy; 6 sq.ft. for projecting, over or under canopy	2 foot max. letter height	External indirect Halo Internal	10 feet clearance for projecting; 8 feet for under canopy
		Freestanding: -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign	1 freestanding	16 sq.ft. for ground or hanging; 32 sq.ft. sign face area, 72 sq.ft. structure area for monument	6 feet		75 feet between freestanding signs
PO CP-1	Multi-tenant building or multi-building center	Attached: <u>-Applique</u> -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	2 attached per tenant	5% of building or tenant lease space façade; 6 sq.ft. for projecting, over or under canopy	2 foot max. letter height	External indirect Halo Internal	10 feet clearance for projecting; 8 feet for under canopy
		Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign	1 freestanding per building	16 sq.ft. for ground or hanging; 72 sq.ft. sign face area; 72 sq.ft. structure area for monument	6 feet		75 feet between freestanding signs
CP-2	Single tenant building	Attached: <u>-Applique</u> -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	3 attached	10% of building façade for awning, canopy, or wall; 6 sq.ft. for projecting, over or under canopy	6 foot max. letter height	External indirect Halo Internal	10 feet clearance for projecting; 8 feet for under canopy

Article 13. Signs

Zoning District	Use	Sign Type	Maximum Number	Maximum Sign Area	Height	Illumination (Lighting)	Special Conditions
		<ul style="list-style-type: none"> Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign -Pillar 	1 per street frontage; maximum of 2	<ul style="list-style-type: none"> 16 sq.ft. for ground or hanging; 72 sq.ft. sign face area 96 sq.ft. structure area for monument 70 sq.ft. for pillar 	<ul style="list-style-type: none"> 6 feet for ground or hanging; 12 feet for monument; 20 feet for pillar 	<ul style="list-style-type: none"> External indirect Halo Internal 	75 feet between freestanding signs
CP-2	Multi-tenant building	<ul style="list-style-type: none"> Attached: <ul style="list-style-type: none"> -Appliqué -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign -Pillar 	2 per tenant	<ul style="list-style-type: none"> 10% of building façade for wall, awning or canopy; 6 sq.ft. for projecting, over or under canopy 	6 foot max. letter height	<ul style="list-style-type: none"> External indirect Halo Internal 	10 feet clearance for projecting; 8 feet for under canopy
		<ul style="list-style-type: none"> Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign -Pillar 	1 per building per street frontage; maximum of 2 per lot	<ul style="list-style-type: none"> 16 sq.ft. for ground or hanging; 72 sq.ft. sign face area 96 sq.ft. structure area for monument; 70 sq.ft. for pillar 	<ul style="list-style-type: none"> 6 feet for ground or hanging; 12 feet for monument; 20 feet for pillar 	<ul style="list-style-type: none"> External indirect Halo; Internal 	75 feet between freestanding signs
CBD	Uses permitted in CBD	<ul style="list-style-type: none"> Attached: <ul style="list-style-type: none"> -Appliqué -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall Freestanding: <ul style="list-style-type: none"> -Ground -Hanging -Monument Sandwich board 	2 attached per tenant	<ul style="list-style-type: none"> 10% of building façade for awning, canopy, or wall; 6 sq.ft. for projecting, over or under canopy 	2 foot max. letter height	<ul style="list-style-type: none"> External indirect Halo 	10 feet clearance for projecting; 8 feet for under canopy
		<ul style="list-style-type: none"> Freestanding: <ul style="list-style-type: none"> -Ground -Hanging -Monument Sandwich board 	1 freestanding	<ul style="list-style-type: none"> 16 sq.ft. for ground or hanging; 32 sq.ft. sign face and structure area for monument 12 sq.ft. 	6 feet		75 feet between freestanding signs
		Sandwich board	1 per tenant	12 sq.ft.	6 feet		Only in front of business advertising

Article 13. Signs

Zoning District	Use	Sign Type	Maximum Number	Maximum Sign Area	Height	Illumination (Lighting)	Special Conditions
CS	Uses permitted in CS	Attached: -Applique -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	1 per façade; maximum of 2	10% of building façade for awning, canopy, or wall; 6 sq.ft. for projecting, over or under canopy	6 foot max. letter height	External indirect Halo Internal	10 feet clearance for projecting; 8 feet for under canopy
		Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign	1 per building	16 sq.ft. for ground or hanging; 72 sq.ft. sign face area and 96 sq.ft. structure area	6 feet		75 feet between freestanding signs
PI	Uses permitted in PI	Attached: -Applique -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	1 per façade, maximum of 2	10% of building façade for awning, canopy, or wall; 6 sq.ft. for projecting, over or under canopy	6 foot max. letter height	External indirect Halo Internal	10 feet clearance for projecting; 8 feet for under canopy
		Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign	1 per building	16 sq.ft. for ground or hanging; 72 sq.ft. sign face area and 96 sq.ft. structure area	6 feet		75 feet between freestanding signs
PMIX	Residential uses	Subdivision entrance monument; Landscape wall sign	2 per subdivision entrance from arterial or collector street	32 sq.ft. sign area; 72 sq.ft. structure area	6 feet	External indirect Halo	75 feet between freestanding signs
		Attached: -Applique -Awning -Canopy -Over Canopy -Projecting -Under Canopy -Wall	3 per building, or 2 per tenant	10% of building façade for awning, canopy, or wall; 6 sq.ft. for projecting, over or under canopy	6 foot max. letter height	External indirect Halo Internal	As approved per plan; 10 feet clearance for projecting; 8 feet for under canopy

Article 13. Signs

Zoning District	Use	Sign Type	Maximum Number	Maximum Sign Area	Height	Illumination (Lighting)	Special Conditions
		Freestanding -Ground -Hanging -Monument -Monument with EMB -Landscape wall sign	1 per building	16 sq.ft. for ground or hanging; 72 sq.ft. sign face area and 96 sq.ft. structure area	12 feet		75 feet between freestanding signs