

Chapter 16.05 - SIGN REGULATIONS

Sections:

16.05.010 - Purpose and intent.

The purpose of these provisions is to regulate the design, character, size, location, type, materials, color and illumination of signs to:

- A. Protect the public health, safety and welfare of the community;
- B. Implement community design standards consistent with the goals and policies of the city's adopted general plan;
- C. Promote an aesthetically pleasing appearance within the community through the prohibition of sign clutter;
- D. Promote signs that identify uses and premises without confusion; and
- E. Reduce possible traffic and safety hazards through good signage.

(Ord. 97-12 § 2 (part), 1997.)

16.05.020 - Applicability.

No sign shall be erected or maintained in any zoning district established by the city's zoning ordinance (Title 20, CMC), except those signs specifically enumerated in this title. The number, area and height of signs as outlined in this chapter, are maximum standards. In addition to the enumerated standards, consideration shall be given to a sign's relationship to the overall appearance of the property upon which it is placed, and the surrounding community. Compatible design, simplicity and sign effectiveness are to be used in establishing guidelines for sign approval.

(Ord. 97-12 § 2 (part), 1997.)

16.05.030 - Construction and maintenance.

- A. *Construction.* The construction of signs shall be enforced and administered by the building official. All signs and advertising structures shall be designed and constructed to withstand wind loads, dead loads, and lateral forces as required by the Uniform Sign Code and the provisions of this chapter.
- B. *Identification.* Every sign or other advertising structure hereafter erected in the city, shall have an identifying number, name of erector, installation year and, if illuminated, the voltage plainly placed on the exterior surface of the sign body, in a location where such information is readily visible after erection and installation.
- C. *Illumination.*
 1. *Internally illuminated signs.* The illumination level of a sign shall be reduced if it is determined to be excessive as a result of city evaluation. Illumination shall be considered excessive if it is substantially greater than the illumination level 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, if it adversely impacts nearby residents or neighborhoods, or if the illumination reduces the nighttime readability of the sign.
 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.

- D. *Maintenance.* All signs, together with their supports and appurtenances shall be kept neatly painted and posted. The director of community development may order the removal of any sign that is not maintained in accordance with the provisions of this title, pursuant to the provisions of Subsection 16.04.040.D of this title.

(Ord. 97-12 § 2 (part), 1997.)

16.05.040 - Design guidelines.

The following design guidelines are intended as a reference to assist the designer in understanding the city's goals and objectives for high quality sign design, construction and placement throughout the city. The guidelines complement the mandatory sign regulations contained in Table 16.05.1 (Sign Regulation Matrix) of this chapter by providing good examples of potential design solutions and by providing design interpretations of the various mandatory regulations.

The design guidelines are general and may be interpreted with some flexibility in their application to specific projects. The guidelines will be utilized during the city's review of a sign program or sign plan to encourage the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of the designer. However, unless there is a compelling reason, these design guidelines shall be observed.

A. *General guidelines.*

1. *Use a brief message.* The fewer words used, the more effective the sign. A sign with a brief message is quicker and easier to read, looks cleaner and is more attractive. A sign should only include the name and/or nature of the business, and in addition to the name, may contain a maximum of three words describing the business or service provided.
2. *Avoid overly intricate fonts.* Signs utilizing very intricate font styles are generally difficult to read and reduce a sign's ability to communicate effectively.
3. *Avoid faddish and peculiar fonts.* Signs utilizing faddish or peculiar fonts may look good today, but soon go out of style. The image conveyed may quickly become that of a dated and unfashionable business.
4. *Sign colors and materials.* The colors and materials of a sign should be selected so that they contribute to sign legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Day-glo, fluorescent and overly bright or loud colors should not be used.
5. *Provide contrast between background and letters/symbols.* Use significant contrast between the sign's letter/symbol color and its background color. If there is little contrast in the hue (shade or tint) and intensity (brightness) between the background and letter/symbol colors, it will be difficult to read.
6. *Avoid too many different colors.* The use of too many different colors will overwhelm the basic function of communication. The colors compete with sign content for the viewer's attention. The limited use of accent colors can increase legibility, while large areas of competing colors tend to confuse and annoy.
7. *Sign placement.* Signs should be placed at or near the entrance of a site or building to show the most direct access to the business.
8. *Proportion, scale and rhythm of sign placement.* Signs should be placed consistent with the proportions and scale of building elements within a building's facade:
 - a. A particular sign may fit well on a large, plain wall area, but would overpower the finer scale and proportion of the lower storefront.
 - b. Signs can be used to establish facade rhythm, scale and proportion where such elements are weak in the building design. On buildings having a monolithic or plain

facade, signs can be used to establish or continue appropriate design rhythm, proportion and scale.

- c. The proportion of letter area to sign background area should be carefully considered. If the letters take up too much of the background area, they may be harder to read—large letters are not necessarily more legible than smaller ones. Generally, letters should not appear to occupy more than seventy percent of the sign's background area.
9. *Pedestrian signs.* Signs oriented to pedestrians should be smaller in scale. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet, whereas the vehicle-oriented sign is designed to be viewed from a much greater distance. The closer the sign's viewing distance, the smaller the sign needs to be.
 10. *Freestanding signs.* Freestanding signs should incorporate the materials and architectural features used in the building(s) they serve.
- B. *Wall or fascia signs.*
1. Wall and fascia signs should be compatible with the predominant visual elements of the building. Commercial centers and offices, industrial parks, business parks and other similar facilities, are required to be part of a sign program in accordance with the provisions of Section 16.03.040 (Sign program) of this sign code.
 2. Where there is more than one sign for a business (e.g., single tenant buildings) or group of businesses (e.g., multiple tenant buildings, commercial centers, or business or industrial parks), all signs should be complementary to one another in the following ways:
 - a. Type of construction materials (cabinet, sign copy, supports, etc.);
 - b. Letter size and style of copy;
 - c. Method and design of sign support (wall mounting or monument base);
 - d. Configuration of sign area; and
 - e. Proportion of sign copy area to background.
 3. Lighted signs, whether internally or externally illuminated, are permitted, provided that they are not harsh or overly bright. The use of can-type box signs with translucent backlit panels is strongly discouraged. Panels should be opaque if a can-type sign is used, with only the lettering appearing to be lighted.
 4. Signs with backlit or internally illuminated individual channel letters are strongly encouraged.
- C. *Freestanding signs.*
1. Freestanding signs are intended to provide identification for single tenant buildings, multiple tenant buildings, commercial offices and centers, and business and industrial parks. Signs for single tenant buildings should include the street address of the business. Signs for multiple tenant buildings, commercial offices and centers, and business and industrial parks should display the range of business addresses for that development. The business address shall not be included in the sign area calculation.
 2. Lighted signs, whether internally or externally illuminated, are permitted, provided that they are not harsh or overly bright. Signs should consist of individual affixed to an opaque, matte finished, background. The use of backlit (halo lighting) letters is strongly encouraged.
 3. Freestanding signs should be placed perpendicular to approaching vehicular traffic.
 4. Freestanding signs should be placed in raised planters of sufficient area, shape and design that will provide a compatible setting and ground definition to the signs. Generally, the

following ratio of fully landscaped and irrigated planter area to sign area should be provided:

- a. Monument signs—Two SF of planter area for each SF of sign area (total of all sides);
- b. Directory signs—Two SF of planter area for each SF of sign area (one side only); and
- c. Pylon signs—As determined appropriate by the director of community development.

(Ord. 97-12 § 2 (part), 1997.)

(Ord. No. 2011-08, § 16, 2011.)

16.05.050 - Sign standards.

A. *General regulations.*

1. No sign may be placed on private property, including vacant property, without written authorization from the owner or the occupant and approval of plans by the city, pursuant to the provisions of Section 16.03.050, Sign plan required, of this title.
2. No sign may be placed on public property or within the public right-of-way without written city approval, except as provided by this chapter. Signs placed on public property or in the public right-of-way without specific approval, shall be deemed illegal and shall be abated pursuant to the provisions of Section 16.04.040, Illegal signs, of this title.
3. Signs or sign structures shall not project into any public right-of-way and shall be set back a minimum of five feet behind the face-of-curb of any private street or driveway.
4. All signs not expressly permitted by this sign code are prohibited, including but not limited to those identified in Subsection 16.05.050.F (Prohibited signs).
 - a. Signs that move, rotate, simulate motion, or designed or operated as to flash, scintillate or in any way simulate motion, excepting time and temperature signs, barber poles and electronic message boards;
 - b. Signs on a roof or above the roof line of a building or structure;
 - c. Signs painted on the wall of a building or structure within any residential or commercial zoning district;
 - d. Portable signs, except as otherwise expressly provided by this title;
 - e. Vehicle signs; and
 - f. Off-site signs, except directional signs within the public right-of-way and publicly owned electronic message boards as otherwise provided by this title.

B. *Sign regulation matrix.* Table 16.05.1 (Sign Regulation Matrix) identifies the types of signs permitted in the City of Chino and their respective design standards. The provisions of the Sign Regulation Matrix are maximums, which may be reduced by the appropriate approving authority (see Table 16.03.1—Threshold of Review of this title) where it has been determined by the approving authority that implementation of the maximum provision would:

1. Adversely affect the public health, safety or general welfare; or
2. Result in a sign design and placement inconsistent with Subsection 16.05.040.C.4.; or
3. Be contrary to the aesthetic sensibilities of the neighborhood in which the sign is proposed.

C. *Awnings and outside umbrellas.*

1. As a design feature of any building, structure or business establishment, all awnings and outside umbrellas shall be reviewed in the same manner as a sign, ensuring enhancement of the building or structure in which it is placed, erected or installed.
2. Awnings which contain advertising shall be counted toward the total allowable signing for the business which it serves.
3. Umbrellas may contain logos, but no advertising or text of any type whatsoever is permitted.

D. *Neon/LED lighting.*

1. *Exterior neon/LED signs.* Neon/LED lighting may be permitted on a building or as a monument sign or wall sign subject to the following:
 - a. Exterior neon/LED signs are only permitted in the General Commercial (CG) and Regional Commercial (CR) zoning districts.
 - b. Neon/LED signs may include the name, a limited accent feature, and/or registered trademark of the business.
 - c. Neon/LED lighting shall include a dimmer which can reduce the brightness of the neon.
 - d. As a design feature of any building, structure or business establishment, all neon lighting shall be reviewed in the same manner as a sign, ensuring enhancement of the building or structure in which it is placed or installed. Neon lighting shall be limited to confined areas, such as building entries, architectural features, or used to reinforce specific architectural elements such as tower elements.
 - e. Neon/LED lighting incorporated into a sign, building or structure shall be counted toward the total allowable signage for the establishment which it serves.
2. *Interior neon/LED signs.*
 - a. Neon/LED window signs are permitted and shall count as window signs, not to exceed twenty-five percent of the total window area. Any individual neon sign shall not exceed four square feet.
 - b. Providing a border around the interior of a window consisting of neon/LED lighting is prohibited.

E. *Search light or laser light display.*

1. A temporary outdoor search light or laser light display may be permitted by the director of community development in association with a business grand opening, or a special or temporary event.
2. Such display shall be limited to fourteen days per year. The days may be used consecutively, or in two periods of seven days duration.
3. Any person requesting such approval, shall file a written request with the director of community development indicating purpose, location, period of operation, time of operation, and any additional information deemed necessary by the director of community development to process the application.

F. *Prohibited signs.* Except as otherwise provided in this title, the following signs and circumstances are prohibited:

1. Rotating, revolving, or otherwise moving signs designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign, including rotation, special lighting or wind actuated devices, and signs that flash, blink or reflect light by means of a glossy, polished, or mirrored surface;
2. Searchlights (except as allowed by Subsection 16.05.050.E), open flames, pennants and loudspeakers used to call attention to a product, service or property;

3. Balloons and banners (except as allowed by Table 16.05.1);
4. Signs which emit or amplify any sounds or noise;
5. Signs illuminated by lighting which changes in color or intensity of color;
6. Signs which generate particulate matter, including but not limited to, bubbles, smoke, fog, confetti or ashes;
7. Swooper signs;
8. Signs placed on, affixed to, or erected on or over public property, rights-of-way, or waterways, except signs which are exempt pursuant to Section 16.03.050;
9. Signs which identify or advertise a product or service not available on the premises, except off-site real estate signs allowed pursuant to Section 16.05.060;
10. Signs erected on roofs;
11. Internally illuminated signs with a directly exposed source of light and neon signs, except as may be allowed pursuant to Subsection 16.05.050.D;
12. Providing a border around the interior of a window consisting of neon/LED lighting.
13. Externally illuminated signs where the source of light is directly visible to pedestrians or vehicular traffic;
14. Signs which emit or reflect light by means of direct fluorescence, phosphorescence, or "day-glow" colors;
15. Signs which obstruct the visual lines of sight at corners or intersections for drivers of motor vehicles;
16. Signs which may obstruct the free use of any exit, entrance, window, vent, emergency access, fire lane or standpipe;
17. Signs which may interfere with, obstruct, confuse or mislead traffic;
18. Any sign illumination which, in the opinion of the community development director, exhibits undue glare;
19. Signs affixed to trucks, automobiles, trailers or any other vehicle that advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles. Parking of legitimate delivery, sales or service vehicles in an off-site location or on-site within a parking lot adjacent to a public street for the purpose of advertising;
20. Any sandwich board "A" frame sign or other portable sign, except those signs allowed pursuant to Section 16.05.060;
21. Changeable copy signs except those specifically allowed by Section 16.05.060 of this title;
22. Any sign identifying a home occupation;
23. Any sign consisting of several sheets of paper connected together by perforations, tape, staples or any other means; and
24. Any other signs not specifically allowed by provisions of this chapter; however, nothing in this chapter shall be construed to prohibit any sign, notice or advertisement required by law.

(Ord. 97-12 § 2 (part), 1997.)

(Ord. No. 2011-08, §§ 17—20, 2011.)

16.05.060 - Signs within adopted specific plan and master plan areas.

Signs with adopted specific plan areas shall conform to the provisions of the sign code most closely related to the type of development and may contain additional sign provisions that are appropriate for the type of development, as determined by the director of community development.

(Ord. 97-12 § 2 (part), 1997.)

(Ord. No. 2011-08, § 21, 2011.)

| Table 16.05-1—Sign Regulation Matrix | | | | |
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| Classification | Type, Number & Location | Area | Height | Remarks |
| 1. Signs Permitted in all Zoning Districts | | | | |
| Bus Bench Signs | One sign per bus bench, placed on the bench's backrest. | No restriction. | No restriction. | Signs may only contain the name and/or insignia of local civic or community service organizations recognized by the City Council. |
| Construction Site Identification Signs | One sign per boundary street frontage or one sign per site entry, up to a maximum of 2 signs. | 32 SF per sign face. | 8 FT | Signs may identify contractors, lenders, designers, realtors and other similar parties involved in the construction. No flags, balloons, pennants, or other riders or decorations are permitted. |
| Customer Convenience Signs | One sign affixed on or near each building entrance. | One SF per sign face. | No restriction. | (1) Signs shall be non-illuminated. (2) Signs may identify hours of operation, emergency information and acceptable methods of payment. |
| Directional Signs for Churches | Two signs per church, attached to existing | 1.5 SF per sign face (0.75 FT | As deemed appropriate by | (1) Placement of signs shall be subject to |

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| (off-site) | standards or posts in the street right-of-way. | high by 2 FT wide). | the City Engineer. | approval of an encroachment permit by the City Engineer. (2) Signs shall consist of white letters on a blue background. (3) The church shall pay a fee set by resolution of the City Council to cover the City's cost for sign installation. (4) The church shall be responsible for the cost of replacement of the sign if and when it is no longer maintainable by the City. |
| Government Flags and Emblems | No restriction. | No restriction. | No restriction. | Includes flags or emblems of the United States of America, the State of California, the County of San Bernardino and the City of Chino. |
| Interior Building Signs | No restriction. | No restriction. | No restriction. | Signs shall not be visible from the exterior of the building. |
| Memorial Signs and Plaques | As deemed appropriate by the Director of Community Development. | One SF per sign face. | No restriction. | Signs may only be installed by local civic and community service organizations recognized by the City Council. |
| Name Plates | One sign per unit, affixed on or near a building entrance. | One SF per sign face. | No restriction. | (1) Signs shall be non-illuminated. (2) Signs may only identify the occupant's name, address and telephone number. |

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| Official and Legal Notices Issued by a Court or Governmental Agency | No restriction. | No restriction. | No restriction. | |
| Property Address Signs | One sign per building or divided tenant space. | 2 SF per sign face. | As deemed appropriate by the Director of Community Development. | |
| Public Convenience Signs | As deemed appropriate by the Director of Community Development. | One SF per sign face. | No restriction. | (1) Signs shall be non-illuminated. (2) Signs may only identify restrooms, public telephones, entrances, exits and the like. |
| Public Utility Company Safety Signs | As deemed appropriate by the Director of Community Development. | As deemed appropriate by the Director of Community Development. | As deemed appropriate by the Director of Community Development. | Signs shall be for the purpose of aiding the public safety and includes signs such as "danger" signs, signs showing the location of utilities and the like. |
| Real Estate Signs | | | | |
| • Residentially Zoned Property | | | | |
| - "For Sale," "For Lease" and "For Rent" Signs | One sign per street frontage. | 4 SF per sign face. Sign riders may not total more than 1.5 SF. | 6 FT. For signs placed in the rear yard of a property located on a cul-de-sac, the sign may be a maximum of 8 | Sign must be removed within 10 days following the date of final sale, rental or lease of the premises. Sign riders are limited to agent's name, "for lease," "for rent" and |

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| | | | FT. | "sale pending." |
| - Open House Signs | On-Site—One sign per lot or parcel, plus 2 pennants; Off-Site—4 directional signs, maximum one per realtor per lot. | 3 SF per sign face. | 4 FT. | Signs may be placed between the hours of 8 a.m. and 8 p.m., Friday, Saturday and Sunday, no farther than ½ mile from the property being sold. Signs may not be located on the public sidewalk. No other flags, balloons, pennants, or other riders or decorations are permitted. |
| - Subdivision Signs | One sign per boundary street frontage. | 32 SF per sign face. | 8 FT. | Signs must be removed within 10 days following the date of final sale of the last lot, parcel or structure, or within 18 months of posting, whichever comes first. Flags and pennants may be permitted subject to the review and approval of a sign permit or as part of an approved sign program. |
| - Subdivision Directional Signs | Kiosk signs, number and location subject to approval of a sign location plan; however, a sign shall not be located more than 600 FT from an existing or previously approved sign site. | 40 SF per sign face | 12 FT. | (1) Each sign may only contain the name of the residential subdivision and a directional arrow. (2) The placement of signs within the public right-of-way shall be subject to approval of an encroachment permit by the City Engineer. (3) No flags, balloons, pennants, or other riders or decorations are |

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| | | | | <p>permitted.</p> <p>(4) Signs shall not advertise residential subdivisions located outside of the city limits.</p> <p>(5) Individual directional panels shall be allowed to remain until the subdivision is sold-out.</p> |
| <ul style="list-style-type: none"> • Non-Residentially Zoned Property | | | | |
| - Real Estate Signs | One sign per boundary street frontage. | 32 SF per sign face. | 8 FT. | Signs must be removed within 10 days following the date of final sale of the last lot, parcel or structure. No flags, balloons, pennants, or other riders or decorations are permitted. |
| - Future Tenant Identification Signs | One sign per project boundary street frontage. | 32 SF per sign face. | 8 FT. | Sign may be placed on vacant or developing property to advertise the future use of an approved (approval must be current) project on the property and where information may be obtained. Signs must be immediately removed upon occupancy, or expiration or revocation of project approval. |
| Temporary Signs and Banners | | | | |
| <ul style="list-style-type: none"> • Civic Interest | One sign per premises. | 6 SF per sign | No | (1) Signs are permitted in conjunction with a public |

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| Signs | | face. | requirement. | <p>or quasi-public use.</p> <p>(2) Display shall be limited to a period 30 days prior to the advertised event.</p> <p>(3) Signs shall be removed within 24 hours following the close of the event.</p> |
| <ul style="list-style-type: none"> Political Signs | <p>(1) There shall be no restriction as to the maximum number of permitted signs.</p> <p>(2) Signs may only be placed on private property.</p> | 16 SF per sign. | No requirement. | <p>(1) Any candidate, or his/her designee, or the proponents of a ballot measure who seek to utilize political signs, shall first register with the Community Development Department on a City registration form.</p> <p>(2) Political sign(s) may only be displayed or erected within 45 days preceding an election. All such signs shall be removed within 5 days following the election.</p> <p>(3) No political sign shall be placed or affixed to a tree, fence, wall, post, equipment, nor any structure by any means.</p> <p>(4) Political signs are prohibited from being displayed on public facilities and rights-of-way, including but not limited to any curb, gutter, sidewalk or utility pole.</p> <p>(5) No political sign shall be erected without first obtaining permission of the property owner whereupon the sign is</p> |

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| | | | | placed. |
| • Community-Wide Promotional Banners | | | | |
| - Central Avenue Street Banner, Electronic Message Board, and Light Standard Banners | | | | (1) Refer to the guidelines for roadway promotions, regulated by the Community Services Department, for these types of signs. |
| - Sports Organization Banners | One banner per street frontage. | 150 SF per sign face. | No requirement. | (1) Banners for local youth sports organizations are permitted for the purpose of advertising league sign-ups in public parks. (2) The banner shall be approved by the Community Services Department prior to submitting a Temporary Sign Permit application. (3) Displays shall be limited to 60 calendar days per year. |
| • Grand Opening Banners | One banner attached to the building per street frontage. Businesses with more than 600 feet of street frontage shall be permitted two banners per street frontage. | 150 SF per sign face and the total length of the banner shall not exceed 70% of the width of the business face upon | Below the roofline. | (1) Banners are permitted in conjunction with a permitted commercial, industrial, public or quasi-public use. (2) Banners shall be consistent with the proportion and scale of the business face upon |

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| | | which the banner is placed. | | which the banner is placed. (3) Display shall be limited to a period of 30 consecutive calendar days per business address. (4) The approved permit shall be maintained onsite throughout the display period. |
| • Banners for Promotional Sales | | | | |
| • Promotional Banners | One banner attached to the building per street frontage. Businesses with more than 600 feet of street frontage shall be permitted two banners per street frontage. | 150 SF per sign face and the total length of the banner shall not exceed 70% of the width of the building face upon which the banner is placed. | Below the roofline. | (1) Banners are permitted in conjunction with a permitted commercial, industrial, public or quasi-public use. (2) Banner shall be consistent with the proportion and scale of the building face upon which the banner is placed. (3) Display shall be limited to 90 calendar days per business address. (4) The approved permit shall be maintained onsite throughout the display period. |
| - Balloon Displays | The location of all proposed balloons shall be shown on the application for a temporary sign. | 18 inches in diameter | Balloon displays may not exceed a height of 20 feet or be extended above the | (1) Balloon displays shall only be permitted in conjunction with an approved Promotional Sale. (2) Balloons may be displayed for a period not |

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| | | | roofline. | <p>to exceed three consecutive days. At least 30 calendar days must elapse between the end of one display period and the beginning of the next.</p> <p>(3) A maximum of one balloon display is permitted per business.</p> <p>(4) Balloon displays shall be placed on and tethered to the ground only and shall not be placed on or over any public street, sidewalk, parking lot, or required landscape area. Balloon displays shall not be displayed on a rooftop.</p> <p>(5) Balloons shall be maintained in original display conditions at all times.</p> <p>(6) Balloons shall not be cut loose or otherwise be permitted to fly freely.</p> |
| • Banners for Non-Profit Organizations | | | | |
| - Banners | One banner per temporary event | 150 SF per sign face. | No requirement. | <p>(1) Banners are for the purpose of identifying a temporary event.</p> <p>(2) Display shall be limited to 14 calendar days per year.</p> <p>(3) The approved permit shall be maintained on-site throughout the display period.</p> |

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| <p>- Balloons</p> | <p>The location of all proposed balloons shall be shown on the application for temporary sign.</p> | <p>18 inches in diameter</p> | <p>Balloon displays shall not exceed the height limit for the zone in which they are located.</p> | <p>(1) Balloons shall be permitted in conjunction with a permitted special event, as defined in Section 10.64 of the Chino Municipal Code. (2) The balloon display may consist of individual balloons tied to a stationary object, a balloon arch anchored on each end, or other similar form of display. This provision does not permit large inflatable objects, sky dancers, or other similar objects. (3) Balloons shall be maintained in original display conditions at all times. (4) Balloons shall not be cut loose or otherwise be permitted to fly freely.</p> |
| <ul style="list-style-type: none"> • A-Frame (Sandwich Board) Signs | <p>One sign per business.</p> | <p>54 inches in height by 24 inches in width</p> | <p>42 inches</p> | <p>(1) The placement of A-Frame signs shall maintain a minimum 4-foot wide pedestrian walkway. (2) No sign shall be placed on or over any public street, sidewalk, parking lot, or required landscape area. (3) A-Frame signs may only be displayed during business hours and taken in after closing.</p> |
| <ul style="list-style-type: none"> • Help Wanted | <p>One banner per business during a time</p> | <p>150 SF per sign</p> | | <p>(1) Banners are for the purpose of identifying</p> |

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| Banners | period in which employment opportunities exist. The banner may only be located on the exterior wall of the building or next to the building entrance. | face | | existing job vacancies. (2) Sign copy shall be limited to information related to employment and a contact telephone number. (3) Signs shall be removed from the site when the last position is filled. |
| Directory Signs | As determined appropriate by the Director of Community Development. Signs may not be located within any required setback (yard) area. | 6 SF per sign face. | 5 FT | Directory signs should include a plot plan showing all private drives and roads, building locations with unit numbers and addresses, and fire hydrant locations. The directory should also include a reference point on the plot plan indicating the location of the directory and a north arrow. |
| Directional Signs | Monument signs, number and location as determined appropriate by the Director of Community Development. | 3 SF per sign face. | 5 FT. | Signs shall be for the purpose of serving the public safety or convenience (e.g., signs such as "parking," "entrance," "exit" and the like). The sign may include the name/logo of the business it serves. |
| Pedestrian Signs | Wall or pendant signs, number and location as determined appropriate by the Director of Community Development. Signs | (1) Wall Sign— 6 SF. Pendant Sign— 3 SF per sign face. | Wall Sign—Eye level (6 FT max.). Pendant Sign—Below | |

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| | may be located where the principal sign for a building cannot be conveniently seen by pedestrian traffic. | | the eave line. | |
| Window Signs | Signs shall be placed on the interior side of the window, except for holiday displays which may be placed on the exterior side of the window. | Not more than 25% of the window area per building face may be covered. | No requirement. | Holiday displays shall be removed 10 days after the holiday. |
| Traffic or Other Municipal Public Safety Signs | As deemed appropriate by the Director of Community Development and/or the City Engineer. | No restriction. | No restriction. | |
| Yard Sale Signs | One sign upon the property where the sale is conducted, plus 2 off-site directional signs. | 6 SF per sign face. | No restriction. | Directional signs may only be placed on private property and shall not be permitted within any street right-of-way or on any public property. |
| Lost Pet signs | | 11" x 17" per sign. | No restriction. | <p>(1) Signs shall be removed within 30 days of placement or once the pet is found, whichever comes first.</p> <p>(2) Prior to placing any sign on private property, approval from the property owner shall be obtained.</p> <p>(3) Signs that constitute a public nuisance, hazard, or create visual blight subject to the interpretation of</p> |

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| | | | | the Director of Community Development shall be removed within 24 hours of notification. |
| 2. Signs Permitted in the AG Zoning District | | | | |
| Business Identification Signs | One monument sign per street frontage. | 12.5 SF per sign face. | 8 FT. | Signs may only be exterior illuminated. |
| 3. Signs Permitted in Residential Zoning Districts | | | | |
| Multiple-Family Residential Signs | <p>One wall or monument sign per street frontage or at the project entrance.</p> <p>Developments that are located on a corner may have a monument sign on the corner.</p> <p>Directory Signs: one wall or monument sign per project boundary street frontage or located at the development's entrances.</p> | <p>24 SF per sign face.</p> <p>6 SF per sign face.</p> | <p>(1) Wall Sign—Below the eave line.</p> <p>(2) Monument Sign—6 FT.</p> <p>5 FT.</p> | <p>(1) Signs may only be exterior illuminated.</p> <p>(2) The sign base shall be a minimum of 1.5 FT in height.</p> <p>Directory signs should include a site plan showing all private drives and roads, building locations with unit numbers and addresses, and fire hydrant locations. The directory should also include a reference point on the site plan indicating the location of the directory and a north arrow.</p> |
| Single-Family Residential Project Identification Signs | One monument sign per neighborhood boundary street frontage, located at the project entrance or intersection of boundary streets. | 12.5 SF per sign face. | 6 FT. | <p>(1) Signs shall be maintained by a homeowner's association.</p> <p>(2) Signs may only be exterior illuminated.</p> |

| 4. Signs Permitted in the CO Zoning District | | | | |
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| Business Identification Signs—Single tenant buildings | One wall or monument sign per street frontage and one wall sign at the main entrance if the entrance does not face a street. | 10 SF per sign face. | (1) Wall Sign—Below the building eave line. (2) Monument Sign—5 FT. | |
| Business Identification Signs—Multiple tenant buildings | One wall sign per business, plus one monument sign per street frontage. | (1) Wall Sign—6 SF. (2) Monument Sign—20 SF per sign face. | (1) Wall Sign—Below the building eave line. (2) Monument Sign—5 FT. | (1) Wall signs may only indicate the business name. (2) Monument signs may only identify the name of the building. |
| 5. Signs Permitted In The CN Zoning District | | | | |
| Business Identification Signs—Single tenant buildings, multiple tenant buildings and shopping centers | (1) One wall sign per building face where a street right-of-way is located and at a public entrance, which faces a parking lot. (2) In addition to permitted wall signs, center identification signs shall be permitted as elsewhere described in this Table. | (1) 1.5 SF of sign area for each LF of business face where the sign is placed, not to exceed 150 SF. (2) The total length of a wall sign shall not exceed 70% of the width of the business face upon which the sign is placed. | Below the roofline. | Wall signs shall consist of individual channel letters affixed to the building face. Individual letters within a wall sign shall not exceed the following heights: <u>Wall Length</u> <u>Height</u> <35 FT - 2 FT 35 FT to 75 FT - 3 FT >75 FT - 4 FT |
| Center Identification Signs | | | | |

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| <ul style="list-style-type: none"> Centers less than 3 acres in size | <p>One monument sign per street frontage.</p> | <p>48 SF per sign face.</p> | <p>10 FT.</p> | <p>(1) Signs shall identify the name of the center and the street address, and may identify tenants within the center, not to exceed a total of 7 tenants.</p> <p>(2) A maximum of 65% of the sign area per sign face may be devoted to identifying tenants within the center.</p> <p>(3) Minimum 8-inch high letters shall be provided for tenant identification.</p> <p>(4) The height of the sign's base, at a minimum, shall be equal to 15% of the total sign height.</p> |
| <ul style="list-style-type: none"> Centers 3 or more acres in size | <p>One monument sign for each 650 LF of street frontage, or fraction thereof per street frontage. Signs must be located at a minimum of 250 feet apart.</p> | <p>75 SF per sign face.</p> | <p>15 FT.</p> | <p>(1) Signs shall identify the name of the center and the street address, and may identify tenants within the center, not to exceed a total of 7 tenants.</p> <p>(2) A maximum of 65% of the sign area per sign face may be devoted to identifying tenants within the center.</p> <p>(3) Minimum 8-inch high letters shall be provided for tenant identification.</p> <p>(4) The height of the sign's base, at a minimum, shall be equal to 10% of the total sign height.</p> |

| Freeway Pylon Signs | | | | |
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| <ul style="list-style-type: none"> • Business Identification—single tenant buildings & multiple tenant buildings | One per lot or parcel. | 200 SF per sign face. | 20 FT, except that when a sign is located next to an elevated freeway, the sign height may be extended an additional FT for each FT the freeway is elevated above the sign's adjacent grade, not to exceed 40 Ft in height. | The lot/parcel upon which the sign is placed must have a minimum of 100 FT of depth and 100 feet of frontage on a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. |
| <ul style="list-style-type: none"> • Commercial Centers | One per center. | 300 SF per sign face. | 45 FT, except that when a sign is located next to an elevated freeway, the sign height may be extended an additional FT for each FT the freeway is elevated above the sign's adjacent grade, not to exceed 60 FT in height. | The lot/parcel upon which the sign is placed must have a minimum of 100 FT of depth and 100 feet of frontage on a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. |

6. Signs Permitted in the CG, CR & CS Zoning Districts

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| <p align="center">Business Identification— single tenant buildings</p> | <p>(1) One primary wall sign per street frontage or at a public entrance that faces a parking lot and one secondary wall sign on any other building face that is visible from a public street.</p> <p>(2) One monument sign per building.</p> | <p>(1) Wall Sign—2 SF of sign area for each LF of building face where the sign is placed, not to exceed 150 SF.</p> <p>(2) Monument Signs—75 SF per sign face.</p> | <p>(1) Wall Sign—Below the roofline.</p> <p>(2) Monument Sign—10 FT.</p> | <p>Wall signs shall consist of individual channel letters mounted to the building face. Individual letters within a primary wall sign shall not exceed the following heights:</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">Wall Length</td> <td style="text-align: center;">Height FT</td> </tr> <tr> <td style="text-align: center;"><35 FT -</td> <td style="text-align: center;">2</td> </tr> <tr> <td style="text-align: center;">35 FT to 75 FT -</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: center;">>75 FT -</td> <td style="text-align: center;">4</td> </tr> </table> <p>Individual letters within a secondary wall sign shall not exceed 2 FT in height.</p> | Wall Length | Height FT | <35 FT - | 2 | 35 FT to 75 FT - | 3 | >75 FT - | 4 |
| Wall Length | Height FT | | | | | | | | | | | |
| <35 FT - | 2 | | | | | | | | | | | |
| 35 FT to 75 FT - | 3 | | | | | | | | | | | |
| >75 FT - | 4 | | | | | | | | | | | |
| <p align="center">Business Identification— Multiple tenant buildings</p> | <p>(1) One primary wall sign per street frontage or at a public entrance that faces a parking lot and one secondary wall sign on any other building face that is visible from a public street.</p> <p>(2) One monument sign that identifies all tenants within the building may be placed along the street frontage.</p> | <p>(1) Wall Sign—2 SF of sign area for each LF of business face upon which the sign is placed, not to exceed 150 SF. The total length of a wall sign shall not exceed 70% of the width of the business face upon which the sign is placed.</p> <p>(2) Monument Sign—75 SF per sign face.</p> | <p>(1) Wall Sign—Below the roofline.</p> <p>(2) Monument Sign—10 FT.</p> | <p>(1) Monument signs shall identify all tenants within the building. The area of sign devoted to each business shall be proportional to the area of the building occupied by the business. The minimum letter height for tenant signs placed on the monument sign shall be 8-inches.</p> <p>(2) Wall signs shall consist of individual channel letters mounted to the building face.</p> <p>(3) Individual letters within a wall sign shall not exceed the following heights:</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">Wall</td> <td style="text-align: center;">Height</td> </tr> </table> | Wall | Height | | | | | | |
| Wall | Height | | | | | | | | | | | |

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| | | | | <p><u>Length</u> <u>FT</u></p> <p><35 FT - 2 35 FT to 75 FT - 3 >75 FT - 4</p> <p>(4) Individual letters within a secondary wall sign shall not exceed 2 FT in height.</p> |
| Center Identification Signs | | | | |
| <ul style="list-style-type: none"> Centers less than 3 acres in size | One monument sign per street frontage. | 48 SF per sign face. | 10 FT. | <p>(1) Signs shall identify the name of the center and the street address, and may identify tenants within the center, not to exceed a total of 7 tenants.</p> <p>(2) A maximum of 65% of the sign area per sign face may be devoted to identifying tenants within the center.</p> <p>(3) Minimum 8-inch high letters shall be provided for tenant identification.</p> <p>(4) The height of the sign's base, at a minimum, shall be equal to 15% of the total sign height.</p> |
| <ul style="list-style-type: none"> Centers 3 or more acres in size | One sign for each 650 LF of street frontage, or fraction thereof. Signs must be located a minimum of 250 FT apart. | 75 SF per sign face. | 15 FT. | <p>(1) Signs shall identify the name of the center and the street address, and may identify tenants within the center, not to exceed a total of 7 tenants.</p> |

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| | | | | <p>(2) A maximum of 65% of the sign area per sign face may be devoted to identifying tenants within the center.</p> <p>(3) Minimum 8-inch high letters shall be provided for tenant identification.</p> <p>(4) The height of the sign's base, at a minimum, shall be equal to 10% of the total sign height.</p> |
| <ul style="list-style-type: none"> Regional Centers | As determined appropriate by the Planning Commission. | As determined appropriate by the Planning Commission. | As determined appropriate by the Planning Commission. | Signs for regional commercial centers shall be reviewed and acted upon by the Planning Commission. While generally following City sign regulations and policy, the Planning Commission may vary the requirements of this Chapter, recognizing the unique characteristics of regional uses. |
| Freeway Pylon Signs | | | | |
| <ul style="list-style-type: none"> Business Identification—single tenant buildings & multiple tenant buildings | One per lot or parcel. | 200 SF per sign face. | 20 FT, except that when a sign is located next to an elevated freeway, the sign height may be extended an additional foot for each foot | The lot/parcel upon which the sign is placed must have a minimum of 100 FT of depth and 100 feet of frontage on a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. |

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| | | | the freeway is elevated above the sign's adjacent grade, not to exceed 40 Ft in height. | |
| <ul style="list-style-type: none"> Commercial Centers | One per center. | 300 SF per sign face. | 45 FT, except that when a sign is located next to an elevated freeway, the sign height may be extended an additional foot for each foot the freeway is elevated above the sign's adjacent grade, not to exceed 60 FT in height. | The lot/parcel upon which the sign is placed must have a minimum of 100 FT of depth and 100 feet of frontage on a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. |
| <ul style="list-style-type: none"> Regional Commercial Centers | As determined appropriate by the Planning Commission. | As determined appropriate by the Planning Commission. | As determined appropriate by the Planning Commission. | Freeway pylon signs for regional commercial centers shall be reviewed and acted upon by the Planning Commission. While generally following City sign regulations and policy, the Planning Commission may vary the requirements of this Chapter, recognizing the unique characteristics of regional uses. |

7. Signs Permitted in the BP Zoning District

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| <p align="center">Business Identification— Single tenant buildings</p> | <p>(1) One wall sign per building face where a street right-of-way is located and at a public entrance, which faces a parking lot. (2) One monument sign per building.</p> | <p>(1) Wall Sign—One SF of sign area for each LF of building face where the sign is placed, not to exceed 150 SF. (2) Monument Sign—75 SF per sign face.</p> | <p align="center">Below the roofline</p> | <p align="center">Wall signs shall consist of individual letters affixed to the building face.</p> |
| <p align="center">Business Identification— Multiple tenant buildings</p> | <p align="center">One wall sign per building face where a street right-of-way is located and at a public entrance, which faces a parking lot.</p> | <p>One SF of sign area for each LF of business face where the sign is placed, not to exceed 150 SF.</p> | <p align="center">Below the roofline</p> | <p align="center">Signs shall consist of individual letters affixed to the building face.</p> |
| <p align="center">Business Park Identification</p> | <p>One monument sign per street frontage, located at the business park street entrance or at a street intersection.</p> | <p align="center">30 SF per sign face.</p> | <p align="center">5 FT</p> | <p align="center">Signs may only identify the name and address of the business park.</p> |
| <p align="center">Mixed Use Developments</p> | <p>One monument sign per street frontage.</p> | <p align="center">48 SF per sign face.</p> | <p align="center">10 FT.</p> | <p>(1) Signs shall identify the name of the center and the street address, and may identify tenants within the center, not to exceed a total of 7 tenants. (2) A maximum of 65% of the sign area per sign face may be devoted to identifying tenants within the center. (3) Minimum 8-inch high</p> |

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| | | | | <p>letters shall be provided for tenant identification.</p> <p>(4) The height of the sign's base, at a minimum, shall be equal to 15% of the total sign height.</p> |
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8. Signs Permitted in the M1 & M2 Zoning Districts

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| Business Identification— Single tenant buildings | | | | |
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| <ul style="list-style-type: none"> • Lots less than 10 acres in size | <p>(1) One wall or monument sign per street frontage.</p> <p>(2) Within industrial parks, buildings not having street frontage shall be permitted one wall sign per building face where a main drive aisle that serves 3 or more buildings is located, not to exceed 2 signs per building.</p> | <p>(1) Wall Sign—One SF of sign area for each LF of building face where the sign is placed, not to exceed 150 SF.</p> <p>(2) Monument Sign—75 SF per face.</p> | <p>(1) Wall Sign—Below the roofline.</p> <p>(2) Monument Sign—5 FT.</p> | |
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| <ul style="list-style-type: none"> • Lots 10 or more acres in size | <p>(1) One wall sign per street frontage and one monument sign at the primary entrance.</p> <p>(2) Within industrial parks, buildings not having street frontage shall be permitted one wall sign per building face where a main drive aisle that serves 3 or more buildings is located, not to exceed 2</p> | <p>(1) Wall Sign—One SF of sign area for each LF of building face where the sign is placed, not to exceed 150 SF.</p> <p>(2) Monument Sign 75 SF per face.</p> | <p>(1) Wall Sign—Below the roofline.</p> <p>(2) Monument Sign—5 FT.</p> | |
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| | signs per building. | | | |
| Business Identification— Multiple tenant buildings | One wall sign per business, located at the business entrance that faces a public street, not to exceed a total of 2 signs and at a public entrance that faces a parking lot. | (1) Wall Sign— 0.5 SF of sign area for each LF of business face where the sign is placed, or maximum 6 SF tenant identification sign if a monument sign is used. (2) Monument Sign—75 SF per face. (3) Business Identification Wall Sign—6 SF. | (1) Wall Sign—Below the roofline. (2) Monument Sign—10 FT. | Maximum individual character/letter height within a sign is 2 FT. Monument signs shall identify all tenants within the building. The area of sign devoted to each business shall be proportional to the area of the building occupied by the business. |
| Industrial Park Identification Signs | | | | |
| • Industrial parks less than 10 acres in size | One monument sign per project boundary street frontage, located at the project entrance or intersection of boundary streets. | 20 SF per face. | 5 FT | Signs may only contain the name and address of the complex/park. |
| • Industrial parks 10 or more acres in size | (1) One monument sign per main street entrance(s) into the industrial park and at the intersection of boundary streets. (2) Monument signs must be located a | 75 SF per face. | 10 FT | Signs may only contain the name and address of the industrial park. |

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| | minimum of 250 FT apart. | | | |
| Signs for Incidental Retail Sales | One sign placed on the exterior of the building or incorporation into a wall or monument sign otherwise permitted by this Sign Code. | (1) Separate Wall Sign—25 SF. (2) Incorporated Sign—A primary business identification wall or monument sign may be increased in area a maximum of 25%, not to exceed 175 SF. | (1) Wall Sign—Below the roofline. (2) Monument Sign—A primary business identification monument sign may be increased in height, a maximum of 25%, not to exceed 10 FT (total sign height). | If an existing sign is added to, the design of the combined sign shall be such that the sign appears as a wholly integrated sign and not as a separate addition or rider to the primary sign. |
| 9. Signs Permitted in the AD Zoning District | | | | |
| Signs for Commercial Uses | Signs for airport related commercial office, retail and service uses, shall adhere to the requirements specified by this Table under the heading "Signs Permitted in the CG, CR & CS Zones." | | | |
| Signs for Industrial and General Aviation Uses | Signs for airport related industrial uses and general aviation uses, shall adhere to the requirements specified by this Table under the heading "Signs Permitted in the M1 & M2 Zones." | | | |
| 10. Signs Permitted in the OS & GS Zoning District | | | | |
| Public Parks | | | | |
| Regional & Community Parks | One monument sign per boundary street frontage, located at the street entrance or intersection of | 75 SF per sign face. | 15 FT | (1) Signs shall identify the name of the park, and may include an electronic message board and identification for tenants, |

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| | boundary streets. | | | <p>sub-tenants and/or franchisees within the park.</p> <p>(2) Minimum 8-inch high letters shall be provided for tenant identification.</p> <p>(3) Electronic message boards shall not contain any illumination that changes intensity, nor shall the display expose messages for less than 4 second intervals or have intervals between messages of less than one second.</p> <p>(4) Electronic message boards may advertise public or private events, businesses or services available on and off the premises. Display content shall be as determined appropriate by the Director of Community Services.</p> <p>(5) Directional signs, pedestrian signs and window signs shall comply with the requirements of the CG & CS zoning districts.</p> <p>(6) Commercial tenants, sub-tenants and franchisees shall comply with the requirements of the CG & CS zoning districts.</p> |
| Neighborhood | One monument sign per boundary street | 30 SF per sign | 6 FT | Signs shall be either exterior illuminated or |

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| Parks | frontage, located at the street entrance or intersection of boundary streets | face | | have backlit (halo lighting) letters. |
| • Fairgrounds | | | | |
| - Monument Sign | One monument sign is permitted. | 115 SF per sign face. | 10 FT | |
| - Electronic Message Board | One electronic message board is permitted and shall be integrated into the design of the monument sign. | The message board portion can not exceed 50% of the total sign area for the monument sign. | | <p>(1) An electronic message board is permitted on sites 10 acres or more owned or permanently operated by the city or a non-profit organization. The purpose of these signs is to identify multiple large scale events that occur throughout the year and draw from a local and regional crowd.</p> <p>(2) An electronic message board shall not contain any illumination that changes intensity, nor shall the display expose messages for less than 4 second intervals or have intervals between messages less than one second.</p> <p>(3) An electronic message board may only promote public and private events, which shall take place on the premises and can not be used for general advertising. Display content shall be determined appropriate by the Director of</p> |

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| | | | | Community Development. |
| - Temporary Banners | One banner may be attached to the fence per street frontage. | 50 SF per sign face. | | The banner shall be placed no earlier than 10 days prior to the event and shall be removed by 8 a.m. the day following the event. |
| • Permanent Signs for Other Uses | | | | Comply with the requirements of the CG, CR & CS zoning districts. |
| 11. Signs For Special Uses (Note: The regulations listed below are to be applied in lieu of those regulations applicable to each individual zoning district, unless otherwise noted.) | | | | |
| Automated Service Facilities (such as drive-up and walk-up banking machines, etc.) | As determined appropriate by the Director of Community Development. | 6 SF per sign | As determined appropriate by the Director of Community Development. | (1) Due to the unlimited variety and character of automated service facilities, the sign allowance for such facilities shall be determined by the Director of Community Development on the basis of their function and use. (2) Automated service signs shall not be used as a method to increase the basic sign allowance for the principal use. |
| Auto Malls/Centers | One pylon sign and electronic message board located contiguous to a freeway. | 450 SF per sign face, with no more than 350 SF per sign face being devoted to an electronic message display. | 45 FT, except that the height may be extended an additional FT for each FT the freeway is elevated above the | (1) Sign may only identify the auto mall/center and each automobile franchise or dealership within the mall/center. (2) Electronic message board displays shall not contain any illumination that is in motion or |

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| | | | sign's adjacent grade, not to exceed 65 FT. | <p>appears to be in motion, or changes intensity, nor shall the display expose messages for less than 4 seconds or have intervals between messages of less than one second.</p> <p>(3) Electronic message board displays shall be in compliance with Caltrans Outdoor Advertising Act and Regulations and may contain information as deemed appropriate by the Director of Community Development.</p> <p>(4) In consideration of the unique characteristics of auto center signage, the height, size and design of a freeway pylon sign may vary from these standards when approved by the Planning Commission.</p> |
| <p>Churches</p> <p>The following signs are permitted to address the unique signage needs for churches:</p> | | | | |
| <ul style="list-style-type: none"> On-Site Signs <p>Intent: The purpose of on-site signs is to provide permanent visual identity</p> | | | | |

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| for churches. | | | | |
| (a) Single Tenant Building | (1) One wall sign or monument sign per street frontage. (2) Manual reader boards are permitted on the monument sign, limited to one reader board per church. | (1) 30 SF per sign face. (2) Manual reader boards shall not exceed 50% of the total allowable sign area per sign face. | Wall Sign— Below the roofline. Monument Sign—6 FT | Signs shall either be exterior illuminated or have backlit (halo lighting) letters. |
| (b) Multiple Tenant Building | (1) One wall sign per street frontage. (2) Churches located within a business/industrial park and that occupy more than 70% percent of the buildings located within the park shall be permitted one monument sign. (3) Manual reader boards are permitted on the monument sign, limited to one reader board per church. | (1) 30 SF per sign face. (2) Manual reader boards shall not exceed 50% of the total allowable sign area per sign face. | Wall Sign— Below the roofline. Monument Sign—6 FT | Signs shall either be exterior illuminated or have backlit (halo lighting) letters. |
| <ul style="list-style-type: none"> Off-Site Signs (Directional Signs) Intent: The purpose of off-site directional signs is to provide additional signs in the vicinity of a church for | Two signs per church, attached to existing standards or posts in the street right-of-way. | 1.5 SF per sign face (0.75 FT high by 2 FT wide). | As deemed appropriate by the City Engineer. | <ul style="list-style-type: none"> (1) Placement of signs shall be subject to approval of an encroachment permit by the City Engineer. (2) Signs shall consist of white letters on a blue background. (3) The church shall pay a fee to cover the City's cost for sign installation. |

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| directional purposes. | | | | (4) The church shall be responsible for the cost of replacement of the sign if and when it is no longer maintainable by the City. |
| <ul style="list-style-type: none"> • Temporary Banners <p>Intent: The purpose of a temporary banner is to identify special events and/or activities that frequently occur at churches throughout the year. There are three different options for banners that churches can utilize that are identified below:</p> | | | | |
| (a) Attached to Building Wall | <p>(1) The banner may be mounted on a building face as permitted in Section 16.05-1 Sign Regulation Matrix Signs Permitted in All Zoning Districts under Promotional Banner.</p> <p>(2) Storefront churches shall be allowed to have an additional 90 days of banner time beyond that allowed as noted above.</p> | 150 SF per sign face. | Below the roofline. | |

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| | (3) A temporary banner shall not be displayed at the same time on the same building face where a permanent banner is located. | | | |
| (b) Freestanding | (1) The banner may be secured to a freestanding structure. Banners shall be supported on at least two sides by poles, posts, or a similar structure, and the posts shall be securely fastened to the ground to prevent the banner from moving. (2) In lieu of a freestanding banner, a banner may be placed on a monument sign. | 50 SF per sign face. | | (1) A plan shall be submitted with an application for a freestanding banner that includes the following: A site plan that shows the location of the banner, dimensions of the banner, and all distances from adjacent property lines. (2) The City Engineer shall determine that the location of the banner will not constitute a traffic hazard. (3) The banner and structure shall be placed no earlier than the day prior to the church service or event and shall be removed by 8 a.m. the day following the event. |
| (c) Attached to Monument Sign | (1) The banner may be attached to an existing monument sign. (2) In lieu of a banner attached to a monument sign, a freestanding banner may be used. | 50 SF per sign face. | | The banner and structure shall be placed no earlier than the day prior to the church service or event and shall be removed by 8 a.m. the day following the event. |
| • Permanent Banners | (1) Number of banners permitted: | (1) 2 SF per sign face for | Below the | (1) A plan shall be submitted with a sign |

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| <p>(Permitted for Regional and Community Churches Only) Intent: The purpose of permanent banners is to identify the range of programs and activities a church offers on a year-round basis.</p> | <p>(a) Visible from a public street: A maximum of 3 banners. (b) Not visible from a public street: unlimited number of banners. (2) A temporary banner shall not be displayed at the same time on the same building face where a permanent banner is located.</p> | <p>each LF of building wall upon which the banner is placed, not to exceed 150 SF. (2) The total length shall not exceed 70% of the width of the building wall feature upon which the banner is placed.</p> | <p>roofline.</p> | <p>permit application that includes the following: A site plan that shows the location, type, and dimensions of all existing signage along with photos of all existing signs. (2) Banners shall be reviewed for compatibility with all existing signage and adjacent land uses. (3) Banners shall be framed on all four sides of the banner and securely mounted to the building wall. (4) Banners shall be proportional and centered on the building wall feature upon which the banner is placed. (5) The banner and frame shall be kept neatly and well maintained. (6) Decorative lighting features are permitted provided that they are compatible with the building architecture and the light source is arranged and shielded in a way that confines all direct light rays to the sign face and away from streets and adjacent properties.</p> |
| <p>Educational Institutions</p> | <p>One wall or monument sign per street frontage.</p> | <p>30 SF per sign face.</p> | <p>(1) Wall Sign—Below the roofline. (2) Monument</p> | |

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| | | | Sign—6 FT. | |
| Gasoline & Fuel Sales | | | | |
| <ul style="list-style-type: none"> • Full-Service Stations (gasoline and fuel sales in conjunction with motor vehicle service bays) | | | | |
| - Primary Identification | One canopy icon sign per canopy face visible from the public street and one monument sign per street frontage. | <p>(1) Canopy Icon Sign—6 SF.</p> <p>(2) Monument Sign—30 SF per face or 50 SF per face if fuel pricing information is incorporated into the sign (no other price signs allowed).</p> | <p>(1) Canopy Icon Sign— Below the roofline.</p> <p>(2) Monument— 10 FT.</p> | <p>(1) Monument signs shall be constructed of individual letters affixed to an opaque, matte finished background. Single panel business logos (icons) may also be permitted.</p> <p>(2) Canopy icon signs shall not exceed 2 FT in height.</p> |
| - Fuel Pricing | One monument sign per street frontage. If the pricing sign is incorporated into the business' primary identification sign, individual fuel pricing signs along each street frontage shall not be permitted. | 20 SF per sign face. | 6 FT | Signs shall only contain pricing information as required by State law and may contain the business name or logo, provided it does not exceed 8 inches in height. |
| - Fuel Dispensers and | Limited to: Identification and | As determined appropriate by | As determined appropriate by | Signs shall not be used as a method to increase the |

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| Dispenser Islands | directions for use of dispensers; acceptable methods of payment; video display monitors which do not exceed 13.5 inches in size (measured diagonally); and any other signs required by state law. | the Director of Community Development on the basis of function and use. | the Director of Community Development on the basis of function and use. | basic sign allowance for the primary use. |
| - Secondary Identification | One wall sign located at the business entrance. | 15 SF per sign face. | Below the roofline. | (1) Signs shall be for the purpose of identifying incidental automobile repair services. (2) Signs shall be constructed of individual channel letters affixed to the building face. The maximum individual character/letter height within a sign shall not exceed 2 FT. |
| • Dispensing Only Service Stations (fuel sales only) | | | | |
| - Primary Identification | One canopy icon sign per canopy face visible from the public street and one monument sign per street frontage. | (1) Canopy Icon Sign—6 SF. (2) Monument Sign—30 SF per face or 50 SF per face if fuel pricing information is incorporated into the sign (no other price | (1) Canopy Icon Sign— Below the roofline (2) Monument— 10 FT. | (1) Monument signs shall be constructed of individual letters affixed to an opaque, matte finished background. Single panel business logos (icons) may also be permitted. (2) Canopy icon signs shall not exceed 2 FT in height. |

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| | | signs allowed). | | |
| - Fuel Pricing | One monument sign per street frontage. If the pricing sign is incorporated into the business' primary identification sign, individual fuel pricing signs along each street frontage shall not be permitted. | 20 SF per sign face. | 6 FT | Signs shall only contain pricing information as required by State law and may contain the business name or logo, provided it does not exceed 8 inches in height. |
| - Fuel Dispensers and Dispenser Islands | Limited to: identification and directions for use of dispensers; acceptable methods of payment; video display monitors which do not exceed 13.5 inches in size (measured diagonally); and any other signs required by state law. | As determined appropriate by the Director of Community Development on the basis of function and use. | As determined appropriate by the Director of Community Development on the basis of function and use. | Signs shall not be used as a method to increase the basic sign allowance for the primary use. |
| • Mixed Use Service Stations (gasoline and fuel sales in conjunction with retail uses, such as convenience markets, fast-food restaurants, etc.) | | | | |
| - Primary Identification | One monument sign per street frontage, one wall sign identifying the | (1) Canopy Icon Sign—6 SF. | (1) Canopy Icon Sign— Below the | (1) Monument signs shall be constructed of individual letters affixed to |

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| | retail use and one canopy icon sign per canopy face visible from the public street | (2) Wall Sign—15 SF. (3) Monument Sign—30 SF per face or 50 SF per face if fuel pricing information is incorporated into the sign (no other price signs allowed). | roofline. (2) Wall Sign—Below the roofline. (3) Monument—10 FT. | an opaque, matte finished background. Single panel business logos (icons) may also be permitted. (2) Wall signs and canopy icon signs shall not exceed 2 FT in height. |
| - Fuel Pricing | One monument sign per street frontage. If the pricing sign is incorporated into the business' primary identification sign, individual fuel pricing signs along each street frontage shall not be permitted. | 20 SF per sign face. | 6 FT. | Signs shall only contain pricing information as required by State law and may contain the business name or logo, provided it does not exceed 8 inches in height. |
| - Fuel Dispensers and Dispenser Islands | Limited to: identification and directions for use of dispensers; acceptable methods of payment; video display monitors which do not exceed 13.5 inches in size (measured diagonally); and any other signs required by state law. | As determined appropriate by the Director of Community Development on the basis of function and use. | As determined appropriate by the Director of Community Development on the basis of function and use. | Signs shall not be used as a method to increase the basic sign allowance for the primary use. |
| - Secondary Identification | One wall sign per street frontage per sub-tenant or franchisee, not to exceed 2 signs per street frontage and 4 | The maximum area of a sign shall be as determined appropriate by | Below the roofline. | (1) Signs shall be for the purpose of identifying retail uses operating in conjunction with the service station use. |

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| | signs total. Sign location shall be as determined appropriate by the Director of Community Development on the basis of function and use. | the Director of community Development, considering the proportion of a sign's area to the building wall upon which it is to be placed and the degree to which the sign is visible from the public street. However, in no case shall a sign face exceed 30 SF. | | (2) The maximum individual character/letter height within a sign shall not exceed 2 FT. |
| Carwashes | Shall comply with the sign requirements for the zoning district in which the carwash is located. In addition, one sign shall be permitted that displays the prices for services. | One wall sign not to exceed 30 SF, to identify prices for services. | Sign shall be located below the canopy at the entrance to the carwash. | Pricing signs shall not be visible from the public right-of-way. |
| Government or Public Facilities, except Public Parks | Comply with the sign requirements of the CG & SC zoning districts. | | | |
| Hospitals | | | | |
| <ul style="list-style-type: none"> Primary Identification | One monument sign per street frontage, plus one wall sign at the main entrance if the entrance is not visible | (1) Wall—2 SF of sign area for each LF of business face where the sign | (1) Wall—Below the roofline. (2) Monument | (1) Wall—Sign shall be constructed of individual channel letters affixed to the building face. The maximum individual |

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| | from a street. | is placed, not to exceed 150 SF. (2) Monument—24 SF per sign face. | Sign—4 FT. | character/letter height within a wall sign shall not exceed 2 FT. (2) Monument—Signs shall be constructed of individual letters affixed to an opaque, matte finished background. |
| <ul style="list-style-type: none"> • Secondary Identification | One wall sign located at the building entrance where the service is provided (e.g., emergency, out patient, etc.). | 20 SF per sign face. | Below the roofline. | Sign shall be constructed of individual channel letters affixed to the building face. The maximum individual character/letter height within a sign shall not exceed 2 FT. |
| <ul style="list-style-type: none"> • Directional Signs | Monument sign, number and location of signs as permitted by applicable state law and as determined appropriate by the Director of Community Development. | 16 SF per sign face. | 7 FT. | Signs are intended to guide vehicular and pedestrian traffic from the street or parking areas to the building(s). Signs may identify the direction to a facility (e.g., parking, exit, entrance, etc.) or a service (emergency room, main lobby, x-ray, etc.). |
| Incidental Signs for Drive-Thru Facilities | | | | |
| <ul style="list-style-type: none"> • Drive-Thru Identification | One wall sign at the drive-thru entrance for the purpose of identifying the entrance and service provided. | 15 SF. | Below the roofline. | The letter height shall not exceed 1 FT. |
| <ul style="list-style-type: none"> • Menu Boards | One monument menu board shall be | 45 SF per sign | 6 FT. | |

| | permitted. | face. | | |
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| Incidental Signs for Motor Vehicle Service Related Uses | Two signs affixed to the building face. | 3 SF (total area of all signs) | 8 FT. | Signs are intended for automobile repair shops, service stations, automobile dealers with service facilities and similar uses for the purpose of showing notices of services provided (e.g., smog check), signs required by law, trade affiliations, and the like. |
| Incidental Signs for Supermarkets, or "Large Box" Retail Stores in excess of 50,000 SF in size | One wall sign per sub-tenant or franchisee. | The sign area shall be included in the maximum sign area calculation for the primary use. | Below the roofline. | <p>(1) Signs shall be for the purpose of identifying sub-tenant and franchisee services offered independent of or incidental to the primary tenant.</p> <p>(2) The Director of Community Development may approve up to 2 incidental signs per supermarket or retail store. The approval of 3 or more signs shall require Planning Commission approval.</p> <p>(3) Sign location shall be as determined appropriate by the Director of Community Development or the Planning Commission, on the basis of function and use.</p> <p>(4) Signs shall consist of individual letters affixed to the building face. The</p> |

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| | | | | maximum individual character/letter height within a wall sign shall not exceed 2 FT. |
| Motor Vehicle Sales (new or used) | | | | |
| <ul style="list-style-type: none"> • Primary Identification | <p>(1) One wall sign per building face that is visible from a public street and at a public entrance that faces a parking lot.</p> <p>(2) In addition to wall signs, one monument sign per street frontage.</p> | <p>(1) Wall Sign—One SF of sign area for each LF of building face upon which the sign is placed, or 20 SF, whichever is greater.</p> <p>(2) Monument Sign—40 SF per sign face.</p> | <p>(1) Wall Sign—Below the roofline.</p> <p>(2) Monument Sign—6 FT.</p> | <p>Wall signs shall consist of individual channel letters mounted on the building face. The letter height within a sign shall not exceed 2 FT.</p> |
| <ul style="list-style-type: none"> • Secondary Identification | <p>Wall signs located at the entrance where a service (e.g., service department, parts, body shop, etc.) is provided. The maximum number of signs shall be as determined appropriate by the Director of Community Development on the basis of their function and use.</p> | 20 SF. | Below the roofline. | <p>(1) Secondary signs are intended to be provided as a customer service, for the purpose of identifying the location of services provided by a dealership and are not to be used to increase the basic primary sign allowance for the retail sales use.</p> <p>(2) The letter height within a sign shall not exceed 1 FT.</p> |
| <ul style="list-style-type: none"> • Light Pole Mounted Pennants & Flags | One, pennant or flag per light pole within motor vehicle display areas. | Flags—32 SF. | Flags and banners shall not extend beyond the height of the | <p>(1) Pennants and flags shall extend a maximum of 4 FT on each side of the centerline of the light pole. A minimum of 8 FT</p> |

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| | | | light pole upon which they are placed. | <p>of clearance shall be maintained between a banner or flag and the ground, measured from the lowest portion of the sign.</p> <p>(2) Text on pennants or flags shall only identify the manufacturer of the motor vehicles being sold on the premises.</p> <p>(3) Pennants and flags are to be replaced upon showing signs of unattractive wear.</p> |
| <ul style="list-style-type: none"> Balloons Displays | | 18 inches in diameter | | <p>(1) Balloons shall be permitted on Saturdays, Sundays and the following legal holidays: New Years Day, President's Day, Memorial Day, Independence Day and Labor Day.</p> <p>(2) Balloons shall be maintained in original display conditions at all times.</p> <p>(3) Balloons shall not be cut loose or otherwise be permitted to fly freely.</p> |
| Off-Site Commercial Signs | One joint commercial/residential monument sign per residentially zoned property located along Central Avenue with less than 30 feet of street frontage. | 48 SF per sign face. | 10 FT. | The sign may only identify the name of the commercial center and the apartment/condominium complex. |

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| Theaters | | | | |
| • Primary Identification | Comply with the sign requirements of the CG & SC zoning districts. | | | |
| • Marquee | One monument sign, plus one wall sign at the main entrance, provided the main entrance is not readily visible from the public street. | 10 SF of sign area for each viewing auditorium, not to exceed 200 SF per sign face. | (1) Wall Sign—Below the roofline. (2) Monument Sign—10 FT. | (1) Marquee signs may only include featured attractions, and the theater name, corporate logo or trademark. (2) A monument marquee sign may be either freestanding or incorporated into a center identification sign. (3) The minimum/maximum individual letter height shall be as determined appropriate by the Director of Community Development, keeping in mind the proportion of letter area to the overall sign background area. |
| • Coming Attractions Poster Display | Four wall display areas located at or near the theater entry or box office. | 30 SF per display area. | 8 FT. | Areas are intended for the display of posters advertising current or future attractions at the theater. |

(Ord. 97-12 § 2 (part), 1997.)

(Ord. 2010-05, §§ 19, 20, 2010; Ord. 2011-08, §§ 22—33, 2011; Ord. 2011-14, §§ 2, 3, 2011; Ord. 2014-015, § 1, 2014; Ord. 2016-005, § 1, 2016.)