

APPENDIX 1

Downtown Sign Regulations and Guidelines*



A. Purpose

The City recognizes that signs and other graphics are an essential element of Downtown Hemet’s visual appearance. They create a fair balance between commercial needs, traffic and pedestrian safety, and community concerns about visual clutter and visual blight. Consequently, the purpose of this article is to recognize the need for more unique signage and for a greater variety of types of signs in Downtown Hemet. This article is also meant to regulate the construction of new signs and alterations made to existing signs to ensure consistency with the historic, urban, pedestrian-oriented nature of this area, and the dense, compact development absent in other areas of the City. In addition, these regulations are intended to:

1. Ensure that new signage is appropriate to the architectural design of the building and the design guidelines contained in this Specific Plan.
2. Promote economic vitality in the Downtown and ensure that the special character and image the City is striving for can be attained.
3. Promote signs and graphics that are attractive, pleasing and harmonized with the physical character of the desired pedestrian environment.
4. Establish and promote reasonable standards for business identification.
5. Enhance overall property values in the Downtown by discouraging signs which contribute to the visual clutter of the streetscape.
6. Ensure that signs do not visually obscure significant architectural features of a building or the area in general.
7. Promote a quality visual environment by allowing signs that are compatible with their urban surroundings and which effectively communicate their message.
8. Reduce the time and fees for processing sign approvals.

* Provided by the City of Hemet for inclusion in this Specific Plan.

9. Promote traffic safety and the smooth and efficient flow of pedestrians and vehicles to their destinations.
10. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.

B. Applicability

This article regulates signs located on private property within the Downtown Hemet Specific Plan area and on property owned by public agencies other than the City and over which the City has zoning and land use regulatory power. This article also applies to signs within public rights-of-way and other public property. Except where otherwise expressly provided in this article, all signs located within the Downtown Hemet Specific Plan area must be erected and maintained in conformance with this article. With the exception of allowable signs as defined in Article XXXVI of Chapter 90 of the Hemet Municipal Code (HMC), signs are not permitted in the Single Family Residential (SFR) Zone and the Mixed Residential (MR) Zone, and for single family and multi-family residential uses. Where there is conflict between the provisions of this article and other City regulations, rules, and ordinances, the provisions of this article shall govern.

C. Definitions

The definitions listed in Section 90-1242 of the HMC shall apply to this article except as provided below:

A-Frame/Sandwich Board. A self-supporting A-shaped sign with two visible sides that is situated on or adjacent to a sidewalk. An A-frame/Sandwich Board is a kind of double-face sign, as defined in Section 90-1242.

Awning. An architectural projection, which provides weather protection, identity, and decoration and is supported by the building to which it is attached. It is composed of a lightweight, rigid, or retractable skeleton structure over which a thin cover of fabric or other materials is attached and may be illuminated.

Awning Sign. A sign on the surface of an awning or canopy that is made from an awning fabric. This type of sign is different from an under canopy sign in that an under canopy sign is suspended under an awning or canopy, whereas an awning sign is on the face of an awning.

Backlight Awning Sign. A sign on the surface of an awning or canopy that is made from an awning fabric and illuminated from the inside of the awning. During the day, the sign appears to be part of the awning fabric, but at night, when the sign is illuminated, only the portion of the awning that is the sign is illuminated, with light coming through the text and/or logo. The remainder of the awning is not illuminated.

Blade/Bracket Sign. A small, pedestrian-oriented sign that projects perpendicular from a structure (bracket sign) or is hung beneath a canopy (blade sign).

Digital Message Sign. An electronic sign typically comprised of a Liquid Crystal Diode (LCD), Light Emitting Diode (LED), Plasma, or other digital illuminated sign that displays one or more messages. A Digital Message Sign is different from an illuminated sign in that the illumination of the display creates the message rather than illumination illuminating the message.

Logo. Any design or insignia of a company or product, which is commonly used in advertising to identifying the subject establishment.

Can Sign. A sign, which contains all the text and/or logo, symbols within a single enclosed cabinet that is mounted to a wall or other surface. It specifically does not include the sign copy that is part of a freestanding sign. A Can Sign is a type of wall sign.

Channel Letter Sign. An internally illuminated sign made up of individual letters that are independently mounted to a wall or other surface. The “air space” between the letters is not part of the sign structure but rather the building facade. A logo may also be considered a channel letter provided it is clearly distinguishable from other sign elements. A channel letter sign is a type of wall sign and a type of illuminated sign.

Ghost Sign. A sign consisting of old advertising or signage that was painted on a building and that has been preserved on the building for an extended period of time, whether by actively keeping it or choosing not to destroy it.

Kiosk Sign. A small, multi sided, freestanding sign structure usually providing directional information.

Pendant Lighting. A lighting method that extends out from a wall and hangs out over the sign and directs the light source back towards the face of the sign.



A-Frame Sign



Awning Sign



Blade Sign



Digital Message Sign

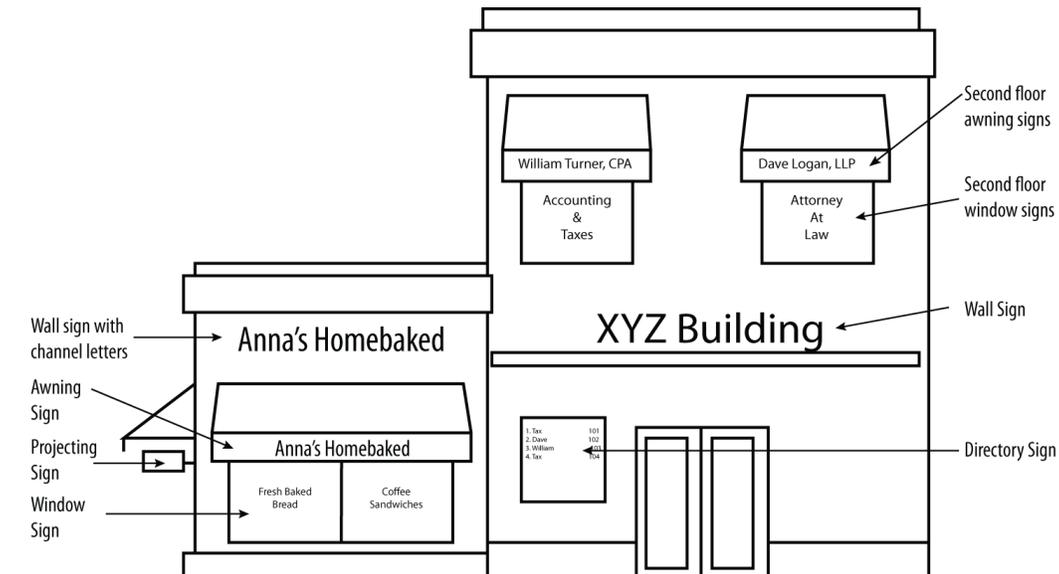


Channel Letter Sign



Kiosk Sign

Figure 1: Types of Signs



D. Permit Requirements

1. Permit Required.

- A sign permit shall be required prior to the placing, erecting, moving, modification or reconstructing of any sign in the Downtown Hemet Specific Plan area, unless expressly exempted by this article. Signs requiring a permit shall comply with the provisions listed in Section 90-1244 and all other applicable laws and ordinances.
- A temporary promotional sign permit shall be required for all temporary signs unless specifically exempted by this article. Issuance of the temporary sign permit shall be as described in Section D.10. of this article.
- A multi-story/multi-tenant signage program, as described in Section D.9. of this article shall be required for all new multi-story and/or multi-tenant developments of three or more separate tenants that share either the same parcel or structure and use common access and parking facilities.

- Method of Application.** An application for a sign permit, temporary sign permit, or multi-story/multi-tenant signage program shall be made on forms as prescribed by the Planning Division and shall be filed with the same in accordance with the requirements of Section 90-1246. The application shall be accompanied by any fees as specified by City Council resolution. The director will initially determine whether the application contains all the information and items required by the provisions of this article and may be deemed complete. All applications shall include a sign plan containing a visual representation of the sign's construction, type of lettering, illumination, colors, area and height of graphics, together with an elevation depicting the area or portion of

the building where the sign will be displayed. Prior to installation of a sign the applicant shall also secure a building permit from the Building Division. An approved sign permit is required prior to issuance of a building permit

3. **Time Limits.** Within ten (10) business days of receiving the complete sign permit application, the director will cause the application to be reviewed as follows:
 - a) Applications for sign permit or temporary sign permit shall be decided within the same ten (10) business days.
 - b) Applications for multi-story/multi-tenant signage programs shall be brought to hearing within 30 days of the application being deemed completed.
4. **Approving Authority.** The designated approving authorities for sign permits and multi story signage programs are listed in Table 1 below. The approving authority shall approve, conditionally approve, or deny the proposed sign permit or multi story/multi-tenant sign program application in accordance with the requirements of this article.

Table 1: Approval Authority for Signs

Type of Permit	Designated Approving Authority R symbolizes the Recommending Body F symbolizes the Final Decision Body/ Approving Authority	
	Community Development Director	Planning Commission
Sign Permit - building attached signs	F	-
Sign Permit - freestanding signs	F	-
Sign Permit - temporary promotional signs	F	-
Multi - story Sign Program- adoption and amendment	R	F

5. **Modifications.** The director may grant minor modifications from the permitted sign area height, or setback requirements of this article provided that no such modification exceeds ten (10) percent of the applicable requirement. Before granting any such minor modification, the director must make the following findings:
 - a) The sign will not interfere with pedestrian or vehicle safety;
 - b) The sign will not be located so as to have a significant negative impact on the visibility or aesthetic appearance of any adjacent property; and
 - c) The sign will generally be compatible with other on-site signs the structure or development it identifies and surrounding development.

6. **Variances.** Applications for a variance from the terms of this title shall be reviewed by the Planning Commission according to the variance procedures as set forth in Article XLV of the HMC. The application and review process for a sign variance will follow the applicable procedures set forth in Article XLV of Article 90 of the HMC.
7. **Appeals.** A decision of the Community Development Director may be appealed by the applicant or any interested person within ten (10) days of the decision to the Planning Commission in accordance with the provisions listed in Section 90-1284 of the HMC.
8. **Review Criteria for Sign Permit.**
 - a) **Criteria for Approval.** A sign permit shall be approved when it complies with the standards and requirements of this article. A permit application may be approved subject to conditions, so long as those conditions are required by this article or some other applicable law, rule, or regulation.
 - b) **Multiple Sign Applications.** When an application proposes two or more signs, the application may be granted in whole or in part, with separate decisions as to each proposed sign. When an application is denied in whole or in part, a written notice of determination shall specify the ground for such denial.
 - c) **Revocation or Cancellation.** The Community Development Director shall revoke any approval or permit issued pursuant to this article upon refusal by the permit holder to comply with the provisions of the permit. A permit or approval shall be revoked only after written notice of noncompliance has been given to the permittee notifying the permit holder that he or she has thirty (30) days to correct the violation and that thirty (30) days has passed without the permittee having corrected the violation. This provision does not apply in the event that the sign, by nature of its physical condition, is an imminent and significant threat to public safety.
 - d) **Permits Issued in Error.** Any approval or permit issued in error may be immediately revoked by the City upon written notice to the permit holder of the reason for the revocation.
9. **Multi-Story/Multi-Tenant Signage Program.**
 - a) **Purpose.** The purpose of the Multi-Story/Multi-Tenant Sign Program is to adopt unique and specific design and development standards for individual multitenant and mixed use developments. The intent is to integrate a project's signs with the design of the structures to achieve a unified architectural statement. A Multi-Story/Multi-Tenant sign program provides a means for defining common sign regulations for multi-tenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs and to achieve, not circumvent, the intent of this Article.
 - b) **Review Procedure.** Review and approval of a multi-story sign program is the responsibility of the Planning Commission. The Community Development Director shall make a recommendation on the program to the Commission, and the Commission shall approve,

approve with conditions, or deny the program. Additionally, the Planning Commission shall be the approving authority for modifications and amendments to multi-story sign programs,

- c) **Standards.** The Multi-Story/Multi-Tenant sign program shall include criteria for building-attached signs for each establishment in the center or building and the integrated development itself to establish consistency of sign type, location, logo and/or letter height, lines of copy, illumination, and construction details of signs for the project. All signs within the development shall be consistent with the multi-story/multi-tenant sign program as the adopted program is the sign standards for the development. All signs under the MultiStory/Multi-Tenant sign program shall comply with the following standards:
- Ground floor tenants should place signs at the storefront level (e.g. oriented and clearly visible to pedestrians as they walk along the street in front of the building).
 - The maximum allowed size for window signs for second story only tenant signs shall not exceed 15% of the window area and shall be limited to the name and/or logo of the tenant.
 - The maximum number of tenants displayed on free-standing multi-tenant monument signs shall be four (4).

10. Temporary Promotional Sign and Display Permit.

- a) **Permit Requirements and Conditions.** The use of temporary promotional signs and displays to promote special commercial activities shall be allowed subject to submission and approval of an application to the Community Development Director and subject to the following provisions:
- No temporary promotional sign shall be displayed without first obtaining a temporary promotional sign permit from the Community Development Director. The permit defines the time, size, location, material, design and/or other significant elements of a temporary sign program.
 - Permits shall be issued within three (3) days of the filing of a completed application that complies with all provisions of this article and the filing of all required fees for a temporary promotional sign.
 - The Community Development Director may also attach additional reasonable conditions to assure that the temporary promotional sign is solely displayed and will not constitute a hazard to public safety, unreasonably obstruct any existing sign located on adjacent lots or otherwise be so distracting as to create a nuisance.
 - Pennants and cane signs are not permitted.
- b) **Permit/Deposit Fees.** A permit fee shall be charged for a temporary promotional sign if obtained prior to its display.

- c) **Appeals.** Any person aggrieved by a decision of the director made pursuant to the provisions of this section has the right to appeal such decision to the Planning Commission. A decision of the Community Development Director denying a temporary promotional sign permit may be appealed to the Planning Commission within five (5) days of the director's decision. The matter shall be scheduled for the next regularly scheduled Planning Commission meeting for consideration. The Planning Commission shall render a decision within twenty (20) days of the meeting where it first considers the appeal. The decision of the Planning Commission shall be final.
- d) **Authority.** The Community Development Director is hereby authorized to develop all appropriate guidelines and policies and develop all appropriate forms for the implementation of this section.

E. Enforcement

1. Enforcement authority for this article shall be in the Code Enforcement Division of the Community Development Department. In addition, the Planning Division shall have enforcement authority for regulation and approval of signs.
2. The Community Development Director or Code Enforcement Division may summarily and without prior notice remove any temporary promotional sign or political sign, which constitutes an immediate peril to persons or property or constitutes a nuisance.
3. Any violation of the provisions of this article shall be deemed to be a continuing violation until the violation has been corrected.
4. Any person violating any of the provisions of this article shall be guilty of a misdemeanor and shall be punished in compliance with the provisions listed in Section 90-1282, Section 90-1283 (Ord. No. 1751, §3, 12-20-05) and all other applicable laws and ordinances.
5. Notwithstanding any other provision of this article, the City Attorney, upon the order of the City Manager or his or her designee, may commence an action in a court of competent jurisdiction to obtain an injunction prohibiting the construction, erection, maintenance or display, or requiring the removal, of any sign which is in violation of any of the provisions of this article. In any such action, the City shall be entitled to recover its costs and its reasonable attorney's fees.
6. Any person desiring to retrieve a sign removed by the city may do so upon the payment of an administrative fine for each sign. The amount of such fine will be set by resolution of the City Council. In lieu of paying such administrative fine, a person may retrieve a sign upon signing a promise to appear citation issued to such person. If a person wishes to contest the fact that a sign was placed in violation of this article prior to paying the fine or signing the citation, the person has the right to an administrative hearing before the director. If the director finds that the sign was lawfully posted, the director will cause the return of the sign without an administrative penalty or the issuance of a citation.

7. Enforcement of the provisions of this article and sign found to be a public nuisance may be abated by the City in accordance with the provisions contained in Article II, Division 9, Section 14-121 of this code. (Ord. No. 1685 § 2, 5-27-03)

F. Exempt Signs

Signs that do not require a permit are listed in Section 90-1245 of the HMC. The area of such signs will not be included in the maximum area of signs permitted; provided, however, that each such sign must comply with all applicable requirements of this article. The intent of this section is to avoid unnecessary or time-consuming review procedures where certain permitted signs are minor or temporary or the erection of such sign does not require review for compliance with the City's building or electrical codes.

G. Prohibited Signs

Signs that are prohibited are listed in Section 90-1280 of the HMC. Additionally, for the purposes of this article, it shall be unlawful to erect, and no permit shall be issued for any of the following signs:

1. Any sign not specifically authorized by this article.
2. Signs painted or mounted on roofs or placed above the roof line (except for mansard roofs).
3. Signs which rotate, move, reflect, blink or incorporate elements that do so, except time and temperature signs and electronic reader signs.
4. Signs placed on the public right-of-way or affixed to an element or structure on the public right-of-way, except where required by a governmental agency or permitted as part of kiosk sign program unless a valid encroachment permit has been issued by the City.
5. Can Signs.
6. Internally illuminated "Backlit Awnings."
7. All other freestanding signs except A-frame signs and monument signs on parcels with front yards.



Can signs, roof signs, and internally illuminated backlit awnings are among the prohibited signs.

H. Development and Design Standards for Allowed Signs

1. **General Location.** Area and Height Standards. For the purposes of this article, the location, area and height standards for any sign as regulated by this article will be in accordance with the requirements listed in Table 2.

2. Design Standards.

a) **Architectural Style.** Each sign shall be designed to be compatible with and relate to the architectural style of the main building or buildings upon the site where such sign is located. Each sign shall also be compatible with the style and character of the existing improvements upon the lots adjacent to the site. Signs located on commercial sites but in a predominately-residential area shall be designed to be compatible with such residential area and be unobtrusive.



Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.

b) **Relationship to Buildings.** Signs located upon a lot with one main building or several buildings shall be designed to incorporate at least one of the predominant visual elements of such building or buildings, such as type of construction materials, color, or other design detail.

c) **Materials and Color.** All permanent signs must be constructed of durable materials that are compatible in appearance to the building supporting or identified by the sign. Sign colors and materials should be selected to be compatible with the existing building designs and should contribute to legibility and design integrity. Fewer colors will generally produce the most attractive sign. Tints and shades of a color will be considered as one color. Black and white will be considered as colors. The choice of materials shall be left to the discretion of the applicant, subject to the recommendations of the Planning Director, the provisions of this article and the approval of the City.



d) **Letter Style.** The letter style to be used on a sign should be compatible with the architectural style of the building. For example, simple block letters are generally most compatible with Spanish style buildings. For those buildings that have been recently constructed and/or having no particular architectural style, simpler letter styles are desirable.



Sign message and letter style should be designed to be compatible with the building and logo

e) **Relationship to Other Signs.** Where there is more than one sign on a site or building, all permanent signs shall have designs that similarly treat or incorporate the following design elements:

- Letter size and style of copy;
- Shape of total sign and related components;
- Type of construction materials;
- Sign/letter color and style of copy;
- Method used for supporting sign (i.e. wall or ground base):
- Type of illumination; and
- Location.

f) **Sign Illumination.** The artificial illumination of signs shall be designed to minimize negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:

- External light sources shall be directed and shielded to limit direct illumination of an object other than the sign.
- The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impact on residential properties in direct line of sight to the sign.
- Unless otherwise permitted by another provision of this chapter. Signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color.
- Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices.
- Reflective type bulbs and incandescent lamps that exceed 15 watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is exposed to a public right-of-way or adjacent property.



Light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians. Spotlights are preferred for walls and projecting signs.

g) **Readability.** For increased readability, the following standards apply to all illuminated signs:

- Signs illuminated by pendant lighting when the sign faces into the setting sun are

discouraged. Signs with this kind of lighting are difficult to read in the late afternoon and evening when the sun is setting.

- Light on a sign with an external light source shall not be turned on until after sunset.
- The City encourages use of light or translucent sign copy on dark and non-translucent background or sign field.

h) **Raceways.** Building attached wall signs should incorporate reusable mounting devices (raceways) built into the building or use a backing between the sign and the building to conceal previous sign mounts on the building.



Building attached sign with a raceway built into the building.

3. Development Standards. Table 2 lists the development standards for all on-premise signs based on allowed sign type. As identified in Section D of this article, a sign permit is required before any of the sign types listed herein are installed, erected, or otherwise established. The intent of the sign permit is to ensure that the development standards listed are adhered to. Only those signs that may be permitted are listed. The following general rules/standards apply to permanent signs regulated in this section:

- a) Use direct illumination (spotlights) for wall and projecting signs rather than internally illuminated letters or cabinets. Light luminaries should be well designed fixtures with shielding to avoid light glare.
- b) Only one type of building attached signage is permitted per establishment. For instance, an establishment may have an under canopy sign or a projecting sign or a wall sign, but it may not have one of each.

Table 2: Development Standards for Allowed Signs

Sign Type	Maximum Number Permitted	Maximum Area	Maximum Height	Other Standards /Notes
Building Attached Signs:				
Awning Sign	One (1) per establishment/ street frontage.	1/2 square feet of sign area for each linear foot of building frontage to which the sign pertains.	Awning signs shall not be placed above the first floor of the building and shall provide a minimum vertical clearance of eight (8) feet between the sidewalk and the base of the awning.	-
Under Canopy Sign	One (1) per establishment. Only allowed if no projecting sign.	Maximum areas of four (4) square feet.	A minimum of eight (8) feet of clearance must be provided from the bottom of sign to ground to provide proper clearance.	1

Table 2: Development Standards for Allowed Signs (continued)

Sign Type	Maximum Number Permitted	Maximum Area	Maximum Height	Other Standards /Notes
Building Attached Signs:				
Projecting Sign	One (1) per establishment. Only allowed if no under canopy sign.	Maximum area of a projecting sign shall not exceed eight (8) square feet. Twelve (12) square feet if on Florida Avenue.	-	2
Window Sign	One (1) per establishment.	15% of window area if office, 20% of window area if commercial or retail, 25% of window area for retail on Florida Avenue.	-	-
Second Floor Office Sign	One (1) per public street frontage/establishment.	0.5 square foot of sign area per linear foot of building frontage of business being advertised.	3 feet	-
Wall Sign	One (1) per public street frontage/ per establishment.	0.75 square foot of sign area per linear foot of building frontage of business being advertised. One (1) square foot of sign area on Florida Avenue.	6 feet	3
Freestanding Signs:				
A-Frame/ Sandwich Board Sign	One (1) per establishment on first floor only.	Six (6) square feet	Rectangular - three (3) feet Shaped silhouette - five (5) feet	4
Monument Sign	One (1) per commercial frontage on sites with front yard areas.	Twenty-five (25) square feet	Eight (8) feet	5

Table 2 Notes:

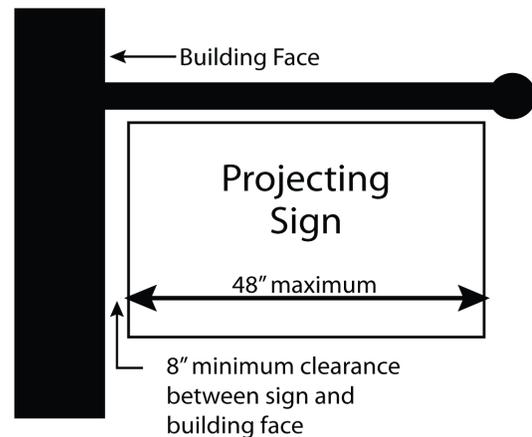
- Maximum lettering should be limited to 3 square feet.
- Maximum height indicated is the height of sign structure and not its placement on a building.
- The maximum lettering height allowed is 24 inches. Logos shall not exceed 3 feet by 3 feet, unless the logo serves as a single sign for the establishment, in which case the underlying maximum sign area prevails.
- A-frame/sandwich signs shall not be located within any vehicle travel lanes or within on-street parking spaces. Such signs shall be located such that a clear walking path a minimum of four (4) feet wide is maintained between the building and any A-frame sign at all times.
- Monument signs may not be located within any public right-of-way and shall be located a minimum of ten feet from the back of curb. Additional setback maybe required depending on sidewalk width right of-way width and other factors as determined by the City Engineer.

4. **Construction and Design Specifications.** Where permitted, the following signs shall conform to the requirements below:

a) **Projecting Signs.**

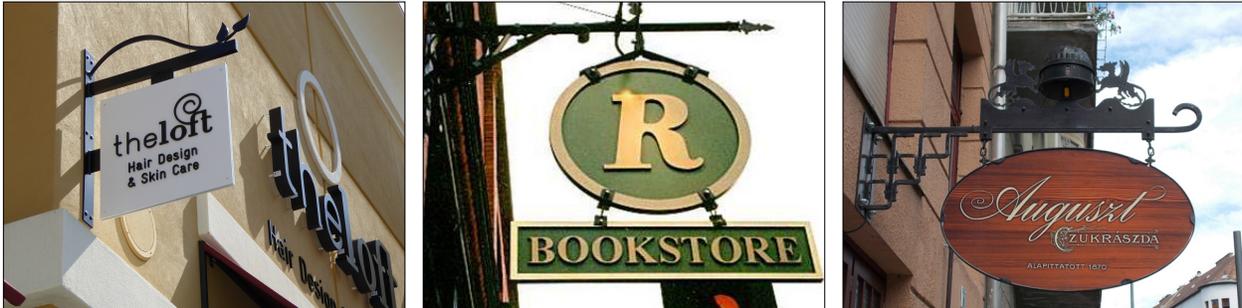
- **Vertical Clearance:** The minimum clearance between the lowest point of a sign and the grade immediately below shall be eight (8) feet for public right-of-way and private sidewalk areas.
- **Horizontal clearance:** The minimum horizontal clearance between a sign and the curb line shall be two (2) feet; the maximum projection over a public sidewalk shall be two thirds (2/3) the width of the sidewalk or six (6) feet, whichever is less.
- Any single business or tenant with frontage on a public right-of-way is permitted one projecting sign along that public street. The projecting sign may exist instead of, but not in addition to, a freestanding sign, wall sign or roof sign.
- Signs may not extend above the vertical height of any exterior wall, fascia or roof, or any portion of the structure upon which the sign is attached.
- Projecting signs should not be mounted above the second floor windowsill in multi-storied buildings.
- Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 8 inches between the building face and sign and maintaining a maximum projection of 48 inches (See Figure 90-988-1 Dimensions of a Projecting Sign).

Figure 2: Dimensions of a Projecting Sign



Projecting signs should be oriented to pedestrians. Projecting light fixtures should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.

- The projection over public right-of-way is limited to three (3) inches for each linear foot of building frontage, measured from the nearest face of the building. Signs that encroach or project over the public-right-of way shall be subject to approval of an encroachment permit.
- Mounting hardware should be attractive and an integral part of the sign design. The design of the sign should consider visually interesting elements such as square or rectangular shapes with pointed or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.



Design of the sign should integrate attractive mounting and visually interesting elements. Sign supports and brackets shall be compatible with the design and scale of the sign.

b) Wall signs.

- Wall signs shall be compatible with the predominant visual architectural elements of the building facade. Place wall signs to establish facade rhythm, scale, and proportion where such elements are weak. In many existing buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- Wall Signs are to be mounted flush and fixed securely to a building wall, projecting no more than four (4) inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building face to which it is attached.
- Utilize a consistent proportion of signage to building scale, such as 1/3 text to 2/3 wall area or 1/4 text to 3/4 wall area. (See Figure 3: Text Scale).



Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color. Typically, wall signs should be centered on horizontal surfaces.

Figure 3: Text Scale

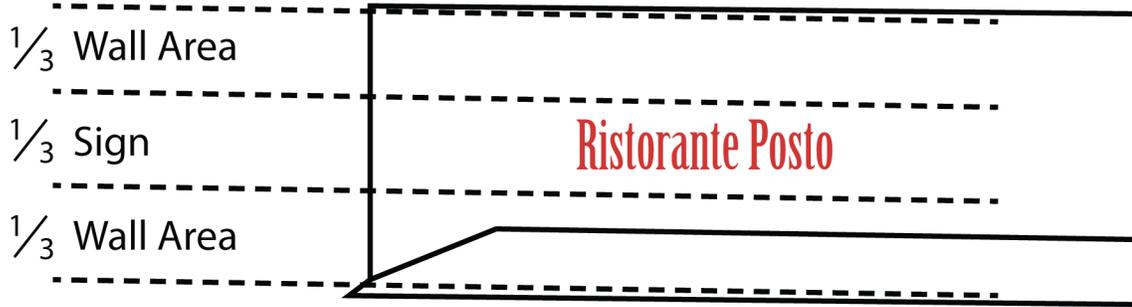
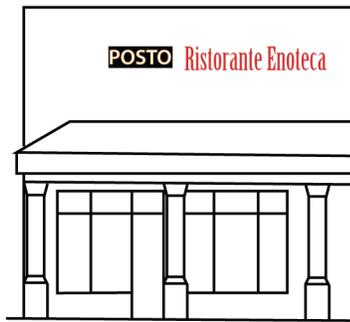
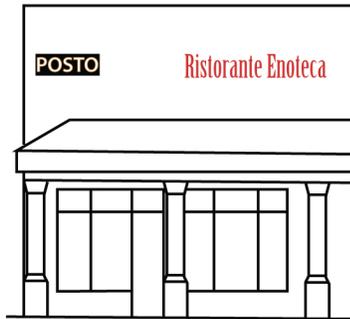


Figure 4: Multiple Element Signs



Encouraged: Logo relates to lettering as part of the overall design.



Discouraged: Logo is unrelated to lettering based on spacing of components



Discouraged: The logo and lettering are of disproportionate scales

- Wall sign raceways should be incorporated into the building facade. Where this is not practical, raceways shall be painted to match the exterior color of the building where the sign is located.
 - Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright.
 - Can-type signs are prohibited. Non illuminated or reverse Channel letters are preferred.
 - If a tenant's signage on one facade is made up of multiple elements (e.g. logo and text), locate, and scale the elements with relationship to each other. (See Figure 4: Multiple Element Signs).
 - Wall signs shall not extend above the wall to which they are attached.
 - General business wall signs must be located over the business for which they are intended. Wall signs may be illuminated; however, illuminated wall signs on rear building facades shall be prohibited unless facing a commercial use or internal parking area or public parking lot.
- c) **Projection Over Private Property.** Projections other than awning or canopy signs over private property shall be allowed over pedestrian sidewalks, walkways, and corridors but they should shall not exceed the vertical and horizontal clearance requirements as identified in Section H.4. of this article.
- d) **Awning and Canopy Signs.** Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied, as follows:
- Signs on awnings are permitted on both the awning flap (valance) and awning face (shed). On the valance, the letters heights shall not exceed 8 inches. On the shed and valance combined, the letters and graphics shall comprise no more than 25% of the total exterior surface of the awning face and valance. Vertical and horizontal clearance shall be subject to the requirements in Section H.4. of this article.
 - Lettering shall be located within the middle 70 percent of the valance area.
 - Only permanent signs that are an integral part of the awning or architectural projection shall be allowed, Temporary signs shall not be placed on awnings.
 - Awning signs shall only be allowed for first and second story occupancies on valance flap,
 - Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
 - Awnings shall be regularly cleaned and kept free of dust and visible defects,

- The style of the awning/canopy shall complement the architectural style of the building to which it is attached. Awnings should generally have a simple horizontal valance if located over rectangular or square window/door openings. Domed or barrel shaped awnings are appropriate for buildings with arched window/door openings.



Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.

e) Under-Canopy Signs.

- Under-canopy signs may be located over rights-of-way including sidewalks except that no part of the sign may extend beyond the canopy.
- One (1) under-canopy sign for each separate occupancy of separate entrance is allowed but each under canopy sign is not to exceed eight (8) square feet in sign area. Under-canopy signs must have a minimum clearance of eight (8) feet to grade.
- The style of the canopy sign shall complement the architectural style of the building to which it is attached.
- Under-canopy signs may be illuminated by indirect lighting or soft background lighting.



Under-canopy signs bring color to the shopping environment and are oriented towards pedestrians.

f) **Blade/Bracket Signs.**

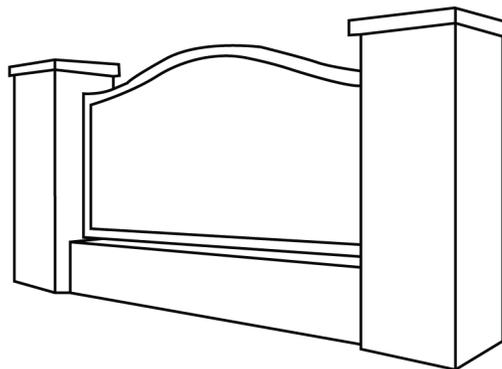
- Blade or bracket signs shall be placed only on ground floor facades, except for businesses located above the ground level with direct exterior pedestrian access.
- The lowest point of a blade or bracket sign shall be a minimum of eight (8) feet above grade.
- The sign may project a maximum of five (5) feet from the building.
- Sign supports and brackets shall be compatible with the design and scale of the sign.
- Blade or bracket signs may not encroach into the public right-of-way or be located above it, or into City-owned property.

g) **Digital Reader Message Signs.** Digital reader message signs shall be permitted as part of a freestanding sign provided such digital reader message sign is integrated within the design of the greater freestanding sign.

h) **Freestanding Signs.**

- Freestanding signs shall be allowed only for properties that have front yards. These signs should be located in the front setback area.
- Monument signs are preferred over pylon or pole signs because they can be more fully integrated into the overall development design. Pylon signs and other freestanding signs supported by poles are specifically prohibited. (See Figure 5: Monument Sign)

Figure 5: Monument Sign



- Materials and design for freestanding signs should be complementary to the materials and design of the buildings for the related development. For example, if the facade of the building is made of brick or brick veneer, a complimentary freestanding sign would also include brick.

- Landscaping shall be provided at the base of the sign equal to the area of the sign. Landscaping shall be complimentary to and designed in concert with the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way.
- The minimum letter height on a freestanding sign shall be 12 inches.



Freestanding signs design and materials should complement the building structure and use.

- i) **Marquee or Changeable Copy Sign.** These types of signs shall be considered to be the same as any other type of sign and shall be regulated by their location, i.e. if located on a wall; they shall be deemed wall signs.



Marquee Signs

- j) **A-frame/Sandwich Board Signs.**

- A-frame or sandwich board signs shall maintain a minimum of four feet of clear sidewalk at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements. A-frame signs must not be permanently affixed to any object, structure, or the ground.
- A-frame signs must be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame, wooden A-Frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions. Glass, breakable materials, paper, laminated paper,

vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for A-Frame Signs.

- No A-frame or sandwich board sign shall exceed six (6) square feet per face or five (5) feet in height. The area of an A-frame sign is calculated based upon one face of the sign rather than both faces.
- The minimum size for rectangular A-Frame signs is three(3) feet in height and two (2) feet in width. Rectangular signs are required to have an open base, either with wooden cut-outs or legs. The maximum size for shaped silhouette A-Frame signs is five (5) feet in height and three (3) feet in width provided the maximum sign area is not exceeded.
- A-Frame sign designs shall be uncluttered, with a minimum amount of text. Logos and graphics are encouraged.



A-Frame sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged.

k) **Window Signs.**

- **Window signs** are any signs posted, painted, placed, or affixed in or on any window.
- **Permanent window signs** are any window signs applied to, stenciled on, or etched into the glass surface including gold leaf (or similar) letters and decals, limited to business identification, address and/or a listing of products or services not implicit in the business name.
- **Accessory window signs** are window signs displaying business identification, hours of operation, credit card information, lottery, health department grades, open/closed and similar public convenience information. The maximum coverage is limited to 12 square feet in total area with no individual sign exceeding 4 square feet.
- **Temporary window signs** are window signs consisting of painting, cloth, paper, vinyl or similar materials allowed for a limited time to advertise seasonal sales, specials, and similar events. The date of installation must be displayed on the sign(s) or the sign(s) may be subject to immediate removal. Only non-illuminated signs are allowed.
- **Exempt window signs** are any window signs exempt from window sign regulations including: 1) holiday window displays and decorations, including lights, provided they are installed not more than 30 days before a holiday and are removed within 10 days after the holiday and contain no references to goods, products or services; and 2) posters advertising fund-raising events for charitable, nonprofit, or educational fundraising events or noncommercial uses, provided they are removed within 10 days after the event, are not larger than 2 feet by 3 feet and do not exceed 4 in number at any one time.

- **Maintenance** - All window signs shall be properly maintained and be of reasonable professional quality.
- **Lighting** - Lighting around or within windows shall not be permitted except for exempt holiday lighting and lighting approved as an accent to the building design or architecture.
- **Window Visibility** - In order to facilitate law enforcement and protect public safety, window signs or other window obscuring products, including tinting and window blinds or coverings, shall not substantially obstruct view into the business from outside a window.

I. Maintenance Requirements

1. **Construction of Signs.** Every sign and all parts, portions and materials shall be manufactured, assembled, and erected in compliance with all applicable state, federal and City regulations, including the City's adoption of the California Building Code.
2. **Maintenance of Signs.** Every sign and all parts, portions and materials shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other non-maintained or damaged portions of a sign shall be repaired or replaced within fifteen days following notification by the City. Noncompliance with such a request will constitute a nuisance condition and zoning violation and will be enforced as such.
3. **Sign Removal or Replacement.** When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure. This provision does not apply to routine maintenance.

When there is a change or discontinuance of a business or occupancy such that a sign no longer properly identifies a place of business or occupancy, the sign must be removed or the name of the prior business or occupant either removed, or the sign face covered in a manner that blends with the building or supporting structure within 60 days of the change or discontinuance of a business or occupancy. Within 30 days of the removal of a sign from a building or from the grounds of the premises if a freestanding sign, the building or the grounds of the premises must be repaired and restored to remove any visible damage or blemish left by the removal of the sign.

J. Public Directional Signage Program

1. **Generally.** All new off-premise commercial message signage is prohibited within the City. Existing off-site commercial message signs (e.g. billboards) are considered legal non-conforming signs as regulated by Section 90-990 of the HMC. However, under the City's authority and capacity as proprietor of City property, the City has created a program for off-premise directional signage for certain uses and activities on side streets off of Florida Avenue and State Street. Such program is

adopted by resolution and may be updated from time-to-time as deemed necessary and appropriate by the City Council. The program shall, at a minimum, specify the following:

- a) Uses which qualify for the off-premise directional signage program.
- b) Development standards, design, and allowable copy for off-premise directional signage.
- c) Allowable locations for the off-premise directional signage.
- d) A process for determining which businesses, establishments, developments, and other uses are allowed to be listed in the signs.
- e) An administration process for the program, including establishment of a fee schedule.
- f) Any other elements of the program deemed necessary and appropriate by the City.

K. Legal Nonconforming Signs

1. **Generally.** In order to limit the number and extent of legal nonconforming signs created by the adoption of this article, it is the intent to permit nonconformities to continue until they are removed, but not to encourage their survival. Therefore, a sign existing before the effective date of the original ordinance codified in this article, or existing on the date of any amendment to this article or a zone change or annexation to the City, may be used in accordance with other provisions of this article, provided that no such legal nonconforming sign may be enlarged, expanded, extended, altered, moved, reestablished after abandonment, or restored after destruction, except that the text or sign face of a legal nonconforming sign may be changed as long as there is no change in area or sign structure.
2. All signs which do not meet the requirements of this article but which have been previously approved by the City and issued a lawful permit shall be deemed nonconforming signs and shall either be removed or brought up to code when a substantial alteration to the sign is made (e.g. a new sign permit is required). For purposes of this section, a “substantial alteration” shall be defined as repair or refurbishing of any sign that alters its physical dimensions, height or replaces any integral component including, but not limited to alterations to exterior cabinets, bases or poles. In addition, substantial alteration shall also include any repair or refurbishing of sign that exceeds fifty percent of the depreciated value of the sign and structure, but excepting customary maintenance. “Customary maintenance” shall be defined as any activity or work performed for the purpose of actively maintaining the sign in its existing approved physical configuration and size dimensions at the specific location approved by the City and includes the following:
 - a) Repainting the sign text, cabinet or other component of the sign without changing the advertising message; or
 - b) Routine replacement of border and trim with substantially the same colors and materials.

3. A nonconforming sign may continue to be used provided no additions or enlargements are made thereto and no structural alterations are made therein, except as permitted for customary maintenance in subsection 90-088 B of this code. If said nonconforming sign is destroyed or removed, or ceases to be used for the use in existence as of the effective date of the ordinance codified in this article, every future sign shall be in conformance with the provisions of this article.
4. It shall be the responsibility of the owner of any premises containing a legal nonconforming sign (including a sign painted directly upon the surface of a structure) to remove said nonconforming sign within ninety (90) days of cessation of business at that location.
5. In accordance with California Business and Profession Code section 5499, no legal nonconforming sign will be required to be removed on the sole basis of its height or size if special topographic circumstances would result in a material impairment of visibility of the sign or the owner's or user's ability to adequately and effectively continue to communicate to the public through the use of the sign. The owner or user may maintain the sign at the premises and at a location necessary for continued public visibility at the height or size at which the sign was previously lawfully erected pursuant to all applicable codes, regulations and permits. Any such sign will be deemed to be in conformance with this article.