

SIGN ORDINANCE STANDARDS	SIGN AREA ALLOWANCE	SIGN AREA MAX.	NUMBER OF SIGNS ALLOWED
Commercial Zones – Front Building Related Sign	1 sq. ft. of sign area per linear ft. of building frontage up to 32 1/2 sq.ft. thereafter.	100 sq. ft. *	Based on sq.ft. allowed
Commercial Zones – Side/Rear Building Related Sign	1/2 sq. ft. of sign area per linear ft. of building elevation not to exceed sign on front	100 sq. ft. *	Based on sq.ft. allowed
Commercial Zones – Monument Sign	1 sq. ft. of sign area per 3 linear ft. of front lot line	40 sq. ft.	1 per lot/ principal use whichever is fewer
M-1 & M-2 Zones Commercial Uses –	50% of area allowed in Commercial Zone or 40 sq.ft., whichever is less.	40 sq. ft.	Based on sq. ft. allowed
M-1 & M-2 Zones One Industrial Establishment	1 Wall Sign & 1 Monument Sign	20 sq. ft. each	1 each
M-1 & M-2 Zones Two or More Industrial Establishments	1 wall sign per establishment 1 Monument Sign to identify lot, building or complex.	Wall Sign 20 sq.ft. Monument 40 sq.ft.	1 wall sign per establishment 1 monument sign
MPD Zone One Establishment	1 Monument Sign or 1 Wall Sign.	40 sq. ft.	1 sign
MPD Zone Two or More Establishments	1 wall sign per establishment 1 Monument Sign to identify lot, building or complex.	Wall Sign 8 sq.ft. Monument 40 sq.ft.	1 wall sign per establishment 1 monument sign
MPD Zone Retail Use	50% of Area Allowed in Commercial Zone or 20 sq.ft., whichever is less.	20 sq. ft.	Based on sq. ft. allowed
Automotive Gasoline Sales, Shopping Centers, Institutional Uses, Freeway Service Facilities, Professional Office Zone	Refer to Sign Ordinance Regulations		
Fast Service Drive-Up, Automotive Sales and Agricultural Uses.	Refer to Sign Ordinance Regulations		

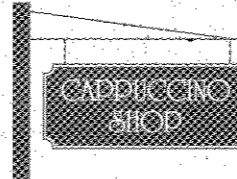
*Total of all signage cannot exceed 100 sq. ft.

In compliance with the Americans with Disabilities Act, this document is available in alternate formats by calling 654-7850 or through the California Relay Service. Rev. 3/96

DOWNTOWN AREA

Permitted sign types specific to the Downtown area:

- Flush-mounted or painted wall sign
- Projecting signs
- Awning and Canopy signs
- Free-standing signs



- Directory signs or Kiosks
- Portable signs (4' of clearance and adequate vehicle site distances must be maintained. Signs limited to 10 sq. ft. in size.)

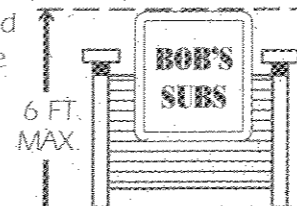
Refer to the Downtown Specific Plan and the Planning Division for specific standards.

All of these signs require permits.

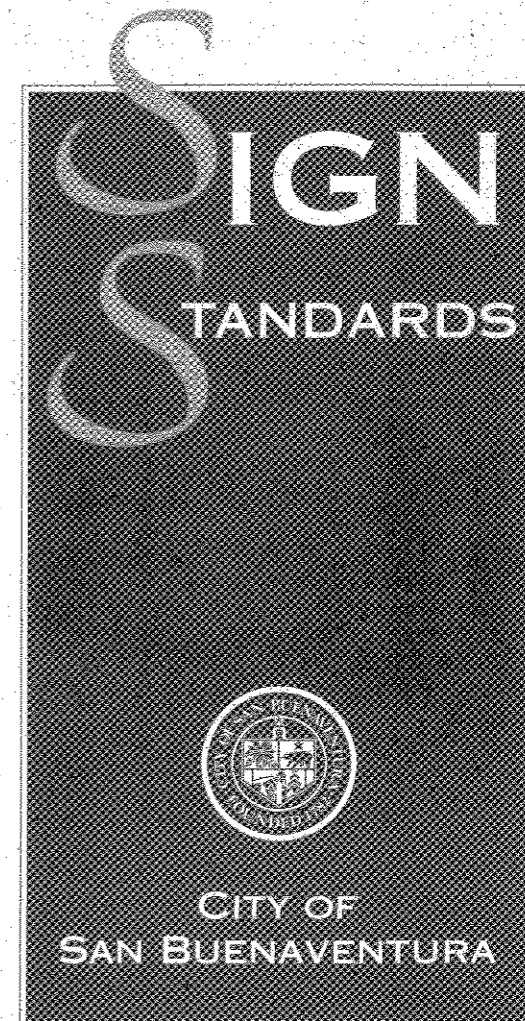


GROUND SIGN

Height measured from curb grade of the street nearest to the sign.



SIDEWALK
CURB



SSIGN STANDARDS

In cooperation with the business community the City enacted ordinances regulating the design, construction, and installation of advertising signs. These ordinances were enacted to achieve effective sign design. Our goal is to preserve and enhance the appearance of our business community and promote the unique character of our beautiful city. We offer the following general information regarding the use of signs. **For more specific information please contact 654-7893.**

PERMIT APPLICATIONS

Pick up your Sign Review Submittal Requirements and Sign Permit Application at the Planning Division, 501 Poli Street, Room 117. Your application will be reviewed by City staff or the Design Review Committee.

Standard Submittal Requirements: Application & three (3) sets of sign plans to include **scale** drawing of sign and elevations indicating color, material and type style to be used, photos of the site and the application fees.

For submittal requirements for monument signs, sign variance information or legal non-conforming status, contact the Planning Division at 654-7893.

TEMPORARY SIGNS DECORATIVE DEVICES

Director's Permits are required for these signs and devices:

TEMPORARY WINDOW SIGNS

- 40% of window
- First floor only
- 90 days per calendar year

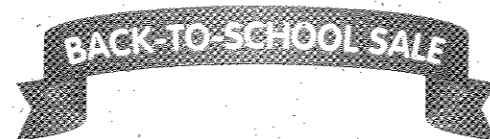
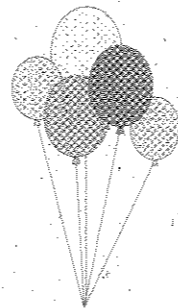
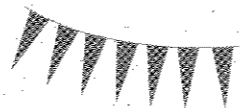


TEMPORARY BUSINESS SIGNS

- 90 days per calendar year
- Not to exceed 30 consecutive days

DECORATIVE DEVICES

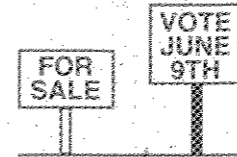
- Banner (limited to one, max. 24 sq. ft.)
- Pennants
- Streamers
- Flags (except American flag or Corporate flag)
- Balloons
- Maximum of 45 days per calendar year



EXCEPTIONS

Permits are required for all signs except the following:

- Political
- For sale or rent
- Government or corporation flags
- Open house – one per unit, 3 sq. ft., 6 off site maximum

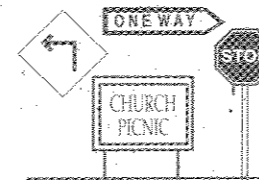


PARKING



EXEMPTED

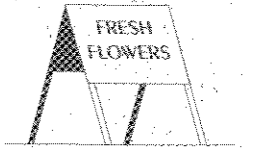
- Governmental
- Warning
- Residence I.D., 2 sq. ft.
- No trespassing
- Civic event & public service
- Signs specifically required by law.
- Repainting, cleaning, and other normal maintenance and repair of a sign unless the structure, design, color, or character are altered.



Refer to Sign Ordinance for individual standards.

PROHIBITED

- Signs on the public right-of-way*
- Portable signs*



*Except in the Downtown Area.

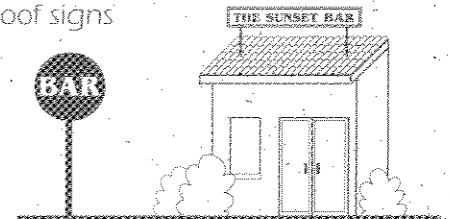
- Flashing, changing, blinking



- Off-site

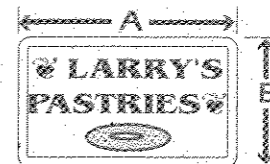


- Roof signs



- Pole signs (except freeway service facilities, subject to a Use Permit)

SIGN AREA



$A \times B =$
Total Sign Area
Total Sign Area taken by measuring distinct border/ boundary or each line of copy.

