



SIGN REGULATIONS FOR PRIVATE PROPERTY

(See Chapter 14.68 for Definitions, General Provisions, Enforcement, etc.)

PERMANENT SIGNS IN COMMERCIAL AND OFFICE DISTRICTS

- A. Multiple Frontages. For parcels having frontage on more than one street or a public parking facility, signage shall be allowed on each frontage in accordance with district standards, except as follows:
1. The allowed sign area on a secondary frontage shall not exceed the allowed sign area on a primary frontage.
 2. On a corner lot, the signage on a secondary street frontage, which frontage shall intersect with the primary frontage, shall be limited to two-thirds of the sign area allowed on the primary frontage; provided, however, if the length of the primary frontage exceeds the length of the intersecting secondary frontage, the sign area allowed on the intersecting secondary frontage shall be based on the district standard and multiplied by two-thirds.
 3. The signs on each frontage shall be separated by a minimum of fifteen (15) feet which shall be measured at the perimeter of the building.
 4. On parcels with frontage on Foothill Expressway, no signage facing Foothill Expressway shall be allowed except in accordance with a master sign program which has been approved by the city.
- B. Illuminated Signs. No sign shall be illuminated so that the primary source of light causes excessive glare. Only signs located in commercial and office districts may be internally illuminated except that in the OA-1 district on Altos Oaks Drive, internally illuminated signs are prohibited.
- C. Neon and Other Fluorescing Gases. Exposed tube neon signs shall not exceed two square feet per lot or establishment.

PERMANENT SIGNS IN CERTAIN COMMERCIAL DISTRICTS

Unless otherwise provided by this chapter, the following standards shall apply in the CN, CD, CD/R3, CRS, and CRS/OAD districts.

- A. Permanent Sign Area—Single Occupant Parcels. On parcels with primary frontage of twenty-five (25) feet or less, signs shall be allowed with a total area not to exceed twenty-five (25) square feet. On parcels with primary frontage over twenty-five (25) feet, signs shall be allowed with a total area of not more than three-fourths of a square foot for each one foot of primary lot frontage with a minimum of twenty-five (25) square feet and a maximum of one hundred (100) square feet.

- B. Permanent Sign Area—Multiple Occupant Parcels Other than Shopping Centers. On parcels with a primary frontage of fifty (50) feet or less, signs shall be allowed with a total area not to exceed fifty (50) square feet, and no individual establishment shall be allowed more than twenty-five (25) square feet of sign area. On parcels with a primary frontage of more than fifty (50) feet, each establishment shall be allowed sign area not to exceed three-fourths of a square foot for each one foot of building frontage occupied; however, each establishment shall be allowed a minimum of fifteen (15) square feet of sign area, but in no event shall the total area of signs exceed one hundred (100) square feet.
- C. Sign Area—Shopping Centers. A master sign program (see Section 14.68.130 for regulations) is required for each shopping center. The master sign program shall specify the sign area allowed in accordance with the following guidelines:
1. Freestanding Signs—Shopping Centers. One freestanding sign shall be allowed on the primary frontage and one freestanding sign shall be allowed on each secondary frontage. The maximum sign area on the primary frontage shall be one hundred fifty (150) square feet, and the maximum sign area on each secondary frontage shall be seventy-five (75) square feet.
 2. Attached Signs—Shopping Centers. Attached signs shall be allowed for each tenant not to exceed one square foot of sign area for each one foot of building frontage occupied; provided, however, each tenant shall be allowed a minimum of fifteen (15) square feet of sign area and a maximum of thirty (30) square feet of sign area. If a tenant occupies a corner space, the sign area allowed shall apply to each frontage, provided the signs are separated by a minimum of fifteen (15) feet which shall be measured at the perimeter of the building.
 3. Under-Canopy Signs—Shopping Centers. Each tenant shall be allowed an under-canopy sign not to exceed four square feet in area.
 4. Window Signs—Shopping Centers. The maximum signage allowed on windows (both permanent and temporary) shall not exceed forty (40) percent. At least sixty (60) percent of the window glazing area must be unobstructed at all times. Second floor window signs are prohibited unless no other reasonable location is available to display signage.
- D. Height. Freestanding signs shall not exceed thirty (30) feet in height for a shopping center and ten (10) feet in all other cases. Signs attached to the building shall not project above the highest portion of the building and shall not be allowed on the roof unless no other reasonable location is available, in which case the height of the sign shall not exceed the roof line. Roof mounted signs may not exceed the height limit applicable to that district.
- E. Projection. When allowed by Chapter 9.26, or the city's "Downtown Outdoor Display Permit Guidelines" an awning sign, a wall sign or a blade sign may project over the public right-of-way, subject to the following rules on projection and clearance (projection is measured on a line perpendicular to the wall):
1. Awning. Projection only over a public sidewalk, maximum projection four feet, minimum clearance eight feet.
 2. Wall signs. Maximum projection over public right-of-way - twelve (12) inches.
 3. Blade signs. Projection over a public sidewalk only, maximum area two hundred forty (240) square inches; maximum projection from building thirty-six (36) inches but in no case shall the sign project more than two-thirds of the distance from the building to the

curb; minimum distance between sign and building six inches; maximum height ten (10) feet; angle to building ninety (90) degrees; special illumination prohibited.

- F. Clearance. All signs which project over a public or private walkway shall have a minimum clearance of eight feet, and all signs which project over a driveway or street shall have minimum clearance of fourteen (14) feet.

PERMANENT SIGNS IN THE CT COMMERCIAL DISTRICT

Unless otherwise provided by this chapter, the following standards shall apply in the CT districts.

- A. Sign Area—Single and Multiple Occupant Parcels Other than Shopping Centers. One freestanding sign shall be allowed with an area of not more than one square foot for each one foot of lot frontage up to a maximum of one hundred (100) square feet, plus additional identification signs attached to the building with an area not to exceed three-fourths of a square foot for each one foot of building frontage up to a maximum of one hundred (100) square feet. In this zone, the area of a double-sided freestanding sign is measured on one side only.
- B. Sign Area—Shopping Centers. See Section 14.68.100(C).
- C. Height. Freestanding signs shall not exceed thirty (30) feet in height for a shopping center and ten (10) feet in height in all other cases. Signs attached to the building shall not project above the highest portion of the building and shall not be allowed on the roof unless no other reasonable location is available, in which case the height of the sign shall not exceed the roof line. Roof mounted signs may not exceed the height limit applicable to that district.
- D. Projection. Unless otherwise specified by this chapter, no sign shall project over the public right-of-way, and then only when authorized by Chapter 9.26, or the city's "Downtown Outdoor Display Permit Guidelines."
- E. Clearance. All signs which project over a walkway shall have a minimum clearance of eight feet, and all signs which project over a driveway or street shall have a minimum clearance of fourteen (14) feet.

PERMANENT SIGNS IN OFFICE DISTRICTS

Unless otherwise provided by this chapter, the following standards shall apply in the office districts.

- A. Permanent Sign Area. In all office districts except the OA-1 district on Altos Oaks Drive, each parcel may display a maximum of forty (40) square feet of sign area. In the OA-1 district on Altos Oaks Drive, each parcel shall be allowed a maximum of twenty-five (25) square feet of permanent sign area. Information signs, traffic directional signs and flags do not count toward this total, but may be subject to their own category limits.
- B. Height. In all office districts except the OA-1 district on Altos Oaks Drive, no sign shall exceed ten (10) feet in height. In the OA-1 district on Altos Oaks Drive no sign shall exceed eight feet in height. No roof signs shall be permitted, and signs attached to the building shall not project above the highest portion of the building.
- C. Projection. No sign shall project over the public right-of-way or a property line.
- D. Clearance. When allowed by Chapter 9.26, or the city's "Downtown Outdoor Display Permit Guidelines" all signs which project over walkways must have a minimum clearance of eight

feet, and all signs which project over driveways must have a minimum clearance of fourteen (14) feet.

- E. Information Signs. Information signs may not exceed four square feet, cumulative, on any parcel, lot or establishment.
- F. Traffic Directional Signs on Private Property. Each such sign shall not exceed four square feet in area, and if located within ten (10) feet of a public right-of-way, shall not exceed three feet in height.

MASTER SIGN PROGRAMS

A master sign program shall be required for all multiple tenant, nonresidential projects and buildings. The purpose of a master sign program is to achieve visual harmony and a consistent image theme in establishment identification.

- A. Application. Application for a master sign program shall be made to the director, by providing the information required for a sign permit, and in addition, graphical samples of the visual theme of the program. The program will call for individual signs to relate to one another by incorporating at least three common elements. Such elements may include size, shape, material, color, location, illumination, letter style, or letter size.
- B. Area. The total sign area allowed under a master sign program may be distributed other than specified in this chapter.
- C. Compliance. After approval of a master sign program, all signs installed on the premises must conform to the program; however, a master sign program cannot be used to limit graphic design on a sign displaying protected noncommercial speech. A master sign program may be amended by filing an application for amendment or for a new master sign program.
- D. Multiple Occupant Projects. For multiple occupant projects existing prior to the requirement for a master sign program, such program shall be established at the time the first modification of an existing sign is proposed which requires the replacement or alteration (other than a face change), of an existing sign on the premises. Thereafter, any replacement or alteration (other than a face change), of any sign within the project shall be in compliance with this section and the approved sign program.

TEMPORARY SIGNS IN COMMERCIAL AND OFFICE DISTRICTS

The signs described in this section are exempt from the sign permit requirement and count only toward the sign area limit applicable to temporary signs under the district rules. However, such signs must still satisfy the rules stated in this section, and are still subject to other applicable permit requirements, such as safety code permits. The maximum area for all temporary signs authorized by this section, for each lot, parcel or establishment, by zoning district is as follows:

- A. Temporary commercial window signs:
 - 1. Fifteen (15) percent of window area, except;
 - 2. Buildings with more than twenty thousand (20,000) square feet of interior floor space are allowed up to twenty five (25) percent of window area;

3. The maximum signage allowed on windows (both permanent and temporary) shall not exceed forty (40) percent. At least sixty (60) percent of the window glazing area must be unobstructed at all times.
- B. Temporary noncommercial signs. In addition to the allowances contained in subsection A, temporary noncommercial messages may also be freestanding but shall not exceed twelve (12) square feet or six feet in height.
- C. Construction site signs not exceeding twenty (20) square feet in display face or ten (10) feet in height; such signs may be displayed only after the issuance of a building permit for the construction project and shall be removed prior to final inspection of the construction project; such signs shall not be specially illuminated.
- D. Real estate signs not exceeding six square feet in copy area or ten (10) feet in height; maximum one per lot; such signs may be displayed only during the time that the property is on the market; such signs shall not be specially illuminated. Attached signs shall not project above the eave of the roof or the top of the parapet.
- E. Banners and decorative flags not exceeding one-fourth of a square foot for each one foot of primary building frontage occupied, with a maximum of forty (40) square feet may be displayed not more than ninety (90) calendar days in a calendar year, such days need not be consecutive.
- F. Temporary signs shall not be used to display offsite commercial messages or general advertising for hire.

PERMANENT AND TEMPORARY SIGNS IN RESIDENTIAL, PUBLIC AND COMMUNITY FACILITIES AND RESIDENTIAL USES IN MIXED USE DISTRICTS

The rules in this section apply to all signs displayed in residential districts and PCF districts and residential uses in mixed use districts. Unless otherwise stated, signs allowed by this section are not subject to a sign permit, but are subject to applicable safety code permits. Signs subject to this section may not be specially illuminated. Lots whereon a dwelling unit is being built or repaired or remodeled shall be treated as a dwelling unit, even if certificates of completion or occupancy have not yet been issued.

- A. Individual Dwelling Units. Each separate residential dwelling unit, whether in attached multi-family, detached single family, town home, condominium, or apartment type structures, is allowed a display area of twelve (12) square feet at all times; however, this cumulative area limit does not include name plates, address signs, or flags. This display area may be used for any protected noncommercial speech, garage sale (onsite or offsite with owner's consent), real estate signs (onsite or offsite with owner's consent) and construction site signs, subject to:
 1. Residential signs may be freestanding or attached to walls, windows, doors, or fences, but may not be attached to trees, bushes or living plants. If freestanding, residential sign structures may not exceed six feet in height.
 2. Real estate sign structures may not exceed four square feet in area or six feet in height; maximum one real estate sign per lot, parcel or dwelling unit.
 3. Garage sale signs may be displayed only on the day of the event of the sale; each garage sale sign may not exceed two square feet in area.

- B. Construction Signs. In addition to the allowances contained in subsection A, construction site sign structures may not exceed twenty (20) square feet in area or ten (10) feet in height, and may be on display only after all necessary permits have been issued and must be removed within fifteen (15) calendar days after the construction project is complete and/or a certificate of occupancy has been issued.
- C. Master Unit. In addition to the signs allowed to individual dwelling units, the office or master unit of multi-family residential uses in the R3 districts are allowed one sign not to exceed fifteen (15) square feet in area and six feet in height. Such sign is subject to a sign permit.
- D. Public Uses. Public, quasi-public and PCF uses such as churches, libraries and public utility buildings may display one sign not exceeding twenty (20) square feet in area and six feet in height, and such signs may be illuminated.
- E. Nonconforming Commercial. Nonconforming commercial uses in residential districts may not add new display area, but may replace existing, legal sign area with new structures which do not increase the display area or any other factor of nonconformity. Such structural replacement is subject to a sign permit.
- F. Projection and Encroachment. Unless otherwise specified by this chapter or Chapter 9.26, or the city's "Downtown Outdoor Display Permit Guidelines" no sign subject to this section shall project over the public right-of-way or over any property line.
- G. Clearance. When allowed by Chapter 9.26, or the city's "Downtown Outdoor Display Permit Guidelines" all signs which project over public walkways must have a minimum clearance of eight feet, and all signs which project over driveways must have a minimum clearance of fourteen (14) feet.
- H. New Subdivisions. One sign not to exceed twenty (20) square feet may be placed on property during its course of development as a subdivision. The permit shall be valid for a period of six months and may be renewed for additional six-month periods, but in no case shall renewal of the permit be allowed to extend beyond the period of subdivision development.