

TITLE 18

SIGNS

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Chapter 18.000

TITLE AND INTENT

Sections:

- 18.000.000 Title**
- 18.000.010 Intent**
- 18.000.020e Editor's Note to Title 18**

18.000.000 TITLE

Title 18 of the Municipal Code shall be known as the Sign Ordinance of the City of Claremont. (08-05)

18.000.010 INTENT

The City of Claremont possesses a beautiful natural setting and an attractive manmade environment. However, those physical advantages and the economic benefits that flow from them can be threatened by the uncontrolled proliferation of signs within the community. At the same time, carefully designed and regulated signing can contribute to the visual quality of the community, increase economic activity, and provide for a desirable environment.

The purpose and intent of this Title is to regulate signs in the City in order to protect Claremont's physical and economic environment, support the policies of the General Plan, and promote the public health, safety, and general welfare.

The City Council finds that commercial and non-commercial signing in excess of the standards set within this Title contributes to visual blight and conflict with the City's zoning goals and General Plan aesthetic goals.

A. The City Council finds that the above goals are served by the following specific objectives of the regulations set forth in this Title:

1. To ensure that signs serve primarily to identify the establishment on the site.
2. To ensure that signs harmonize with their buildings and neighborhoods and with other signs in the area.
3. To invite artistry and innovation in signs so as to maintain and improve the appearance of the buildings and neighborhoods in which they are placed.
4. To require signs that are carefully designed and professional in appearance.
5. To avoid traffic hazards by minimizing visual competition among signs and by providing clear identification of businesses.
6. To tailor sign size, height, and placement to the characteristics of the street from which signs are viewed (e.g. traffic speeds, street width, pedestrian activity, etc.).

The council also finds that flags with commercial messages must be included as part of the overall signing allowed to a particular property. Any flags with commercial messages that are in excess of the signing allowed that property contribute to visual blight and conflicts with the City's zoning goals and General Plan aesthetic goals.

B. Design Criteria

The sign design criteria set forth in this Section were developed in order to encourage signs which provide clear identification for businesses and other land uses, while promoting quality, creativity, artistry, innovation, and variety in sign design and materials, and to insure that signs harmonize with surrounding architecture. These design criteria shall be used by the staff and the Architectural Commission to determine if a proposed sign is consistent with the Intent of this Title and with the policies of the General Plan. The design criteria are as follows:

1. Identification - Major identification signs shall serve primarily to identify the name or type of business or other land use.
2. Architectural Context - Sign design shall harmonize with the architectural design and details of the building it serves, with other signs on the building, with the building's surroundings, and with the

business or other activity that the sign identifies. Further, signs shall not cover or obstruct important architectural elements.

3. Design Elements - The following important design elements shall be addressed:

a. Materials - Creativity in use of materials is encouraged. Durable materials which are compatible in appearance to the building supporting or identified by the sign shall be used. Internally lighted plastic-faced signs are discouraged except for individually mounted or "cutout" letters. Where internally lighted plastic-faced canister signs are approved, light colored letters on a dark or opaque background shall be used.

b. Colors - Colors of signs should harmonize with the building it serves, adjacent landscaping and buildings, and signs of adjacent businesses.

c. Size - Sign size and height shall be in harmony with the building it serves, with other nearby buildings, and with adjacent streets. Size and height shall also be appropriate to the distance from which the sign is normally viewed.

d. Letter Style - Simple lettering styles shall be used for ease of identification. Legibility shall take priority over complexity in the design of the sign face. (08-05)

e. Placement – Signs in the Claremont Village (CV) District shall be building-mounted whenever possible unless the Architectural Commission determines that visibility or site considerations dictate the use of a freestanding sign. (10-04)

f. Illumination - Illuminated signs shall be lighted to the minimum level required to ensure nighttime readability. Specific illumination levels shall be in accordance with Chapter 18.005 (General Standards).

4. Impact on Surroundings - Signs shall not detract from the visibility of other signs, nor shall they have adverse safety or visual impacts on the streetscape or other nearby properties. (08-05)

18.000.020e EDITOR'S NOTE TO TITLE 18

*Prior history: Included in the Claremont Land and Use Development Code, Ordinance No. 599, adopted April 1958, and amended through January 9, 2007, and codified as part of the Claremont Municipal Code, Ordinance No. 2008-05, May 8, 2008. (08-05)

Chapter 18.001

ADMINISTRATION

Sections:

- 18.001.000 Compliance Required**
- 18.001.010 Sign Permits and Review**
- 18.001.020 Fees Required**
- 18.001.030 Review Responsibilities**
- 18.001.040 Interpretations**
- 18.001.050 Appeals, Adjustments, and Variances**
- 18.001.060 Signs Previously Approved**
- 18.001.070 Illegal Signs**
- 18.001.080 Enforcement**

18.001.000 COMPLIANCE REQUIRED

Within the City, no person shall place, construct, erect, re-erect, alter, enlarge, repair, move, improve, remove, convert, or equip any sign or sign structure, or paint any new wall sign, or cause or permit any of the foregoing to be done contrary to or in violation of any of the provisions of this Title. Any sign not expressly permitted by this Title shall be prohibited.

Any sign which is being displayed or is being poorly maintained in violation of the provisions of this Title, shall be taken down, removed, or altered so as to comply with this Title. It shall be the responsibility of the owner, agent, or person having the beneficial use of the building or structure or land upon which such sign may be found to take down, remove, or alter the sign so as to comply with this Title. (08-05)

18.001.010 SIGN PERMITS AND REVIEW

A. Permits Required

No sign shall be erected or placed within the City without the prior issuance of a sign permit unless such sign is specifically exempted in this Title. Building and electrical permits may also be required. Sign permits shall be required for structural alterations to existing signs or changes in copy, color, or logos on existing signs. Sign permits are not required for minor maintenance or minor repairs to existing legally erected signs. Signs erected without a permit and not exempted in this Title, shall be deemed illegal.

B. Permit Applications

Applications for sign permits or for approval of planned sign programs shall be made on forms provided by the Director of Community Development and shall be accompanied by plans and exhibits as required by the Director.

C. Application Screening

Upon receipt of a sign application, the Community Development Department shall inform the applicant as to the completeness of the submittal and of additional materials required, if any. Department staff shall also determine:

1. If the proposed sign(s) is to be reviewed by staff or by the Architectural Commission in accordance with the sign review responsibilities specified in this Chapter.
2. Whether modifications to the sign, a sign adjustment, or a sign variance would be required for sign approval under the provisions of this Title.

D. Review and Decision

The reviewing person or body shall determine if the proposed sign or planned sign program conforms to the provisions of this Title and shall accordingly approve, approve subject to modifications and/or conditions, or deny the sign application.

E. Sign Removal

As a condition of issuance of any sign permit, the City may require written authorization for City personnel or the City's designated agents to enter the property to remove the sign upon City determination that the sign, after erection or alteration, does not conform to approved plans, to other permit conditions, or to the provisions of this Title.

F. Political Signing

In each instance and under the same conditions to which this Title permits any sign, in lieu of that sign a political sign constructed to the same physical dimensions and character shall be permitted. (08-05)

18.001.020 FEES REQUIRED

Sign permit and related fees shall be established by resolution of the City Council. (08-05)

18.001.030 REVIEW RESPONSIBILITIES

A. General

Except for those signs listed in this Title as exempt from sign permit review, the following signs shall generally be reviewed by City staff:

1. All signs conforming to a sign program previously approved by the Architectural Commission. A file of all approved sign programs shall be maintained in the City's Department of Community Development and made available to the public for their information.
2. Building-mounted signs within the CV District if non-illuminated and not subject to a sign program.
3. Building-mounted signs of any size outside the CV District if not subject to a sign program excepting neighborhood identification signs.
4. Freestanding directional signs (e.g., parking lot entry signs) under 4 square feet in area and 4 feet in height if non-illuminated, and not subject to a sign program.
5. Temporary signs.

All other signs not exempt from sign permit review shall be reviewed by the Architectural Commission. In addition, the Director of Community Development may refer any sign application, including those normally reviewed by staff as set forth hereinabove, to the commission if the Director determines that, due to unusual circumstances relating to sign location, colors, or design, Architectural Commission review is required in order to ensure consistency with the Intent of this Title.

B. Planned Sign Programs

All planned sign programs shall be reviewed by the Architectural Commission.

C. Variances and Adjustments

All requests for sign variances or adjustments shall be reviewed by the Architectural Commission. (08-05)

D. All changes/replacements of sign faces that do not involve modifications to existing sign cabinets and/or supporting sign structures shall be reviewed by City staff. (10-04)

E. Freestanding multi-tenant and center identification signs meeting the specific requirements for review by the Director of Community Development as set forth in the City's Multi-Tenant Retail Center Sign Enhancement Program, shall be reviewed pursuant to such program. (11-04)

18.001.040 INTERPRETATIONS

In all sign applications, where a matter of interpretation arises, the more specific definition or more rigorous standard shall prevail. Whenever the Director determines that the application of any provision of this Title is uncertain, the issue shall be referred to the Architectural Commission for determination. (08-05)

18.001.050 APPEALS, ADJUSTMENTS, AND VARIANCES

A. General

If it is determined that a proposed sign does not conform to the provisions of this Title, the applicant shall be notified of the options of appealing the determination, or of applying for a sign adjustment or a sign variance. Upon receiving an application for an appeal, sign adjustment or sign variance, staff shall inform the applicant as to the completeness of the submittal and of additional materials required, if any.

As an alternative to the standard sign regulations contained in this Title, the applicant may submit a planned sign program pursuant to Chapter 18.025.110. Signs within a planned sign program may be permitted although not conforming to all of the requirements of this Title. The use of planned sign programs may allow some flexibility in number and size and in the placement of signs. However, the

total aggregate area of the signs permitted by the sign program shall not be greater than the total aggregate area of all signs otherwise permitted by this Title.

B. Appeals and Call-Up Review

Any decision regarding signs made by City staff or the Architectural Commission may be appealed or called-up for review pursuant to Chapter 16.321 of Title 16, entitled Appeals and Council Review. When an appeal is filed or called-up for review, it shall suspend the effective date of the decision until action has been taken on the appeal or review. (11-04)

C. Sign Adjustments

1. Intent

Sign adjustments may be approved by the Architectural Commission in those cases where the commission determines that physical circumstances are such that, without such sign adjustment, adequate sign identification could not be effected or results would be created contrary to the Intent of this Title.

2. Scope

Sign adjustments may allow up to a 20 percent increase in the maximum size or height of signs permitted in this Title.

3. Required Findings

The Architectural Commission may approve a sign adjustment only if it makes all of the following findings:

a. That there are special circumstances applicable to the property, including size, shape, topography, location, or surroundings which cause the strict application of these sign regulations to deprive such property owner of privileges enjoyed by other properties in the vicinity and under identical zoning classification.

b. That the adjustment authorized shall not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which such property is located.

c. That the adjustment does not authorize signing which is expressly prohibited in this Title.

d. That the adjustment will not create a negative impact on other nearby properties.

D. Variances

Any proposed sign which does not conform to this Title and is not eligible for consideration of a sign adjustment as provided hereinabove may be submitted to the Architectural Commission for consideration of a variance. Sign variances shall be reviewed in accordance with the provisions of Chapter 16.309 of Title 16. In the case of sign variances, the Planning Commission's variance review responsibilities shall be delegated to the Architectural Commission. (08-05)

18.001.060 SIGNS PREVIOUSLY APPROVED

Signs which have been erected pursuant to a permit lawfully issued by the City prior to June 22, 1990, shall be treated as conforming signs. All such signs may be continued, maintained, and repaired so long as the sign is not expanded or structurally altered. A permit may be issued for any such sign destroyed by earthquake, fire or other misadventure if any application for a permit to re-erect the sign is made within 180 day of its destruction. (08-05)

18.001.070 ILLEGAL SIGNS

A. The following signs shall be considered illegal:

1. Unsafe Signs

An unsafe sign shall be a sign determined by the Director to be a danger to the public or which could create a potential hazard.

2. Abandoned Signs

An abandoned sign shall be a sign remaining in place or not maintained for a period of 90 days which no longer advertises or identifies an ongoing business, product, or service available on the premise where the sign is located.

3. Illegally Erected Signs

An abandoned sign shall be a sign remaining in place or not maintained for a period of 90 days which no longer advertises or identifies an ongoing business, product, or service available on the premise where the sign is located.

All illegal signs are hereby deemed to be nuisances.

B. No business on the same property where there is signing determined by the Director to be illegal shall be granted a permit for additional signing until illegal signing is removed, excepting when both the following apply:

1. The signing determined to be illegal is located at a different business location from that for which the permit for additional signing is sought even though they may be located in the same commercial complex.

2. The signing determined to be illegal is not owned or controlled by the permit applicant and the permit applicant is not the agent of the person who owns or controls the illegal sign(s).

C. Inventory of Illegal Signs

No later than six months after May 22, 1990, the City shall commence identification and an inventory of illegal signs within the City. Within 60 days after the six-month period, the City shall commence abatement of the identified illegal signs. (08-05)

18.001.080 ENFORCEMENT

A. Responsibility

It shall be the duty and authority of the Director of Community Development, the Director's designees, and the code enforcement officers of the Community Development Department to enforce the provisions of this Title.

B. Legal Action

Every act prohibited or declared unlawful and every failure to perform an act made mandatory by this Title shall be punishable as provided in Chapter 16.206 of Title 16. (08-05)

Chapter 18.005

GENERAL STANDARDS

Sections:

- 18.005.010 Application of Standards**
- 18.005.020 Sign Area Measurement**
- 18.005.030 Sign Height Measurement**
- 18.005.040 Sign Location**
- 18.005.050 Sign Illumination**
- 18.005.060 Sign Maintenance**

18.005.010 APPLICATION OF STANDARDS

A. Staff Review Procedure

If the Director determines that a staff reviewed sign does not conform to one or more of the general standards set forth in this Chapter, the applicant shall be given the option of modifying the sign, applying for a sign adjustment or variance, or appealing the staff determination to the Architectural Commission.

B. Commission Review Procedure

If the Architectural Commission determines that a sign does not conform to one or more of the general standards set forth in this Chapter, the commission may approve the sign only if it also approves a sign adjustment or variance in accordance with Chapter 18.001.050 (Appeals, Adjustments, and Variances) and Chapter 16.309 of Title 16. (08-05)

18.005.020 SIGN AREA MEASUREMENT

For the purposes of this Title, sign size shall mean the area of a sign. Such area shall be more specifically defined as follows:

A. Basic Rule of Sign Size

Sign size or area shall be defined as the entire area of the sign face, including non-structural perimeter trim but excluding structures or uprights on which the sign is supported.

B. Window Signs

Window sign area shall be considered to be the aggregate area within a maximum of 3 rectangular figures which enclose and connect the extreme limits of up to three message areas consisting of any writing representation, emblem or any figure or similar character. Window sign area shall include area of window signs composed of individual letters painted on or otherwise affixed to a window and the entire area of any sign placed on or within 5 feet of any window and visible from off the subject building's site.

C. Building-Mounted and Wall Signs with Individual Letters

The area of building-mounted or wall signs composed of individual letters painted on or otherwise affixed to a building or wall shall be considered to be the aggregate area within a maximum of 3 rectangular figures which enclose and connect the extreme limits of up to 3 message areas consisting of any writing, representation, emblem, or any figure or similar character.

D. Wall Sign Panel

If a sign panel is inserted into a wall, the area of the panel shall be considered to be the sign area.

E. Double-Faced Signs

If a sign has sign faces which are placed back to back, no more than two feet from one another, its sign area shall be considered to be the area of one face if the two faces are of equal area or as the area of the larger face if the two faces are of unequal area. Thus, if the maximum permitted sign area is 20 square feet, a double-faced sign may have an area of 20 square feet on each face. If the sign faces are not placed back to back within two feet of one another, the sum of all sign faces shall be included in determining the area of the sign.

F. Three-Dimensional Signs

If a sign has 3 or more faces, its sign area shall be considered to be the sum of the areas of each individual face. Thus, if a sign has 4 faces and the maximum permitted sign area is 20 square feet, the maximum allowable area for each face is 5 square feet.

G. V-Shaped Signs

If a sign is "V"-shaped, with an angle between the 2 adjoining faces, its sign area shall be the sum of the areas of the two sign faces.

H. Separated-Panel Signs

The sign area of separated panel signs (i.e., those signs having empty spaces between copy panels), shall be considered to be the entire area encompassed by the sign face, including the empty spaces between panels. (08-05)

18.005.030 SIGN HEIGHT MEASUREMENT

For the purposes of this Title, the height of signs shall be measured as follows:

A. Building-Mounted Signs

The height of a building-mounted sign shall be measured from the average finish grade directly beneath the sign.

B. Freestanding Signs

The height of a freestanding sign shall be measured from the top of curb of the nearest street or from the edge of pavement of such street where there is no curb. However, in cases where the Director determines that a freestanding sign is not oriented to any particular street or is too far from such a street to reasonably apply the foregoing standard, sign height shall be measured from the average finish grade at the base of the sign.

C. Signs on Walls

The height of a sign on a wall shall be measured from the top of the sign panel inserted into or placed on the wall and the top of the curb of the nearest street or the edge of pavement of such street where there is no curb. If there is no sign panel, the height of the sign shall be measured from the top of the sign letters. If the Director or the Architectural Commission determine that a freestanding sign is not oriented to any particular street or is too far from such a street to reasonably apply the foregoing standard, sign height shall be measured from the average finish grade at the base of the sign. (08-05)

18.005.040 SIGN LOCATION

A. By District

Signs shall be located in accordance with the provisions set forth for each district in Chapter 18.015.

B. No Off-Premise Signs

All signs shall be located on the same premises as the land use or activity identified by the sign, unless specifically permitted to be off-premise in this Title.

C. Utility Lines

No sign shall be located closer to overhead utility lines than the distance prescribed by California law or by the rules duly promulgated by agencies of the state or by the applicable public utility.

D. Traffic Safety

No sign shall be located in such a manner as to obstruct free and clear vision of pedestrian and vehicular traffic.

E. Public Right-of-Way

No sign shall be located within, over, or across a public right-of-way unless specifically permitted in this Title. (08-05)

18.005.050 SIGN ILLUMINATION

A. Review Required

Final approval of a permit for any illuminated sign shall not become effective until after erection of the sign and evaluation and adjustment, if necessary, of the sign's level of illumination. Upon energizing the sign, the permittee shall notify the Director. Such notification shall begin a 30-day review period, during which time illumination levels shall be evaluated by City staff and the Architectural Commission.

B. Illumination Levels

The sign permittee shall be required to adjust a sign's illumination level if it is determined to be excessive as the result of the City's evaluation. Illumination shall be considered excessive if it is substantially greater than the illumination of other nearby signs, if it interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign, if it directs glare toward streets or motorists, if it adversely impacts nearby residences or neighborhoods, or if the illumination reduces the nighttime readability of the sign. No permit for an illuminated sign shall become valid unless and until the sign's illumination level has been adjusted to the satisfaction of the Architectural Commission or the commission's designated staff representative.

C. Externally Illuminated Signs

The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties. Externally illuminated signs shall be subject to illumination level review. (08-05)

18.005.060 SIGN MAINTENANCE

Every sign displayed within the City, including but not limited to those signs for which permits or for which no permits are required, shall be maintained in good physical condition. All signs, together with supports, braces, guys, anchors, and electrical components, shall be kept in safe, presentable and good structural condition. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required. The Director may order the repair or removal of any sign determined by the director to be unsafe, defective, damaged, or substantially deteriorated. (08-05)

Chapter 18.010

PROHIBITED FORM OF SIGNS

Sections:

18.010.010 Prohibited Form of Signs

18.010.010

The following types of signs are prohibited within the City of Claremont:

- A. Flashing or otherwise light-animeted signs which contain or are illuminated by flashing or moving lights or lights which are intermittently on and off, change in intensity, or which create the illusion of flashing in any manner, excepting electronic message center displays in the CF District as specifically permitted in this Title.
- B. Rotating, revolving, or otherwise moving signs designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign, including rotation, special lighting or wind actuated devices.
- C. Signs which, by color, wording, design, location, or illustration, resemble or conflict with any traffic control device.
- D. Signs that create a potential safety hazard by obstructing clear view of pedestrian or vehicular traffic.
- E. Building-mounted signs placed on or above the eave line of a pitched or mansard roof, or above the top of wall of a building with a flat or parapet roof.
- F. Off-premise signs, including billboards, except those specifically permitted in this Title.
- G. Balloon signs, inflatable animal or other figures, or other inflatable displays, whether tethered or not, unless specifically permitted in this Title.
- H. Flags, pennants, streamers, spinners, festoons, windsocks, valances, or similar displays, unless specifically permitted in this Title.
- I. Signs placed within, on, or over public rights-of-way, on public land, or on utility poles, except as specifically permitted in this Title.
- J. Signs located closer to overhead utility lines than the minimum distance prescribed by California law, or by the rules duly promulgated by agencies of the state or by the applicable public utility.
- K. Trailer signs and other signs affixed to vehicles which include directional arrows or other instructions which direct potential customers to a business or other enterprise.
- L. For Sale signs affixed to vehicles parked on any vacant property.
- M. Portable signs, such as A-frame type, except as specifically permitted in this Title.
- N. Neon signs, except as specifically permitted in this Title.
- O. Signs drawn or painted onto or otherwise affixed to trees or rocks.
- P. Advertising statuary.
- Q. Any temporary sign or banner unless specifically permitted in this Title.
- R. Commercial signs on bus stop benches and similar structures, or on bench enclosures in the public right-of-way.
- S. Any sign not specifically permitted in this Title. (08-05)

Chapter 18.015

SIGNS ALLOWED IN ALL DISTRICTS WITHOUT SIGN PERMITS

Sections:

- 18.015.010 General Requirements**
- 18.015.020 Number, Size, Height, Placement, and Illumination**
- 18.015.030 Non-Illuminated Signs**
- 18.015.040 Illuminated and Non-Illuminated Signs**

18.015.010 GENERAL REQUIREMENTS

The signs listed in this Chapter shall be permitted in all districts and shall be exempt from the requirement for a sign permit. However, such signs shall not be exempt from building and/or electrical permit requirements. Also, such signs shall not be illuminated nor placed within any public right-of-way unless specifically permitted hereinbelow. (08-05)

18.015.020 NUMBER, SIZE, HEIGHT, PLACEMENT, AND ILLUMINATION

All signs permitted within this Chapter shall conform to the following:

- A. One sign per premise unless otherwise specified.
- B. Maximum sizes shall be as specified for each sign.
- C. All signs shall be on-premise unless otherwise specified.
- D. All signs shall be building-mounted and shall be placed below the eave line of a pitched or mansard roof, or below the top of wall of a building with a flat or parapet roof unless otherwise specified or unless specifically permitted as freestanding (with the maximum freestanding height as specified).
- E. All building-mounted signs and sign faces shall be painted on or shall be parallel to and flush against the surface on which they are placed.
- F. All signs shall not restrict pedestrian or automobile traffic, impair motorist visibility or otherwise create a traffic hazard, or impair the visibility of signs on or off the premises.
- G. Illuminated signs (if allowed) shall be subject to the following restrictions:
 - 1. The illumination level of a sign shall be required to be adjusted if it is determined by the Director of Community Development or the Architectural Commission to be excessive. Illumination shall be considered excessive if it is substantially greater than the illumination of other nearby signs, if it interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign, if it directs glare toward streets or motorists, or if it adversely impacts nearby residences or neighborhoods.
 - 2. The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties. Externally illuminated signs shall be subject to illumination level review. (08-05)

18.015.030 NON-ILLUMINATED SIGNS

The following signs are exempt from sign permit requirements but shall not be illuminated:

- A. Flags which do not contain commercial messages such as product names, business names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away, subject to the following restrictions:
 - 1. Flags may be attached to either freestanding or building-mounted flagpoles or other supports.
 - 2. Maximum 2 flags and one flagpole per premises.
 - 3. Maximum 15 square feet per flag.
 - 4. Building-mounted flagpoles shall not extend above the top of the building's roof. Freestanding flagpoles shall be a maximum of 20 feet in height.
 - 5. Freestanding flagpoles shall not be placed within any required yard setback.
- Flags larger in size and flags on higher freestanding flagpoles, illuminated or not, may be permitted in accordance with the applicable district regulations of this Title if a sign permit is approved. Commercial

flags or pennants are prohibited unless specifically permitted within the applicable zoning district pursuant to this Title.

B. Decorative building-mounted or freestanding pennants and windsocks provided:

1. Such display items do not exceed 4 square feet each in size; and
2. Such display items do not contain commercial messages such as product names, business names, professional names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away; and
3. Such display items do not extend above the top of the building roof where mounted; and
4. No more than two such display items are displayed per residence or business.

C. Real estate signs up to a maximum of 6 square feet in area, and, if freestanding, a maximum of 5 feet in height. One real estate sign shall be permitted per street frontage of a lot. Such signs shall be permitted to remain while the property is in escrow, but shall be removed when the property referred to is no longer for sale, rent, or lease. No real estate signs shall be permitted in the public right-of-way. (Real estate signs larger than 6 square feet may be permitted in each district pursuant to Section 18.035.020 if a sign permit is approved.)

1. Riders which provide additional information about the property, such as "Sale Pending" may be attached to the primary sign or sign post as long as the total sign area does not exceed the maximum area allowed.

2. One freestanding, on-site "Open House" sign with a maximum area of 3 square feet shall be permitted on Saturdays and Sundays between the hours of 12:00 and 6:00 p.m.

3. Two freestanding, off-premise, directional "Open House" signs, with a maximum area of 3 square feet, shall be permitted on Saturdays and Sundays between the hours of 12:00 and 6:00 p.m. No "Open House" signs shall be permitted in the public right-of-way. Prior to placing a sign on any property, authorization is required from the owner of the property where the sign is to be located.

D. Construction announcement signs, including names of architect, contractor, etc., up to a maximum of 6 square feet in area, and if freestanding, 5 feet in height. No more than three signs shall be permitted per parcel. Such signs shall be removed upon issuance of the first occupancy certificate for the project referred to on the sign or when construction work is completed, whichever occurs first. (Larger size construction announcement signs may be permitted in each district pursuant to Section 18.035.020 if a sign permit is approved.)

E. Signs used to enforce private property rights such as "No Trespassing" or "No Parking," up to a maximum of 4 square feet in area, and if freestanding, a maximum of 4 feet in height.

F. Temporary political signs. Such signs of no more than 4 square feet in area and 4 feet in height are encouraged. Signs of a maximum 16 square feet in area and, if freestanding, a maximum of 6 feet in height are permitted. More than one such sign is permitted per premise. Political signs may not be placed on public property or within public rights-of way.

G. Off-premise temporary posters pertaining to future limited-term events which will be held within three months of the placement of such poster. Such posters shall be a maximum of 6 sq. ft. in area, and placed only in windows, or on an easel located directly adjacent to a building. Such easel shall have a maximum height of 5 feet. Only one easel is permitted per business, and no easel may be placed within the public right-of-way or on other property without the prior consent of the property or business owner.

1. Temporary posters attached to windows or placed within 5 feet of any window and legible from off the site shall be considered accessory window signs and included in accessory window sign area calculations.

2. If temporary posters are placed on an easel, no other freestanding chalkboard, marker board or restaurant menu (Section 18.015.030.N) shall be permitted.

H. Occupant, office, or home occupation nameplates, maximum of 1 square foot per sign and maximum one sign per home, office, or other use.

I. Temporary garage sale signs, one per street frontage, maximum of 4 square feet in area, and if freestanding, up to 5 feet in height. Such signs may be placed only on the premises where the garage sale is being held and shall not be placed on public property, within a public right-of-way, or on street trees.

J. Bulletin boards, maximum of 4 square feet in area.

- K. Tombstones for human or animal graves.
- L. Decorative, non-metallic balloons, maximum of 12 per premises and maximum of 1 foot in diameter each, provided such balloons contain no reference to any named goods or services nor to any commercial enterprise and do not extend above the roof line of adjacent buildings.
- M. Pavement markings for directing motorists.
- N. Chalkboards, marker boards or restaurant menus, maximum of 1 per business and maximum of 6 square feet in size. If freestanding, such boards shall not exceed 4 feet in height and shall not be placed in the public right-of-way. (Illuminated restaurant menus are allowed under Section 18.015.040 following.) (08-05)

18.015.040 ILLUMINATED AND NON-ILLUMINATED SIGNS

The following signs are exempt from sign permit requirements and may be illuminated except by neon:

- A. Any sign, flag, banner, notice, or other display erected by the City of Claremont associated with holidays or special community events such as: Fourth of July, Halloween, Carnival, Claremont Anniversary Celebration, Winter Holidays, Spring Festival and similar holidays and events. Such displays may be placed either within or outside the public right-of-way.
- B. Any informational, directional, safety, traffic or similar signs erected by a governmental agency or a public utility or by their authorized agents or contractors. Such signs may be placed either within or outside the public right-of-way.
- C. Signs warning of building, electrical, mechanical, or other physical hazards, such as "High Voltage," maximum of 4 square feet or such size as required by law.
- D. Signs required by law for public safety or access, such as "Exit" or "Fire Escape," maximum of 2 square feet or such size as required by law.
- E. Street number signs, maximum of 2 square feet per sign and 2 signs per address. Such signs need not be building-mounted, however, they shall not be placed on structures which exceed 3 feet in height within required front or street side setbacks.
- F. Building-mounted restaurant menus, maximum of 4 square feet aggregate area per restaurant. (Larger permanent menu boards are permitted in specific zoning districts pursuant to this Title if a sign permit is approved.)
- G. Identification signs affixed to motor vehicles which are regularly used for delivery, transportation, sales, or services in connection with the business or activity identified on the vehicle, provided the vehicle is not parked to serve as an auxiliary sign for a business. Identification signs may contain business address and phone number, however, such vehicle signs shall not include directional arrows or other advertising instructions which direct potential customers to a business or other enterprise.
- H. Permanent memorial tablets or memorial plaques, maximum of 4 square feet in area.
- I. Vending machine signs provided that, if visible from a public right-of-way, such signs shall be limited to a maximum of 4 square feet per sign and 2 signs per host business. (Signs for recycling collection facilities are permitted and are regulated separately per Section 16.306.030 in Title 16.)
- J. Display cases and merchandise, provided such displays are permitted within the district in question. Any illumination of such displays shall be indirect. No internally-lighted signs shall be permitted within such displays.
- K. On-premise directional signs identifying "office," "manager," "rest rooms," or similar persons or facilities, maximum of 1 square foot in area per sign.
- L. Building-mounted on-premise directory signs for residential or business complexes identifying occupants within the complex, maximum of 4 square feet in area per sign. Sign shall be pedestrian-oriented. Any map or floor plan portion of such a directory sign shall not be counted against the 4 sq. ft. size allowance.
- M. Window signs indicating that an establishment is "OPEN" or "CLOSED" subject to the provisions in Chapter 18.025. (08-05)

Chapter 18.020

SIGNS PERMITTED IN RESIDENTIAL DISTRICTS

Sections:

- 18.020.010 General Requirements**
- 18.020.020 Signs Listed Elsewhere in Code**
- 18.020.030 Flags and Pennants**
- 18.020.040 Directory Signs**
- 18.020.050 Neighborhood Identification Signs**
- 18.020.060 Directional Signs**
- 18.020.070 Model Home Signs**
- 18.020.080 Signs for Other Land Uses**

18.020.010 GENERAL REQUIREMENTS

A. No sign shall be erected within any residential district which does not comply with this Chapter. The sign sizes, heights, and numbers in this section are maximums. The City may require smaller sizes, heights, and/or numbers of signs if it determines that such restrictions are required to ensure that an individual sign will harmonize with other nearby signs, with surrounding buildings and setbacks, with the sign's overall physical setting, and with the Intent of this Title.

B. Proposed signs which do not conform to the provisions of this Chapter, or to the illumination, location, or other General Standards of Chapter 18.005, are prohibited unless an adjustment or variance is approved by the Architectural Commission pursuant to Section 18.001.050 and Chapter 16.309 of Title 16.

C. All signs permitted within this Chapter shall conform to the following:

1. All signs shall be on-premise unless otherwise specified.
2. Maximum sizes shall be as specified for each sign.
3. All building-mounted signs shall be placed below the eave line of a pitched or mansard roof, or below the top of wall of a building with a flat or parapet roof unless otherwise specified or unless specifically permitted as freestanding (with the maximum freestanding height as specified).
4. All building-mounted signs and sign faces shall be painted on or shall be parallel to and flush against the surface on which they are placed.
5. The placement of all freestanding signs shall be as approved by the City.
6. Illuminated signs shall only be permitted in accordance with Chapter 18.005 (General Standards) and if approved by the Architectural Commission.
7. No sign, flag or pennant permitted by this Chapter shall: (1) restrict pedestrian or automobile traffic; (2) impair motorist visibility or otherwise create a traffic hazard; or (3) impair the visibility of signs on or off the premises. (08-05)

18.020.020 SIGNS LISTED ELSEWHERE IN CODE

The following signs, not specifically listed in this Chapter, are permitted within residential districts in accordance with the following:

- A. Signs Allowed in All District without Sign Permits – Chapter 18.015
- B. Real Estate and Construction Signs -- Section 18.035.020
- C. Signs for Churches and Other Institutional Uses – Section 18.035.030
- D. Signs within the Public Right-of-Way – Section 18.035.070 (08-05)

18.020.030 FLAGS AND PENNANTS

A. Small Flags, Pennants, and Windsocks

Small flags, and decorative pennants and windsocks conforming to Chapter 18.015 are permitted and are exempt from sign permit requirements.

B. Large Flags

Flags larger in size and flags on freestanding poles higher than allowed in Chapter 18.015 are permitted, illuminated or not, provided:

1. Such flags do not exceed 32 square feet in area; and
2. Building-mounted flags do not extend above the top of the building's roof, and freestanding flagpoles do not exceed 30 feet in height; and
3. Such flags do not contain commercial names, business names, professional names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away; and
4. A sign permit is approved by the Architectural Commission.

Flags larger in size and flags on higher freestanding poles may be approved by the Architectural Commission if the commission determines the flags and flagpole will be compatible with the architecture and use of surrounding structures. (08-05)

18.020.040 DIRECTORY SIGNS

Building-mounted on-premise directory signs for residential complexes identifying occupants within the complex, are permitted and exempt from sign permit requirements in accordance with Section 18.015.040.L.

In addition to the above exempt signs, freestanding directory signs may be permitted provided a sign permit is approved by the Architectural Commission and the following standards are met:

- A. Maximum of 4 square feet in area per sign.
- B. Sign shall be pedestrian-oriented.
- C. Maximum of 4 feet in height.
- D. One such sign may be permitted at each public entrance to the building or complex if so approved by the commission. (08-05)

18.020.050 NEIGHBORHOOD IDENTIFICATION SIGNS

Permanent signs identifying apartment buildings, condominium complexes, neighborhoods, subdivisions, or other residential developments are permitted upon approval of a sign permit provided such developments have at least five lots or dwelling units.

- A. Maximum Number
 1. For Apartment or Condominium Complexes - 1 identification sign per street frontage, either building-mounted or freestanding.
 2. Neighborhoods or Subdivisions - 2 identification signs per project entry, either building-mounted or freestanding.
- B. Maximum Size
 1. Developments of less than 1 acre - 20 square feet per sign.
 2. Developments of 1 acre or larger - 32 square feet per sign.
- C. Maximum Height

Maximum height of freestanding signs shall be 5 feet

- D. Review

Neighborhood identification signs shall be reviewed by the Architectural Commission. (08-05)

18.020.060 DIRECTIONAL SIGNS

Freestanding on-premise parking lot or other directional signs, denoting "entry", "exit," etc., maximum of 4 square feet in size and 4 feet in height, are permitted as determined necessary by the City.

Non-illuminated directional signs shall be reviewed by staff; all other directional signs shall be reviewed by the Architectural Commission. (08-05)

18.020.070 MODEL HOME SIGNS

Temporary on-premise signs identifying model home complexes, either building-mounted or freestanding, are permitted upon approval of a sign permit provided such signs do not exceed 20 square feet in size. Sign height, placement, and illumination shall be as approved by the staff. (08-05)

18.020.080 SIGNS FOR OTHER LAND USES

The City shall determine sign standards for land uses other than those listed in this Chapter by applying the standards for similar uses from the most applicable Chapter of this Title. (08-05)

Chapter 18.025

SIGNS PERMITTED IN COMMERCIAL AND INDUSTRIAL DISTRICTS

Sections:

- 18.025.010 General Requirements**
- 18.025.020 Signs in the CV – Claremont Village District**
- 18.025.030 Signs Listed Elsewhere in Code**
- 18.025.040 Building-Mounted Signs**
- 18.025.050 Freestanding Signs**
- 18.025.060 Window Signs**
- 18.025.070 Decorative Balloons for Automobile Sales Uses**
- 18.025.080 Flags, Pennants and Windsocks**
- 18.025.090 Temporary Signs for New Businesses**
- 18.025.100 Directory Signs**
- 18.025.110 Directional Signs**
- 18.025.120 Planned Sign Programs**
- 18.025.130 Signs for Other Land Uses**
- 18.025.140 Signs in the Village Expansion Specific Plan (VESP) Area**

18.025.010 GENERAL REQUIREMENTS

Signs shall be permitted in the CP - Commercial Professional, CN – Commercial Neighborhood, CL – Commercial Limited, CH –Commercial Highway, CF – Commercial Freeway, CV - Claremont Village, MU – Mixed Use, and BP/I – Business Park/Industrial Districts as follows:

A. No sign shall be erected within commercial or industrial districts which does not comply with this Chapter. The sign sizes, heights, and numbers in this Chapter are maximums. The City may require smaller sizes, heights, and/or numbers of signs if it determines that such restrictions are required to ensure that an individual sign will harmonize with other nearby signs, with surrounding buildings and setbacks, with the sign's overall physical setting, and with the Intent of this Title.

B. Proposed signs which do not conform to the provisions of this Chapter, or to the illumination, location, or other General Standards of Chapter 18.005 are prohibited unless a variance or adjustment is approved by the Architectural Commission pursuant to Section 18.001.040 of this Title and Chapter 16.309 of Title 18. However, the establishment of a planned sign program in accordance with this Subsection 447-K shall be an alternative to the standard sign regulations. Signs within such a planned sign program may be permitted although not conforming to all of the signs requirements for the applicable zoning district in order to achieve aesthetic compatibility of signs within a project and simple review process for individual signs, and to allow design creativity. The use of planned sign programs may allow some flexibility in number and size and in the placement of signs. However, the total aggregate area of the signs permitted by the sign program shall not be greater than the total aggregate area of all signs otherwise permitted.

C. If a building is part of a development for which a sign program has been approved pursuant to Section 18.025.120, all signs for the business occupying such building shall be in compliance with the approved sign program. A file of all approved sign programs shall be maintained in the City's Department of Community Development and made available to the public for their information.

D. All signs permitted within this Chapter shall conform to the following:

1. All signs shall be on-premise unless otherwise specified.
2. Maximum sizes shall be as specified for each sign.
3. All building-mounted signs shall be placed below the eave line of a pitched or mansard roof, or below the top of wall of a building with a flat or parapet roof unless otherwise specified or unless specifically permitted as freestanding (with the maximum freestanding height as specified).

4. All building-mounted signs and sign faces other than under-canopy signs shall be painted on or shall be parallel to and flush against the surface on which they are placed.
5. The placement of all freestanding signs shall be as approved by the City.
6. Illuminated signs shall only be permitted in accordance with Chapter 18.005 (General Standards). In the CV and MU2 Districts, all building-mounted signs, if illuminated, shall be externally illuminated, except that major identification signs may be neon if approved by the Architectural Commission.
7. No sign, flag or pennant permitted by this Chapter shall: (1) restrict pedestrian or automobile traffic; (2) impair motorist visibility or otherwise create a traffic hazard; or (3) impair the visibility of signs on or off the premises.

E. Sign Review

Signs permitted in this Section shall be reviewed as follows:

1. Except for those signs listed in Chapter 18.015 as exempt from sign permit review, the following signs shall be reviewed by staff:
 - a. Temporary Signs.
 - b. Signs conforming to a sign program previously approved by the Architectural Commission.
 - c. Freestanding, non-illuminated directional signs (e.g. parking lot entry signs) no greater than 4 square feet in area and 4 feet in height.
 - d. Non-illuminated building-mounted signs in the CV and Mu2 Districts.
 - e. Illuminated and non-illuminated building-mounted signs in the CP, CN, CL, CH, CF, MU1, MU3, MU4, and BP/I Districts.
 - f. Non-illuminated window signs in the CV and MU2 Districts.
 - g. Illuminated and non-illuminated window signs in the CP, CN, CL, CH, CF, MU1, MU3, MU4, and BP/I Districts.
2. All other signs not exempt from sign permit review shall be reviewed by the Architectural Commission. In addition, the Director may refer any sign application, including those normally reviewed by staff as set forth hereinabove, to the commission if the Director determines that, due to unusual circumstances relating to sign location, colors, or design, Architectural Commission review is required in order to ensure consistency with the Intent of this Title.
3. All planned sign programs shall be reviewed by the Architectural Commission regardless of sign sizes. (08-05)

18.025.020 SIGNS IN THE CV – CLAREMONT VILLAGE DISTRICT

As stated in the Claremont Village Design Plan, "...one is charmed by the pedestrian scale, storefront design, and the fact that [the village] is such a good walking place." Consistent with this pedestrian character and the goals and policies of both the Village Design Plan and the General Plan, the permitted sign numbers and sizes set forth in this Section for the CV District are less than those for other commercial districts in the City. (08-05)

18.025.030 SIGNS LISTED ELSEWHERE IN CODE

The following signs, not specifically listed in this Section, are permitted in commercial and industrial districts in accordance with the following:

- A. Signs Allowed in All Districts without Sign Permits – Chapter 18.015
- B. Real Estate and Construction Signs – Section 18.035.020
- C. Signs for Churches and Other Institutions – Section 18.035.030
- D. Signs for Service Stations – Section 18.035.040
- E. Signs for Theaters – Section 18.035.050
- F. Signs Within the Public Right-Of-Way – Section 18.035.070
- G. Signs for Recycling Collection Facilities – Section 16.306.010 of Title 16 (08-05)

18.025.040 BUILDING-MOUNTED SIGNS

The following building-mounted signs are permitted in commercial and industrial districts if a sign permit is approved:

A. Building-Mounted Major Identification Signs

1. Maximum Number

In CP, CN, CL, CH, CF, CV, MU, and BP/I Districts - one per business or other use, except that businesses having two building frontages facing streets shall be permitted two major identification signs.

2. Maximum Size

In CP, CN, CL, and MU1 Districts - 1 square foot per each lineal foot of building frontage of a business up to a maximum of 32 square feet, except all businesses shall be permitted a 20 square feet sign.

In CH, CF, MU3, MU4, and BP/I Districts - 1 square foot per each linear foot of building frontage up to a maximum of 50 square feet, except that all businesses shall be permitted a 20 square feet sign.

In CV and MU2 Districts - 12 square feet plus one square foot per each lineal foot of building frontage over 20 feet, up to a maximum of 32 square feet.

3. Maximum Length

No more than 75 percent of building frontage.

B. Building-Mounted Secondary Identification Signs

One secondary identification sign, maximum of 12 square feet in area, shall be permitted for each building exposure which faces a street or parking area and on which there is no major identification sign.

C. Under-Canopy or Other Pedestrian-Oriented Signs

1. One under-canopy or other pedestrian-oriented sign, maximum area of 3 square feet, shall be permitted per business or other use. However, two pedestrian-oriented signs shall be permitted if such signs are located on the two end sides of an awning or if the business has two building frontages facing a street where pedestrian entrances are located.

2. The minimum height for an under-canopy sign is 8 feet above walkway.

3. Under-canopy signs are permitted over a public right-of-way if an encroachment permit is issued.

D. Window Signs

Window signs are permitted and are regulated separately per Section 18.025.060.

E. Automatic Teller Machine Signs

Automatic teller machine signs shall be permitted in addition to any informational signing required for automatic teller machines. Automatic teller machine signs shall be limited to a maximum of 2 square feet and 2 signs per host business. Automatic teller machine signs shall be building-mounted and may be illuminated.

F. Building Identification Signs on Buildings with 3 Floors

No sign shall be permitted above the second floor of any building, except that in lieu of signing on the second and third floors, one sign per building frontage located as near the top of the building identifying the name of the building may be approved. The maximum size of the building identification sign shall be 1 square foot per linear foot of building frontage, up to a maximum of 50 square feet in the CH, CF, MU3, MU4, and BP/I Districts, and a maximum of 32 square feet in the CP, CN, CL, CV, MU1, and MU2 Districts.

G. Building-Mounted Freeway-Oriented Signs (CF District only)

1. Building-mounted freeway-oriented signs shall be permitted in the CF Commercial Freeway District in addition to the non-freeway-oriented identification and accessory signs specified in the above Sections if a sign permit is approved.

2. One building-mounted freeway-oriented sign shall be permitted per business.

3. The maximum size of building-mounted freeway-oriented signs shall be 1 square foot per lineal foot of freeway building frontage, up to a maximum of 80 square feet. (08-05)

18.025.050 FREESTANDING SIGNS

The following freestanding signs may be permitted in commercial and industrial districts subject to approval and issuance of a sign permit pursuant to this Title:

A. Freestanding Identification Signs for Individual Businesses

1. Individual businesses may be permitted non-freeway-oriented, freestanding identification signs, provided the businesses are located on a separate parcel and which do not share driveway access and parking with one or more adjacent businesses and are not located within a commercial center or complex. Such freestanding identification signs may be permitted as follows:

a. In addition to building mounted sign(s), if the building is set back from the street or obscured from the street view by structures or vegetation such that building-mounted signs alone cannot provide adequate identification, or if building-mounted signs are such that the signs are not clearly visible to motorists on adjacent streets, or

b. In lieu of building mounted sign(s) when the architectural style, materials, or other design elements of the development are such that a building-mounted sign is not feasible, would detract from the building's appearance, or would conflict with the General Plan or with the Intent of this Title.

2. Maximum Number – In the CP, CN, CL, CH, CF, CV, MU, and BP/I Districts only one freestanding identification sign shall be permitted per street frontage of business.

3. Maximum size of freestanding identification signs shall be as follows:

a. In CP, CN, CL, MU1, and MU2 Districts – ½ square foot per 1,000 square foot of site area up to a maximum of 32 square feet per street frontage.

b. In CH, CF, MU3, MU4, and BP/I Districts – ½ square foot per 1,000 square foot of site area up to a maximum of 50 square feet per street frontage.

c. In CV District – ½ square foot per 1,000 square foot of site area, up to a maximum of 20 square feet per street frontage.

4. Maximum height of freestanding signs shall be:

a. In CP, CN, CL, MU1, and MU2 Districts – 5 feet

b. in CH, CF, MU3, MU4, and BP/I Districts – 6 feet

c. In CV District – 5 feet.

B. Shared Freestanding Multi-Tenant Monument Signs

1. For two or more businesses which are located on the same parcel, and/or which share parking or driveway access from a public street, and/or which are otherwise contained in a single development complex, non-freeway oriented, freestanding multi-tenant monument signs may be permitted provided multi-tenant signs are part of an approved planned sign program for the complex and/or signs comply with the Multi-Tenant Retail Center Sign Enhancement Program, adopted by separate resolution of the City Council.

2. Freestanding multi-tenant monument signs are required to include the names of more than one tenant and are encouraged to include the name of the development complex in addition to the names of tenants. Such signs are not required to identify every tenant.

3. Businesses with centers or complexes with a freestanding multi-tenant monument sign shall not be granted a permit for individual freestanding major identification signs.

4. One shared multi-tenant monument sign may be permitted per non-freeway street frontage of the center/complex, and one additional multi-tenant monument sign may be permitted for every additional 500 feet of frontage, or a portion thereof, which exceed 500 feet. Excepting, flexibility may be given in the number of signs permitted per frontage if approved as part of a sign program that includes unique design characteristics, and a creative approach to multiple tenant identification.

5. The maximum aggregate area of all freestanding center identification signs shall be determined based on the size of the center or complex. The maximum aggregate sign area shall be the sum of the following:

Sign Area per 1,000 square feet of property	Land Area of Center/Complex
<ul style="list-style-type: none"> • 2.5 square feet 	For first 40,000 square feet of center
<ul style="list-style-type: none"> • 2.0 square feet 	For portion of center exceeding 40,000 square feet up to a maximum of 80,000 square feet
<ul style="list-style-type: none"> • 1.0 square feet 	Portion of property larger than 80,000 square feet

Excepting that all centers and complexes shall be allowed at least the following signs:

a. In the CP, CN, CL, MU1, and MU2 Districts – one 32 square foot sign per street frontage.

b. In the CH, CF, MU3, MU4 and BP/I Districts – one 50 square foot sign per street frontage.

c. In the CV District – one 20 square foot sign per street frontage.

6. Multi-tenant monument signs shall be mounted at grade level or be part of a wall or sign assembly, the bottom of which is in contact with the ground. Non-freeway-oriented, multi-tenant signs shall not be mounted or elevated on poles.

7. Multi-tenant signs in sign programs are subject to the provisions of Section 18.025.120, which allows for design creativity and flexibility in number and size and placement of signs.

C. Center Identification Signs – A center identification sign identifies the name of the center and does not contain the names of tenants within the development. Center identification signs may be permitted as follows:

1. In the CP, CN, CL, CH, CF, MU1, MU2, MU3, MU4, and BP/I Districts, centers or complexes containing two or more businesses are permitted non-freeway freestanding center identification sign(s) in addition to multi-tenant monument signs.

2. In the CV District freestanding center identification signs are prohibited unless the Architectural Commission makes one of the following findings regarding the need for a freestanding center identification sign:

- a. A freestanding sign is the only feasible means of identifying the center or complex; or
- b. The building or buildings are set back from the street or obscured from street view by structures or vegetation such that building-mounted signs cannot provide adequate identification for the center; or
- c. The architectural style, materials, or other design elements are such that a building-mounted sign is not feasible, would detract from the building's appearance, or would conflict with the General Plan or with the Intent of this Title.

3. Center identification signs are subject to the following standards:

- a. Only one center identification sign may be permitted per street frontage of the center or complex.
- b. The freestanding center identification signs shall be included in calculating the aggregate sign area of a center's freestanding identification signs, and together with any other freestanding signs in the center, shall be subject to the maximum aggregate sign area permitted for freestanding center signs as specified in B. above.

D. Freestanding Identification Signs in Planned Sign Programs

Freestanding identification signs included in a planned sign program approved pursuant to Section 18.025.120 shall be permitted, although not conforming to all requirements of this Title, as specified in Section 18.025.120.

E. Freestanding Directional Signs – Parking lot or other directional signs, denoting "entry," "exit," etc., shall be permitted as needed per City Determination subject to Chapter 18.025.110.

F. Freestanding Freeway-Oriented Signs (CF District only) – Freestanding freeway-oriented identification signs may be permitted in the CF District in addition to the non-freeway-oriented identification signs specified in the above sections. Consistent with the Intent of this Title and with the General Plan, the City desires to limit the number of freeway-oriented sign structures. In addition, freeway-oriented signing is viewed from a distance at high traveling speeds and is more effective if grouped together. Therefore, freestanding freeway-oriented signs shall meet the following requirements:

1. Freestanding freeway-oriented signs shall be located on a parcel of three acres or more, or within a center or development complex or group of parcels totaling three acres or more.

2. Only one freestanding freeway-oriented sign shall be permitted for businesses which are located on the same parcel, or which share parking or access from a public street, or which are otherwise grouped together within a development complex.

3. After June 22, 1990, all new freestanding freeway-oriented signs shall be required to identify more than one business in accordance with a multi-business sign program approved by the Architectural Commission. However, the Architectural Commission May approve a freestanding freeway-oriented sign identifying only one business if the Architectural Commission determines that a multi-business sign program is infeasible in spite of a good-faith effort by the sign applicant to create such a program. In its review of a freestanding sign identifying only one business, the commission may require the submission of documentary evidence of an attempt to create such a multi-business sign program. As part of the program to limit freestanding signs, freestanding signs identifying only businesses in the CF District are permitted to be off-premise if so approved by the Architectural Commission.

4. Freestanding freeway-oriented identification signs containing commercial messages such as product names, business names, professional names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away shall first list the name, if any, of the shopping center, auto mall, or other type of development sharing the sign structure. In addition, if approved by the Architectural Commission, such development identification signs may also contain the names of tenants within developments.

5. Freestanding freeway-oriented identification signs shall be a maximum of one square foot per each linear foot of freeway lot frontage, up to a maximum of 300 square feet per sign structure.

6. Freestanding freeway-oriented identification signs shall have a maximum height of 45 feet as measured from the adjacent freeway grade.

G. Freestanding Freeway-Oriented Identification Signs for Large Development Complexes (CF – Commercial Freeway District only)

1. For development complexes of 10 acres or more, which also have freeway frontage of 800 feet or more, the Architectural Commission may approve a freestanding freeway-oriented identification sign that is larger than what is otherwise permitted by this Title, that includes an electronic message center display or that otherwise meets the unique needs of large freeway development. Creativity, artistry and innovation in the design and materials of such sign are encouraged. Before approving a sign permit for a large development complex identification sign, the commission shall make the following findings:

a. The large development complex identification sign is necessary to provide adequate identification for the use(s) conducted in the development complex the sign will serve; and

b. The large development complex identification sign at the proposed location will not be detrimental to adjacent properties or uses; and

c. The large development complex identification sign, as compared to signs otherwise permitted under this Title, at the proposed location will relate properly with adjacent streets and highways and will not constitute a potential safety hazard to motorists; and

d. The large development complex identification sign will be compatible with the architectural design and details of the development complex the sign will serve and with other surrounding development; and

e. The quality and design of the large development complex identification sign will be consistent with the Intent of this Title and the general objectives and design criteria of Chapter 18.000.

2. Standards and Revisions

a. Only one large development complex identification sign shall be permitted for businesses which are located on the same parcel, or which share parking or access from a public street, or which are otherwise located within a single development complex.

b. No sign containing an electronic message center display permitted pursuant to this Chapter shall include any illumination which is in motion, or appears to be in motion, or changes in intensity, nor shall the display expose messages for less than four seconds or have intervals between messages of less than one second.

c. Commercial messages on signs permitted pursuant to this Chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification signs is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted.

d. No sign permitted by this Chapter may be placed in violation of Section 5408 of the Business and Professions Code and Section 131 of Title 23 of the United States Code.

e. Large development complex identification signs shall have a maximum height of 50 feet.

f. A sign permitted pursuant to this Chapter shall be required to be part of a planned sign program for the development complex where the sign will be located. Such sign program shall be reviewed and approved by the Architectural Commission pursuant to Section 18.025.120. If a development complex already has an existing sign program approved by the Architectural Commission, the sign program shall be amended to include the identification sign permitted by this Chapter. In approving a new sign program, or an amendment to an existing sign program, the Architectural Commission may impose any conditions or restrictions that the commission may determine are appropriate on other signs in the development complex in addition to the identification sign permitted by this Chapter. (10-04)

18.025.060 WINDOW SIGNS

Window signs shall be considered building-mounted signs but shall be regulated separately from other such signs pursuant to this Section. All interior signs within 5 feet of any window and legible from off the subject building's site shall be considered window signs. The following window signs are permitted:

A. Identification Window Signs

1. Maximum Number

Identification signs are permitted to be window signs if a sign permit is approved. One identification window sign shall be permitted per building frontage, provided there is no other building-mounted or freestanding major identification sign on the same frontage.

2. Size Standards

Standards shall be the same as those for other building-mounted identification signs in the applicable district as specified in this Chapter. The area allowed for major or secondary identification signs shall be in addition to that of accessory window signing permitted by Section 18.025.060.B but shall not be in addition to other building-mounted identification signing.

3. Illumination

a. In CP, CN, CL, CH, CF, MU1, MU3, MU4, and BP/I Districts, major identification window signs may have neon or other internal illumination if approved.

b. In CV and MU2 Districts, major identification signs may have neon if approved by the Architectural Commission.

c. All illuminated signs shall be subject to 30-day review pursuant to Section 18.005.050.

4. Review

a. In CP, CN, CL, CH, CF, MU1, MU3, MU4, and BP/I Districts, illuminated and non-illuminated major identification window signs shall be reviewed by City staff.

b. In CV and MU2 Districts, non-illuminated major identification window signs shall be reviewed by staff and illuminated major identification window signs shall be reviewed by the Architectural Commission. (08-05)

B. Accessory Signs

1. Maximum Number

There is no limit on the number of window signs other than major identification window signs, provided such signing conforms to the other limitations of this Section. (08-05)

2. Maximum Size

The total area of all accessory window signs for a business/lease space shall not exceed 25 percent of the exterior window area of the business/lease space, or 6 square feet, whichever is greater. The area of window signs shall be calculated as the aggregate area within three rectangular figures, which enclose and connect the extreme limits of up to three message areas consisting of any writing, representation, emblem or any figure or similar character. (10-04)

3. Illumination

Accessory window signs may have external illumination only. (08-05)

4. Review

Accessory window signs meeting the above limitations shall be exempt from sign permit requirements.

C. Holiday Window Painting

Holiday window painting, such as for Christmas and Halloween, shall be permitted and shall be exempt from the window sign limitations of this Chapter. However, such painting shall contain no reference to named goods or services. In addition, all such decorations shall be removed within 10 days after the applicable holiday. (08-05)

D. "OPEN" or "CLOSED" Window Signs

Window signs indicating that an establishment is "OPEN" or "CLOSED" for business, maximum of 4 square feet in area, and no more than one sign per business shall be permitted. Such signs are exempt from sign permit requirements. They shall not be considered accessory window signs and shall not be included in accessory window sign area calculations.

1. In the CVO District, such signs may not be illuminated.

2. In commercial and industrial districts other than the CVO District, such signs may be illuminated, provided the signs are neon signs with the translucent tubing limited to the letters O-P-E-N and a border. (08-05)

18.025.070 DECORATIVE BALLOONS FOR AUTOMOBILE SALES USES

The display of decorative, non-metallic balloons, maximum one foot diameter each, and of unlimited number, is permitted for automobile sales uses located in the CF District, and is exempt from sign permit requirements. (08-05)

18.025.080 FLAGS, PENNANTS AND WINDSOCKS

A. Small Flags, Banners, Pennants and Windssocks

Flags, banners, pennants and windssocks conforming to Chapter 18.001 are permitted and are exempt from sign permit requirements.

B. Large Flags

1. Flags which are larger in size, or displayed higher than allowed in Chapter 18.015 are permitted, illuminated or not, provided:

a. Such flags do not exceed 32 square feet in area; and

b. Such flags do not extend above the top of the building where mounted or freestanding flagpoles do not exceed 30 feet; and

c. Such display items do not contain commercial messages such as product names, business names, professional names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away; and

d. There are no more than two flags displayed and no more than one freestanding flagpole per business; and

e. A sign permit is approved by the Architectural Commission.

2. Flags larger in size and flags on higher freestanding poles than specified above may be approved by the Architectural Commission if the commission determines the flags and flagpole will be compatible with the architecture and use of surrounding structures.

3. The display of more than two flags per business shall require the approval of a planned sign program pursuant to Section 18.025.120 by the Architectural Commission.

C. Pennants and Windssocks

1. Decorative pennants and windssocks, larger in size than allowed in Chapter 18.015, or freestanding, are permitted, illuminated or not, provided:

a. Such display items do not exceed 32 square feet in area; and

b. Such flags do not extend above the top of the building where mounted or freestanding flagpoles do not exceed the roof of the nearest building; and

c. Such display items do not contain commercial messages such as product names, business names, professional names, professional services, business logos, or any article or merchandise which is to be sold, bartered, or given away; and

d. There are no more than 2 display items (e.g. 2 pennants, 1 pennant and 1 windssock, etc.) per business; and

e. A sign permit is approved by the Architectural Commission.

D. Restrictions

No flag, pennant, or windssock permitted in this Section shall: (1) restrict pedestrian or automobile traffic; (2) impair motorist visibility or otherwise create a traffic hazard; (3) impair the visibility of signs on or off the premises. (08-05)

18.025.090 TEMPORARY SIGNS FOR NEW BUSINESSES

A. The following temporary building-mounted signs are permitted if approved by City staff and sign permits are issued for the signs:

1. New Business/Ownership Building-Mounted Banners/Signs – New businesses and/or existing businesses that have a change of ownership and/or management are allowed temporary building-mounted banners/signs subject to the following:

a. Signs may be approved for an initial period of no more than 30 days, however, after the initial 30 days, City staff may grant an extension for an additional 30 days.

b. No more than one temporary sign shall be installed per street frontage.

- c. Signs shall not exceed 32 square feet in size, except in the CV District signs shall be limited to 12 square feet.
- 2. Temporary Advertising Signs for Special Events or Activities – Businesses may be allowed temporary A-frame signs or banners to advertise limited-time specials, sale events or special business activities subject to the following:
 - a. A business may not display other types of temporary signs or banners concurrently with temporary advertising signs permitted by this subsection.
 - b. No more than one temporary advertising sign is allowed per street frontage or building entrance. A business may not have both a banner and an A-frame on the same street frontage or building entrance.
 - c. First floor tenants in the CV District are permitted A-frame signs only. In the CV District, temporary banners are allowed only for second floor tenants, or for new businesses and/or for changes in ownership/management as specified in “A” above.
 - d. Banners are limited to 12 square feet in size.
 - e. A-frame signs are limited to 12 square feet in size and may not exceed four feet in height. In the CV District A-frame signs are limited to eight square feet in size and may not exceed three feet in height. A-frame signs may be displayed during business hours only.
 - f. A business may display a temporary advertising banner or A-frame sign for a maximum of 60 calendar days per year. The 60 days may be consecutive or spread throughout the calendar year.
- B. All temporary signs shall be subject to the following:
 - 1. Signs shall be made of durable, weather-resistant materials, have a professional looking appearance, and be continually maintained in good condition.
 - 2. Temporary signs may not include lighting.
 - 3. Signs shall be placed so as not to interfere with pedestrian and vehicular traffic or handicapped accessibility. It is encouraged that signs be placed adjacent to the building. Signs may not be located in the public right-of-way, unless the City Engineer approves the placement of the sign in the right-of-way and issues an encroachment permit. (10-04)

18.025.100 DIRECTORY SIGNS

Building-mounted on-premise directory signs for business complexes identifying occupants within the complex, are permitted and are exempt from sign permit requirements in accordance with Section 18.015.040.L.

In addition to the above exempt signs, freestanding directory signs may be permitted provided a sign permit is approved by the Architectural Commission and the following standards are met:

- A. Maximum of 4 square feet in area per sign
- B. Sign shall be pedestrian-oriented
- C. Maximum of 6 feet in height.
- D. One such sign may be permitted at each public entrance to the building or complex if so approved by the commission. (08-05)

18.025.110 DIRECTIONAL SIGNS

A. Parking lot or other direction signs, denoting "entry," "exit," etc., maximum of 4 square feet in sign area and 4 feet in height, shall be permitted as needed per City determination. Directional signs shall direct motorists or pedestrians to parking or building entries or provide similar directional information and shall not contain commercial copy.

B. In the CV and MU2 Districts, freestanding directional signs shall not be permitted unless the City determines that building-mounted directional signs are not feasible.

C. Non-illuminated directional signs shall be reviewed by City staff. Illuminated directional signs shall be reviewed by the Architectural Commission. (08-05)

18.025.120 PLANNED SIGN PROGRAMS

Submission of a planned sign program for a building, business park, shopping center, or other development within a commercial or industrial district may be required by the City in conjunction with review of a new development or with review of any proposed new sign within an existing development. In addition, planned sign programs may be voluntarily submitted for review to the City by the owner of

an existing development. All signs for developments for which a sign program has been approved shall be in compliance with such sign program.

A. Intent

The establishment of a planned sign program in accordance with this Section shall be an alternative to the standard sign regulations contained in this Title. Signs within such a planned sign program may be permitted although not conforming to all of the requirements of this Title for the applicable zoning district in order to achieve aesthetic compatibility of signs within a project, and simple review process for individual signs, and to allow design creativity. The use of planned sign programs may allow some flexibility in number and size and in the placement of signs. However, the total aggregate area of the signs permitted by the sign program shall not be greater than the total aggregate area of all signs otherwise permitted by this Title.

B. Standards

Planned sign programs shall conform to all of the following standards:

1. Eligibility

Any building, business park, shopping center or other contiguous group of businesses is eligible for consideration of a planned sign program.

2. Minimum Project Size

No minimum frontage or site size requirements.

3. Design Elements

Signs within the sign program shall have one or more common design elements, such as colors, materials, illumination, sign type, sign shape, letter size and letter type.

4. Building Context

The sign program shall specify signs in harmony with the materials, colors, architecture, and other design features of the buildings they identify.

C. Review

Planned sign programs shall be reviewed by the Architectural Commission in accordance with Chapter 18.001. Signs within a previously approved planned sign program shall be reviewed by staff.

D. Sign Program Findings

The Architectural Commission shall approve a planned sign program only upon finding that:

1. It is consistent with the intent of these sign regulations as set forth in Chapter 18.000.
2. It meets the sign design criteria of Section 18.000.000.B.
3. It meets the design standards of Section 18.025.120.B.
4. It will not permit signs which adversely affect other nearby properties.
5. It is consistent with the General Plan.
6. It will not constitute a grant of special privilege nor provide more visibility or exposure than is available to similarly situated properties.

E. Signs Not Addressed in Development's Approved Planned Sign Program

A proposed sign not specified in a development's approved sign program may be permitted if:

1. The director or Architectural Commission determines that the approved planned sign program does not address the type of sign proposed.
2. The proposed sign is in compliance with the restrictions and standards for signs in the district in which the development is located.
3. The proposed sign is consistent with the Intent of the approved sign program and this Title.

F. Amendments to Planned Sign Programs

Amendments to a planned sign program for an existing development may be required by the City in conjunction with review of any proposed new construction or new signs in the development. Amendments may also be voluntarily submitted for review by the owner of the development. Amendments to planned sign programs shall be reviewed by the Architectural Commission pursuant to Chapter 18.001. The Architectural Commission shall only approve an amendment to a planned sign program if the findings in Section 18.025.120 can be made. In approving an amendment to a planned sign program, the Architectural Commission may place conditions or restrictions on any signs within the development in addition to the new signs. (08-05)

18.025.130 SIGNS FOR OTHER LAND USES

The City shall determine sign standards for land uses other than those listed in this Section by applying the standards for similar uses from the most applicable Chapter of this Title. (08-05)

18.025.140 SIGNS IN THE VILLAGE EXPANSION SPECIFIC PLAN (VESP) AREA

The sign standards for land uses in the VESP area shall be the sign standards that are applicable to similar uses in the CV District, except that retail businesses located in the CMX district and occupying more than 3,500 gross square feet in first floor area may be permitted to have building-mounted primary identification signs with signs up to 50 square feet in area and building-mounted secondary identification signs up to 32 square feet in area.

Sign programs that are approved by the Architectural Commission for developments in the VESP area may permit the following types of signs in the VESP area:

- A. Building-mounted, major identification signs mounted perpendicular to the building façade, if they relate to the architectural design of the building.
- B. Freestanding, major identification signs extending into the public right of way, if necessary, to provide identification to one or more businesses that lack adequate visibility from the street. The approval of the city engineer shall be required for signs extending into the public right of way.
- C. Exposed neon major identification signs, if tastefully designed and reflective of the style of the building and the type of business.
- D. Shared freestanding, major identification signs for uses within a single development complex where businesses within the complex lack adequate visibility from the street; such shared signs may list more than three tenants. (08-05)

Chapter 18.030

SIGNS PERMITTED IN SPECIAL DISTRICTS

Sections:

- 18.030.010 General Requirements**
- 18.030.020 I - Institutional Districts**
- 18.030.030 P/RC – Park/Resource Conservation District**
- 18.030.040 SP – Specific Plan Districts**
- 18.030.050 Signs for Other Land Uses**

18.030.010 GENERAL REQUIREMENTS

A. No sign shall be erected within any special district which does not comply with this Chapter. The sign sizes, heights, and numbers in this Chapter are maximums. The City may require smaller sizes, heights, and/or numbers of signs if it determines that such restrictions are required to ensure that an individual sign will harmonize with other nearby signs, with surrounding buildings and setbacks, with the sign's overall physical setting, and with the Intent of this Title.

B. Proposed signs which do not conform to the provisions of this Chapter, or to the illumination, location, or other General Standards of Chapter 18.030 are prohibited unless a sign adjustment or variance is approved by the Architectural Commission pursuant to Section 18.001.050. However, the establishment of a planned sign program in accordance with Section 18.025.120 shall be an alternative to the standard sign regulations. Signs within such a planned sign program may be permitted although not conforming to all of the sign requirements for the applicable zoning district in order to achieve aesthetic compatibility of signs within a project and simple review process for individual signs, and to allow design creativity. The use of planned sign programs may allow some flexibility in number and size and in the placement of signs. However, the total aggregate area of the signs permitted by the sign program shall not be greater than the total aggregate area of all signs otherwise permitted.

C. All signs permitted within this Chapter shall conform to the following:

1. All signs shall be on-premise unless otherwise specified.
2. Maximum sizes shall be as specified for each sign.
3. All building-mounted signs shall be placed below the eave line of a pitched or mansard roof, or below the top of wall of a building with a flat or parapet roof unless otherwise specified or unless specifically permitted as freestanding (with the maximum freestanding height as specified).
4. All building-mounted signs and sign faces shall be painted on or shall be parallel to and flush against the surface on which they are placed.
5. The placement of all freestanding signs shall be as approved by the City.
6. Illuminated signs shall only be permitted in accordance with Chapter 18.005 (General Standards).
7. No sign, flag or pennant permitted by this Section shall: (1) restrict pedestrian or automobile traffic; (2) impair motorist visibility or otherwise create a traffic hazard; or (3) impair the visibility of signs on or off the premises. (08-05)

18.030.020 I - Institutional Districts

Signs shall be permitted in the I Districts as follows:

A. Exempt Signs

1. Signs listed in Chapter 18.015 are permitted in the I Districts and are exempt from sign permit requirements.
2. Signs, banners, flags, or pennants placed within a campus and not visible from a public street or other public right-of-way or from any property located outside the Institutional Districts are permitted and exempt from sign permit requirements. However, signs which are exempt from sign permit requirements are not exempt from building or electrical permit requirements.

B. Identification Signs Requiring Sign Permits

In addition to the exempt I-Districts signs specified in 18.030.020.A, signs visible from a public street, other public right-of-way, or from any property located outside the Institutional Districts, which identify a school, college, or other institution, are permitted upon approval of a sign permit provided such signs do not exceed the following maximum numbers, sizes, heights, and other restrictions:

1. Major Institutional Identification Signs

a. Maximum Number

Two major identification signs per institution entry, either building-mounted or freestanding. For purposes of this Chapter, entry shall be any piercing of an institutional border by a street or major pedestrian way.

b. Maximum Size

i. Institutions occupying less than 1 acre – 20 square feet per sign.

ii. Institutions occupying more than 1 acre and less than 2 acres - 32 square feet per sign.

iii. Institutions occupying more than 2 acres - 50 square feet per sign.

c. Maximum height of freestanding signs is 6 feet

2. Building Identification Signs

a. Maximum Number

One building identification sign per institutional building, either building-mounted or freestanding.

b. Maximum Size

i. Building-mounted signs shall be a maximum 1/2 square foot per each linear foot of building frontage up to a maximum of 50 square feet.

ii. Freestanding signs shall be a maximum of 12 square feet.

c. Maximum height of freestanding signs is 4 feet.

3. Illuminated and non-illuminated building-mounted signs shall be reviewed by staff. Freestanding signs shall be reviewed by the Architectural Commission.

C. Directional Signs

Freestanding on-premise parking lot or other directional signs, denoting "entry," "exit," etc., up to 4 square feet in area and 4 feet in height, are permitted as determined necessary by the City.

Non-illuminated directional sign shall be reviewed by staff. Illuminated directional signs shall be reviewed by the Architectural Commission.

D. Attraction Boards Requiring Sign Permits

In addition to the exempt I Districts signs specified in 18.030.020.A, illuminated attraction boards which are visible from a public street, other public right-of-way, or any property located outside the Institutional Districts are permitted, one per institution upon approval of a sign permit. Attraction boards shall be a maximum of 20 square feet in size and, if freestanding, a maximum of 5 feet in height. Building-mounted attraction boards shall be reviewed by staff. Freestanding attraction boards shall be reviewed by the Architectural Commission and placement of such signs shall be as approved by the Architectural Commission.

E. Real Estate and Construction Signs Requiring Sign Permits

In addition to the exempt I Districts signs specified in 18.030.020.A, real estate and construction signs which are visible from a public street, other public right-of-way, or from any property located outside the Institutional Districts are permitted in accordance with Section 18.035.020.

F. Flags and Pennants Requiring Sign Permits

Flags, pennants, and windsocks which are visible from a public street, other public right-of-way, or from any property located outside the Institutional Districts are permitted in accordance with Chapter 18.015 and Section 18.025.070.

G. Temporary Signs

Temporary signs directing the public to civic or charitable events sponsored by a non-profit organization and open to the public shall be permitted.

1. Temporary signs with a maximum size of not more than 12 square feet, a maximum height of 5 feet, and displayed a maximum of 4 days shall be exempt from sign permit requirements.

2. Temporary signs larger than 12 square feet or signs displayed for more than 4 days shall be permitted if a sign permit is approved by staff in conjunction with a special use and development permit or special event permit.

Signs may be erected on a parkway or median within the public right-of-way pursuant to Section 18.035.070.

H. Planned Sign Programs

Submission of a planned sign program, pursuant to Section 18.025.120 for an institutional use may be required by the City in conjunction with review of a new building or with review of any proposed new sign for an existing building. In addition, planned sign programs may be voluntarily submitted to the City by the owner of an institutional building. (08-05)

18.030.030 P/RC – PARK/RESOURCE CONSERVATION DISTRICT

Signs shall be permitted in the P/RC District as follows:

A. Park/Resource Conservation Uses

Signs identifying public parks and other public open space uses are permitted and exempt from sign permit requirements in accordance with Chapter 18.015.

B. Private Recreational Uses

Signs identifying private stables and similar private recreational uses are permitted upon approval of a sign permit provided such signs do not exceed 20 square feet in size. Sign height, placement, and illumination shall be as approved by the Architectural Commission.

C. Real Estate and Construction Signs

Real estate and construction signs are permitted in the Park/Resource Conservation District in accordance with Section 18.015.020.

D. Flags and Pennants

Flags, pennants, and windsocks are permitted in accordance with Sections 18.001.020 and 18.005.060. (08-05)

18.030.040 SP SPECIFIC PLAN DISTRICTS

Signs shall be permitted in the SP Districts as follows:

A. Signs by Use

The City shall determine sign standards for land uses within the SP Districts by applying the standards for similar uses from the most applicable Chapter of this Title. Such standards shall be adopted as part of the specific plan for each SP District.

B. Real Estate and Construction Signs

Real estate and construction signs are permitted in Specific Plan Districts in accordance with Chapter 18.015 and Section 18.035.070.C. (08-05)

18.030.050 SIGNS FOR OTHER LAND USES

The City shall determine sign standards for land uses other than those listed in this Chapter by applying the standards for similar uses from the most applicable Chapter of this Title. (08-05)

Chapter 18.035

SIGNS PERMITTED IN CONNECTION WITH SPECIFIC USES

Sections:

- 18.035.010 General Requirements**
- 18.035.020 Real Estate and Construction Signs**
- 18.035.030 Churches and Other Special Uses**
- 18.035.040 Service Stations**
- 18.035.050 Theaters/Cinemas**
- 18.035.060 Temporary Uses Permitted with a Special Use and Development Permit or Special Event Permit**
- 18.035.070 Signs in the Public Right-of-Way**

18.035.010 GENERAL REQUIREMENTS

A. No sign shall be erected for any use specified in this Chapter which does not comply with this Chapter. The sign sizes, heights, and numbers in this Chapter are maximums. The City may require smaller sizes, heights, and/or numbers of signs if it determines that such restrictions are required to ensure that an individual sign will harmonize with other nearby signs, with surrounding buildings and setbacks, with the sign's overall physical setting, and with the Intent of this Title.

B. Proposed signs which do not conform to the provisions of this Chapter, or to the illumination, location, or other General Standards of Chapter 18.005, are prohibited unless an adjustment or variance is approved by the Architectural Commission pursuant to Section 18.001.050 and Chapter 16.309 of Title 16. However, the establishment of a planned sign program in accordance with Section 18.025.120 shall be an alternative to the standard sign regulations. Signs within such a planned sign program may be permitted although not conforming to all of the sign requirements for the applicable zoning district in order to achieve aesthetic compatibility of signs within a project and simple review process for individual signs, and to allow design creativity. The use of planned sign programs may allow some flexibility in number and size and in the placement of signs. However, the total aggregate area of the signs permitted by the sign program shall not be greater than the total aggregate area of all signs otherwise permitted.

C. All signs permitted within this Chapter shall conform to the following:

1. All building-mounted signs shall be placed below the eave line of a pitched or mansard roof or below top of wall of a flat or parapet roof.
2. All building-mounted signs and sign faces shall be painted on or shall be parallel to and flush against the surface on which they are placed.
3. The placement of all freestanding signs requiring sign permits shall be as approved by the City.
4. Illuminated signs shall only be permitted in accordance with Chapter 18.005 (General Standards). (08-05)

18.035.020 REAL ESTATE AND CONSTRUCTION SIGNS

Real estate and construction signs 6 sq. ft. or smaller are exempt from sign permit requirements in accordance with Section 18.015.030. Real estate or construction signs, including names of architect, contractor, etc., larger than 6 square feet are permitted only upon approval of a sign permit, subject to the following restrictions.

Real estate signs with "sale pending" riders shall be permitted while the property is in escrow.

A. Maximum Number

1. Residential Developments

One temporary real estate sign and no more than three construction announcement signs shall be permitted per street frontage. Signs may be either building-mounted or freestanding. Temporary real estate signs and construction announcement signs shall not consist of flexible material such as cloth, paper, cardboard, or plastic.

B. Maximum Size

1. Residential Developments

Real estate and construction signs shall be a maximum of 6 square feet times the number of lots in a subdivision or dwelling units in a development project up to a maximum of 20 square feet for a real estate sign and 32 square feet for a construction sign.

2. Commercial and Industrial Developments and Vacant Un-Subdivided Land

Real estate and construction signs shall be a maximum of 6 square feet per 10,000 square feet of lot area up to a maximum of 20 square feet for real estate signs and 32 square feet for construction signs.

C. Maximum Height

Freestanding real estate signs shall be a maximum of 5 feet in height. Construction signs which are smaller than 20 square feet in size shall be a maximum of 5 feet in height. Freestanding construction signs which are 20 square feet in size or greater shall be a maximum of 8 feet in height.

D. Placement

All freestanding signs shall be placed on the premises to which they refer and in any case shall not be placed within the public right-of-way.

Precise placement of signs larger than 6 square feet in size shall be approved by the Director.

E. Illumination

Illumination of real estate and construction signs shall not be permitted.

F. Review

All real estate and construction signs shall be review of City staff.

G. Removal of Temporary signs

Sign permits shall be valid for up to one year and may be renewed for up to one year at a time if approved by the Director. In any case, all signs shall be removed upon the earlier of the following events: 1) expiration of the sign permit; or 2) completion of sale or lease of the last lot or unit within the subject property in the case of real estate signs; or 3) issuance of the first occupancy certificate or completion of construction which is identified by the sign in the case of construction announcement signs. The Director may require a cash deposit or other financial surety to ensure sign removal. (08-05)

18.035.030 CHURCHES AND OTHER SPECIAL USES

The following signs for churches, day care centers, hospitals, nursing homes, and similar special uses are allowed if a sign permit is approved. (Signs for institutional uses in the Institutional Districts shall be permitted pursuant to Section 18.030.020.)

A. Identification Signs and Attraction Boards

Unless determined infeasible by staff or the Architectural Commission, all identification signs and attraction boards shall be combined into one sign structure per street frontage.

1. One major identification sign is permitted per street frontage. (Churches housing more than one congregation may be permitted one major identification sign per each congregation upon approval by the Architectural Commission.)

2. One secondary identification sign is permitted per street frontage identifying accessory activities on the site, such as church day care centers.

3. Attraction boards are permitted for churches only, one per church facility regardless of the number of congregations sharing the facility.

4. All signs shall be building-mounted, excepting, the architectural Commission may approve a freestanding sign structure for identification signs and attraction boards for a church or special use if the commission makes at least one of the following findings:

a. A freestanding structure is necessary to provide adequate identification of the institution to motorists.

b. The building is set back from the street or obscured from street view by structures or vegetation such that building-mounted sign structures cannot provide adequate identification.

c. The architectural style, materials, or other design elements are such that a building-mounted sign is not feasible, would detract from the building's appearance, or would conflict with the General Plan or with the Intent of this Title.

5. Maximum Size of Identification Signs and Attraction Boards

For sites less than 1 acre, the maximum permitted size is 20 square feet aggregate for major and secondary identification signs and 12 square feet for attraction boards.

For sites of 1 acre or more, the maximum permitted size is 32 square feet aggregate for major and secondary identification signs and 18 square feet for attraction boards.

6. Maximum Height and Placement of Freestanding Signs

The maximum height of freestanding signs (if allowed) is 5 feet. The placement of all freestanding signs shall be as approved by the City.

7. Illuminated and non-illuminated building-mounted signs and attraction boards shall be reviewed by staff. Freestanding identification signs and attraction boards shall be reviewed by the Architectural Commission.

B. Directional Signs

In addition to the above signs, freestanding on-premise parking lot or other directional signs, denoting "entry," "exit," etc., maximum of 4 square feet in size and 4 feet in height, are permitted as determined necessary by the City. Non-illuminated directional signs shall be reviewed by staff. Illuminated directional signs shall be reviewed by the Architectural Commission.

C. Temporary Signs

1. Upon issuance of a sign permit, temporary building-mounted identification signs may be utilized by the new occupant of a premises for no more than 30 days. Also, the Director may approve time extensions for such temporary signs up to an additional 30 days. No more than one temporary sign, not exceeding 12 square feet in size, shall be installed per street frontage. Such signs shall otherwise conform to the height and other requirements specified for major identification signs in this Section. Temporary signs shall be reviewed by City staff.

2. Temporary signs directing the public to civic or charitable events sponsored by a non-profit organization and open to the public shall be permitted.

a. Temporary signs displayed a maximum of 4 days shall be exempt from sign permit requirements.

b. Temporary signs displayed for more than 4 days shall be permitted if a sign permit is approved by staff.

c. Such signs shall have a maximum size of not more 12 sq. ft. and a maximum height of 5 ft. if freestanding.

Signs may be erected on a parkway or median within the public right-of-way pursuant to Section 18.035.070.

3. Temporary signs and banners for temporary uses permitted with a Special Use and Development Permit pursuant to Section 18.035.060. (08-05)

18.035.040 SERVICE STATIONS

The following signs shall be permitted for automobile service stations if a sign permit is approved:

A. Building-Mounted Identification Signs

One building-mounted identification sign, maximum of 18 square feet in size, shall be permitted per service station. Illuminated and non-illuminated building-mounted signs shall be reviewed by staff.

B. Freestanding Identification and Fuel Price Signs

One freestanding identification sign shall be permitted per street frontage.

Fuel price signs, with information in accordance with state law, shall be combined with the preceding freestanding identification signing unless the Architectural Commission determines that such an identification-price signing combination is infeasible or would be contrary to the Intent of this Title. In such cases, one separate fuel price sign shall be permitted with a sign permit per street frontage.

1. Maximum Size

The maximum size of identification and fuel price signs shall be 50 square feet aggregate per service station.

2. Maximum Height

The maximum height of identification and fuel price signs shall be 6 feet.

3. Review

Freestanding identification and fuel price signs shall be reviewed by the Architectural Commission.

C. Accessory Signs

1. The following informational and accessory signs for service stations shall be permitted:

a. Small Signs Exempt from Permit Requirements: Warning signs, such as "No Smoking," and signs on gas pumps identifying the brand, grade, and price of fuel for that pump and giving pumping or other directions are permitted and are exempt from the requirements for a sign permit if under 2 square feet in size. Such signs may be illuminated.

b. Larger Accessory Signs: Upon approval of a sign permit, not more than two (2) non-illuminated accessory signs identifying products or services available on the premises are permitted in addition to those exempt accessory signs allowed under 18.035.040.C.1.a. Such signs shall not exceed 4 sq. ft. each and shall be building-mounted or shall be incorporated into displays placed against the building. Accessory signs shall be reviewed by City staff.

2. Prohibited Signs for Service Stations

Notwithstanding any provision within this Section, the following are not permitted on service station premises:

a. Accessory signs or banners attached to poles, fuel pumps, pump islands, or canopies except those permitted under Section 18.035.040.C.

b. Reader boards, A-frame signs, portable signs, or other freestanding signs except permitted identification and/or fuel price signs.

c. Signs attached to or part of tire displays.

D. Directional Signs

Freestanding on-premise parking lot or other directional signs, denoting "entry," "exit," etc., maximum of 4 sq. ft. in size and 4 ft. in height, are permitted as determined necessary by the City. Non-illuminated directional signs shall be reviewed by staff. Illuminated directional signs shall be reviewed by the Architectural Commission.

E. Window Signs

Window signs shall be permitted in accordance with Section 18.025.050.

F. Temporary Signs

Upon approval of a sign permit, a temporary building-mounted identification sign may be utilized by the new occupant of a premises for no more than 30 days. Also, the Director may approve time extensions for such temporary signs up to an additional 30 days. No more than one temporary sign, not exceeding 32 square feet in size, shall be installed per service station. Such signs shall otherwise conform to the height and other requirements specified for major identification signs in this Chapter. Temporary signs shall be reviewed by City staff.

G. Planned Sign Programs

Submission of a planned sign program, pursuant to Section 18.025.120, for a service station may be required by the City in conjunction with review of a new service station or with review of any proposed new sign for an existing service station. In addition, planned sign programs may be voluntarily submitted to the City by the owner of an existing service station. (08-05)

18.035.050 THEATERS/CINEMAS

The following signs shall be permitted for theaters (live stage or movie) that are located in commercial zoning districts and have been permitted with an approved Conditional Use Permit (CUP).

A. Building-Mounted Identification Signs

1. One building-mounted identification sign shall be permitted per theater or cinema complex (single or multi-screen).

2. The maximum sign area for building-mounted identification signs shall be 75 square feet for the first screen or stage plus 25 square feet per screen or stage over one, up to a maximum of 175 square feet in size.

3. Signs must be architecturally compatible and appropriately sized for the building upon which they are mounted.

B. Freestanding Identification

One freestanding identification sign may be permitted per theater complex if at least one of the findings contained in Section 18.025.050.A.1 can be made.

1. The maximum size of freestanding identification signs shall be 80 square feet per theater complex.
2. The maximum height of freestanding identification signs may be permitted to exceed the maximum height for freestanding signs of the underlying district, if approved as part of a sign program granted by the Architectural Commission.
3. All freestanding identification signs shall be reviewed by the Architectural Commission.
- C. Attraction Boards
 1. One attraction board is permitted per frontage of theater, theater complex, or cabaret.
 2. For movie theaters, attraction boards shall be allowed a maximum of 20 square feet plus 10 square feet per screen over one, up to a maximum of 50 square feet of total area.
 3. For live theaters and cabarets, attraction boards shall be a maximum of 20 square feet plus 10 square feet per stage over one, up to a maximum of 40 square feet of total sign area.
 4. Attraction boards shall be building-mounted; however, the Architectural Commission may approve a freestanding attraction board if:
 - a. It is combined with a freestanding major identification sign, and
 - b. The commission can make at least one of the findings in Section 18.025.050.A.1, and
 - c. The resulting structure is in keeping with the intent of this Part.
 5. The height of freestanding attraction boards (if approved) shall conform to the requirements of the district in which they are located.
 6. Attraction Boards listing current performances or movies shall be combined with identification signs where possible.
- D. Coming Attraction Display Cases
 1. One coming attraction display case shall be permitted per screen for theaters or per stage for live theaters or cabarets.
 2. Coming attraction display cases shall only be large enough to display one maximum 8 square feet poster.
 3. Coming attraction display cases shall be building-mounted.
- E. Review Responsibilities
 1. Building-mounted identification signs, illuminated and non-illuminated, shall be reviewed by the Architectural Commission.
 2. Building-mounted attraction boards and coming attraction display cases shall be reviewed by staff.
 3. Freestanding attraction boards, including placement/location, shall be reviewed by the Architectural Commission. (08-05)

18.035.060 TEMPORARY USES PERMITTED WITH A SPECIAL USE AND DEVELOPMENT PERMIT OR SPECIAL EVENT PERMIT

Temporary signs and banners shall be permitted in conjunction with temporary uses and developments permitted with a special use and development permit or special event permit. Temporary signs shall be reviewed by staff at the time an application for a special use and development permit is submitted. Such signs shall be removed within the period prescribed in the permit. (08-05)

18.035.070 SIGNS IN THE PUBLIC RIGHT-OF-WAY

The following signs located in the public right-of-way shall be permitted in all districts.

A. General

Only signs for the uses listed in this Section are permitted within the public right-of-way.

B. Signs Exempt from Sign Permit Requirements

The following signs may be placed within the public right-of-way and are exempt from sign permit requirements pursuant to Chapter 18.015:

1. Any directional, safety, traffic, informational or similar signs erected by the City of Claremont or other governmental agency.
2. Signs and banners erected by the City of Claremont associated with holidays or special community events such as: Fourth of July, Halloween, Carnival, Claremont Anniversary Celebration, Winter holidays, Spring Festival, and similar holidays and events.

3. Temporary signs, maximum 12 square feet in size and maximum 5 feet in height if freestanding, for a civic or charitable event, sponsored by a non-profit organization and open to the public, erected on a parkway or median within the public right-of-way, provided signs are displayed a maximum of 4 days.

C. Signs Requiring Sign Permits

1. Temporary signs exceeding 12 square feet in size or signs displayed for more than 4 days for a civic or charitable event, sponsored by a non-profit organization and open to the public, erected on a parkway or median within the public right-of-way, if approved in conjunction with a special use and development permit or a special event permit by staff.

2. Under-canopy or awning signs over a public sidewalk or other right-of-way, if permitted in the applicable district pursuant to this Title. Such signs shall require both a sign permit and an encroachment permit. Under-canopy or awning signs shall be reviewed by staff. (08-05)

Chapter 18.900

GLOSSARY OF DEFINITIONS

Sections:

18.900.000 Glossary of Definitions

18.900.000 For the purposes of this Title, the following terms, words, and phrases, and their derivations shall have the meanings as defined in this Section.

- 18.900.005 ACCESSORY SIGN Accessory Sign shall mean a sign whose copy refers to the products, facilities, or services available on the premises. Accessory window signs shall also include temporary posters attached to windows or placed within five feet of any window and legible from off the site.
- 18.900.010 ADVERTISING STATUARY Advertising Statuary shall mean an imitation or representation of a person or thing which is sculptured, molded, modeled, or cast in any solid or plastic substance, material, or fabric and used to identify or advertise a product or service. Advertising statuaries shall be considered and regulated as signs.
- 18.900.015 ATTRACTION BOARD Attraction Board shall mean a sign capable of supporting copy which is readily changeable such as a theater marquee, and which refers to products, services, or coming events on the premises.
- 18.900.020 BANNER Banner shall mean the same as "flag."
- 18.900.025 BILLBOARD Billboard shall mean an off-premise sign with changing advertising copy.
- 18.900.030 BULLETIN BOARD Bulletin Board shall mean a board, kiosk, or wall area on which are affixed personal notices, lost-and-found notices, business cards, and similar small informal notices referring to products, services, activities, or other items not offered on the same premises. The term bulletin board shall not include business identification signs or attraction boards.
- 18.900.035 BUILDING EXPOSURE Building Exposure shall mean the linear measurement of exterior building walls enclosing interior spaces that are facing an outdoor area.
- 18.900.040 BUILDING FRONTAGE Building Frontage shall mean the linear measurement of exterior building walls enclosing interior spaces that are facing or oriented to a street or parking area.

18.900.045	BUILDING-MOUNTED SIGN	Building-Mounted Sign shall mean a sign affixed to a building, including awnings and windows.
18.900.050	BUSINESS	Business shall mean a commercial, office, institutional, or industrial establishment.
18.900.055	CABARET	Cabaret shall mean a restaurant or cafe with live entertainment.
18.900.060	CANOPY	Canopy shall have the same meaning as in the Glossary.
18.900.065	CONSTRUCTION SIGN	Construction Sign shall mean a sign containing information pertaining to a future development on the site where the sign is located, including the name of the project, the developer, contractor, architect, financing source, future occupant(s), and other information directly related to the development.
18.900.070	DEVELOPMENT	Development shall mean a building or group of buildings which function as an integrated whole and which have common access and/or parking facilities.
18.900.075	DIRECTIONAL SIGN	Directional Sign shall mean a sign directing motorists or pedestrians to parking or building entries or providing similar directional information.
18.900.080	DIRECTOR	Director shall mean the Director of Community Development of the City of Claremont or the director's authorized representative.
18.900.085	ELECTRONIC MESSAGE CENTER DISPLAY	Electronic Message Center Display shall mean a sign having the capability of presenting variable message displays by projecting an electronically controlled light pattern against a contrasting background, and which can be programmed to change messages by electronic processes, or by remote control.
18.900.090	EXEMPT SIGN	Exempt Sign shall mean a sign which is designated in Title 18 as not subject to certain regulations in said Title.
18.900.095	FLAG	Flag shall mean a visual display device, with or without copy, usually rectangular in shape and made of flexible material, usually cloth, paper, or plastic.
18.900.100	FLAT ROOF	Flat Roof shall mean a roof which is horizontal without a sloping, pitched, or mansard portion above.

18.900.105	FREESTANDING SIGN	Freestanding Sign shall mean a sign supported upon the ground and not attached to any building. Freestanding sign shall include signs mounted on walls, which do not enclose any building.
18.900.110	FREEWAY BUILDING FRONTAGE	Freeway Building Frontage shall mean a building wall parallel or nearly parallel to a freeway.
18.900.115	FREEWAY LOT FRONTAGE	Freeway Lot Frontage shall mean a property line abutting a freeway right-of-way.
18.900.120	FREEWAY-ORIENTED SIGN	Freeway-Oriented Sign shall mean any sign whose primary purpose, as determined by the City, is to identify the business to motorists on the freeway.
18.900.125	IDENTIFICATION SIGN	Identification Sign shall mean a sign whose commercial copy is limited to the name, type of business, and the address of the building, business, office, establishment, person, or activity.
18.900.130	ILLUMINATED SIGN	Illuminated Sign shall mean a sign in which a source of light is used in order to make readable the message or attract attention to the sign. This definition shall include internally and externally lighted signs and reflectorized, glowing, or radiating signs.
18.900.135	LOGO	Logo shall mean a trademark or symbol of an organization.
18.900.140	MAJOR IDENTIFICATION SIGN	Major Identification Sign shall mean an identification sign facing the public street, streets or pedestrian paths providing primary access to the premises identified by the sign.
18.900.145	MANSARD ROOF	Mansard Roof shall mean a sloped roof or roof-like facade above and architecturally comparable to a building wall.
18.900.150	NEON SIGN	Neon Sign shall mean a sign which utilizes neon or other gases within translucent tubing in or on any part of the sign structure.
18.900.155	OFF-PREMISE SIGN	Off-Premise Sign shall mean a sign referring to a person, establishment, merchandise, service, event, or entertainment which is not located, sold, produced, manufactured, provided, or furnished on the premises where the sign is located.

18.900.160 ON-PREMISE SIGN	On-Premise Sign shall mean a sign referring to a person, establishment, merchandise, service, event, or entertainment which is located, sold, produced, manufactured, provided, or furnished on the premises where the sign is located.
18.900.165 OUTSIDE CORNER	Outside Corner shall mean that portion of a building having both an exterior front and side wall adjacent to public rights-of-way.
18.900.170 PARAPET	Parapet shall mean the extension of a false front or building wall above a flat roof.
18.900.175 PEDESTRIAN-ORIENTED SIGN	Pedestrian-Oriented Sign shall mean a small sign readable primarily from the abutting sidewalk or other walkway but not generally from the street.
18.900.180 PENNANT	Pennant shall mean a visual display device, with or without copy, usually triangular in shape and made of flexible material, usually cloth, paper, or plastic.
18.900.185 PLANNED SIGN PROGRAM	Planned Sign Program shall mean a plan providing coordinated signing for a business or a contiguous group of businesses and utilizing one or more common design elements such as colors, materials, lettering, illumination, sign type, and sign shape.
18.900.190 PITCHED ROOF	Pitched or Gabled Roof shall mean a ridge roof with sloping ends over the building walls.
18.900.195 POLITICAL SIGN	Political Sign shall mean a sign whose text is limited to non-commercial speech, including speech pertaining to a forthcoming public election.
18.900.200 PORTABLE SIGN	Portable Sign means any sign designed to be moved easily and which is not permanently affixed to either the ground, a structure, or a building.
18.900.205 POSTER	Poster shall mean a sign, temporary in nature and usually on paper or cardboard, used to advertise a coming event or attraction.
18.900.210 REAL ESTATE SIGN	Real Estate Sign shall mean a sign indicating that the premises on which the sign is located is for sale, lease, or rent.
18.900.215 SECONDARY IDENTIFICATION SIGN	Secondary Identification Sign shall mean any identification sign other than a major identification sign.

18.900.220 SIGN	Sign shall mean any medium for visual communication, including copy, structure, and component parts, which is used or intended to be used to attract attention to, identify, or advertise an establishment, product, service, activity or location, or to provide information. Interior window displays of products sold on the premises shall not be considered signs.
18.900.225 SIGN COPY	Sign Copy shall mean any words, letters, numbers, figures, designs, or other symbolic representations incorporated onto the face of a sign.
18.900.230 SIGN FACE	Sign Face shall mean the exterior surface of a sign, exclusive of structural supports, on which is placed the sign copy.
18.900.235 SIGN HEIGHT, BUILDING-MOUNTED	Sign Height for Building-Mounted Signs shall mean the distance between the top of the sign and the average finish grade directly beneath the sign.
18.900.240 SIGN HEIGHT, FREESTANDING SIGNS	Sign Height for Freestanding Signs shall mean the distance between the top of the sign and the top of curb of the nearest street or the edge of pavement of such street where there is no curb. However, in cases where the director or Architectural Commission determines that a freestanding sign is not oriented to any particular street or is too far from such a street to reasonably apply the foregoing standard, sign height shall be measured from the average finish grade at the base of the sign.
18.900.245 SIGN HEIGHT, SIGNS ON WALLS	Sign Height for Signs on Walls shall mean the distance between the top of the sign panel inserted into or placed on the wall and the top of the curb of the nearest street or the edge of pavement of such street where there is no curb. If there is no sign panel, the height of the sign shall be measured from the top of the sign letters. If the director determines that a freestanding sign is not oriented to any particular street or is too far from such a street to reasonably apply the foregoing standard, sign height shall be measured from the average finish grade at the base of the sign. (Refer to Section 18.005.020.)
18.900.250 SIGN PERMIT	Sign Permit shall mean an entitlement from the City to place or erect a sign.

18.900.255 SIGN SIZE OR AREA	Sign Size or Sign Area shall generally mean the entire area of the sign face, including non-structural perimeter trim but excluding structures or uprights on which the sign is supported. (Refer to Section 18.005.020 for complete description of how sign area shall be measured.)
18.900.260 SIGN STRUCTURE	Sign Structure shall mean the structural supports, uprights, and bracing for a sign.
18.900.265 TEMPORARY SIGN	Temporary Sign shall mean a sign utilized to identify a business or other activity for an interim period.
18.900.270 UNDER CANOPY SIGN	Under Canopy Sign shall mean a sign suspended beneath a projecting canopy, walkway cover, awning, ceiling, or marquee.
18.900.275 WINDOW SIGN	Window Sign shall mean any written representation, emblem or other figure or similar character painted on or otherwise affixed to a window and any interior sign within 5 feet of any window and visible from off the subject building's site.
18.900.280 WALKWAY	Walkway shall mean a sidewalk or other pathway for pedestrians. (08-05)