

Chapter 20 Signs and Sign Structures

20.010 - Purposes

- A. To protect the public health, safety, and general welfare of the City by ensuring that the number, type, size, and design of all signs in Petaluma will not detract from the attractiveness and orderliness of the City's appearance.
- B. To protect the general welfare of the merchants and property owners in Petaluma by avoiding wasteful and costly competition among sign users which can result from the uncontrolled use of signs.

20.020 - Definitions

- A. **Area of signing.** The total area of all non-exempt permanent signs related to a single occupant.
- B. **Building frontage.** The primary wall or walls of a building facing a public street or streets (not including freeways).
- C. **Chief Building Official.** The Chief Building Official of the City of Petaluma or his designated representative.
- D. **City.** The City of Petaluma.
- E. **City Council.** The Petaluma City Council.
- F. **Community Development Director.** The Community Development Director of the City of Petaluma or a designated representative.
- G. **Erect.** To build, construct, attach, hang, place, suspend or affix, and shall also include the painting of wall signs.
- H. **Free-standing sign.** Any sign standing on the ground. Such signs are usually, but not necessarily, supported from the ground by one or more poles or posts or similar uprights.
- I. **Illuminated Signs.** Any sign which has characters, letters, figures, designs, or outline illuminated by electric lights or luminous tubes.
- J. **Illumination, direct.** Light source is an external part of the sign.
- K. **Illumination, indirect.** Light source is an internal part of the sign.
- L. **Marquee.** Any permanent roofed structure attached to and supported by a building.
- M. **Occupant.** One who occupies a group of buildings, one building, or each substantially separate physical division of a building.
- N. **One foot lambert.** Equal in brightness to one lumen per square foot reflected from a surface. One lumen per square foot is equal to a square foot illuminated evenly by one foot candle at any point.
- O. **Outdoor advertising structure.** Any device which is used or designed to direct attention to a business, profession, commodity, service, or entertainment which is conducted, sold, or offered elsewhere than upon the lot where such sign is located.
- P. **Planning Commission.** The City of Petaluma Planning Commission.
- Q. **Projecting Sign.** Any sign, other than a wall sign, which is suspended from or supported by a building or wall and which projects outward therefrom. Any sign suspended under a marquee, porch, walkway covering or similar covering structure and in a place approximately perpendicular to the wall of the adjoining building shall be deemed

to be a projecting sign.

- R. **Roof sign.** Any sign erected upon or over the roof or parapet of any building or eave of any building, including the roof of any porch, walkway covering, or similar covering structure, and supported by or connected to the building or roof.
- S. **Shopping center.** Any combination of five (5) or more separately owned and operated retail businesses on a single or commonly owned or leased parcel of land, or a commercial use of commercial complex occupying a site of at least two (2) acres. An existing building situated on a single parcel of land which is converted into separate retail businesses is not for the purpose of this section defined as a shopping center.
- T. **Sign.** Any writing, pictorial representation, symbol, banner, or any other figure of similar character of whatever material which is used to identify, announce, direct attention to or advertise or communicate, which is placed on the ground, on any bush, tree, rock, wall, post, fence, building, structure, vehicle or on any place whatsoever and which is visible from outside a building. The term "placed" shall include constructing, erecting, posting, painting, printing, tacking, nailing, gluing, sticking, carving, stringing, or otherwise fastening, affixing, or making visible in any manner whatsoever.
- U. **Sign area.** The area in square feet of the smallest rectangle enclosing the total exterior surface of a sign, or of one face of a double face sign.
- V. **Street.** A public right-of-way thirty (30) feet or more in width which provides a public means of access to abutting property. The term "street" shall include avenue, drive, circle, road, parkway, boulevard, highway, freeway, or any other similar term, but not alley. The term shall include the total width of the dedicated right-of-way.
- W. **Trailblazer Sign.** An identification or directional sign to specific sites or uses that are of regional importance or have a regional draw and provide a public benefit.
- X. **Wall sign.** Any sign posted or painted on, suspended from or otherwise affixed to the wall of any building or structure in an essentially flat position, or with the exposed face of the sign in a place approximately parallel to the plane of such wall. Any sign suspended from and placed approximately parallel to the front of a canopy, porch, or similar covering structure shall be deemed to be a wall sign.
- Y. **Window sign.** Any sign placed on, or inside an exterior window. This shall include but not be limited to: decals, stickers, readerboards, neon tubing signs, signs painted directly on the glass surface, and signs made of wood, plastic, metal, composite materials, paper, or cardboard.

20.030 - General Provisions

No sign, outdoor advertising structure or display shall be permitted except in conformity with the following regulations:

- A. **East Washington Street signs.** All freestanding signs for properties with an East Washington Street frontage shall be a monument, low-profile style not exceeding five (5) feet in height measured from the grade of the nearest public sidewalk.
- B. **Hazardous signs.** No sign or outdoor advertising structure shall be erected in such a manner that it will, or reasonably may be expected to interfere with, obstruct, confuse, or mislead traffic or create a safety hazard.
- C. **Lighting.** An illuminated sign within five hundred (500) feet of an R District measured along the radius of one hundred eighty (180) degree arc in front of a face of the sign, shall not be directly lighted, but may be indirectly lighted, provided that the surface brightness shall not be greater than thirty (30) foot lamberts.
- D. **Lighting of free-standing signs.** All free-standing signs shall be illuminated indirectly with white light and no light filament or tubing shall be visible from the front of the sign or from beyond the property line.

- E. **Marquee signs.** No sign shall be placed upon the roof or on the face of any marquee unless integrated as part of the building architecture.
- F. **Moving and novelty signs; pennants.** Moving signs, sign structures, and flashing lights are prohibited, except for official flags and symbols, clocks, thermometers, and traditional type barber poles that rotate. Pennants shall be included in the total sign area permitted for a particular use or site.
- G. **On-site sign locations.** All signs and displays shall be located on the same site as the use they identify or advertise, except subdivisions.
- H. **Roof signs.** No sign or sign structure shall be painted or located upon or above the roof of any building, unless integrated as part of the building architecture.
- I. **Signs in Planned Unit Developments.** Signs in P.U.D. (Planned Unit Development) Districts shall comply with the regulations prescribed in this section for the districts with which they are combined.
- J. **Signs near street intersections.** No sign shall be erected at the intersection of any street improved for vehicular traffic, within a triangular area formed by the curb lines and their projection, and a line connecting them at points thirty-five (35) feet from the intersection of the projected curb lines, unless in compliance with the provisions of this ordinance, has a clearance of at least ten (10) feet above curb grade.
- K. **Sign obstruction.** No sign shall be erected in such a manner than any portion of the sign or its support is attached to or will interfere with the free use of any fire escape, exit or standpipe, or obstruct any required stairway, door, ventilator, or window.
- L. **Sign visibility.** Not more than three (3) permanent signs for any one (1) occupant shall be visible from any one (1) ground vantage point.
- M. **Vertical clearance.** There shall not be less than ten (10) feet of clearance between the bottom of an overhanging sign and ground level, except that marquee signs not exceeding six (6) square feet in area may be erected with a minimum vertical clearance of eight and one-half (8-1/2) feet.
- N. **Wall and projecting signs.** A wall or projecting sign attached to a building shall not extend above the top of the wall upon or in front of which it is situated, or in the case of buildings having sloping roofs, above the eave of the roof.

20.040 – Signs in Open Space and Parks, Agricultural, Residential, and Civic Facilities Districts

Conformity with Regulations: No sign, outdoor advertising structure, or display with any character shall be permitted in an AG, OSP, or R District except the following:

- A. **Permanent tract signs.** One (1) permanent tract identification sign may be erected at the main entrance of a tract, provided that it does not exceed five (5) feet in height and twenty-five (25) square feet in area. Such sign may be indirectly illuminated in white light, provided the intensity does not exceed ten (10) foot lamberts.
- B. **Real estate signs.** One (1) non-illuminated real estate sign advertising the sale, rental, or lease of the premises on which it is maintained. For each ten (10) feet of lot(s) width, one (1) square foot of sign area is permitted, but in no case shall such area exceed thirty (30) square feet. All such signs shall be set back from every street lot line at least a distance in feet equal to one-half (1/2) the number of square feet in area of the sign, but each setback shall not be less than any required front yard.
- C. **Free-standing signs.** One free-standing identification sign not directly lighted, not exceeding twenty (20) square feet in area or a height of five (5) feet on the site of a public building or grounds, a private institution, a church, a club or lodge, or a professional office building, clinic or laboratory.

- D. **Wall sign.** One (1) wall identification sign not directly lighted, not exceeding twelve (12) square feet in area on the site of a church, school, community center or other public or institutional building.
- E. **Announcement signs.** One (1) non-illuminated announcement sign or bulletin board not over twelve (12) square feet in area on the site of a church, school, community center or other public or institutional building which sign, if not attached flat against a building, shall be at least twelve (12) feet from all street curb or pavement lines.
 - 1. **Announcement Signs for Public and Private Academic Schools.** One (1) non-illuminated announcement sign or bulletin board not over thirty-two (32) feet in area on the site of a public or private academic school. Which sign, if not attached flat against a building, shall be at least twelve (12) feet from all street curb or pavement lines. Announcement signs may not project over two (2) feet from any wall surface in compliance with Section 20.050(A)(6). Messages on these signs shall be related to school activities. The school shall be responsible for maintaining the sign in an attractive and well kept condition. Unauthorized messages and/or graffiti shall be removed from the sign in a timely manner.
 - 2. **Announcement Signs for Churches, Community Centers or Other Public or Institutional Buildings Other Than Public and Private Academic Schools.** One (1) non-illuminated announcement sign or bulletin board not over twelve (12) square feet in area on the site of a church, community center or other public or institution building other than a public or private academic school. Which sign, if not attached flat against a building, shall be at least twelve (12) feet from all street curb or pavement lines. Announcement signs may not project over two (2) feet from any wall surface in compliance with Section 20.050(A)(6).
- F. **Temporary signs.** Temporary construction and subdivision signs, in accordance with the provisions of Section 20.050(B).
- G. **Lighting of signs.** No sign in an AG or R District shall be constructed in such a way that any light filament or tubing is visible from the front of the sign or from beyond the property line.
- H. **Bed and Breakfast Inns.** One (1) identification sign, on the site of a bed and breakfast inn, not internally lighted, not exceeding six (6) square feet in area, of distinctive design and in keeping with the character of the structure and neighborhood.

20.050 – Signs in Commercial, Mixed Use, Business Park and Industrial Districts

- A. **Permitted Sign Types.** No sign, outdoor advertising structure, or display of any character shall be permitted in a C, MU, BP, or I District except the following:
 - 1. **Exempted signs.** Signs exempted from sign permits.
 - 2. **Sale, lease and rental signs.** One (1) sign pertaining to the sale, lease, rental, or display of a structure or land, not exceeding six (6) square feet in a C1 District or twenty (20) square feet in a C2, MU1, MU2, BP or I District.
 - 3. **Shopping center free-standing signs.** One (1) free-standing sign not exceeding thirty (30) feet in height and two hundred (200) square feet in area on the site of a shopping center, with a maximum height of ten (10) feet from the bottom to top of the sign face, provided that all buildings are set back not less than thirty (30) feet from the curb or street pavement edge on which the shopping center fronts. Shopping centers fronting on two (2) or more public streets shall be allowed one (1) additional free-standing sign for each additional frontage. Such signs shall not exceed twenty-five (25) square feet in area nor a height of fifteen (15) feet.
 - 4. **Other free-standing signs.** One (1) free-standing sign not exceeding the height of the main building, or twenty (20) feet, whichever is lower, provided that all buildings are set back not less than twenty-five (25) feet from the curb or street pavement edge on which the use fronts; or one (1) free-standing sign not exceeding five (5) feet in height and twenty (20) square feet in area provided that all buildings are set

back not less than fifteen (15) feet from the curb or street pavement edge on which the use fronts and the sign blends architecturally with the main building on the lot.

5. **Wall signs.** No more than two (2) wall signs for each primary building face (no building shall be deemed to have more than four [4] primary building faces), not exceeding a thickness of ten (10) inches, including any light box or other structural part, in all C, MU, BP or I Districts.
6. **Projecting signs.** One (1) projecting sign for each building frontage not exceeding ten (10) square feet in area and not projecting over two (2) feet from any wall surface. Exception: any sign suspended under a marquee, porch, walkway or similar covering structure may project more than two (2) feet from any wall surface but shall not project beyond the walkway covering structure.
7. **Temporary signs.** One (1) temporary construction sign not exceeding forty (40) square feet in area nor eight (8) feet in height on the site of the structure while under construction and shall contain only names of persons, firms and information pertaining to the structure.

B. Permitted Area of Signing. For all C (Commercial), MU (Mixed Use), BP (Business Park), and I (Industrial) zoning districts exclusive of shopping centers, the maximum permitted area of signing for any occupant shall be the following:

1. One (1) square foot of sign area for every ground level linear foot of building frontage; or in the case of buildings with multiple building frontages, one (1) square foot of sign area for every ground level linear foot of the longest building frontage plus one-half (1/2) square foot of signing for every linear foot of additional frontage, where no building exists the maximum allowable sign area shall be derived from the allowable building envelope (area exclusive of setback), not to exceed the maximum stated in subsection 3 hereof.
2. Buildings fronting on more than one (1) public right-of-way may not combine permissible sign area for one frontage with another frontage.
3. No sign or combination of signs on a parcel located in said districts shall exceed two hundred (200) square feet nor shall be restricted to less than twenty (20) square feet of permanent signing.
4. One (1) directory sign not exceeding twelve (12) square feet in area to identify occupants of the upper floors in a multi-story building, in addition to the maximum stated in subsection 3 hereof.
5. The sign area for all uses located in a shopping center shall be allotted in accordance with the following procedures:
 - a. Multiply the number of businesses within the center by one hundred (100) square feet to determine the total aggregate sign area.
 - b. Subtract the area of the free-standing shopping center signs, if any. The maximum allowable area of the main free-standing sign shall not exceed two hundred (200) square feet, and other permitted free-standing signs shall not exceed twenty-five (25) square feet.
 - c. Multiply the number of businesses within the center by twenty (20) square feet (a sign area constant available to each business in a shopping center to assure that businesses with very small floor areas will have adequate sign area for identification) and subtract the result from the balance of the aggregate sign area.
 - d. Determine the total floor area for all businesses in the center, then determine what percentage each store represents of the total floor area.
 - e. Use the floor area percentage ratio to determine the percentage of the balance of the sign area to be allotted to each store, and add the "constant" twenty (20) square foot area.

20.060 - Signs in Mobile Home Districts

One (1) non-flashing lighted or unlighted identification sign, not exceeding sixteen (16) square feet, shall be permitted on the site of a mobile home park.

20.070 - Temporary Subdivision and Construction Signs - Conformity with Regulations

Temporary subdivision signs shall be permitted in an R (Residential) District, provided that they conform to the following regulations:

- A. **Subdivision signs.** One (1) non-illuminated sign pertaining to a subdivision and not exceeding sixty (60) square feet in area may be erected or displayed for each ten (10) acres in the subdivision. If a subdivision has an area of less than ten (10) acres, one (1) such sign may be erected or displayed. The total number of signs shall not exceed four (4) and shall be spaced at a distance of no less than seven hundred (700) feet.
- B. **Model home signs; temporary sales office signs.** One (1) non-illuminated sign pertaining to a model home and not exceeding six (6) square feet in area may be erected or displayed on the site of each model home in a subdivision. One sign identifying a temporary sales office may be erected or displayed in the subdivision, and shall not exceed six (6) square feet in area.
- C. **Directional signs.** Not more than two (2) non-illuminated directional signs, each not more than six (6) square feet in area, may be erected or displayed for each ten (10) acres in a subdivision, and may be located off the site. If a subdivision has an area of less than ten (10) acres, two (2) signs may be erected or displayed. No more than six (6) such signs shall be allowed per subdivision.
- D. **Temporary construction signs.** One (1) non-illuminated temporary construction sign may be erected or displayed on the site of a structure that is not part of a subdivision, while under construction or alteration. Such a sign shall not exceed twenty (20) square feet for every street frontage of the site and shall contain only names of persons, firms, and information pertaining to the structure.
- E. **Sign permits.** For any temporary subdivision or construction sign, a permit may be issued by the Director any time after recordation of the final subdivision map, or issuance of the building permit, if no subdivision is involved, and shall become void one (1) year following the date on which the permit was issued. The sign shall then be removed, unless prior to the expiration date, renewal of the permit for a period of not more than one (1) year shall be approved by the Community Development Director.

20.080 - Outdoor Advertising Structures

- A. **Conditional use permit required; subject to restrictions.** No outdoor advertising structures are permitted except when approved as conditional uses in the C2, BP, and I Districts. No such signs shall be erected or maintained in violation of Sections 20.130, 20.140, and 20.210 of this Ordinance.
- B. **Distance separation.** A minimum distance of fifteen hundred (1500) feet between outdoor advertising structures shall be maintained, measured along the nearest street right-of-way.
- C. **Signs near residential districts.** No sign or sign structures other than identification signs shall be permitted which face the front or side lot line of any lot in any R District or within two hundred (200) feet of such lot line, or which face any public parkway, entrance to any public park, school, library, church, civic center or building, hospital, or similar institution, within two hundred (200) feet thereof.
- D. **Area requirements.** No outdoor advertising structure shall exceed three hundred (300) square feet in area.

20.090 - Trailblazer Signs

- A. **Locations Permitted.** Trailblazer identification and directional signs may be installed only within the public right-of-way of arterial status roads or on other public property, except when adjacent to Caltrans right-of-way; trailblazer signs may be permitted on private property provided that the sign is not designed to be viewed primarily from the main traveled roadway of a freeway or the ingress ramps thereto. Trailblazer signs may be visible from the freeway egress ramps.
- B. **Design of Signs.** Trailblazer identification and direction signs shall conform to the master sign design (historic street lamp) for such signs and shall be provided (at the cost of the applicant) with an underground utility connection to the nearest City street light, as required by the Directors of Community Development and Public Works.
- C. **Regional Importance/Draw.** The Community Development Director shall insure that listed uses and locations are of a regional importance or have a regional draw and provide a public benefit. The Community Development Director will refer requests to the Planning Commission for their determination of eligibility - consideration will be on Planning Commission consent agenda.
- D. **Approvals Necessary.** No Trailblazer identification (light pole or attached sign) shall be installed without first receiving administrative Site Plan and Architectural Review approval. Placement of the lamp post shall also require an encroachment permit prior to their installation.

20.100 - Political and Campaign Signs

No political or campaign signs shall be permitted except in conformity with the following regulations:

- A. **R (Residential District).** In residential districts, there are permitted stationary, unlighted, temporary signs on behalf of candidates for public office or measures on an election ballot, provided that:
 - 1. Any such sign shall be erected not earlier than ninety (90) days prior to the election and shall be removed within fifteen (15) days after such election.
 - 2. Any such sign shall not be more than twenty (20) square feet in area and, if detached, not more than six (6) feet in height.
 - 3. No such sign shall be located closer than five (5) feet to any property line.
 - 4. No such sign shall be a roof sign.
- B. **AG (Agricultural), C (Commercial), MU (Mixed Use), BP (Business Park), and I (Industrial) Districts.** In any AG, C, MU, BP or I Districts, there are permitted one (1) or more political or campaign signs on a parcel of land on behalf of candidates for public office or measures on an election ballot, provided that:
 - 5. Any such sign shall be erected not earlier than ninety (90) days prior to the election and removed within fifteen (15) days after such election.
 - 6. The total area of such sign, or signs, on any one (1) parcel shall not exceed fifty (50) square feet, except that larger signs may be placed upon any legally existing sign structure.
 - 7. No such sign shall be a roof sign except upon a legally existing sign structure.
 - 8. Signs on behalf of political candidates who are successful in primary elections may be retained for general election purposes until fifteen (15) days following the date of such general election; provided that they are maintained in good condition and are removed at such time.

- C. **Removal of signs.** It shall be the responsibility of the property owner to remove the political sign within fifteen (15) days after the sign has served its purpose. If such signs are not removed within fifteen (15) days, they may be abated by the City. It is unlawful to erect a sign in conflict with this Chapter.
- D. **Prohibited on public property.** Political or campaign signs may not be erected or installed upon public property, or upon public utility property, and may be abated by the City without notice.

20.110 - Signs Exempted from Permit

- A. **Normal maintenance.** No approval or permit is required for normal sign maintenance other than changes in color, type of lighting, or design.
- B. **Exempted signs.** The following signs do not require a sign permit:
 - 1. One (1) non-illuminated real estate sign advertising the sale, rental, or lease of the premises on which it is maintained and not over six (6) square feet in area.
 - 2. Signs showing the location of public telephones, restrooms and underground facilities.
 - 3. One (1) street address sign, not directly lighted, and less than two (2) square feet in area.
 - 4. One (1) occupancy identification sign for each street frontage, not directly lighted, and not exceeding two (2) square feet in area in any AG or R District.
 - 5. One (1) non-illuminated professional name plate not exceeding two (2) square feet in area.
 - 6. One (1) non-illuminated sign identifying a home occupation not more than one and one-half (1-1/2) square feet in area, which may be used to identify the occupant and his "home occupation"; said name plate shall be affixed flat against the outside wall of the dwelling.
 - 7. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
 - 8. Any sign, posting, notice, etc., placed by or required by a government entity in carrying out its responsibility to protect the general health and welfare of the community.
 - 9. Window signs in business establishments, located in C (Commercial), Mixed Use, (MU), Business Park (BP), and I (Industrial) Districts.
 - 10. Political campaign signs in conformance with the regulations herein.
 - 11. Two (2) non-illuminated temporary identification signs not exceeding thirty (30) square feet in area each on sites occupied by temporary uses such as Christmas tree lots, circuses, carnivals and charity booths. Such signs may be maintained for a period of fourteen (14) days or the duration of such use, whichever is less, with the exception of Christmas tree lots, for which such period shall not exceed forty (40) days.
 - 12. Directional signs for off-street parking and loading facilities not exceeding four (4) square feet in area nor a height of three (3) feet and limited to two (2) such signs per driveway entrance to off-street parking facilities.
 - 13. One (1) permanent directional sign identifying institutions of an educational, religious, charitable, governmental or civic nature, not to exceed four (4) square feet in area and situated on an arterial street. Additional directional signs may be approved subject to the granting of a use permit.

14. Pennants or banners for a period or periods not exceeding 21 days aggregate per year, on the site of businesses located in C1, C2, MU1, and MU2 Districts.

20.120 – Appeal

As prescribed in Section 24.070.

20.130 - Sign Permit

The purpose of the sign permit is to allow erection of signs in conformity with the provisions of this Ordinance, and to establish that nonconforming signs were lawfully erected in compliance with regulations at the time they were constructed.

- A. **Application for Permit.** Application for permits shall be made upon forms provided by the City and shall contain or have attached hereto the information requested on the application; or additional information as deemed necessary by the Director to process the application.
- B. **Issuance - Validity Period.** It shall be the duty of the Zoning Administrator or his/her authorized representative upon the filing of an application for a sign permit to examine such plans, specifications, other data and the premises upon which it is proposed to erect the sign or other advertising structure, and if it shall appear that the proposed structure is in compliance with all of the requirements of this chapter and all other laws of the City, he/she shall then issue the permit. If the work authorized under a permit has not been completed within six months after date of issuance, such permit shall become null and void.
- C. **Compliance with Building and Zoning Regulations.** All signs erected within the City shall be erected in accordance with and in compliance with the uniform building, electrical and other codes and laws as applicable, including the Zoning Ordinance.

20.140 - Procedure for Permit to Erect Adjacent to Freeway

- A. No permit shall be issued to erect, construct or relocate any sign, billboard or other advertising structure, regardless of location, unless the Zoning Administrator shall have first determined that such sign, billboard or other advertising structure is not designed to have the advertising thereon maintained primarily to be viewed from the main traveled roadway of a freeway or the ingress or egress ramps thereto.
- B. Every application for a permit to erect, construct, or relocate a sign, billboard or other advertising structure within five hundred feet of a main traveled roadway of a freeway, shall be considered by the Zoning Administrator, and he shall determine whether the proposed sign, billboard or other advertising structure is designed to be viewed from a main traveled roadway of a freeway or the ingress or egress ramps thereto. If the Zoning Administrator determines that the proposed sign, billboard or other advertising structure is designed to have the advertising thereon so maintained, the application for a permit shall be denied. If the Zoning Administrator determines that the sign, billboard or other advertising structure is not designed to have the advertising thereon so maintained and that the same does not violate any other provision of this title, the permit shall be granted. Procedures for the notice, hearing and appeal of the decision of the Zoning Administrator hereunder shall be the same as are set out in Section 24.070.

20.150 - Nearest to Freeways Restricted

No outdoor advertising structure, sign, or other advertising structure shall be erected, constructed, relocated or maintained, regardless of the zone or district in which it is located:

- A. If such structure, sign or other advertising structure is designed to have or has the advertising thereon maintained primarily to be viewed from a main traveled roadway of a freeway or the ingress or egress ramps thereto; or
- B. If such structure, sign or other advertising structure, because of its location, size, nature or type, constitutes or tends to constitute a hazard to the safe and efficient operation of vehicles upon a freeway, or creates a condition which endangers the safety of persons or property thereon.

20.160 - Unsafe and Insecure Signs

If the Zoning Administrator or his/her authorized representative shall find that any sign or other advertising structure regulated herein is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter, he/she shall give written notice to the permittee thereof. The procedure for notice, hearing, and appeal of an order of the Zoning Administrator shall be as set out in the Section on appeals contained in the latest edition of the Building Code as adopted by the City. If the permittee fails to remove or alter the structure so as to comply with the standards herein set forth, or as set forth within any of the building codes lawfully in existence of this City within ten (10) days after such notice and after exhausting of any appeals, such sign or other advertising structure may be removed or altered to comply by the Zoning Administrator or his/her authorized representative at the expense of the permittee or owner of the real property upon which it is located, and shall be a lien on said real property and shall be collectible in the same manner as taxes on said real property. No permit shall be issued to any permittee or owner who refuses to pay costs so assessed. The Zoning Administrator may cause any sign or other advertising structure which is an immediate peril to persons or property to be removed summarily and without notice.

20.170 - Removal of Unused Signs

Any sign now or hereafter existing which no longer advertises a bona fide business conducted, or a product sold, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building or structure upon which such sign may be found within ten (10) days after written notification from the Zoning Administrator, and, upon failure to comply with such notice within the time specified in such order, the Zoning Administrator is authorized to cause removal of such sign, and any expenses incident thereto shall be paid by the owner of the building or structure to which such sign is attached, pursuant to the same procedure set out in Section 20.150.

20.180 - Obstructions Prohibited - Attaching to Certain Items Prohibited

No sign shall be erected, relocated or maintained so as to prevent the free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a stand pipe or fire escape.

20.190 - Traffic Hazard Prohibited

No sign or other advertising structure as regulated by this Chapter shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision, or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "Stop", "Look", "Drive-in", "Danger", or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

20.200 - When Sign Surface to be Smooth

All signs or other advertising structures which are constructed on street lines, or within five feet thereof, shall have a smooth surface and no nails, tacks or wires shall be permitted to protrude therefrom, except electric reflectors and devices which may extend over the top and in front of the advertising structure.

20.210 - Projecting Signs

Every projecting sign shall be placed at least twelve feet above the public sidewalk over which it is erected, and a distance not greater than two feet from the face of the wall to which it is attached, measuring from the point of the sign nearest thereto, nor shall any sign or point thereof extend nearer the curb line than three feet. No permit shall be issued for a projecting sign over public right-of-way unless an encroachment permit is first obtained from the City. The total projection from any wall surface shall not exceed four (4) feet, including bracket.

20.220 - Existing Signs

All signs, billboards, or other advertising structures which do not conform to the regulations of this Chapter, but which were constructed in compliance with previous rules and regulations, shall be regarded as nonconforming and may be continued, pursuant to Section 20.220 except that:

- A. The provisions of this section shall not be construed as authorizing the continued maintenance of any sign, billboard or other advertising structure which is required to be removed by the provisions of Section 20.160.

- B. No such nonconforming sign originally erected without a permit shall be allowed to continue more than ninety (90) days from the effective date of this Section, unless the owner shall provide such proof as is necessary to establish the date when said sign was erected, and shall apply for a permit hereunder. Said permit shall be granted if it appears that said sign was constructed in compliance with the rules and regulations effective at the time it was erected, and shall thereafter be treated as a nonconforming sign.

20.230 - Non-Conforming Signs

Signs and advertising structures not in conformity with Sections 20.010 through 20.110 are deemed sufficiently objectionable, undesirable, and out of character in the district in which such use is located so as to depreciate the value of other property and uses permitted in the district, and impair the proper and orderly development and general welfare of such district and the community. Therefore, each such non-conforming sign use or structure shall be discontinued within ninety (90) days unless a sign permit is obtained pursuant to Sections 20.120 here in, or was obtained pursuant to prior ordinance. The time period shall be measured from the effective date of this section. Non-conforming signs for which sign permits have been obtained shall be subject to all other requirements of this chapter.

Billboards, outdoor advertising structures:

- A. Painted on buildings, walls or fences, two (2) years.
- B. All other signs and outdoor advertising structures, three (3) years.

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