



# SIGN REVIEW SUBCOMMITTEE AGENDA

## SPECIAL MEETING

Thursday, October 21, 2010  
4:00 P.M.  
Upright Conference Room  
27215 Base Line  
Highland, California

## SUBCOMMITTEE MEMBERS

JODY SCOTT, MEMBER

JOHN TIMMER, MEMBER

RANDY HAMERLY, MEMBER

MICHAEL STOFFEL, MEMBER

RICH BLANCO, MEMBER

JEFF STOFFEL, MEMBER

## CITY OF HIGHLAND MISSION STATEMENT

Highland is dedicated to the betterment of the individual, the family, the neighborhood and the community. The City Council and the staff of Highland are dedicated to providing the quality of public facilities and services that its citizens are willing to fund and will do so as efficiently as possible.

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*Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the City of Highland to all or a majority of the [legislative or other body] less than 72 hours prior to that meeting are available for public inspection at Highland City Hall, 27215 Base Line, Highland, during normal business hours.*

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**SIGN REVIEW SUBCOMMITTEE**  
October 21, 2010 – 4:00 p.m.

**CALL TO ORDER**

- 1. Review Minutes of June 3, 2010 Meeting  
ACTION:
  
- 2. Review Minutes of July 13, 2010 Meeting  
ACTION:
  
- 3. Review of "Draft" Sign Regulation Ordinance (Update to Land Use and Development Code Title 16, Chapter 16 56)  
ACTION:

**ADJOURN**

I, Brandy Littleton, Administrative Assistant I, of the City of Highland, California, certify that I caused to be posted this Agenda on the 18th of October 2010 by 5:30 p.m in the following designated areas:

City Hall  
27215 Base Line

Highland Branch Library  
7863 Central Avenue

Highland Police Station  
26985 Base Line

  
\_\_\_\_\_  
Brandy Littleton, Administrative Assistant I

**MINUTES**  
**SIGN CODE SUBCOMMITTEE**

June 3, 2010 – 4:05 p.m.

**CALL TO ORDER**

The Special meeting of the Sign Code Subcommittee of the City of Highland was called to order at 4:05 p.m. at the Upright Conference Room, 27215 Base Line, Highland, California.

**ROLL CALL**

Present: Timmer, Scott, M. Stoffel, J. Stoffel, Blanco (4:20)

Absent: Hamerly

**ITEMS**

1. Review Minutes of March 18, 2010 Meeting

Minutes from the March 18 meeting were approved. John Timmer made the motion and Mike Stoffel seconded. All members present voted in favor of the motion.

2. Review of "Draft" Sign Regulation Ordinance (Update to Land Use and Development Code Title 16, Chapter 16.56)

Staff advised the Subcommittee of the comments received on the draft sign code from the City Attorney. The comments were primarily housekeeping and format based, not substantive. Staff indicated they would provide a copy of the City Attorney's comments to the Subcommittee. The Attorney's comments had been incorporated into the draft ordinance which was included in the packet.

1. The Subcommittee noted that the billboard provisions had not been included in the draft ordinance. The Subcommittee wanted to make sure that these were reviewed and addressed. They will be included in the draft ordinance distributed for the next meeting.
2. The Subcommittee discussed the Political sign section. They asked that each section of the Temporary Sign Section be made into a separate section so it could be more easily found in the table of contents. It was also recommended that the maximum sign size for a political sign be increased to 32 square feet and that the property owner signature provision be removed as it was unenforceable.
3. Section 16.56.140 was discussed again as a carryover from the March 18 meeting. After significant discussion the following recommendations:
  - a. Do not allow any new pole signs
  - b. All existing pole signs that have not lost their non-conforming rights can remain for up to 10 years. Once an existing pole sign has been abandoned, it must be removed after 180 days.

- c. Staff is directed to prepare a sign inventory for all existing pole signs and their condition.
  - d. Existing signs can be maintained. The Subcommittee wanted to allow existing pole signs to be upgraded by the property owner/tenant if they so chose, acknowledging that this would not extend the life of the sign unless it was made conforming to the adopted sign code.
  - e. It was agreed that staff would discuss this approach with the City Attorney and bring the matter back to the next meeting.
4. In Section 16.56 060 Monument and Pedestal sign, the Subcommittee asked that an incentive program be developed that would encourage property owners with existing signs to want to upgrade their signs with a Sign Program for the parcel or multiple owner parcels

*Subcommittee Member Jody Scott left the meeting at 5:30 pm*

- 5 Section 16.56.090 Flags – The Subcommittee directed staff to amend the ordinance to provide that in any business or industrial zone that more than one flag pole could be permitted on a parcel even for flags that were smaller than 15 square feet in size. Make this provision in the Tables on page 17 and delete subsection C
- 6 The next meeting will pick up the review process at Section 15 56.160 and page 23. The next meeting is scheduled for Thursday, June 24 at 4:00 pm

**ADJOURN**

There being no further business the meeting was adjourned at 5.50 p.m.

*Submitted by:*

*Approved by:*

  
\_\_\_\_\_  
*Brandy Littleton, Administrative Assistant I*

\_\_\_\_\_  
*Subcommittee Member*

**MINUTES**  
**SIGN CODE SUBCOMMITTEE**  
July 13, 2010 – 4:00 p.m.

**CALL TO ORDER**

The Special meeting of the Sign Code Subcommittee of the City of Highland was called to order at 4:03 p.m. at the Upright Conference Room, 27215 Base Line, Highland, California.

**ROLL CALL**

Members present: Jody Scott, John Timmer, Randy Hamerly, Mike Stoffel, Rich Balco, Jeff Stoffel

Staff present: John Jaquess, Larry Mainez, Bruce Meikle

Absent: None

**ITEMS**

1. Review Minutes of June 24, 2010 Meeting

Minutes were approved Motioned by Jody Scott and seconded by Jeff Stoffe. The vote was unanimous.

2. Review of "Draft" Sign Regulation Ordinance (Update to Land Use and Development Code Title 16, Chapter 16 56)

Craig Steele, City Attorney – Discussion of legal issues for Sign Code Issue – Non-Conforming Signs status (legal signs)

Question – How to amortize sign to get back investment

Billboard – Seven years is minimum period. City can set reasonable time frames for amortization based on value and local policies and goals

Discussion of 180 day period for abandonment of use. Question is how to determine when the 180 day period starts.

How do people find out what potential non-conforming issues may be there when they want to purchase a property?

Focus on pole signs.

Needs a way to advise new purchaser/tenant of non-conforming signs

Do an inventory of all pole signs before sign code goes to public hearing.

Send a certified letter to all property owners affected by sign code change for pole signs in particular

Recommend adoption of a non-conforming use period to amortize pole signs to be seven (7) years.

Jody Scott proposed that the City needs to charge offenders for removal of illegal signs

Off Site signs (Billboards)

Suggest dealing with these types of signs separately from a standpoint of amortizing non conforming billboards.

Add language to Sign Code which would delete off-site advertising signs from all land use districts in Highland. Continue to provide for smaller kiosk sign program as administered by the City of Highland.

Page 20 - delete reference to Base Line Corridor

Page 14 – develop incentives to encourage replacement of pole signs  
Replace existing sign – propose fee waiver, not size increase  
Create incentive for combining pole signs on multiple properties into a single multi-tenant sign

Page 22 – correct language for projecting signs – provide a narrative for historic signs

Page 9 – There was agreement by the Committee on language proposed by staff for placement of banners.

Next Meeting will be scheduled for final draft review when graphics are available.

**ADJOURN**

There being no further business the meeting was adjourned at 6:28 p.m.

*Submitted by*

*Approved by:*

  
\_\_\_\_\_  
Brandy Littleton, Administrative Assistant I

\_\_\_\_\_  
Subcommittee Member



## Sign Code Subcommittee

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City of Highland  
27215 Base Line, Highland, CA 92346  
Telephone (909) 864-8732 FAX (909) 862-3180

DATE: October 21, 2010  
TO: Sign Code Subcommittee  
FROM: Bruce Meikle, Senior Planner  
RE: Sign Code Subcommittee Meeting

### Review of the Final Working Draft

Attached for the Subcommittee's review is the final working draft of the Sign Code, including graphics, which incorporates the revisions requested by the Subcommittee.

**Chapter 16.56**  
**SIGN REGULATIONS**

**Sections:**

16.56.010 Intent.

16.56.020 Administration.

16.56.030 Definitions [Refer to Chapter 16.06, Definitions]

16.56.040 Sign standards.

16.56.050 Temporary signs,

temporary signs and banners, temporary posters,  
temporary political signs, temporary on-site construction announcement  
signs, and temporary signs in residential districts.

16.56.060 Freestanding monument business identification signs.

16.56.070 Building-mounted nondirectory signs.

16.56.080 Window signs and displays.

16.56.090 Flags.

16.56.100 Neighborhood identification signs.

16.56.110 Directory signs.

16.56.120 Public safety signs.

16.56.130 Directional signs.

16.56.140 Village commercial district signs (Historic District).

16.56.150 Freeway-oriented community business signs.

16.56.160 Electronic changeable-copy signs.

16.56.170 Kiosks, on-site subdivision and on-site commercial real estate signs.

16.56.180 Comprehensive sign program.

16.56.190 Nonconforming Pole Signs

16.56.200 Violations.

16.56.210 General penalty.

**16.56.010 Intent.**

A. Signs are an essential element of any community. They contribute significantly to its visual quality, thus influencing perceptions of that community. In communities where there has been an uncontrolled proliferation of signs, the result has often been clutter, confusion and visual blight to the detriment of that community's image and to its economic development. However, under proper regulation, signs may be designed and displayed so as to both effectively convey their intended message and to help create a community which is well organized and visually appealing.

B. It is the intent of this chapter to regulate proposed and existing signs in the city in order to protect Highland's physical and economic environment, to implement the policies of the general plan, and to promote the public health, safety and general welfare.

1. General Objectives. The provisions of this chapter are intended to:

- a. Ensure that signs serve primarily to identify the establishment on the site and to direct persons to various activities and enterprises, in order to provide for the maximum public convenience;
- b. Ensure that signs are compatible and harmonious with their surroundings and adjacent land uses;
- c. Ensure that signs are expressive of the identity of the individual properties and of the community as a whole;

- d. Avoid traffic hazards by minimizing visual competition among signs; maintaining clear public rights of way, and by providing clear identification of businesses;
- e. Encourage signs which are well designed and attractive in appearance and to provide incentives and latitude for variety, innovation, pleasing design relationships and spacing;
- f. Provide a reasonable system of controls for signs to ensure the development of a high quality visual environment.

**16.56.020 Administration.**

**A. Compliance Required.**

- 1. No person, business, organization or entity of any kind whatsoever shall place, erect or maintain or cause or allow to be placed, erected or maintained any sign or sign structure, contrary to or in violation of any of the provisions of this chapter.
- 2. Any sign or sign structure which is erected or displayed in violation of this Code and is being poorly maintained or repaired in violation of this code shall be taken down, removed or altered. It shall be the responsibility of the owner, agent, or person having the beneficial use of the building or structure or land upon which such sign or sign structure may be found to take down, remove or alter the sign or sign structure so as to comply with this chapter.

**B. Sign Permits and Review.**

- 1. **Permits Required.** No sign or sign structure shall be placed, erected or maintained within the City without the prior issuance of a sign permit, or other permit required by this chapter, unless such sign is specifically exempted by this title or City ordinance. Building and electrical permits shall be obtained as required. Any sign or sign structure placed, erected or maintained without all required permits and not exempted by this title or City ordinance shall be illegal and declared a public nuisance.
- 2. **Permit Applications.** Applications for sign permits or for approval of comprehensive sign programs shall be made on forms provided by the Community Development Director, and shall be accompanied by plans and exhibits as required by the Community Development Director. Within 30 days of the City's receipt of a sign application, the Community Development Director shall inform the applicant as to the completeness of the submittal and of additional materials required, if any. No sign application shall be forwarded to the appropriate reviewing authority for approval, or approval subject to modifications, until the applicant has submitted a complete application, as determined by the Community Development Director.
- 3. **Review and Decision.** The reviewing authority as provided in this Chapter shall determine whether the proposed sign or planned sign program conforms to the provisions of this chapter and shall accordingly approve, approve subject to modifications and/or conditions, or deny the sign application.

**C. Noncommercial Signs.** In each instance and under the same conditions to which this chapter permits any sign, in-lieu of that sign a noncommercial sign constructed to the same physical dimensions and character shall be permitted.

**D. Written Authorization.** Written authorization shall be required from the owner of the premises prior to placing, erecting or maintaining a sign or sign structure on any property with the exception of temporary political signs which require the Applicant to self certify they have obtained a property owner's permission to use their property.

E. Review Responsibilities.

1. Community Development Director. The following signs shall be reviewed by the Community Development Director:
  - a. All signs conforming to a comprehensive sign program previously approved by the Planning Commission.
  - b. Freestanding directional signs (e.g., parking lot entry signs) under four square feet in area and four feet in height.
  - c. Temporary signs.
  - d. Under-canopy or other pedestrian oriented signs.
  - e. Kiosks, on-site subdivision and on-site commercial real estate.
2. Planning Commission. The following signs shall be reviewed by the Planning Commission:
  - a. Comprehensive sign programs.
  - b. Freeway-oriented community business signs.
  - c. Electronic changeable-copy signs.
  - d. Business identification signs – including freestanding monument and pedestal signs and building mounted signs.
  - e. Signs within the Village Commercial District.
  - f. Flags larger in size and height than specified herein.
3. Street Banners Street banners shall be consistent with a city's approved street banner program.
4. Off-site advertising displays shall be reviewed and approved in accordance with HMC 16.56.

F. Interpretations. In all sign applications, where a matter of interpretation or conflict between more than one element of this Chapter arises the more specific definition or interpretation or the more rigorous standard shall prevail. Whenever the Community Development Director determines that the application of any provision for this chapter is uncertain, the issue shall be referred to the Planning Commission for determination.

G. Appeals. Appeals of the issuance, denial, renewal, nonrenewal or revocation of any sign permit, and the appeal of any determination made pursuant to this chapter, shall be made in writing pursuant to the provisions of HMC 16.08.210.

1. The Planning Commission shall consider appeals of all staff decisions regarding on-site signage and temporary signs upon receipt of the appeal with accompanying staff report from the Community Development Director.
2. The City Council shall consider appeals of all Planning Commission decisions regarding on-site signage and temporary signs upon receipt of the appeal and accompanying staff report from the Community Development Director.
3. Appeals of decisions regarding off-site advertising displays shall be filed in writing with the

City Clerk and heard by the City Council within 40 business days following receipt of the written appeal.

4. All decisions on appeals of the issuance, denial, renewal, nonrenewal or revocation of any permit which involves the applicant or permittee's asserted First Amendment Rights shall be finally determined by the reviewing body within 40 business days following receipt by the City Clerk of the written appeal, and shall become final five business days after mailing of the notice of determination. Following any final decision regarding the issuance, denial, renewal, nonrenewal or revocation of a permit authorized by this chapter, the applicant may seek prompt judicial review of such decision in a court of competent jurisdiction as provided by law, pursuant to California Code of Civil Procedure Section 1094.5 et seq., and pursuant to the expedited judicial review set forth in California Code of Civil Procedure Section 1094.8.

H. Signs and Displays Previously Approved. Signs and displays which were lawfully placed or erected prior to the effective date of the ordinance codified in this chapter, and which do not conform to this chapter shall be existing, legal nonconforming signs. All such signs may be continued, maintained, and repaired so long as the sign is not expanded, abandoned or structurally altered. A permit may be issued for any such sign destroyed by earthquake, fire or other misadventure if such destruction / damage does not exceed fifty percent (50%) of the overall sign and sign structure value as determined by the Building Official, so long as written application for a permit to reconstruct the sign is filed with the City within ninety (90) calendar days of its destruction / damage.

I. Illegal Signs. The following signs and sign structures shall be considered illegal.

1. Unsafe Signs or Sign Structures. An unsafe sign or sign structure shall be a sign or a sign structure determined by the Building Official to be a danger to the public health, safety or welfare or which could create a potential hazard.
2. Abandoned Signs and Sign Structures. An abandoned sign or sign structure shall be a sign or sign structure remaining in place or not maintained for a period of 180 days which no longer advertises or identifies an ongoing business product or service available on or off the premise where the sign or sign structure is located.
3. Illegally Erected Signs and Sign Structures. A sign or sign structure shall be illegally erected if it violates any provision of this chapter including, but not limited to, a sign or sign structure which does not have required permits, or a sign or sign structure which has been erected without first complying with all ordinances and regulations in effect at its time of construction and erection or use. No sign or sign structure that was unlawfully placed or erected at any time shall by virtue of the adoption of this chapter, become conforming or legal.
4. All illegal signs and sign structures are hereby deemed to be public nuisances.

J. Prohibited Signs and Sign Structures. The following types of signs are prohibited within the city of Highland:

1. Signs or sign structures having any animated, moving or rotating parts, including signs that have alternating messages that change more than once an hour, unless expressly permitted in this chapter. Notwithstanding the above, time and temperature displays may be permitted in non-residential zoning districts.
2. Flashing or otherwise light-animated signs which contain or are illuminated by lights which are intermittently on and off, change in intensity, or which create the illusion of flashing in any manner.
3. Signs which make audible recorded or programmed sounds.

4. Signs or sign structures which by color, wording, design, location or illustration, resemble, obscure, imitate or otherwise limit the effectiveness of traffic control signs or devices.
5. Signs or sign structures which create a potential safety hazard by obscuring a clear view of pedestrian or vehicular traffic, or which block or impede vehicular or pedestrian traffic in the public right-of-way.
6. Balloons and/or other inflatable devices, tethered or not, used to draw attention to a use or event.
7. Flags, pennants, streamers, spinners, festoons, windsocks, valances, or similar displays, temporary or permanent, unless expressly permitted in this chapter.
8. Moveable or portable signs or sign structures, including signs attached to or painted on trailers or vehicles parked on public or private property for the purpose of gaining unauthorized sign area.
9. Signs or sign structures placed within, on, or over public right-of-way, on public land, or on utility poles, unless expressly permitted in this chapter.
10. Signs or sign structures drawn or painted onto or otherwise affixed to trees or rocks.
11. Building-mounted signs or sign structures placed on or above the eave line of a pitched or mansard roof, or above the top of wall of a building with a flat or parapet roof, unless expressly permitted in this chapter.
12. Luminous tube (neon or similar technologies) lighting outlining a building or structure.
13. Translucent, backlit plastic awnings.
14. Pole-mounted signs.
15. Off-site advertising signs and displays; except as provided for freeway-oriented community business signs and kiosks as defined in Chapter 16.06 HMC.
16. Cabinet signs or canned signs. An exception hereto may be granted by the Planning Commission when the display is an integral part of the design character of the activity to which it relates and part of an approved comprehensive sign program.
17. Any sign or sign structure not specifically permitted in this chapter, unless determined by the Planning Commission to be a permitted sign or sign structure.

K. Removal of Abandoned Nonconforming or Illegal Signs.

1. Any temporary sign not removed at the conclusion of approved period of such sign may be removed by the City and returned to the owner or lawfully disposed of in compliance with applicable law.
2. Any abandoned nonconforming or otherwise illegal sign may be removed by the City and returned to the owner or lawfully disposed of not earlier than fifteen (15) days after expiration of the City's notification to the owner to remove such sign.
3. All cost incurred by the City in the removal of any abandoned or illegal sign as a public nuisance may be assessed to the property owner or individual responsible for the placement of such sign pursuant to the applicable notice and hearing procedures of the Highland Municipal Code.

L. Enforcement. It shall be the duty and authority of the Community Development Director or his designee to enforce the provisions of this chapter.

**16.56.030 Definitions [Refer to Chapter 16.06, Definitions].**

Refer to Chapter 16.06. for definitions of Sign Regulations.

**16.56.040 Sign standards.**

The following design criteria shall be used by the reviewing authority in order to determine if a proposed sign is consistent with the intent of this chapter and with the policies of the general plan.

A. Identification. Major identification signs shall serve primarily to identify the name or type of business or other land use.

B. Architectural Context. Sign design shall harmonize with the architectural design and details of the building it serves, with other signs on the building, with the building's surroundings, and with the business or other activity that the sign identifies. Further, signs shall not cover or obstruct significant architectural elements.

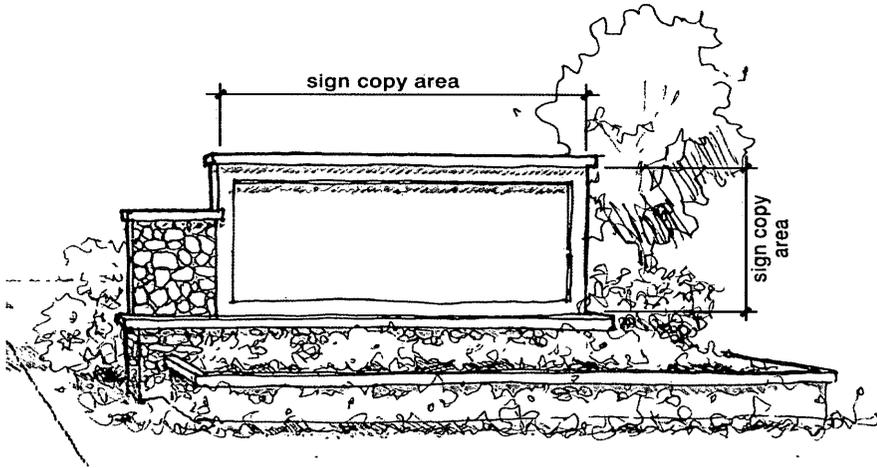
C. Design Elements. The following design elements shall be addressed:

1. Materials. Creativity in use of materials is encouraged. Durable materials which are compatible in appearance with the building supporting or identified by the sign shall be used.
2. Colors. Sign colors should harmonize with the building it serves, adjacent landscaping and buildings, and signs of adjacent businesses.
3. Size. Size and height shall be appropriate to the distance from which the sign is normally viewed from the nearest public right-of-way. It shall be in scale and balance with the building it serves and with nearby buildings and streetscapes.
4. Letter Style. Simple lettering styles should be used for ease of identification. Legibility shall take priority over complexity in the design of the sign face.
5. Illumination. Illuminated signs shall be lighted to the minimum level required to ensure adequate nighttime readability. Specific illumination levels shall be in accordance with HMC Section 16.40.160 and 16.48.080.
6. Landscaping. Freestanding signs shall be located in a landscaped area, flanking all sides of the sign, which is of a shape, design and size equal to at least the area of the sign face and that is in scale with the overall proportions of the sign and its support structures. The landscape material around the base of the sign shall not obscure the lettering on the sign.
7. Signs should not detract from the visibility of other signs on or adjacent to the site where the sign is placed.

D. Sign Area Measurement. For the purposes of this chapter, sign size shall mean the sign area. Such area shall be more specifically defined as follows.

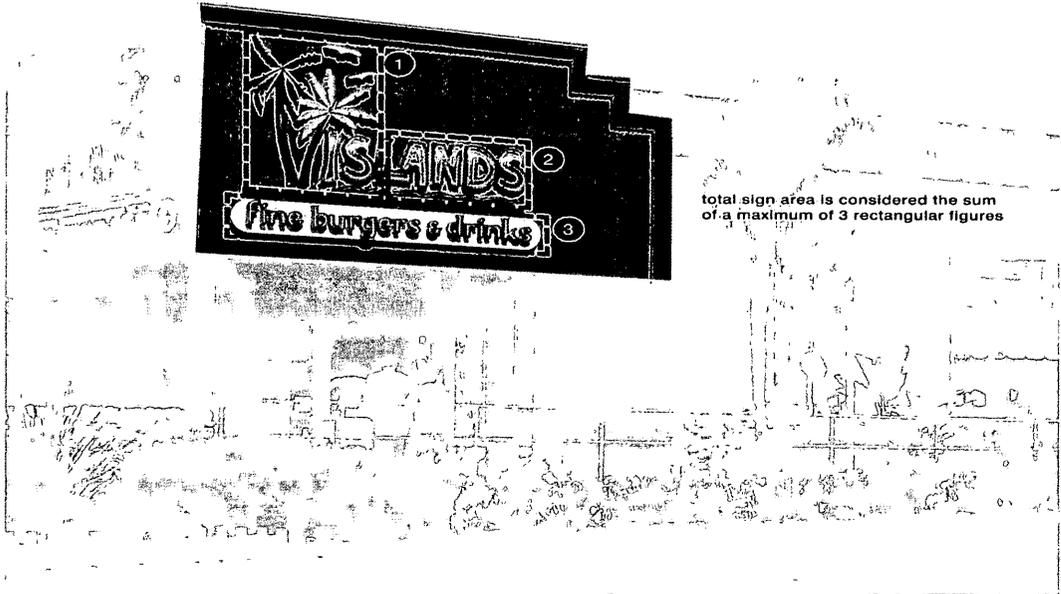
1. Sign Copy Area. Sign copy area shall be defined as the entire area of the sign face, including nonstructural perimeter trim and excluding architectural detailing, support structures and uprights on which the sign is supported as illustrated in Figure 16.56.040.A.

Figure 16.56.040.A – Sign Copy Area



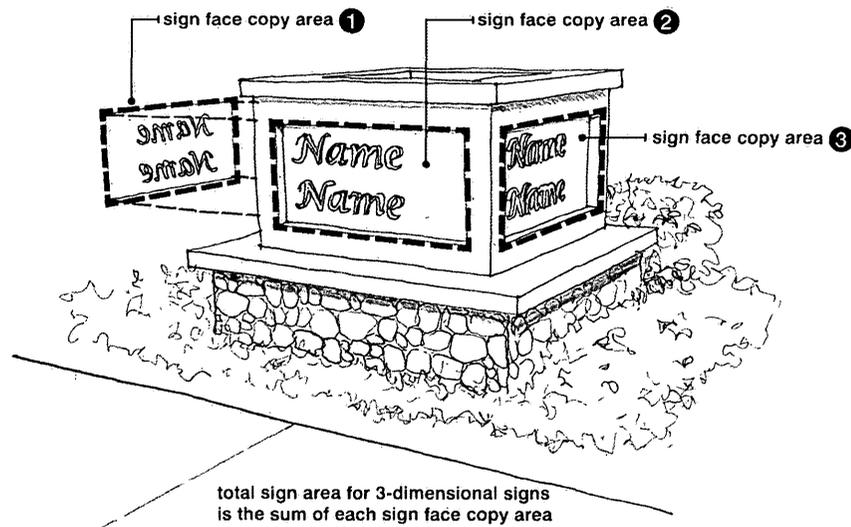
- 2. Window Signs. "Window area" shall be computed by calculating each window pane or panel. The area shall be separate for each building face and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.
- 3. Building-Mounted and Wall Signs with Individual Letters. The area of building-mounted or wall signs composed of individual letters affixed to a building or wall shall be considered to be the total aggregate area within a maximum of three rectangular figures which enclose and connect the extreme limits of up to three message areas consisting of any writing, representation, emblem or any figure or similar character as illustrated in Figure 16.56.040.B.

Figure 16.56.040.B – Area of Building Mounted Signs



4. Wall Sign Panel. If a sign panel is inserted into a wall, the area of the panel shall be considered to be the sign area.
5. Double-Faced Signs. If a sign has sign faces which are placed back to back, no more than two feet from one another, its sign area shall be considered to be the area of the larger face if the two faces are of unequal area. If, for example, the maximum permitted sign area is 20 square feet, a double faced sign may have an area of up to 20 square feet on each face. If the sign faces are not placed back to back within two feet of one another, the sum of all sign faces shall be included in determining the area of the sign.
6. Three-Dimensional Signs. If a sign has three or more faces, its sign area shall be considered to be the sum of the areas of each individual face as illustrated in Figure 16.56.040.C. Thus, if a sign has four faces and the maximum permitted sign area is 20 square feet, the maximum allowable area for each face is five square feet.

**Figure 16.56.040.C - Three-Dimensional Signs**



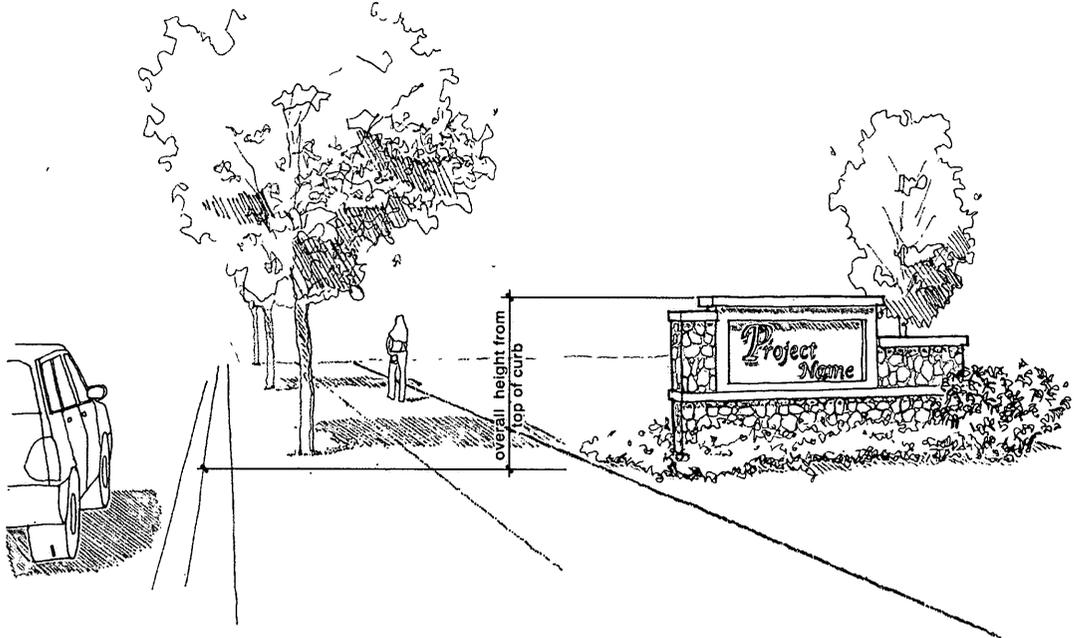
7. V-Shaped Signs. If a sign is V-shaped, with an angle joined between the two adjoining faces, its sign area shall be the sum of the areas of the two sign faces.
8. Separated-Panel Signs. The sign area of separated panel signs, i.e., those signs having empty spaces between copy panels, shall be considered to be the entire area encompassed by the sign face, including the empty spaces between panels.
9. Signs Painted on Buildings. Any sign painted on a building shall be included in the calculation of the total sign area for the site upon which it is placed.

**E. Sign Height Measurement.**

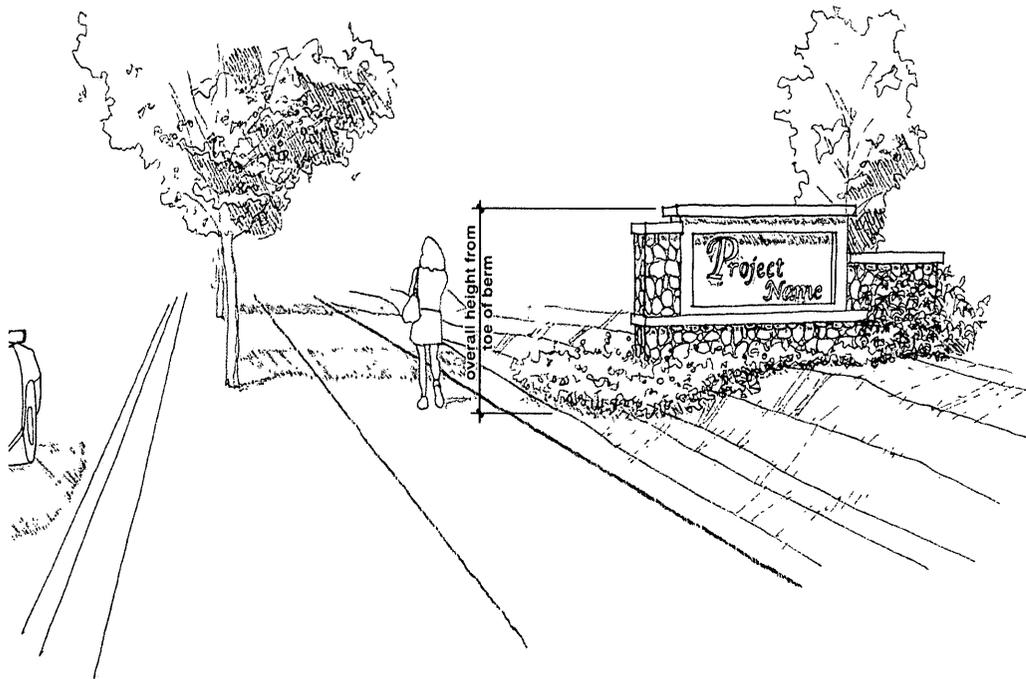
1. Building-Mounted Signs. The height of a building-mounted sign shall be measured from the average finish grade directly beneath the sign.
2. Freestanding Signs (Monument and Pedestal Signs). Sign height for freestanding signs shall mean the greatest vertical distance, between top of the sign, including any accompanying architectural

features of the sign, and the average elevation as measured at the top of curb of the nearest street as illustrated in Figure 16.56.040.D. However, if the sign is constructed upon an artificial berm, the height of the sign, as measured from the toe of the slope or berm, as illustrated in Figure 16.56.040.E, shall not exceed the maximum sign height permitted for that district or type of complex. The height of a freestanding sign may be modified through a comprehensive sign program for the site approved by the Planning Commission.

**Figure 16.56.040.D - Freestanding Signs**

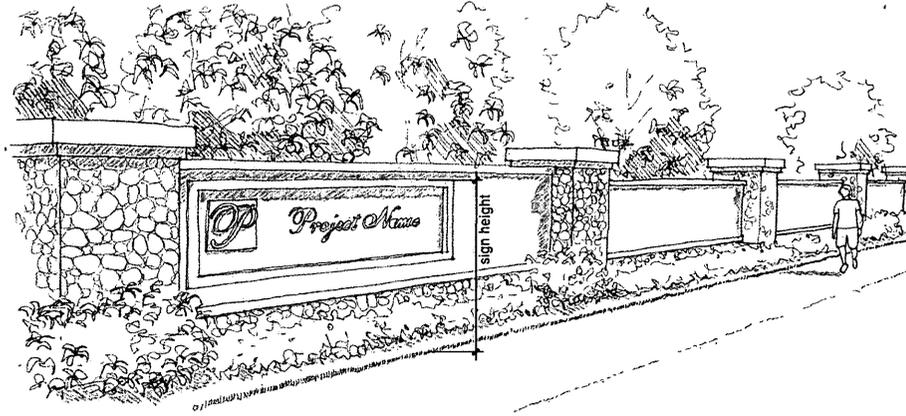


**Figure 16.56.040.E - Freestanding Signs on a Berm**



3. Signs on Walls. Sign height for signs on walls (freestanding walls not a part of a building wall) shall mean the distance between the top of the sign panel inserted or placed on the wall and the adjacent grade as illustrated in Figure 16.56.040.F.

**Figure 16.56.040.F - Signs on Walls**



**F. Sign Location.**

1. By District. Signs shall be located in accordance with the provisions for each land use district, type of development, or type of sign.
2. No Off-Site Signs. All signs shall be located on the same premises as the land use or activity identified by the sign, unless expressly permitted to be off-site in this chapter.
3. Utility Lines. No sign shall be located closer to overhead utility lines than the distance prescribed by California law, or by the rules duly promulgated by agencies of the state, or by the applicable public utility.
4. Traffic Safety. No sign shall be located in such a manner as to obstruct free and clear vision of pedestrian and vehicular traffic.
5. Public Right-of-Way. No sign shall be located within, over, or across a public right-of-way, unless expressly permitted in this Code or applicable State law.

**G. Sign Illumination.**

1. Illumination Levels. The sign permittee shall be required to adjust a sign's illumination level if it is determined by the Director to be excessive as the result of the city's evaluation. Illumination shall be considered excessive if it is substantially greater than the illumination of other nearby signs, if it interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign, if it directs glare toward streets or motorists, or if it adversely impacts nearby residences or neighborhoods. Illumination levels shall be indicated on the sign plan.
2. Externally Illuminated Signs. The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties. Externally illuminated signs shall be subject to illumination level review.

H. Sign Maintenance.

1. Every sign and sign structure within the city shall be maintained in good, safe structural and physical condition. All signs, together with supports, braces, guys, anchors, and electrical components, shall be kept in safe, presentable and good structural condition.
2. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required.
3. The Building Official may order the repair or removal of any sign determined by the Building Official to be unsafe, defective, damaged, or substantially deteriorated.

**16.56.050 Temporary signs.**

A. Temporary Sign Permit Required.

1. Unless noted otherwise, a temporary sign permit (TSP) and/or a garage sale permit shall be required prior to the placement of all temporary signs which contain advertising copy and are over six (6) square feet in area. The TSP applicant shall obtain the permit from the City of Highland Community Development Department. A valid temporary sign permit shall be displayed on the premises where the temporary sign is located and shall be produced upon request.
2. Temporary signs shall comply with the requirements as set forth in Tables 16.56.050.A. thru 16.56.050.E.

B. Temporary Signs or Banners.

1. No permit is required for a temporary sign or banner which is less than six (6) square feet in area and displayed for 7 days or less.
  - a. Regardless of size or length of time on display, temporary signs or banners shall not be affixed to trees or rocks.
  - b. Temporary signs or banners shall not be erected on a parkway or median or within the public right-of-way, except for street banners which are consistent with the city's approved street banner program.

**Table 16.56.050.A  
Temporary Signs and Banners.**

Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Temporary Sign Permit Required	One (1) temporary sign or banner is allowed per business suite or space per street frontage	The total aggregate area of a temporary sign or banner shall not exceed ten percent (10%) of the area of the storefront to which such temporary sign or banner is attached, or one-hundred (100) square	Temporary signs or banners shall only be attached to an exterior wall of the building.  Temporary signs or banners shall not be hung from awnings or other structures extending from a building.	A business is permitted to display a temporary sign or banner for three (3) separate thirty (30) day periods for a total of ninety (90) days during a one (1) year period of time  The one (1) year period of time starts from the date a temporary sign permit is issued to a business.

		feet, whichever is less.		
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C. Temporary Posters.

**Table 16.56.050.B  
Temporary Posters.**

Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Temporary posters pertaining to future limited-term events which will be held within thirty (30) days of the placement of such poster may be permitted without a Temporary Sign Permit.	One (1) temporary poster allowed per business suite or space per street frontage	Twelve (12) square feet or if mounted in a window 25% of aggregate area of the window	A business's temporary posters shall only be attached to an exterior wall of the first floor of a building or a first floor window.  Temporary posters shall not be hung from awnings or other structures extending from a building.	Temporary posters include those signs mounted or affixed to the window or interior wall-mounted signs within three (3) feet from any window and legible from off the building site.  Temporary posters shall have a professional appearance.

D. Temporary Political Signs.

1. A temporary political sign is defined as any noncommercial sign that indicates any one or a combination of the following:
  - a. The name and/or picture of an individual seeking election or appointment to a public office, or
  - b. Reference to a clearly identified ballot measure, and
  - c. Any relation to a forthcoming public election.

**Table 16.56.050.C  
Temporary Political Signs.**

Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Temporary Sign Permit required for any political sign that exceeds six (6) square feet in area.	NA	Thirty-two (32) square feet in area	See Additional Information to the right.	No temporary political signs shall be posted more than 45 days before the election. All temporary political signs shall be removed within 10 days after the election.  For the purposes of this chapter, temporary political signs shall comply with the height and location requirements

				<p>of the zone in which they are located.</p> <p>The Applicant shall self certify that they have the approval of the property owner of the premises prior to placing, erecting or maintaining a temporary political sign on any property.</p>
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E. Temporary On-Site Construction Announcement Signs in all Districts.

**Table 16.56.050.D  
Temporary On-Site Construction Announcement Signs.**

Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Temporary Sign Permit Required	3 signs per parcel	Sixteen (16) square feet in area	6 FT	<p>On-site construction signs may be posted after issuance of first building permit, and for each phase of construction thereafter</p> <p>On-site construction announcement signs shall be removed upon issuance of the first occupancy certificate for the project referred to on the sign, and for each phase of construction thereafter.</p>

F. Temporary Signs in Residential Districts.

**Table 16.56.050.E  
Temporary Signs in Residential Districts.**

<b>Temporary Garage / Yard Sale Signs</b>				
Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Garage/Yard Sale Permit required	One double faced sign per parcel	Six (6) square feet in area	5 FT or 4 FT if placed in front yard or side street setback area	<p>Temporary garage / yard sale signs may be posted 24 hours before a garage/yard sale but must be removed immediately following the sale and can only be posted on the premises where the garage/yard sale is being held.</p> <p>Such signs shall not be placed on public property or within a public right-</p>

				of-way.
<b>Temporary Signs</b>				
Permit Type	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
No permit required	One double faced sign shall be permitted per street frontage of a lot.	Six (6) square feet in area	5 FT	Temporary real estate signs shall be permitted to remain while the property is for sale or in escrow but shall be removed when the property referred to is no longer for sale, rent, or lease.  See Notes below
<b>Temporary Model Home Signs</b>				
Temporary Sign Permit required	As approved by the Community Development Director	Twenty (20) square feet in area	As approved by the Community Development Director	Temporary Model Home Signs shall be installed on -premises.  Model Home Signs can be building mounted or freestanding.  Model Home Signs shall only be posted while the property is for sale, rent, or lease.

Notes: 1) Riders, which provide additional information may be attached to the primary sign or sign post as long as the total sign area does not exceed the maximum area allowed.

2) Freestanding, on-premises, "Open House" signs with a maximum area of 3 square feet and a maximum height of 3 feet shall be permitted between the hours of 9:00 a.m. and sundown daily.

3) Freestanding, off-premises, directional "Open House" signs with a maximum area of 3 square feet and a maximum height of 3 feet shall be permitted between the hours of 9:00 a.m. and sundown daily. Prior to placing sign on any property, authorization is required from the owner of the property where the sign is to be located.

**16.56.060 Monument and Pedestal signs (Freestanding business identification signs).**

A. The Planning Commission shall review and may issue sign permits for monument and pedestal signs with the following maximum dimensions in all commercial, business park, office professional and industrial zones for commercial, office, institutional and industrial complexes and individual commercial, office, institutional and industrial uses as set forth in Table 16.56.060.A.

**Table 16.56.060.A.  
Monument and Pedestal Signs (Freestanding Business Identification Signs).**

Property Frontage	Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Less than 100 feet	See Notes below	Sign face copy area: twenty-four (24) square feet	Overall height of monument: five and a half (5.5) feet.  Four (4) feet in height from finished grade under the sign to top of sign face	See Notes below
100-299 feet	See Notes below	Sign face copy area: fifty-four (54) square feet.	Overall height of monument sign: eight (8) feet  Seven (7) feet in height from finished grade under the sign to top of sign face	See Notes below
300 or more feet	See Notes below	Sign face copy area: sixty-six (66) square feet.	Overall height of monument sign: eleven (11) feet  Ten (10) feet in height from finished grade under the sign to top of sign face	See Notes below

Notes: 1) One (1) monument or pedestal sign, as illustrated in Figure 16.56.060.A. is permitted per street frontage identifying the following:

- a. The name of the park or complex; and/or the name of the businesses in the park or complex; and/or
- b. The names of individual businesses on the site.

2) Tenant panels shall be a minimum of six (6) square feet per panel.

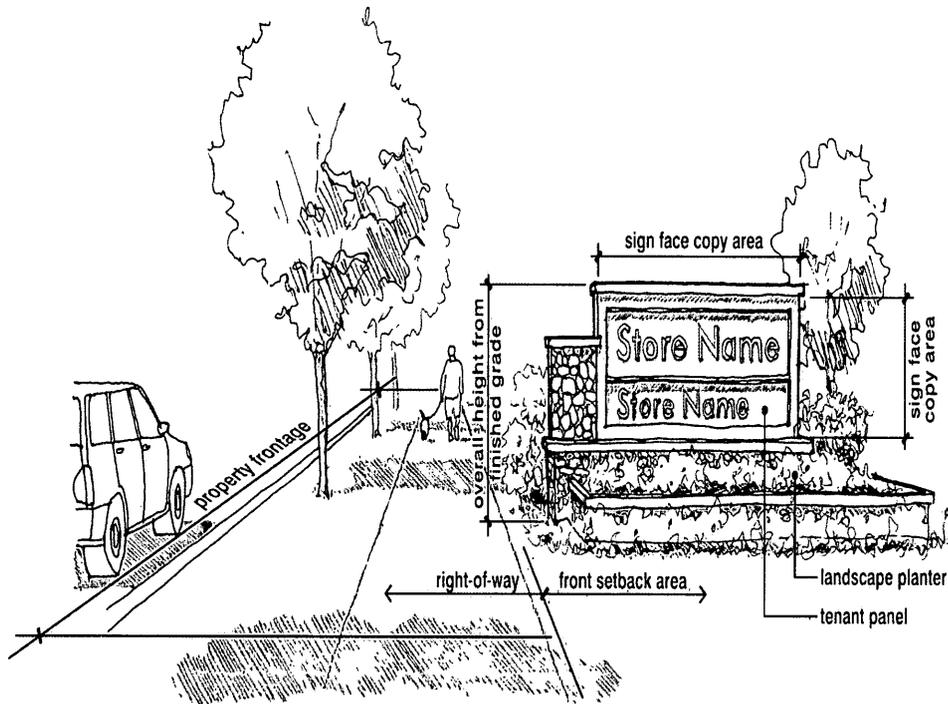
3) Only the linear frontage on the street that the sign faces may be considered in establishing the maximum permitted size of each allowed sign. Combining frontages on corner lots may be permitted by the Planning Commission through their review of a comprehensive sign program.

4) Monument or pedestal signs shall be located within the site's front setback and not permitted to extend into public right-of-way unless approved by the Planning Commission through a comprehensive sign program and appropriate easements are obtained from the City.

5) Monument or pedestal signs shall be located within a landscaped planter, the minimum area of which is equal to the combined area of the sign faces located in the planter or as otherwise approved by the Planning Commission.

6) Subject to the submittal of a comprehensive sign program the Planning Commission may approve alternative sign areas and heights depending upon a project's architecture, size, scale, massing, aesthetics and other proposed signs.

**Figure 16.56.060.A - Monument and Pedestal Signs**



**B Combining of Separate Adjoining Properties for Greater Sign Area.** Two (2) or more owners of separate, contiguous parcels of real property may elect to combine the street or highway frontage of their respective contiguous properties. If such properties are so combined, only one (1) monument sign or pedestal sign may be constructed or erected per street frontage in accordance with the provisions of this chapter, as illustrated in Figure 16.56.060.B, and an agreement, as approved by the City through a Comprehensive Sign Program, shall be recorded with the San Bernardino County Recorders, agreeing to hold the properties together for the purposes of signage.

1) Businesses with an existing non-conforming pole sign(s) that work with adjoining property owners to combine properties for the purposes of removing and replacing the pole sign(s) with a new monument or pedestal sign(s) that is in compliance with current sign code requirements may reduce the area of required landscaping by 50% provided that the base of the sign is protected from vehicle traffic. The City will also reduce the cost of processing a Comprehensive Sign Program by 50%.

**Figure 16.56.060.B - Sample Monument Sign by Combining Adjoining Properties**



**16.56.070 Building-mounted business identification signs.**

A. The Planning Commission shall review and may issue sign permits for a building-mounted business identification sign with the following maximum dimensions and standards in all commercial, business park, office professional and industrial zones for commercial, office, institutional and industrial complexes and individual commercial, office, institutional and industrial uses as set forth in Table 16.56.070. A.

**Table 16.56.070.A.  
Building-Mounted Business Identification Signs.**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
One (1) per business per street frontage up to three (3) street frontages.	The total aggregate area of wall sign(s), including the area of awning signs or similar signs affixed to the building elevation, shall not exceed ten	Signs shall not be mounted above the roof line.	Sign length shall be no more than 75 percent of the business frontage  See Figure 16.56.070.A. below  See Notes below

	percent (10%) of the store front to which such sign(s) is attached, or one-hundred (100) square feet, whichever is less.		
<b>Building-Mounted Secondary Identification Signs</b>			
Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
One (1) per parking lot frontage.	The total aggregate area of wall sign(s), including the area of awning signs or similar signs affixed to the building elevation, shall not exceed two and a half percent (2.5%) of the area of the face of the building to which such sign(s) is attached, or twenty-five (25) square feet, whichever is less.	Signs shall not be mounted above the roof line of the building.	No building-mounted secondary identification sign shall be located on the same frontage as a building-mounted major identification sign.  See Notes below
<b>Building-Mounted Identification Sign for Structures with Two or More Floors</b>			
One (1) per street frontage	The total aggregate area of wall sign(s), including the area of awning signs or similar signs affixed to the building elevation, shall not exceed ten percent (10%)	Signs shall not be mounted above the roof line of the building but shall be placed as near the top floor of the building as possible.	Shall only be the name of the building or the major tenant within the building.  Buildings of 2-3 stories may have 24 inch high letters or as otherwise approved by the Planning Commission.  Buildings of 4-5 stories may have 36 inch high letters or as otherwise approved by the Planning Commission.

	of the area of the face of the building to which such sign(s) is attached, or one-hundred (100) square feet, whichever is less.		Buildings of 6 or more stories may have 48 inch high letters or as otherwise approved by the Planning Commission.  Tenant identification shall be incorporated into a directory sign or monument sign as approved through a comprehensive sign program.  See Notes below
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Notes: 1) Building mounted signs shall be fabricated from individual channel letters or similar construction as approved by the Planning Commission.

**Figure 16.56.070.A - Building Mounted Business Identification Sign**



**B. Under Canopy Pedestrian Oriented Signs.**

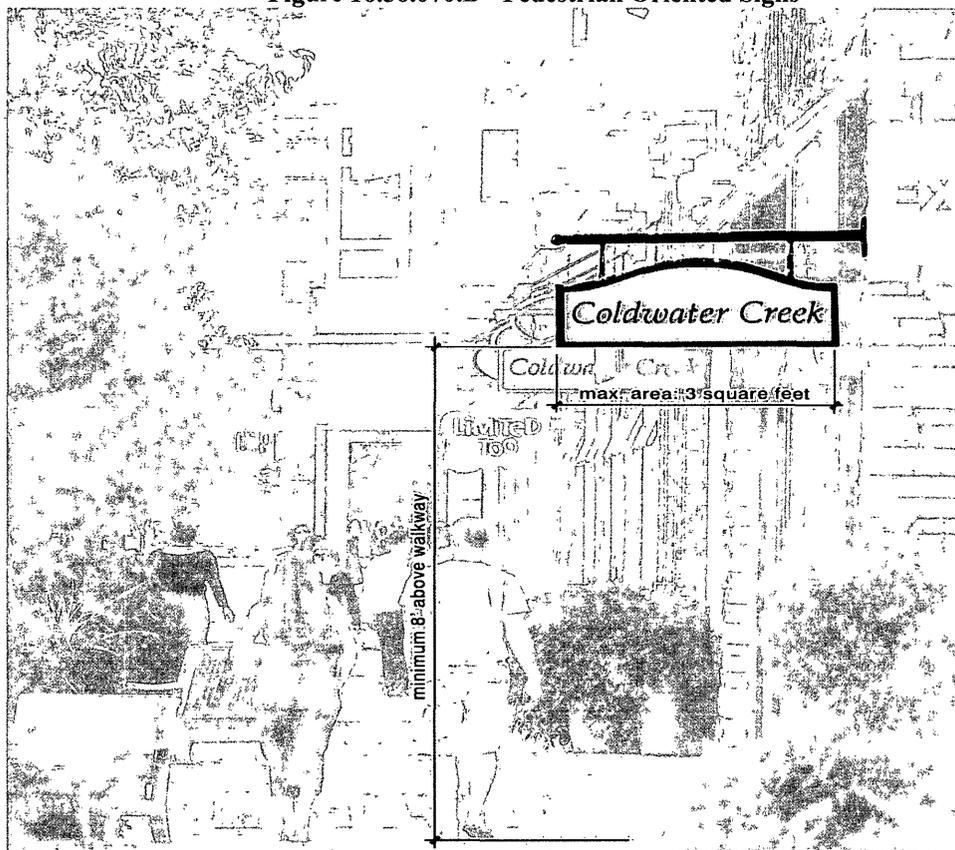
The Community Development Director shall review and may approve under-canopy or other pedestrian oriented signs for each business without a sign permit as set forth in Table 16.56.070.B.

**Table 16.56.070.B.  
Under Canopy Pedestrian Oriented Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
One (1) per business or two (2) signs if	Three (3) square feet in area	Under-canopy or other pedestrian oriented location.	Minimum height for placement of sign shall be eight (8) feet above a walkway.

<p>said signs are located on the two ends of an awning, or if the building has two building frontages facing a street where pedestrians are located.</p>			<p>Signs may be permitted over public right-of-way subject to an encroachment permit.</p> <p>See Figure 16.56.070.B. below</p>
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**Figure 16.56.070.B - Pedestrian Oriented Signs**



**16.56.080 Window signs and displays.**

Window signage may consist of a combination of business identification and/or accessory window signs; provided that the total area of the signs does not exceed 25 percent of the area of the window in which the sign is placed.

A. Window Identification Signs. The Planning Commission shall review and issue a sign permit for business identification window signs with the following maximum dimensions and standards in all commercial, business park, office professional and industrial zones for commercial, office, institutional and industrial complexes and individual commercial, office, institutional and industrial uses subject to the standards set forth in Table 16.56.080.A.

**Table 16.56.080.A.  
Window Identification Signs**

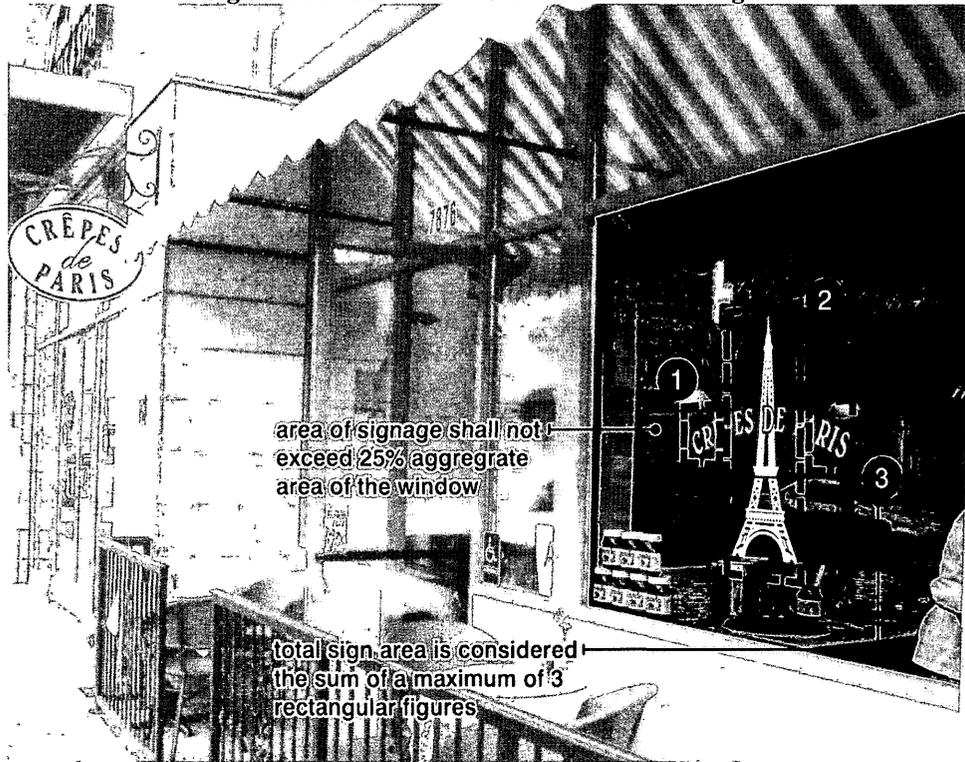
Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
One (1) window sign per building frontage, provided there is no other business identification sign on the same frontage.	All window signs, including noncommercial signs, shall not exceed 25 percent aggregate of the areas of the window in which they are placed.	NA	Window signs may have neon or other internal illumination.  The area of window designs shall be calculated as the aggregated area within three rectangular figures which enclose and connect the extreme limits of up to three message areas consisting of any writing, representation, emblem or any figure or similar character as illustrated in Figure 16.56.080.A below.

B. Accessory Window Signs. The Community Development Director shall review and may approve accessory window signs for each business without a sign permit subject to the standards set forth in Table 16.56.080.B.

**Table 16.56.080.B.  
Accessory Window Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
There is no limit on the number of accessory window signs, except there shall be a maximum of three (3) neon signs per business.	All window signs, including noncommercial signs, shall not exceed 25 percent aggregate of the areas of the window in which they are placed with total area of neon signs not exceeding six (6) square feet per business.	NA	Accessory window signs may have external illumination.  The area of window designs shall be calculated as the aggregated area within three rectangular figures which enclose and connect the extreme limits of up to three message areas consisting of any writing, representation, emblem or any figure or similar character.  Accessory window signs include those signs mounted or affixed to the window or interior wall-mounted signs within three (3) feet from any window.

**Figure 16.56.080. A - Window Identification Signs**



**16.56.090 Flags. (Mounted on Permanent Flagpoles)**

All flags which are mounted on permanently erected flagpoles are subject to the following provisions:

A. Flags at a Maximum of Fifteen (15) Square Feet or Less in Area. No permit shall be required for flags that are a maximum of 15 square feet or less in area subject to the standards set forth in Table 16.56.090.A.

**Table 16.56.090.A.  
Flags a Maximum of Fifteen (15) Square Feet or Less in Area.**

Maximum Number	Maximum Area	Maximum Height	Additional Information
Maximum two (2) flags and one (1) flagpole per premises.	Fifteen (15) square feet or less in area.	Freestanding flagpoles shall not exceed the height of the zoning district they are located in or twenty-five (25) feet whichever is less.  Building-mounted flagpoles shall not extend above the top of the building's roof.	Flags may be attached to either freestanding or building-mounted flagpoles or other supports.  All flagpoles over 20 feet in height shall require a building permit.  Flags that contain logos or advertising copy shall be included in the maximum sign area permitted for the property.  Freestanding flagpoles shall not be placed within 10 feet of any property line.  See Notes below

Notes: 1) Flags larger in size or flags on taller freestanding poles or more than one (1) flag pole per premises as specified in Table 16.56.090.A. shall be reviewed and may be approved by the Planning Commission, if the Commission determines that the flags and flagpole(s) will be compatible with the architecture and use of surrounding structures.

B. The Planning Commission shall review and may issue sign permits for flags that are larger than fifteen (15) square feet in area subject to the standards set forth in Table 16.56.090.B.

**Table 16.56. 090.B.  
Flags Larger than Fifteen (15) Square Feet in Area.**

Maximum Number	Maximum Area	Maximum Height	Additional Information
Maximum two (2) flags and one (1) flagpole per premises.	Thirty-two (32) square feet in area.	Freestanding flagpoles shall not exceed the height of the zoning district they are located in or twenty-five (25) feet in height whichever is less.  Building-mounted flagpoles shall not extend above the top of the building's roof.	Flags may be attached to either freestanding or building-mounted flagpoles or other supports.  All flagpoles over 20 feet in height shall require a building permit.  Flags that contain logos or advertising copy shall be included in the maximum sign area permitted for the property.  Freestanding flagpoles shall not be placed within 10 feet of any property line.  See Notes below

Notes: 1) Flags larger in size or flags on taller freestanding poles or more than one (1) flag pole per premises as specified in Table 16.56.090.B. shall be reviewed and may be approved by the Planning Commission, if the Commission determines that the flags and flagpole(s) will be compatible with the architecture and use of surrounding structures.

**16.56.100 Neighborhood identification signs (Residential Zoning Districts).**

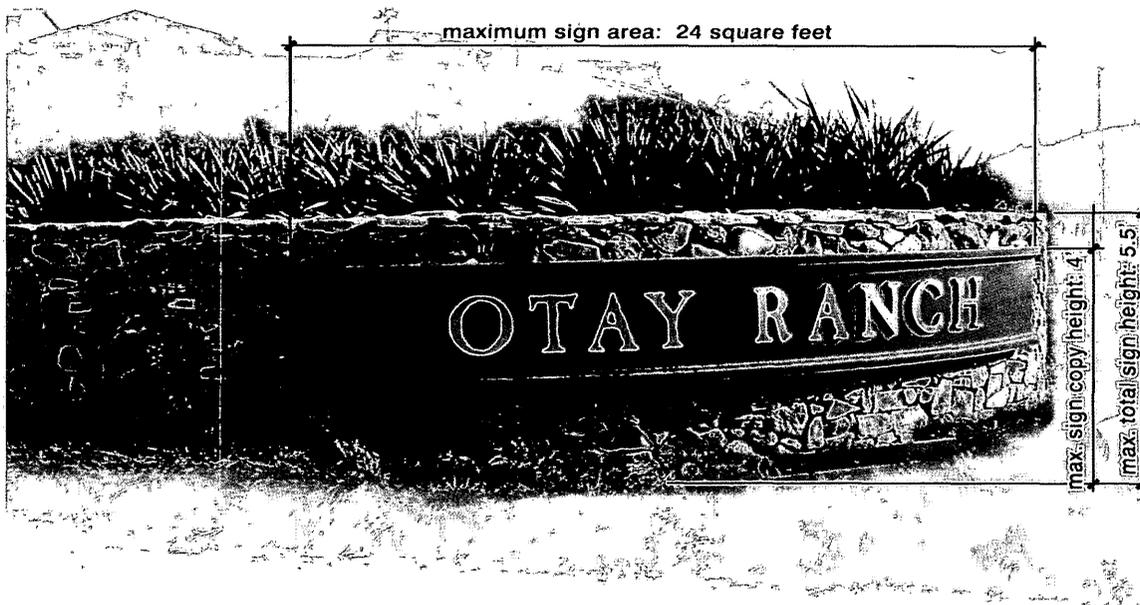
The Planning Commission shall review and may approve sign permits for neighborhood identification signs in residential zoning districts for each street frontage for any residential development, neighborhood or residential subdivision of four or more dwellings units as set forth in Tables 16.56.100.A.

**Table 16.56.100.A.  
Neighborhood Identification Signs.**

<b>Neighborhood Identification Signs – Monument Signs.</b>			
Maximum Number	Maximum Area	Maximum Height	Additional Information
One (1) neighborhood identification sign per each primary street frontage	Twenty-four (24) square feet in area	Sign copy area shall not be more than four (4) feet in height  Overall height of monument shall not exceed five and a half (5.5) feet.	A project shall consist of four (4) or more dwelling units in order to have a Neighborhood Identification Sign and shall be approved by the Planning Commission.  See Figure 16.56.100.A below
<b>Neighborhood Identification Signs - Building-Mounted Signs.</b>			
One (1)	One (1) square	Signs shall not be	A project shall consist of four (4) or more

building-mounted neighborhood identification sign per onsite office or club house facility.	foot of sign area per each lineal foot of building frontage up to a maximum 30 square feet for building-mounted signs.	mounted above the first floor or roof line of the building, whichever is less.	dwelling units to have a building mounted sign and shall be approved by the Planning Commission.  Not to exceed 75% of building's frontage
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Figure 16.56.100.A - Neighborhood Identification – Monument Sign



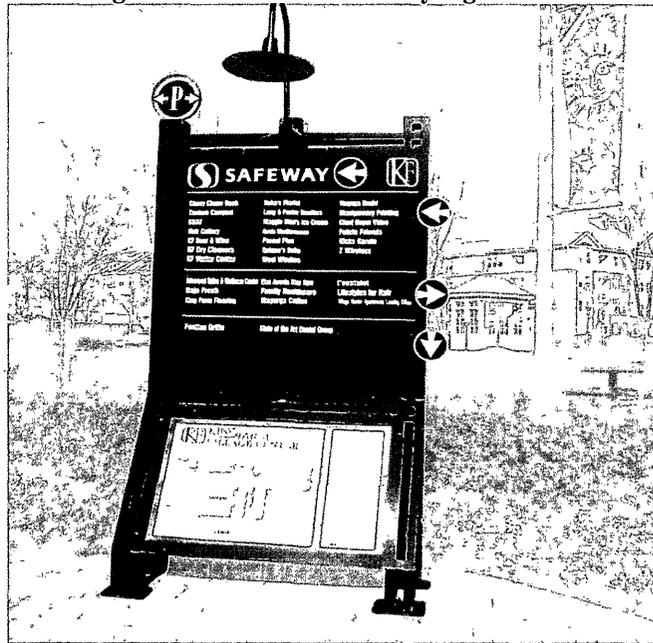
**16.56.110 Directory signs (All Districts).**

The Community Development Director shall review directory signs for residential or business complexes or mobilehome parks identifying occupants within the complex through the sign permit process in all land use districts as set forth in the Table 16.56.110.A. and as illustrated in Figure 16.56.110.A below.

**Table 16.56.110.A.  
Directory Signs**

<b>Directory Signs – Freestanding on Premises</b>			
<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Additional Information</b>
NA	Six (6) square feet in area per sign	Signs shall be a maximum of five (5) feet in height and shall be pedestrian oriented.	Any map or floor plan portion of such directory signs shall not be included within the four square feet area allowance.
<b>Directory Signs – Building Mounted on Premises</b>			
NA	Six (6) square feet in area per sign	Signs shall be pedestrian oriented	Any map or floor plan portion of such directory signs shall not be included within the four square feet area allowance.

**Figure 16.56.110.A - Directory Signs**



**16.56.120 Public safety signs (All Districts).**

A. Privately placed signs required by law for public safety, or access, such as “Exit” or “Fire Escape,” shall be a maximum of two (2) square feet or such other size as required by law and shall not require a sign permit as illustrated in Figure 16.56.120.A below.

B. Privately placed signs warning of building, electrical, mechanical, or other hazards, such as “High Voltage,” shall be a maximum of four (4) square feet or such other size as required by law and shall not require a sign permit.

**Figure 16.56.120.A -Example of a Public Safety Sign**



**16.56.130 Directional signs (All Districts).**

The Community Development Director shall review and may approve directional signs that direct motorists or pedestrians to parking or building entries or similar directional information without a sign permit as set for in Table 16.56.130.A.

**Table 16.56.130.A.  
Directional Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
NA	Four (4) square feet area	Four (4) feet in height	None

**16.56.140 Village Commercial District signs (Historic District).**

A. The Historic and Cultural Preservation Board shall review and make recommendations to the Planning Commission on new signs within the Village Commercial District. The Planning Commission shall review and may approve permits for signs within the Village Commercial District.

B. The Village Commercial District is a unique historic area within the City and due to the historic nature of the District, signage which is unique and separate from other uses within the City is warranted. Sign design shall harmonize with the historical and architectural design and details of the building it serves, with other signs on the building, with the building's surroundings, and with the business or other activity that the sign identifies.

C. The following design criteria apply to signs within the Village Commercial District.

1. Materials. Sign shall be made of durable materials compatible with the historic appearance of the building and other signs on the building.
2. Colors. Sign colors shall harmonize with the building it serves, adjacent landscaping and buildings, and signs of adjacent businesses.
3. Size. Signs shall be in scale and balance with the building it serves and with nearby buildings and streetscapes.
4. Letter Style. Historically appropriate simple lettering styles shall be used for ease of identification. Legibility shall take priority over complexity in the design of the sign face.
5. Illumination. Illuminated signs shall be lighted to the minimum level required to ensure adequate nighttime readability.
6. Signs shall not detract from the visibility of other signs on or adjacent to the site where the sign is placed.
7. Signs shall not cover or obstruct significant historic elements of the building.
8. Landscaping. Freestanding signs shall be located in a landscaped area, flanking all sides of the sign, which is of a shape, design and size equal to at least the area of the sign face and that is in scale with the overall proportions of the sign and its support structures.

**16.56.150 Freeway-oriented community business signs.**

A. The Planning Commission shall review and may approve sign permits for on-site and off-site freeway-oriented community business signs within the City's jurisdiction, not including off-site advertising

structures/displays (billboards), in general commercial (CG), planned commercial (PC), planned development (PD), and mixed use (MU) zoning districts and the sign being incorporated into a comprehensive sign program or the issuance of a conditional use permit.

B. Signs shall be constructed, erected, and maintained to ensure integration with the surrounding environment, topography and land uses, and shall be directed away from residential land use districts.

C. Maximum height of signs shall be 25 feet unless a flag test or other suitable mechanism determines that a greater height is required due to topography, vegetation or other factors that adversely detract from the 25-foot provision.

D. Maximum area of signs shall not exceed 200 square feet as illustrated in Figure 16.56.150.A.

**Figure 16.56.150.A - Freeway-Oriented Community Business Sign**



E. One (1) Freeway-oriented Community Business Sign per property at a freeway intersection with ramps.

F. The number of businesses advertised on such sign shall be determined by the Planning Commission.

G. Signs shall be erected so as not to obscure another sign when viewed from the freeway.

H. The text of all signs shall be limited to the names of the business they advertise, their logo and/or type of business. Consolidation of multiple businesses or logos shall be encouraged in order to reduce the number of signs.

I. Signs shall be serviced by underground utility connection.

J. Signs shall be located on properties directly abutting the freeway right-of-way.

K. Signs shall advertise only businesses which are located within a 1,000-foot radius of the freeway centerline, unless the site is within a Planned Development zoning district and the Planning Commission approves an alternative as part of a Comprehensive Sign Program, or approved through a development agreement or development and disposition agreement (DDA) or other mechanism approved by the City Council.

L. Signs shall only advertise businesses located on the same side of the freeway as the sign.

M. Unless otherwise determined by the Planning Commission, signs shall be located in a landscaped area equal in size to the combined area of the sign face(s). The maintenance and irrigation of the landscaping shall be the responsibility of the property owner.

N. Maximum area of freeway-oriented community business signs shall not exceed 200 square feet in area per side or exceed 25 feet in height except that signs that exceed 200 square feet in area or 25 feet in height may be permitted when the sign is proposed as part of a comprehensive sign program and a flag test or other suitable mechanism determines that a greater copy area or height is required due to topography, vegetation or other factors that adversely detract from the area or height provisions. Said comprehensive sign program shall be reviewed and approved by the planning commission in accordance with HMC 16.56.190 Comprehensive Sign Program and a flag test as described below.

O. The Planning Commission shall review said freeway-oriented community business signs in accordance with HMC 16.56.190 comprehensive sign program or a conditional use permit and a flag test, as described below:

1. A flag test shall be conducted during a legally advertised and noticed on-site meeting of the Planning Commission.
2. The applicant shall provide a mechanical crane on-site with the capacity to raise a cloth or plywood "flag" of the proposed sign (i.e., mock-up of the sign). The mock-up shall be approximately the same size / area as the proposed sign face including any decorative trim or features and shall be raised in approximately the same location as the proposed sign.
3. The top edge of the mock-up shall be raised to the proposed height of the sign and the bottom edge of the mock-up shall extend down to the proposed bottom edge of the sign.
4. The Planning Commission may view the mock-up from the freeway, surrounding properties and neighborhoods and any other affected vantage point the Planning Commission deems necessary.
5. The Planning Commission shall review the proposed sign at a subsequent legally advertised and noticed public hearing.
6. The applicant shall provide the Planning Commission with photo-simulations or photographs of the flag test.

#### **16.56.160 Electronic changeable-copy signs**

A. The Planning Commission shall review and may approve permits for electronic changeable-copy signs in general commercial (CG), planned commercial (PC), planned development (PD), business park (BP), industrial (I), office professional (OP), and Mixed-Use (MU) zoning districts subject to the standards as set forth in Table 16.56.160.A. and the sign being incorporated into a comprehensive sign program or the issuance of a conditional use permit.

**Table 16.56.160.A.  
Electronic Changeable-Copy Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
No more than one (1) electronic changeable-copy sign shall be permitted per site.	<p>Electronic changeable-copy signs shall be incorporated into either a freestanding monument sign or a building mounted wall sign or a freeway-oriented community business sign.</p> <p>Unless otherwise determined by the Planning Commission, the area of an electronic changeable-copy sign shall be consistent with the standards for a freestanding monument sign (Table 16.56.060.A.) or a building mounted wall sign (Table 16.56.070.A.) or a freeway-oriented community business sign (Table 16.56.150.A.)</p>	<p>Unless otherwise determined by the Planning Commission, the height of an electronic changeable-copy sign shall be consistent with the standards for a freestanding monument sign (Table 16.56.060.A.) or a building mounted wall sign (Table 16.56.070.A.), or a freeway-oriented community business sign (Table 16.56.150.A.).</p> <p>See Figure 16.56.160.A below.</p>	<p>The minimum site area for any proposed electronic changeable-copy signs shall be no less than two (2) acres, with no less than two hundred (200) feet of lineal frontage on the freeway.</p> <p>Signs shall be constructed, erected, and maintained to ensure integration with the surrounding environment, topography and land uses, and shall be directed away from residential land use districts.</p> <p>Non-commercial advertisement may be permitted or required through a development agreement or development and disposition agreement (DDA) or other mechanism as approved by the City Council.</p> <p>On any site where an electronic changeable-copy sign is incorporated into a freestanding monument sign or freeway-oriented community business sign, the sign shall be located within a landscaped area equal to the combined area of the sign faces.</p> <p>See Notes below</p>

- Notes:
- 1) Electronic changeable-copy message display intervals shall change no more frequently than once every ten (10) seconds; and that blinking and/or moving characters and/or video streaming shall be prohibited.
  - 2) No off-site advertising or messages, unless specifically approved by the City through a development agreement or other mechanism approved by the City Council shall be displayed.
  - 3) The sign shall be properly maintained so that inoperative or improperly lighted bulbs, lights or LED's do not impair the appearance and legibility of the sign.
  - 4) Electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the Community Development Director.

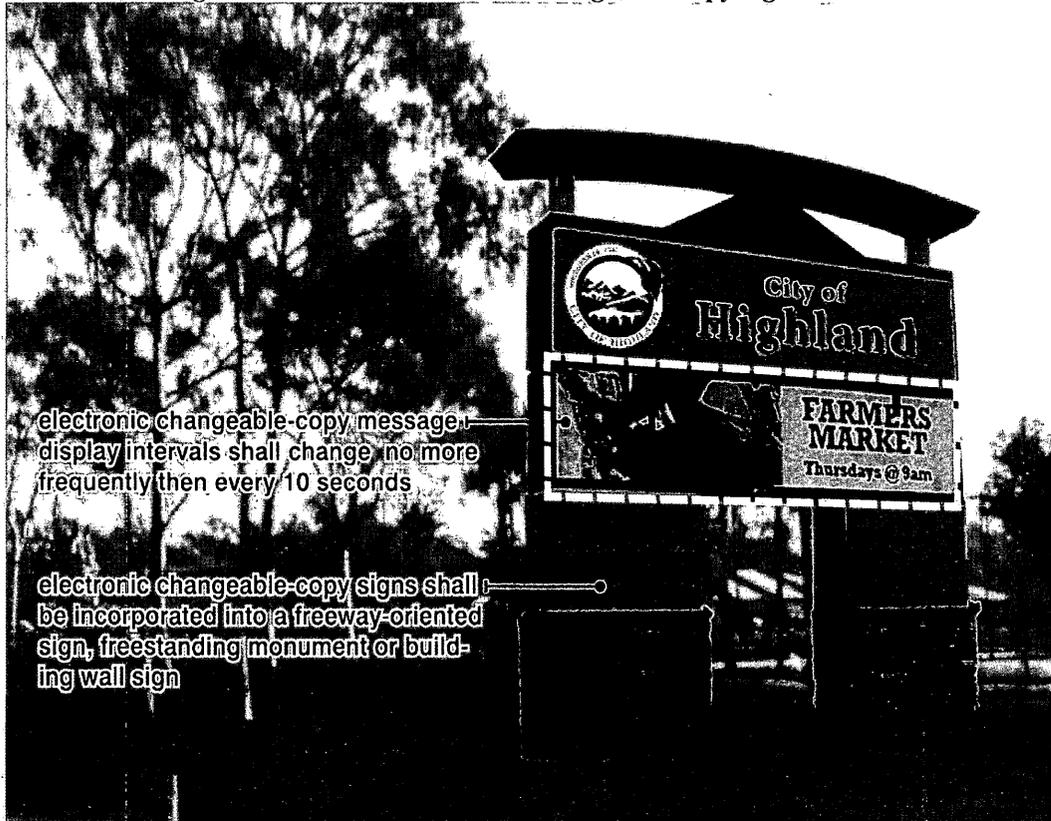
5) Signs shall be erected so as not to obscure another sign.

6) Electronic changeable-copy signs incorporated into a freeway-oriented community business sign shall only advertise those businesses which are located within a 1,000 foot radius of the freeway centerline, unless the site is within a Planned Development zoning district and the Planning Commission approves an alternative as part of a Comprehensive Sign Program, or approved through a development agreement or development and disposition agreement or other mechanism approved by the City Council.

7) Signs shall be serviced by underground utility connection.

1. The scope of the review by the Planning Commission shall include consideration of all the following:
  - a. That the face of the proposed electronic changeable-copy sign is in proportion to its supporting structure;
  - b. That the proposed electronic changeable-copy sign and its supporting structure contains a full architectural treatment which is consistent with and complementary to the architectural design, massing, color, size and treatment of the business itself; and is harmonious with the general character of immediately surrounding properties, and;
  - c. That the sign does not distract motorist or create other traffic or safety hazards.
2. The Planning Commission may approve a conditional use permit for an electronic changeable-copy sign upon finding that:
  - a. The proposed electronic changeable-copy sign will not adversely affect other nearby properties;
  - b. The proposed sign is consistent with the general plan and this chapter;
  - c. That the proposed sign does not disrupt a view or scenic corridor identified in the city's general plan;
  - d. That the proposed sign is to be installed in conjunction with a comprehensive plan of site renovation and/or development;
  - e. That the proposed sign will not be disruptive to other properties and land uses within three hundred (300) feet;
  - f. That the proposed sign incorporates sufficient landscaping to visually mitigate the height, mass and size of the sign;
  - g. That the proposed sign is designed to compliment and enhance the architectural features of the proposed site and its surroundings, and;
  - h. That the proposed sign does not create a traffic hazard.

**Figure 16.56.160.A - Electronic Changeable-Copy Signs**



**16.56.170 Kiosks, on-site subdivision and on-site commercial real estate signs.**

The following kiosks, on-site subdivision and on-site commercial real estate sign may be permitted in any land use district as follows:

- A. The Community Development Director shall review and may approve temporary sign permits for temporary on-site subdivision signs for each main street frontage of the subdivision being subdivided. Signs shall be for the identification of the property being subdivided, price information and the developer's name, address and telephone number. Said signs shall comply with the requirements as set forth in Table 16.56.170.A.

**Table 16.56.170.A.  
On-site Subdivision Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
One (1) at each major intersection fronting directly onto the subdivision being subdivided.	Thirty-two (32) square feet in area.	Fifteen (15) feet in height.	Signs shall not be located on interior streets of the subdivision. Three (3) additional signs per builder may be approved by the Community Development Director for each merchant builder for residential developments within planned communities and shall be located within the site boundaries of the planned community.  Shall be removed within 10 days from the final sales of the subdivision.  Shall not be illuminated.

B. The Community Development Director shall review and may approve temporary sign permits for temporary on-site commercial real estate signs. Said signs shall comply with the requirements set forth in Table 16.56.170.B.

**Table 16.56.170.B.  
On-site Commercial Real Estate Signs**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
Shall not exceed one (1) per street frontage or a total of three (3) per site.	Thirty-two (32) square feet in area	Fifteen (15) feet in height	Shall be removed within 10 days from the final sale or lease of the subject property or building or property.  Shall not be illuminated.

C. The City Council shall review and may approve agreements between the City and its contractor(s) for off-site business kiosks and subdivision kiosks for the advertising of businesses and subdivisions within the City limits. The business and kiosk sign program shall be treated as separate kiosk sign programs. All liabilities, costs and/or expenses arising out of the siting, installation, construction of off-site business or subdivisions kiosks shall be borne by said business or subdivider subject to provisions of any contract entered into between the City and its contractor(s).

1. The Community Development Director shall review and may approve sign permits for off-site business kiosks and subdivision kiosks subject to approved agreements and as set forth in Table 16.56.170. C.

**Table 16.56.170.C.  
Off-Site Business Kiosks and Subdivision Kiosks**

Maximum Number	Maximum Sign Area	Maximum Height	Additional Information
	Thirty (32) square feet in area	Fifteen (15) feet in height	No kiosk shall contain more than a total of eight (8) business or subdivision sign panels per sign face.  Sign panels shall be nine (9) inches in width and five (5) feet in length.  * See Notes

- Notes:
- 1) May be located either in or out of the public right-of-way.
  - 2) Sign panels include any or all of the following information: name of business or subdivision, business or subdivision logo.
  - 3) No pennant, flag, banner, streamer or other appurtenance may be affixed to any kiosk.
  - 4) Placement of kiosks shall be subject to approval of owner of underlying land (i.e., city engineer for signs within the public right-of-way) and owner of record for all other sites. Written authorization shall be filed with the Community Development Director prior to erection of any kiosk sign.
  - 5) Shall be located more than 600 feet from an existing kiosk site or previously approved but not erected kiosk site for the same type of kiosk program, e.g., business or subdivision.

- 6) Shall be located not less than 50 feet from an intersection unless specifically authorized by the city engineer.

#### **16.56.180 Comprehensive sign program.**

The purpose of a comprehensive sign program is to integrate all of a project's signs with the overall design and the structures' design into a unified architectural statement. A comprehensive sign program provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of multiple signs and to achieve, not circumvent, the purpose of the City's Sign Regulations.

##### **A. Applicability.**

The Planning Commission shall review and may approve a sign permit for a comprehensive sign program for any new or existing business park, industrial complex, shopping center, office complex or retail center. The following provisions governing comprehensive sign programs shall apply to new or existing non-residential uses.

##### **1. Requirement:**

- a. For all new non-residential multi-tenant developments, planned developments, and specific plans, a comprehensive sign program is required.
- b. For existing non-residential multi-tenant uses, a comprehensive sign program is required when:
  - 1) an existing building and/or an increase of use is proposed in terms of gross floor area, seating capacity, or other units of measurement indicating an intensification of use of twenty-five (25%) or more;
  - 2) when an exterior structural remodeling of the building facade is proposed which affects signage.

##### **2. Optional:**

A comprehensive sign program may voluntarily be developed and maintained by the owner, developer or representative of any new or existing non-residential use, when the owner, developer or representative seeks adjustment allowances to existing City sign standards.

##### **3. Reviewing Authority:**

- a. The Planning Commission shall be the reviewing authority for all initial comprehensive sign programs, and shall approve, approve with conditions, or disapprove the proposed comprehensive sign program.
- b. Modifications to an approved comprehensive sign program shall be reviewed and acted upon by the Planning Commission.
- c. Signs which are consistent with an approved comprehensive sign program shall be reviewed and acted upon by the Community Development Director or his designee.

##### **B. Submittal Requirements:**

Prior to consideration of a comprehensive sign program by the Planning Commission, a complete application must be submitted to the City's Planning Division, and shall be signed by the property owner(s). Such applications shall contain the following:

1. An accurate plot plan of the overall development, including all parcels comprising the multi-tenant development, planned development, or specific plan, at such scale as the Planning Division requires.
2. The location(s) and sizes of new or existing buildings, parking lots, driveways, streets and landscaping areas of the development.
3. The size, location, height, color, lighting sources, and orientation of all proposed signs for the development, with the computation of sign area for each sign type.
4. A complete set of standards, including but not limited to, letter size, style, color, type(s), placement and number of signs, and material(s).
5. A narrative description of the project which may be necessary to demonstrate that the sign program meets the required findings and/or sign design standards is also required.
6. Any other information deemed necessary to meet the purpose of a comprehensive sign program as noted above.

C. Approval Findings:

The Planning Commission shall make the following finding prior to approving a comprehensive sign program.

1. The signs allowed by the comprehensive sign program will not adversely affect other nearby properties.
2. The comprehensive sign program is consistent with the General Plan.
3. The comprehensive sign program achieves the purpose of this Chapter.
4. The comprehensive sign program will not constitute the granting of a special privilege nor provide more visibility or exposure than is available to similar situated properties.

**16.56.190 Nonconforming Pole Signs.**

A nonconforming pole sign is any permanent pole sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this development code.

It is the intent of this chapter to recognize that the eventual elimination of pole signs that do not comply with the provisions of this chapter is as important as the prohibition of new signs that would violate these standards.

A. General Requirements. A nonconforming pole sign may not be:

1. Changed to another nonconforming sign;
2. Structurally altered to extend its useful life;
3. Expanded;
4. Re-established after a business is vacant / abandoned for one-hundred and eighty (180) days;
5. Re-established after damage or destruction of more than fifty percent (50%) of its value, as

determined by the building official.

B. Abatement. After the expiration of the time period provided in subsection C below, pole signs not conforming to the provisions of this chapter shall be brought into compliance.

C. Amortization. After the date of enactment of this chapter, pole signs located within any zoning district shall be brought into compliance with the provisions applicable to the zoning district within seven (7) years.

D. Exception. If a nonconforming pole sign within the City's Village Commercial District has historical significance, apart from its main purpose of advertising, the sign may be granted a Sign Permit.

F. Maintenance and Repair. Nonconforming pole signs and structures may be maintained and repaired in compliance with Section 16.56.020.H.

**16.56.200 Violations.**

A. No person shall violate any provisions or fail to comply with any of the requirements of this chapter. Unless a different penalty is prescribed for violation of a specific violation of this chapter, every act prohibited or declared unlawful and every failure to perform an act made mandatory by this chapter is punishable as a misdemeanor. The City Attorney may specify in the accusatory pleading that the offense shall be an infraction. Each person shall be deemed guilty of a separate offense for each and every day during any portion of which any violation of any provision of this chapter is committed, continued, or permitted by such person and shall be punishable accordingly.

B. In addition to the penalties provided in this section, any condition caused or permitted to exist in violation of any of the provisions of this chapter shall constitute a public nuisance and may be abated by the city as such. Each day such condition continues shall be regarded as a new and separate offense.

C. All remedies herein are stated to be cumulative and nonexclusive.

**16.56.210 General penalty.**

A. Except in cases where a different punishment is specifically prescribed elsewhere in this chapter, every misdemeanor offense is punishable by imprisonment in the city or county jail for a period not exceeding six months, or by fine not exceeding \$1,000, or by both; provided, that where the City Attorney determines that such action would be in the interests of justice, the City Attorney may specify in the accusatory pleadings that the offense shall be an infraction.

B. Except as otherwise prescribed elsewhere in this chapter, every offense specifically declared to be an infraction is punishable by a fine not exceeding \$100.00 for a first violation, a fine not exceeding \$200.00 for a second violation of the same provision within one year, and a fine not exceeding \$500.00 for each additional violation of the same provision within one year. Any person who has previously been convicted two or more times during any 12-month period for any crime made punishable as an infraction shall be guilty of a misdemeanor upon the third violation.