

CALIFORNIA COASTAL COMMISSION

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Prepared October 25, 2012 (for November 15, 2012 Hearing)

To: Commissioners and Interested Persons

From: Dan Carl, Deputy Director
Susan Craig, Supervising Coastal Planner

Subject: City of Capitola LCP Amendment Number 1-12 Part 4 (Central Village Sidewalk Signs)

Proposed Amendment

The City of Capitola is proposing to modify the Local Coastal Program (LCP) Implementation Plan (IP) to amend IP Chapter 17.57 (Signs) to allow for sidewalk signs in the Central Village Zoning District, subject to certain standards and the issuance of a sign permit. See pages 4, 5, 9, and 10 of Exhibit A for the proposed amendment text.

Minor LCP Amendment Determination

Pursuant to California Code of Regulations (CCR) Section 13555, the Executive Director may determine that a proposed LCP amendment is "minor." CCR Section 13554 defines minor LCP amendments. Among other things, minor LCP amendments include:

CCR Section 13554(a). Changes in wording which make the use as designated in the zoning ordinances, zoning district maps or other implementing actions more specific and which do not change the kind, location, intensity, or density of use and which are found by the Executive Director of the Commission or the Commission to be consistent with the land use plan as certified by the Commission.

If the Executive Director determines that an amendment is minor, that determination must be reported to the Commission. If one-third of the appointed members of the Commission request that it be processed as a major LCP amendment, then the amendment shall be set for a future public hearing; if one-third of the appointed members of the Commission do not object to the minor LCP amendment determination, then the amendment is deemed approved, and it becomes a certified part of the LCP immediately (in this case, on November 15, 2012).

The purpose of this notice is to advise interested parties of the Executive Director's determination that the proposed LCP amendment is minor.

The Central Village in Capitola is a popular visitor destination with an oceanfront esplanade and many visitor-serving shops and restaurants. The proposed amendment will allow for businesses to use sidewalk signs in the Central Village Zoning District to advertise their businesses to passersby. The sidewalk signs will be subject to a number of standards, including: 1) allowing only one sidewalk sign per business; 2) allowing a maximum of 30 sidewalk signs in the Central Village at any one time; 3) requiring permit review by the Planning Commission prior to placement of a sidewalk sign; 4) limiting the size of each sign to no larger than 24 inches in width and 34 inches in height; 5) ensuring that

CAP-1-12 Part 1 (Central Village Sidewalk Signs)

sidewalk signs not interfere with pedestrian access by requiring a minimum 48-inch clear path of travel along the sidewalk, which will allow for wheelchair access, and; 6) requiring that signs be removed and stored within the business premises when the business is not open.

The Central Village is a built-out environment with urbanized visitor-serving amenities. The proposed amendment will allow for signage that can be read by visitors on the village sidewalks while also providing adequate room for pedestrian movement along the village sidewalks. Also, the proposed amendment will limit visual clutter by capping the number of sidewalk signs that can be in use at any one time at 30. Thus, the proposed amendment is consistent with the public access and visual resource policies of the City of Capitola LCP Land Use Plan.

California Environmental Quality Act (CEQA)

The Coastal Commission's review and development process for LCPs and LCP amendments has been certified by the Secretary of Resources as being the functional equivalent of the environmental review required by CEQA. The City determined that the amendment was exempt from CEQA. This report has discussed the relevant coastal resource issues with the proposal, and has concluded that the proposed LCP amendment is not expected to result in any significant adverse impact on the environment. Thus, it is unnecessary for the Commission to suggest modifications to the proposed amendment to address adverse environmental impacts because the proposed amendment, as submitted, will not result in any significant environmental effects for which feasible mitigation measures would be required.

Coastal Commission Concurrence

The Executive Director will report this minor LCP amendment determination, and any comments received on it, to the Coastal Commission at its November 15, 2012 meeting at the Santa Monica Civic Auditorium (East Wing) at 1855 Main Street in Santa Monica. If you have any questions or need additional information regarding the proposed amendment or the method under which it is being processed, please contact Susan Craig at the Central Coast District Office in Santa Cruz. If you wish to comment on and/or object to the proposed minor LCP amendment determination, please do so by November 9, 2012.

Procedural Note - LCP Amendment Action Deadline

This proposed LCP amendment was filed as complete on October 18, 2012. It is IP only and the 60-day action deadline is December 17, 2012. Thus, unless the Commission extends the action deadline (it may be extended by up to one year), the Commission has until December 17, 2012 to take a final action on this LCP amendment.

Exhibit:

Exhibit A: Proposed Amendment to IP Chapter 17.57

17.57 SIGNS

Note

* Prior ordinance history: Ords. 321, 341, 390, 471, 484, 486, 490, 605, 641, 644 §§ 6 and 7, 650 and 660.

17.57.005 Application of chapter.

This chapter applies only to signs erected after February 9, 1996. (Ord. 785 § 2 (part), 1995)

17.57.010 Definitions.

As used in this chapter:

1. "Animated sign" means a sign, or any device designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign.
2. "Balloon sign" means a spherical, flexible nonporous bag filled with air or gas lighter than air, such as helium.
3. "Banner sign" means a sign which hangs over a public street or walkway made of fireproof cloth or canvas which is displayed on a temporary basis to advertise a special event.
4. "Center identification sign" means a sign that identifies the name of a center and does not include the name of any business or businesses within the center.
5. "Directory sign" means an on-premises sign which shows the direction to or location of a customer entrance to a business.
6. "Erect" means to build, construct, attach, enlarge, hang, place, suspend, substantially alter or affix, including the painting or otherwise applying of all signs.
7. "Monument sign" means a sign wholly supported by a structure permanently attached to the ground.
8. "Freeway sign" means a sign erected for the dominant purpose of being seen by travelers on a freeway.
9. "Master sign program" means a program allowing the occupants of a building or project with a number of buildings to combine the total lawful sign coverage into one or more lawful signs in an integrated design concept.

10. "Noncommercial sign" means a sign, the message of which is not for the purpose of convincing persons to purchase any product or commercial service or to visit any business premises. A sign that encourages contributions to nonprofit entities is noncommercial.

11. "Projecting sign" means any sign, other than a wall sign, which is suspended from or supported by a building or wall, and which projects outward from a building wall.

12. "Roof sign" means a sign that is either:

A. Mounted upon a roof; or

B. Located above a parapet, eave or highest point of the ridgeline of a building or structure.

13. "Shopping center" or "commercial center" means a building or group of buildings planned, developed, owned or operated as a unit for commercial, professional or industrial businesses located on a single parcel, sharing common parking areas or commonly owned adjacent parcels.

14. "Sign" means any device such as a display board, bill, poster, picture, lithograph, map, plat, banner, barber pole, bunting, flag, pennant, whirligig, balloon, valance, light festoon, merchandise display, structure, mural or other device and appurtenant light structure used for the purpose of advertising, informing or identifying, and placed so as to be seen from the exterior of the building or premises on which it is located.

15. "Sign area" means:

a. For a sign on a separate sign structure, the area of the structure exclusive of any support poles is the sign area;

b. For a sign on a building wall having no separate structure, sign area is measured from the visible border or background color distinction which includes all graphics, letters and background;

c. For a building wall sign with no border or different background color, sign area is measured within a set of implied or imaginary lines parallel to and three inches outside of all graphics and letters of the sign.

16. Sign Valuation. For purposes of this chapter, sign valuation shall be prima facie the total cost or contract price of the sign. In the event such a cost or price is not available or does not fairly represent the true value of the sign, said valuation shall be based on a reasonable cost estimate established by the building official.

17. "Temporary signs" means signs which because of their materials, manner of placement or contents, appear to the reviewing authority to have an impermanent display period.

18. "Wall sign" means and includes a sign that is painted on, attached to or erected against a wall of a building or structure.

19. "Wind sign" means a flag, pennant, whirligig, or any device which is designed to wave, flutter, rotate or display other movement under the influence of wind.

20. "Window sign" means any sign painted on, or attached to, the interior or exterior side of a window. (Ord. 785 § 2 (part), 1995)

17.57.015 Standard of review.

Discretionary application reviews under this chapter shall apply the following general standard: Applications will be denied if they do not both:

A. Maintain the character and aesthetic integrity of the subject property and the surrounding area; and

B. Reasonably prevent and reduce the sort of visual blight which results when signs are designed without due regard to effects on their surroundings. Reasonable conditions may be imposed in approving applications which would otherwise be disapproved. (Ord. 785 § 2 (part), 1995)

17.57.020 Sign permit.

A. No person shall erect any sign upon any billboard, fence, post, pole, tree, building or other structure in the city without first obtaining a sign permit,, or a written statement that a sign permit is not required, unless this chapter specifically provides for an exemption or exception to this requirement for the type of sign which is proposed.

B. The community development director or his or her designee shall issue permits for signs meeting the following criteria:

1. Changes to sign facing or lettering, or repainting, on an existing legal conforming sign or nonconforming sign, when the new sign is to be substantially the same size and design as that existing or originally approved;

2. Signs consistent with any master sign program (Section 17.57.080) previously approved by the planning commission;

3. Permanent window signs if the area of such signage is less than twenty percent of the total area of the window.

4. Sidewalk signs as allowed in this chapter.

C. The planning commission shall consider, under the standard set forth in Section 17.57.015, and take action on sign permit applications for the following types of signs:

1. Monument signs, wall signs, projecting signs, center identification signs, directory signs, off-site directional signs, service station signs, roof signs, master sign programs and central village signs;

2. Permanent window signs if the area of such signage is between twenty percent and one-third of the total area of the window;

3. Signs which propose to vary from the standard regulations which apply to the type of sign being proposed. (Such applications shall be processed as variances under Chapter 17.66.) (Ord. 785 § 2 (part), 1995)

17.57.030 Exemptions.

The following signs shall be exempt from the regulations in this chapter:

A. On-site signs not exceeding one and one-half square feet in area and bearing only property numbers, post office box numbers, names of occupants of premises or other identification of premises not having commercial connotations;

B. Flags and insignia of any government except where displayed in connection with commercial promotions;

C. Legal notices, identification, informational, safety or directional signs erected or required by governmental bodies or public utilities;

D. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights;

E. On-site signs directing and guiding traffic and parking on private property, but bearing no advertising matter and having a display area of less than six square feet;

F. Movie theater marquees existing prior to adoption of Ordinance No. 471;

G. Temporary signs meeting the criteria of subsection A of Section 17.57.050. (Ord. 785 § 2 (part), 1995)

17.57.040 Prohibited.

The following signs are prohibited in the city, unless specifically exempted by other provisions (such as Section 17.57.030) of this chapter:

- A. Wind Signs. Not including flags and insignia of any government;
- B. Animated signs, with the exception of clocks and barber poles;
- C. Sound Signs. Signs which will produce sounds;
- D. Sandwich board and other movable freestanding signs except as allowed in this chapter.
- E. Signs on Vehicles. It is prohibited to display any commercial sign in Capitola by attaching it to, suspending it from, or painting it on a vehicle which is thereafter parked in public view for more than one hour. This subsection E does not apply to (1) bumper strips, or (2) to standard identification practices where such displays are painted on, or permanently attached to, a business or commercial vehicle which is actively being used for transportation purposes by the business, or (3) to signage of the subject vehicle as "For Sale;"
- F. Abandoned. No person in the city shall maintain or permit to be maintained, a sign(s) that has been abandoned on any premises which said person owns or controls. Any such abandoned sign shall be immediately removed by the owner or operator of the premises. Any sign which is located on property which became vacant and unoccupied for a period of three months or more, and any sign which was erected for an occupant or business unrelated to the present occupant or business, and any sign which pertains to a time, event or purpose which is no longer applicable, shall be presumed to have been abandoned;
- G. Freeway signs;
- H. Balloon signs greater than fifteen inches in diameter;
- I. Signs on Public Property. Signs on public property not placed there by the public entity having the possessory interest in such property. Public property is any parcel or unit owned by, or leased to, a federal, state or local governmental entity;
- J. Signs likely to obstruct motorists' line of sight. Whenever the superintendent of streets has determined that erecting signs in specific areas of private property, public property or public streets would endanger the public by reducing the line of sight of motor vehicles, or obscure safety or directory signs required by governmental bodies or public utilities, he or she shall file such determination with the city clerk. If the determination pertains to private property, he or she shall mail notice to the owner (as shown on the assessor's records) and, if the property is developed, conspicuously post notices on the property. Thereafter, no signs may be erected in such area. Property owners or leaseholders may appeal such determination as provided in Chapter 2.52;
- K. Window signs exceeding one-third of the total area of the window;

L. Other Signs. All other signs not specifically permitted by, or exempted or excepted from, these regulations are prohibited. (Ord. 785 § 2 (part), 1995)

17.57.050 Temporary signs.

A. No Permit Required. The following temporary signs are permitted and do not require issuance of a sign permit.

1. For Sale, Rent or Lease Signs. In all districts, signs may be erected on any parcel which advertises such parcel for sale, rent or lease. In the R-1 and R-M districts, such sign shall not exceed an area of six square feet. In all other districts, such signs shall meet with the requirements set forth in this chapter.

2. Open House Signs. In all districts, open house or model home signs, advertising real estate open for inspection for prospective sale, may be placed on the property of the unit where an open house is held, or other private property, with the consent of the owner, lessee or occupant. Such signs shall not exceed four square feet in area nor one in number for any one open house and/or model home. Each sign may say "open house" on both sides.

3. Garage/Yard Sale Signs. Garage/yard sale signs may be placed on the property of the residential unit where the garage sale is held, or on other private property if the occupant's permission has been obtained.

4. Balloon Signs. Balloon signs fifteen inches or less in diameter may be placed temporarily on private property as a decoration display linked to a special public, private or sales event.

5. Temporary Window Signs. In C-V, C-R, CN and CC districts, temporary window signs (which may periodically change), including, but not limited to posters and product information, provided that the area of such signs does not exceed one-third of the area of the window. Neon type signs are not temporary.

B. Allowable With Permit. The following temporary signs require a sign permit prior to erection, which may be issued by the community development director or his or her designee, or which may be referred to the planning commission for consideration and action. Temporary sign applications may be denied by the community development director or planning commission when it has been determined that the temporary sign is not made of suitably strong materials, or appropriately located or affixed.

1. Construction Project Signs.

a. Not more than two signs may be erected in conjunction with construction projects for the purpose of publicizing the future occupants of the building, or architects, engineers and/or construction organizations participating in the project.

b. In residential districts, no such sign shall exceed twelve square feet in area, and no freestanding sign shall exceed five feet in height.

c. In other districts, no sign shall exceed forty square feet, and no freestanding sign shall exceed eight feet in height.

d. All such signs shall be removed before the building official grants final release on the construction.

2. Subdivision Signs.

a. Not more than one temporary sign identifying a person or firm offering real estate for sale for the whole of a subdivision or substantial portion thereof shall be permitted in any city-approved subdivision.

b. Such signs may state the name of the subdivider, or the subdivision, or both.

c. Such signs shall be located on the subdivision being advertised.

d. No such sign shall be erected on or situated within one hundred feet of any occupied residential property which is not within the subdivision.

e. No such sign shall exceed forty square feet in area.

f. Sign lighting, if any, shall be indirect.

g. In addition to the sign permit fee, a one hundred-dollar deposit shall be required to guarantee proper maintenance and ultimate removal of the sign.

h. The permit for any such sign shall be issued for a period of one year. At the end of such period, permit extensions of ninety days each may be granted by the planning commission if good cause is shown by the permittee.

i. Upon expiration of the permit and/or extension thereof, the entire sign shall be removed by the applicant. Following the removal of the sign, upon request from the permittee, the deposit shall be refunded.

j. If for any reason the permittee fails to remove the sign, the city may cause it to be removed and shall apply the cost of such removal against the deposit, and return the remainder to the permittee.

3. Off-Site Real Estate For Sale Signs. Signs which meet the criteria of Civil Code Section 713, which are:

a. The sign concerns the sale, lease or exchange of real property.

b. The sign is displayed on the subject property or on property for which consent to the sign has been given by the property owner or his or her agent.

c. The advertising is limited to the following:

i. That the property is for sale, lease, or exchange by the owner or his or her agent.

ii. Directions to the property;

iii. The owner's or agent's name;

iv. The owner's or agent's address and telephone number.

Permits shall be issued for signs found to be of reasonable dimensions, design and number. In making this determination, the decision maker shall take into consideration the signs for which the property is eligible under Section 17.57.050 (A) (1) and (2).

C. Other Requirements for Temporary Signs.

1. No more than two businesses may display temporary commercial signs at any one time in a shopping center pertaining to the same event.

2. No single business premises may at any one time display temporary signs (whether commercial or noncommercial) totaling more than thirty square feet in surface area. In applying this subsection, the community development director may estimate the surface area of irregularly shaped or three-dimensional signs.

3. No single business at any one location may display temporary commercial signs for more than thirty days in any calendar year.

4. Temporary business/commercial signs are allowed only in conjunction with special sales or events. Special promotions do not include advertising individual products and services or the prices of products and services. (Ord. 795 § 1, 1997; Ord. 785 § 2 (part), 1995)

17.57.060 Central village signs.

All signs to be erected in the central village zoning district shall comply with the central village design guidelines as specified in the following regulations for signs:

A. Relate all signs to their surroundings in terms of size, shape, color, texture and lighting so that they are complementary to the overall design of the building and are not in visual competition with other conforming signs in the area. Signs should be an integral part of the building and site design.

B. Arrange any external spot or flood sign lighting so that the light source is screened from direct view, and so that the light is directed against the sign and does not shine into adjacent property or distract motorists or pedestrians.

C. Signs for buildings which house more than one business are permitted only when a program for the complex has been approved. Signs need not match but should be compatible with the building and each other.

D. One menu box with a maximum of three square feet shall be allowed for each restaurant. The board design and materials shall be consistent with the materials and design of the building face.

E. If banners and flags are placed on a building they must be included and reviewed as part of the sign program. (Ord. 785 § 2 (part), 1995)

F. Sidewalk signs are permitted in the Central Village Zoning District subject to the following standards:

1. Only one (1) two sided sidewalk sign per business establishment is permitted.
2. The sidewalk in front of the business must be at least 78 inches in width.
3. Sidewalk signs require a sign permit to be issued by Planning Commission through the City's Design Review process prior to the placement of the sign.
4. Sidewalk signs shall be no larger than twenty-four (24) inches in width and thirty four (34) inches in height and will be placed on a pole so that the bottom of the sign is no more than sixteen (16) inches off the ground. (Total height shall not exceed 46 inches from the ground.)
5. Poles will either be placed in a hole drilled into the sidewalk or in moveable stand. The moveable stands will need to be approved as part of the sign permit. An encroachment permit is required to drill into the public sidewalk.
6. Lights, banners, flags or similar objects shall not be placed on or adjacent to sidewalk signs.
7. All sidewalk signs will need to obtain an encroach permit which will identify the location of the sign from the Public Works Department. Location of the sign will be in conformance with the sign permit issued by the Planning Commission.
8. Sidewalk signs shall not interfere with pedestrian ingress or egress as required by the Building Code or obstruct vehicular traffic sight distance requirements. A forty eight (48) inch level clear path of travel on concrete or similar material must be maintained where the sign is located.
9. Sidewalk signs shall be spaced a minimum of 15 linear feet from all other permitted sidewalk signs.
10. Sidewalk signs must use the approved Business Improvement Association master design approved by the City Council on July 26, 2012 which includes locating the sign on a pole to be placed in the sidewalk or in a moveable stand. A copy of the approved sign shall be maintained in the Planning Department of the City of Capitola.
11. Sidewalk signs may be used only during the hours when the business is open to the public. At all other times the sign and base must be stored within the business premises.

12. No other temporary advertising signs may be used at the same time as the sidewalk sign is in use. This includes all banners, flags, window signs covering more than 1/3 of the window or other temporary signage.
13. All other signs on the property receiving a permit for a sidewalk sign much be in conformance with the City's sign regulations prior to a sidewalk sign permit being issued.
14. Damaged or dilapidated sidewalk signs shall be replaced at the discretion of the Community Development Director.
15. No sidewalk sign may contain lights of any kind.
16. No more than 30 sidewalk signs will be allowed in the Central Village Zoning District at any time. Sidewalk sign permits will be issued on a first come basis. A change in business ownership or type of business will result in the permit becoming null and void.
17. The owner of any business desiring to place a sidewalk sign on the City right-of-way shall provide an executed City hold harmless waiver and proof of liability insurance to the satisfaction of the City Attorney in the amount of \$1,000,000 prior to placing the sign within said right-of-way.
18. Multi-tenant developments shall be permitted one sandwich board sign per each common exterior public business entrance.

17.57.070 Permanent signs in nonresidential districts.

The following kinds of permanent signs are, subject to planning commission review, allowable in all but R-1 and R-M districts, and subject to the conditions and restrictions set forth herein.

A. Monument Signs. Except as otherwise provided in this chapter, every monument sign shall comply with the requirements of this section.

1. No such sign shall exceed eight feet above ground, except where the existing main building, or proposed building, is closer than twenty-five feet from the front property line adjoining a public street, no such sign shall exceed four feet in height. The height shall be determined as measured from the sidewalk or as assessed by the community development director.

2. The maximum area of any such sign shall be sixty square feet in the CC and IP zoning districts and thirty-five square feet in all other districts.

3. There may be no more than one such sign for each building frontage.

4. A maximum of four tenants may be named on a monument sign.

5. In the case of a corner parcel, a monument sign may be allowed for each frontage; provided, however, that each sign be placed at least two hundred feet from the actual intersection corner.

6. The area surrounding the base of a monument sign shall be landscaped in accordance with the provisions of Chapter 17.63.

7. The use of wood materials shall be encouraged with provisions for indirect lighting permitted. Internally lighted signs shall be limited to the use of individually lighted letters with opaque or wood background materials.

8. No other sign(s) advertising the business(es) shall be permitted on the premises, with the exception of a wall sign, located so as not to be visible from the street frontage used for the monument and appropriate directional signs.

9. No such sign shall list the products to be sold or the services to be provided.

10. Monument signs shall be designed to be related to the design, building materials and architectural theme of the building on the same property, an integral part of a landscaped area or raised planter and used for identification purposes only.

B. Wall Signs. Except as otherwise provided in this chapter, every wall sign shall comply with the requirements of this section.

1. Each business shall be permitted only one wall sign, except that:

a. Businesses which are located adjacent to two streets (corner) shall be permitted one additional wall sign, to face the second adjacent street if the business is not identified on a monument sign.

b. Additional wall signs may be allowed under a master sign program.

c. Center identification, directory, service station and roof signs are not counted against this limitation.

2. The size of each individual sign shall not be greater than one square foot of sign area for each one linear foot of business frontage.

3. No such sign, including any light box or other structural part, shall project more than twelve inches from the building face.

4. Wall signs shall be mounted parallel to the building, unless otherwise approved by the planning commission.

5. No part of any such sign shall extend above the top level of the wall upon or in front of which it is situated. Any such sign which is suspended or projects over any public walkway or walk area shall have an overhead clearance of at least eight feet. No permanent sign may be erected over any publicly dedicated walkway or street contrary to the building code.

6. No such sign shall list the products to be sold or the services to be provided by any business.

C. Projecting Signs. Except as otherwise provided in this chapter, every projecting sign shall comply with this subsection C.

1. No such sign shall exceed sixteen square feet in area, except in residential zoning districts a projecting sign shall not exceed five square feet in area.

2. No such sign shall extend above the top level of the wall upon which it is situated.

3. No such sign shall project more than two feet over any public property or pedestrian and vehicular easement.

4. Each business shall be permitted one projecting sign.

5. An encroachment permit must be obtained for all signs projecting over a public right-of-way.

6. Any such sign that is suspended or projects over any public walkway or walk area shall have an overhead clearance of at least eight feet.

7. No such sign shall list the products to be sold or the services to be provided.

D. Center Identification Sign. Except as otherwise provided in this chapter, every center identification sign shall comply with this section.

1. No such sign shall exceed thirty square feet in area.

2. No such sign shall exceed five feet in height as measured from the sidewalk.

3. The sign shall identify the name of the center but shall not include the name of any business or businesses within the center.

4. In no case shall a center have more than one freestanding sign per frontage.

E. Directory Sign. Except as otherwise provided in this chapter, every directory sign shall comply with this section.

1. No such sign shall exceed five feet in height.

2. No such sign shall exceed forty square feet in area.

3. No such sign shall be legible from adjacent public rights-of-way.

4. The sign shall identify the names of the occupant of the building or complex.

F. Off-Site Directional Sign. Except as otherwise provided in this chapter, every off-site directional sign shall comply with this section.

1. A conditional use permit shall be obtained for all off-site directional signs.
2. Any such sign shall identify special areas or features of the community, such as civic, public or quasi-public facilities.

G. Service Station Sign. Except as otherwise provided in this chapter, every service station sign shall comply with this section.

1. A maximum of two signs not exceeding four square feet, shall be allowed on each pump island to denote either full service or self-service.
2. No other signs will be allowed to be attached to pumps or islands other than required by state law. (See Business & Professions Code Section 13530.)
3. A six-foot-high monument sign which displays prices charged, credit cards accepted or special services rendered shall be allowed on each street frontage.

H. Roof Sign. Except as otherwise provided in this chapter, every roof sign shall comply with this subsection.

1. A conditional use permit shall be obtained for all roof signs.
2. Roof signs shall be allowed only on single story buildings.
3. The supporting member of a roof sign shall appear to be free of any extra bracing, angle iron, guy wires, cables, etc. The supports shall appear to be an architectural and integral part of the building.
4. In shopping centers and other multi-use structures, the roof signs shall be of uniform proportions, design and material.
5. The maximum allowable area of such roof signs shall be five percent of the area of the front face of the building.

I. Window Signs. Window signs in accordance with subsections B(2) and (C) (3) of Section 17.57.020. (Ord. 785 § 2 (part), 1995)

17.57.080 Master sign program.

Programs which establish material, letter style, height, color and illumination of signs for shopping centers, office complexes and other common buildings shall require architectural and site review and/or a sign permit. Subsequent to the approval of a given business center's master sign program, individual sign permits may be issued by the community development director or his or her designee without further planning commission review. Approval of the master sign

program does not waive the building department permit requirements for individual signs. (Ord. 785 § 2 (part), 1995)

17.57.090 Special signage for commercial sites located in geographically constrained areas.

A. A parcel or contiguous group of parcels forming a commercial site, which is located in the CC community commercial zoning district and meets the following criteria, may apply for special signage through the planning commission: the commercial site is geographically located such that, except to a very limited degree, the signs are not visible from other properties, nor from any public street (except one that dead ends within the commercial site).

B. The application for special signage, and the planning commission decision in response to it, shall, for each variety of permanent and temporary signage, specify the number, size, type, design, color and location of the sign, along with the manner, frequency and duration of the sign display.

C. The planning commission may approve additional or variations to any type of signage upon making the following findings:

1. The special signage, as designed and conditioned, is necessary and appropriate for the subject commercial site, in order to allow the site and the businesses located within it to be competitive with other businesses of a similar nature located elsewhere, and/or to be competitive with industry standards governing sale of the merchandise offered at the site.

2. The special signage, as designed and conditioned, will not have a significant adverse effect on the character and integrity of the surrounding area. This subsection C does not allow approval of: signs over sixteen feet high, sound signs, abandoned signs, balloon signs greater than fifteen inches in diameter, or freestanding signs.

D. The planning commission or city council may amend any approval of temporary signs under this section provided:

1. The permittees are given at least ten calendar days' written notice prior to the hearing;

2. Changed circumstances make such amendment appropriate;

3. A reasonable period of time is allowed for the affected business(es) to bring themselves into compliance. (Ord. 785 § 2 (part), 1995)

17.57.095 Noncommercial signs in residential districts.

In C-R districts, the total area of both commercial and noncommercial signs shall not exceed thirty-five square feet per unit.

In R-1 and R-M districts, noncommercial signs shall not exceed thirty-five square feet per unit.

Noncommercial signs meeting the foregoing size limitation do not require a sign permit, but uniform construction and fire codes (see Chapter 15.04) do apply. (Ord. 785 § 2 (part), 1995)

17.57.100 Maintenance and repair.

All signs, together with all supports, braces, guys and anchors shall be free from excessive deterioration, rot, rust and loosening and shall be maintained in safe condition as determined by the building official or community development director. The display surface of all signs shall be kept neatly painted or posted at all times. (Ord. 785 § 2 (part), 1995)

17.57.110 Lighting and illumination.

All illuminated signs shall be designed in such a way as to avoid undue glare or reflection of light on private property and surrounding areas. In the R-1 and R-M zoning districts, signs shall be constructed in such a way that any lighting or lighting effect shall have an intensity of no more than thirty-five footcandles as measured from ground level. In all other districts, no sign shall have an intensity of more than fifty footcandles as measured from ground level (Ord. 785 § 2 (part), 1995)

17.57.120 Nonconforming signs.

A. Signs which are lawfully in existence and in use prior to and at the time of the legal adoption of the ordinance codified in this chapter, may remain in use even though they do not conform with the provisions of this chapter.

B. Repainting, refacing or relettering of existing legal nonconforming signs is permitted when the new copy is to be the same size and design as that existing or originally approved. (Ord. 785 § 2 (part), 1995)

17.57.130 Unsafe and unlawful signs.

A. Whenever a sign is found to be erected or maintained in violation of any provisions of this chapter or of any other ordinance or law, the planning department shall order

that such sign be altered, repaired, reconstructed, demolished or removed as may be appropriate to abate such condition. Any work required to be done, shall, unless a different time is specified, be completed within ten days of the date of such order.

B. Failure, neglect or refusal to comply with such order of the planning department shall be sufficient basis for the revocation of any permit granted under this chapter, and shall constitute a separate offense.

C. In addition to any other remedies provided by law, the planning department shall have the power and authority summarily to remove, or cause to be removed, at the owner's expense, any sign erected or maintained in violation of the provisions of this chapter. (Ord. 785 § 2 (part), 1995)

17.57.140 Enforcement.

The provisions of Chapter 17.84 shall be used to enforce the contents of this chapter, but are not exclusive. (Ord. 785 § 2 (part), 1995)