



OROVILLE PLANNING COMMISSION/ HISTORICAL ADVISORY COMMITTEE

Council Chambers
1735 Montgomery Street
Oroville, CA. 95965

**March 28, 2024
REGULAR MEETING
6:00 PM
AGENDA**

PUBLIC ACCESS AND PARTICIPATION

To view the meeting or provide comment, please see the options below.

To Watch or Listen to the Meeting:

1. Watch live feed <https://www.youtube.com/channel/UCAoRW34swYI85UBfYqT7IbQ/>
2. Zoom <https://zoom.us/j/99508232402?pwd=aThZc1BsUG9sWnhNYnlwZHZZdFFrQT09>
Meeting ID: 995 0823 2402 Passcode: 17351735
3. Listen via telephone: 1-669-900-9128
Meeting ID: 995 0823 2402 Passcode: 17351735

To Provide Comments:

1. Email before the meeting by 2:00 PM your comments to publiccomment@cityoforoville.org
2. Attend in person

If you would like to address the Commission at this meeting, you are requested to complete the blue speaker request form (located on the wall by the agendas) and hand it to the City Clerk, who is seated on the right of the Council Chamber. The form assists the Clerk with minute taking and assists the Mayor or presiding chair in conducting an orderly meeting. Providing personal information on the form is voluntary. For scheduled agenda items, please submit the form prior to the conclusion of the staff presentation for that item. The Commission has established time limitations of three (3) minutes per speaker on all items and an overall time limit of thirty minutes for non-agenda items. If more than 10 speaker cards are submitted for non-agenda items, the time limitation would be reduced to one and a half minutes per speaker. **(California Government Code §54954.3(b)). Pursuant to Government Code Section 54954.2, the Commission is prohibited from taking action except for a brief response from the Council or staff to statements or questions relating to a non-agenda item.**

CALL TO ORDER / ROLL CALL

Commissioners: Glenn Arace, Marissa Hallen, Natalie Sheard, Warren Jensen, Terry Smith,
Vice Chairperson Wyatt Jenkins, Chairperson Carl Durling

OPEN SESSION

Pledge of Allegiance

PUBLIC COMMUNICATION - HEARING OF NON-AGENDA ITEMS

This is the time to address the Commission about any item not listed on the agenda. If you wish to address the Commission on an item listed on the agenda, please follow the directions listed above.

CONSENT CALENDAR

No Consent Calendar items this meeting.

PUBLIC HEARINGS

The Public Hearing Procedure is as follows:

- Mayor or Chairperson opens the public hearing.
- Staff presents and answers questions from Council
- The hearing is opened for public comment limited to two (2) minutes per speaker. In the event of more than ten (10) speakers, time will be limited to one and a half (1.5) minutes. Under Government Code 54954.3, the time for each presentation may be limited.
- Public comment session is closed
- Commission debate and action

No Public Hearings scheduled for this meeting.

REGULAR BUSINESS

1. Presentation by Public Works About Streetscape Planning In and Around Downtown Oroville and Throughout the City.

The Oroville Planning Commission will discuss with staff and the public the latest updates for streetscape improvements on Washington Avenue, Montgomery Street, Table Mountain Blvd, and other streets, including traffic calming and bicycle lanes.

ACTION REQUESTED –

**HEAR THE PUBLIC WORKS PRESENTATION ON THE PROPOSED PROJECTS; AND
DISCUSS AND PROVIDE ANY RECOMMENDATIONS OR DIRECTION TO STAFF.**

2. Discussion of Revisions to Chapter 17.20 “Sign Regulations” of the Oroville Municipal Code

The Planning Commission will discuss and provide direction pertaining to potential revisions to the Oroville Municipal Code (OMC) Chapter 17.20 relating to the City’s current regulations for freestanding signs

ACTION REQUESTED - RECEIVE STAFF’S PRESENTATION; AND CONDUCT A DISCUSSION ON PROPOSED CHANGES TO CHAPTER 17.20 AND PROVIDE DIRECTION TO STAFF.

REPORTS / DISCUSSIONS / CORRESPONDENCE

1. Commissioner Reports
2. Historical Advisory Commission Reports
3. Staff Reports

ADJOURN THE MEETING

The meeting will be adjourned. A regular meeting of the Oroville Planning Commission will be held on April 25, 2024 at 6:00 PM.

Accommodating Those Individuals with Special Needs – In compliance with the Americans with Disabilities Act, the City of Oroville encourages those with disabilities to participate fully in the public meeting process. If you have a special need in order to allow you to attend or participate in our public meetings, please contact the City Clerk at (530) 538-2535, well in advance of the regular meeting you wish to attend, so that we may make every reasonable effort to accommodate you. Documents distributed for public session items, less than 72 hours prior to meeting, are available for public inspection at City Hall, 1735 Montgomery Street, Oroville, California.

Recordings - All meetings are recorded and broadcast live on cityoforoville.org and YouTube.

Planning Commission Decisions - Any person who is dissatisfied with the decisions of this Planning Commission may appeal to the City Council by filing with the Zoning Administrator within fifteen days from the date of the action. A written notice of appeal specifying the grounds and an appeal fee immediately payable to the City of Oroville must be submitted at the time of filing. The Oroville City Council may sustain, modify or overrule this decision.



City of Oroville

COMMUNITY DEVELOPMENT DEPARTMENT

1735 Montgomery Street
 Oroville, CA 95965-4897
 (530) 538-2430 FAX (530) 538-2426
www.cityoforoville.org

PLANNING COMMISSION STAFF REPORT

Thursday, March 28, 2024

RE: Presentation by Public Works about Streetscape planning in and around the Downtown and throughout the city.

SUMMARY: The Oroville Planning Commission will discuss with staff and the public the latest updates for streetscape improvements on Washington Avenue, Montgomery Street, Table Mountain Blvd, and other streets, including traffic calming and bicycle lanes.

RECOMMENDATION: Staff recommends the following actions:

1. **Hear the Public Works presentation** on the proposed projects;
2. **Discuss and provide any recommendations or direction to staff;**

APPLICANT: Requested by the Planning Commission

LOCATION: citywide

GENERAL PLAN: Circulation Element

ZONING: na

FLOOD ZONE: na

ENVIRONMENTAL DETERMINATION: Not a project under CEQA

REPORT PREPARED BY:

REVIEWED BY:

 Wes Ervin, Planner
 Community Development Department

 Patrick Piatt, Director
 Community Development Department

DISCUSSION

The city charter defines the duties of the Planning Commission to include:

“The city Planning Commission shall initiate studies and make reports and recommendations to the council and the various departments of the city government on subjects related to the opening and widening of streets and other physical conditions, connected with the development and expansion of the city.”

The Engineering Division of the Public Works Department is actively preparing plans for the improvement of Washington Avenue between SR 162 and the Montgomery roundabout, Table Mountain Blvd throughout the city, Montgomery Street between the roundabout and Feather River Blvd, and other streets. The improvements address parking, travel lane safety, bicycle lanes, and driveway access.

A series of public workshops are underway in preparation for an ATP (Active Transportation Program) grant for the design and construction of these improvements. The Planning Commission has also requested a presentation of these concepts.

Commissioner Jensen would also like to discuss bike lane linkages on Bird St., 4th Street, and links to South Oroville.

FISCAL IMPACT

None. The project will be the subject of a future grant application. However, there will likely be city funds required for any gap financing.

PUBLIC NOTICE

Normal 72-hour notice prior to the discussion.

ATTACHMENTS

1. Power Point presentation
2. Potential bike lane links
3. Planning Commission responsibilities in the city charter



WASHINGTON AVENUE COMPLETE STREETS PROJECT

Overview

The City of Oroville seeks to improve connectivity in both the North and South directions of Washington Avenue and Table Mountain Boulevard for all modes of transportation with the Washington Avenue Complete Streets Project. This project will close gaps in bicycle infrastructure by providing a connection between County Center Drive and the upcoming SR-162 ATP Pedestrian Mobility and Safety Improvement Project scheduled to start construction in Spring of 2024. The project limits include Washington Avenue between Oroville Dam Boulevard and the Montgomery Roundabout.

Why Washington Avenue?

Washington Ave is a main throughfare that connects residents and visitors to:

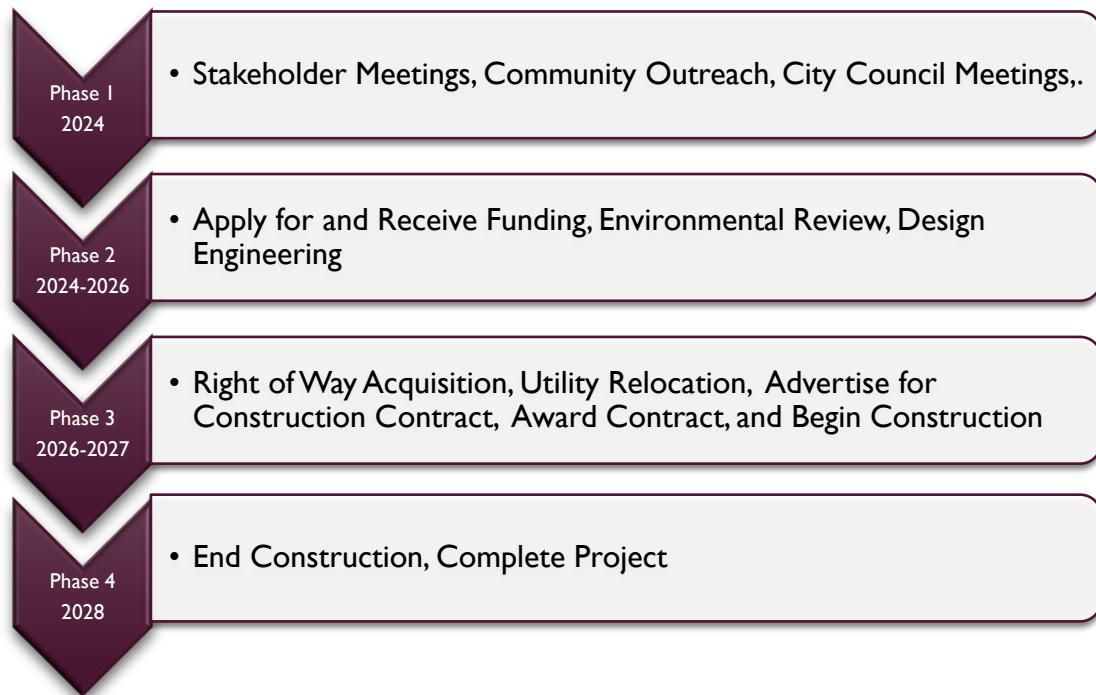
- Downtown Oroville
- Oroville High School
- The Brad Freeman Trail
- Oroville Hospital
- The North Section of the City

Our Vision and Goals

The City of Oroville is committed to providing a safe and accessible environment to all residents, visitors, and users that visit by balancing demands of vehicles, bicycles and pedestrians.

Where are we in the process?

The City of Oroville is currently seeking input from project stakeholders and community members like you to decide which design options would best suits the needs of the area! On April 16, 2024, The City Council will vote on the design concepts to incorporate into the Project. With direction from City Council, staff will submit a grant application for the proposed Project to the Active Transportation Program (ATP), which is administered by Caltrans Local Assistance and the California Transportation Commission. Grant applications are due June 17, 2024. This program focuses on funding for enhancement of multi-modal infrastructure, so it is important that the proposed improvements meet this criteria to be awarded.



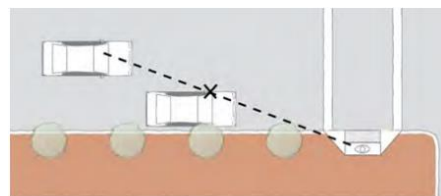


COMPLETE STREETS PROPOSED DESIGN FEATURES

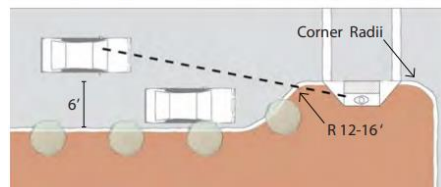


Class I Shared Pedestrian Bike Path

- 10-foot-wide path for both walking and biking.
- Gets bikers out of travel lanes.



Limited visibility - Parking too close to an intersection can hinder pedestrian visibility



Improved visibility - Curb extensions can help improve pedestrian visibility

Curb Extensions

- Enhanced visibility for pedestrians
- Shorter crossing distances
- Traffic Calming



Streetscape Elements

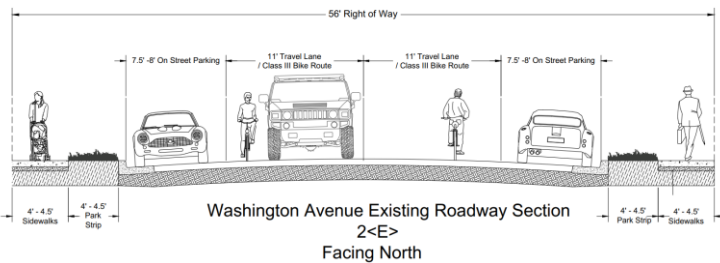
- More Street Trees
- Decorative Landscaping
- Streetlighting and Pathway Lighting
- Landscaped Medians



New Crosswalks

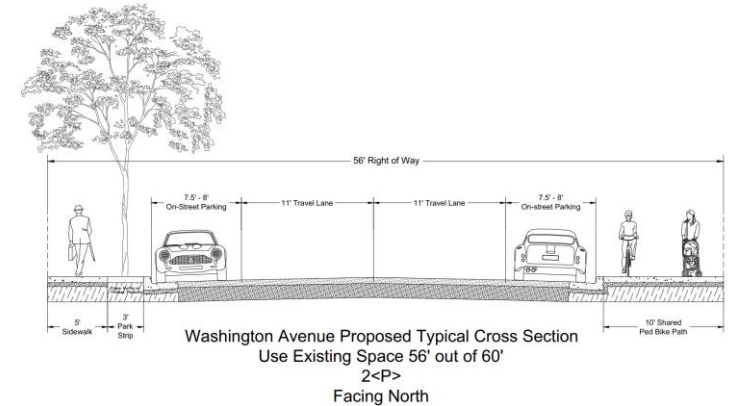
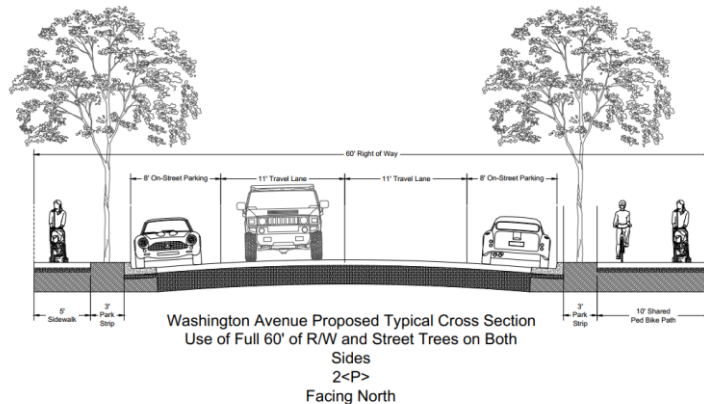
- Rapid Flashing Beacons
- High Visibility Striping

WASHINGTON AVE COMPLETE STREETS PROPOSED ALTERNATIVES



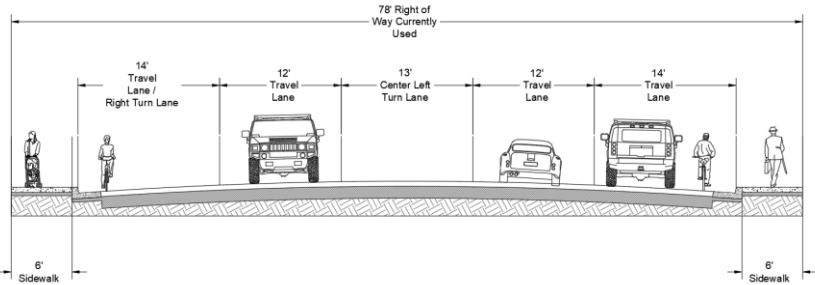
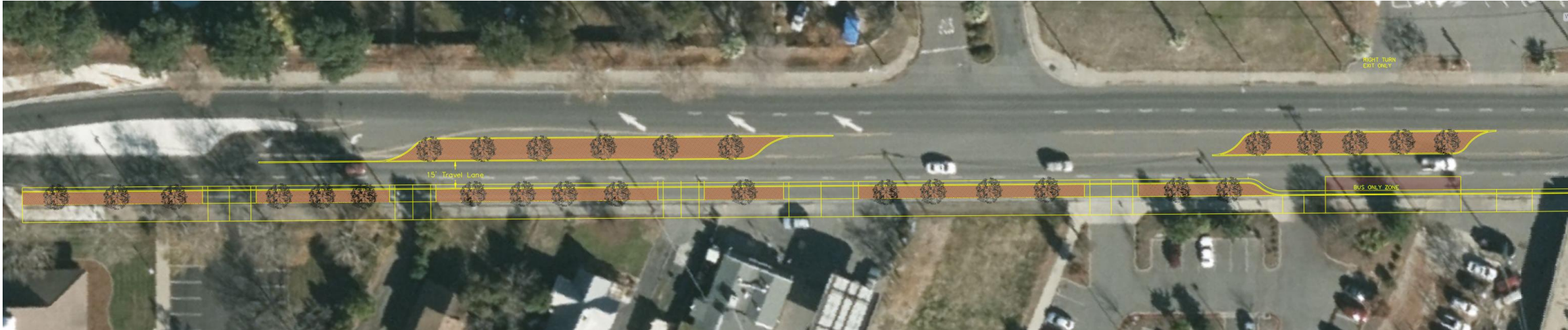
Existing Roadway Section

Alternative 1 Section (recommended)



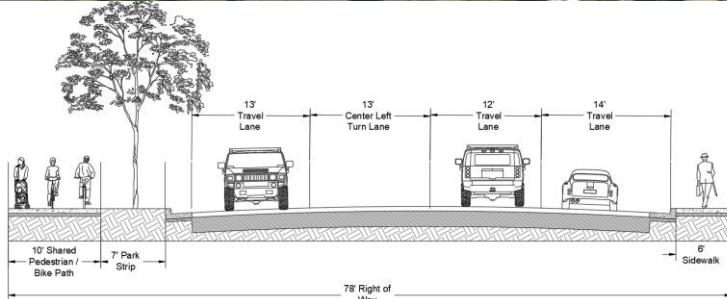
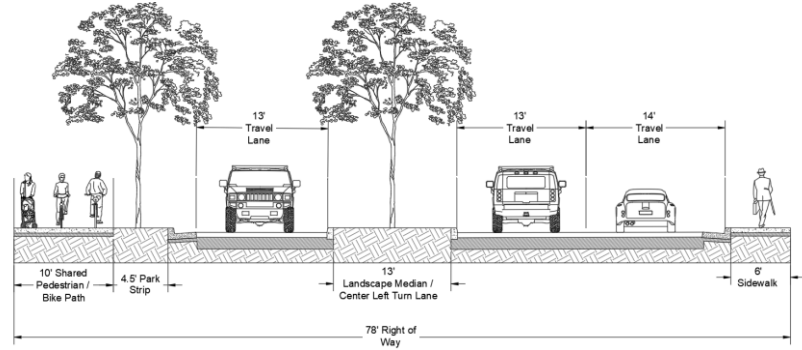
Alternative 2 Roadway Section

TABLE MOUNTAIN BLVD COMPLETE STREETS PROPOSED ALTERNATIVES



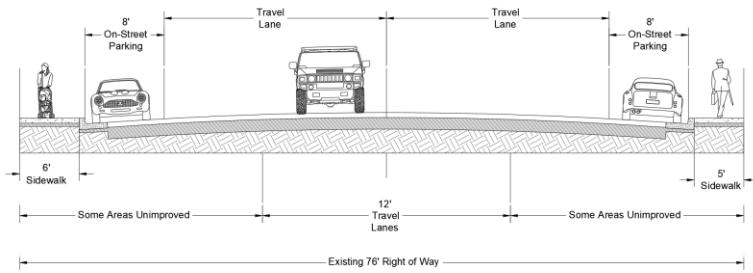
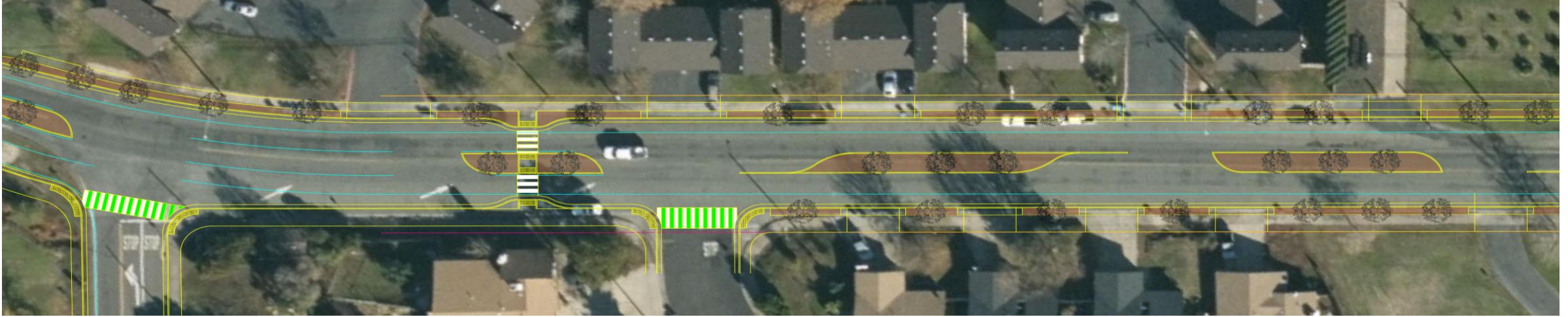
Existing Roadway Section

Alternative 1 Section (recommended)



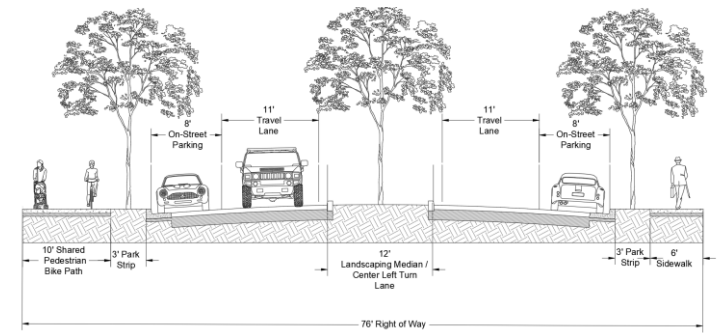
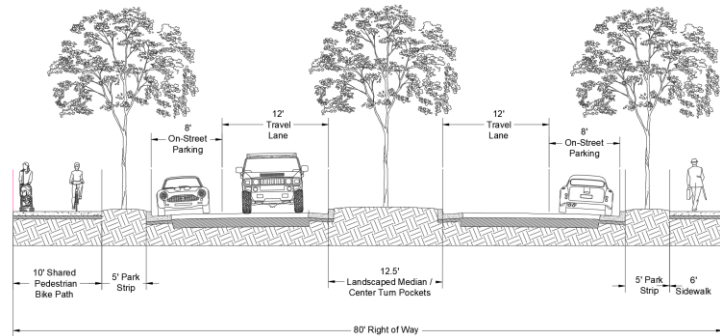
Alternative 2 Roadway Section

TABLE MOUNTAIN BLVD COMPLETE STREETS PROPOSED ALTERNATIVES

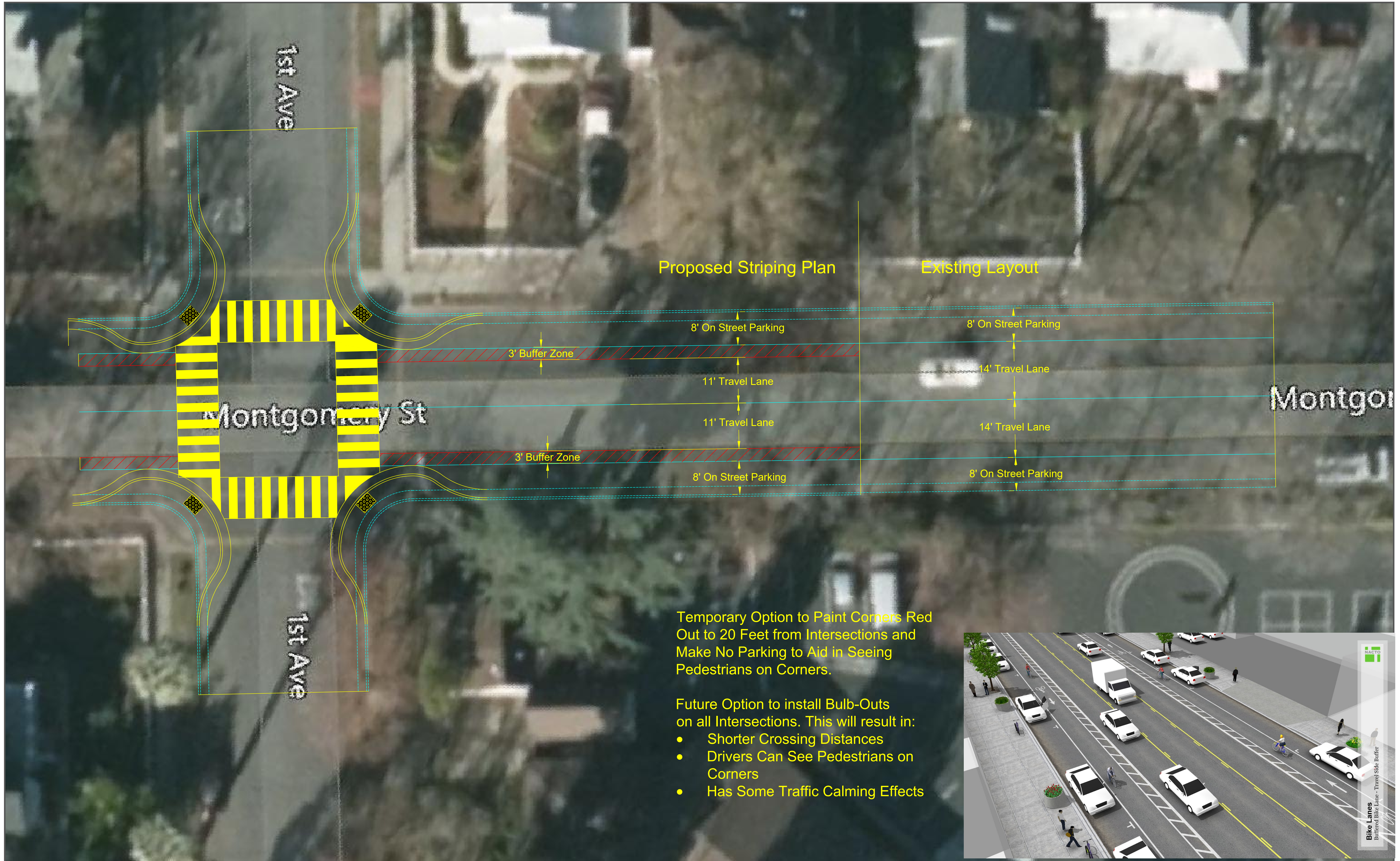


Existing Roadway Section

Alternative 1 Section (recommended)



Alternative 2 Roadway Section



DATE NO.	REVISION	BY APP'D

FIELD BOOK	DRAWN	APPROVED
ELEVATION DATUM	DESIGNED	
	CHECKED	
	SCALE 1" = 10'	

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CITY OF OROVILLE
 PUBLIC WORKS
 1735 MONTGOMERY STREET
 OROVILLE, CALIFORNIA 95964 (530) 538-2420

Proposed Montgomery Street Changes
 OROVILLE PUBLIC WORKS

SHEET **1** OF **1** SHEETS
 FILE NO. --

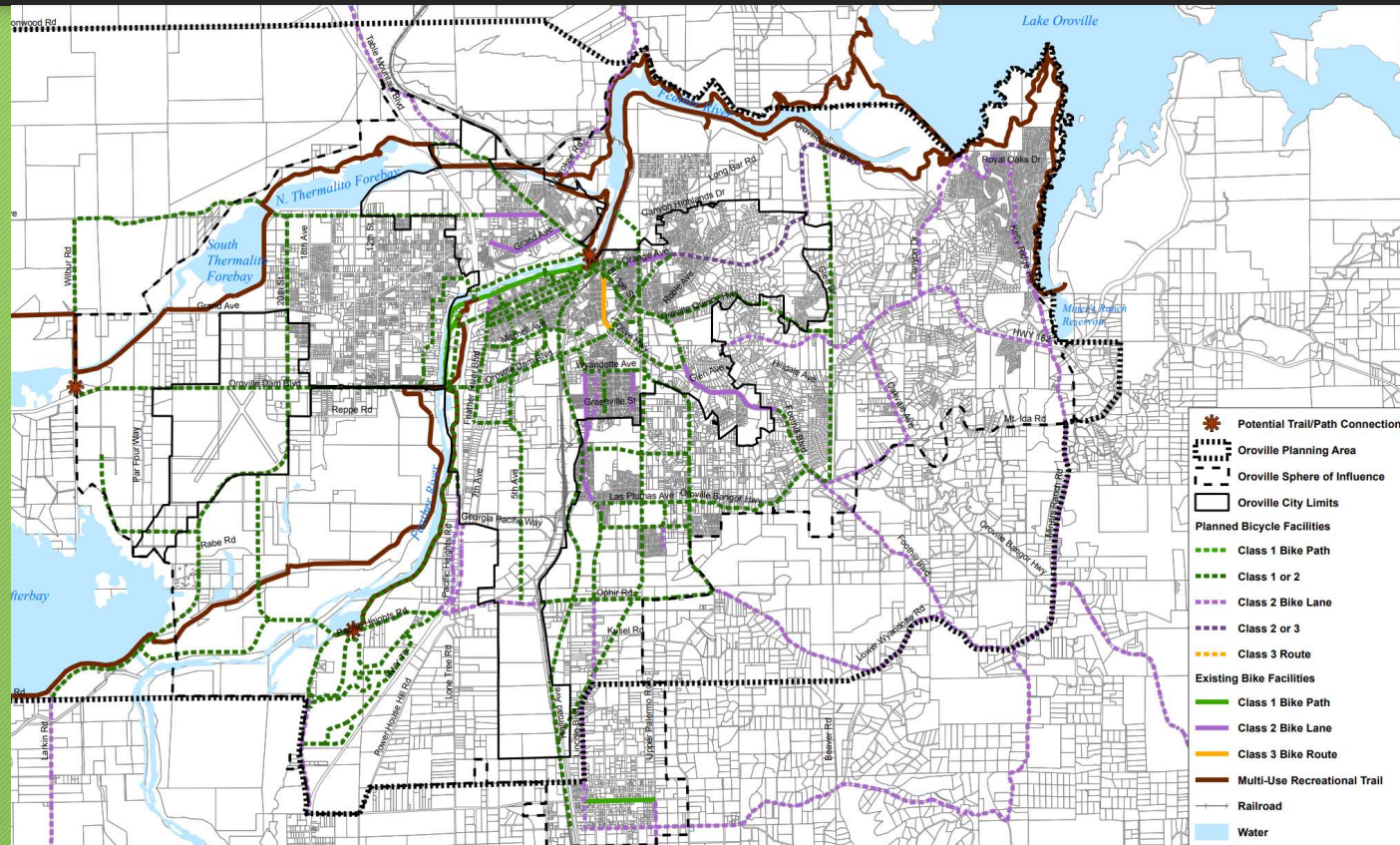
Oroville Bicycle Transportation Planning

Thoughts and Discussion Prompts

Introduction

- Why talk about bicycle transportation infrastructure?
 - Less expensive than vehicle transportation
 - Physically healthier
 - Doesn't pollute
 - Don't have to think about parking
 - Easier and faster to travel farther than walking
 - Bicycle friendly communities feel more inviting and welcoming
- Limitations/Challenges
 - Most advantageous for people traveling 0.5-2.5 miles
 - Must be safe and convenient to encourage use
 - Narrow roads/rights-of-way downtown

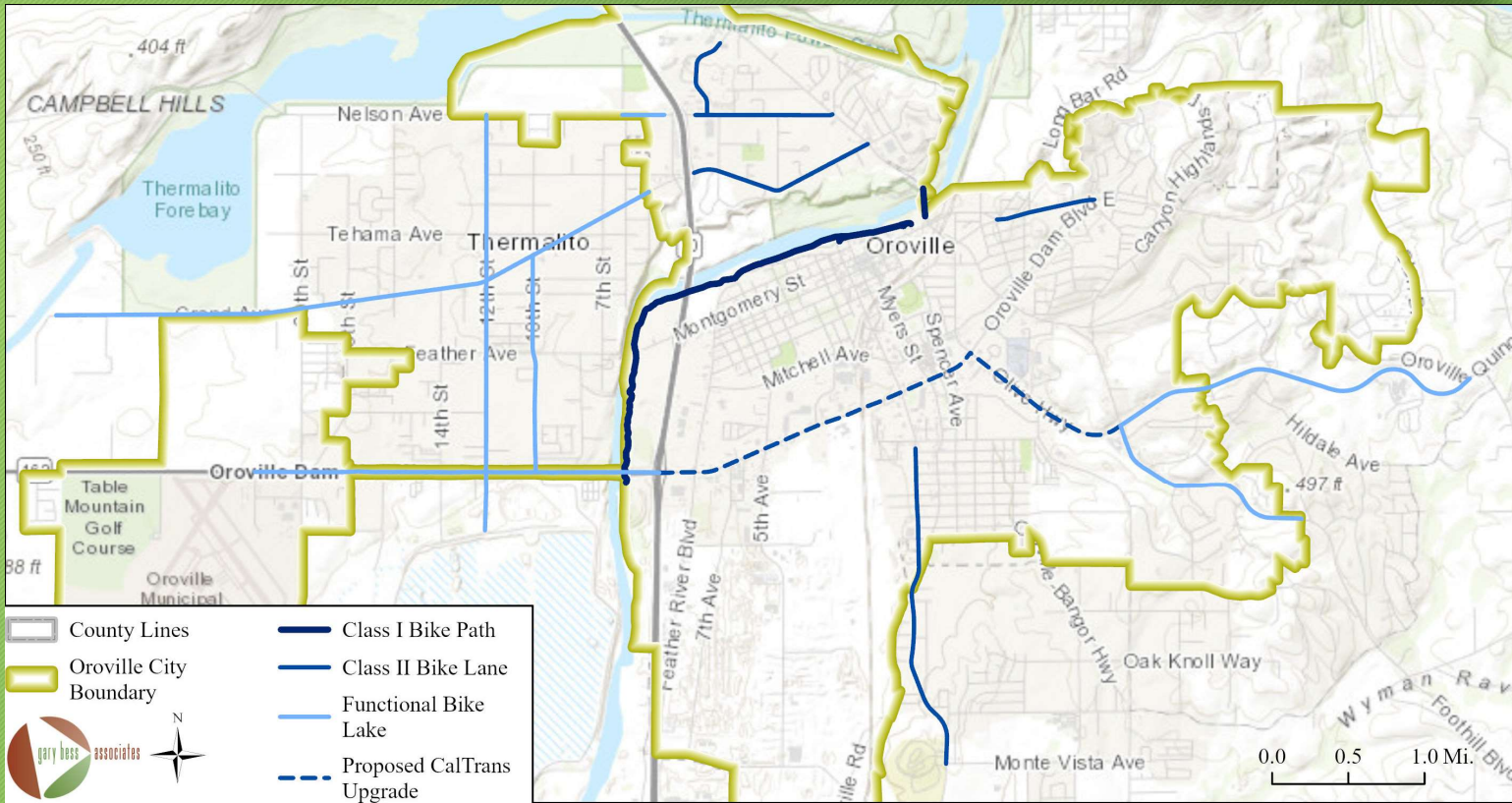
Current Bicycle Transportation Plan



General Plan Policies (selected)

- Establish Oroville as a bicycle center for Butte County by providing a comprehensive system of Class I bicycle paths, Class II bicycle lanes and multi-use recreational trails throughout the Plan Area, and particularly to connect residential neighborhoods, the Historic downtown, and the Feather River.
- Use bikeways to link public parks, recreation areas, and other public facilities to each other and to residential and employment areas.
- Select bikeway alignments based on the following criteria:
 - Whether the route minimizes potential for conflict with motor vehicle movement and parking
 - Whether the route improves access to major facilities and destinations
 - Whether the route links public parks and recreation areas and other public facilities
 - Whether routes intersect with existing transit lines in support of multi-modal transportation; and
 - Whether areas are available for convenient and secure parking.

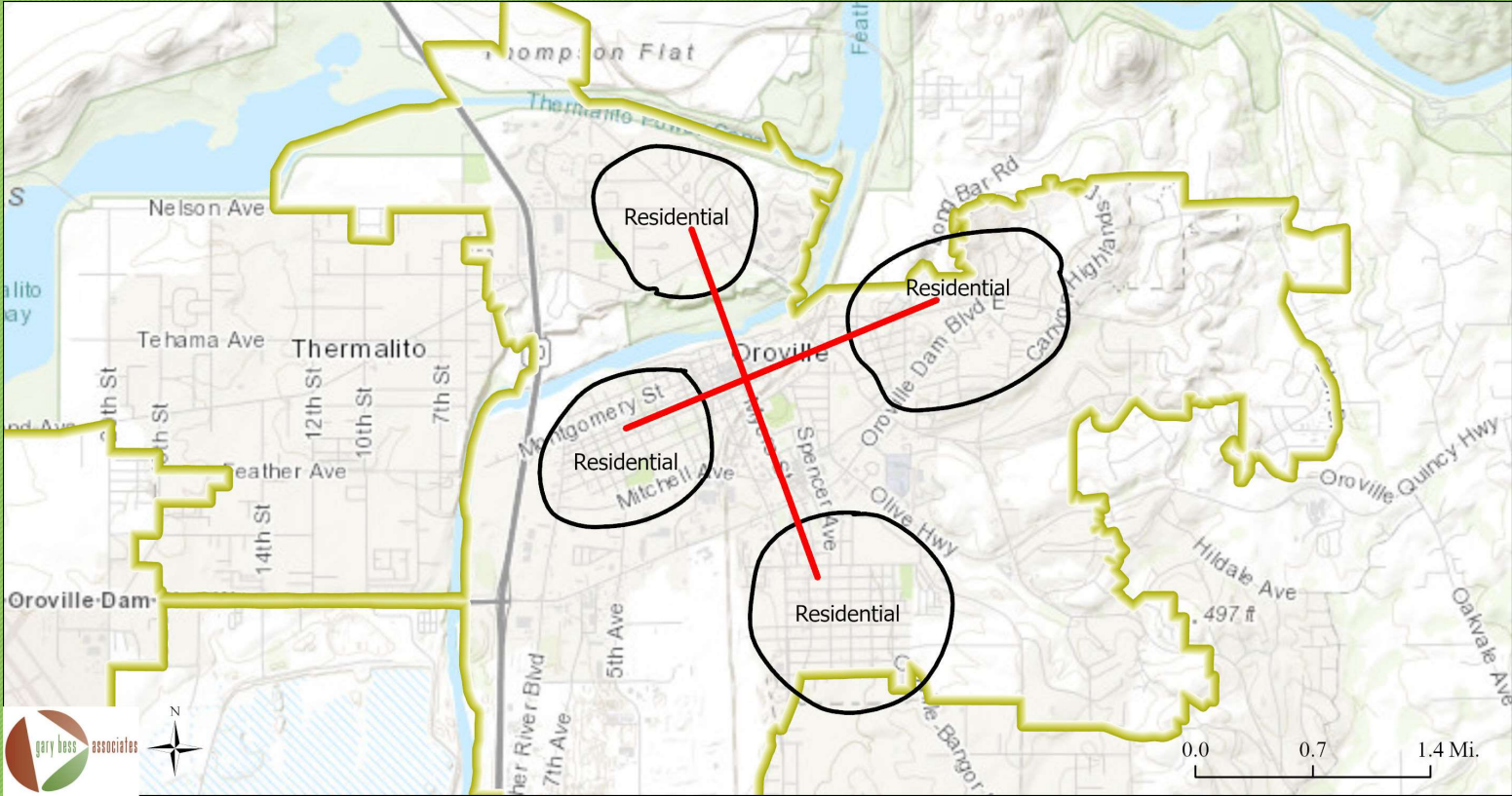
Current Bicycle Transportation Infrastructure



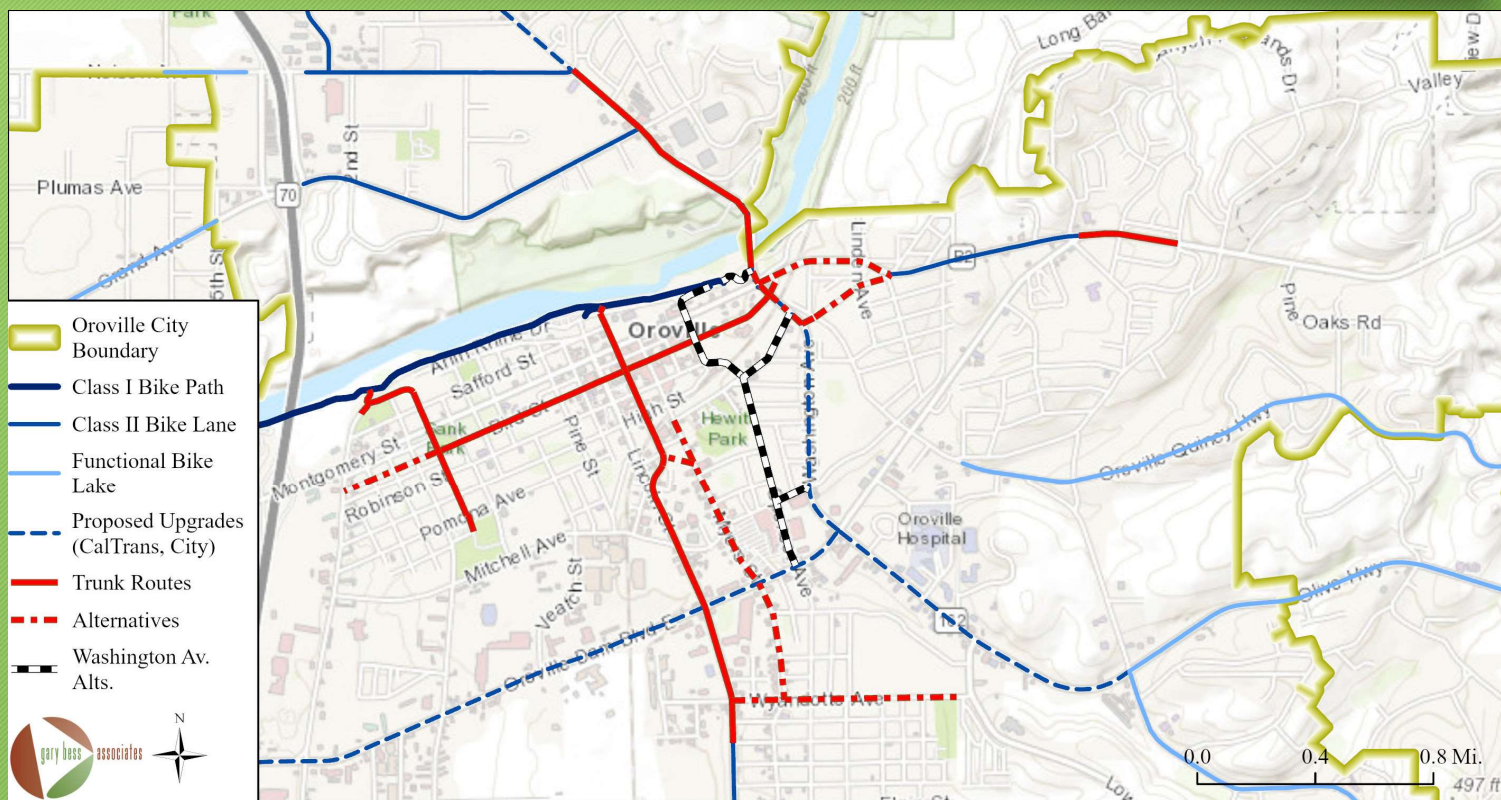
How do we get there from here?

- Implement smaller, doable, step plans
- Encourage interest in bicycle transportation
- Start by connecting the most vital, highest impact areas
 - Downtown
 - Residential neighborhoods
 - Parks and playgrounds
 - Schools
- Start small, expand later
- Start with basic trunk connectors


“Warren’s Concept”



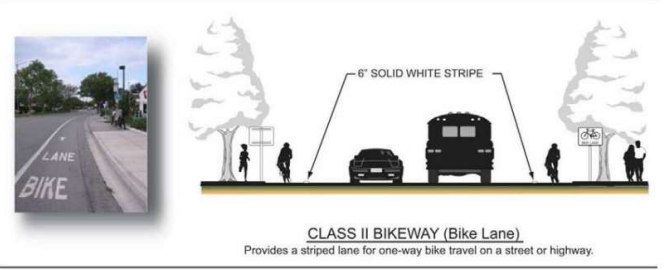
“Warren’s Concept”



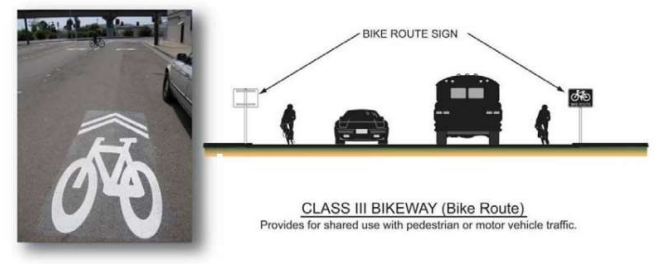
Bicycle Lane Designs



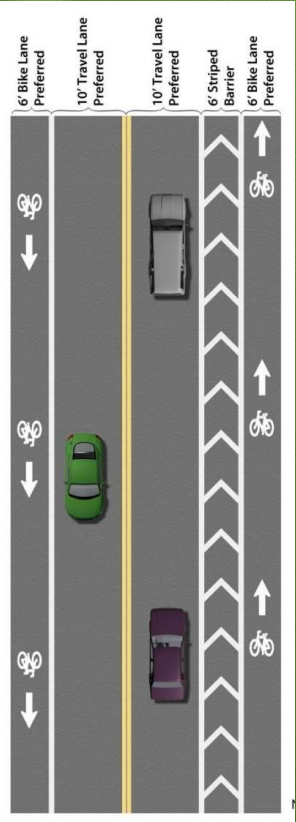
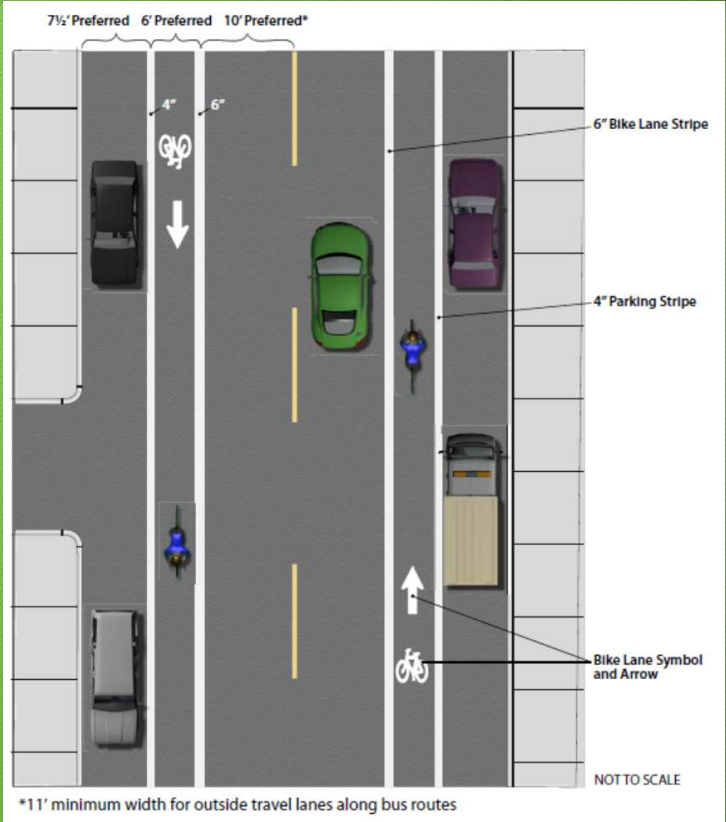
CLASS I BIKEWAY (Bike Path)
Provides a completely separated right-of-way for the exclusive use of bicycles and pedestrians with crossflow minimized.



CLASS II BIKEWAY (Bike Lane)
Provides a striped lane for one-way bike travel on a street or highway.



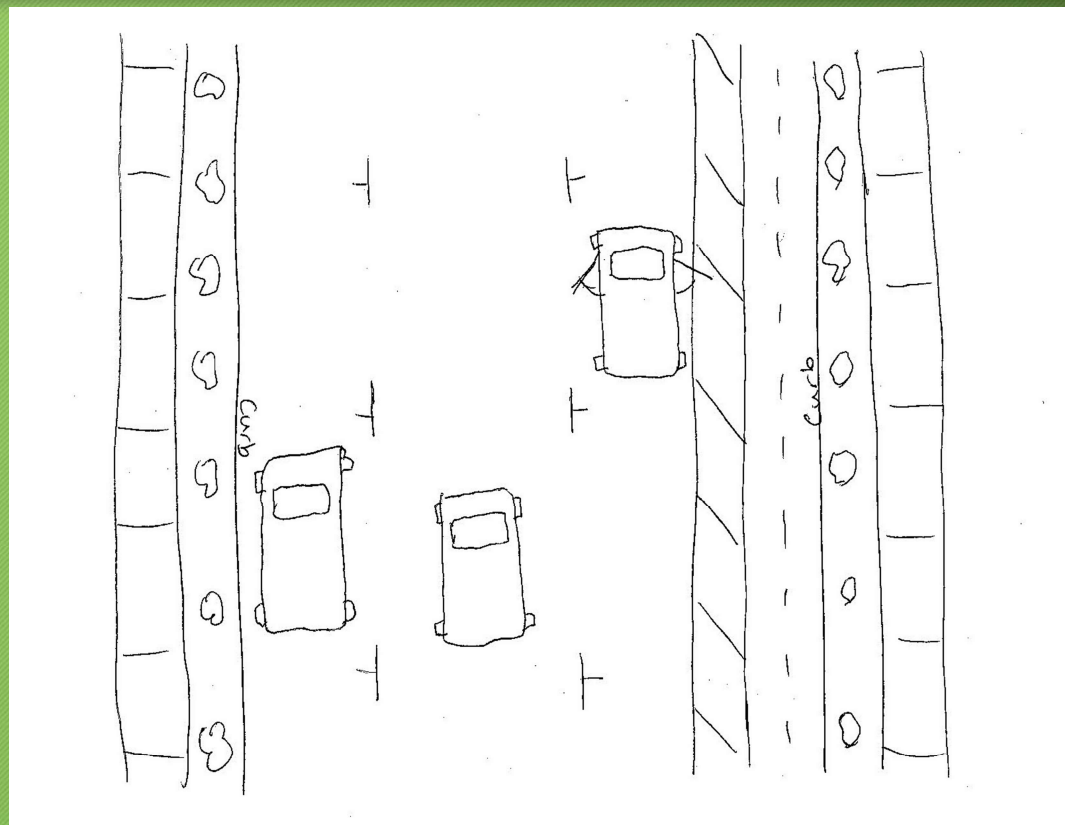
CLASS III BIKEWAY (Bike Route)
Provides for shared use with pedestrian or motor vehicle traffic.



Conceptual Designs



Conceptual Designs



Discussion? Comments? Feedback from Staff?



City of Oroville

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PLANNING COMMISSION STAFF REPORT

Thursday, March 28, 2024

RE: Discussion of Revisions to Chapter 17.20 “Sign Regulations” of the Oroville Municipal Code

SUMMARY: The Planning Commission will discuss and provide direction pertaining to potential revisions to the Oroville Municipal Code (OMC) Chapter 17.20 relating to the City’s current regulations for freestanding signs

RECOMMENDATION: Staff recommends the following actions:

1. Receive Staff’s Presentation
2. Conduct a discussion on proposed changes to Chapter 17.20 and provide direction to Staff

APPLICANT: City of Oroville

LOCATION: City-Wide

GENERAL PLAN: N/A

ZONING: N/A

FLOOD ZONE: N/A

ENVIRONMENTAL DETERMINATION: The discussion and proposed code amendment is not subject to the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

REPORT PREPARED BY:

REVIEWED BY:

 Connor Musler, Contract Planner
 Community Development Department

 Patrick Piatt, Director
 Community Development Department

DISCUSSION

The Planning Commission has previously discussed in depth Chapter 17.20 “Sign Regulations” of the Oroville Municipal Code (OMC) (henceforth referred to as the “Sign Regulations” or “Sign Code”). The Sign Code at present that is enforced for all signage in the City was adopted by the City Council on June 16, 2021 (Ordinance 1849). This comprehensive update was a yearslong effort by the Planning Commission and City Staff that began in 2015. Due to staffing changes and constraints, the Sign Code update was placed on hold until being restarted in 2020. The Planning Commission conducted four workshops throughout 2020 on February 7, July 15, July 23, and August 27 before approving the final draft on October 22.

Prior to the adoption of the City’s comprehensive Sign Code update in 2021, freeway-oriented freestanding signs were allowed up to 40 feet in height, or up to 60 feet with the approval of the Planning Commission. Following the adoption of the new sign code, signs of this nature were limited to properties that abut SR 162, thus resulting in the freestanding signs outside of this area becoming legal nonconforming. All new freestanding signs outside of the SR 70/SR 162 area are permitted to a maximum height of 8 feet.

	Prior Sign Code	New Sign Code
Freestanding Sign	40 feet	8 feet
	60 feet if within ¼ mile of SR 70 w/ Planning Commission Approval	

Staff have recently received and are currently processing two variance applications to exceed the 8-foot-tall freestanding sign height, among other deviations from code. These two variance applications are for the new Tractor Supply at 2580 Feather River Blvd at the Lally Chevron/Starbucks Center at 2030-2040 3rd Street. The signs proposed at these two locations are more aligned in height to what was previously permitted by the Sign Code, with the exception of the Lally Chevron/Starbucks sign, which seeks approval for a 70-foot-tall freestanding sign.

At the February 29, 2024, Planning Commission meeting during Staff Reports and Discussions, Staff informed the Commission of these two pending applications and recommended exploring a possible zoning code update to address the possibility of allowing taller freeway-oriented signs along SR 70 while balancing aesthetics and sense of quality development. The Commission appeared open to further discussions regarding Staff’s recommendation.

On March 14, 2024, the Development Review Committee (DRC) meeting included a review and discussion of the two variance applications. Staff informed both applicants that a possible zoning code update was underway and recommended that they withdraw or place their applications on hold until said update may be completed.

Sign Code Comparison:

To assist in facilitating a discussion and potential Planning Commission direction, Staff have researched the sign regulations for the following jurisdictions: County of Butte, the Town of Paradise, and cities of Gridley, Chico, and Redding.

County of Butte:

	County of Butte	City of Oroville
Freestanding Sign	12 feet	8 feet
	64 sq. ft	Up to 100 sq. ft (depending on length of frontage)
Freeway Sign	40 feet	8 feet
	100 sq. ft for one face 200 sq. ft for two or more faces	Up to 100 sq. ft (depending on length of frontage)

Town of Paradise:

	Town of Paradise	City of Oroville
Freestanding Sign	16 feet (depending on zoning district)	8 feet
	100 sq. ft (depending on zoning district)	Up to 100 sq. ft (depending on length of frontage)

City of Gridley:

	City of Gridley	City of Oroville
Freestanding Sign	Pole Signs Prohibited 8 feet for Monument Signs 12 feet for Monument Signs abutting SR 99	8 feet
	60 sq. ft.	Up to 100 sq. ft (depending on length of frontage)

City of Chico:

	City of Chico	City of Oroville
Freestanding Sign	25 feet	8 feet
	100 sq. ft. per face	Up to 100 sq. ft (depending on length of frontage)

City of Redding:

	City of Redding	City of Oroville
Freestanding Sign	25 feet	8 feet
	35 feet with zoning exception	
	Depends on zoning district, can be up to 150 sq. ft.	Up to 100 sq. ft (depending on length of frontage)
Freeway Sign	60 feet	8 feet
	70 feet for visibility	
	400 sq. ft	Up to 100 sq. ft (depending on length of frontage)

GENERAL PLAN CONSISTENCY

These following goals and policies of the City’s 2030 General Plan will need to be considered when drafting the proposed Sign Code revisions:

General Plan Goals:

Goal LU-1 “Provide for orderly, well-planned, and balanced growth consistent with the limits imposed by infrastructure and the City’s ability to assimilate new growth.”

Goal LU-4 “Provide adequate land for and promote the development of attractive commercial areas and uses that provide goods and services to Oroville residents, employees, and visitors.”

Goal CD-1 “As the community grows, maintain a coherent and distinctive physical form and structure that reflects Oroville’s unique qualities.”

Goal CD-2 “Maintain and enhance the quality of Oroville’s landscape, streetscape and gateways.”

Goal OPS-5 “Maintain and enhance the quality of Oroville’s scenic and visual resources.”

General Plan Policies:

P1.1 Require quality architectural and landscaping design as well as durable and efficient materials for all projects.

P1.3 Require compliance with the City of Oroville Design Guidelines as part of any project approval process.

P5.1 Maintain the appearance of Oroville, as seen from the freeway, as a city to be visited, enjoyed and admired.

P5.2 Limit freeway-oriented signs. Combine freeway signs listing available accommodations and services, and allow only small identity signs on buildings adjoining the freeway.

P5.3 Maintain the scenic view of the Feather River and Table Mountain.

FISCAL IMPACT

None.

ATTACHMENTS

1. City Sign Code
2. Other Jurisdiction Regulations
3. Existing Freeway Sign Analysis

Attachment 1

§ 17.20.070. Requirements for specific types of signs.

The following requirements shall apply in any case where the specified type of sign is used, unless provided otherwise by this section (see Tables 17.20.120-1 through 17.20.120-3, 17.20.130-1 and 17.20.140-1):

A. Wall Signs.

1. No part of a wall sign shall extend more than 1/3 of the sign height or 8 feet, whichever is less, above the top of the portion of the building façade that is adjacent to the sign.
2. The maximum area for the total of all permitted wall signs for any single wall plane shall not exceed 10%. The wall plane area shall include all window and door areas and shall be measured from the sidewalk or ground line to the building eave line or parapet.

B. Window Signs. For windows that have multiple panes, in order to determine the maximum window area that may be covered, the window area shall be measured as the framed area of all of the window's panes.

C. Monument Signs.

1. Monument signs shall not be placed on any frontage with a building setback of less than 20 feet.
2. A minimum distance of 50 feet shall separate any 2 monument signs.

D. Freestanding Signs.

1. Freestanding signs shall not be placed on any frontage with a width of less than 75 feet, or with a building setback of less than 25 feet.
2. A minimum distance of 75 feet shall separate any 2 freestanding signs.
3. The maximum height of a freestanding freeway-oriented sign for properties that abut State Route (SR) 162 shall be 40 feet. Increased height, up to a maximum of 85 feet, may be permitted if the property is within a ¼ mile distance of SR 70. The maximum permitted height shall be specified in the sign permit.
4. The planning commission can approve an increase in the allowed height of a freestanding sign if the need for this increase is demonstrated by means of a balloon test or other method approved by the zoning administrator.
5. The maximum freestanding sign area is based on the total linear street frontage of the front side of the site as follows:

Street Frontage	Sign Area
Up to 200 ft.	50 sq. ft. per side
200 to 400 ft.	75 sq. ft. per side

Street Frontage	Sign Area
Over 400 ft.	100 sq. ft. per side

6. No portion of a freestanding sign shall project above a public right-of-way.
7. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, 30 square feet of sign area equates to 60 square feet of required landscaped area.

E. Projecting Signs.

1. Projecting signs may be provided only for uses located on the ground floor of a building.
2. A projecting sign may include a projection above a maximum of 5 feet of the width of a public right-of-way, provided that the sign includes the minimum vertical clearance specified by Section 17.20.060 (Location, placement, and design of signs) of this chapter and provides a 2-foot horizontal clearance from the curb face.
3. In a multi-story building, projecting signs shall be placed at or below the sill of the second-floor windows in a multi-story building.
4. No part of a projecting sign shall extend more than 1/3 of the sign height or 8 feet, whichever is less, above the top of the portion of the building façade that is adjacent to the sign.
5. Where practical, projecting signs shall be placed so that the sign face is perpendicular to the adjacent right-of-way.
6. Signs shall be double-faced or otherwise detailed on all sides visible to the public.
7. The thickness of any projecting sign shall not exceed one foot.
8. All signs shall have a minimum vertical clearance of 8 feet from the ground to the bottom of the sign or sign structure.

F. Awning Signs. Awning signs may be placed at the sides or ends of the awning and shall not project from the surface of the awning.

G. Reader Boards.

1. Reader boards may be provided as part of any allowed sign.
2. The area of a reader board shall not exceed 40 square feet on any one face, and in no case shall a reader board be provided on more than 2 faces of a sign.

H. Three-Dimensional Signs. Three-dimensional signs shall not be limited to the width requirements specified for the different sign types.

I. Gas Station Signs.

1. **Number.**
 - a. **Identification Sign.** Each motor vehicle fuel or service station may erect and maintain one freestanding sign for purposes of identifying the use.
 - b. **Motor Vehicle Fuel Sign.** In addition to the freestanding sign permitted by this section, each use dispensing any motor vehicle fuel at retail to the general public shall be permitted to erect and maintain one freestanding service station price sign for the primary purpose of advertising motor vehicle fuel prices. The sign shall comply with the provisions of California Business and Professions Code Section 13531, as it may be amended, regarding display requirements.
2. **Location.**
 - a. No freestanding sign over 5 feet high shall be erected or maintained within the clear vision triangle;
 - b. Freestanding signs shall not be erected or maintained any closer than 3 feet to any building; and
 - c. Any freestanding sign shall maintain a setback, measured from that part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least 1/2 the height of the sign.
3. **Height and Design.** The maximum height for any freestanding sign shall be 12 feet, including the base. The base shall be constructed of materials which match the exterior materials utilized on the main building.
4. **Area.**
 - a. **Identification Sign.** Except as otherwise provided, the maximum area of a freestanding sign shall be one square foot for each lineal foot of street frontage, not to exceed 160 square feet. If a use fronts on more than one street, either, but not both, frontages may be used to determine maximum sign area allowed. Provided, however, that the freestanding sign must be placed along and oriented to the frontage which is used to determine permitted area.
 - b. **Motor Vehicle Fuel Price Sign.** The maximum area of any motor vehicle fuel price sign, excluding the base or embellishments shall be 100 square feet; the maximum area of the sign including the base and/or embellishments shall be 150 square feet.
 - i. Motor vehicle fuel price signs may consist of programmable electronic signs. Use of said signs shall be limited to the portion of any sign structure devoted exclusively to display of motor vehicle fuel price information required or permitted by Division 5, Chapter 14, Article 12 of the California Business and Professions Code (Section 13530 et seq., as it may be amended).

- ii. Sign displays shall remain static and may not change more than once in one 12-hour period.

J. Programmable Signs.

1. A maximum of one programmable electronic sign is permitted per site with a maximum sign area of 32 square feet.
2. Messages shall be static and unanimated for a minimum of 8 seconds.
3. Transition during messages shall be 2 seconds or less and shall either be instantaneous or fade out/in. Flashing is prohibited.
4. For signs adjacent to a Caltrans right-of-way, signs shall be required to meet all Caltrans requirements, permits, and other applicable standards.
5. Lighting requirements shall be the same as for digital display signs (Section 17.20.045(B)).

K. Drive-Through Menu Boards.

1. Menu boards associated with drive-through establishments, such as coffee houses and restaurants, shall not be considered in the sign area calculation if:
 - a. Used primarily for displaying the type and price of food and beverages available; and
 - b. The menu board faces cannot be read from a public right-of-way.
- (Ord. 1749 § 4; Ord. 1763 §§ 12, 13; Ord. 1796 § 6; Ord. 1849 § 2)

§ 17.20.120. Requirements for commercial and mixed-use districts.

- A. **Signs in CN and MXN Districts.** In CN and MXN districts, signs shall be permitted as specified in Table 17.20.120-1.
- B. **Signs in C-1, OF, and MXD Districts.** In C-1 and MXD districts, signs shall be permitted as specified in Table 17.20.120-2.
- C. **Signs in C-2, CLM, CH, and MXC Districts.** In C-2, CLM, CH, and MXC districts, signs shall be permitted as specified in Table 17.20.120-3.
- D. **Dwelling Units in Commercial and Mixed-Use Districts.**
 1. Any dwelling unit in a commercial or mixed-use district may display one wall, window, banner, or canopy sign, with a maximum area of 5 square feet. No lighting shall be provided for the sign.
 2. For mixed-use developments that contain at least four dwelling units, one additional wall, window, banner, or canopy sign, with a maximum area of 10 square feet, shall be allowed for the entire development. This sign shall not be internally illuminated.

§ 17.20.120

§ 17.20.120

Table 17.20.120-1 Allowed Signs in CN and MXN Districts						
Permitted Sign Types	Max. Number of Signs	Max. Area	Max. Total Area for All Signs ¹	Max. Height	Lighting Allowed	Additional Requirements
Awning signs	No maximum	Determined by maximum total sign permitted	1 square foot for each linear foot of building fronting a street, public way or public or customer parking area ²	No maximum	Yes; internal illumination prohibited	§ 17.20.070
Banner signs	1 per frontage			Below eave or below sill of second floor window	No	—
Canopy signs	No maximum			Below eave or below sill of second floor window	Yes; internal illumination prohibited	—
Monument signs	1 per frontage			6 feet	Yes	§ 17.20.070
Projecting signs	1 per tenant on each frontage			Below eave or below sill of second floor window	Yes	§ 17.20.070
Wall signs	No maximum	10% of wall area		Below eave	Yes	§ 17.20.070
Window signs	No maximum	25% of window area		No maximum	Yes	§ 17.20.070

Notes:	
1	The maximum total area applies to all signs on a site, including signs for all tenants of a multi-tenant building.
2	The maximum total area shall not be lower than 25 square feet.

Table 17.20.120-2
Allowed Signs in C-1, OF and MXD Districts

Permitted Sign Types	Max. Number of Signs	Max. Area	Max. Total Area for All Signs ¹	Max. Height	Lighting Allowed	Additional Requirements
Awning signs	No maximum	50% of awning area, or 40 sq. ft., whichever is less	Less than 20,000 sq. ft. of gross floor area on site: 1.5 sq. ft. for each linear foot of building frontage, or 300 sq. ft., whichever is less ²	No maximum	Yes; internal illumination prohibited	§ 17.20.070
Banner signs	1 per frontage	40 sq. ft.	At least 20,000 sq. ft. of gross floor area on-site: 1.5 sq. ft. for each linear foot of building frontage, or 350 sq. ft., whichever is less ³	20 feet ⁵	No	—
Canopy signs	No maximum	5 sq. ft. per face		20 feet ⁵	Yes; internal illumination prohibited	—
Freestanding signs	1 per frontage	Determined by total area		8 feet⁴	Yes	§ 17.20.070
Monument signs	1 per frontage	Determined by total area	40,000 to 80,000 sq. ft. of gross floor area: 1.5 sq. ft. for each linear foot of building frontage, or 400 sq. ft., whichever is less ⁴	8 feet	Yes	§ 17.20.070
Projecting signs	1 per tenant on each frontage	50 sq. ft.		20 feet ⁵	Yes	§ 17.20.070

§ 17.20.120

§ 17.20.120

Table 17.20.120-2 Allowed Signs in C-1, OF and MXD Districts						
Permitted Sign Types	Max. Number of Signs	Max. Area	Max. Total Area for All Signs ¹	Max. Height	Lighting Allowed	Additional Requirements
Wall signs	No maximum	10% of wall area	80,000 to 140,000 sq. ft. of gross floor area: 1.5 sq. ft. for each linear foot of building frontage, or 450 sq. ft., whichever is less	20 feet ⁵	Yes	§ 17.20.070
Window signs	No maximum	25% of window area	140,000 to 200,000 sq. ft. of gross floor area: 1.5 sq. ft. for each linear foot of building frontage, or 500 sq. ft., whichever is less	No maximum	Yes	§ 17.20.070

Notes:	
1	The maximum total area for all signs applies to all signs on a site, including signs for all tenants of a multitenant building.
2	For a gross floor area less than 20,000 square feet, the maximum total area shall not be lower than 50 square feet.
3	For a gross floor area of at least 20,000 square feet, the maximum total area shall not be lower than 75 square feet.
4	Freeway-oriented businesses, as well as sites contiguous to Oroville Dam Boulevard, as well as other C-1 and MXD properties may have one freestanding sign with additional height as specified in Section 17.20.070.
5	Maximum sign height of 20 feet may be exceeded, subject to the approval of the planning commission.

Table 17.20.120-3 Allowed Signs in C-2, CH, CLM and MXC Districts						
Permitted Sign Types	Max. Number of Signs	Max. Area	Max. Total Area for All Signs ¹	Max. Height	Lighting Allowed	Additional Requirements
Awning signs	No maximum	50% of awning area, or 40 sq. ft., whichever is less	Less than 20,000 sq. ft. of gross floor area: 1.5 sq. ft. per linear foot of building frontage, or 300 sq. ft., whichever is less ²	No maximum	Yes; internal illumination prohibited	§ 17.20.070
Banner signs	1 per frontage	40 sq. ft.		20 feet ⁶	No	—
Canopy signs	No maximum	5 sq. ft. per face		20 feet ⁶	Yes; internal illumination prohibited	—
Freestanding signs	1 per frontage	Determined by total area	20,000 to 40,000 sq. ft. of gross floor area: 1.5 sq. ft. per linear foot of building frontage, or 350 sq. ft., whichever is less ³	8 feet⁵	Yes	§ 17.20.070
Marquee signs	1 per frontage	Determined by total area		10 feet	Yes	—
Monument signs	1 per frontage	Determined by total area		8 feet	Yes	§ 17.20.070
Projecting signs	1 per tenant on each frontage	50 sq. ft.	40,000 to 80,000 sq. ft. of gross floor area: 1.5 sq. ft. per linear foot of building frontage, or 400 sq. ft., whichever is less ⁴	20 feet ⁶	Yes	§ 17.20.070
Wall signs	No maximum	10% of wall area		20 feet ⁶	Yes	§ 17.20.070

§ 17.20.120

§ 17.20.120

Table 17.20.120-3 Allowed Signs in C-2, CH, CLM and MXC Districts						
Permitted Sign Types	Max. Number of Signs	Max. Area	Max. Total Area for All Signs ¹	Max. Height	Lighting Allowed	Additional Requirements
Window signs	No maximum	25% of window area	80,000 to 140,000 square feet of gross floor area: 1.5 square feet per linear foot of building frontage, or 450 square feet, whichever is less 140,000 to 200,000 square feet of gross floor area: 1.5 square feet per linear foot of building frontage, or 500 square feet, whichever is less	No maximum	Yes	§ 17.20.070

Notes:	
1	The maximum total area applies to all signs on a site, including signs for all tenants of a multi-tenant building.
2	or a gross floor area less than 20,000 square feet, the maximum total area shall not be lower than 50 square feet.
3	For a gross floor area between 20,000 and 40,000 square feet, the maximum total area shall not be lower than 75 square feet.
4	For a gross floor area more than 40,000 square feet, the maximum total area shall not be lower than 100 square feet.
5	Freeway-oriented businesses, sites contiguous to Oroville Dam Boulevard, as well as other C-1 and MXD properties may have one freestanding sign with additional height as specified in Section 17.20.070.
6	Maximum sign height of 20 feet may be exceeded, subject to the approval of the planning commission.

§ 17.20.120

§ 17.20.120

Item 2.

(Ord. 1763 ; Ord. 1749 § 4; Ord. 1763 §§ 11, 14—17; Ord. 1796 §§ 1—3; Ord. 1849 § 2)

Attachment 2

A. Residential Zones.

1. A dwelling unit may display one (1) wall or window sign, in conjunction with a Home Occupation (Section 24-162).
2. A multiple-family residential development that contains at least four (4) dwelling units may include one (1) entrance or freestanding sign, with a maximum area of ten (10) square feet, and one (1) window, awning, or canopy sign, with a maximum area of five (5) square feet.
3. For residential subdivisions of fifteen (15) or more units, a maximum of two (2) monument or freestanding signs may be displayed at each entrance to the subdivision. Each sign shall have a maximum area of eighteen (18) square feet and a maximum height of six (6) feet. The signs shall be located on privately-owned parcels, and a requirement for permanent maintenance by a homeowners' association or similar entity shall be recorded on the parcels.

B. Commercial, Mixed Use, and Public Zones.

1. In all commercial and mixed use zones, signs shall be permitted as specified in Table 24-105-1 (Allowed Signs in Commercial, Mixed Use, and Public Zones). Types of signs are illustrated in Figure 24-105-1 (Sign Types).

TABLE 24-105-1 ALLOWED SIGNS IN COMMERCIAL, MIXED USE, AND PUBLIC ZONES

Permitted Sign Types	Maximum Number of Signs	Maximum Area Per Sign	Maximum Height
Awning signs	1 sign per tenant on each building frontage	50 percent of awning area, or 25 sq. ft., whichever is less	Not to exceed the eaves of the building to which it is affixed
Freestanding signs; and Freestanding Signs, Digital [4]	1 sign per 300 lineal ft. of building frontage, with no more than 2 signs per building frontage and 3 signs per site	64 sq. ft.	12 ft.

Monument signs; and Monument Signs, Digital [4]		32 sq. ft.	6 ft.	Item 2.
Off-Site Signs; and, Off-Site Signs, Digital [1] [2] [3]	1	672 sq. ft.	55 ft. [2]	
Freeway signs	1 per parcel	100 sq. ft. for one face; 200 sq. ft. for the total of two or more faces	40 ft.	
Projecting signs	1 sign per tenant on each building frontage	½ sq. ft. per lineal foot of building frontage	Not to exceed the eaves of the building or highest elevation of to which it is affixed	
Wall signs		¾ sq. ft. per lineal foot of building frontage		
Window signs	No maximum	25 percent of window maximum (Section 24-106.D)		

[1] Off-site signs shall be located a minimum distance of five hundred (500) feet from another off-site sign on the same side of street that is four (4) lanes (two (2) lanes in each direction) and three hundred (300) feet between signs on streets or roads that are two (2) lanes (one (1) lane in each direction).

[2] Thirty-five (35) feet for two-lane roads (one (1) lane in each direction)

[3] Off-site signs are permitted in the General Commercial zoning district only.

[4] Prohibited in Mixed Use zones.

2. Signs associated with a residential use or parcel within a commercial or mixed use zone comply with Subsection A (Residential Zones) above.

C. Industrial Zones. In all industrial zones and the Airport (AIR) zone, signs are permitted as specified in Table 24-105-2 (Allowed Signs in Industrial and Airport (AIR) Zones).

FIGURE 24-105-1 SIGN TYPES

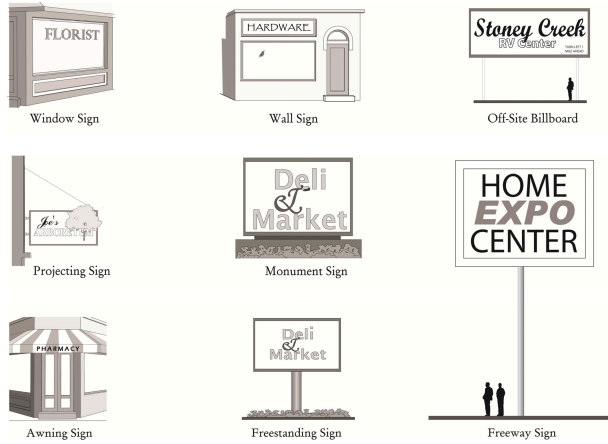


TABLE 24-105-2 ALLOWED SIGNS IN INDUSTRIAL AND AIRPORT (AIR) ZONES

Permitted Sign Types	Maximum Number of Signs	Maximum Area Per Sign	Maximum Height
Awning signs	None	50 percent of awning area, or 25 sq. ft., whichever is less	Not to exceed the eaves or the highest elevation of the building to which it is affixed
Freestanding signs; [4] Freestanding Signs, Digital	1 sign per 300 lineal ft. of building frontage, with no more than 2 signs per building frontage and 3 signs per site	64 sq. ft.	12 ft.

Monument signs; Monument Signs, Digital[4]		48 sq. ft.	6 ft.	Item 2.
Off-Site Signs; Off-Site Signs, Digital [1] [2]	1	672 sq. ft.	55 ft. [3]	
Freeway signs	1 per parcel	100 sq. ft. for one face; 200 sq. ft. for two or more faces	40 ft.	
Projecting signs	1 sign per tenant on each frontage	½ sq. ft. per lineal foot of building frontage	Not to exceed the eaves or the highest elevation of the building to which it is affixed.	
Wall signs	No maximum	¾ sq. ft. per lineal foot of building frontage		
Window signs		25 percent of window maximum (Section 24-106.D)		

Notes:

[1] Off-site signs shall be located a minimum distance of five hundred (500) feet from another off-site sign on the same side of street that is four (4) lanes (two (2) lanes in each direction) and three hundred (300) feet between signs on streets or roads that are two (2) lanes (one (1) lane in each direction).

[2] Off-site signs are permitted in industrial zoning districts only.

[3] Thirty-five (35) feet for two-lane roads (one (1) lane in each direction).

[4]

Freestanding signs, digital, and monument signs, digital are subject to a minor use permit in the Airport Zone. Item 2.

D. Agriculture and Natural Resource Zones.

1. In all agriculture and natural resource zones, signs shall be permitted as specified in Table 24-105-3 (Allowed Signs in Agriculture and Natural Resource Zones).

TABLE 24-105-3 ALLOWED SIGNS IN AGRICULTURE AND NATURAL RESOURCE ZONES			
Permitted Sign Types	Maximum Number of Signs	Maximum Area Per Sign	Maximum Height
Freestanding signs	1 sign per street frontage, with no more than 3 signs per parcel	32 sq. ft.	6 ft.
Monument signs			
Projecting signs	1 sign per tenant on each building frontage		Not to exceed the eaves of the building to which it is affixed
Wall signs			
Window signs			
	25 percent of window maximum (Section 24-106.D)		
Farm trail signs	1 sign per farm	6 sq. ft.	6 ft.
Community identification signs	1 sign per location	300 sq. ft.	20 ft.
Farm signs	1 sign per location	32 sq. ft.	6 ft.
Freeway signs[1]	1 per parcel	100 sq. ft. for one face; 200 sq. ft. for two or more faces	20 ft.

[1] Allowed only in the Agriculture zone.

2. The maximum total area for all signs on an agricultural parcel shall be 1-square-foot per lineal foot of building frontage, or two hundred (200) square feet, whichever is less.
3. Signs associated with a residential use or parcel within an agriculture zone shall comply with Subsection A (Residential Zones) above.

E. Planned Development (PD) and Research Business Park (RBP) Zone. Signage within Planned Development (PD) and Research Business Park (RBP) zones shall comply with the standards and specifications contained within an approved Master Sign Program.

(Ord. No. 4062, § 1, 9-10-13; Ord. No. 4091, § 1, 1-27-15; Ord. No. 4161, § 1(Att. A), 5-7-19)

24-106 - Standards for specific types of signs.

- A. **Freeway Signs.** Freeway signs shall be permitted only if all of the following criteria are met:
 1. **The sign is located on the same parcel as the business being advertised;**
 2. **The sign is located on a parcel that is located a maximum distance of eight hundred (800) feet from the centerline of State Route 99 and/or State Route 70 at its closest point; and**
 3. **The sign advertises a business that provides a service primarily for the freeway-motoring public, such as gas, food, or lodging.**
- B. **Awning Signs.** Awning signs that are suspended beneath an awning shall provide at least eight (8) feet of clearance above the ground, shall not extend more than five (5) feet into the public right-of-way, and shall provide a minimum two (2) foot horizontal clearance from the street curb face. See Figure 24-106-1 (Awning Signs).
- C. **Projecting Signs.** Projecting signs shall provide at least eight (8) feet of clearance above the ground, shall not extend more than five (5) feet into the public right-of-way, and shall provide a minimum two (2) foot horizontal clearance from the street curb face. See Figure 24-106-2 (Projecting Signs).

FIGURE 24-106-1 AWNING SIGNS

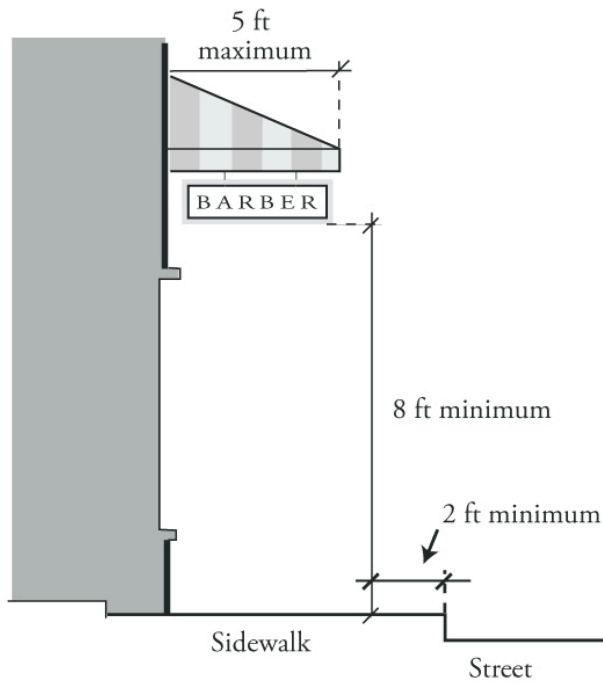
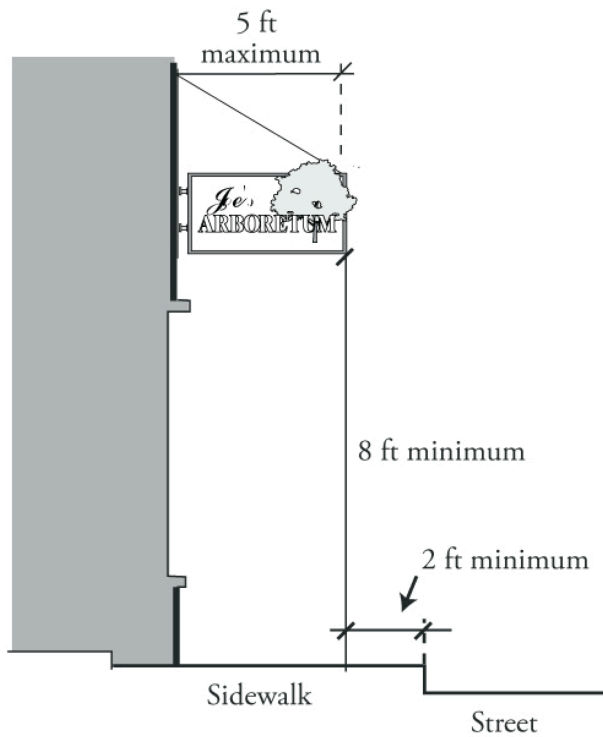


FIGURE 24-106-2 PROJECTING SIGNS



- D. Window Signs. Window signs shall not cover more than twenty-five (25) percent of any window. If a window has multiple panes, the window's total area shall be measured as the framed area of all panes.
- E. Digital Signs, Off-Site, Freestanding, and Monument. Off-site, freestanding, and monument digital signs shall be permitted only if all of the following criteria are met:
1. All digital display faces must be oriented primarily for viewing from the adjacent roadway.
 - 2.

The sign may only present a series of still images, each of which is displayed for at least eight (8) seconds. The still images may not move or present the appearance of motion and may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination. Transition between one (1) still image and the next shall not include any interval of black or blank screen time.

3. The light emitted from the sign shall not be of an intensity or brilliance as to cause direct illumination of an adjacent residential area, impair the vision of any driver, or interfere with any driver's operation of a motor vehicle. The following standards for lighting are required for all digital signs:
 - a. The sign shall contain an automatic dimmer and a photo cell sensor to adjust the luminance intensity or brilliance in accordance with these standards.
 - b. The sign shall not operate at an intensity or brilliance that will exceed three-tenths (0.3) footcandles above ambient light (as measured using a footcandle meter at a distance of two hundred fifty (250) feet from the sign face).
 - c. The sign shall not operate at an intensity or brilliance that will exceed one-tenth (0.1) footcandles above ambient light as measured using a footcandle meter in any adjacent residential zone.

(Ord. No. 4062, § 1, 9-10-13; Ord. No. 4091, § 1, 1-27-15; Ord. No. 4161, § 1(Att. A), 5-7-19)

24-107 - Master sign program.

- A. Purpose. The purpose of these Master Sign Program provisions is to provide a coordinated approach to signage for multi-tenant commercial developments.
- B. Applicability.
 1. A Master Sign Program shall be prepared for multi-family use with more than one (1) permanent sign proposed, and any non-residential development with six (6) or more tenants.
 2. A Master Sign Program shall be required for any proposed development project within a Planned Development (PD) and Research Business Park (RBP) zone.
- C. Permit Required. A Master Sign Program shall require the approval of an Administrative Permit.
- D. Application. An Administrative Permit application for a Master Sign Program shall include all information and materials specified in Section 24-102 (Permit Requirements). In addition, an application shall include a written statement identifying how the proposal will modify any of the regulations or standards of this article, if applicable, and explaining how these modifications would contribute to a superior project design than would otherwise result from the standards contained in this article.
- E. Design Standards.
 1. A Master Sign Program may deviate from standards contained in this article relating to permitted sign height, number of signs, sign area, and type of sign.

2. Master Sign Programs shall feature a unified and coordinated approach to the materials, Item 2. color, size, type, placement, and general design of signs proposed for a project or property.

F. Effect of Master Sign Program.

1. All subsequent signs proposed for a development or property subject to an approved Master Sign Program shall comply with the standards and specifications included in the Master Sign Program.
2. Approval of a Master Sign Program shall supersede the regulations of this article. Any aspect of the proposed signs not addressed by the Master Sign Program shall be in compliance with this article.

(Ord. No. 4062, § 1, 9-10-13)

Business sign regulations applicable in all zoning districts are designated as set forth in Table 17.37.700 as follows:

Table 17.37.700

Regulations for Business Signs in All Districts
(The maximum allowable sizes and numbers are shown)

Type of Sign	Zones	Regulations
Roof signs	R-C, AG-10, AG-20, AR-1, AR-3, AR-5, RR-1, RR-2/3, RR-1/2, TR-1, TR-1/2, TR-1/3, M-F, N-C, C-S, C-F	Not permitted
	C-B, C-C	1.0 square foot of sign area per linear foot of roof length; not above highest point of roof or parapet
	I-S	1.0 square foot of sign area per linear foot of roof length; not above highest point of roof or parapet
Projecting signs	R-C, AG-10, AG-20, AR-1, AR-3, AR-5, RR-1, RR-2/3, RR-1/2, TR-1, TR-1/2, TR-1/3, M-F	Not permitted
	C-S, C-F	16 square feet maximum; 5 feet from wall
	N-C, C-B	16 square feet maximum; 5 feet from wall
	C-C, I-S	32 square feet maximum; 5 feet from wall

Flush (wall-mounted) signs	R-C, AG-10, AG-20, AR-1, AR-3, AR-5, RR-1, RR-2/3, RR-1/2, TR-1, TR-1/2, TR-1/3	10% of the area of the building wall on which the sign is established; 25 percent of wall length
	C-S, N-C, C-B, C-F	1.0 square foot of sign area per linear foot of wall length; 50 percent of wall length
	C-C, I-S	1.5 square feet of sign area per linear foot of wall length; 50 percent of wall length
Freestanding signs	R-C, AG-10, AG-20, AR-1, AR-3, AR-5, RR-1, RR-2/3, RR-1/2, TR-1, TR-1/2, TR-1/3	Refer to identification signs section 17.37.400.G.
	N-C, C-B, C-S, C-F, M-F	40 square feet; maximum 6 feet height; 1 per site
	C-C, I-S (excepting scenic highway corridors)	Monument, post or pole, 100 square feet, maximum height 10 feet (monument), and 16 feet (post, pole or pylon); 2 per site
	Scenic highway corridors	Monument or post, 100 square feet, maximum height 8 feet; 1 per site

Item 2.

(Ord. No. 607, § 2, 5-11-2021, eff. 6-10-2021; Ord. No. 497, § 17, 4-13-2010; Ord. No. 433, § 7, 2-22-2005; Ord. No. 414, § 4, 3-9-2004; Ord. 313, § 6 (part), 1998)

Signage shall be subject to restrictions on total area, height, lighting, and location and manner of attachment to buildings. The restrictions may vary, depending upon whether the signage is classified as "business identification," "incidental," "special promotional," "off-premises directory," or "exempt," as described herein.

A. Business identification signage. Business identification signage is subject to the area and height restrictions described herein. For purposes of this section, business identification signage is any material containing the name and/or primary logo of a business and displayed in a manner visible from the exterior of the business site for purposes of attracting attention to that business.

1. Business identification signage is permitted on the exterior of structures in commercial and industrial zoning districts, and may be displayed on any side of a structure in those districts that:

- a. Provides public access into the structure;
- b. Provides a service to the public from outside the structure (such as a drive-up or walk-up window);
- c. Is visible from a street that borders the site on which the structure is located;
- d. Faces a parking lot shared with other businesses.

2. The total area of all business identification signage permanently affixed to any single side of a building window, wall and/or roof, the content of which is visible from the exterior of the structure, when measured as described herein, shall be limited as follows:

a. On the side of a structure which provides public access or a public service; two (2) square feet of signage for each lineal foot of the width of that particular side of the structure, up to a maximum of two hundred (200) square feet, except as provided herein.

b. On any side of a structure which does not provide public access or a public service, but which otherwise qualifies for signage (as described in this section), total signage may equal thirty-five percent (35%) of the ratio described above, up to a maximum of thirty-five (35) square feet.

c. The total area of signage permitted on any side of a structure may be doubled, up to a maximum of one hundred (100) square feet, subject to issuance of an administrative use permit from the Planning Department.

d. Blade signs, which are perpendicular to a wall face, are allowed and shall be reviewed and approved by the Planning Department.

B. Incidental signage. For purposes of this section, incidental signage is any signage that is not classified herein as exempt, special promotional, off-premises directory, or as a business identification sign. Incidental signage is permitted, subject to the restrictions described below:

1. The total combined area of all incidental signage that is displayed on buildings or poles on a single lot may not exceed one percent (1%) of the area of the lot on which the signs are located.

2. The area of any single incidental sign may not exceed seventy-five (75) square feet, when measured as described herein.

C. Special promotional signage. Special promotional signage consisting of balloons, flags, and similar articles is permitted, subject to the following restrictions:

1. Such signage is permitted only on properties having non-residential uses, and shall be installed totally on the property at which the advertised activity occurs.

2. Such signage shall be permitted for a maximum of thirty (30) days in any twelve month period.

3. Prior to the use of such signage, an administrative permit shall be obtained from the planning office. No fee shall be charged for the permit.

D. Off-premises directory signage. All signs which advertise or promote business or services, including the availability of real or personal property for sale, where such business, goods, services or property, as the case may be, are not found or located on the parcel of property where the sign is located. Specifically included within the definition of "off-premises directory signage" are all signs which fall within the provisions of California Civil Code Section 713. Off-premises directory signage is not permitted, except upon approval of a use permit and shall be subject to the following additional restrictions:

1. An off-premises directory shall be mounted on or adjacent to a building or use that is open to the general public.

2. The directory shall be primarily visible to pedestrians.

3. Listings shall be displayed in an orderly format.

4. Lettering for the directory shall be inscribed on similar, durable materials.

5. With regard to community resource-oriented directory signage, the area devoted to each individual listing shall not exceed 10 square feet.

6. As to any sign for which a use permit applicant can establish that such sign is governed by the provisions of California Civil Code Section 713, such sign shall be allowed to include the following information:

- a. That the property is for sale, lease or exchange by the owner or his or her agent;
- b. Directions to the property;
- c. The owner's or agent's name; and,
- d. The owner's or agent's address and telephone number.

7. As to any sign governed by the provisions of California Civil Code Section 713, aside from the fact that at least one sign which contains the above information shall be allowed for each parcel subject to a use permit application pursuant to this subsection, the parameter for approval of a use permit for such sign shall not be in any other way restricted and, in particular, the use permit may place reasonable restrictions on location, dimensions and design and may further take into consideration any adverse effect on public safety, including traffic safety.

8. As to any sign governed by the provisions of California Civil Code Section 713, the applicant for a use permit (at the applicant's discretion and subject to the requirements stated herein), after submission of a completed use permit application and payment of all required fees, may cause a sign to be erected which contains the information specified in subsection D.6., above, provided that such sign must be relocated and/or modified to comply with the requirements of the use permit that is subsequently issued. Any sign so erected must be located entirely on private property owned or controlled by the applicant, and cannot be greater than five feet (5') in height and cannot exceed 32 square feet of area. The use permit may allow signage of different parameters. The failure to comply with the provisions of this section (including the failure to relocate or modify the sign to conform to the requirements of the use permit) shall be a violation of this Title for which the owner of the property where the sign is located, as well as any other person, firm or corporation causing placement of the sign shall be subject to the provisions of Chapter 17.00.

E. Exempt signage. The following signage is exempt from limitations on height or area, and shall not be included in area calculations for business identification or incidental signage:

- 1. Signage displayed in the "feature windows" of the traditional recessed foyer of a theater.
- 2. Signage displayed without benefit of any special structure, frame or other mounting equipment.

a. Exempt signage includes paper price signs taped or hung without frames in windows, and signage written in washable paint on windows.

b. Signage not exempt from area and height restrictions includes identification or incidental messages displayed from banners, A-frame (sandwich board) structures, and other relatively durable structures or frames used primarily to display continuously changing messages, whether mounted on a building or other structure, or placed elsewhere on the lot.

F. Measured area of signage. The measured area of a sign shall be as follows:

- 1. The measured area of a sign shall be the collective area required to encompass the entire visual display, including all words and graphics, from top to bottom and side to side.
- 2. For double-sided signs such as projecting signs and freestanding signs, the area of the reverse or second side shall not be included in calculations of total area of signage displayed.

G. Other building signage requirements. The manner in which signage is displayed on a building shall be as follows:

- 1. Signs attached to a wall shall be flat against the wall or designed as part of an architectural feature.
- 2. No portion of a sign attached to a roof shall project higher than the highest elevation of the side of the structure to which the sign is attached.
- 3. Projecting signs placed below the roof line shall be attached to the building in accordance with the height and setback regulations of the Uniform Sign Code and other regulation specified by this Title.
- 4. No portion of a sign shall project beyond the dripline of the structure excepting blade signs as approved by the Planning Department.

H. Non-building signage requirements. **Freestanding signs are permitted subject to the following restrictions, except as noted herein:**

1. Pole signs are not permitted. Non-conforming pole signs shall be subject to the regulations contained in Chapter 17.03.

2. For the area within the eight-block downtown Gridley area bounded by Spruce Street, Sycamore Street, Vermont Street and the railroad tracks, one ground or monument sign is permitted per parcel, provided such signs meet the following requirements:

- a. Maximum area does not exceed twenty (20) square feet.
- b. Maximum height above the surface to which the sign is attached does not exceed three (3) feet.

3. **Only one freestanding business identification sign may be located on any one parcel. The maximum permitted area**

of any sign shall be sixty (60) square feet.

Item 2.

4. The maximum area for any one incidental sign shall be 50 square feet. The combined area of all incidental signage that is displayed on buildings and/or freestanding signs on a single lot may not exceed 1% of the area of the lot on which the signs are located.

5. No portion of a freestanding sign may encroach upon required parking space in a manner which restricts use of the space for parking.

6. All and any part of a freestanding sign must be located behind the public right-of-way and in accordance with the adopted Uniform Sign Code.

7. Landscaping shall be provided around the base of any freestanding sign.

8. Monument signs shall not exceed eight feet in height, as measured from the base of curb, including the base, except for signs located on properties abutting State Route 99. Signs located on properties which abut State Route 99 shall not exceed twelve feet in height, as measured from the base of curb, including the base.

I. Lighting of signage. For all signage, illumination is permitted, subject to the following restrictions:

1. No flashing lighting is permitted.

2. Monument signs abutting State Route 99 and the portion of Spruce Street and Sycamore Street from Highway 99 to Haskell Street may be internally illuminated; all other freestanding (including monument) signs shall be illuminated by exterior lighting; halo illumination is acceptable.

3. Monument signs containing changeable copy (electronic) displays are allowed only along the portion of Spruce Street from Highway 99 to Haskell Street on parcels zoned Public Quasi Public (POP), provided the following standards are met:

a. The parcel is not adjacent to residential land uses;

b. The electronic message display shall be incorporated into a high quality decorative structure compatible with the architectural design of the building(s) on the site;

c. No more than one electronic message display shall be permitted on a site. The electronic message display may be single-faced or double-faced;

d. The electronic message display shall be an electronic LED (Light Emitting Diode) screen;

e. The message shall not flash on and off. A message shall remain fixed for a minimum of eight (8) seconds. Fading in or out, or scrolling of text shall be permitted as transitions;

f. The electronic message display shall be maintained in good operating condition and external appearance at all times;

g. The electronic message display shall not result in unacceptable light intensity and glare impacting surrounding property;

h. The electronic message display component of the sign structure shall not exceed 1/3 of the total sign area per sign face;

i. The sign must meet all other requirements of Section 17.72.060 for signs.

J. Political signage. Political signs may be posted in all zoning districts, subject to the following restrictions:

1. Such signs may not be posted until three (3) months before an election and must be removed within ten (10) days after the election.

2. Such signs shall be no larger than thirty-two (32) square feet and no higher than five (5) feet.

3. Signs displayed within the sight distance area described in Gridley Municipal Code Section 17.72.040B. may not exceed three (3) feet in height.

4. Signs consistent with the above specifications may be posted within the public right-of-way behind a curb or sidewalk.

(Ord. 823-2016 § 24 (part), 2016)

19.74.070 Comprehensive sign program.

Item 2.

A. Purpose. The purpose of a Comprehensive Sign Program (“CSP”) is to integrate a project’s signs with the design of its structures into a unified architectural statement. Additionally, a CSP is intended to provide a means for flexible application of these sign regulations for multi-tenant projects in order to encourage maximum incentives and latitude in the design and display of signs and to achieve, not circumvent, the intent of this chapter.

B. Applicability. Notwithstanding any other provisions of this chapter, a Comprehensive Sign Program may be approved by the Board for the following project types:

1. Multiple commercial tenants, or mixed-use projects, developed as a unit on adjacent parcels and located in a commercial zoning district;
2. A multi-tenant industrial or office project developed as a unit on adjacent parcels and located in an industrial zoning district; and
3. Multiple commercial tenants, or mixed-use projects, located on adjacent parcels within the same city block and under common ownership within the DN (Downtown North) and DS (Downtown South) zoning districts.

A Comprehensive Sign Program may authorize deviations from the development standards for signs for the zoning district in which the project is located, except that the total maximum sign area allowed by this chapter shall not otherwise be exceeded. Standards for signs provided in this chapter shall serve as a reference along with any design guidelines adopted by the City.

C. Application Requirements. The following information is required for submittal of an application to the Board for a Comprehensive Sign Program:

1. Plans, to scale, to include the following:
 - a. Sign details indicating sign area, dimensions, colors, materials, letter style, proposed copy, letter height, and method of illumination for all signs;
 - b. Site plan indicating the location of all existing and proposed signs with sign area dimensions;
 - c. Building elevations with sign location depicted and dimensioned; and
 - d. A summary table showing the complete sign program and total square foot area of all signs.
2. A statement explaining how revisions, modifications, or replacement of tenant signs will be implemented to limit the possibility of holes being left in the structure’s exterior by mounting brackets, electrical connections, or similar items; and
3. Any supplemental information required by the Director.

D. Lessees to be Made Aware of the Comprehensive Sign Program. Lessees within developments governed by an approved Comprehensive Sign Program shall be made aware of the program in their lease and their responsibility to follow the approved Comprehensive Sign Program.

E. Findings. In approving a Comprehensive Sign Program, the Board shall make all of the following findings in addition to those required by Chapter 19.18:

1. The proposed Comprehensive Sign Program is consistent with the purpose and intent of this chapter;
2. The signs are visually related to other signs included in the Comprehensive Sign Program and to the structure and/or developments they identify and to surrounding development;
3. The Comprehensive Sign Program accommodates future revisions which may be required due to changes in use or tenants; and
4. The Comprehensive Sign Program complies with all of the standards of this chapter, including the maximum overall sign area allowable, except that flexibility is allowed with regard to individual sign area, number, location, and/or height to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes of this chapter.

F. Revisions to Comprehensive Sign Programs. Revisions to a Comprehensive Sign Program may be approved by the Director if it is determined that the revision is minor and that the intent of the original approval, and any conditions attached thereto, are not affected. For revisions that would substantially deviate from the original approval, an application to modify the Comprehensive Sign Program shall be required.

Ord. 2443

19.74.140 Sign standards by zoning district.

The sign standards set forth in this section are intended to apply to signs in every zoning district in the City. Only signs authorized by this section within a particular zoning district shall be allowed in that zoning district unless otherwise expressly provided in this chapter. Signs permitted in the PQ (Public/Quasi Public Facilities) zoning district shall be subject to the Community Development Director’s determination based on comparable sign installations for similar uses, the use of the site, and surrounding zoning districts.

TABLE 5-8

SIGN STANDARDS BY ZONING DISTRICT

Note: To view Table 5-8 in PDF, please click [TABLE 5-8](#)

A. Signs Permitted in the Residential (RS, R1, R2, R3, and R4) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-family and duplex identification	Name plate or street address	1 per dwelling or occupant	1 s.f.	Below edge of roof	Wall, fence, or mailbox	No	
Multi-family and dormitory identification	Wall or monument	1 per street frontage	24 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Group care homes, bed and breakfast inns, boarding/rooming houses, fraternity/ sorority houses	Wall or monument	1 per street frontage	12 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Child care facilities	Wall or monument	1 per street frontage	6 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	No	
Religious, educational, governmental, recreational	Wall, projecting & directory	Director or entitlement approval	Director or entitlement approval	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Mobile home park	Wall or monument	1 per access drive	24 s.f. max.	8 ft. wall or 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Home occupation	Name plate	1 per dwelling	1 s.f.	Below edge of roof	Wall, fence, or mailbox	No	

B. Signs Permitted in the RMU (Residential Mixed Use) Zoning District (Residential uses in the RMU District shall comply with Table 5-8(A) Signs Permitted in the Residential Zoning Districts.)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center 1. Business identification	Wall	1 each per building frontage	1 s.f. per linear foot of building frontage, not to exceed 100 s.f. total	Below eave	On building in which the business is located	Indirect only	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs are permitted only with Board approval.

2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 ft. above adjacent grade	On the private property of the site	Indirect only	The total allowable sign area includes the cumulative area of wall, ground, awning, projecting, and permanent window signs.	Item 2.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Indirect only	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.	
4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on ground floor or second story of a building frontage	Indirect or neon signs		
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	May project over public right-of-way in conformance with the UBC. Cabinet-type signs may be permitted only with Board approval.	
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.	
Multi-tenant sites 1. Business identification	Wall	Based on total sign area	1 s.f. per linear foot of building frontage on ground floor, 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Indirect only	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.	
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only		

3. Business identification	Window	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.	Item 2.
4. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Awning signs not permitted above the second story.	
5. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way.	

C. Signs Permitted in the OR (Office Residential) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification	Wall and/or monument	1 each per building frontage	0.75 s.f. of sign area per linear foot of building frontage, 30 s.f. max.	Below eave, 5 ft. for monument	Monument signs shall be set back 5 ft. from property lines.	Indirect only	1. Total allowable sign area includes wall and monument signs. 2. Refer to Section 19.74.120.
1. Building or center identification	Wall or monument	1 per street frontage	1 s.f. of sign area per linear foot of building frontage. 40 s.f. max.	Below eave, 6 ft. for monument	Monument signs shall be set back 5 ft. from property lines	Indirect only	Refer to Section 19.74.120.
2. Business identification	Wall or hanging	1 per tenant	8 s.f. each	Below eave	Wall or canopy	Indirect only	
3. Business directory	Wall or ground-mounted	To be determined by the Director	10 s.f. each	6 ft.	May not be located in any required setback	Indirect only	To identify tenants and provide directions to individual tenants.
4. Name plate	Wall	1 per tenant	2 s.f. each	Below eave	Adjacent to primary entrance of each tenant	No	

D. Signs Permitted in the OC (Office Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
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Single-tenant sites, not a center							
1. Business identification	Wall and/or monument	1 each per building frontage	1 s.f. of sign area per linear foot of building frontage, 40 s.f. max.	Below edge of roof, 8 ft. for monument	Monument signs shall be set back 3 ft. from property lines.	Yes	1. Total allowable sign area includes wall and monument signs. 2. Refer to Section 19.74.120.
Multi-tenant sites							
1. Building or center identification	Wall or monument	1 per street frontage	1 s.f. of sign area per linear foot of building frontage. 50 s.f. max.	Below edge of roof, 6 ft. for monument	Monument signs shall be set back 3 ft. from property lines	Yes	Refer to Section 19.74.120.
2. Business identification	Wall or hanging	1 per tenant	8 s.f. each	Below edge of roof	Wall or canopy	Indirect only	
3. Business directory	Wall or ground-mounted	To be determined by the Director	10 s.f. each	6 ft.	May not be located in any required setback	Yes	To identify tenants and provide directions to individual tenants.
4. Name plate	Wall	1 per tenant	2 s.f. each	Below edge of roof	Adjacent to primary entrance of each tenant	No	

E. Signs Permitted in the DN (Downtown North) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall	1 each per building frontage	1 s.f. of sign area per linear foot of parcel frontage, not to exceed 100 s.f. total.	Below eave	On building in which the business is located	Indirect only, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.

4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage	Indirect, LED or neon signs	Temporary window signs may be placed on exterior of window if signs would not be clearly visible when placed inside the structure due to treatment of the window for glare reduction and energy conservation; and signs are constructed and installed in a manner that will withstand inclement weather.
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Total allowable sign area includes wall, awning, projecting and window signs. May project over public right-of-way in conformance with the UBC. Cabinet-type signs may be permitted only with Board approval.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.
Multi-tenant sites (3) 1. Business identification	Wall	Based on total sign area	Up to the allowable maximum sign area (2) (4)	Below eave	On building in which the business is located	Indirect only, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.

Item 2.

4. Business identification	Window (1)	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.
5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Awning signs not permitted above the second story.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way.

F. Signs Permitted in the DS (Downtown South) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification	Wall	1 each per building frontage	1.5 s.f. per linear foot of parcel frontage, not to exceed 250 s.f. total	Below eave	On building in which the business is located	Low lumens, indirect preferred, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 ft. above adjacent grade	On the private property of the site	Low lumens, indirect preferred, or individual channel letters	The total allowable sign area includes the cumulative area of wall, ground, awning, projecting, and permanent window signs.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.

4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on ground floor or second story of a building frontage	Indirect, LED or neon signs	
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	May project over public right-of-way in conformance with the UBC. <u>Cabinet-type signs may be permitted only with</u> Board approval.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.
Multi-tenant sites 1. Business identification	Wall	Based on total sign area of all businesses	1.5 s.f. per linear foot of parcel frontage on ground floor, 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Low lumens, Indirect preferred, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Low lumens, Indirect preferred, or individual channel letters	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Window (1)	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect, LED or neon	Temporary window signs not permitted above ground floor.

5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated. Lighting directed downwards only	Awning signs not permitted above the second story.	<i>Item 2.</i>
6. Business identification	Under canopy or marquee ("Blade sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way in conformance with the UBC.	

G. Signs Permitted in the CN (Neighborhood Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
1. Business identification	Wall	1 each per building frontage	1.5 s.f. of sign area per linear foot of building frontage, 50 s.f. max.	May not project above eave or 20 ft. above grade	May be located on parapet or canopy	Indirect or individual channel letters	Total allowable sign area includes all wall, awning, window and ground-mounted signs. Refer to Section 19.74.120.
2. Business identification	Window		15% of window area	Not allowed above second floor	Allowed on interior or exterior of glass window or door	No, except LED or neon signs	Total allowable sign area includes all wall, awning, window signs.
3. Business identification	Awning		10% of awning surface or 25 s.f., whichever is less			No	Total allowable sign area includes all wall, awning, window signs. Refer to Section 19.74.120.
4. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
5. Business identification	Under canopy or marquee	1 per business (double face)	4 s.f. per face		Beneath canopy or marquee with min. 7.5 ft. clearance below sign	No	Signs shall be uniform in color and design for all tenant identification within a center. May be in addition to window, awning, and wall signs.

6. Business identification	Monument	1 per street frontage	16 s.f. per face	6 ft.		Indirect only	Refer to Section 19.74.120.	Item 2.
For office uses allowed in the CN zoning district, refer to signs permitted in the OC zoning district.								
For residential uses allowed in the CN zoning district, refer to signs permitted in residential zoning districts.								
1. Business identification	Wall	Based on total sign area	1 s.f. per linear foot of building frontage on ground floor, 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Indirect or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.	
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only		
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.	
4. Business identification	Window	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.	
5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated. Lighting directed downwards only.	Awning signs not permitted above the second story.	
6. Business identification	Under canopy or marquee ("Blade sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way in conformance with the UBC.	

H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
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Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements	Item 2.
Single-tenant sites, not a center 1. Business identification	Wall Ground-mounted	2 per street frontage for wall signs 1 per street frontage for ground-mounted. 50 s.f. max. per sign face.	2 s.f. of sign area/linear ft. of building frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 30 s.f. min. and 500 s.f. max.	Below eave, and 12 ft. for ground-mounted	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, ground-mounted, and awning.	
2. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	Temporary window signs count towards allowable total aggregate sign area.	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.	
4. Business identification	Awning		10% of awning surface or 25 s.f. whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.	
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. minimum and 400 s.f. max. per sign	20 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Allowable in addition to other signs for individual businesses.	
2. Business identification (detached buildings greater than 10,000 s.f. gross floor area)	Monument	1 per street frontage if located within 50 ft. of public street	16 s.f. per sign face, 32 s.f. maximum per sign	5 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, monument, and awning signs.	

3. Business identification	Wall	1 per street frontage and/or per customer public entrance.	2 s.f. of sign area per linear foot of bldg. frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 32 s.f. minimum and 200 s.f. max. per business.	Below eave		Yes	Total allowable sign area includes wall, monument, and awning signs. Anchor tenants (as defined by this chapter) within a multi-tenant developmet allowed up to 75 percent additional s.f., 350 s.f. maximum per business.
4. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
5. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground- mounted, and awning signs. Refer to Section 19.74.120.
6. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	

I. Signs Permitted in the CR (Regional Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center 1. Business identification	Wall Ground-mounted	2 per street frontage for wall signs 1 per street frontage for ground-mounted. 50 s.f. max. per sign face.	Wall signs, 2 s.f. of sign area/linear ft. of building frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 50 s.f. min. and 850 s.f. max.	Below eave for wall signs 12 ft. for ground-mounted	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, ground- mounted, and awning.

2. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	Temporary window signs count towards allowable total aggregate sign area.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Awning		10% of awning surface or 25 s.f. whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. minimum and 400 s.f. max. per sign	20 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Allowable in addition to other signs for individual businesses.
2. Business identification (detached buildings greater than 10,000 s.f. gross floor area)	Monument	1 per street frontage if located within 50 ft. of public street	16 s.f. per sign face, 32 s.f. maximum per sign	5 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, monument, and awning signs.
3. Business identification	Wall	1 per street frontage and/or per customer public entrance.	2 s.f. of sign area per linear foot of bldg. frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 32 s.f. minimum and 200 s.f. max. per business.	Below eave		Yes	Total allowable sign area includes wall, monument, and awning signs. Anchor tenants within a multi-tenant site are allowed up to 75 percent additional s.f., 350 s.f. maximum per business.
4. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.

5. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs other locations not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.	Item 2.
6. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs		

J. Signs Permitted in the CS (Commercial Services), ML (Light Manufacturing/Industrial), MG (General Manufacturing/Industrial), IOMU (Industrial Office Mixed Use), A (Aviation), AP (Airport, Public Facilities), and AM (Airport, Manufacturing/Industrial) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center 1. Business identification	Wall Ground-mounted	1 ground-mounted sign per street frontage	2 s.f. of sign area per linear ft. of building frontage, 300 s.f. maximum Ground-mounted - 100 s.f. per face, 200 s.f. max.	Below eave, and 25 ft. for ground-mounted	Signs shall be set back 5 ft. from property lines	Yes	Total allowable sign area includes wall, ground-mounted, and awning signs.
2. Business identification	Awning		15% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs.
3. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. max.	25 ft.	Signs shall be set back 5 ft. from property lines	Yes	Allowed in addition to other signs for individual businesses.

2. Business identification	Wall Ground-mounted	1 ground-mounted sign per street frontage	2 s.f. of sign area per linear ft. of building frontage, 200 s.f. max per business. Ground-mounted 75 s.f. per face, 150 s.f. max.	Below eave, and 25 ft. for ground-mounted	Signs shall be set back 5 ft. from property lines	Yes	Total allowable sign area includes wall, ground-mounted, and awning signs.	Item 2.
3. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No		
4. Business identification	Window (1)		33% of window area including permanent and temporary signs			No, except LED and neon signs		

Notes:

- (1) Signs stating "OPEN" or "CLOSED" which are no larger than 3 s.f. are exempt.
- (2) The total allowable sign area includes the cumulative area of wall, awning, and permanent window signs, excluding 1 sign under the canopy or marquee ("blade sign") which does not exceed 4 s.f. per sign and temporary signs as set forth in Section 19.74.060(C).
- (3) For new multi-tenant sites or buildings with 2 or more individual businesses undergoing Board review, a "comprehensive sign program" shall be submitted (Section 19.74.070). Individual permanent window signs may be allowed independent of the comprehensive sign program.
- (4) Total maximum sign area is based on 1 s.f. of sign area per linear foot of business frontage on ground floor, not to exceed 200 s.f. total, 0.5 per linear foot of business frontage for uses on second or subsequent floors. Each business is allowed at least 18 s.f. of sign area regardless of actual linear feet of frontage.

City of Redding

1,170	118,500	198	200	370	965	1,295	Item 2.
1,190	120,500	200	200	375	980	1,315	
1,210	122,500	200	200	380	995	1,335	
1,230	124,500	200	200	385	1,010	1,355	
1,250	126,500	200	200	390	1,025	1,375	
1,270	128,500	200	200	395	1,040	1,395	

B. Maximum Sign Area and Illumination for Each Type of Sign by Zoning District. The maximum sign area, per sign, for each type of sign shall be based upon Schedule 18.42.030-B. This schedule indicates whether or not a permit is required by letters "P," meaning an administrative sign permit is not required, and "ASP," meaning approval of an administrative sign permit is required. Refer to the following sections for regulations on each type of sign:

1. Definitions — Chapter 18.61;
2. Maximum number of pole, monument and shopping center identifier signs per lot — subsection E of this section;
3. Standards for certain types of signs — Section 18.42.040 of this chapter;
4. General sign construction standards — Section 18.42.060 of this chapter.

Note: The maximum area for each sign type in the "PF" district shall be determined by administrative sign permit or, in the case of new development, by the site development permit or use permit required of the proposed development.

18.42.030-B Maximum Sign Area and Illumination for Each Type of Sign by Zoning District

Sign Type	"RL" "RE" "RS"	"RM"	"LO"	"GO"	"NC"	"SC" "RC"	"GC" "HC"	"GI" "HI"
	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP
Detached								
Monument	- / 32 ¹	32/-	20/-	32/-	35/90 2	35/150 ²	35/90 ²	35/90 ²

Public and semipublic signs	35/90 ³	35/90 ³	35/90	35/90	35/90	35/90	35/90	-	Item 2.
Pole	-	-	-	-	60/90	90/150	90/150	90/125	
Shopping Center identifier	-	-	-	-	-	-/200 ⁴	-/200 ⁴	-	
Accessory sign	-	-	6/-	6/-	6/20	6/20	6/20	6/-	
Signs on Buildings or Canopies									
Mural (nonadvertising)	-	-	-	-	-	300/301 or greater	300/301 or greater	-	
Supergraphic	-	-	-	-	-	200/400	200/400	-	
Canopy, attached or freestanding (including gas station canopies)	-	-	20/-	30/-	30/-	35/-	35/-	35/-	
Wall signs	12/24 ¹	20/40	20/40	25/50	75/-	200/250 ⁵	150/200 ⁵	150/200	
Projecting	-	-	-	-	20/-	30/-	30/-	-	
Roof or Mansard mounted	-	-	-	-	60/-	60/90	60/90	-	
Marquee	-	-	-	-	-	60/125	60/125	-	
Public and semipublic signs	12/24 ³	12/24	12/24	12/30	60/75	60/90	60/90	60/90-	

Off-Site Signs	See <u>Sec. 18.42.080(H)</u>							
Animated Signs								
Time and temperature	-	-	-	20/-	20/-	30/60	30/60	-
Rotating	-	-	-	-	-	-/90	-/90	-
Alternating flashers	-	-	-	-	-	-	-	-
Temporary Promotional Signs								
Banners (vinyl or canvas)	-	-	-	12/-	12/-	24/50	24/50	24/50
Off-site signs and displays for public service promotions				12/32	12/32	12/32	12-/32	12/32
Off-site real estate signs	-/32	-/32	-					
On-site real estate signs and construction signs	See <u>Section 18.42.040 (O)</u>	See <u>Section 18.42.040 (O)</u>	32/-	32/-	32/-	32/-	32/-	32/-
Balloons and dirigibles	-	-	-	-	-	See <u>Sec. 18.42.040(B)</u>	See <u>Sec. 18.42.040(B)</u>	-
Beacons and searchlights	-	-	-	-	-	P	P	-
Political Signs	12/-	12/-	12/-	32/-	32/-	32/-	32/-	32/-

Window-painted signs	-	-	-	100 up to 10% of total sign area/200 or 30%	75 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	Item 2.
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Notes:

¹ For religious, general and senior residential care, and commercial recreation facilities only. (If illuminated, signs may be externally illuminated only.)

² A monument sign up to ninety square feet may be erected in lieu of a pole sign subject to meeting the requirements of Section 18.42.040.E. Monument signs exceeding ninety square feet require approval of a site development permit.

³ An Administrative Sign Permit is required if the sign was not approved in conjunction with tentative map or planned development approval.

⁴ A use permit is required for a shopping center identifier sign.

⁵ Cumulative wall signage on any one wall shall not exceed twenty percent of the wall area on which the signs are located.

C. Computation of Sign Height and Area.

1. Computation of Height. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of the existing grade prior to construction or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is more restrictive.
2. Computation of Sign Area. The sign area shall be measured as the area within the smallest perimeter that will enclose all the letters, figures, or symbols which comprise the sign, but excluding essential supports. For double-faced signs, the area will be the total of one side. For multi-faced signs, area will be the total of all faces. See also, Section 18.62.130 (Measuring sign area) of this title.

D.

Corner Signs. In addition to the setback requirements noted below, all detached signs shall not obstruct a clear view between heights of three feet and ten feet in triangle formed by the corner and points on the curb thirty feet from the intersection or similar corner points within twenty feet of a driveway intersection.

- E. **Maximum Number of Detached Pole, Monument, Shopping Center Identifier and Freeway Signs per Lot (pole, monument, identifier and freeway signs).**
1. **Pole and Monument Signs.** Except as provided for in this section, each lot shall be limited to a maximum of one pole sign that may be supplemented with additional monument signs, meeting the standards of this chapter and the following provisions:
 - a. A monument sign may be substituted in place of a pole sign;
 - b. Interior lots with improved double street frontage and with multiple licensed businesses shall be limited to one pole or monument sign per frontage provided the signs have the same street orientation of the businesses they advertise. Street frontage does not include streets or state highways from which the property cannot take legal access;
 - c. Multiple street-frontage credit for additional monument signs shall not be applied to any one single frontage;
 - d. Each lot is allowed one monument sign for each street frontage provided there is not a pole already facing the frontage. Corner lots are allowed a combination of a monument sign and pole sign provided that there is at least a fifty-foot separation between the signs;
 - e. Multiparcel shopping centers and similar developments shall be considered a single property for the purpose of determining the number of allowed freestanding signs. Each shopping center of fifty thousand or more square feet in floor area shall be limited to one monument sign for each three hundred feet of improved street frontage provided that there is at least a one-hundred-foot separation from any other detached, on-site sign; but in no case shall a shopping center be permitted to have more than a total of three monument signs or two monument signs and one pole sign.
 2. **Shopping Center Identifier Signs.** Each shopping center consisting of at least fifteen acres in size or one hundred and fifty thousand square feet of enclosed retail floor area shall be limited to one detached pole identifier sign pursuant to the standards of this chapter and the following provisions:
 - a. Shopping centers with an identifier sign shall not be entitled to a pole sign or a freeway sign;
 - b. Shopping centers shall not be given credit for additional pole signs based on multiple street frontage;
 - c. Shopping center identifier signs shall require a use permit and may require final plan review approval by the board of administrative review (board) if referred by the planning commission.
 3. **Freeway Signs.** Subject to obtaining a use permit pursuant to Chapter 18.14, no more than one freeway sign may be allowed on parcels located not more than five hundred feet from a freeway travel lane and not more than one thousand feet from an Interstate 5 freeway travel lane developed with a single-tenant building of at least one hundred thousand square feet of enclosed retail floor area or which are part of a shopping center site of at least fifteen acres in size or one hundred and fifty thousand square feet of total enclosed retail floor area pursuant to the standards of this chapter and the following provisions:
 - a. For shopping centers comprised of multiple parcels, no more than one freeway sign shall be allowed within the center.
 - b.

Where permitted by the decision making body for the use permit, freeway signs may be in addition to other freestanding signs on a parcel or within a shopping center. Item 2.

- c. Freeway signs may require final plan review approval by the board if referred by the planning commission.
4. Off-Site Pole/Monument Signs. Two or more contiguous parcels, not located within a shopping center or similar cohesive development, may share a common pole or monument sign provided that an administrative sign permit is obtained. The sign may exceed the allowable size indicated in Schedule 18.42.030-B by up to fifteen percent; however, in such instances, the off-site parcel(s) shall reduce its maximum allowable sign area by the advertising area it occupies on the common sign and shall not be allowed an on-site pole or monument sign.

(Ord. 2403 § 10 (part), 2008; Ord. 2381 § 11 (part), 2007; Ord. 2343 § 2 (part), 2005; Ord. 2310 § 3 (part), 2003; Ord. 2305 § 3 (Att. A (part)), 2003; Ord. 2301 § 3 (Att. A (part)), 2002)

(Ord. No. 2443, § 5, 10-26-2009; Ord. No. 2571, § 1, 4-4-2017; Ord. No. 2585, §§ 6, 7, 4-3-18)

18.42.040 - Standards for certain types of signs.

- A. Accessory Signs. Accessory signs indicating prices, products, or services offered or signs with changeable copy (i.e., gas price) shall be incorporated into the design of approved wall or detached monument or pole signs. All other accessory signs shall be subject to the following regulations:
 1. Number. Each lot is allowed two detached accessory signs. Additional accessory-directional signs may be allowed by administrative sign permit.
 2. Size. Each sign can be no more than six square feet. Signs exceeding six square feet may be allowed by administrative sign permit, but shall not exceed twenty square feet except that menu boards may be approved up to thirty-two square feet in accordance with the provisions of Section 18.43.080F.
 3. Height. Four feet maximum.
 4. Setbacks. These signs shall be set back a minimum of five feet from the property line, and in no case shall such signs violate the setback provisions for street corners or driveways as noted in Subsection 18.43.030(D) of this section.
- B. Balloons and Dirigibles. Balloons, dirigibles, or other inflatable devices used primarily for advertising shall require an administrative sign permit when the greatest straight-line distance across the inflated object exceeds three feet or the number of inflated objects exceeds five (except as noted below), or the height of aerial display exceeds twenty feet, whichever is most restrictive. The display shall be limited to no more than fourteen calendar days per year. Inflatables grouped together shall be considered as one dirigible or balloon. Inflatables shall not be released into the air regardless of size and shall not extend over aerial utility lines. Unless a Use Permit has been obtained, balloons and other dirigibles shall not be located on property such that the tether line could overlap the property line in any direction by extending the line horizontally. Latex balloons not exceeding twelve inches in any one direction may be displayed without a permit provided that the number of balloons does not exceed two-hundred and that they are displayed for no more than three consecutive days four times per year; otherwise, an administrative sign permit is required.
- C.

Buildings in the Shape of Symbols. The maximum allowable surface area of buildings designed in the shape of product or services sold (i.e., doughnut- or hot dog-shaped structures) shall be as approved by a site development permit. Item 2.

D. **Freeway Signs.**

1. **Size.** Freeway signs shall not exceed a maximum sign area of four hundred square feet.
2. **Height.** Freeway signs shall not exceed sixty feet in height above surrounding grade; sign height may be increased to a maximum of seventy feet above surrounding grade; if the decision-making body finds that either:
 - a. Trees to be preserved on-site or located off-site substantially obscure visibility of the sign from the freeway, and the freeway sign conforms to all other provisions of this title; or
 - b. The elevation of the existing grade immediately adjacent to the freeway sign is below the elevation of a freeway travel lane located no greater than five hundred feet from the sign and the difference in grade cannot be resolved by moving the sign and that difference in grade obscures visibility of the sign from the freeway, and the freeway sign conforms to all other provisions of this title.
3. **Location.**
 - a. Freeway signs shall be located as close as possible to the nearest freeway travel lane.
 - b. Freeway signs shall comply with location requirements applicable under state or federal law, including but not limited to separation requirements.
4. **Design and Landscaping.**
 - a. The design of a freeway sign shall be compatible with the shopping center's architectural style and shall be constructed of decorative and durable materials to reduce the likelihood of unsightly signs and blighted conditions.
 - b. The design of a freeway sign's support structures shall be compatible with the overall design of the sign, including but not limited to materials, colors, textures, and scale.
 - c. The sign cabinet or frame (or equivalent) bottom shall be at least ten feet above grade.
 - d. Landscaping compatible with the shopping center's landscape design shall be provided around the perimeter of the freeway sign base.
5. **Other Provisions.**
 - a. The illuminated face(s) of any freeway sign shall be oriented towards the freeway and shall be oriented away from nearby "Residential" Districts to the maximum extent feasible.
 - b. Freeway signs located within five hundred feet of a "Residential" District shall not be illuminated between 12:00 a.m. and 6:00 a.m.
 - c. At time when none of the businesses advertised on a freeway sign are open for business, the sign shall not be illuminated.
6. **Maintenance.** All freeway signs shall be maintained in conformance with the following standards:
 - a. All freeway sign components shall be maintained free of physical damage and deterioration, including but not limited to sign surface, painted/treated stucco and wood, and decorative materials/features.
 - b. All approved lighting associated with a freeway sign shall be maintained in a fully operational manner. In the event lighting is not fully operational, no portion of the sign shall be illuminated until the lighting has been restored to a fully operational state.

E. Menu Boards.

- 1. Design. The height and orientation of menu boards shall be designed so as not to be visible from a public street.
- 2. Number. No more than two detached menu boards shall be permitted per drive-through lane.

F. Monument Signs.

- 1. Design. Monument signs shall be constructed with a solid decorative base that is flush with the ground at all points along the base of the sign. The amount of opaque area framing the sign copy shall not exceed one hundred percent of the area of the sign copy. An alternative design, not including exceptions to the allowed sign height or size, may be approved by the development services director with approval of an Administrative Sign Permit.
 - a. Freestanding decorative walls four feet or less in height (such as those used to screen parking lots from the street) can be used as the face of a monument sign. Only externally-illuminated text identifying the business or use of the property with a letter-height not exceeding twelve inches may be used.
- 2. Height and Size. Monument signs shall not exceed 6 feet in height except when used in lieu of a pole sign, where allowed, and when consistent with the following criteria:

Distance From Street Right-of-Way (Feet)	Maximum Height Above Grade (Feet)	Maximum Size Allowed per Side (Square Feet)
5	7.0	45
8	8.5	60
12	10.0	75
15 and more	12	90

Notes:

- ¹ Monument signs over thirty-five square feet may not be erected on properties, including shopping centers and similar developments, that have a pole sign. If a monument sign over thirty-five square feet is erected, a subsequent pole sign shall not be permitted
 - ² The required setback shall be measured perpendicularly from the street right-of-way line to the nearest portion of the sign face or structure.
 - ³ Monument signs exceeding ninety square feet in area, where allowed, require approval of a Site Development Permit.
3. Setbacks. These signs shall be set back a minimum of five feet from the property line, and in no case shall such signs violate the setback provisions for street corners or driveways as noted in Subsection

4. Landscape. All monument signs shall require automatic irrigated landscape at the base equivalent to two times the area of the sign copy.
- G. Patriotic Symbols (Flags). Flags of the U.S. are allowed provided that they do not exceed twenty-four square feet and a maximum height of sixteen feet in residential areas and sixty square feet in commercial areas provided that the height does not exceed forty feet. All other flag types shall require an administrative sign permit, but shall not exceed sixty square feet and thirty feet in height. Flags or banners with advertising copy shall not be displayed on the same flag pole which displays flags of the United States. Flags of the United States flown in commercial or industrial areas shall be displayed in accordance with the protocol established by the Congress of the United States set for the Stars and Stripes (Public Law 94-344 and 90-831), which includes the provision for night lighting. Any flag not meeting any one of the conditions noted above shall be considered a banner and shall be subject to regulations as such.
- H. Pole Sign.
1. Design. The maximum diameter or horizontal distance across a support structure and its enclosure shall not exceed three feet in any one direction. The cabinet, frame, or equivalent structure shall be elevated at least seven feet above grade.
 2. Height. Pole signs shall not exceed twenty-five feet in height. Additional height may be permitted by a Zoning Exception, as specified in Section 18.15.030(V), provided that no sign shall exceed a maximum of thirty-five feet in height.
 3. Setbacks. The support structure for a pole sign shall be set back a minimum of five feet from all property lines, and no portion of the sign shall project over the property line. Pole signs with a sign support structure greater than six inches in diameter shall not be located within the Clear Sight Triangle as defined in Section 18.40.140.
 4. Landscape. All pole signs shall be provided with automatic irrigated landscape at the base of the sign equal to the area of the sign.
- I. Political and Campaign Signs. Political or campaign signs on behalf of candidates for public office or measures on election ballots are allowed provided that said signs are subject to the following regulations:
1. Said signs may be erected not earlier than ninety days prior to the said election and shall be removed within fifteen days following said election.
 2. In any residential zoning district, only one sign is permitted on any one lot. If Detached, the sign shall not exceed six feet in height.
 3. In any commercial or industrial district, one or more signs are permitted on a parcel of land provided that all such signs do not, in the aggregate, exceed a sign area of one-hundred-twenty square feet. Said signs shall not be erected in such a manner as to constitute a roof sign. Notwithstanding the provisions of this subparagraph, a sign may be placed upon any legally existing sign structure.
 4. No sign shall be located within or over the public right-of-way.
- J. Projecting Signs. Projecting signs, including wing wall-mounted signs, shall not project more than three feet from the facade surface of the building wall or other nonbearing building projection. Signs projecting over the right-of-way require an administrative sign permit.

Roof and Mansard Signs. Roof signs shall not project above the roof peak or parapet wall or above the maximum height allowed for the zoning district. Mansard signs shall not project above the mansard. The bottom of roof signs shall be mounted flush with the surface of the roof and shall not interrupt roof lines or other major architectural features.

L. Shopping Center Identifier Signs.

- 1. Design. The maximum diameter or horizontal distance across a support structure and its enclosure shall not exceed three feet in any one direction.
- 2. Height. These signs shall not exceed forty feet.
- 3. Setbacks. Structures for these signs shall be set back a minimum of ten feet from all property lines, and no portion of the sign shall project over the property line.

M. Subdivision and Planned Development Identifier Signs.

- 1. Design. On-site subdivision-identifier signs shall be monument-type signs incorporated into the entry gates or the wall of the project. Where this is not feasible a freestanding monument sign will be considered.
- 2. Height. These signs shall not exceed seven feet in height.
- 3. Permit required. The director shall have the authority to approve subdivision identifier signs with an administrative sign permit if such sign was not approved in conjunction with tentative map or planned development approval.

N. Temporary Off-Site Public Promotion Signs.

- 1. Number of signs. For each nonprofit public organization, four temporary off-site promotion signs are allowed for fund raising events.
- 2. Time limit. Thirty calendar days per year.

O. Temporary Off-Site Real Estate Development Signs. Temporary off-site real estate signs are permitted subject to obtaining an administrative sign permit for each location and complying with the following regulations:

- 1. Temporary signs shall not exceed thirty-two square feet in area nor six feet in height and must be of monument-type construction.
- 2. The sign construction shall comply with the construction requirements of the Building Code and shall not be mounted on a vehicle, trailer, or similar portable medium.
- 3. Each administrative sign permit shall expire two years from the anniversary date of its approval or after the last lot in the subdivision is sold, whichever occurs first.
- 4. No more than one sign shall be permitted per access point for each development project.
- 5. Real estate development signs shall only be permitted for residential subdivisions containing ten or more lots and for residential planned developments and residential condominiums containing four or more units.

P. Temporary On-Site Real Estate Signs, Residential.

- 1. Design. Signs may be pole, monument, or wall signs. Wall signs shall not extend above the parapet, fascia, or roof gutter and shall not be attached to the roof.
- 2. Number of signs. One temporary on-site real estate sign is allowed.
- 3. Size. For an individual lot in a residential district, up to six square feet is permitted. For new subdivisions with less than eighty percent of the lots sold, one sign up to thirty-two square feet is permitted for the subdivision.
- 4. Height. Signs shall not exceed six feet in height.

- Q. Temporary On-Site Real Estate Signs, Commercial/Industrial. All commercial and industrial districts may be permitted to have one on-site temporary real estate sign per lot up to thirty-two square feet without an administrative sign permit provided that the setback for monument signs is met, the height does not exceed six feet, and the signs are appropriately maintained.
- R. Temporary Signs, Banners, Pennants, and Streamers.
1. One temporary vinyl or cloth banner is allowed per business provided that it is maintained in good condition. Up to three additional banners may be allowed for Grand Opening events with approval of an Administrative Sign Permit. Temporary signs shall not extend above the parapet, fascia, or roof gutter and shall not be attached to the roof. Banners exceeding twenty-four square feet shall require an administrative sign permit and no banner shall exceed fifty square feet. Banners shall not be displayed for more than fourteen consecutive days two times per year. Banners shall be placed flat against the facade of the building and shall not project above the roof-line of the building. Banners shall not be affixed to public light poles, fences, trees, or similar objects.
 2. One strand of pennants or streamers is allowed for the length of each lot frontage without an administrative sign permit, except that the strand(s) shall not contain any advertising copy; and the length of the individual pennants or streamers shall not exceed two feet.
- S. Wall Murals and Super-Graphic Wall Signs. Where permitted, wall murals and super-graphic wall signs shall meet the area limitations for the district where they are located and the following regulations:
1. Murals, and super-graphic wall signs shall be pleasing to the eye. The mural or graphic shall demonstrate artistic quality or theme as opposed to direct or indirect illustrative advertising.
 2. When bands of color or lines use the wall, building facade, or parapet as either figure or ground, then the entire surface of these areas shall be included as part of the sign or mural area.
 3. Any advertising message type, company name, logo, etc., outside the viewing field of the mural shall not exceed twenty square feet in area.
 4. Murals shall not be placed on decorative block or brick walls.
 5. Approval of the mural by the director shall take into consideration the visual effect of the mural on adjoining properties and the overall architecture of the building. The colors and materials used shall be reasonably harmonious with those in the area.
 6. Murals shall be limited to a maximum of one per wall on any one building.
 7. The proportional relationship of wall signs to the wall shall be based on the maximum square footage or percent of wall and window coverage of Schedule 18.42.030(B), whichever is more restrictive. Wall signs requiring permits shall be in the form of an administrative sign permit. The director may require a site development permit if the sign could have an aesthetic impact or be controversial.
- T. Wall Signs, Building Mounted. Wall signs shall not extend above the top of the wall or parapet structure. Wall signs shall not have a cumulative area greater than twenty percent of the area of the wall on which the signs are located.

(Ord. 2388 § 2, 2007; Ord. 2381 § 11 (part), 2007; Ord. 2343 § 2 (part), 2005; Ord. 2310 § 3 (part), 2003; Ord. 2305 § 3 (Att. A (part)), 2003; Ord. 2301 § 3 (Att. A (part)), 2002)

(Ord. No. 2428, § 9, 1-20-2009; Ord. No. 2571, § 2, 4-4-2017; Ord. No. 2590, § 12, 8-21-2018; Ord. No. 2658, § 6, 4-4-2023)

- A. A comprehensive sign plan shall be submitted for all proposed commercial centers with three or more tenant lease areas, delineating the distribution of sign area the project is allowed. Sign plans that do not complement the architectural features of the buildings they advertise and/or are inconsistent with the city's design review manual shall not be approved.
- B. Where a nonresidential parcel does not have public street frontage and an off-site sign is not permitted by this chapter, the property owner may, with participation of abutting property(s) with street frontage, submit a comprehensive sign plan for the parcels. The comprehensive sign plan shall include proposed signage for the nonfrontage parcel. The total sign area allowed shall be based on Schedule 18.42.030-A for all the parcels included in the comprehensive sign plan. To accommodate the needs of all parcels, the director is authorized to allow up to a twenty percent increase in pole sign area with approval of the required administrative sign permit.
- C. All comprehensive sign plans shall require an administrative sign permit, unless the comprehensive sign plan is submitted as part of the site development permit or use permit for the project. Plans shall contain all sign dimensions and graphic information required to fully describe what is being proposed.

(Ord. 2403 § 10 (part), 2008; Ord. 2343 § 2 (part), 2005; Ord. 2310 § 3 (part), 2003; Ord. 2301 § 3 (Att. A (part)), 2002)

Attachment 3



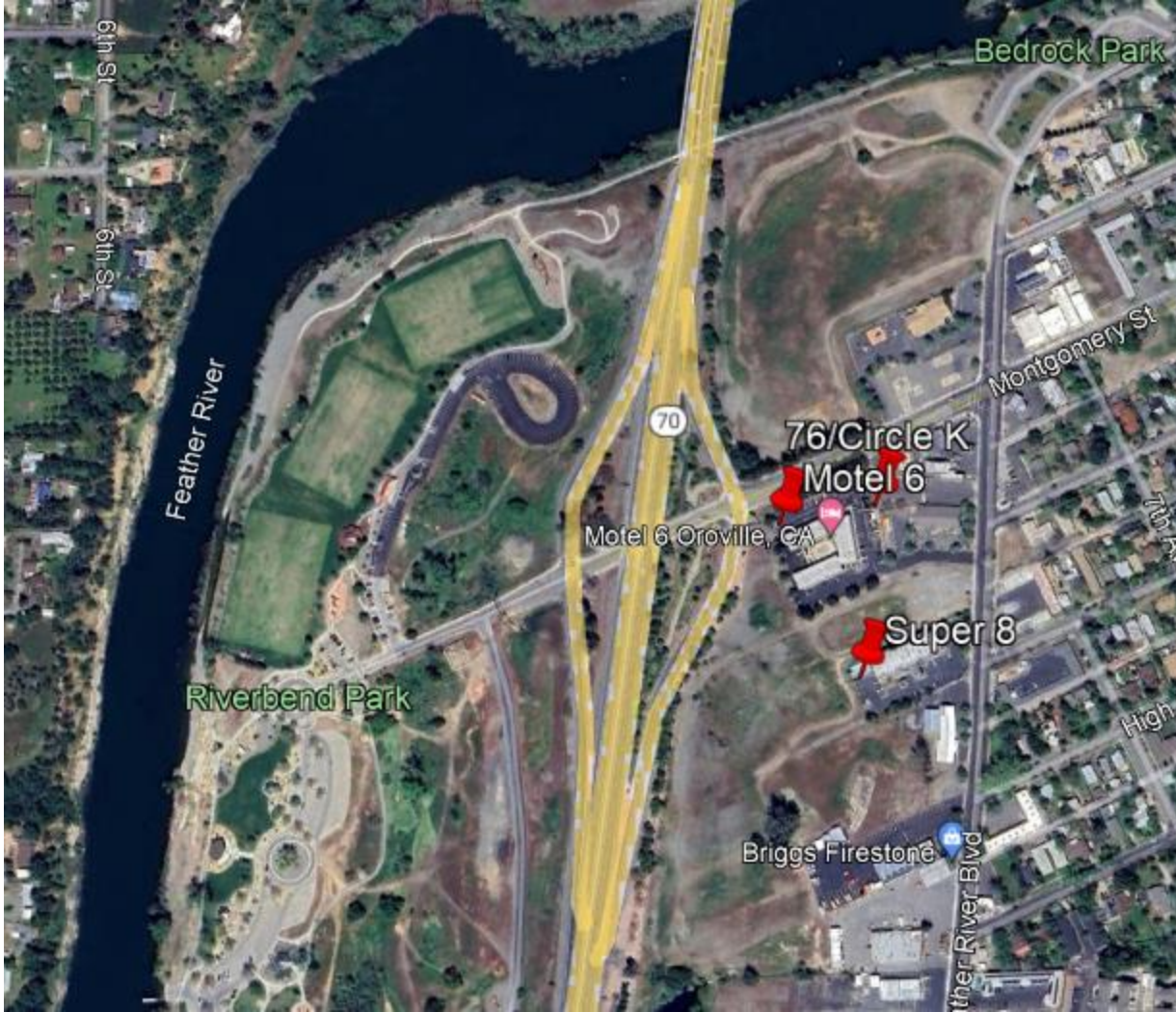
The following signs are along the State Route 162 corridor and fall within ¼ mile of State Route 70, which OMC 17.20.120 allow a maximum height of 85 feet:

- Feather River Crossings Shopping Center – 80 feet
- Maverik – 85 feet (variance approved 2020)
- Wendy's – 65 feet
- Arco – 60 feet
- McDonald's – 85 feet (variance approved 2012)
- Starbucks/Panda Express – 85 feet (variance approved 2015)
- Applebees – 60 feet

Taco Bell, while located inside the ¼ mile radius, does not abut SR 162 and thus is allowed a maximum height of 15 feet through a Sign Program. However, in 2002/2003, the City appears to have had a sign code which allowed freeway-oriented signs to be up to 65 feet in height. Staff are unable to locate this version of the sign code, however, it likely explains the 60- to 65-foot-tall signs present at Wendy's, Taco Bell, and Applebees, which were all redeveloped or developed around this time. Regardless, these signs would not be considered legal nonconforming under the existing sign code.

Staff at that time also appear to have been embarking on a sign code update to better define signs for shopping centers and to allow greater flexibility in sign calculations and number of signs. However, it is likely that due to economic circumstances and staff turnover that these code changes were never adopted.

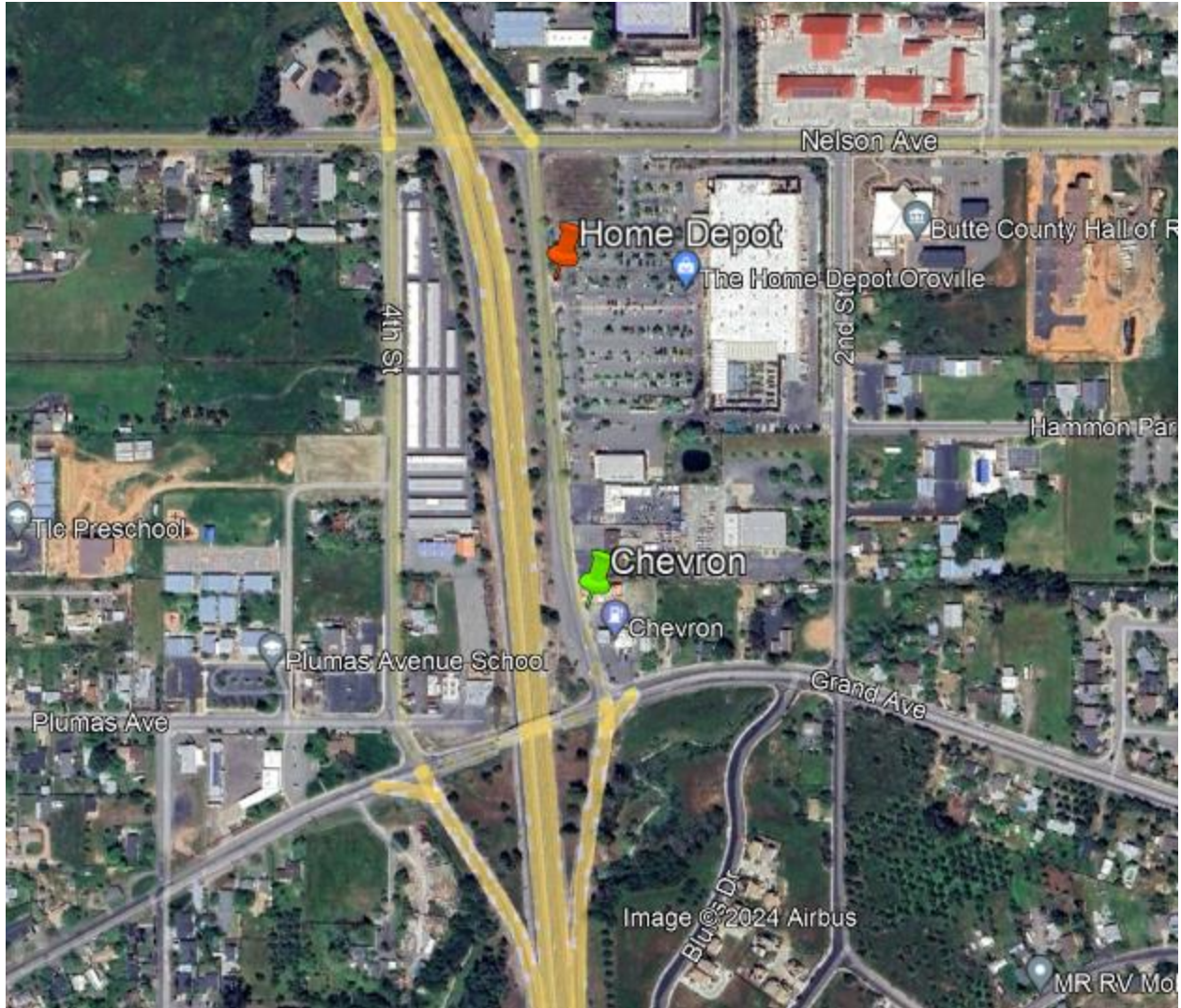
Since the approval of these variances, the City Council, on the Planning Commission recommendation, adopted a comprehensive Sign Code Update in 2021 which set the ¼ mile, 85-foot-tall height limit, which roughly corresponds to where all present "super-tall" signs are located.



The three signs located at Montgomery Street and Feather River Blvd are all 60 feet or lower in height. These signs are:

- Motel 6
- 76/Circle K
- Super 8

Staff were unable to locate variance approvals for these signs and are thus considered to be legal non-conforming structures.



There are two signs in the Grand and Nelson Ave area:

- Home Depot – 30 feet with an approved comprehensive Sign Program
- Chevron – 40 feet

All signage on the Home Depot property was approved as part of a comprehensive sign program, which set the maximum height of the freestanding sign at 30 feet. This sign is located below grade from SR 70.

Staff were unable to locate a variance approval for the 40-foot-tall sign at the Chevron site and the sign is thus considered to be legal non-conforming.