



AGENDA
REGULAR CITY COUNCIL MEETING
TUESDAY, SEPTEMBER 11, 2012, 7:00 P. M.
SAN DIMAS COUNCIL CHAMBERS
245 E. BONITA AVENUE

CITY COUNCIL:

Mayor Curtis W. Morris
Mayor Pro Tem Emmett Badar
Councilmember Denis Bertone
Councilmember John Ebner
Councilmember Jeff Templeman

1. CALL TO ORDER AND FLAG SALUTE

2. ANNOUNCEMENTS/RECOGNITIONS

- San Dimas 5K and 1 mile Family Fun Run and Family Fitness Fair for Saturday, September 29, 2012.
- Recognize National Night Out Hosts

3. ORAL COMMUNICATIONS (Members of the audience are invited to address the City Council on any item not on the agenda. Under the provisions of the Brown Act, the legislative body is prohibited from taking or engaging in discussion on any item not appearing on the posted agenda. However, your concerns may be referred to staff or set for discussion at a later date. If you desire to address the City Council on an item on this agenda, other than a scheduled public hearing item you may do so at this time or asked to be heard when that agenda item is considered. Comments on public hearing items will be considered when that item is scheduled for discussion. The Public Comment period is limited to 30 minutes. Each speaker shall be limited to three (3) minutes.)

a. Members of the Audience

4. CONSENT CALENDAR

(All items on the Consent Calendar are considered to be routine and will be enacted by one motion unless a member of the City Council or audience requests removal for separate discussion.)

- a. Resolutions read by title, further reading waived, passage and adoption recommended as follows:
 - (1) **RESOLUTION NO. 2012- 54, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN DIMAS, CALIFORNIA, APPROVING CERTAIN DEMANDS FOR THE MONTHS OF AUGUST AND SEPTEMBER 2012.**
- b. Approval of minutes for regular City Council meeting of August 28, 2012.
- c. Approval of minutes for Study session of August 28, 2012.
- d. Tax Sharing Resolutions approving and accepting negotiated exchange of property tax revenues resulting from annexation to County Sanitation District No. 22 (Annexation No. 417) one proposed single-family home on Puddingstone Drive.

- e. Renewal of Cash Contract 2012-01, Pavement Preservation Slurry Seal Project – Doug Martin Contracting Co., Inc. for \$350,000.00.

END OF CONSENT CALENDAR

5. PUBLIC HEARING

- a. Municipal Code Text Amendment 11-03 consideration of various revisions to the Chapter 18.152 (San Dimas Sign Code)

ORDINANCE NO. 1212 – AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SAN DIMAS APPROVING MUNICIPAL CODE TEXT AMENDMENT 11-03 AMENDING CHAPTER 18.152 SIGNS

6. OTHER BUSINESS

- a. Report on Downtown Façade project including possible changes to project design and/or costs
- b. Direction regarding the assumption of a liquor license for the Walker House
- c. Award of contract of Energy Audits
- d. Christ Church of the Valley – special event request and street closure “Trunk or Treat” October 31, 2012
- e. HEROES – special event request and street closure September 24, 2012

7. ORAL COMMUNICATIONS

- a. Members of the Audience (*Speakers are limited to five (5) minutes or as may be determined by the Chair.*)
- b. City Manager
- c. City Attorney
- d. Members of the City Council
 - 1) Discussion to consider directing staff to prepare a report for possible revisions to the existing city standards regarding underground utilities.
 - 2) Councilmembers' report on meetings attended at the expense of the local agency.
 - 3) Individual Members' comments and updates.

8. CLOSED SESSION

Recess to closed session pursuant to Government Code Section 54956.8:

a. CONFERENCE WITH REA PROPERTY NEGOTIATOR

Property: 121 North San Dimas Avenue – Walker House

Negotiating Parties for the City: Blaine Michaelis, City Manager, Ken Duran, Assistant City Manager and J. Kenneth Brown, City Attorney.

For proponent: Vincent DeRosa

Under Negotiation: Terms and conditions of a possible use agreement for the property.

b. Report on closed session items.

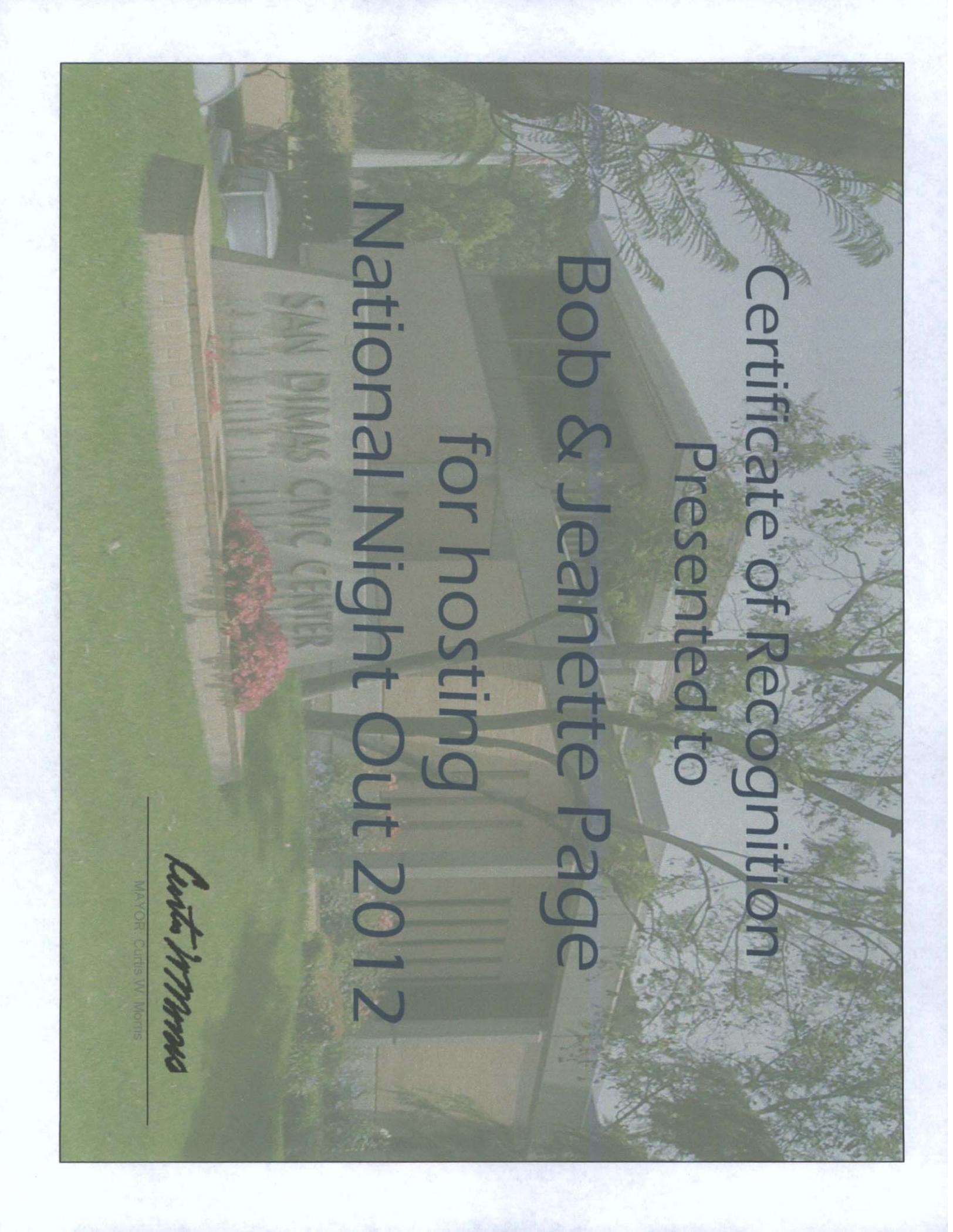
10. MEMORIAL ADJOURNMENT

The meeting will adjourn in observance of 9-11-01. The next meeting is 7:00 p.m. on September 25, 2012.

AGENDA STAFF REPORTS: COPIES OF STAFF REPORTS AND/OR OTHER WRITTEN DOCUMENTATION PERTAINING TO THE ITEMS ON THE AGENDA ARE ON FILE IN THE OFFICE OF THE CITY CLERK AND ARE AVAILABLE FOR PUBLIC INSPECTION DURING THE HOURS OF 8:00 A.M. TO 5:00 P.M. MONDAY THROUGH FRIDAY. INFORMATION MAY BE OBTAINED BY CALLING THE CITY CLERK AT (909) 394-6216. CITY COUNCIL MINUTES AND AGENDAS ARE ALSO AVAILABLE ON THE CITY'S HOME PAGE ON THE INTERNET: <http://www.cityofsandimas.com/minutes.cfm>.

SUPPLEMENTAL REPORTS: AGENDA RELATED WRITINGS OR DOCUMENTS PROVIDED TO A MAJORITY OF THE SUBJECT BODY AFTER DISTRIBUTION OF THE AGENDA PACKET SHALL BE MADE AVAILABLE FOR PUBLIC INSPECTION AT THE CITY CLERK'S OFFICE AT 245 EAST BONITA AVENUE DURING NORMAL BUSINESS HOURS. [PRIVILEGED AND CONFIDENTIAL DOCUMENTS EXEMPTED]

POSTING STATEMENT: ON SEPTEMBER 7, 2012, A TRUE AND CORRECT COPY OF THIS AGENDA WAS POSTED ON THE BULLETIN BOARDS AT 245 EAST BONITA AVENUE (SAN DIMAS CITY HALL); 145 NORTH WALNUT AVENUE (LOS ANGELES COUNTY PUBLIC LIBRARY, SAN DIMAS BRANCH); AND 300 EAST BONITA AVENUE (UNITED STATES POST OFFICE); THE VONS SHOPPING CENTER (PUENTE/VIA VERDE) AND THE CITY'S WEBSITE AT WWW.CITYOFSANDIMAS.COM/MINUTES.CFM.



Certificate of Recognition
Presented to

Bob & Jeannette Page
for hosting
National Night Out 2012

Curtis W. Morris

MAYOR, Curtis W. Morris

RESOLUTION NO. 2012-54

**A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF SAN DIMAS, CALIFORNIA, APPROVING
CERTAIN DEMANDS FOR THE MONTHS OF
AUGUST AND SEPTEMBER 2012**

WHEREAS, the following listed demands have been audited by the Director of Finance;
and

WHEREAS, the Director of Finance has certified as to the availability of funds for
payment thereto; and

WHEREAS, the register of audited demands have been submitted to the City Council for
approval.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Dimas
does hereby approve Warrant Register: 08/31/2012; 23050 through 23112 in the amount of
\$614,212.19; (includes voided checks 140976 and 141035); Warrant Register: 09/14/2012;
141172 through 141270 in the amount of \$460,132.88.

PASSED, APPROVED AND ADOPTED THIS 11th DAY OF SEPTEMBER 2012.

Curtis W. Morris, Mayor of the City of San Dimas

ATTEST:

Deputy City Clerk

I HEREBY CERTIFY that the foregoing Resolution was adopted by vote of the City
Council of the City of San Dimas at its regular meeting of September 11, 2012, by the following
vote:

AYES: Councilmembers Badar, Bertone, Ebiner, Templeman, Morris
NOES: None
ABSTAIN: None
ABSENT: None

Deputy City Clerk



***THE WARRANT DISBURSEMENT
JOURNAL IS NOT AVAILABLE TO
VIEW THROUGH LASERFICHE***

***A PAPER COPY IS AVAILABLE IN THE
FINANCE DEPARTMENT***

SORRY FOR ANY INCONVENIENCES.

DOCUMENT IMAGING DEPT.



MINUTES
REGULAR CITY COUNCIL MEETING
TUESDAY, AUGUST 28, 2012, 7:00 P. M.
SAN DIMAS COUNCIL CHAMBERS
245 E. BONITA AVENUE

CITY COUNCIL:

Mayor Curtis W. Morris
Mayor Pro Tem Emmett Badar
Councilmember Denis Bertone
Councilmember John Ebiner
Councilmember Jeff Templeman

City Manager Blaine Michaelis
City Attorney Ken Brown
Deputy City Clerk Debra Black
Assistant City Manager for Community Development Larry Stevens
Assistant City Manager Ken Duran
Director of Public Works Krishna Patel
Director of Parks and Recreation Theresa Bruns

1. CALL TO ORDER AND FLAG SALUTE

Mayor Morris called the regular City Council meeting to order at 7:00 p.m. and led the flag salute.

2. RECOGNITIONS

Mayor Morris presented city proclamations to City Swim Team members who represented San Dimas at the Southern California Swimming Championships in La Mirada, California.

3. ORAL COMMUNICATIONS (Members of the audience are invited to address the City Council on any item not on the agenda. Under the provisions of the Brown Act, the legislative body is prohibited from taking or engaging in discussion on any item not appearing on the posted agenda. However, your concerns may be referred to staff or set for discussion at a later date. If you desire to address the City Council on an item on this agenda, other than a scheduled public hearing item you may do so at this time or asked to be heard when that agenda item is considered. Comments on public hearing items will be considered when that item is scheduled for discussion. The Public Comment period is limited to 30 minutes. Each speaker shall be limited to three (3) minutes.)

a. **Members of the Audience**

Dr. Marvin Ersher, former Mayor of San Dimas recognized swimmers as well, commenting that the proposal of a swim park during the 1980 election was met with criticism; but with perspective and a goal good things can happen.

Pui-Ching Ho – Librarian presented upcoming activities for September, including the County of Los Angeles' 100th Birthday September 8, 2012. San Dimas Library was founded in 1913 as the second branch of the Los Angeles County Library system. The San Dimas Library was dedicated in 1971 and will be 100 years old next year.

Eva Morrie, ASB President, San Dimas High School gave an update of last week's activities at the High School, highlighting the Smudge Pot Game against Bonita High School in which San Dimas High School won. Friday, August 31, 2012 at 7:00 p.m. is the dedication of the new athletic field.

Gary Enderle, and Janie Graef presented an update on the progress of the HEROES monument. They highlighted a cookbook project and the installation of the water feature at the monument on September 24, 2012.

Dave Harbin, 242 East Fourth Street, representing the Historical Society commented that they are happy about the restoration of the downtown building project and wondered if an update would be given tonight.

In response, Assistant City Manager, of Development Services, Larry Stevens stated that when the first phase began, it was discovered that the brick on the buildings was in better shape than what was originally thought and that maybe a change could be made to not cover the brick. After consulting with the architect and contractor it was decided that it would be within budget to authorize an assessment to determine what this change would mean for the project and what the costs would be to preserve the brick. He explained that the assessment is underway and will be evaluated with the property owners. He also added that there were unknown issues that were discovered involving the clear story windows that are also to be evaluated.

Councilmember Ebner asked that a report be brought back at the next meeting.

4. **CONSENT CALENDAR**

(All items on the Consent Calendar are considered to be routine and will be enacted by one motion unless a member of the City Council requests separate discussion.)

MOTION: It was moved by Councilmember Bertone and seconded by Councilmember Ebner and carried to accept, approve, and act upon the consent calendar as follows:

- a. Resolutions read by title, further reading waived, passage and adoption recommended as follows:
 - (1) **No. 2012- 52, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN DIMAS, CALIFORNIA, APPROVING CERTAIN DEMANDS FOR THE MONTH OF AUGUST, 2012.**
- b. Approval of minutes for Regular City Council meeting of August 14, 2012.
- c. Approval of minutes for Special City Council meeting of August 14, 2012.
- d. Tax Sharing Resolutions approving and accepting negotiated exchange of property tax revenues resulting from annexation to County Sanitation District No. 22 (Annexation No. 417) one proposed single-family home on Puddingstone Drive. **(This item was removed from discussion)**
- e. Reject claim for Nancy Jenkins

END OF CONSENT CALENDAR

5. PUBLIC HEARINGS

(The following items have been advertised and/or posted. The meeting will be opened to receive public testimony.)

a. Congestion Management Plan 2012 Local Development Report:

Assistant City Manager of Development Services, Larry Stevens stated that this is an annual public hearing requirement to comply with the Countywide Congestion Mitigation regulations. Since 2003 the program has been under partial suspension while Metro assesses the opportunity to change the existing program to a fee based program. The city continues to participate through the San Gabriel Council of Governments.

Mr. Stevens reported that pending the new program cities are still required to submit a local development report showing new construction and congestion improvements. He added that because of the suspension there have not been any findings of deficiencies for any community in Los Angeles County. Only the reporting of the debits is needed at this time, so we have prepared the report of new construction. After conducting the public hearing the resolution may be adopted.

Mayor Morris opened the matter for public hearing, having no one come forward requested that Resolution No. 2012-53 be read.

MOTION: It was moved by Councilmember Ebner, seconded by Councilmember Bertone to waive further reading and adopt Resolution 2012-53. The motion carried unanimously.

9. OTHER MATTERS

a. Review and Request for Adoption of the Walnut Creek Open Space Conceptual Master Plan

Mr. Stevens provided a background on the City and the Watershed Conservation Authority's (WCA) acquisition of 60.9 acres of open space referred to the Walnut Creek Open Space property. He explained that last year the WCA hired a consultant to go through a community planning process for improvements to the property. He outlined the public process that took place resulting in the presentation of the conceptual master plan.

Mr. Stevens provided a power point presentation summarizing the plan which includes identifying the primary components. The primary components being open space retention, trail system, use of the former shop building, access alternatives and ancillary uses.

In regards to access, Mr. Stevens commented that access has been a point of concern addressed by the public at the community meetings. He added that staff believes that the access decision does not need to be made at this time and that all four options could be carried forward at this time.

Mr. Stevens presented the elements that are recommended in phase one. He commented that there are not currently any funds for development but the City and WCA are pursuing some grants that might allow for a phase one development. He also provided some preliminary information on parking standards

Mr. Stevens concluded his presentation recommending that the City Council approve the conceptual master plan and support seeking phase one funding.

In response to a question Mr. Stevens confirmed that there is no parking lot proposed in phase one, the only access would be pedestrian. He also clarified that there is currently no funds available for improvements and the grant funds being pursued would be for phase one only.

Councilman Templeman commented that he attended all the public meetings and spoke to a number of concerned residents and he has concern with some specific elements of the plan.

In response to a question Ms. Bruns explained County Park Bonds and the grant funds that may currently be applied for. She also explained the funding and phasing of Horsethief Canyon Park.

In response to questions Mr. Stevens responded that fire hazard mitigation would be considered in the environmental assessment and that trail standards would be rural without fencing. Also in response to questions he elaborated on and detailed the buffer zone planting.

Councilman Ebner inquired as to the source of funds from the City for the open space acquisition. Mr. Stevens responded that the \$1 million was from the General Fund.

Mayor Morris opened the discussion for public comment.

Dr. Marvin Ersher provided a history of the Calle Bandera access gate and his concerns granting access. In response to a question City Attorney Brown responded that the City has the power to limit access to the gate and power to amend that limit. Dr. Ersher commented that he still has concerns with Calle Bandera access. In response to a question Mr. Stevens explained the approval process with the County for the park plan since the property is in the County jurisdiction. In response to a question Mr. Stevens commented that maintenance of the open space would be shared between the City and the WCA through an agreement. Dr. Ersher commented that he felt the Council should take a position on access and not allow it through Calle Bandera.

Ron Ketchum, 1307 Calle Caballero, commented that the Council should adopt phase one as a standalone plan and wait on approval of the rest of the plan until funding is available and after the impacts of phase one are known. He added that he would remove the orange grove, community garden, coastal sage trail and parking from the plan.

Brian McNerny commented that he agrees there is a need for access but cautioned the Council to take things slow and there is no need to take access through the park. He added that the Council has his previous statements in writing.

Elaine Rossetti, asked who the trails are for. Ms. Bruns responded that the trails would be multi-use trails.

Ed Corette, 1302 Paseo Encanto, thanked the Council for the public meeting and suggested they start with phase one only and evaluate the impact on future phases.

John Berry, 1208 Paseo Sombra, distributed a picture depicting the view from his house of the auto shop building. He suggested relocating or rebuilding the building in another location.

Maria Cristina Gonzales, 1388 Avenida Loma Vista, commented that she agreed with Mr. Berry.

Ann Fuchi, commented that she is concerned with the security of the pedestrian gate in phase one. Ms. Bruns responded that the gate could be secured and locked and unlocked for parks hours. She also confirmed that park hours for all parks are dawn to dusk and that there are no restrooms included in phase one.

Anna Muchara, commented that she has the same concern as Mr. Berry and that her house is lower than the park property and is concerned with people being able to look into her windows. Mr. Stevens responded that staff is aware of that and that the buffer zone in that area will have to be considered carefully.

Jim McCants, asked what prevents the WCA from moving forward with a plan without the City's approval. Mr. Stevens responded that the WCA and the City are partners and have an understanding to continue to cooperate on the process.

Sydney Thorpe, commented that he received a letter from his HOA that there was a proposal for an open air school on the property. Mr. Stevens responded that there are no plans for a school and that the use of the room classroom in the auto building probably was misconstrued.

Dr. Ersher commented that when it comes time to name the park he suggests Voorhis Haefer Open Space in honor of the Voorhis family and former Mayor Don Haefer.

Barbara Doonan commented that she is concerned that there is no contingency plan if the park is wildly popular and there are more cars than anticipated.

Lily Tong commented that she lives next to the Calle Bandara gate and is concerned that if a lot of people come to the park there will be pressure to build a big parking lot and more restrooms.

Councilman Bertone commented that the reason the City and WCA bought the property was to help the neighborhood by not allowing the development of homes there. He suggested approval of phase one on its own with no parking lot.

In response to a question Mr. Stevens commented that for the purposes of the planning process and environmental review it would be better to review a generalized master. There was some discussion of the type of environmental review that might be required.

Mr. Stevens suggested that the Council could receive and file the conceptual master plan and authorize staff to pursue the entitlements and environmental analysis based upon the master plan but only authorize going forward with improvements identified in phase one. He added that any improvements beyond phase one could be subject to further assessment and public review.

Councilman Templeman commented that he did not like the idea of a propagation area or commercial enterprise or the idea of buses. He added that he didn't mind the elements of phase one but that the buffer zone needs to be planted heavily. He added that he also doesn't like the community orchard, community garden or improvements to the auto shop building and that maybe phase one is the only phase.

Councilman Badar commented that he agrees with Councilman Templeman's comments and that he agrees with only giving authorization for phase one. He added that he also doesn't want to restrict staff from seeking grant funds.

Councilman Bertone commented that he too would support phase one only.

Councilman Ebiner commenting that he is in favor of elements that support site revegetation and trails and supports phase one. He added that the City spent \$1 million of general tax payer funds to purchase the property and would hope that people from all over the community will visit the park.

Councilman Badar made a motion to receive and file the conceptual master plan and authorize staff to pursue the entitlements and environmental analysis based upon the master plan but only authorize going forward with improvements identified in phase one. Any improvements other than those identified in phase one must go through an additional assessment and public review process. The motion was seconded by Councilman Bertone and approved unanimously.

10. ORAL COMMUNICATIONS

- a. Members of the Audience (*Speakers are limited to five (5) minutes or as may be determined by the Chair.*)

There were no oral communications.

- b. City Manager

- 1) Meeting date and time set for the Fall City Council/Staff Retreat:

- Monday, October 29, 5:00 p.m. – 9:00 p.m.

- 2) Assistant City Manager, Ken Duran gave an update on the Golden State Water Rate Application. In July of last year Golden State Water submitted a rate application for a 3 year cycle, 2013 at 21.4 %, 2012 at 2.7% and 2015 at 3.2%. Recently the Department of Rate Payer Advocates entered into a settlement agreement with Golden State Water and is awaiting approval by the P.U.C. If approved rates would be set at 15%, 2% and 1.8%. Claremont and other cities continue their objection to increase even at the settlement amount. Some hearings are set next for next month to complete the process, but will go the P.U.C. in the middle of the fall and if approved would be effective middle of 2013. We are continuing to monitor the process and will report any new information.

- c. City Attorney

Nothing to report.

- d. Members of the City Council

- 1) Councilmembers' report on meetings attended at the expense of the local agency.

- a. August 2012 Governing Board Meeting Highlights for San Gabriel Valley Council of Governments

Councilmember Bertone stated that the COG will be reorganizing and will hire an Executive Director. City Manager Michaelis is on the committee that will be reviewing the recommended options presented to the board.

- 2) Individual Members' comments and updates.

Councilmember Badar, commented that Smudge Pot Game was a good one. He went on to discuss issues with Waste Management keeping residents informed of the requirements regarding

bulky item pickups. He feels the information is inconsistent and would like to see more done to inform the residents.

12. ADJOURNMENT

Mayor Morris adjourned the meeting at 10:12 p.m. The next meeting is on September 11, 2012 at 7:00 p.m.

Respectfully submitted,

Deputy City Clerk



MINUTES
SPECIAL CITY COUNCIL MEETING
TUESDAY, AUGUST 28, 2012, 6:00 P. M.
SAN DIMAS COUNCIL CHAMBERS
245 E. BONITA AVENUE

PRESENT:

Mayor Curtis W. Morris
Mayor Pro Tem Emmett G. Badar
Councilmember Denis Bertone
Councilmember John Ebner
Councilmember Jeff Templeman

City Manager Blaine Michaelis
Assistant City Manager Ken Duran
City Attorney Ken Brown
Assistant City Manager for Community Development Larry Stevens
Director of Public Works Krishna Patel
Director of Parks and Recreation Theresa Bruns

1. CALL TO ORDER

Mayor Morris called the Special City Council Meeting to order at 5:00 p.m.

2. ORAL COMMUNICATIONS

a. Members of the Audience

Alta Skinner, Festival of Arts, commented that the Festival of Arts is excited to have a restaurant back in the Walker House.

Ralph Thomas, Historical Society, commented that the Historical Society echoes the Festivals support for a restaurant in the House.

David Harbin, commented that if there is a concern that a restaurant is seen as the primary user and the other users are secondary, he thinks that would be okay.

3. STUDY SESSION – City Council discussion and direction regarding a food proposal for the Walker House

City Manager Michaelis reported that staff has been working with a proposer for a food operator at the Walker House. He introduced Vince DeRossa.

Mr. DeRossa introduced himself and commented that he views this as an opportunity to make San Dimas a destination point.

Assistant City Manager Duran provided an outline of the proposal as described in the staff report. He described the suggested upgrades to the property and financial assistance requested of the City for the upgrades. Mr. Duran summarized that there are two primary issues for the Council to consideration, the

type and extent of upgrades suggested and the City's financial assistance for them. He added that staff is seeking discussion and direction from the Council on the two issues.

In response to questions by Councilman Bertone, Mr. Duran stated that the specifics on the amount of rent to be paid had not been discussed yet and that the patio would still be available for community uses.

Councilman Badar commented that the City provided Costco with financial assistance and he sees this as assisting another business wanting to open in town.

Mayor Morris commented that he has big concerns with the proposal. He added that he would not have chosen to do a full restoration of the building just to turn it into a bar. He questioned the financial pro-forma with such a high reliance on bar revenue.

Councilman Bertone commented that he likes the concept and would vote right now to go forward if it were not for the \$150,000 City financial commitment.

Mr. DeRossa responded to some of the comments that were made. He described his plan for the various revenue streams including lunch, dinner, lounge happy hours, special events, in-house and off-site catering. He added that as an illustration, if the Agreement were the same terms as the prior operator the City could be paid back for the investment in 3 to 4 years. He described his vision of the lounge as to enhance the food service and not a bar.

Councilmembers Templeman and Bertone both agreed that a lounge is an important component of this type of restaurant.

Councilman Templeman commented that he does not see the proposed changes as being that significant. He added he does oppose adding water features outside, or music capabilities and feels adding TV's to the lounge is okay as long as they are not visible from the street. He added he doesn't mind investing money as long as the City is in control of the changes.

In response to a question Mr. DeRossa gave a background of his food service experience. He also answered more specific questions regarding his proposal.

In response to a question Mr. Michaelis commented that what has been requested is a 5 year lease with two additional 5 year options and that either party would have some type of termination clause.

Mr. DeRossa commented that he is concerned about the comments regarding the lounge and clarified that he does not want a bar that would be a problem. There was discussion regarding the amount of floor area dedicated to the lounge and revenue projections for the lounge and the overall pro-forma.

Councilman Ebner commented that this type of restaurant could be a turning point to make San Dimas a destination for night activity. He added that in the past he felt that he was not inclined to have a restaurant dominate other users but he has changed his mind and willing to modify his vision.

There was more discussion between the Council and Mr. DeRossa regarding the lounge, including live music and the pro-forma of the lounge.

Councilman Bertone asked if there was a way for the City to guarantee return of their contribution for the improvements. Mr. Michaelis responded that there may be a way to obtain a deposit up front but most likely it should be considered an investment in the building.

There was further discussion regarding the concepts of the proposal, types of improvements and desire to open for holiday season.

Mayor Morris raised concern that there could be an issue regarding the Redevelopment Agency and their ownership of the building in light of the dissolution of the Agency. There was discussion on the potential for this concern.

After further discussion there was a consensus of the City Council to move to the next steps in negotiations with Mr. DeRossa. Mr. Michaelis commented that staff work on details of an agreement with Mr. DeRossa and prioritize improvements.

Mayor Morris suggested that more firm numbers on the construction costs are needed. It was also suggested that maybe the improvements could be done in phases. Mr. DeRossa agreed that the dining area improvements could be done in phases but his desire is to be able to begin outside catering operations in November to take advantage of the holiday season. He added he would like to have a full agreement in place before he starts operations. There was discussion regarding the short time frame to work out the details and get an agreement in place before November, however it was agreed to work toward that goal.

The City Council also directed staff to pursue the acquisition of the liquor license from Marstellars.

Walter Smith, San Dimas resident, commented that he has been a restaurant consultant and doesn't think a happy hour is necessary and he doesn't think all the issues could be solved in three weeks.

Ken Salsman, commented that he sees this as a popular concept for young people.

4. ADJOURNMENT

The Study Session adjourned at 6:45 p.m.



Agenda Item Staff Report

To: Honorable Mayor and Members of the City Council
*For the Meeting of **September 11, 2012***

From: Blaine Michaelis, City Manager

Initiated by: Ken Duran, City Clerk

Subject: **Tax Sharing Resolutions Approving and accepting negotiated Exchange of property tax revenues resulting from annexation to County Sanitation District No. 22 (Annexation No. 22-417)**

SUMMARY

This action provides for the annexation into the County Sanitation District for sewer service of one existing single-family home on Via Romales. The acceptance of the exchange agreement and the annexation for sewer services are routine procedures.

RECOMMENDATION

Adopt Tax Sharing Resolutions.



COUNTY SANITATION DISTRICTS OF LOS ANGELES COUNTY

1955 Workman Mill Road, Whittier, CA 90601-1400
Mailing Address: P.O. Box 4998, Whittier, CA 90607-4998
Telephone: (562) 699-7411, FAX: (562) 699-5422
www.lacsd.org

GRACE ROBINSON CHAN
Chief Engineer and General Manager

August 13, 2012

General Annexation File

Ms. Ina Rios, City Clerk
City of San Dimas
245 East Bonita Avenue
San Dimas, CA 91773

Dear Ms. Rios:

Tax Sharing Resolutions

Thank you for signing and returning the last joint resolutions that were submitted to your office for tax sharing purposes.

Enclosed, in triplicate, is a Joint Tax Sharing Resolution (resolution) involving your city and others. The applicant has requested, in writing, annexation of his property into County Sanitation District No. 22 (District) in order to receive off-site disposal of sewage. Please see the table below for the annexation and its associated project. The annexation process requires that a resolution for property tax revenue exchange be adopted by all the affected local agencies before an annexation may be approved. For any jurisdictional change which will result in a special district providing new service not previously provided to an area, the law requires the governing bodies of all local agencies that receive an apportionment of the property tax from the area to determine by resolution the amount of the annual tax increment to be transferred to the special district (Revenue and Taxation Code Section 99.01). Please note that by sharing the property tax increment with the District resulting from this annexation, your city will not lose any existing ad valorem tax revenue it currently receives from the affected territory. Your city would only be giving up a portion of the revenues it would receive on increased assessed valuation.

<u>Annexation No.</u>	<u>Type of Project</u>
22-417	one proposed single-family home

Also, attached for the annexation is a copy of the applicable worksheet and map showing the location of the annexation. The worksheet lists the annual tax increment to be exchanged between your city, other affected taxing entities, and the District. The tax sharing ratios listed in the worksheet were calculated by the County Auditor Controller by specific Tax Rate Area (TRA). For example, if the annexing territory were to lie within two separate TRAs, there would be a worksheet for each TRA. The Los Angeles County Chief Executive Office (CEO) is requiring the District to implement the worksheet for all District annexations in order to increase efficiency for the calculation of property tax sharing ratios.

The resolution is being distributed to all parties for signature in counterpart. Therefore, you will only be receiving a signature page for your city. Enclosed are three sets of the resolution. One set of the resolution is for your files and the other two sets of the resolution need to be returned to the District.

Ms. Ina Rios

2

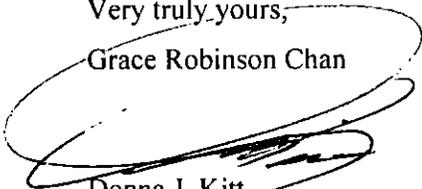
August 13, 2012

Please execute the two sets of the resolution and return them to the undersigned within 60 days as required by the Government Code. In addition, the County CEO's legal counsel is also requesting that the signature pages be properly executed from all affected agencies. Therefore, please have the Attest line signed by the appropriate person. Upon completion of the annexation process, your office will receive a fully executed copy of the tax sharing resolution for your files.

Your continued cooperation in this matter is very much appreciated. If you have any questions, please do not hesitate to call me at (562) 908-4288, extension 2708.

Very truly yours,

Grace Robinson Chan



Donna J. Kitt

Customer Service Specialist

Facilities Planning Department

DK:dh

Enclosures: 22-417

JOINT RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES
ACTING IN BEHALF OF

Los Angeles County General Fund

Los Angeles County Library

Los Angeles County Consolidated Fire Protection District

Los Angeles County Flood Control

THE BOARD OF DIRECTORS OF COUNTY SANITATION DISTRICT NO. 22 OF LOS ANGELES
COUNTY, AND THE GOVERNING BODIES OF

City of San Dimas

San Dimas Lighting District-Zone B

Three Valleys Municipal Water District

APPROVING AND ACCEPTING NEGOTIATED EXCHANGE OF PROPERTY TAX REVENUES
RESULTING FROM ANNEXATION TO COUNTY SANITATION DISTRICT NO. 22.

“ANNEXATION NO. 417”

WHEREAS, pursuant to Section 99 and 99.01 of the Revenue and Taxation Code, prior to the effective date of any jurisdictional change which will result in a special district providing a new service, the governing bodies of all local agencies that receive an apportionment of the property tax from the area must determine the amount of property tax revenues from the annual tax increment to be exchanged between the affected agencies and approve and accept the negotiated exchange of property tax revenues by resolution; and

WHEREAS, the governing bodies of the agencies signatory hereto have made determinations of the amount of property tax revenues from the annual tax increments to be exchanged as a result of the annexation to County Sanitation District No. 22 entitled *Annexation No. 417*;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. The negotiated exchange of property tax revenues resulting from the annexation of territory to County Sanitation District No. 22 in the annexation entitled *Annexation No. 417* is approved and accepted.

2. For each fiscal year commencing on and after July 1, 2012, or after the effective date of this jurisdictional change, whichever is later, the County Auditor shall transfer to County Sanitation District No. 22 a total of 0.5002391 percent of the annual tax increment attributable to the land area encompassed within *Annexation No. 417* as shown on the attached Worksheet.

3. No additional transfer of property tax revenues shall be made from any other taxing agencies to County Sanitation District No. 22 as a result of annexation entitled *Annexation No. 417*.

4. No transfer of property tax increments from properties within a community redevelopment project, which are legally committed to a Community Redevelopment Agency, shall be made during the period that such tax increment is legally committed for repayment of the redevelopment project costs.

5. If at any time after the effective date of this resolution, the calculations used herein to determine initial property tax transfers or the data used to perform those calculations are found to be incorrect thus producing an improper or inaccurate property tax transfer, the property tax transfer shall be recalculated and the corrected transfer shall be implemented for the next fiscal year, and any amounts of property tax received in excess of that which is proper shall be refunded to the appropriate agency.

The foregoing resolution was adopted by the Board of Supervisors of the County of Los Angeles, the Board of Directors of County Sanitation District No. 22 of Los Angeles County, and the governing bodies of City of San Dimas, San Dimas Lighting District-Zone B, and Three Valleys Municipal Water District, signatory hereto.

CITY OF SAN DIMAS

Signature

Print Name and Title

ATTEST:

Secretary

Date

(SIGNED IN COUNTERPART)

JOINT RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES
ACTING IN BEHALF OF

Los Angeles County General Fund

Los Angeles County Library

Los Angeles County Consolidated Fire Protection District

Los Angeles County Flood Control

THE BOARD OF DIRECTORS OF COUNTY SANITATION DISTRICT NO. 22 OF LOS ANGELES
COUNTY, AND THE GOVERNING BODIES OF

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WHEREAS, the governing bodies of the agencies signatory hereto have made determinations of the amount of property tax revenues from the annual tax increments to be exchanged as a result of the annexation to County Sanitation District No. 22 entitled *Annexation No. 417*;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

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The foregoing resolution was adopted by the Board of Supervisors of the County of Los Angeles, the Board of Directors of County Sanitation District No. 22 of Los Angeles County, and the governing bodies of City of San Dimas, San Dimas Lighting District-Zone B, and Three Valleys Municipal Water District, signatory hereto.

CITY OF SAN DIMAS

Signature

Print Name and Title

ATTEST:

Secretary

Date

(SIGNED IN COUNTERPART)

ANNEXATION TO: CO. SANITATION DIST. NO 22 DEBT S.
 ACCOUNT NUMBER: 066.85
 TRA: 11060
 EFFECTIVE DATE: 07/01/2012
 ANNEXATION NUMBER: 417 PROJECT NAME: A-22-417
 DISTRICT SHARE: 0.008771727

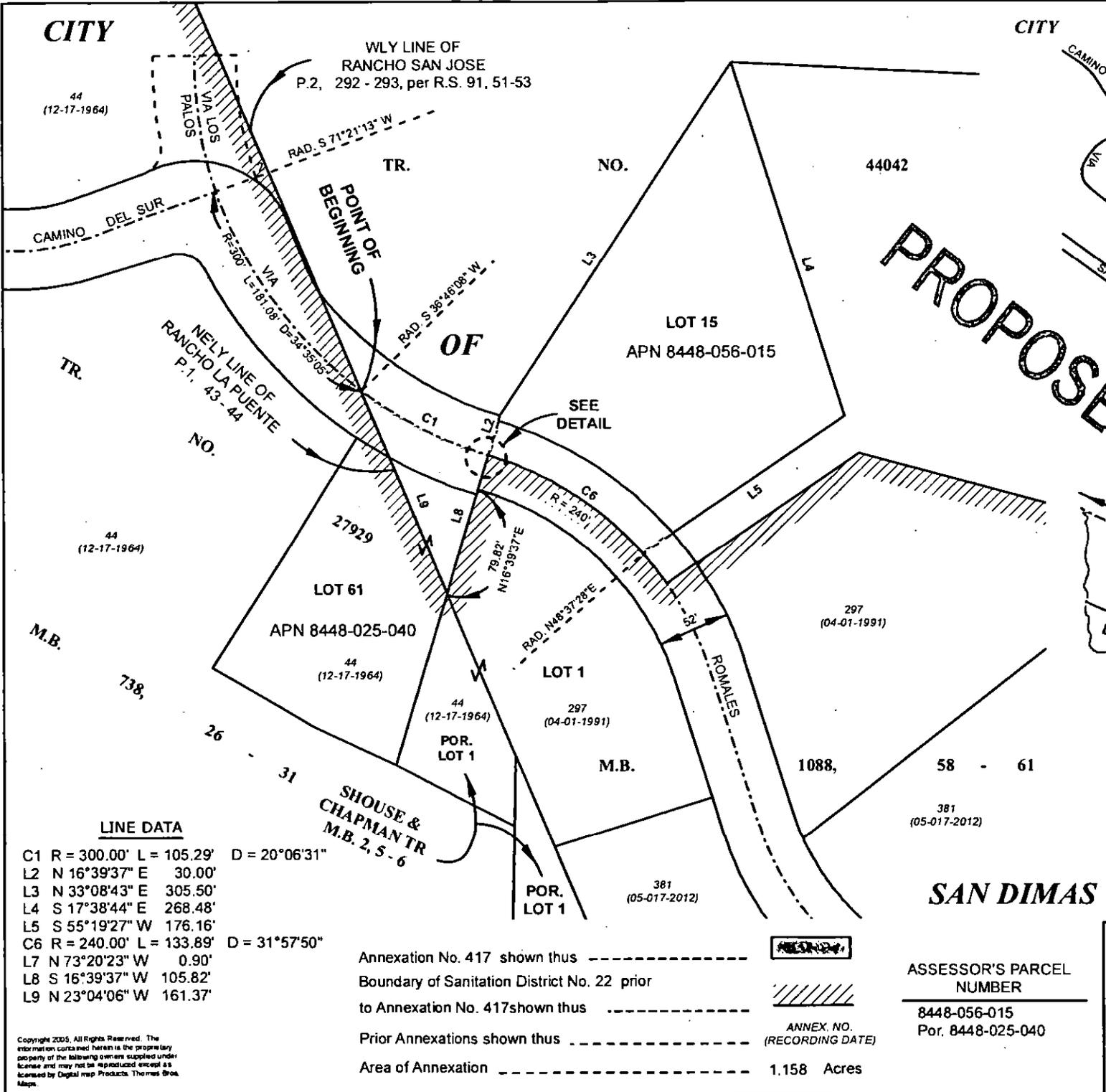
ACCOUNT #	TAXING AGENCY	CURRENT TAX SHARE	PERCENT	PROPOSED DIST SHARE	ALLOCATED SHARE	ADJUSTMENTS	NET SHARE
001.05	LOS ANGELES COUNTY GENERAL	0.285279266	28.5287 %	0.008771727	0.002502400	-0.002560814	0.282718452
001.20	L.A. COUNTY ACCUM CAP OUTLAY	0.000107185	0.0107 %	0.008771727	0.000000940	0.000000000	0.000107185
003.01	L A COUNTY LIBRARY	0.021500226	2.1500 %	0.008771727	0.000188594	-0.000188594	0.021311632
007.30	CONSOL. FIRE PRO. DIST. OF L.A. CO.	0.164145617	16.4145 %	0.008771727	0.001439840	-0.001439840	0.162705777
007.31	L A C FIRE-PFW	0.006552193	0.6552 %	0.008771727	0.000057474	0.000000000	0.006552193
030.10	L.A.CO.FL.CON.DR.IMP.DIST.MAINT.	0.001563042	0.1563 %	0.008771727	0.000013710	-0.000013710	0.001549332
030.70	LA CO FLOOD CONTROL MAINT	0.008848649	0.8848 %	0.008771727	0.000077617	-0.000077617	0.008771032
241.01	CITY-SAN DIMAS TD #1	0.070379041	7.0379 %	0.008771727	0.000617345	-0.000617345	0.069761696
241.62	CITY-SAN DIMAS LT DIST ZN B	0.007993092	0.7993 %	0.008771727	0.000070113	-0.000070113	0.007922979
365.05	THREE VALLEY MWD ORIG AREA	0.003916978	0.3916 %	0.008771727	0.000034358	-0.000034358	0.003882620
400.00	EDUCATIONAL REV AUGMENTATION FD	0.072845328	7.2845 %	0.008771727	0.000638979	EXEMPT	0.072845328
400.01	EDUCATIONAL AUG FD IMPOUND	0.155376505	15.5376 %	0.008771727	0.001362920	EXEMPT	0.155376505
400.15	COUNTY SCHOOL SERVICES	0.001323551	0.1323 %	0.008771727	0.000011609	EXEMPT	0.001323551
400.21	CHILDREN'S INSTTL TUITION FUND	0.002627833	0.2627 %	0.008771727	0.000023050	EXEMPT	0.002627833
809.04	MT.SAN ANTONIO COMMUNITY COLLEGE	0.028358195	2.8358 %	0.008771727	0.000248750	EXEMPT	0.028358195
809.20	MT SAN ANTONIO CHILDRENS CTR FD	0.000273381	0.0273 %	0.008771727	0.000002398	EXEMPT	0.000273381
830.03	BONITA UNIFIED SCHOOL DISTRICT	0.161451546	16.1451 %	0.008771727	0.001416208	EXEMPT	0.161451546
830.06	CO.SCH.SERV.FD. - BONITA	0.006711692	0.6711 %	0.008771727	0.000058873	EXEMPT	0.006711692
830.07	DEV.CTR.HDCPD.MINOR-BONITA	0.000746680	0.0746 %	0.008771727	0.000006549	EXEMPT	0.000746680

ANNEXATION NUMBER: 417

PROJECT NAME: A-22-417

TRA: 11060

ACCOUNT #	TAXING AGENCY	CURRENT TAX SHARE	PERCENT	PROPOSED DIST SHARE	ALLOCATED SHARE	ADJUSTMENTS	NET SHARE
***066.85	CO.SANITATION DIST.NO 22 DEBT S.	0.000000000	0.0000 %	0.008771727	0.000000000	0.000000000	0.005002391
TOTAL:		1.000000000	100.0000 %	0.008771727	-0.005002391	1.000000000	



LINE DATA

- C1 R = 300.00' L = 105.29' D = 20°06'31"
- L2 N 16°39'37" E 30.00'
- L3 N 33°08'43" E 305.50'
- L4 S 17°38'44" E 268.48'
- L5 S 55°19'27" W 176.16'
- C6 R = 240.00' L = 133.89' D = 31°57'50"
- L7 N 73°20'23" W 0.90'
- L8 S 16°39'37" W 105.82'
- L9 N 23°04'06" W 161.37'

Annexation No. 417 shown thus

Boundary of Sanitation District No. 22 prior to Annexation No. 417 shown thus

Prior Annexations shown thus

Area of Annexation 1.158 Acres



ANNEX. NO.
(RECORDING DATE)

ASSESSOR'S PARCEL NUMBER
8448-056-015
Por. 8448-025-040

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Agenda Item Staff Report

To: Honorable Mayor and Members of the City Council
For the Meeting of September 11, 2012

From: Blaine Michaelis, City Manager

Initiated By: Public Works Department *UM*

Subject: **Renewal of Cash Contract No. 2012-01, Pavement Preservation Slurry Project – to Doug Martin Contracting Co., Inc. in the amount of \$350,000.00**

BACKGROUND

The City Council awarded Cash Contract No. 2012-01, Pavement Preservation Slurry Project in Maintenance Zone "F", to Doug Martin Contracting Co., Inc. in the amount of \$393,301.49 on March 13, 2012. The recently completed project included many streets within Maintenance Zone F.

Cash Contract No. 2012-01 was bid in manner with the intent to streamline slurry work into a manageable and effective program with an ultimate goal of having all City streets appearing consistent in quality of slurry application in terms of workmanship and material consistency. The awarded contract had provisions for annual renewal with a cost of living allowance that allowed for price fluctuations based on petroleum prices. Unit prices may be adjusted up or down allowing the contract to maintain competitive pricing during each year's contract period. The contract also had provisions for number of mobilizations and cancellation provision for poor performance or insolvency. This contract provides competitive prices and well-defined operational & procedural specifications.

DISCUSSION

Doug Martin Contracting, Inc. had successfully completed Cash Contract No.2012-01. Doug Martin Contracting, Inc. is a well-equipped slurry seal contractor with over 27 years of experience working in the southern California area. Doug Martin Contracting, Inc. has served the City well and has successfully completed several other slurry seal projects in the past years.

Cash Contract No.2012-01 is a renewable maintenance contract that provides competitive unit prices, flexible start dates, consistent application processes and well managed projects that result in the least amount of inconvenience of residents throughout project areas.

The following are some provisions of this contract:

- Up to four (4) annual contract renewals with Cost of Living Allowance (C.O.L.A.) based on current material & labors costs.
- Up to 3 move-ins as part of the contract at no additional cost.
- Contract cancellation for poor performance or insolvency.

		CC 2012-01 Bid Summary	Doug Martin Contracting
Item			Unit
1	Tons	Type 1 Tire Rubber Modified Slurry Seal of Designated City Streets in Maintenance Zone F and G as listed in Appendix A, complete in place for the tonnage price of:	\$ 237.37
2	Linear Foot	Crack Seal of Designated City Streets within Maintenance Zone F and G, complete in place per linear foot bid of:	\$0.326

In August, 2012 Doug Martin Contracting, Inc. requested renewing the Cash Contract No. 2012-01, Pavement Preservation Slurry Project Contract for the 2012-13 fiscal year with no increases to the current contract prices. As part of this type of public contract provisions exist to allow for reduced unit pricing in the event quantities increase to a point greater than 125% of the contract quantities. The Unit Price for Crack Seal is \$0.326/linear foot with an upper limit of \$40,000 that has been negotiated with Doug Martin Contracting, Inc. Therefore, any Crack Seal quantities above the \$40,000 limit will be done at a reduced rate of \$0.29/linear foot.

If the contract were to be renewed the project budget \$350,000.00 would be as follows:

- Fund 02 – Pavement Preservation \$250,000.00
- Fund 74 – Measure R \$90,000.00
- Fund 73 – Prop C Transit Funds \$10,000.00

The intent of this contract is to provide competitive prices along with allowing flexibility in scheduling work that result in improved work flow. The nature of this work is instrumental in keeping with the philosophy of the City’s pavement preservation program that outlines the benefit of applying the proper pavement treatment at the proper time resulting in extending the usable life of the underlying pavements.

RECOMMENDATION

Staff recommends the Council considering renewing Cash Contract No. 2012-01, Pavement Preservation Slurry Project Contract with Doug Martin Contracting, Inc. for a one year period at current contract rates for an amount not to exceed \$350,000.00.

Respectfully submitted,



John G. Campbell
Maintenance Superintendent

Attachment: September 5, 2012 – Doug Martin letter



September 5, 2012

Mr. John Campbell
CITY OF SAN DIMAS
245 East Bonita Ave.
San Dimas, CA 91773

RE: Cash Contract No. 2012-01
Citywide Pavement Preservation Slurry Maintenance Project

Dear John:

In reference to Doug Martin Contracting's bid proposal for slurry seal and crack seal, we would like to extend and hold our unit price until June 30, 2013

- | | |
|--|--------------------|
| 1. Type I Tire Rubber Modified Slurry Seal | @ \$237.37 per ton |
| 2. Crack seal – up to 125% of 131,000 L.F. | @ 0.326 per L.F. |
| Quantity over 125% | @ 0.29 per L.F. |

If you have any questions, please do not hesitate to call.

Sincerely,

Doug Martin
President



Agenda Item Staff Report

TO: Honorable Mayor and Members of City Council
For the Meeting of September 11, 2012

FROM: Blaine Michaelis, City Manager

INITIATED BY: Community Development Department

SUBJECT: MUNICIPAL CODE TEXT AMENDMENT 11-03–
Consideration of various revisions to the Chapter 18.152
(San Dimas Sign Code)

BACKGROUND

Areas of concern associated with the existing Sign Code were identified in a Community Sign Forum hosted by the Planning Commission on March 16, 2011. The Planning Commission (on May 4, 2011) and the City Council (May 24, 2011) considered a report on the Sign Forum and targeted 18-20 issue areas to consider for possible amendments.

A joint Planning Commission and City Council meeting was held on October 19, 2011 to further consider and discuss concerns about the Sign Code. New issue areas were not added at that time.

The Planning Commission has conducted public hearings on May 16, June 7 & 21, and August 2 & 16, 2012 to review the Draft Updated Sign Code prepared by Staff based upon the earlier community input. Draft revisions have been discussed in detail evaluating a variety of options to arrive at the final recommendation set forth in Planning Commission Resolution PC-1454.

ANALYSIS

Recommended changes to the Sign Code are summarized as follows:

1. Purpose and intent section has been revised to be more business focused in the objectives, address non-commercial constitutional issues and clarify the ability to interpret the Sign Code.

2. Definitions have been added and revised to include convenience signs, electronic message centers, measurement techniques (including graphics), and expanded historic and portable signs definitions.
3. Opportunities have been added to allow temporary open house and yard sale signs as long as they satisfy certain standards intended to minimize clutter and maximize quality.
4. Previously exempt freestanding nonresidential signs advertising for sale and/or lease are now not permitted although they are replaced with banners and window signs for that purpose. Permits are required. A 120 day amortization period has been created for existing signs.
5. Electronic message centers are allowed and operating and design standards have been created for that type of sign.
6. Minor revisions have been made for window signs from those standards developed for the interim window sign regulations and they standards are set forth in a single consolidated section using a chart. Window graphic signs are allowed. Liquor advertising is allowed.
7. The term Frontier Village has been replaced with historic downtown throughout the Sign Code. In addition the materials standard has been adjusted to promote natural and historic materials other than wood.
8. Additional opportunities have been developed for monument signs including revised criteria for multi-tenant monument signs.
9. Portable, or A-frame, signs are allowed provided they satisfy specified standards.
10. Standards have been added to ensure more consistency and quality with temporary banners and additional opportunities are included for new businesses.
11. Enforcement and penalty provisions have been added and ownership defines to address illegal signs placed in the public rights-of-way.\
12. Standards have been added to encourage retention of historic signs and public art murals.

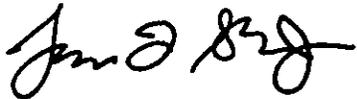
Considerable effort has been expended to address identified concerns especially for signs of a predominantly temporary nature which seem to have a growing prevalence in the marketplace. Care has been taken to develop reasonable standards to ensure quality and avoid clutter for these newly allowed sign types. Standards created are similar to and consistent with surrounding communities.

Most community input was provided at the forums and joint meeting. The public hearings have been sparsely attended. The Commission has conducted a detailed page by page, section by section review, including evaluating many standards in effect in surrounding communities, to arrive at the consensus portrayed in their final recommendation. The recommended changes address all of the identified issue areas although the conclusions did not include changes in all of the issue areas identified.

RECOMMENDATION

The Staff and Planning Commission recommend approval of Municipal Code Text Amendment 11-03 and adoption of Ordinance No. 1212.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Larry Stevens".

Larry Stevens,
Assistant City Manager for Community Development

Attachments:

1. Ordinance No. 1212
2. Resolution PC-1464
3. Attachment #1 – Sign Code Changes with All Revisions (Colored Tracking)
4. Planning Commission Staff Reports dated May 16, 2012, June 7 & 21, 2012, and August 2 & 16, 2012
5. Planning Commission Minutes dated May 16, 2012, June 7 & 21, 2012, and August 2 & 16, 2012

NOTE: Sign Comparability Survey previously distributed not included but available on request.

ORDINANCE NO. 1212

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SAN DIMAS
APPROVING MUNICIPAL CODE TEXT AMENDMENT 11-03 AMENDING
CHAPTER 18.152 SIGNS.**

**THE CITY COUNCIL OF THE CITY OF SAN DIMAS DOES ORDAIN AS
FOLLOWS:**

SECTION 1. Chapter 18.152 Signs is amended by replacing it in its entirety with attached Exhibit A.

SECTION 2. This Ordinance shall take effect 30 days after its final passage, and within 15 days after its passage the City Clerk shall cause it to be published in the Inland Valley Daily Bulletin, a newspaper of general circulation in the City of San Dimas hereby designated for that purpose.

PASSED, APPROVED AND ADOPTED THIS xx DAY OF xx, 20XX.

Curt Morris, Mayor of the City of San Dimas

Debra Black, Deputy City Clerk

I, DEBRA BLACK, DEPUTY CITY CLERK of the City of San Dimas, do hereby certify that Ordinance No. 1212 was regularly introduced at the regular meeting of the City Council on _____, and was thereafter adopted and passed at the regular meeting of the City Council held on _____, 2012 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

I DO FURTHER CERTIFY that within 15 days of the date of its passage, I caused a copy of Ordinance XXXX to be published in the Inland Valley Daily Bulletin.

Debra Black, Deputy City Clerk

EXHIBIT A

Chapter 18.152 SIGNS

18.152.010 Purpose.

A. The intent of this chapter is to encourage the installation of signs that provide reasonable opportunities for business identification, improve the appearance of buildings and neighborhoods, encourage innovation and enhance the economic effectiveness of the business community while preventing needless distraction and clutter from the other signs in the area. Carefully designed and regulated signing can contribute to the visual quality of the community, increase economic activity and provide for a desirable environment effectively balancing a variety of seemingly competing needs.

B. The purpose of all permitted permanent signs is primarily to provide identification of buildings, businesses and special locations. Permanent signs are not meant to provide advertisement. Because of this, the sign regulations in this chapter have been designed to encourage and promote building, business and special location identification.

C. The objectives of the various sign regulations set forth in this chapter are:

1. To ensure that permanent signs serve primarily to identify the business establishments on any site and facilitate the economic effectiveness of the business community.

2. To ensure that temporary signs which primarily address desires to advertise products, services and events are compatible with the goals set forth in Section 18.152.010.A.

3. To ensure that signs harmonize with their buildings and neighborhoods and with other signs in their vicinity.

4. To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship and spacing.

5. To require that signs are carefully designed and professional in appearance.

6. To enhance the economic value of the community through the appropriate regulation of such characteristics as size, number, location, design and illumination of signs.

7. To avoid traffic hazards by minimizing visual competition among signs and by providing for clear identification of businesses.

D. Notwithstanding any other provision of this chapter, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this chapter. If noncommercial copy is substituted, the sign shall be subject to the same time, place and manner standards applicable to the original commercial sign as set forth in this chapter. The content of any noncommercial copy on any sign otherwise permitted by this chapter may be changed in the same manner as the sign copy for the commercial sign copy may be changed.

Ordinance No. 1212

E. This chapter shall be considered permissive and any specific types of signs not specifically allowed herein are prohibited. Design standards may be reasonably interpreted by the planning director and applied in a manner consistent with the intent of this chapter.

18.152.020 Definitions.

The following items are defined for this chapter unless the context indicates otherwise:

1. "Approved combustible materials" mean wood, or materials not more combustible than wood.
2. "Approved incombustible materials" mean any material which will not ignite at or below a temperature of one thousand two hundred degrees Fahrenheit during an exposure of five minutes and which will not continue to burn or glow at that temperature.
3. "Approved plastics" mean only those plastics which when tested in accordance with the American Society of Testing Materials Standard method for test for flammability of plastics over 0.050 inch in thickness (D 635-44), burn no faster than 2.5 inches per minute, in sheets of 0.060 inch thickness.
4. "Building code" means the city building code, together with amendments thereto.
5. "Building frontage" means the linear length of a building directly facing a public street, alley, parking area or pedestrian walkway that contains a public entrance.
6. "Building official" means the officer or other person charged with the administration and enforcement of the building code.
7. "Canopy" means a structural, ornamental, roof-like appendage, that projects from a building for the purpose of providing an architectural element that shields doors and windows from the elements. A canopy may be freestanding or attached to a building.
8. "Changeable copy" means removable copy or graphics for temporary use where the copy is changed at periodic intervals for the purpose of communicating a message which may be utilized on a freestanding wall, bulletin board or announcement signs.
9. "Convenience Sign" means a sign not larger than four square feet in area and no more than four feet in height and which conveys information such as "restrooms," "no parking," "entrance," or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists. Such signs may not include commercial sign copy or advertising.
10. "Electronic Message Center" means a sign that utilizes computer-generated messages or some other electronic means of changing copy, including LEDs and LCDs.
11. "Facing" or "surface" means the surface of the sign upon, against or through which the message is displayed or illustrated.

Ordinance No. 1212

12. "Historic downtown area," for the purposes of this chapter, means: the area that extends west of Walnut Avenue to Cataract Avenue and south of Fourth Street to Arrow Highway, omitting properties that have frontage on Arrow Highway.

13. "Identification structure" means a structure of any kind or character erected or maintained for identification purposes, and upon which any sign is placed.

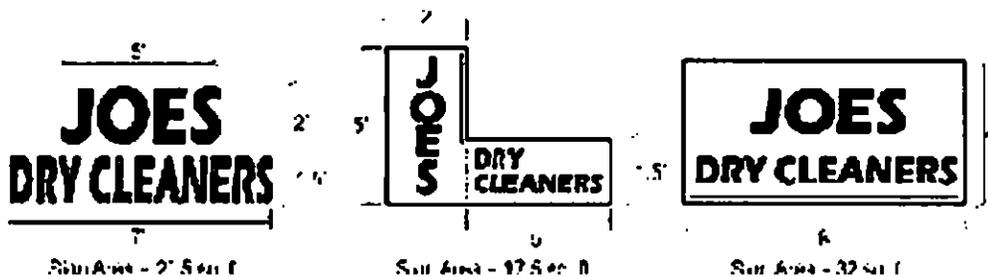
14. "Location" means a lot or premises, building, wall or place upon which a sign is erected, constructed or maintained.

15. "Marquee" means a permanent, roofed structure attached to and supported by the building.

16. "Master sign program" means a comprehensive sign design policy and plan for use by multi-use complexes. Such plan would include, but not be limited to, specification of colors, letter style, construction method, approval method, and sign locations.

17. "Measurement of Sign Area" to determine compliance with the sign area limitations of this chapter shall occur as follows:

a. Sign Area. The area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See examples in Figure A.



Ordinance No. 1212

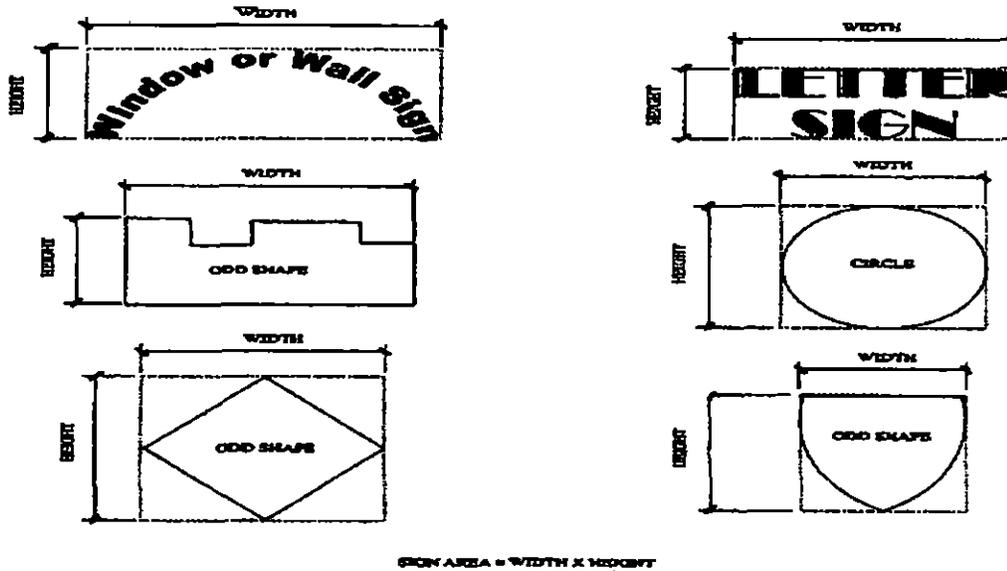


Figure A.

b. Sign Structure. Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

c. Multi-Faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces; except that where the two faces are parallel and not separated by more than one foot, only the area of one face shall be counted.

d. Three-Dimensional Objects. Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane. See examples in Figure B.



Figure B

e. Time and/or Temperature Device. Up to sixteen square feet of a time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area. A clock for a clock store or similar business is exempt from this limitation.

18. "Measurement of Monument Sign Height" to determine compliance with the sign height limitations of this chapter shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade to the top of the highest attached component of the sign. See Figure C.

Ordinance No. 1212

a. Grade. Normal grade shall be construed to be the lower of either the existing grade before construction or the newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

b. Where Normal Grade Cannot be Determined. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumptions that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the parcel, whichever is lower.

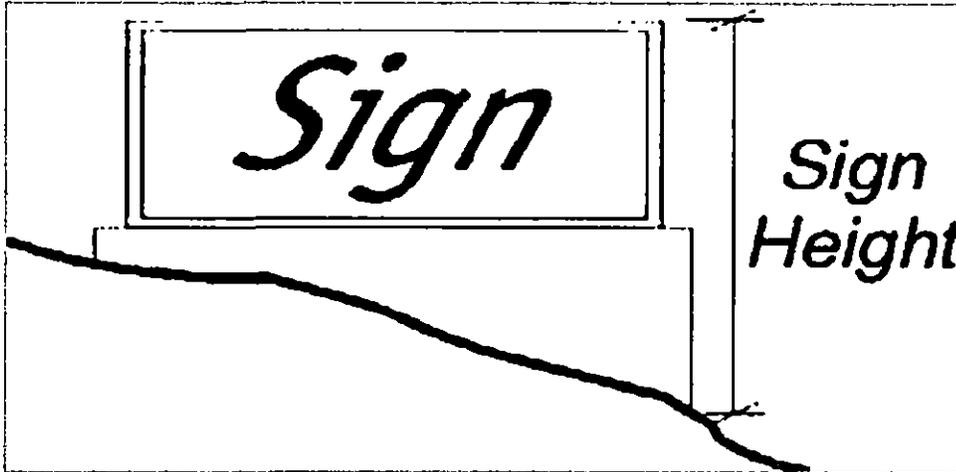


Figure C.

19. “Multi-tenant centers or complexes” mean, for the purpose of this chapter, any nonresidential development project designed to accommodate two or more tenants. Such complex would include a common parking area, similar architectural design and other unifying elements and be designed and constructed as a comprehensive project.

20. “Projection” means the distance by which a sign extends beyond the building or structure.

21. “Sign” means any device for visual communication exposed to public view that contains any announcement, declaration, demonstration, display, illustration, insignia, banner, statuary or pennant used to advertise or promote the interest of any person, business, group or enterprise. The term “sign” does not include the following:

- a. Official notices issued by any court or public body or officer;
- b. Notices posted by any public officer in performance of a public duty or by any person giving legal notice;
- c. Directional, warning or informational structures required by or authorized by law or by federal, state, county or city officials;

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d. A structure erected near a city or county boundary which contains the name of such city or county and the names of, or any other information regarding civic, fraternal or religious organizations located therein.

22. Sign, Accessory. "Accessory sign" means any sign which carries only advertisement strictly incidental and subordinate to a lawful use of the premises upon which it is located, including signs indicating the business transacted, service rendered, goods sold or produced on the premises, name of the business, name of the person occupying the premises.

23. Sign, Combination. "Combination sign" means a sign that is a combination of any two or more types of signs.

24. Sign, Directional. "Directional sign" means a sign erected for the purpose of informing the viewer of the approximate route, direction or location of a facility.

25. Sign, Electrical. "Electrical sign" means a sign containing electrical wiring for the purpose of interior lighting or illumination.

26. Sign, Flashing. "Flashing sign" means any sign which is intermittently on and off.

27. Sign, Historic. "Historic sign" means a sign which is of recognized historic or cultural significance to the community or is identified on the San Dimas historic resources survey and/or on the local register.

28. Sign, Illuminated. "Illuminated sign" means any sign illuminated by electric lights or luminous tubes as part of the sign proper.

29. Sign, Marquee. "Marquee sign" means a sign attached to a marquee.

30. Sign, Monument. "Monument sign" means any sign standing on the ground that is connected to the ground with a solid base.

31. Sign, Moving. "Moving sign" means a sign designed to attract attention through the movement or semblance of movement of the whole or any part of the sign, including rotation.

32. Signs, Off-Premises. "Off-premises signs" mean signs located in areas distant and on a separate parcel of land from the place where the product advertised is located.

33. Signs, On-Premises. "On-premises signs" mean signs which advertise any business conducted at the location of the sign or the products manufactured or sold at the place where the sign is located.

34. Sign, Permanent. "Permanent sign" means every sign except temporary signs as defined in this section.

35. Sign, Portable. "Portable sign" means a sign not permanently attached to the ground or any structure, including but not limited to, a-frame signs, sandwich board signs,

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sidewalk signs, whiteboards or chalkboards, signs on wheels and similar signs. Portable sign does not include banners, pennants, flags, inflatable signs, vehicle signs, and hand-held signs.

36. Sign, Poster. "Poster sign" means a sign printed on paper, cardboard or similar material which is generally displayed in windows or attached to trees, poles, buildings or staked in the ground.

37. Sign, Projecting. "Projecting sign" or "icon sign" means a sign suspended from or supported by a building or structure and projecting out therefrom.

38. Sign, Real Estate. "Real estate sign" means a temporary sign indicating that the premises on which the sign is located is for sale, lease or rent.

39. Sign, Roof. "Roof sign" means a sign erected upon or above a roof or parapet of a building. Roof signs are prohibited in the city.

40. Sign, Temporary. "Temporary sign" means any sign, pennant, banner, valance or identification display, with or without frames, intended to be displayed and maintained for a period not exceeding thirty days in any twelve consecutive months.

41. Sign, Wall. "Wall sign" means a sign attached to or erected against the wall of a building or structure, with the exposed face of the sign parallel to the plane of the wall.

42. Sign, Window. "Window sign" means any sign posted, painted, placed or affixed in or on any window, including the glass portion of a door or opening, exposed to public view including any interior sign which faces any said window or door or opening exposed to public view and which is located within three feet of the window. Window signs include the following types as defined below:

a. Sign, Window (Accessory). "Accessory window sign" means any window sign not exceeding four square feet limited to business identification, hours of operation, credit card information, lottery, health department grades, open/closed and similar public convenience information.

b. Sign, Window (Exempt). "Exempt window sign" means any window sign exempt from window sign regulations including: (1) holiday window displays and decorations, including lights, provided they are installed not more than thirty days before a holiday and are removed within ten days after the holiday and contain no references to goods, products or services; and (2) posters advertising fund-raising events for charitable, nonprofit, or educational fund-raising events or noncommercial uses, provided they are removed ten days after the event, are not larger than two feet by three feet and do not exceed four in number at any one time.

c. Sign, Window (Permanent). "Permanent window sign" means any window sign applied to, stenciled on, or etched into the glass surface including gold leaf (or similar) letters and decals, limited to business identification, address and/or a listing of products or services not implicit in the business name.

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d. Sign, Window (Temporary). "Temporary window sign" means any window sign consisting of painting, cloth, paper, vinyl or similar materials allowed for a limited duration advertising seasonal sales, specials and similar events but not including business identification.

43. "Structure" means the supports, uprights, bracing, and framework of a sign. The area of such structure shall not be included in computing the aggregate surface of the area of the sign which it supports.

44. "UBC standards" means the most recent edition of the Uniform Building Code Standards, also known as Volume III of the Uniform Building Code.

18.152.030 Compliance.

No person shall hereafter erect, construct, relocate, alter or maintain any sign which does not comply with the provisions of this chapter, except the following: Signs which were established prior to adoption date of the ordinance codified in this chapter may be maintained subject to Section 18.152.080 related to nonconforming signs.

18.152.040 Permits required.

Except as otherwise provided in this chapter, no sign shall hereafter be erected, constructed, relocated, painted on buildings or structures, altered, a sign program implemented or a sign face changed, until an approval and/or permit for the same has been issued by the appropriate decision making body as stated in Chapter 18.12 of this title and as required by the development plan review board, planning department, and the building official as required by this chapter.

A. Review Required. No person shall install or construct a sign or implement a sign program until a sign plan or sign program has been reviewed and approved by the development plan review board in accordance with Chapter 18.12 of this title, unless otherwise provided within this chapter.

B. Disposition by Director. The planning director may approve or conditionally approve, upon determining that the sign design, colors and materials are compatible with the structure and/or facility that the sign is proposed to identify, or may disapprove signs pursuant to the following provisions:

1. Signs proposed in accordance with a sign program reviewed and approved by the development plan review board pursuant to Chapter 18.12 of this title;

2. Wall signs which conform to the design guidelines of this chapter, unless otherwise provided;

3. Temporary signs and banners;

4. On-site directional and informational signs as defined by this chapter.

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C. Application for Permits. Application for sign approvals shall be made upon forms provided by the planning division. Additional information as required by the planning director shall be provided to show full compliance with this and other regulations of the city.

D. Revocation of Permit.

1. All rights and privileges acquired under the provisions of this chapter, or any amendments thereto, are revocable for cause by the city council or other authorized person or body, and all such permits shall contain notice of such revocability. The building official is authorized and empowered to revoke any permit issued by him upon failure of the holder thereof to comply with any provisions of this chapter.

2. Permits for any sign that has been permitted and that has been visually or structurally altered shall be subject to revocation, at the discretion of the planning director.

18.152.050 Signs exempt from permit requirements.

The provisions and regulations of this section shall not apply to the following signs, provided such signs shall be subject to all other provisions of this chapter.

A. Residential Real Estate Signs.

1. Single-Family and Multiple Family Residences and Vacant Properties. Unlighted real estate signs pertaining only to the sale, lease or hire of a particular building, property or premises upon which displayed, which do not exceed four feet in height and six square feet of total sign face area. Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property.

2. Open House Signs. On weekends and legal holidays, temporary single family residential open house signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

- a. Maximum sign area of six square feet and maximum height of four feet.
- b. A maximum of four signs which should generally be placed at a change in direction with the signs for any particular open house separated by a minimum of one hundred feet from other signs for the same open house .
- c. Balloons, flags, pennants, lighting and other attention getting devices shall not be attached to or appurtenant to any sign.
- d. No such sign shall be placed in any median, public right-of-way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
- e. All such signs shall include the address of the property and name, address and telephone number of the realtor and real estate company.
- f. Signs shall be of durable material and securely fastened or installed.

B. Garage and yard sale signs. In conjunction with a garage and yard sale permitted pursuant to Section 18.196.030.G, temporary signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

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1. Maximum sign area of six square feet and maximum height of four feet.
2. A maximum of four signs which should generally be placed at a change in direction with the signs for any particular garage or yard separated by a minimum of one hundred feet from other signs for the same garage or yard sale.
3. Balloons, flags, pennants, lighting and other attention getting devices shall not be appurtenant to any sign.
4. No such sign shall be placed in any median, public right of way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
5. All such signs shall include the address of the property and name and telephone number of the person conducting the garage and yard sale.
6. Signs shall be of durable material and securely fastened or installed.

C. Project Construction Signs. Signs denoting the architect, engineer, contractor or lending institution when placed upon work under construction, which do not exceed six feet in height and thirty-six square feet in area each;

D. Occupational Signs. Signs denoting only the name and profession of the occupant of the premises, not to exceed two square feet in size;

E. Memorial Signs. Memorial signs or tablets and names of buildings and date of erection;

F. Municipal Signs. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary, emergency or other noncommercial signs as may be approved by the city engineer;

G. Convenience signs. Convenience signs are permitted in any zone subject to the approval of the planning department and the following:

1. Signs containing information such as "entrance," "exit," or directional arrows shall be designed to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.
2. Signs that convey advertising, or products, shall not be considered a convenience sign.
3. Any such sign shall not be allowed within the public right-of-way.
4. Such signs shall not exceed four square feet in area, per side. In the case of a ground sign, the overall height shall not exceed four feet.

H. Historic Resource Sign. Signs and plaques that are erected to note the location of an historic resource that are installed by the City of San Dimas or a historical society recognized by the City of San Dimas. Historic resource signs shall not advertise any products or services and shall not exceed ten square feet without approval from the City of San Dimas;

I. Flags. Flags of the United States, State of California or other government shall be permitted; however, in no case shall more than three such flags be permitted on any one property. Proposals for more than three flags are subject to approval from the planning director;

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- J. Barber Poles. When associated with a barber shop;
- K. Scoreboards. When associated with an athletic field;
- L. Nameplates. One nonilluminated nameplate per unit, not exceeding one square foot in area, displaying the following:
 - 1. Name of the premises upon which it is displayed, and/or
 - 2. Name of owner or lessee of the premises, and/or
 - 3. Nature of the home occupation engaged in on the premises.

18.152.060 General design specifications.

All signs shall be subject to the following design and maintenance specifications:

- A. Safety.
 - 1. Signs, as permitted in this chapter, shall in no way endanger the health or safety by causing distraction or impairing visibility to operators of motor vehicles on the streets and highways. Location, lighting and color of signs shall be such as to cause no confusion with public signs or traffic signals.
 - 2. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic signals. Such signs may cause a potential distraction or hazard to highway users.
 - 3. No exposed light bulb used as a part of sign display shall exceed a rating of eleven watts.
 - 4. No beacons shall be allowed in the city.
 - 5. No sign, including the illumination thereof, shall be animated or so designed or operated as to flash, scintillate or in any way simulate motion other than: time and temperature signs, barber pole signs and electronic message boards.
- B. Affixing Signs on Curbs, Streets or Street Signs. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk any sign, poster or advertisement of any kind without first obtaining a written permit from the city council. Nothing in this section shall be so construed as to prohibit the erection and maintenance of official warning or directional signs by any department of the city or to legal notices posted in the places and manner prescribed by law.
- C. Sign Maintenance.

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1. All signs together with their supports and appurtenances shall be kept in a proper state of preservation. The display surface of all signs shall be kept neatly painted and posted. The planning director or building official may order the removal of any sign that is not maintained in accordance with the provisions of this chapter.

2. All signs and identification structures which are constructed on property lines, or within five feet thereof, shall have a smooth surface. No nails, tacks or wires shall protrude therefrom, except electrical reflectors and devices which may extend over the top and in front of the sign or identification structure.

D. Illumination. The application for a permit for erection of a sign or other identification structure in which electrical wiring and connections are to be used shall be submitted to the building official. The building official shall examine the plans and specifications respecting all wiring and connections to determine if the same comply with the electrical code of the city, and shall approve or disapprove the plans and specifications accordingly.

1. Illuminated signs shall be constructed of approved combustible or incombustible materials.

2. Illuminated signs which do not bear the label of an approved testing laboratory shall be inspected before erection.

3. Electrical equipment used in connection with all signs shall be installed in accordance with local ordinances regulating electrical installations.

4. Gooseneck reflectors shall be permitted on wall signs; provided, however, such reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

5. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic-control signals. Such signs creating a potential distraction or hazard to highway users will not be permitted.

6. No exposed light bulb used as a part of a sign display shall exceed a rating of eleven watts as measured equivalent to an incandescent bulb.

7. No beacons shall be allowed in the city.

8. No sign, including the illumination thereof, hereinafter erected or maintained in the city, shall be animated or so designed or operated as to flash, scintillate, or in any way simulate motion other than:

a. Time and temperature signs;

b. Barber pole signs;

c. Electronic message boards, subject to the standards in Subsection E.

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E. Electronic message boards. Where permitted by this chapter, electronic message boards shall comply with the following:

1. An electronic message board may contain a changeable message that utilizes changeable text, images, pictures, and/or symbols that may appear as an on/off message. An electronic message board shall not contain or display animated, moving video, scroll, flash, blink, fly, or chase sign message into view or create a sense of motion. An electronic message board sign shall contain only static displays. The changeable commercial message display intervals shall change no more frequently than once every eight seconds; and that blinking and/or moving characters shall be prohibited. A change of message shall be accomplished within two seconds with an on/off cycle. Fade out/fade in from one static image to another static image is allowed.

2. Electronic message boards shall have automatic dimming capability that adjusts the brightness to the ambient light at all times of day and night. Electronic message boards shall not increase their luminance by greater than three-tenths (0.3) foot-candle above ambient levels of lighting measured at a distance of one-hundred feet from the sign face and five feet above grade.

3. The electronic message board component of a sign shall be automatically dimmed after dark. The electronic message board must contain a default mechanism that freezes the sign in one position if a malfunction occurs; and automatically adjusts the intensity of its display according to natural ambient light conditions.

4. The sign shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign.

5. That the electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the planning director.

6. Commercial messages on signs permitted pursuant to this chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification sign is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted. No off-site advertising or messages, other than public service information approved by the city, shall be displayed;

7. Public service messages are encouraged. Such messages include announcements of meetings, activities and events of a general community-wide interest but do not include political messages.

F. Identification. Every sign or other advertising structure hereafter erected shall have an identifying number, name of erector, installation year, and when illuminated, the voltage plainly placed on the exterior surface of the sign body in a location where such information will be readily visible after installation and erection.

18.152.070 Prohibited locations.

A. No sign or structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of a fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that light or ventilation is reduced to a point below that required by any law or ordinance.

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B. No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within six feet of overhead electric conductors which are energized in excess of seven hundred fifty volts.

C. No sign or other identification structure regulated by this chapter shall be erected at the intersection of any street in such manner as to obstruct free and clear vision of pedestrian and vehicular traffic; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP," "LOOK," "DANGER" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

D. Off-premises human mounted commercial signs, off-premises hand held commercial signs and off-premises commercial signs mounted to any vehicle or trailer are prohibited.

18.152.080 Nonconforming signs/ amortization.

A. Removal of Signs. If the planning director finds that any sign or other identification structure regulated in this chapter is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter, or should any sign remain for a period of one hundred eighty days after the termination of the business for which it was originally intended, he shall give written notice to the permittee thereof. If the permittee fails to remove or alter the sign so as to comply with the standards set forth in this chapter within ten days after such notice, the planning director is authorized to cause removal of the sign, and any expense incidental thereto shall be paid by the owner of the premises or structure to which the sign is attached. The planning director or building official may cause any sign or other identification structure which is an immediate peril to persons or property to be removed summarily and without notice.

B. All wall signs, freeway signs and directional signs addressed by the former sign code shall be allowed to continue in use, until such time the sign is significantly altered, as determined by the planning director. Significantly altered shall, at minimum, refer to structural changes; change of an entire sign can or fifty percent of the individual letters on a sign; and redesign of the electrical.

C. Freestanding nonresidential real estate signs. Any existing freestanding nonresidential real estate signs shall become nonconforming on [FILL IN DATE]. All such signs shall be considered fully amortized ninety days after the effective date specified above and shall be removed immediately thereafter.

18.152.090 Signs in single-family residential zones.

This section addresses signs permitted in single-family zones and specific plan areas that are designated for single-family use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

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A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

B. Directional and Tract Signs. See Section 18.152.190.

C. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with Section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.100 Signs in multifamily residential zones.

This section addresses signs permitted in multiple family zones and specific plan areas that are designated for multiple family use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Project Signs. A multifamily project may be permitted to have one of the following signs:

1. One wall-mounted sign per street frontage shall be permitted to identify the multifamily project, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet; or

2. Monument Sign. One monument sign not to exceed four feet in overall height and six feet in overall width, not including architectural projections.

B. Directional and Tract Signs. See Section 18.152.190.

C. Signs for Educational and Religious Institutions.

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1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with Section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontage of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.110 Signs in mobile home parks.

This section addresses signs permitted in mobile home parks.

A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

18.152.120 Signs in commercial zones.

This section addresses signs permitted in commercial zones and specific plan areas, excluding the historic downtown area, that are designated for commercial use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Multiple Tenant Centers. Master sign program is required and must comply with subsection B of this section, as follows.

B. Signs Permitted.

1. Window Signs. All window signs are addressed by Section 18.152.164.

2. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet clearance from the ground.

3. Icon/Projecting Sign. An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet.

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4. **Primary Wall Signs.** One primary wall sign shall be permitted, not to exceed one square foot in size for each one lineal foot of frontage. In no case shall a primary wall sign exceed one hundred fifty square feet. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.

5. **Secondary Wall Signs.** In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed one hundred square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;

d. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

6. **Monument Signs.** For commercial shopping centers with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program and shall comply with the standards for multiple tenant signs set forth below.

a. For commercial shopping centers with less than forty thousand square feet of gross floor area one multiple tenant sign shall be permitted. The multiple tenant sign shall comply with the following:

i. Maximum height four feet, not including architectural projections;

ii. Maximum width six feet, not including architectural projections;

iii. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

iv. Minimum letter height shall be eight inches.

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b. For commercial shopping centers with more than forty thousand square feet of gross floor area multiple tenant signs shall be permitted. The multiple tenant signs shall comply with the following:

- i. Maximum height six feet, not including architectural projections;
- ii. Maximum width fifteen feet, not including architectural projections;
- iii. Maximum number of businesses identified on the sign shall not exceed ten;
- iv. Tenant individual panels must all be compatible in size;
- v. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;
- vi. Minimum letter height shall be eight inches.

7. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

8. On-Site Directory Signs. Commercial centers over seventy-five thousand square feet in size shall be permitted one on-site directory sign. Commercial centers over one hundred fifty thousand square feet in size shall be permitted two on-site directory signs. Such signs shall be permitted to have the name of the center, names of businesses in the center, a map of the center, addresses of units, arrows directing traffic to the business and related directory information. The maximum height of such signs shall not exceed five feet, not including architectural projections, and shall not exceed twenty-five square feet in total size. The maximum height of letters identifying tenants shall be no greater than eight inches and each tenant text space shall be no longer than twenty-four inches. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If illuminated, tenant individual panels must have an opaque background with illuminated letters.

9. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.

10. Electronic message boards. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

11. Portable signs. A maximum of one portable sign, as defined in Section 18.152.020, shall be permitted, subject to the following standards:

- a. Maximum sign area of six square feet, including any changeable copy on whiteboards or chalkboards.
- b. Maximum height of four feet.

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c. Shall only be allowed during hours that the business is open and shall be stored away from public view when the business is not open.

d. Shall be placed within ten feet of the front door of the business advertised but may not be placed within a parking or loading space, driveway or drive aisle, landscaped planter, or public right-of-way, except as may be allowed per Section 18.152.170.

e. Shall not impede pedestrian access, including ADA access, when located on a sidewalk or pedestrian access or any views or sight distance for vehicular traffic.

f. Shall not include any attachments, *including but not limited to*, balloons, pennants, flags, banners, illumination (including flashing, blinking and rotating lights) and similar attention-getting devices.

g. Shall be made of durable, weather-resistant materials, have a professional looking appearance, and be continually maintained in good condition.

h. Shall have written authorization from the property owner or management company or comply with standards set forth in a master sign program.

C. Single-Tenant Commercial Buildings.

1. Window Signs. As provided for in subsection (B)(1) of this section;

2. Canopy Signs. As provided for in subsection (B)(2) of this section;

3. Icon/Projecting Signs. As provided for in subsection (B)(3) of this section;

4. Wall Signs (Primary and Secondary). As provided for in subsections (B)(4) and (B)(5) of this section;

5. Monument Signs. One monument sign may be permitted for single tenant commercial business not part of a multi-tenant shopping center complex, subject to the following:

a. Maximum height four feet, not including architectural projections,

b. Maximum width six feet, not including architectural projections,

c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;

6. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.

7. Electronic message boards. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

8. Portable signs as provided for in subsection (B)(11) of this section.

D. Freeway-Oriented Signs. Multi-tenant commercial shopping centers which have the nearest property line within one thousand feet of a freeway right-of-way shall be permitted one freeway oriented sign, subject to the following requirements:

Gross Floor Area (in square feet)	Maximum Sign Height (in feet)	Maximum Total Sign Area (in square feet)	Maximum Area of Any Sign (in square feet)
0-99,999	Not permitted	Not permitted	Not permitted
100,000+	100	950	230

An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted freeway oriented sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

E. Service Station Signs.

1. Wall Signs. Wall signs as provided for in subsections (B)(4) and (B)(5) of this section.

2. Monument Signs. A service station shall be permitted one monument sign per street frontage, with a maximum height of six feet, not including architectural projections, and with a maximum total size of forty-eight square feet. In cases where a single monument sign is designed to be oriented to address four directions, the maximum sign size may be increased to seventy-two square feet. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

3. Spandrel Signs. Each pump island shall be permitted to have one logo or text sign on each spandrel face. The logo or text portion of each spandrel face shall not exceed four square feet.

4. Window Signs. Window signs are addressed in Section 18.152.164.

5. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed six square feet.

18.152.130 Signs in administrative-professional zones.

This section addresses signs permitted in administrative-professional zones and specific plan areas, excluding the historic downtown area, that are designated for administrative-professional use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Multiple Tenant Complexes. Master sign program is required and must comply with subsection B of this section, as follows.

B. Signs Permitted.

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1. Window Signs. Window signs are addressed by Section 18.152.164.
2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.
3. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches, and where there is a minimum of seven feet of clearance from the ground.
4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.
5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
 - a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
 - b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
 - c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
 - d. The maximum letter height shall be eighteen inches.
 - e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.
6. Monument Signs. For office/professional complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.
 - a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area.
 - b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.
 - c. Minimum letter height shall be eight inches.

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7. Directory Signs. Directory signs are intended to identify the users within a building and the location of those users to pedestrians that are entering the building. All directory signs shall be located adjacent to a primary building entry and shall not exceed ten square feet in overall size. Individual tenant placards shall not exceed one square foot in size. The location of directory signs is subject to approval by the planning director.

C. Single Tenant Administrative-Professional Buildings.

1. Window Signs. Window signs are addressed in Section 18.152.164.
2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.
3. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet of clearance from the ground.
4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches.
5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
 - a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
 - b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
 - c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
 - d. The maximum letter height shall be eighteen inches;
 - e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation.
6. Monument Signs. One monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs.
 - a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area;
 - b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

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- c. Minimum letter height shall be eight inches.
- D. Signs for Educational and Religious Institutions.
 - 1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet and a maximum height of six feet, not including architectural projections.
 - a. Changeable copy signs, including electronic message boards, may be incorporated into the total square footage of the monument sign;
 - b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.
 - 2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.
 - 3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign. Subject to the size requirements listed in subsections (D)(1) and (D)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.140 Signs in industrial zones.

- A. Master sign program is required for multiple tenant complexes and must comply with subsection B of this section, as follows:
 - B. Signs Permitted.
 - 1. Window Signs. Window signs are addressed by Section 18.152.164.
 - 2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.
 - 3. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. *In no case shall a primary wall sign exceed seventy-five square feet.* The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.
 - 4. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
 - a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;

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- b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
- c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
- d. The maximum letter height shall be eighteen inches; and
- e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. Monument Signs. For industrial complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

- a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total size.
- b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.
- c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.
- d. Minimum letter height shall be eight inches.

6. Portable signs. Shall comply with the provisions of Section 18.152.120.B.11 where such signs are not located within the public right-of-way.

C. Single Tenant Industrial Buildings.

- 1. Window Signs. Window signs are addressed in Section 18.152.164.
- 2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.
- 3. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed, seventy-five square feet. The maximum letter height shall be eighteen inches.
- 4. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

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- a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
- b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
- c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
- d. The maximum letter height shall be eighteen inches; and
- e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. Monument Signs. One monument or ground sign shall be permitted for single tenant space industrial buildings.

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total sign area;

b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.

c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

6. Portable signs. Shall comply with the provisions of section 18.152.120.B.11 where such signs are not located within the public right-of-way.

18.152.145 Signs in other zones.

A. The requirements for zones not specifically addressed in this chapter, such as the public/semipublic zone, shall be determined by the planning director. These requirements will be determined on a case by case basis with factors such as use, location and relationship to other sections of this chapter. In no case shall regulations imposed based on this section be less restrictive than other portions of this chapter.

B. In the Public/Semipublic zone, for any schools, hospitals, churches or similar institutional uses, an electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

18.152.150 Signs in the Historic Downtown area.

The Historic Downtown area shall be defined as indicated in Section 18.152.020.

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- A. **Window Signs.** Window signs are addressed by Section 18.152.164.
- B. **Canopy Signs.** One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is twelve inches, the maximum length is thirty inches and where there is a minimum of seven feet clearance from the ground. The sign shall be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.
- C. **Icon/Projecting Sign.** An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet. The sign shall not be internally illuminated.
- D. **Primary Wall Signs.** One primary wall sign may be permitted per tenant, as follows:
1. The maximum size of wall signs is 75% square feet of sign area for each lineal foot of building frontage with no sign exceeding thirty square feet;
 2. Signs may not be internally illuminated, but may be externally illuminated;
 3. Signs must be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.
 4. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.
- E. **Secondary Wall Sign.** In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
1. The maximum size of secondary wall signs is 75% of the sign area allowed for the primary signs with no sign exceeding twenty square feet;
 2. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;
 3. Signs may not be internally illuminated, but may be externally illuminated;
 4. Signs must be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.
 5. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.

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6. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

F. **Primary Wall Signs for Large Tenants.** Single tenants with a total square footage of fifteen thousand square feet or more shall be subject to subsections (E)(4) and (E)(5) of this section, but shall be permitted additional maximum sign square footage, as follows:

1. No primary wall sign shall exceed seventy-five square feet;
2. No secondary wall sign shall exceed fifty square feet and a secondary sign shall not be located on the same wall, or building elevation, as the primary sign;
3. The maximum letter height for signs within fifty feet of a public right-of-way is eighteen inches and for all other signs is thirty-six inches.
4. *Internally illuminated signs are not prohibited and may be permitted on a case-by-case basis.*

G. **Portable signs.** Shall comply with the provisions of Section 18.152.120.B.11 where such signs are not located within the public right-of-way.

H. See Section 18.152.170.A.5 for standards related to permitted monument signs.

18.152.160 Temporary signs and banners.

A. **Temporary Signs and Banners.** Temporary signs, banners and other similar signs erected for the purpose of announcing a special event, sale or other activity may be permitted by the planning department, based on the following:

1. Application for a temporary banner shall be made on forms provided by the planning department.
2. A maximum six temporary banner permits may be approved for any single business location within a calendar year with the cumulative total of banner display days in such year not to exceed sixty days. The maximum period of any individual banner display shall not exceed thirty days.
3. No more than one banner shall be permitted for any one business at a time.
4. Streamers, pennants and balloons may be permitted in certain cases, subject to the approval of the planning director; however, in no case shall streamers and pennants be permitted on a property for more than ten days at a time or for more than twenty days per year. Balloons permitted under this section shall be no greater than twenty-four inches in diameter.
5. *The maximum size of a temporary banner shall not exceed forty square feet in area.*

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6. The maximum height of a freestanding banner shall not exceed four feet and a building mounted banner shall not exceed the height of the building surface upon which it is mounted.

7. In addition to the banner permits and time frames specified in Subsection 2 above, a new business may secure a permit for a temporary banner, which otherwise complies with the standards contained in this section, for a maximum of sixty days from the opening of the new business. Such banner may be in lieu of a permanent sign during that period of time.

8. Temporary signs shall be of a reasonable professional quality and shall be installed in an appropriate manner. Such signs may not be attached to or placed on trees.

B. Special Event Banners. Temporary public interest event banners publicizing a charitable, civic or other nonprofit *organization's* events of general public interest may be permitted by development services department based on the following:

1. Application for temporary banners shall be made in conjunction with the temporary use permit;

2. The maximum period of any individual banner display shall be not more than two weeks prior to the event and all such banners shall be removed within seven days of the conclusion of the event;

3. No more than one banner shall be permitted for any one property at a time. The number, type, size and location of any such banners shall be determined by the development services director as part of the review of the temporary use permits.

C. Temporary Signs for Future Tenant Identification. Signs that identify future tenants (e.g., "Opening in October" or "Coming Soon") may be permitted in addition to standard temporary signs as permitted in subsection A of this section. Temporary signs for future tenant identification may be permitted up to ninety days prior to planned opening date, subject to approval of the planning director.

D. Temporary non-residential real estate signs. Temporary non-residential real estate signs pertaining to the sale or lease of non-residential buildings or property may be permitted by the planning department, based upon the following:

1. Application for a temporary non-residential real estate sign shall be made on forms provided by the planning departments. Application shall include a description of the building and/or tenant spaces available for sale or lease.

2. Building mounted signs may be permitted, based upon the following:

a. One banner or other similar sign, mounted on the building or window or other location of the tenant space and/or building available for sale or lease, not to exceed sixteen square feet.

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b. For integrated retail, office or industrial centers or parcels greater than one hundred feet in width, additional banners or similar signs may be permitted by the planning department, not to exceed 40 square feet each. Such signs shall generally be on the available tenant or building space but may be approved in other locations as deemed necessary by the planning department. Banners may not exceed the height of the building parapet.

3. Streamers, pennants, balloons, lighting and similar devices are prohibited.

4. Temporary permits shall be valid for a maximum of six months provided that all such signs shall be removed within fourteen days of the sale or leasing of the available space. A new permit may be issued if spaces and/or buildings remain available for sale or lease.

5. All signs shall be continuously maintained in good order and appearance as set forth in Section 18.152.060.C.

18.152.164 Window signs.

A. Window signs, which include any sign within three feet of a window, are permitted in commercial, office and industrial zones and shall comply with the following standards:

	Permanent Window Sign	Temporary Window Sign	Accessory Window Sign
Size	10% of the window area not to exceed 40 square feet (20 square feet in office zones)	25% of the window area (not permitted in office zones)	12 square feet in total sign area with no individual sign exceeding 4 square feet
Time Limits	None	No sign allowed longer than 30 consecutive days	None
Permit	Sign permit approval required	None. Date of installation to be displayed on sign(s) or may be subject to immediate removal. Other adequate documentation regarding installation date may be considered.	None
Purpose	Business identification and generic product/services identification.	Advertise seasonal sales, special sales and related temporary messages.	Business identification, credit cards accepted, hours of operation, lottery, health grades, and similar signs.
Typical Materials	Applied, stenciled, etched to glass surface including gold leaf letters and decals. Neon less than 4 square feet allowed.	Cloth, paper, vinyl, paint. Non-illuminated.	Not specified. Neon less than 4 square feet allowed.

B. All window signs shall comply with the following additional standards:

1. The maximum area for all window signs, excluding exempt and up to twelve square feet of accessory window signs, shall not exceed thirty-five per cent of the total window area, provided that no individual window shall exceed 50% coverage in window signs.

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2. All window signs shall be properly maintained and be of reasonable professional quality.

3. Window signs shall not be illuminated except that accessory window signs and permanent windows may be neon or similar type lighting provided each such sign is less than four square feet. Lighting around or within windows shall not be permitted except for exempt holiday lighting and lighting approved as an accent to the building design or architecture.

4. Window signs may advertise liquor or liquor-related products, even if prohibited by conditions of approval provided that any such window signs comply with this chapter.

5. In order to facilitate law enforcement and protect public safety, window signs or other window obscuring products, including tinting and window blinds or coverings, shall not substantially obstruct view into the business from outside a window.

6. In a commercial building without storefront or similar windows, the development plan review board may authorize temporary signs equivalent to window signs provided such approval is consistent with the standards and intent of this section.

C. Window graphic signs may be permitted by the development plan review board and may exceed the 50% coverage standard where the board finds and determines that the window graphic signs exhibit a unique artistic characteristic, the signs effectively obscure storage areas or the rear portion of interior displays and that the sign does not primarily serve a commercial purpose. The board may impose conditions on any approval.

18.152.170 Signs in the public right-of-way.

A. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk or to, on or within any portion of the public right-of-way any sign, poster or advertisement of any kind, except as follows:

1. Official warning or directional signs by any department of the city;
2. Legal notices posted in the places and manner prescribed by law;
3. Banners which identify community events sponsored wholly, or in part, by the city and which are erected by the city;
4. Residential subdivision directional signs when approved by the city as part of a standardized program of off-site directional signs; and
5. Monument signs in the historic downtown when approved by the city for commercial buildings which have a zero setback from the public right-of-way;

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6. Portable signs which comply with the provisions of Section 18.152.120.B.11 for commercial buildings which have a zero setback from the public right-of-way, where the planning director approves the location of the sign and the city engineer issues an encroachment permit.

7. Political signs subject to the requirements in Section 18.152.200(B), provided that such signs shall be limited only to the parkway areas in residential zones.

B. Enforcement, penalties and abatement.

1. Any person or entity violating or failing to comply with any of the requirements of this section shall be guilty of a violation pursuant to Chapter 1.12 of this code.

2. The owner or other person entitled to possession of a sign or in real or apparent charge or control of the sign which is removed, stored and/or destroyed pursuant to the provisions of this chapter shall be liable to the city for the cost of the removal, storage and/or destruction of such sign and for the city's court costs and reasonable attorney's fees. The city may recover the same through an action commenced in a court of competent jurisdiction.

3. Any unauthorized or illegal sign within the public right-of-way or on private property that is found and declared to be a public nuisance or constitutes a hazard to pedestrian or vehicular traffic may be removed immediately, stored and/or destroyed by the city at the expense of the owner or other person entitled to possession of such sign or in real charge or apparent control of the sign or any person, business or entity who benefits from such sign. The cost of removal, storage and/or destruction of such illegal signs shall be the actual costs or the standard cost pursuant to a fee schedule set by resolution of the city council.

4. After removal of any such illegal sign pursuant to this section, the person, business, company or entity that owns the sign, placed it or who benefited from it shall be served with a statement of costs from the city. The notice of sign abatement from public right-of-way and the statement of costs shall be mailed by certified letter or hand delivered to the charged party. Notice shall be given that the determination verified in the statement of costs can be appealed by filing a written appeal with the city clerk as specified in Section 1.06.070.

5. Any person desiring to retrieve a sign removed by the city may do so upon payment of an administrative fine plus such storage fees as determined by a fee resolution of the city council that may be adopted from time to time. In lieu of paying such administrative fine, such person may retrieve a sign upon signing a promise to appear upon a citation issued to him or her for violations of this section or other provisions of this chapter. If a person wishes to contest the fact that the sign was placed in violation of this section or other provisions of this chapter prior to paying the fine or signing the citation, he or she shall have the right to an administrative hearing before the administrative hearing officer, upon receipt of a written appeal by the city as specified in subsection 4 of this section. If the administrative hearing officer finds that the sign was lawfully placed, he or she shall return the sign without an administrative penalty or the issuance of a citation.

6. Any sign removed by the city shall be considered abandoned if it is not retrieved and no written appeal is filed with the city within 15 calendar days after the date of such

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notification by the city following the sign removal and may be disposed of by the city without liability therefor to any person.

18.152.180 Leasing city-owned property for signs.

A. No person shall erect a sign upon any property owned or controlled by the city without first having procured a lease of the property from the city. Before any lease shall be granted for the erection and maintenance of a sign upon property of the city, application therefor shall be made to the city manager. The city manager shall provide a reasonable form for such application and such form shall set forth the following matters:

1. Location of the sign;
2. Size of the sign;
3. Nature of the lettering;
4. Materials of which the sign shall be constructed;
5. Sketch of the sign;
6. Additional information which the city manager deems necessary to carry out the purposes and intent of this chapter.

B. In the event that any sign is erected or maintained in violation of the provisions of this section, the city manager may direct the removal of the sign. In the event the lessee deems such removal to be without cause, he may within thirty days after such direction make written appeal to the city council. The findings of the city council, after notice to the lessee and due hearing shall be final.

18.152.190 Directional and tract signs.

A. Directional and Identification Tract Signs.

1. An on-site promotional tract sign not exceeding ninety-six square feet per face in area and not exceeding sixteen feet in vertical height may be located at each major entrance to a tract, subdivision or community development for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units is completed during any such period, all signs shall be removed. If the entrance is clearly visible from a freeway, the sign may be increased in area to not more than two hundred square feet. If the entrance is not visible from a freeway, but the tract, subdivision or community development abuts a freeway, one additional on-site directional sign not to exceed two hundred square feet may be approved by the planning director. Such sign may be installed in a location which is visible from the freeway, and may indicate the nearest off-ramp. No sign shall be located less than eight feet from the property line.

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2. Temporary off-site directional tract signs may be located on the major or secondary highway nearest the tract. The planning commission may permit such signs in any zone subject to the following provisions:

a. The total number of such signs shall not exceed one; except that where there is hardship demonstrated in terms of geographic location or access routes, the planning commission may allow up to three additional signs.

b. Signs shall not exceed ninety-six square feet in area.

c. Such signs shall be located not less than eight feet from the property line, and shall not exceed sixteen feet in vertical height.

d. All such signs shall be supported by a properly engineered design subject to the approval of the building official.

e. Such signs shall be permitted on a temporary basis for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units or lots is completed during any such period, all signs shall be removed.

f. Signs shall be maintained a minimum distance of fifty feet from any residence to which the signs do not refer and a minimum distance of fifty feet from any other sign.

g. Every person erecting such sign or signs shall pay to the city a permit fee of fifty dollars for each and every sign erected. In addition, such person shall deposit with the building department the sum of one hundred fifty dollars cash for each and every sign so erected as a security to insure the removal of all signs. If all such signs are removed within fourteen days after expiration of the permitted period, the one-hundred-fifty-dollar cash deposit shall be refunded. If all such signs are not removed, then the city or its agent may enter on all property on which all such signs are located and remove all such signs, and the cost of such removal shall be deducted from such cash deposit and the remainder, if any, returned to the person depositing the one hundred fifty dollars.

h. Before any permit for any such sign is issued, the applicant shall furnish the building department written authority in a form approved by the city attorney, granting the city or its agent permission to enter upon the premises to remove such sign. The authorization must be signed by the owners of record of the premises and by the person proposing to erect the sign.

3. Signs not exceeding three in number and each not greater than four square feet in area may be located on the same lot as a model home, so long as the home is used to promote the original sale of each house in the tract.

18.152.200 Other signs.

A. Time and Temperature Signs. Time and temperature signs shall be permitted and may convey the following information: time, date, temperature and atmospheric conditions.

Ordinance No. 1212

B. Political Signs. Political signs shall be permitted as provided in this section:

1. Residential Zones. Political signs shall be permitted on private property in any residential zone and in the parkway areas generally between the front property line and curb face of residential zones.

a. Such sign shall not exceed six feet in height or twelve square feet of total sign face area.

b. Such sign shall be removed ten calendar days after the date of election.

c. Such signs shall require the permission of the property owner.

d. Such signs in the parkway portion of the public right-of-way shall not be painted, marked, pasted, fastened or in any manner affixed or caused to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any public street, parkway or sidewalk.

e. No political signs shall be erected or maintained in violation of Sections 18.152.060 and 18.152.070.

2. All Other Zones. Political signs shall be permitted in all other zones.

a. Such sign shall not exceed thirty-two square feet.

b. Such sign shall be removed ten calendar days after the date of election.

c. No political signs shall be erected or maintained in violation of Sections 18.152.060 and 18.152.070.

3. Political signs placed, erected or maintained in violation of this section shall be removed as follows:

a. Any political sign in violation of Sections 18.152.060 and 18.152.070 shall constitute a public nuisance and shall be deemed abandoned by its owner and may be summarily removed by the city without notice.

b. Any political signs in violation of subsections (B)(1)(a) through (B)(1)(d), (B)(2)(a) and (B)(2)(b) of this section may be removed by the city if, after providing five calendar days' written notice requesting the violation be corrected by the owner of the signs and the property owner or tenant on whose property the signs have been posted, the political signs are not removed, relocated or altered as required by this section. The notice requirements herein shall be satisfied upon a reasonable and diligent effort by the city to locate the owner of the sign, property owner and/or tenant.

Ordinance No. 1212

C. Search Lights. Search lights may be permitted, subject to approval of a temporary use permit from the planning department. Search lights may be associated with a grand opening or a special event and shall be permitted for no more than three days per year per business location.

D. Menus for Restaurants. Such signs shall not exceed four square feet in area and may be displayed in the window or on the exterior wall in an appropriate manner, as approved by the planning director.

E. Secondary Businesses in One Tenant Space. For businesses that are secondary to a primary business (e.g., banks located in grocery stores), one wall or window sign shall be permitted for identification, in addition to the signs permitted for the primary use. The wall or window sign permitted shall:

1. Not exceed ten square feet in total size;
2. Not exceed twelve inches in letter height;
3. Not be illuminated; and
4. Be subject to review and approval of the planning director.

F. Off-site directional guide signs for public, charitable or religious institutions pursuant to review and approval by the development plan review board as provided by this chapter.

1. When the development plan review board finds that exceptional circumstances exist demonstrating hardship in terms of geographic location or access routes, directional signs may be permitted. Such signs shall be limited to copy that includes the facility name and minimum information to provide direction. The intent for this type of sign is to provide clear directions to motorists and pedestrians, so the size and location should be similar to traffic signs. In some cases, nonilluminated monument signs may be utilized, provided that the aesthetic impact is determined to be more positive than a standard traffic directional sign. In no case, shall such monument sign exceed four feet in height or twenty square feet. The board shall determine the location and number of signs.

18.152.240 Signs associated with public art and murals.

It is the city's desire to encourage appropriate public art and murals that provide interest and beauty to the city. Any entity that is responsible for funding and constructing public art and murals may be entitled to some identification space in association with the public art and mural. The size, design and location of the sign is subject to the review and approval of the development plan review board or its designee. The design of any public art or mural is generally intended to contribute to the historic or cultural character of the city and not further a commercial interest.

18.152.250 Historic signs.

Ordinance No. 1212

It is the city's desire to preserve historic signs that contribute to the preservation of the history or culture of the past. Signs having recognized historic or cultural significance which do not meet the standards set forth in this chapter may be exempted from these regulations by the development plan review board and approved in addition to the number of signs and sign area otherwise allowed. Any such sign shall be preserved in appropriate condition consistent with its historic character.

RESOLUTION PC-1464

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN DIMAS RECOMMENDING APPROVAL OF MUNICIPAL CODE TEXT AMENDMENT 11-03, AMENDING CHAPTER 18.152, SIGN CODE

WHEREAS, an Amendment to the San Dimas Municipal Code has been duly initiated by the City of San Dimas;

WHEREAS, the Amendment is described as an update of and revisions to the Sign Code; and

WHEREAS, the Amendment would affect sign regulations city-wide; and

WHEREAS, the Planning Commission conducted a Community Forum on March 16, 2011 and the results of the Community Forum were reviewed by the Planning Commission on May 4, 2011 and the City Council on May 24, 2011; and

WHEREAS, the Planning Commission and the City Council conducted a joint community meeting on October 19, 2011 to consider further community input on potential changes to the Sign Code; and

WHEREAS, notice was duly given of the public hearing on the matter and that public hearings were held on May 16, June 7, June 21, August 2 and August 16, 2012 at the hour of 7:00 p.m., with all testimony received being made a part of the public record; and

WHEREAS, all requirements of the California Environmental Quality Act and the City's Environmental Guidelines have been met for the consideration of whether the project will have a significant effect on the environment and the project has been determined to be categorically exempt.

NOW, THEREFORE, in consideration of the evidence received at the hearing, and for the reasons discussed by the Commissioners at the hearing, the Planning Commission now finds as follows:

- A. The proposed Municipal Code Text Amendment will not adversely affect adjoining property as to value, precedent or be detrimental to the area.

Recommended revisions result in changes to the Sign Code allowing additional types of temporary signs (including portable signs); modifying standards applicable to window signs and other temporary signs; establishing standards for electronic message boards; addressing

identified unique circumstances: and, addressing other concerns identified at community forums and public meetings on this matter.

- B. The proposed Municipal Code Text Amendment will further the public health, safety and general welfare.

Business signing needs change periodically and updating regulations to accommodate these needs while still maintaining City standards is appropriate. As an example, liquor advertising has been commonly prohibited for many years through the conditional use permits which apply to most such businesses but limited appropriate advertising benefits the business and the community so revisions are included in this update which are intended to replace sign-related restrictions applicable to all conditional use permits for businesses selling or serving alcoholic beverages.

- C. The proposed Municipal Code Text Amendment is consistent with the General Plan.

PURSUANT TO THE ABOVE FINDINGS, IT IS RESOLVED that the Planning Commission recommends to the City Council approval of Municipal Code Text Amendment 11-03 as set forth in attached Exhibit A.

PASSED, APPROVED and ADOPTED, the 16th day of August, 2012 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jim Schoonover, Chairman
San Dimas Planning Commission

ATTEST:

Jan Sutton, Planning Secretary

EXHIBIT A

Chapter 18.152 SIGNS

18.152.010 Purpose.

A. The intent of this chapter is to encourage the installation of signs that provide reasonable opportunities for business identification, improve the appearance of buildings and neighborhoods, encourage innovation and enhance the economic effectiveness of the business community while preventing needless distraction and clutter from the other signs in the area. Carefully designed and regulated signing can contribute to the visual quality of the community, increase economic activity and provide for a desirable environment effectively balancing a variety of seemingly competing needs.

B. The purpose of all permitted permanent signs is primarily to provide identification of buildings, businesses and special locations. Permanent signs are not meant to provide advertisement. Because of this, the sign regulations in this chapter have been designed to encourage and promote building, business and special location identification.

C. The objectives of the various sign regulations set forth in this chapter are:

1. To ensure that permanent signs serve primarily to identify the business establishments on any site and facilitate the economic effectiveness of the business community.

2. To ensure that temporary signs which primarily address desires to advertise products, services and events are compatible with the goals set forth in Section 18.152.010.A.

3. To ensure that signs harmonize with their buildings and neighborhoods and with other signs in their vicinity.

4. To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship and spacing.

5. To require that signs are carefully designed and professional in appearance.

6. To enhance the economic value of the community through the appropriate regulation of such characteristics as size, number, location, design and illumination of signs.

7. To avoid traffic hazards by minimizing visual competition among signs and by providing for clear identification of businesses.

D. Notwithstanding any other provision of this chapter, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this chapter. If noncommercial copy is substituted, the sign shall be subject to the same time, place and manner standards applicable to the original commercial sign as set forth in this chapter. The content of any noncommercial copy on any sign otherwise permitted by this chapter may be changed in the same manner as the sign copy for the commercial sign copy may be changed.

E. This chapter shall be considered permissive and any specific types of signs not specifically allowed herein are prohibited. Design standards may be reasonably interpreted by the planning director and applied in a manner consistent with the intent of this chapter.

18.152.020 Definitions.

The following items are defined for this chapter unless the context indicates otherwise:

1. "Approved combustible materials" mean wood, or materials not more combustible than wood.
2. "Approved incombustible materials" mean any material which will not ignite at or below a temperature of one thousand two hundred degrees Fahrenheit during an exposure of five minutes and which will not continue to burn or glow at that temperature.
3. "Approved plastics" mean only those plastics which when tested in accordance with the American Society of Testing Materials Standard method for test for flammability of plastics over 0.050 inch in thickness (D 635-44), burn no faster than 2.5 inches per minute, in sheets of 0.060 inch thickness.
4. "Building code" means the city building code, together with amendments thereto.
5. "Building frontage" means the linear length of a building directly facing a public street, alley, parking area or pedestrian walkway that contains a public entrance.
6. "Building official" means the officer or other person charged with the administration and enforcement of the building code.
7. "Canopy" means a structural, ornamental, roof-like appendage, that projects from a building for the purpose of providing an architectural element that shields doors and windows from the elements. A canopy may be freestanding or attached to a building.

8. "Changeable copy" means removable copy or graphics for temporary use where the copy is changed at periodic intervals for the purpose of communicating a message which may be utilized on a freestanding wall, bulletin board or announcement signs.

9. "Convenience Sign" means a sign not larger than four square feet in area and no more than four feet in height and which conveys information such as "restrooms," "no parking," "entrance," or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists. Such signs may not include commercial sign copy or advertising.

10. "Electronic Message Center" means a sign that utilizes computer-generated messages or some other electronic means of changing copy, including LEDs and LCDs.

11. "Facing" or "surface" means the surface of the sign upon, against or through which the message is displayed or illustrated.

12. "Historic downtown area," for the purposes of this chapter, means: the area that extends west of Walnut Avenue to Cataract Avenue and south of Fourth Street to Arrow Highway, omitting properties that have frontage on Arrow Highway.

13. "Identification structure" means a structure of any kind or character erected or maintained for identification purposes, and upon which any sign is placed.

14. "Location" means a lot or premises, building, wall or place upon which a sign is erected, constructed or maintained.

15. "Marquee" means a permanent, roofed structure attached to and supported by the building.

16. "Master sign program" means a comprehensive sign design policy and plan for use by multi-use complexes. Such plan would include, but not be limited to, specification of colors, letter style, construction method, approval method, and sign locations.

17. "Measurement of Sign Area" to determine compliance with the sign area limitations of this chapter shall occur as follows:

a. Sign Area. The area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See examples in Figure A.

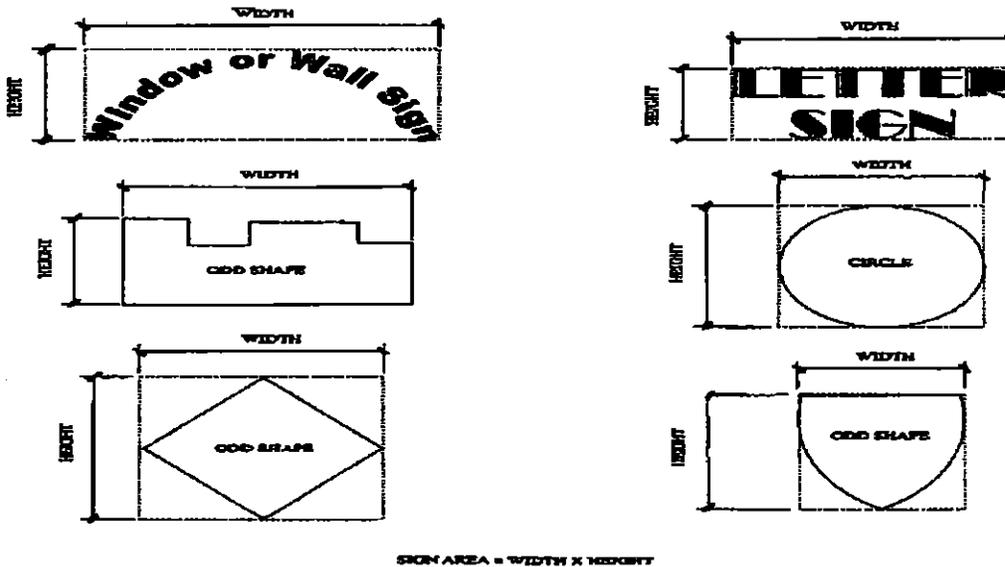
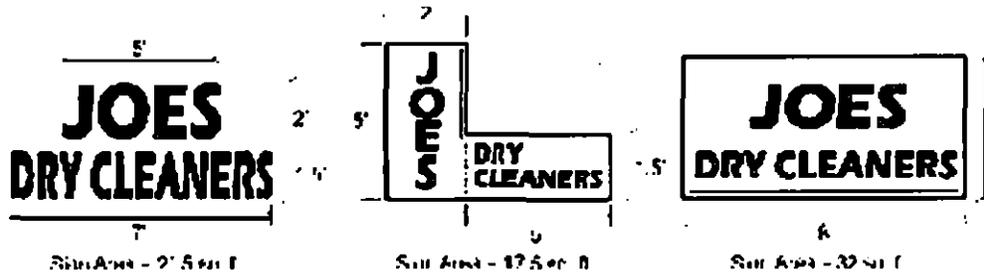


Figure A.

b. Sign Structure. Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

c. Multi-Faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces; except that where the two faces are parallel and not separated by more than one foot, only the area of one face shall be counted.

d. Three-Dimensional Objects. Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane. See examples in Figure B.

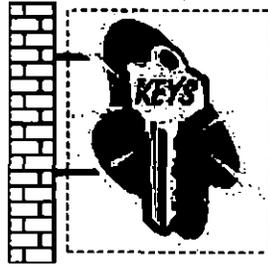


Figure B

e. *Time and/or Temperature Device.* Up to sixteen square feet of a time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area. A clock for a clock store or similar business is exempt from this limitation.

18. “Measurement of Monument Sign Height” to determine compliance with the sign height limitations of this chapter shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade to the top of the highest attached component of the sign. See Figure C.

a. *Grade.* Normal grade shall be construed to be the lower of either the existing grade before construction or the newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

b. *Where Normal Grade Cannot be Determined.* In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumptions that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the parcel, whichever is lower.

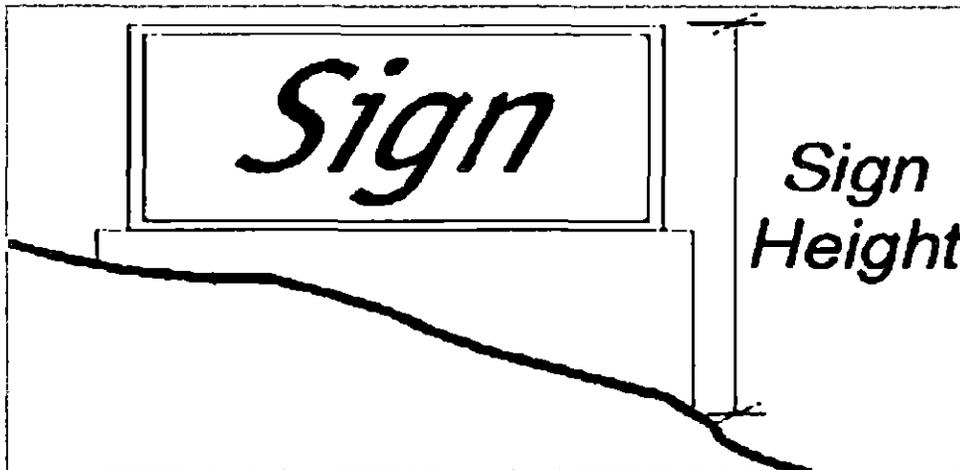


Figure C.

19. “Multi-tenant centers or complexes” mean, for the purpose of this chapter, any nonresidential development project designed to accommodate two or more tenants. Such complex would include a common parking area, similar architectural design and other unifying elements and be designed and constructed as a comprehensive project.

20. “Projection” means the distance by which a sign extends beyond the building or structure.

21. “Sign” means any device for visual communication exposed to public view that contains any announcement, declaration, demonstration, display, illustration, insignia, banner, statuary or pennant used to advertise or promote the interest of any person, business, group or enterprise. The term “sign” does not include the following:

- a. Official notices issued by any court or public body or officer;
- b. Notices posted by any public officer in performance of a public duty or by any person giving legal notice;
- c. Directional, warning or informational structures required by or authorized by law or by federal, state, county or city officials;
- d. A structure erected near a city or county boundary which contains the name of such city or county and the names of, or any other information regarding civic, fraternal or religious organizations located therein.

22. Sign, Accessory. “Accessory sign” means any sign which carries only advertisement strictly incidental and subordinate to a lawful use of the premises upon which it is located, including signs indicating the business transacted, service rendered, goods sold or produced on the premises, name of the business, name of the person occupying the premises.

23. Sign, Combination. “Combination sign” means a sign that is a combination of any two or more types of signs.

24. Sign, Directional. “Directional sign” means a sign erected for the purpose of informing the viewer of the approximate route, direction or location of a facility.

25. Sign, Electrical. “Electrical sign” means a sign containing electrical wiring for the purpose of interior lighting or illumination.

26. Sign, Flashing. “Flashing sign” means any sign which is intermittently on and off.

27. Sign, Historic. “Historic sign” means a sign which is of recognized historic or cultural significance to the community or is identified on the San Dimas historic resources survey and/or on the local register.

28. Sign, Illuminated. "Illuminated sign" means any sign illuminated by electric lights or luminous tubes as part of the sign proper.
29. Sign, Marquee. "Marquee sign" means a sign attached to a marquee.
30. Sign, Monument. "Monument sign" means any sign standing on the ground that is connected to the ground with a solid base.
31. Sign, Moving. "Moving sign" means a sign designed to attract attention through the movement or semblance of movement of the whole or any part of the sign, including rotation.
32. Signs, Off-Premises. "Off-premises signs" mean signs located in areas distant and on a separate parcel of land from the place where the product advertised is located.
33. Signs, On-Premises. "On-premises signs" mean signs which advertise any business conducted at the location of the sign or the products manufactured or sold at the place where the sign is located.
34. Sign, Permanent. "Permanent sign" means every sign except temporary signs as defined in this section.
35. Sign, Portable. "Portable sign" means a sign not permanently attached to the ground or any structure, including but not limited to, a-frame signs, sandwich board signs, sidewalk signs, whiteboards or chalkboards, signs on wheels and similar signs. Portable sign does not include banners, pennants, flags, inflatable signs, vehicle signs, and hand-held signs.
36. Sign, Poster. "Poster sign" means a sign printed on paper, cardboard or similar material which is generally displayed in windows or attached to trees, poles, buildings or staked in the ground.
37. Sign, Projecting. "Projecting sign" or "icon sign" means a sign suspended from or supported by a building or structure and projecting out therefrom.
38. Sign, Real Estate. "Real estate sign" means a temporary sign indicating that the premises on which the sign is located is for sale, lease or rent.
39. Sign, Roof. "Roof sign" means a sign erected upon or above a roof or parapet of a building. Roof signs are prohibited in the city.
40. Sign, Temporary. "Temporary sign" means any sign, pennant, banner, valance or identification display, with or without frames, intended to be displayed and maintained for a period not exceeding thirty days in any twelve consecutive months.

41. Sign, Wall. "Wall sign" means a sign attached to or erected against the wall of a building or structure, with the exposed face of the sign parallel to the plane of the wall.

42. Sign, Window. "Window sign" means any sign posted, painted, placed or affixed in or on any window, including the glass portion of a door or opening, exposed to public view including any interior sign which faces any said window or door or opening exposed to public view and which is located within three feet of the window. Window signs include the following types as defined below:

a. Sign, Window (Accessory). "Accessory window sign" means any window sign not exceeding four square feet limited to business identification, hours of operation, credit card information, lottery, health department grades, open/closed and similar public convenience information.

b. Sign, Window (Exempt). "Exempt window sign" means any window sign exempt from window sign regulations including: (1) holiday window displays and decorations, including lights, provided they are installed not more than thirty days before a holiday and are removed within ten days after the holiday and contain no references to goods, products or services; and (2) posters advertising fund-raising events for charitable, nonprofit, or educational fund-raising events or noncommercial uses, provided they are removed ten days after the event, are not larger than two feet by three feet and do not exceed four in number at any one time.

c. Sign, Window (Permanent). "Permanent window sign" means any window sign applied to, stenciled on, or etched into the glass surface including gold leaf (or similar) letters and decals, limited to business identification, address and/or a listing of products or services not implicit in the business name.

d. Sign, Window (Temporary). "Temporary window sign" means any window sign consisting of painting, cloth, paper, vinyl or similar materials allowed for a limited duration advertising seasonal sales, specials and similar events but not including business identification.

43. "Structure" means the supports, uprights, bracing, and framework of a sign. The area of such structure shall not be included in computing the aggregate surface of the area of the sign which it supports.

44. "UBC standards" means the most recent edition of the Uniform Building Code Standards, also known as Volume III of the Uniform Building Code.

18.152.030 Compliance.

No person shall hereafter erect, construct, relocate, alter or maintain any sign which does not comply with the provisions of this chapter, except the following: Signs

which were established prior to adoption date of the ordinance codified in this chapter may be maintained subject to Section 18.152.080 related to nonconforming signs.

18.152.040 Permits required.

Except as otherwise provided in this chapter, no sign shall hereafter be erected, constructed, relocated, painted on buildings or structures, altered, a sign program implemented or a sign face changed, until an approval and/or permit for the same has been issued by the appropriate decision making body as stated in Chapter 18.12 of this title and as required by the development plan review board, planning department, and the building official as required by this chapter.

A. Review Required. No person shall install or construct a sign or implement a sign program until a sign plan or sign program has been reviewed and approved by the development plan review board in accordance with Chapter 18.12 of this title, unless otherwise provided within this chapter.

B. Disposition by Director. The planning director may approve or conditionally approve, upon determining that the sign design, colors and materials are compatible with the structure and/or facility that the sign is proposed to identify, or may disapprove signs pursuant to the following provisions:

1. Signs proposed in accordance with a sign program reviewed and approved by the development plan review board pursuant to Chapter 18.12 of this title;
2. Wall signs which conform to the design guidelines of this chapter, unless otherwise provided;
3. Temporary signs and banners;
4. On-site directional and informational signs as defined by this chapter.

C. Application for Permits. Application for sign approvals shall be made upon forms provided by the planning division. Additional information as required by the planning director shall be provided to show full compliance with this and other regulations of the city.

D. Revocation of Permit.

1. All rights and privileges acquired under the provisions of this chapter, or any amendments thereto, are revocable for cause by the city council or other authorized person or body, and all such permits shall contain notice of such revocability. The building official is authorized and empowered to revoke any permit issued by him upon failure of the holder thereof to comply with any provisions of this chapter.

2. Permits for any sign that has been permitted and that has been visually or structurally altered shall be subject to revocation, at the discretion of the planning director.

18.152.050 Signs exempt from permit requirements.

The provisions and regulations of this section shall not apply to the following signs, provided such signs shall be subject to all other provisions of this chapter.

A. Residential Real Estate Signs.

1. **Single-Family and Multiple Family Residences and Vacant Properties.** Unlighted real estate signs pertaining only to the sale, lease or hire of a particular building, property or premises upon which displayed, which do not exceed four feet in height and six square feet of total sign face area. Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property.

2. **Open House Signs.** On weekends and legal holidays, temporary single family residential open house signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

- a. Maximum sign area of six square feet and maximum height of four feet.
- b. A maximum of four signs which should generally be placed at a change in direction with the signs for any particular open house separated by a minimum of one hundred feet from other signs for the same open house .
- c. Balloons, flags, pennants, lighting and other attention getting devices shall not be attached to or appurtenant to any sign.
- d. No such sign shall be placed in any median, public right-of-way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
- e. All such signs shall include the address of the property and name, address and telephone number of the realtor and real estate company.
- f. Signs shall be of durable material and securely fastened or installed.

B. Garage and yard sale signs. In conjunction with a garage and yard sale permitted pursuant to Section 18.196.030.G, temporary signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

1. Maximum sign area of six square feet and maximum height of four feet.
2. A maximum of four signs which should generally be placed at a change in direction with the signs for any particular garage or yard separated by a minimum of one hundred feet from other signs for the same garage or yard sale.
3. Balloons, flags, pennants, lighting and other attention getting devices shall not be appurtenant to any sign.

4. No such sign shall be placed in any median, public right of way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.

5. All such signs shall include the address of the property and name and telephone number of the person conducting the garage and yard sale.

6. Signs shall be of durable material and securely fastened or installed.

C. Project Construction Signs. Signs denoting the architect, engineer, contractor or lending institution when placed upon work under construction, which do not exceed six feet in height and thirty-six square feet in area each;

D. Occupational Signs. Signs denoting only the name and profession of the occupant of the premises, not to exceed two square feet in size;

E. Memorial Signs. Memorial signs or tablets and names of buildings and date of erection;

F. Municipal Signs. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary, emergency or other noncommercial signs as may be approved by the city engineer;

G. Convenience signs. Convenience signs are permitted in any zone subject to the approval of the planning department and the following:

1. Signs containing information such as "entrance," "exit," or directional arrows shall be designed to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.

2. Signs that convey advertising, or products, shall not be considered a convenience sign.

3. Any such sign shall not be allowed within the public right-of-way.

4. Such signs shall not exceed four square feet in area, per side. In the case of a ground sign, the overall height shall not exceed four feet.

H. Historic Resource Sign. Signs and plaques that are erected to note the location of an historic resource that are installed by the City of San Dimas or a historical society recognized by the City of San Dimas. Historic resource signs shall not advertise any products or services and shall not exceed ten square feet without approval from the City of San Dimas;

I. Flags. Flags of the United States, State of California or other government shall be permitted; however, in no case shall more than three such flags be permitted on any one property. Proposals for more than three flags are subject to approval from the planning director;

- J. Barber Poles. When associated with a barber shop;
- K. Scoreboards. When associated with an athletic field;
- L. Nameplates. One nonilluminated nameplate per unit, not exceeding one square foot in area, displaying the following:
 - 1. Name of the premises upon which it is displayed, and/or
 - 2. Name of owner or lessee of the premises, and/or
 - 3. Nature of the home occupation engaged in on the premises.

18.152.060 General design specifications.

All signs shall be subject to the following design and maintenance specifications:

A. Safety.

1. Signs, as permitted in this chapter, shall in no way endanger the health or safety by causing distraction or impairing visibility to operators of motor vehicles on the streets and highways. Location, lighting and color of signs shall be such as to cause no confusion with public signs or traffic signals.

2. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic signals. Such signs may cause a potential distraction or hazard to highway users.

3. No exposed light bulb used as a part of sign display shall exceed a rating of eleven watts.

4. No beacons shall be allowed in the city.

5. No sign, including the illumination thereof, shall be animated or so designed or operated as to flash, scintillate or in any way simulate motion other than: time and temperature signs, barber pole signs and electronic message boards.

B. Affixing Signs on Curbs, Streets or Street Signs. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk any sign, poster or advertisement of any kind without first obtaining a written permit from the city council. Nothing in this section shall be so construed as to prohibit the erection and maintenance of official warning or directional

signs by any department of the city or to legal notices posted in the places and manner prescribed by law.

C. Sign Maintenance.

1. All signs together with their supports and appurtenances shall be kept in a proper state of preservation. The display surface of all signs shall be kept neatly painted and posted. The planning director or building official may order the removal of any sign that is not maintained in accordance with the provisions of this chapter.

2. All signs and identification structures which are constructed on property lines, or within five feet thereof, shall have a smooth surface. No nails, tacks or wires shall protrude therefrom, except electrical reflectors and devices which may extend over the top and in front of the sign or identification structure.

D. Illumination. The application for a permit for erection of a sign or other identification structure in which electrical wiring and connections are to be used shall be submitted to the building official. The building official shall examine the plans and specifications respecting all wiring and connections to determine if the same comply with the electrical code of the city, and shall approve or disapprove the plans and specifications accordingly.

1. Illuminated signs shall be constructed of approved combustible or incombustible materials.

2. Illuminated signs which do not bear the label of an approved testing laboratory shall be inspected before erection.

3. Electrical equipment used in connection with all signs shall be installed in accordance with local ordinances regulating electrical installations.

4. Gooseneck reflectors shall be permitted on wall signs; provided, however, such reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

5. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic-control signals. Such signs creating a potential distraction or hazard to highway users will not be permitted.

6. No exposed light bulb used as a part of a sign display shall exceed a rating of eleven watts as measured equivalent to an incandescent bulb.

7. No beacons shall be allowed in the city.

8. No sign, including the illumination thereof, hereinafter erected or maintained in the city, shall be animated or so designed or operated as to flash, scintillate, or in any way simulate motion other than:

- a. Time and temperature signs;
- b. Barber pole signs;
- c. Electronic message boards, subject to the standards in Subsection E.

E. Electronic message boards. Where permitted by this chapter, electronic message boards shall comply with the following:

1. An electronic message board may contain a changeable message that utilizes changeable text, images, pictures, and/or symbols that may appear as an on/off message. An electronic message board shall not contain or display animated, moving video, scroll, flash, blink, fly, or chase sign message into view or create a sense of motion. An electronic message board sign shall contain only static displays. The changeable commercial message display intervals shall change no more frequently than once every eight seconds; and that blinking and/or moving characters shall be prohibited. A change of message shall be accomplished within two seconds with an on/off cycle. Fade out/fade in from one static image to another static image is allowed.

2. Electronic message boards shall have automatic dimming capability that adjusts the brightness to the ambient light at all times of day and night. Electronic message boards shall not increase their luminance by greater than three-tenths (0.3) foot-candle above ambient levels of lighting measured at a distance of one-hundred feet from the sign face and five feet above grade.

3. The electronic message board component of a sign shall be automatically dimmed after dark. The electronic message board must contain a default mechanism that freezes the sign in one position if a *malfunction* occurs; and automatically adjusts the intensity of its display according to natural ambient light conditions.

4. The sign shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign.

5. That the electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the planning director.

6. Commercial messages on signs permitted pursuant to this chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification sign is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted. No off-site advertising or messages, other than public service information approved by the city, shall be displayed;

7. Public service messages are encouraged. Such messages include announcements of meetings, activities and events of a *general community-wide* interest but do not include political messages.

F. Identification. Every sign or other advertising structure hereafter erected shall have an identifying number, name of erector, installation year, and when illuminated, the voltage plainly placed on the exterior surface of the sign body in a location where such information will be readily visible after installation and erection.

18.152.070 Prohibited locations.

A. No sign or structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of a fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that light or ventilation is reduced to a point below that required by any law or ordinance.

B. No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within six feet of overhead electric conductors which are energized in excess of seven hundred fifty volts.

C. No sign or other identification structure regulated by this chapter shall be erected at the intersection of any street in such manner as to obstruct free and clear vision of pedestrian and vehicular traffic; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP," "LOOK," "DANGER" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

D. Off-premises human mounted commercial signs, off-premises hand held commercial signs and off-premises commercial signs mounted to any vehicle or trailer are prohibited.

18.152.080 Nonconforming signs/ amortization.

A. Removal of Signs. If the planning director finds that any sign or other identification structure regulated in this chapter is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter, or should any sign remain for a period of one hundred eighty days after the termination of the business for which it was originally intended, he shall give written notice to the permittee thereof. If the permittee fails to remove or alter the sign so as to comply with the standards set forth in this chapter within ten days after such notice, the planning director is authorized to cause removal of the sign, and any expense incidental thereto shall be paid by the owner of the premises or structure to which the sign is attached. The planning director or building official may cause any sign or other identification structure which is an immediate peril to persons or property to be removed summarily and without notice.

B. All wall signs, freeway signs and directional signs addressed by the former sign code shall be allowed to continue in use, until such time the sign is significantly altered, as determined by the planning director. Significantly altered shall, at minimum,

refer to structural changes; change of an entire sign can or fifty percent of the individual letters on a sign; and redesign of the electrical.

C. Freestanding nonresidential real estate signs. Any existing freestanding nonresidential real estate signs shall become nonconforming on [FILL IN DATE]. All such signs shall be considered fully amortized ninety days after the effective date specified above and shall be removed immediately thereafter.

18.152.090 Signs in single-family residential zones.

This section addresses signs permitted in single-family zones and specific plan areas that are designated for single-family use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

B. Directional and Tract Signs. See Section 18.152.190.

C. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with Section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.100 Signs in multifamily residential zones.

This section addresses signs permitted in multiple family zones and specific plan areas that are designated for multiple family use. Specific plan areas that have separate

sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Project Signs. A multifamily project may be permitted to have one of the following signs:

1. One wall-mounted sign per street frontage shall be permitted to identify the multifamily project, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet; or

2. Monument Sign. One monument sign not to exceed four feet in overall height and six feet in overall width, not including architectural projections.

B. Directional and Tract Signs. See Section 18.152.190.

C. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with Section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontage of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.110 Signs in mobile home parks.

This section addresses signs permitted in mobile home parks.

A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

18.152.120 Signs in commercial zones.

This section addresses signs permitted in commercial zones and specific plan areas, excluding the historic downtown area, that are designated for commercial use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

- A. Multiple Tenant Centers. Master sign program is required and must comply with subsection B of this section, as follows.
- B. Signs Permitted.
 1. Window Signs. All window signs are addressed by Section 18.152.164.
 2. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet clearance from the ground.
 3. Icon/Projecting Sign. An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet.
 4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed one square foot in size for each one lineal foot of frontage. In no case shall a primary wall sign exceed one hundred fifty square feet. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a *common or shared* entry to the building. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.
 5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
 - a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
 - b. The maximum size of a secondary wall sign shall not exceed one hundred square feet;
 - c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;
 - d. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.
 - e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted

secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

6. Monument Signs. For commercial shopping centers with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program and shall comply with the standards for multiple tenant signs set forth below.

a. For commercial shopping centers with less than forty thousand square feet of gross floor area one multiple tenant sign shall be permitted. The multiple tenant sign shall comply with the following:

- i. Maximum height four feet, not including architectural projections;
- ii. Maximum width six feet, not including architectural projections;
- iii. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.
- iv. Minimum letter height shall be eight inches.

b. For commercial shopping centers with more than forty thousand square feet of gross floor area multiple tenant signs shall be permitted. The multiple tenant signs shall comply with the following:

- i. Maximum height six feet, not including architectural projections;
- ii. Maximum width fifteen feet, not including architectural projections;
- iii. Maximum number of businesses identified on the sign shall not exceed ten;
- iv. Tenant individual panels must all be compatible in size;
- v. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;
- vi. Minimum letter height shall be eight inches.

7. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

8. On-Site Directory Signs. Commercial centers over seventy-five thousand square feet in size shall be permitted one on-site directory sign. Commercial centers over one hundred fifty thousand square feet in size shall be permitted two on-site directory signs. Such signs shall be permitted to have the name of the center, names of businesses in the center, a map of the center, addresses of units, arrows directing traffic to the business and related directory information. The maximum height of such signs shall not exceed five feet, not including architectural projections, and shall not exceed twenty-five square feet in total size. The maximum height of letters identifying tenants shall be no greater than eight inches and each tenant text space shall be no longer than twenty-four inches. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If illuminated, tenant individual panels must have an opaque background with illuminated letters.

9. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.

10. Electronic message boards. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

11. Portable signs. A maximum of one portable sign, as defined in Section 18.152.020, shall be permitted, subject to the following standards:

a. Maximum sign area of six square feet, including any changeable copy on whiteboards or chalkboards.

b. Maximum height of four feet.

c. Shall only be allowed during hours that the business is open and shall be stored away from public view when the business is not open.

d. Shall be placed within ten feet of the front door of the business advertised but may not be placed within a parking or loading space, driveway or drive aisle, landscaped planter, or public right-of-way, except as may be allowed per Section 18.152.170.

e. Shall not impede pedestrian access, including ADA access, when located on a sidewalk or pedestrian access or any views or sight distance for vehicular traffic.

f. Shall not include any attachments, including but not limited to, balloons, pennants, flags, banners, illumination (including flashing, blinking and rotating lights) and similar attention-getting devices.

g. Shall be made of durable, weather-resistant materials, have a professional looking appearance, and be continually maintained in good condition.

h. Shall have written authorization from the property owner or management company or comply with standards set forth in a master sign program.

C. Single-Tenant Commercial Buildings.

1. Window Signs. As provided for in subsection (B)(1) of this section;
2. Canopy Signs. As provided for in subsection (B)(2) of this section;
3. Icon/Projecting Signs. As provided for in subsection (B)(3) of this section;
4. Wall Signs (Primary and Secondary). As provided for in subsections (B)(4) and (B)(5) of this section;
5. Monument Signs. One monument sign may be permitted for single tenant commercial business not part of a multi-tenant shopping center complex, subject to the following:
 - a. Maximum height four feet, not including architectural projections,
 - b. Maximum width six feet, not including architectural projections,
 - c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;
6. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.
7. Electronic message boards. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.
8. Portable signs as provided for in subsection (B)(11) of this section.

D. Freeway-Oriented Signs. Multi-tenant commercial shopping centers which have the nearest property line within one thousand feet of a freeway right-of-way shall be permitted one freeway oriented sign, subject to the following requirements:

Gross Floor Area (in square feet)	Maximum Sign Height (in feet)	Maximum Total Sign Area (in square feet)	Maximum Area of Any Sign (in square feet)
0-99,999	Not permitted	Not permitted	Not permitted
100,000+	100	950	230

An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted freeway oriented sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

E. Service Station Signs.

1. **Wall Signs.** Wall signs as provided for in subsections (B)(4) and (B)(5) of this section.

2. **Monument Signs.** A service station shall be permitted one monument sign per street frontage, with a maximum height of six feet, not including architectural projections, and with a maximum total size of forty-eight square feet. In cases where a single monument sign is designed to be oriented to address four directions, the maximum sign size may be increased to seventy-two square feet. An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

3. **Spandrel Signs.** Each pump island shall be permitted to have one logo or text sign on each spandrel face. The logo or text portion of each spandrel face shall not exceed four square feet.

4. **Window Signs.** Window signs are addressed in Section 18.152.164.

5. **Directional Signs.** Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed six square feet.

18.152.130 Signs in administrative-professional zones.

This section addresses signs permitted in administrative-professional zones and specific plan areas, excluding the historic downtown area, that are designated for administrative-professional use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. **Multiple Tenant Complexes.** Master sign program is required and must comply with subsection B of this section, as follows.

B. **Signs Permitted.**

1. **Window Signs.** Window signs are addressed by Section 18.152.164.

2. **Directional Signs.** Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

3. **Canopy Signs.** One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches, and where there is a minimum of seven feet of clearance from the ground.

4. **Primary Wall Signs.** One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.

5. **Secondary Wall Signs.** In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches.

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

6. **Monument Signs.** For office/professional complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area.

b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

c. Minimum letter height shall be eight inches.

7. **Directory Signs.** Directory signs are intended to identify the users within a building and the location of those users to pedestrians that are entering the building. All directory signs shall be located adjacent to a primary building entry and shall not exceed ten square feet in overall size. Individual tenant placards shall not exceed one square foot in size. The location of directory signs is subject to approval by the planning director.

C. Single Tenant Administrative-Professional Buildings.

1. Window Signs. Window signs are addressed in Section 18.152.164.
2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.
3. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet of clearance from the ground.
4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches.
5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:
 - a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
 - b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
 - c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
 - d. The maximum letter height shall be eighteen inches;
 - e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation.
6. Monument Signs. One monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs.
 - a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area;
 - b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

c. Minimum letter height shall be eight inches.

D. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet and a maximum height of six feet, not including architectural projections.

a. Changeable copy signs, including electronic message boards, may be incorporated into the total square footage of the monument sign;

b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign. Subject to the size requirements listed in subsections (D)(1) and (D)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.140 Signs in industrial zones.

A. Master sign program is required for multiple tenant complexes and must comply with subsection B of this section, as follows:

B. Signs Permitted.

1. Window Signs. Window signs are addressed by Section 18.152.164.

2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.

3. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.

4. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

- a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;
- b. The maximum size of a secondary wall sign shall not exceed sixty square feet;
- c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;
- d. The maximum letter height shall be eighteen inches; and
- e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. Monument Signs. For industrial complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

- a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total size.
- b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.
- c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.
- d. Minimum letter height shall be eight inches.

6. Portable signs. Shall comply with the provisions of Section 18.152.120.B.11 where such signs are not located within the public right-of-way.

C. Single Tenant Industrial Buildings.

1. Window Signs. Window signs are addressed in Section 18.152.164.
2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.

3. **Primary Wall Signs.** One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed, seventy-five square feet. The maximum letter height shall be eighteen inches.

4. **Secondary Wall Signs.** In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches; and

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. **Monument Signs.** One monument or ground sign shall be permitted for single tenant space industrial buildings.

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total sign area;

b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.

c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

6. **Portable signs.** Shall comply with the provisions of section 18.152.120.B.11 where such signs are not located within the public right-of-way.

18.152.145 Signs in other zones.

A. The requirements for zones not specifically addressed in this chapter, such as the public/semipublic zone, shall be determined by the planning director. These requirements will be determined on a case by case basis with factors such as use, location

and relationship to other sections of this chapter. In no case shall regulations imposed based on this section be less restrictive than other portions of this chapter.

B. In the Public/Semipublic zone, for any schools, hospitals, churches or similar institutional uses, an electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

18.152.150 Signs in the Historic Downtown area.

The Historic Downtown area shall be defined as indicated in Section 18.152.020.

A. Window Signs. Window signs are addressed by Section 18.152.164.

B. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is twelve inches, the maximum length is thirty inches and where there is a minimum of seven feet clearance from the ground. The sign shall be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.

C. Icon/Projecting Sign. An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet. The sign shall not be internally illuminated.

D. Primary Wall Signs. One primary wall sign may be permitted per tenant, as follows:

1. The maximum size of wall signs is 75% square feet of sign area for each lineal foot of building frontage with no sign exceeding thirty square feet;

2. Signs may not be internally illuminated, but may be externally illuminated;

3. Signs must be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.

4. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.

E. Secondary Wall Sign. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

1. The maximum size of secondary wall signs is 75% of the sign area allowed for the primary signs with no sign exceeding twenty square feet;
 2. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;
 3. Signs may not be internally illuminated, but may be externally illuminated;
 4. Signs must be constructed out of suitable material that is approved by the planning director. Materials shall be natural or natural appearing consistent with the character of the historic downtown area.
 5. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.
 6. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.
- F. Primary Wall Signs for Large Tenants. Single tenants with a total square footage of fifteen thousand square feet or more shall be subject to subsections (E)(4) and (E)(5) of this section, but shall be permitted additional maximum sign square footage, as follows:
1. No primary wall sign shall exceed seventy-five square feet;
 2. No secondary wall sign shall exceed fifty square feet and a secondary sign shall not be located on the same wall, or building elevation, as the primary sign;
 3. The maximum letter height for signs within fifty feet of a public right-of-way is eighteen inches and for all other signs is thirty-six inches.
 4. Internally illuminated signs are not prohibited and may be permitted on a case-by-case basis.
- G. Portable signs. Shall comply with the provisions of Section 18.152.120.B.11 where such signs are not located within the public right-of-way.
- H. See Section 18.152.170.A.5 for standards related to permitted monument signs.

18.152.160 Temporary signs and banners.

A. **Temporary Signs and Banners.** Temporary signs, banners and other similar signs erected for the purpose of announcing a special event, sale or other activity may be permitted by the planning department, based on the following:

1. Application for a temporary banner shall be made on forms provided by the planning department.

2. A maximum six temporary banner permits may be approved for any single business location within a calendar year with the cumulative total of banner display days in such year not to exceed sixty days. The maximum period of any individual banner display shall not exceed thirty days.

3. No more than one banner shall be permitted for any one business at a time.

4. Streamers, pennants and balloons may be permitted in certain cases, subject to the approval of the planning director; however, in no case shall streamers and pennants be permitted on a property for more than ten days at a time or for more than twenty days per year. Balloons permitted under this section shall be no greater than twenty-four inches in diameter.

5. The maximum size of a temporary banner shall not exceed forty square feet in area.

6. The maximum height of a freestanding banner shall not exceed four feet and a building mounted banner shall not exceed the height of the building surface upon which it is mounted.

7. In addition to the banner permits and time frames specified in Subsection 2 above, a new business may secure a permit for a temporary banner, which otherwise complies with the standards contained in this section, for a maximum of sixty days from the opening of the new business. Such banner may be in lieu of a permanent sign during that period of time.

8. Temporary signs shall be of a reasonable professional quality and shall be installed in an appropriate manner. Such signs may not be attached to or placed on trees.

B. **Special Event Banners.** Temporary public interest event banners publicizing a charitable, civic or other nonprofit organization's events of general public interest may be permitted by development services department based on the following:

1. Application for temporary banners shall be made in conjunction with the temporary use permit;

2. The maximum period of any individual banner display shall be not more than two weeks prior to the event and all such banners shall be removed within seven days of the conclusion of the event;

3. No more than one banner shall be permitted for any one property at a time. The number, type, size and location of any such banners shall be determined by the development services director as part of the review of the temporary use permits.

C. **Temporary Signs for Future Tenant Identification.** Signs that identify future tenants (e.g., "Opening in October" or "Coming Soon") may be permitted in addition to standard temporary signs as permitted in subsection A of this section. Temporary signs for future tenant identification may be permitted up to ninety days prior to planned opening date, subject to approval of the planning director.

D. **Temporary non-residential real estate signs.** Temporary non-residential real estate signs pertaining to the sale or lease of non-residential buildings or property may be permitted by the planning department, based upon the following:

1. Application for a temporary non-residential real estate sign shall be made on forms provided by the planning departments. Application shall include a description of the building and/or tenant spaces available for sale or lease.

2. Building mounted signs may be permitted, based upon the following:

a. One banner or other similar sign, mounted on the building or window or other location of the tenant space and/or building available for sale or lease, not to exceed sixteen square feet.

b. For integrated retail, office or industrial centers or parcels greater than one hundred feet in width, additional banners or similar signs may be permitted by the planning department, not to exceed 40 square feet each. Such signs shall generally be on the available tenant or building space but may be approved in other locations as deemed necessary by the planning department. Banners may not exceed the height of the building parapet.

3. Streamers, pennants, balloons, lighting and similar devices are prohibited.

4. Temporary permits shall be valid for a maximum of six months provided that all such signs shall be removed within fourteen days of the sale or leasing of the available space. A new permit may be issued if spaces and/or buildings remain available for sale or lease.

5. All signs shall be continuously maintained in good order and appearance as set forth in Section 18.152.060.C.

18.152.164 Window signs.

A. Window signs, which include any sign within three feet of a window, are permitted in commercial, office and industrial zones and shall comply with the following standards:

	Permanent Window Sign	Temporary Window Sign	Accessory Window Sign
Size	10% of the window area not to exceed 40 square feet (20 square feet in office zones)	25% of the window area (not permitted in office zones)	12 square feet in total sign area with no individual sign exceeding 4 square feet
Time Limits	None	No sign allowed longer than 30 consecutive days	None
Permit	Sign permit approval required	None. Date of installation to be displayed on sign(s) or may be subject to immediate removal. Other adequate documentation regarding installation date may be considered.	None
Purpose	Business identification and generic product/services identification.	Advertise seasonal sales, special sales and related temporary messages.	Business identification, credit cards accepted, hours of operation, lottery, health grades, and similar signs.
Typical Materials	Applied, stenciled, etched to glass surface including gold leaf letters and decals. Neon less than 4 square feet allowed.	Cloth, paper, vinyl, paint. Non-illuminated.	Not specified. Neon less than 4 square feet allowed.

B. All window signs shall comply with the following additional standards:

1. The maximum area for all window signs, excluding exempt and up to twelve square feet of accessory window signs, shall not exceed thirty-five per cent of the total window area, provided that no individual window shall exceed 50% coverage in window signs.

2. All window signs shall be properly maintained and be of reasonable professional quality.

3. Window signs shall not be illuminated except that accessory window signs and permanent windows may be neon or similar type lighting provided each such sign is less than four square feet. Lighting around or within windows shall not be permitted except for exempt holiday lighting and lighting approved as an accent to the building design or architecture.

4. Window signs may advertise liquor or liquor-related products, even if prohibited by conditions of approval provided that any such window signs comply with this chapter.

5. In order to facilitate law enforcement and protect public safety, window signs or other window obscuring products, including tinting and window blinds or coverings, shall not substantially obstruct view into the business from outside a window.

6. In a commercial building without storefront or similar windows, the development plan review board may authorize temporary signs equivalent to window signs provided such approval is consistent with the standards and intent of this section.

C. Window graphic signs may be permitted by the development plan review board and may exceed the 50% coverage standard where the board finds and determines that the window graphic signs exhibit a unique artistic characteristic, the signs effectively obscure storage areas or the rear portion of interior displays and that the sign does not primarily serve a commercial purpose. The board may impose conditions on any approval.

18.152.170 Signs in the public right-of-way.

A. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk or to, on or within any portion of the public right-of-way any sign, poster or advertisement of any kind, except as follows:

1. Official warning or directional signs by any department of the city;
2. Legal notices posted in the places and manner prescribed by law;
3. Banners which identify community events sponsored wholly, or in part, by the city and which are erected by the city;
4. Residential subdivision directional signs when approved by the city as part of a standardized program of off-site directional signs; and
5. Monument signs in the historic downtown when approved by the city for commercial buildings which have a zero setback from the public right-of-way;
6. Portable signs which comply with the provisions of Section 18.152.120.B.11 for commercial buildings which have a zero setback from the public right-of-way, where the planning director approves the location of the sign and the city engineer issues an encroachment permit.
7. Political signs subject to the requirements in Section 18.152.200(B), provided that such signs shall be limited only to the parkway areas in residential zones.

B. Enforcement, penalties and abatement.

1. Any person or entity violating or failing to comply with any of the requirements of this section shall be guilty of a violation pursuant to Chapter 1.12 of this code.
2. The owner or other person entitled to possession of a sign or in real or apparent charge or control of the sign which is removed, stored and/or destroyed pursuant to the provisions of this chapter shall be liable to the city for the cost of the removal, storage and/or destruction of such sign and for the city's court costs and reasonable attorney's fees. The city may recover the same through an action commenced in a court of competent jurisdiction.
3. Any unauthorized or illegal sign within the public right-of-way or on private property that is found and declared to be a public nuisance or constitutes a hazard to pedestrian or vehicular traffic may be removed immediately, stored and/or destroyed by the city at the expense of the owner or other person entitled to possession of such sign or in real charge or apparent control of the sign or any person, business or entity who benefits from such sign. The cost of removal, storage and/or destruction of such illegal signs shall be the actual costs or the standard cost pursuant to a fee schedule set by resolution of the city council.
4. After removal of any such illegal sign pursuant to this section, the person, business, company or entity that owns the sign, placed it or who benefited from it shall be served with a statement of costs from the city. The notice of sign abatement from public right-of-way and the statement of costs shall be mailed by certified letter or hand delivered to the charged party. Notice shall be given that the determination verified in the statement of costs can be appealed by filing a written appeal with the city clerk as specified in Section 1.06.070.
5. Any person desiring to retrieve a sign removed by the city may do so upon payment of an administrative fine plus such storage fees as determined by a fee resolution of the city council that may be adopted from time to time. In lieu of paying such administrative fine, such person may retrieve a sign upon signing a promise to appear upon a citation issued to him or her for violations of this section or other provisions of this chapter. If a person wishes to contest the fact that the sign was placed in violation of this section or other provisions of this chapter prior to paying the fine or signing the citation, he or she shall have the right to an administrative hearing before the administrative hearing officer, upon receipt of a written appeal by the city as specified in subsection 4 of this section. If the administrative hearing officer finds that the sign was lawfully placed, he or she shall return the sign without an administrative penalty or the issuance of a citation.
6. Any sign removed by the city shall be considered abandoned if it is not retrieved and no written appeal is filed with the city within 15 calendar days after the date of such notification by the city following the sign removal and may be disposed of by the city without liability therefor to any person.

18.152.180 Leasing city-owned property for signs.

A. No person shall erect a sign upon any property owned or controlled by the city without first having procured a lease of the property from the city. Before any lease shall be granted for the erection and maintenance of a sign upon property of the city, application therefor shall be made to the city manager. The city manager shall provide a reasonable form for such application and such form shall set forth the following matters:

1. Location of the sign;
2. Size of the sign;
3. Nature of the lettering;
4. Materials of which the sign shall be constructed;
5. Sketch of the sign;
6. Additional information which the city manager deems necessary to carry out the purposes and intent of this chapter.

B. In the event that any sign is erected or maintained in violation of the provisions of this section, the city manager may direct the removal of the sign. In the event the lessee deems such removal to be without cause, he may within thirty days after such direction make written appeal to the city council. The findings of the city council, after notice to the lessee and due hearing shall be final.

18.152.190 Directional and tract signs.

A. Directional and Identification Tract Signs.

1. An on-site promotional tract sign not exceeding ninety-six square feet per face in area and not exceeding sixteen feet in vertical height may be located at each major entrance to a tract, subdivision or community development for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units is completed during any such period, all signs shall be removed. If the entrance is clearly visible from a freeway, the sign may be increased in area to not more than two hundred square feet. If the entrance is not visible from a freeway, but the tract, subdivision or community development abuts a freeway, one additional on-site directional sign not to exceed two hundred square feet may be approved by the planning director. Such sign may be installed in a location which is visible from the freeway, and may indicate the nearest off-ramp. No sign shall be located less than eight feet from the property line.

2. Temporary off-site directional tract signs may be located on the major or secondary highway nearest the tract. The planning commission may permit such signs in any zone subject to the following provisions:

- a. The total number of such signs shall not exceed one; except that where there is hardship demonstrated in terms of geographic location or access routes, the planning commission may allow up to three additional signs.
- b. Signs shall not exceed ninety-six square feet in area.
- c. Such signs shall be located not less than eight feet from the property line, and shall not exceed sixteen feet in vertical height.
- d. All such signs shall be supported by a properly engineered design subject to the approval of the building official.
- e. Such signs shall be permitted on a temporary basis for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units or lots is completed during any such period, all signs shall be removed.
- f. Signs shall be maintained a minimum distance of fifty feet from any residence to which the signs do not refer and a minimum distance of fifty feet from any other sign.
- g. Every person erecting such sign or signs shall pay to the city a permit fee of fifty dollars for each and every sign erected. In addition, such person shall deposit with the building department the sum of one hundred fifty dollars cash for each and every sign so erected as a security to insure the removal of all signs. If all such signs are removed within fourteen days after expiration of the permitted period, the one-hundred-fifty-dollar cash deposit shall be refunded. If all such signs are not removed, then the city or its agent may enter on all property on which all such signs are located and remove all such signs, and the cost of such removal shall be deducted from such cash deposit and the remainder, if any, returned to the person depositing the one hundred fifty dollars.
- h. Before any permit for any such sign is issued, the applicant shall furnish the building department written authority in a form approved by the city attorney, granting the city or its agent permission to enter upon the premises to remove such sign. The authorization must be signed by the owners of record of the premises and by the person proposing to erect the sign.

3. Signs not exceeding three in number and each not greater than four square feet in area may be located on the same lot as a model home, so long as the home is used to promote the original sale of each house in the tract.

18.152.200 Other signs.

A. *Time and Temperature Signs.* Time and temperature signs shall be permitted and may convey the following information: time, date, temperature and atmospheric conditions.

B. Political Signs. Political signs shall be permitted as provided in this section:

1. **Residential Zones.** Political signs shall be permitted on private property in any residential zone and in the parkway areas generally between the front property line and curb face of residential zones.

a. Such sign shall not exceed six feet in height or twelve square feet of total sign face area.

b. Such sign shall be removed ten calendar days after the date of election.

c. Such signs shall require the permission of the property owner.

d. Such signs in the parkway portion of the public right-of-way shall not be painted, marked, pasted, fastened or in any manner affixed or caused to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any public street, parkway or sidewalk.

e. No political signs shall be erected or maintained in violation of Sections 18.152.060 and 18.152.070.

2. **All Other Zones.** Political signs shall be permitted in all other zones.

a. Such sign shall not exceed thirty-two square feet.

b. Such sign shall be removed ten calendar days after the date of election.

c. No political signs shall be erected or maintained in violation of Sections 18.152.060 and 18.152.070.

3. Political signs placed, erected or maintained in violation of this section shall be removed as follows:

a. Any political sign in violation of Sections 18.152.060 and 18.152.070 shall constitute a public nuisance and shall be deemed abandoned by its owner and may be summarily removed by the city without notice.

b. Any political signs in violation of subsections (B)(1)(a) through (B)(1)(d), (B)(2)(a) and (B)(2)(b) of this section may be removed by the city if, after providing five calendar days' written notice requesting the violation be corrected by the owner of the signs and the property owner or tenant on whose property the signs have been posted, the political signs are not removed, relocated or altered as required by this section. The notice

requirements herein shall be satisfied upon a reasonable and diligent effort by the city to locate the owner of the sign, property owner and/or tenant.

C. Search Lights. Search lights may be permitted, subject to approval of a temporary use permit from the planning department. Search lights may be associated with a grand opening or a special event and shall be permitted for no more than three days per year per business location.

D. Menus for Restaurants. Such signs shall not exceed four square feet in area and may be displayed in the window or on the exterior wall in an appropriate manner, as approved by the planning director.

E. Secondary Businesses in One Tenant Space. For businesses that are secondary to a primary business (e.g., banks located in grocery stores), one wall or window sign shall be permitted for identification, in addition to the signs permitted for the primary use. The wall or window sign permitted shall:

1. Not exceed ten square feet in total size;
2. Not exceed twelve inches in letter height;
3. Not be illuminated; and
4. Be subject to review and approval of the planning director.

F. Off-site directional guide signs for public, charitable or religious institutions pursuant to review and approval by the development plan review board as provided by this chapter.

1. When the development plan review board finds that exceptional circumstances exist demonstrating hardship in terms of geographic location or access routes, directional signs may be permitted. Such signs shall be limited to copy that includes the facility name and minimum information to provide direction. The intent for this type of sign is to provide clear directions to motorists and pedestrians, so the size and location should be similar to traffic signs. In some cases, nonilluminated monument signs may be utilized, provided that the aesthetic impact is determined to be more positive than a standard traffic directional sign. In no case, shall such monument sign exceed four feet in height or twenty square feet. The board shall determine the location and number of signs.

18.152.240 Signs associated with public art and murals.

It is the city's desire to encourage appropriate public art and murals that provide interest and beauty to the city. Any entity that is responsible for funding and constructing

public art and murals may be entitled to some identification space in association with the public art and mural. The size, design and location of the sign is subject to the review and approval of the development plan review board or its designee. The design of any public art or mural is generally intended to contribute to the historic or cultural character of the city and not further a commercial interest.

18.152.250 Historic signs.

It is the city's desire to preserve historic signs that contribute to the preservation of the history or culture of the past. Signs having recognized historic or cultural significance which do not meet the standards set forth in this chapter may be exempted from these regulations by the development plan review board and approved in addition to the number of signs and sign area otherwise allowed. Any such sign shall be preserved in appropriate condition consistent with its historic character.

ATTACHMENT # 1

Sign Code Changes with all revisions (8/16/12)

[NOTE: Added text is shown in BLUE and is also underlined. Deleted text is shown in ~~RED~~ and is also strike-through. August 2012 revisions are shown with additions GREEN and deletions ~~ORANGE~~ or BLUE. Changes since the August 2, 2012 meeting are shown as **BOLD** with strike-through but no color change for deletions. Added text is ORANGE.]

Chapter 18.152 SIGNS

18.152.010 Purpose.

A. ~~Signs have an obvious impact on the character and quality of the city. They attract or repel the viewing public and affect traffic safety. Therefore,~~ The intent of this chapter is to encourage the installation of signs that provide reasonable opportunities for business identification, improve the appearance of buildings and neighborhoods, encourage innovation and enhance the economic effectiveness of ~~any one identification device~~ the business community while by preventing needless distraction and clutter from the other signs in the area. ~~Signs affect the viewing public, businesses and traffic safety.~~ Carefully designed and regulated signing can contribute to the visual quality of the community, increase economic activity and provide for a desirable environment effectively balancing a variety of seemingly competing needs.

B. The purpose of all permitted permanent signs is primarily to provide identification of buildings, businesses and special locations. Permanent signs are not meant to provide advertisement. Because of this, the sign regulations in this chapter have been designed to encourage and promote building, business and special location identification.

C. The objectives of the various sign regulations set forth in this chapter are:

1. To ensure that permanent signs serve primarily to identify the business establishments on the any site and facilitate the economic effectiveness of the business community.

2. To ensure that temporary signs which primarily address desires to advertise products, services and events are compatible with the goals set forth in section 18.152.010.A.

3. To ensure that signs harmonize with their buildings and neighborhoods and with other signs in their vicinity.

4. To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship and spacing.

5. To require that signs are carefully designed and professional in appearance.

6. To enhance the economic value of the community through the appropriate regulation of such characteristics as size, number, location, design and illumination of signs.

7. To avoid traffic hazards by minimizing visual competition among signs and by providing for clear identification of businesses.

D. Notwithstanding any other provision of this chapter, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this chapter. If noncommercial copy is substituted, the sign shall be subject to the same time, place and manner standards applicable to the original commercial sign as set forth in this chapter. The content of any noncommercial copy on any sign otherwise permitted by this chapter may be changed in the same manner as the sign copy for the commercial sign copy may be changed.

E. This chapter shall be considered permissive and any specific types of signs not specifically allowed herein are prohibited. Design standards may be reasonably interpreted by the planning director and applied in a manner consistent with the intent of this chapter.

18.152.020 Definitions.

The following items are defined for this chapter unless the context indicates otherwise:

1. ~~Aggregate Surface Area. The area of the sign facing or surface shall be computed as follows: Where the sign is composed of cut-out elements the aggregate surface shall be computed on the basis of the area of each element; where a sign is composed of script letters or within a panel the aggregate surface shall be computed on the basis of a rectangle equivalent in dimensions to the extreme height and width dimensions of the display.~~

2. "Approved combustible materials" mean wood, or materials not more combustible than wood.

3. "Approved incombustible materials" mean any material which will not ignite at or below a temperature of one thousand two hundred degrees Fahrenheit during an exposure of five minutes and which will not continue to burn or glow at that temperature.

4. "Approved plastics" mean only those plastics which when tested in accordance with the American Society of Testing Materials Standard method for test for flammability of plastics over 0.050 inch in thickness (D 635-44), burn no faster than 2.5 inches per minute, in sheets of 0.060 inch thickness.

5. "Building code" means the city building code, together with amendments thereto.

6. "Building frontage" means the linear length of a building directly facing a public street, alley, parking area or pedestrian walkway that contains a public entrance.

7. “Building official” means the officer or other person charged with the administration and enforcement of the building code.

8. “Canopy” means a structural, ornamental, roof-like appendage, that projects from a building for the purpose of providing an architectural element that shields doors and windows from the elements. A canopy may be freestanding or attached to a building.

9. “Changeable copy” means removable copy or graphics for temporary use where the copy is changed at periodic intervals for the purpose of communicating a message which may be utilized on a freestanding wall, bulletin board or announcement signs.

x. “Convenience Sign” means a sign not larger than four square feet in area and no more than four feet in height and which conveys information such as "restrooms," "no parking," "entrance," or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists. Such signs may not include commercial sign copy or advertising.

x. “Electronic Message Center” means a sign that utilizes computer-generated messages or some other electronic means of changing copy, including **incandescent lamps, LEDs and LCDs or a flipper matrix.**

10. “Facing” or “surface” means the surface of the sign upon, against or through which the message is displayed or illustrated.

11. “**Frontier Village Historic downtown** area,” for the purposes of this chapter, means: the area that extends west of Walnut Avenue to Cataract Avenue and south of Fourth Street to the Arrow Highway, omitting properties that have frontage on Arrow Highway.

~~12. “Height” means the vertical distance measured from the base of the sign to the highest point of the sign.~~

13. “Identification structure” means a structure of any kind or character erected or maintained for identification purposes, and upon which any sign is placed.

14. “Location” means a lot or premises, building, wall or place upon which a sign is erected, constructed or maintained.

15. “Marquee” means a permanent, roofed structure attached to and supported by the building.

16. “Master sign program” means a comprehensive sign design policy and plan for use by multi-use complexes. Such plan would include, but not be limited to, specification of colors, letter style, construction method, approval method, and sign locations.

x. “Measurement of Sign Area” to determine compliance with the sign area limitations of this chapter shall occur as follows:

a. Sign Area. The area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See examples in Figure A.

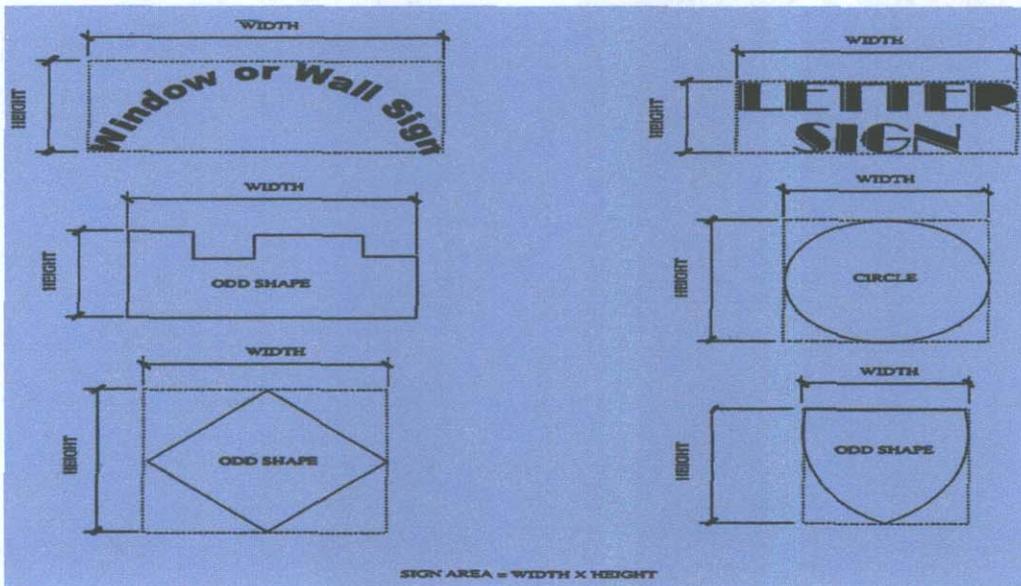
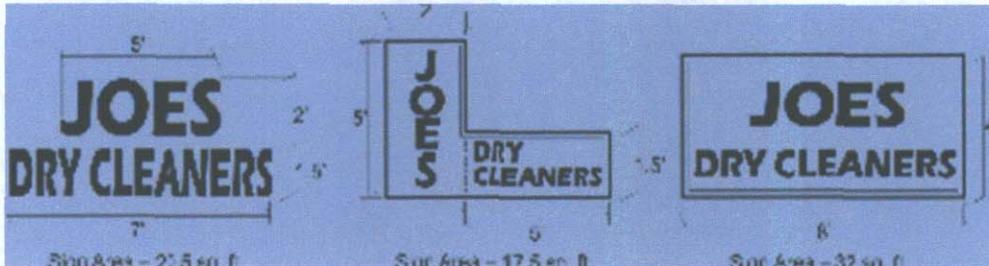


Figure A.

b. Sign Structure. Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

c. Multi-Faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces; except that where the two faces are parallel and not separated by more than one foot, only the area of one face shall be counted.

d. Three-Dimensional Objects. Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks),

the sign area shall be measured as their maximum projection upon a vertical plane. See examples in Figure B.

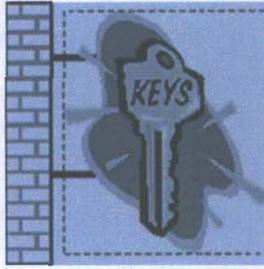


Figure B

e. Time and/or Temperature Device. The area Up to sixteen square feet of a time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area provided that it does not exceed sixteen square feet in area. Does not include A clock for a clock store or similar business is exempt from this limitation.

x. “Measurement of Monument Sign Height” to determine compliance with the sign height limitations of this chapter shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade to the top of the highest attached component of the sign. See Figure C.

a. Grade. Normal grade shall be construed to be the lower of either the existing grade before construction or the newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

b. Where Normal Grade Cannot be Determined. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumptions that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the parcel, whichever is lower.



Figure C.

17. “Multi-tenant centers or complexes” mean, for the purpose of this chapter, any nonresidential development project designed to accommodate two or more tenants. Such complex would include a common parking area, similar architectural design and other unifying elements and be designed and constructed as a comprehensive project.

18. “Projection” means the distance by which a sign extends beyond the building or structure.

19. “Sign” means any device for visual communication exposed to public view that contains any announcement, declaration, demonstration, display, illustration, insignia, banner, statuary or pennant used to advertise or promote the interest of any person, business, group or enterprise. The term “sign” does not include the following:

- a. Official notices issued by any court or public body or officer;
- b. Notices posted by any public officer in performance of a public duty or by any person giving legal notice;
- c. Directional, warning or informational structures required by or authorized by law or by federal, state, county or city officials;
- d. A structure erected near a city or county boundary which contains the name of such city or county and the names of, or any other information regarding civic, fraternal or religious organizations located therein.

20. Sign, Accessory. “Accessory sign” means any sign which carries only advertisement strictly incidental and subordinate to a lawful use of the premises upon which it is located, including signs indicating the business transacted, service rendered, goods sold or produced on the premises, name of the business, name of the person occupying the premises.

21. Sign, Combination. “Combination sign” means a sign that is a combination of any two or more types of signs.

22. Sign, Directional. “Directional sign” means a sign erected for the purpose of informing the viewer of the approximate route, direction or location of a facility.

23. Sign, Electrical. “Electrical sign” means a sign containing electrical wiring for the purpose of interior lighting or illumination.

24. Sign, Flashing. “Flashing sign” means any sign which is intermittently on and off.

x. Sign, Historic. “Historic sign” means a sign which is of recognized historic or cultural significance to the community and or is identified on the San Dimas historic resources survey and/or on the local register.

25. Sign, Illuminated. "Illuminated sign" means any sign illuminated by electric lights or luminous tubes as part of the sign proper.

26. Sign, Marquee. "Marquee sign" means a sign attached to a marquee.

27. Sign, Monument. "Monument sign" means any sign standing on the ground that is connected to the ground with a solid base.

28. Sign, Moving. "Moving sign" means a sign designed to attract attention through the movement or semblance of movement of the whole or any part of the sign, including rotation.

29. Signs, Off-Premises. "Off-premises signs" mean signs located in areas distant and on a separate parcel of land from the place where the product advertised is located.

30. Signs, On-Premises. "On-premises signs" mean signs which advertise any business conducted at the location of the sign or the products manufactured or sold at the place where the sign is located.

31. Sign, Permanent. "Permanent sign" means every sign except temporary signs as defined in this section.

32. Sign, Portable. "Portable sign" means a sign not permanently attached to the ground or any structure, including but not limited to, a-frame signs, sandwich board signs, sidewalk signs, whiteboards or chalkboards, signs on wheels and similar signs. Portable sign does not include banners, pennants, flags, inflatable signs, vehicle signs, and hand-held signs.

33. Sign, Poster. "Poster sign" means a sign printed on paper, cardboard or similar material which is generally displayed in windows or attached to trees, poles, buildings or staked in the ground.

34. Sign, Projecting. "Projecting sign" or "icon sign" means a sign suspended from or supported by a building or structure and projecting out therefrom.

35. Sign, Real Estate. "Real estate sign" means a temporary sign indicating that the premises on which the sign is located is for sale, lease or rent.

36. Sign, Roof. "Roof sign" means a sign erected upon or above a roof or parapet of a building. Roof signs are prohibited in the city.

37. Sign, Temporary. "Temporary sign" means any sign, pennant, banner, valance or identification display, with or without frames, intended to be displayed and maintained for a period not exceeding thirty days in any twelve consecutive months.

38. Sign, Wall. "Wall sign" means a sign attached to or erected against the wall of a building or structure, with the exposed face of the sign parallel to the place of the wall.

39. Sign, Window. "Window sign" means any sign posted, painted, placed or affixed in or on any window, including the glass portion of a door or opening, exposed to public view including any interior sign which faces any said window or door or opening exposed to public view and which is located within three feet of the window. Window signs include the following types as defined below:

a. Sign, Window (Accessory). "Accessory window sign" means any window sign not exceeding four square feet limited to business identification, hours of operation, credit card information, lottery, health department grades, open/closed and similar public convenience information.

b. Sign, Window (Exempt). "Exempt window sign" means any window sign exempt from window sign regulations including: (1) holiday window displays and decorations, including lights, provided they are **installed not more than thirty days before a holiday and are** removed within ten days after the holiday and contain no references to goods, products or services; and (2) posters advertising fund-raising events for charitable, nonprofit, or educational fund-raising events or noncommercial uses, provided they are removed ten days after the event, are not larger than two feet by three feet and do not exceed four in number at any one time.

c. Sign, Window (Permanent). "Permanent window sign" means any window sign applied to, stenciled on, or etched into the glass surface including gold leaf (or similar) letters and decals, limited to business identification, address and/or a listing of products or services not implicit in the business name.

d. Sign, Window (Temporary). "Temporary window sign" means any window sign consisting of painting, cloth, paper, vinyl or similar materials allowed for a limited duration advertising seasonal sales, specials and similar events but not including business identification.

40. "Structure" means the supports, uprights, bracing, and framework of a sign. The area of such structure shall not be included in computing the aggregate surface of the area of the sign which it supports.

41. "UBC standards" means the most recent edition of the Uniform Building Code Standards, also known as Volume III of the Uniform Building Code.

18.152.030 Compliance.

No person shall hereafter erect, construct, relocate, alter or maintain any sign which does not comply with the provisions of this chapter, except the following: Signs which were established prior to adoption date of the ordinance codified in this chapter may be maintained subject to section 18.152.080 related to nonconforming signs.

18.152.040 Permits required.

Except as otherwise provided in this chapter, no sign shall hereafter be erected, constructed, relocated, painted on buildings or structures, altered, a sign program implemented or a sign face changed, until an approval and/or permit for the same has been issued by the

appropriate decision making body as stated in chapter 18.12 of this title and as required by the development plan review board, planning department, and the building official as required by this chapter.

A. Review Required. No person shall install or construct a sign or implement a sign program until a sign plan or sign program has been reviewed and approved by the development plan review board in accordance with chapter 18.12 of this title, unless otherwise provided within this chapter.

B. Disposition by Director. The planning director may approve or conditionally approve, upon determining that the sign design, colors and materials are compatible with the structure and/or facility that the sign is proposed to identify, or may disapprove signs pursuant to the following provisions:

1. Signs proposed in accordance with a sign program reviewed and approved by the development plan review board pursuant to chapter 18.12 of this title;

2. Wall signs which conform to the design guidelines of this chapter, unless otherwise provided;

3. Temporary signs and banners;

4. On-site directional and informational signs as defined by this chapter.

C. Application for Permits. Application for sign approvals shall be made upon forms provided by the planning division. Additional information as required by the planning director shall be provided to show full compliance with this and other regulations of the city.

D. Revocation of Permit.

1. All rights and privileges acquired under the provisions of this chapter, or any amendments thereto, are revocable for cause by the city council or other authorized person or body, and all such permits shall contain notice of such revocability. The building official is authorized and empowered to revoke any permit issued by him upon failure of the holder thereof to comply with any provisions of this chapter.

2. Permits for any sign that has been permitted and that has been visually or structurally altered shall be subject to revocation, at the discretion of the planning director.

18.152.050 Signs exempt from permit requirements.

The provisions and regulations of this section shall not apply to the following signs, provided such signs shall be subject to all other provisions of this chapter.

A. Residential Real Estate Signs.

1. Single-Family and Multiple Family Residences **and Vacant Properties.** Unlighted real estate signs pertaining only to the sale, lease or hire of a particular building, property or premises upon which displayed, which do not exceed ~~six~~ four feet in height ~~and or twelve~~ six square feet of total sign face area. **Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property.**

~~2. Unlighted real estate signs shall be permitted in all nonresidential zones, not to exceed one such sign per three hundred fifty feet of frontage on a public street. The area of such signs shall be based on a ratio of one square foot per ten lineal feet of lot frontage, and shall not exceed a maximum of thirty two square feet. Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property;~~

~~2.3. Vacant Properties in Single-Family Residential and Multiple Family Residential Zones. For vacant residential and multiple family residential properties over two acres in size, one real estate sign shall be permitted per street frontage. Each sign shall not exceed a maximum height of six feet and a maximum sign area of thirty-two sixteen square feet. Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property.~~

3. Open House Signs. On weekends and legal holidays, temporary single family residential open house signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

- a. Maximum sign area of six square feet and maximum height of four feet.
- b. A maximum of four signs which should generally be placed at a change in direction **with the signs for any particular open house separated by a minimum of one hundred feet from other signs for the same open house.**
- c. Balloons, flags, pennants, lighting and other attention getting devices shall not be attached to or appurtenant to any sign.
- d. No such sign shall be placed in any median, public right of way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
- e. All such signs shall include the address of the property and name, address and telephone number of the realtor and real estate company.
- f. Signs shall be of durable material and securely fastened or installed.

~~3. Convenience signs are permitted in any zone subject to the approval of the planning department and the following:~~

- ~~a. Signs containing information such as "entrance," "exit," or directional arrows shall be designed to be viewed from on site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.~~

~~b. Signs that convey advertising, or products, shall not be considered a convenience sign.~~

~~e. Any such sign shall not be allowed within the public right of way.~~

~~d. Such signs shall not exceed four square feet in area, per side. In the case of a ground sign, the overall height shall not exceed four feet.~~

B. Garage and yard sale signs. In conjunction with a garage and yard sale permitted pursuant to section 18.196.030.G, temporary signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

1. Maximum sign area of six square feet and maximum height of four feet.

2. A maximum of four signs which should generally be placed at a change in direction **with the signs for any particular garage or yard sale separated by a minimum of one hundred feet from other signs for the same garage or yard sale.**

3. Balloons, flags, pennants, lighting and other attention getting devices shall not be appurtenant to any sign.

4. No such sign shall be placed in any median, public right-of-way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.

5. All such signs shall include the address of the property and name and telephone number of the person conducting the garage and yard sale.

6. Signs shall be of durable material and securely fastened or installed.

~~B. Off site directional guide signs for public, charitable or religious institutions pursuant to review and approval by the development plan review board as provided by this chapter.~~

~~1. When the development plan review board finds that exceptional circumstances exist demonstrating hardship in terms of geographic location or access routes, directional signs may be permitted. Such signs shall be limited to copy that includes the facility name and minimum information to provide direction. The intent for this type of sign is to provide clear directions to motorist and pedestrians, so the size and location should be similar to traffic signs. In some cases, nonilluminated monument signs may be utilized, provided that the aesthetic impact is determined to be more positive than a standard traffic directional sign. In no case, shall such monument sign exceed four feet in height or twenty square feet. The board shall determine the location and number of signs;~~

C. **Project** Construction Signs. Signs denoting the architect, engineer, contractor or lending institution when placed upon work under construction, which do not exceed six feet in height and ~~or~~ thirty-six square feet in area **each**;

D. Occupational Signs. Signs denoting only the name and profession of the occupant of the premises, not to exceed two square feet in size;

E. Memorial Signs. Memorial signs or tablets and names of buildings and date of erection;

F. Municipal Signs. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary, emergency or other noncommercial signs as may be approved by the city engineer;

G. ~~Temporary Celebratory Banners within Residential Areas. Such banners shall not be displayed longer than fourteen consecutive days in any ninety day period except for recognized national holidays may be displayed more frequently. Banners shall be limited to one per parcel. Banners shall be attached in a secure manner~~ — Convenience signs. Convenience signs are permitted in any zone subject to the approval of the planning department and the following:

1. Signs containing information such as "entrance," "exit," or directional arrows shall be designed to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.

2. Signs that convey advertising, or products, shall not be considered a convenience sign.

3. Any such sign shall not be allowed within the public right-of-way.

4. Such signs shall not exceed four square feet in area, per side. In the case of a ground sign, the overall height shall not exceed four feet.

H. Historic Resource Sign. Signs and plaques that are erected to note the location of an historic resource that are installed by the City of San Dimas or a historical society recognized by the City of San Dimas. Historic resource signs shall not advertise any products or services and shall not exceed ten square feet without approval from the City of San Dimas;

I. Flags. Flags of the United States, State of California or other government shall be permitted; however, in no case shall more than three such flags be permitted on any one property. Proposals for more than three flags are subject to approval from the planning director;

J. Barber Poles. When associated with a barber shop;

K. Scoreboards. When associated with an athletic field;

L. Nameplates. One nonilluminated nameplate per unit, not exceeding one square foot in area, displaying the following:

1. Name of the premises upon which it is displayed, and/or

2. Name of owner or lessee of the premises, and/or

3. Nature of the home occupation engaged in on the premises.

18.152.060 General design specifications.

All signs shall be subject to the following design and maintenance specifications:

A. Safety.

1. Signs, as permitted in this chapter, shall in no way endanger the health or safety by causing distraction or impairing visibility to operators of motor vehicles on the streets and highways. Location, lighting and color of signs shall be such as to cause no confusion with public signs or traffic signals.

2. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic signals. Such signs may cause a potential distraction or hazard to highway users.

3. No exposed light bulb used as a part of sign display shall exceed a rating of eleven watts as measured equivalent to an incandescent bulb.

4. No beacons shall be allowed in the city.

5. No sign, including the illumination thereof, shall be animated or so designed or operated as to flash, scintillate or in any way simulate motion other than: time and temperature signs, barber pole signs and ~~public-service~~ electronic message boards.

B. Affixing Signs on Curbs, Streets or Street Signs. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk any sign, poster or advertisement of any kind without first obtaining a written permit from the city council. Nothing in this section shall be so construed as to prohibit the erection and maintenance of official warning or directional signs by any department of the city or to legal notices posted in the places and manner prescribed by law.

C. Sign Maintenance.

1. All signs together with their supports and appurtenances shall be kept in a proper state of preservation. The display surface of all signs shall be kept neatly painted and posted. The planning director or building official may order the removal of any sign that is not maintained in accordance with the provisions of this chapter.

2. All signs and identification structures which are constructed on property lines, or within five feet thereof, shall have a smooth surface. No nails, tacks or wires shall protrude therefrom, except electrical reflectors and devices which may extend over the top and in front of the sign or identification structure.

D. Illumination. The application for a permit for erection of a sign or other identification structure in which electrical wiring and connections are to be used shall be submitted to the building official. The building official shall examine the plans and specifications

respecting all wiring and connections to determine if the same comply with the electrical code of the city, and shall approve or disapprove the plans and specifications accordingly.

1. Illuminated signs shall be constructed of approved combustible or incombustible materials.
2. Illuminated signs which do not bear the label of an approved testing laboratory shall be inspected before erection.
3. Electrical equipment used in connection with all signs shall be installed in accordance with local ordinances regulating electrical installations.
4. Gooseneck reflectors shall be permitted on wall signs; provided, however, such reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.
5. Any sign that contains red, yellow or green lights shall not be located within a distance of one hundred feet from traffic-control signals. Such signs creating a potential distraction or hazard to highway users will not be permitted.
6. No exposed light bulb used as a part of a sign display shall exceed a rating of eleven watts.
7. No beacons shall be allowed in the city.
8. No sign, including the illumination thereof, hereinafter erected or maintained in the city, shall be animated or so designed or operated as to flash, scintillate, or in any way simulate motion other than:
 - a. Time and temperature signs;
 - b. Barber pole signs;
 - c. ~~Public service~~ Electronic message boards, subject to the standards in Subsection E.

E. Electronic message boards. Where permitted by this chapter, electronic message boards shall comply with the following:

1. An electronic message board may contain a changeable message that utilizes changeable text, images, pictures, and/or symbols that may appear as an on/off message. An electronic message board shall not contain or display animated, moving video, scroll, flash, blink, fly, or chase sign message into view or create a sense of motion. An electronic message board sign shall contain only static displays. The changeable commercial message display intervals shall change no more frequently than once every eight seconds; and that blinking and/or moving characters shall be prohibited. A change of message shall be accomplished within two

seconds with an on/off cycle. Fade out/fade in from one static image to another static image is allowed.

2. Electronic message boards shall have automatic dimming capability that adjusts the brightness to the ambient light at all times of day and night. Electronic message boards shall not increase their luminance by greater than three-tenths (0.3) foot-candle above ambient levels of lighting measured at a distance of one-hundred feet from the sign face and five feet above grade.

2. ~~No lighted sign or message board shall have a luminance of greater than 300 foot-candles. [NOTE: Still working on luminance standards.]~~

3. The electronic message board component of a sign shall be automatically dimmed after dark. The electronic message board must contain a default mechanism that freezes the sign in one position if a malfunction occurs; and automatically adjusts the intensity of its display according to natural ambient light conditions.

4. The sign shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign.

5. That the electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the planning director.

6. Commercial messages on signs permitted pursuant to this chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification sign is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted. No off-site advertising or messages, other than public service information approved by the city, shall be displayed;

7. ~~That public service messages shall constitute 10 percent of the messages displayed during each one-hour period. All public service messages shall be subject to city approval and shall be reviewed on an annual basis, or as deemed necessary. Public service messages are encouraged. Such messages include announcements of meetings, activities and events of a general community-wide interest but do not include political messages. ????~~

F E. Identification. Every sign or other advertising structure hereafter erected shall have an identifying number, name of erector, installation year, and when illuminated, the voltage plainly placed on the exterior surface of the sign body in a location where such information will be readily visible after installation and erection.

18.152.070 Prohibited locations.

A. No sign or structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of a fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that light or ventilation is reduced to a point below that required by any law or ordinance.

B. No sign or structure shall be erected in such a manner that any portion of its surface or supports shall be within six feet of overhead electric conductors which are energized in excess of seven hundred fifty volts.

C. No sign or other identification structure regulated by this chapter shall be erected at the intersection of any street in such manner as to obstruct free and clear vision of pedestrian and vehicular traffic; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP," "LOOK," "DANGER" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

D. Off-premises human mounted (~~i.e. "sandwich boards"~~) commercial signs, off-premises hand held commercial signs and off-premises commercial signs mounted to any vehicle or trailer are prohibited.

18.152.080 Nonconforming signs/ amortization.

A. Removal of Signs. If the planning director finds that any sign or other identification structure regulated in this chapter is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter, or should any sign remain for a period of one hundred eighty days after the termination of the business for which it was originally intended, he shall give written notice to the permittee thereof. If the permittee fails to remove or alter the sign so as to comply with the standards set forth in this chapter within ten days after such notice, the planning director is authorized to cause removal of the sign, and any expense incidental thereto shall be paid by the owner of the premises or structure to which the sign is attached. The planning director or building official may cause any sign or other identification structure which is an immediate peril to persons or property to be removed summarily and without notice.

B. All wall signs, freeway signs and directional signs addressed by the former sign code shall be allowed to continue in use, until such time the sign is significantly altered, as determined by the planning director. Significantly altered shall, at minimum, refer to structural changes; change of an entire sign can or fifty percent of the individual letters on a sign; and redesign of the electrical.

C. Freestanding nonresidential real estate signs. Any existing freestanding nonresidential real estate signs shall become nonconforming on [FILL IN DATE]. All such signs shall be considered fully amortized ninety days after the effective date specified above and shall be removed immediately thereafter.

18.152.090 Signs in single-family residential zones.

This section addresses signs permitted in single-family zones and specific plan areas that are designated for single-family use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

B. Directional and Tract Signs. See section 18.152.190.

C. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.100 Signs in multifamily residential zones.

This section addresses signs permitted in multiple family zones and specific plan areas that are designated for multiple family use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Project Signs. A multifamily project may be permitted to have one of the following signs:

1. One wall-mounted sign per street frontage shall be permitted to identify the multifamily project, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet; or

2. Monument Sign. One monument sign not to exceed four feet in overall height and six feet in overall width, not including architectural projections.

B. Directional and Tract Signs. See section 18.152.190.

C. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet.

a. Changeable copy signs, including electronic message boards in compliance with section 18.152.060.E, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontage of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign, subject to the size requirements listed in subsections (C)(1) and (C)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.110 Signs in mobile home parks.

This section addresses signs permitted in mobile home parks.

A. Tract and Community Entry Signs. Wall-mounted signs shall be permitted at the entry to a tract, project or community, where the maximum height of letters shall not exceed eighteen inches and the total square footage of the sign shall not exceed twenty square feet.

18.152.120 Signs in commercial zones.

This section addresses signs permitted in commercial zones and specific plan areas, excluding the **Frontier Village historic downtown** area, that are designated for commercial use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

A. Multiple Tenant Centers. Master sign program is required and must comply with subsection B of this section, as follows.

B. Signs Permitted.

1. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of A all permanent window signs exceed ~~five~~ ten percent of the total window area or a total of forty square feet whichever is less. Temporary window signs are addressed in section 18.152.160. Accessory window signs are addressed by section 18.152.164. Additional standards for window signs are addressed by section 18.152.166.~~

2. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet clearance from the ground.

3. Icon/Projecting Sign. An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet.

4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed one square foot in size for each one lineal foot of frontage. In no case shall a primary wall sign exceed one hundred fifty square feet. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.

5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is ~~.75~~ **75%** of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed one hundred square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;

d. If the sign is within fifty feet of a public street, the maximum letter height shall be eighteen inches.

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

6. Monument Signs. For commercial shopping centers with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. ~~The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes.~~ Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program and shall comply with the standards for multiple tenant signs set forth in Subsection 7 below. ~~The height of the monument sign shall not exceed five feet in height, not including architectural projections, and shall not exceed forty square feet in total size.~~

7. ~~Multiple tenant monument signs shall be permitted as additional identification in commercial shopping centers where it is determined by the planning manager that the main wall signs are obscured in some way,~~ subject to the following requirements:

a. For commercial shopping centers with less than forty thousand square feet of gross floor area one multiple tenant sign shall be permitted ~~in place of either primary or all secondary wall signs when the planning manager determines that the nature or arrangement of the development precludes the effectiveness of wall signs.~~ The multiple tenant sign shall comply with the following:

- i. Maximum height four feet, not including architectural projections;
- ii. Maximum width six feet, not including architectural projections;
- iii. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

iv. Minimum letter height shall be eight inches.

b. For commercial shopping centers with more than forty thousand square feet of gross floor area multiple tenant signs shall be permitted ~~when the planning manager determines that wall signs for the businesses in the commercial shopping center are not adequate to provide reasonable business identification to motorists and pedestrians from a public street because of the location of the tenant space, and/or because of the size of lettering on the wall signs, and/or because of the amount of landscaping in the parking lot, and/or because of the primary access to multiple businesses being through a private street with several businesses being at least five hundred feet from a public street.~~ The multiple tenant signs shall comply with the following:

- i. Maximum height six feet, not including architectural projections;
- ii. Maximum width fifteen feet, not including architectural projections;
- iii. Maximum number of businesses identified on the sign shall not exceed ten;
- iv. Tenant individual panels must all be compatible in size **and color**;
- v. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;

vi. Minimum letter height shall be eight inches.

~~vi. The parking lot shall be fully landscaped with trees that provide an adequate amount of shade in the parking area for the enjoyment of local residents and patrons of the businesses in the commercial center.~~

~~— In the circumstance where the planning manager determines that the amount of trees in the parking area are a determining factor in allowing the multiple tenant signs, the property owner shall enter into a maintenance agreement with the city that applies to the current owner and successors that ensures long term maintenance of the trees and landscape in the parking lot. The landscape maintenance agreement shall prohibit the clearing of trees from the parking lot, prohibit tree topping and set clear standards for tree pruning all of which do not limit the ability for the parking area be adequately shaded.~~

7.8. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

8.9. On-Site Directory Signs. Commercial centers over seventy-five thousand square feet in size shall be permitted one on-site directory sign. Commercial centers over one hundred fifty thousand square feet in size shall be permitted two on-site directory signs. Such signs shall be permitted to have the name of the center, names of businesses in the center, a map of the center, addresses of units, arrows directing traffic to the business and related directory information. The maximum height of such signs shall not exceed five feet, not including architectural projections, and shall not exceed twenty-five square feet in total size. The maximum height of letters identifying tenants shall be no greater than eight inches and each tenant text space shall be no longer than twenty-four inches. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If illuminated, tenant individual panels must have an opaque background with illuminated letters.

9.10. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.

10.11. Electronic message boards. An electronic message board in compliance with section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

11.12. Portable signs. A maximum of one portable sign, as defined in section 18.152.020, shall be permitted, subject to the following standards:

a. Maximum sign area of six square feet, including any changeable copy on whiteboards or chalkboards.

b. Maximum height of four feet.

c. Shall only be allowed during hours that the business is open and shall be stored away from public view when the business is not open.

d. Shall be placed within ten feet of the front door of the business advertised but may not be placed within a parking or loading space, driveway or drive aisle, landscaped planter, or public right-of-way, except as may be allowed per section 18.152.170.

e. Shall not impede pedestrian access, including ADA access, when located on a sidewalk or pedestrian access or any views or sight distance for vehicular traffic.

f. Shall not include any attachments, including but not limited to, balloons, pennants, flags, banners, illumination (including flashing, blinking and rotating lights) and similar attention-getting devices.

g. Shall be made of durable, weather-resistant materials, have a professional looking appearance, and be continually maintained in good condition.

h. Shall have written authorization from the property owner or management company or comply with standards set forth in a master sign program.

- C. Single-Tenant Commercial Buildings.
1. Window Signs. As provided for in subsection (B)(1) of this section;
 2. Canopy Signs. As provided for in subsection (B)(2) of this section;
 3. Icon/Projecting Signs. As provided for in subsection (B)(3) of this section;
 4. Wall Signs (Primary and Secondary). As provided for in subsections (B)(4) and (B)(5) of this section;

5. Monument Signs. One monument sign may be permitted for single tenant commercial business not part of a multi-tenant shopping center complex, ~~when the planning director determines that the nature or arrangement of the development precludes the effectiveness of wall signs, based on the following criteria~~ subject to the following:

~~a. The monument sign shall be allowed in the place of either the primary or all secondary wall signs,~~

~~a.b.~~ Maximum height four feet, not including architectural projections,

~~b.e.~~ Maximum width six feet, not including architectural projections,

~~c.d.~~ White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters;

6. Display Cases. Display cases may be approved in commercial zones and may include signs, subject to review and approval by the planning director.

7. Electronic message boards. An electronic message board in compliance with section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

8. Portable signs as provided for in subsection (B)(1211) of this section.

D. Freeway-Oriented Signs. Multi-tenant commercial shopping centers which have the nearest property line within one thousand feet of a freeway right-of-way shall be permitted one freeway oriented sign, subject to the following requirements:

Gross Floor Area (in square feet)	Maximum Sign Height (in feet)	Maximum Total Sign Area (in square feet)	Maximum Area of Any Sign (in square feet)
0-99,999	Not permitted	Not permitted	Not permitted
100,000—209,999	75	850	200

Gross Floor Area (in square feet)	Maximum Sign Height (in feet)	Maximum Total Sign Area (in square feet)	Maximum Area of Any Sign (in square feet)
210,000+ 100,000+	100	950	230

An electronic message board in compliance with section 18.152.060.E may be incorporated into the total square footage of any permitted freeway oriented sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

- E. Service Station Signs.
 - 1. Wall Signs. Wall signs as provided for in subsections (B)(4) and (B)(5) of this section.
 - 2. Monument Signs. A service station shall be permitted one monument sign per street frontage, with a maximum height of six feet, not including architectural projections, and with a maximum total size of forty-eight square feet. In cases where a single monument sign is designed to be oriented to address four directions, the maximum sign size may be increased to seventy-two square feet. An electronic message board in compliance with section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.
 - 3. Spandrel Signs. Each pump island shall be permitted to have one logo or text sign on each spandrel face. The logo or text portion of each spandrel face shall not exceed four square feet.
 - 4. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all window signs exceed five percent of the total window area or a total of forty square feet whichever is less. Temporary~~ Window signs are addressed in section 18.152.164160.
 - 5. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed six square feet.

18.152.130 Signs in administrative-professional zones.

This section addresses signs permitted in administrative-professional zones and specific plan areas, excluding the ~~Frontier Village~~ historic downtown area, that are designated for administrative-professional use. Specific plan areas that have separate sign regulations are subject only to the sign requirements in this section that are not addressed in the specific plan.

- A. Multiple Tenant Complexes. Master sign program is required and must comply with subsection B of this section, as follows.
 - B. Signs Permitted.
 - 1. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the~~

~~total window area or a total of twenty square feet whichever is less. Temporary window signs are addressed in section 18.152.160. Accessory Window signs are addressed by section 18.152.164. Additional standards for window signs are addressed by section 18.152.166.~~

2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

3. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches, and where there is a minimum of seven feet of clearance from the ground.

4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.

5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is ~~.75~~ 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches.

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

6. Monument Signs. For office/professional complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. ~~The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes.~~ Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area size.

b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

c. Minimum letter height shall be eight inches.

7. Directory Signs. Directory signs are intended to identify the users within a building and the location of those users to pedestrians that are entering the building. All directory signs shall be located adjacent to a primary building entry and shall not exceed ten square feet in overall size. Individual tenant placards shall not exceed one square foot in size. The location of directory signs is subject to approval by the planning director.

C. Single Tenant Administrative-Professional Buildings.

1. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all window signs exceed five percent of the total window area or a total of twenty square feet whichever is less. Temporary Window signs, as regulated~~ are addressed in section 18.152. ~~164160, are not permitted.~~

2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed four square feet.

3. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is sixteen inches, the maximum length is thirty-six inches and where there is a minimum of seven feet of clearance from the ground.

4. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches.

5. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is ~~.75~~ 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches;

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation.

6. Monument Signs. For office/professional complexes with two or more tenants, One monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty square feet in total sign area;

b. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

c. Minimum letter height shall be eight inches.

D. Signs for Educational and Religious Institutions.

1. One monument sign identifying the use shall be allowed. The total sign area of the monument sign shall not exceed thirty square feet and a maximum height of six feet, not including architectural projections.

a. Changeable copy signs, including electronic message boards, may be incorporated into the total square footage of the monument sign.

b. One additional monument sign may be permitted when the use in question has two street frontages of five hundred feet or greater.

2. One wall sign identifying the use shall be allowed. The total sign area of the wall sign shall not exceed twenty square feet.

3. For multiple uses on a property (i.e., church and school) that has two street frontages of five hundred feet or greater, both uses may have one monument and one wall sign. Subject to the size requirements listed in subsections (D)(1) and (D)(2) of this section. The secondary use may have a changeable copy wall sign, but in no case shall two changeable copy monument signs be permitted.

18.152.140 Signs in industrial zones.

A. Master sign program is required for multiple tenant complexes and must comply with subsection B of this section, as follows:

B. Signs Permitted.

1. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the total window area or a total of twenty square feet whichever is less. Temporary window signs, as regulated in section 18.152.160, are not permitted.~~ Accessory Window signs are addressed by section 18.152.164. ~~Additional standards for window signs are addressed by section 18.152.166.~~

2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.

3. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed seventy-five square feet. The maximum letter height shall be eighteen inches. The primary wall sign, and any secondary wall sign, shall be limited to a building name where the multi-tenant building has a common or shared entry to the building.

4. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is ~~.75~~ 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches; and

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. Monument Signs. For industrial complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. ~~The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes.~~ Identification of individual tenants eligible for inclusion on monument or ground signs shall be included in the master sign program.

a. _____ The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total size.

b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.

c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

d. Minimum letter height shall be eight inches.

6. Portable signs. Shall comply with the provisions of section 18.152.120.B.1142 where such signs are not located within the public right-of-way.

C. Single Tenant Industrial Buildings.

1. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all window signs exceed five percent of the total window area or a total of twenty square feet whichever is less. Temporary Window signs, as regulated~~ are addressed in section 18.152.164160, ~~are not permitted.~~

2. Directional Signs. Directional signs related to the location of the building and facilities on the premises shall be permitted, subject to approval of the planning director; such signs shall not exceed twenty square feet.

3. Primary Wall Signs. One primary wall sign shall be permitted, not to exceed two square feet in size for each three lineal feet of frontage. In no case shall a primary wall sign exceed, seventy-five square feet. The maximum letter height shall be eighteen inches.

4. Secondary Wall Signs. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

a. The permitted size of secondary wall signs is ~~.75~~ 75% of the size permitted for the primary wall sign;

b. The maximum size of a secondary wall sign shall not exceed sixty square feet;

c. A secondary wall sign must face or be visible to either a public right-of-way or a parking area;

d. The maximum letter height shall be eighteen inches; and

e. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

5. Monument Signs. One monument or ground sign shall be permitted for single tenant space industrial buildings ~~with a minimum of thirty thousand square feet of total square footage.~~

a. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total sign area size.

b. Monument signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.

c. White plex, plastic or similar background materials are not permitted to be utilized for the sign face. If internally illuminated, tenant individual panels must have an opaque background with illuminated letters or be individual letters.

6. Portable signs. Shall comply with the provisions of section 18.152.120.B.1112 where such signs are not located within the public right-of-way.

18.152.145 Signs in other zones.

A. The requirements for zones not specifically addressed in this chapter, such as the public/semipublic zone, shall be determined by the planning director. These requirements will be determined on a case by case basis with factors such as use, location and relationship to other sections of this chapter. In no case shall regulations imposed based on this section be less restrictive than other portions of this chapter.

B. In the Public/Semipublic zone, for any schools, hospitals, churches or similar institutional uses, an electronic message board in compliance with section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

18.152.150 Signs in the Frontier Village Historic Downtown area.

The ~~Frontier Village~~ Historic Downtown area shall be defined as indicated in section 18.152.020.

A. Window Signs. ~~Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five ten percent of the total window area or a total of forty square feet whichever is less. Temporary window signs are addressed in section 18.152.160. Accessory Window signs are addressed by section 18.152.164. Additional standards for window signs are addressed by section 18.152.166.~~

B. Canopy Signs. One sign located under a canopy located perpendicular to the face of a building, where the maximum height of the sign is twelve inches, the maximum length is thirty inches and where there is a minimum of seven feet clearance from the ground. The sign shall be constructed out of ~~sandblasted wood or similar~~ **suitable** material that is approved by the planning director. **Materials shall be natural or natural appearing consistent with the character of the historic downtown area.**

C. Icon/Projecting Sign. An icon or projecting sign may be permitted in lieu of a wall sign, when determined to be appropriate by the planning director. The maximum size of an icon or projecting sign is nine square feet. The sign shall not be internally illuminated.

D. Primary Wall Signs. One primary wall sign may be permitted per tenant, as follows:

1. The maximum size of wall signs is ~~.75~~ **75%** square feet of sign area for each lineal foot of building frontage with no sign exceeding thirty square feet;

2. Signs may not be internally illuminated, but may be externally illuminated;

3. Signs must be constructed out of ~~wood or a similar approved alternative,~~ **subject to approval of suitable material that is approved by** the planning director; **Materials shall be natural or natural appearing consistent with the character of the historic downtown area.**

4. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.

E. Secondary Wall Sign. In addition to a primary wall sign, a business may have up to two secondary wall signs, as follows:

1. The maximum size of secondary wall signs is ~~.75~~ **75%** ~~square feet~~ of **the** sign area allowed for the primary signs with no sign exceeding twenty square feet;

2. A secondary wall sign must face or be visible to either a public right-of-way or a parking area, based on the determination of the planning director;

3. Signs may not be internally illuminated, but may be externally illuminated;

4. Signs must be constructed out of ~~wood or a similar approved alternative,~~ **subject to approval of suitable material that is approved by** the planning director; **Materials shall be natural or natural appearing consistent with the character of the historic downtown area.**

5. Signs may be constructed out of individual letters, be designed as letters of a sign board, be sandblasted or be painted on a sign board. Sign design is subject to the approval of the development plan review board or its designee.

6. A secondary sign shall not be located on the same wall, or building elevation, as the primary sign, unless the planning director determines that the permitted secondary sign would be ineffective on the secondary building elevation. When allowed on the same elevation, a minimum distance separation may be required.

F. Primary Wall Signs for Large Tenants. Single tenants with a total square footage of fifteen thousand square feet or more shall be subject to subsections (E)(4) and (E)(5) of this section, but shall be permitted additional maximum sign square footage, as follows:

1. No primary wall sign shall exceed seventy-five square feet;
2. No secondary wall sign shall exceed fifty square feet and a secondary sign shall not be located on the same wall, or building elevation, as the primary sign;
3. The maximum letter height for signs within fifty feet of a public right-of-way is eighteen inches and for all other signs is thirty-six inches.
4. Internally illuminated signs are not prohibited and may be permitted on a case-by-case basis.

G. Portable signs. Shall comply with the provisions of section 18.152.120.B.1112 where such signs are not located within the public right-of-way.

H. See section 18.152.170.A.5 for standards related to permitted monument signs.

18.152.160 Temporary signs and banners.

A. Temporary Signs and Banners. Temporary signs, banners and other similar signs erected for the purpose of announcing a special event, sale or other activity may be permitted by the planning department, based on the following:

1. Application for a temporary banner shall be made on forms provided by the planning department.
2. A maximum six temporary banner permits may be approved for any single business location within a calendar year with the cumulative total of banner display days in such year not to exceed sixty days. The maximum period of any individual banner display shall not exceed thirty days.
3. No more than one banner shall be permitted for any one business at a time.
4. Streamers, pennants and balloons may be permitted in certain cases, subject to the approval of the planning director; however, in no case shall streamers and pennants be permitted

on a property for more than ten days at a time or for more than twenty days per year. Balloons permitted under this section shall be no greater than twenty-four inches in diameter.

5. The maximum size of a temporary banner shall not exceed forty square feet in area.

6. The maximum height of a freestanding banner shall not exceed four feet and a building mounted banner shall not exceed the height of the building surface upon which it is mounted.

7. In addition to the banner permits and time frames specified in Subsection 2 above, a new business may secure a permit for a temporary banner, which otherwise complies with the standards contained in this section, for a maximum of sixty days from the opening of the new business. Such banner may be in lieu of a permanent sign during that period of time.

8. Temporary signs shall be of a reasonable professional quality and shall be installed in an appropriate manner. Such signs may not be attached to or placed on trees.

B. Special Event Banners. Temporary public interest event banners publicizing a charitable, civic or other nonprofit organization's events of general public interest may be permitted by development services department based on the following:

1. Application for temporary banners shall be made in conjunction with the temporary use permit;

2. The maximum period of any individual banner display shall be not more than two weeks prior to the event and all such banners shall be removed within seven days of the conclusion of the event;

3. No more than one banner shall be permitted for any one property at a time. The number, type, size and location of any such banners shall be determined by the development services director as part of the review of the temporary use permits.

C. Temporary Signs for Future Tenant Identification. Signs that identify future tenants (e.g., "Opening in October" or "Coming Soon") may be permitted in addition to standard temporary signs as permitted in subsection A of this section. Temporary signs for future tenant identification may be permitted up to ninety days prior to planned opening date, subject to approval of the planning director.

~~D. Temporary Window Signs. Temporary window signs may be permitted, based on the following:~~

~~1. Temporary window signs shall not exceed twenty-five percent of the total window area.~~

~~2. No temporary window sign shall be displayed continuously for more than thirty consecutive days.~~

~~3. Business owners shall be required to display the date upon which the sign is placed in the window. Signs without a date, or other adequate documentation regarding the installation date, may be subject to immediate removal.~~

~~4. Additional standards for temporary window signs are addressed by section 18.152.166.~~

~~5. A permit or city approval is not required for temporary window signs except that a business may request a permit to designate areas for temporary window signs meeting the standards set forth herein.~~

D.E. Temporary non-residential real estate signs. Temporary non-residential real estate signs pertaining to the sale or lease of non-residential buildings or property may be permitted by the planning department, based upon the following:

1. Application for a temporary non-residential real estate sign shall be made on forms provided by the planning departments. Application shall include a description of the building and/or tenant spaces available for sale or lease.

2. A maximum of one freestanding sign shall be permitted per parcel or integrated retail, office or industrial center. One additional sign may be permitted on parcels with two or more street frontages. Freestanding signs shall be limited to a maximum size of twenty four square feet with a maximum overall height of six feet, except for parcels less than one hundred feet in width where such signs shall be limited to a maximum of twelve square feet and an overall height of four feet.

2.3. Building mounted signs may be permitted, based upon the following:

a. One banner or other similar sign, mounted on the building or window or other location of the tenant space and/or building available for sale or lease, not to exceed sixteen square feet.

b. For integrated retail, office or industrial centers or parcels greater than one hundred feet in width, additional banners or similar signs may be permitted by the planning department, not to exceed 40 square feet each. Such signs shall generally be on the available tenant or building space but may be approved in other locations as deemed necessary by the planning department. Banners may not exceed the height of the building parapet.

3.4. Streamers, pennants, balloons, lighting and similar devices are prohibited.

4.5. Temporary permits shall be valid for a maximum of six months provided that all such signs shall be removed within fourteen days of the sale or leasing of the available space. A new permit may be issued if spaces and/or buildings remain available for sale or lease.

5.6. All signs shall be continuously maintained in good order and appearance as set forth in section 18.152.060.C.

18.152.164 Accessory Window signs.

A. Window signs, which include any sign within three feet of a window, are permitted in commercial, office and industrial zones and shall comply with the following standards:

	<u>Permanent Window Sign</u>	<u>Temporary Window Sign</u>	<u>Accessory Window Sign</u>
<u>Size</u>	<u>10% of the window area not to exceed 40 square feet (20 square feet in office zones)</u>	<u>25% of the window area (not permitted in office zones)</u>	<u>12 square feet in total sign area with no individual sign exceeding 4 square feet</u>
<u>Time Limits</u>	<u>None</u>	<u>None—but No sign allowed longer than 30 consecutive days</u>	<u>None</u>
<u>Permit</u>	<u>Sign permit approval required</u>	<u>None. Date of installation to be displayed on sign(s) or may be subject to immediate removal. Other adequate documentation regarding installation date may be considered.</u>	<u>None</u>
<u>Purpose</u>	<u>Business identification and generic product/services identification</u>	<u>Advertise seasonal sales, special sales and related temporary messages</u>	<u>Business identification, credit cards accepted, hours of operation, lottery, health grades, and similar signs.</u>
<u>Typical Materials</u>	<u>Applied, stenciled, etched to glass surface including gold leaf letters and decals. Neon less than 4 square feet allowed.</u>	<u>Cloth, paper, vinyl, paint. Non-illuminated.</u>	<u>Not specified. Neon less than 4 square feet allowed.</u>

~~Accessory window signs may be permitted provided said signs do not exceed four square feet each and do not exceed a total area of twelve square feet.~~

~~18.152.166 Other standards for window signs.~~

B. All window signs shall comply with the following additional standards:

1. A. The maximum area for all window signs, excluding exempt and up to twelve square feet of accessory window signs, shall not exceed ~~twenty~~ thirty-five per cent of the total window area, provided that no individual window shall exceed 50% coverage in window signs.

2. B. All window signs shall be properly maintained and be of reasonable professional quality.

3. C. Window signs shall not be illuminated except that accessory window signs and permanent windows may be neon or similar type lighting provided each such sign is less than four square feet. Lighting ~~of any type~~ around or within windows shall not be permitted except for exempt holiday lighting and lighting approved as an accent to the building design or architecture.

4. D. Window signs ~~shall not~~ may advertise liquor or liquor-related products, even if prohibited by conditions of approval provided that any such windows sign comply with this chapter.

5. E. In order to facilitate law enforcement and protect public safety, window signs or other window obscuring products, including tinting and window blinds or coverings, shall not substantially obstruct view into the business from outside a window.

6. In a commercial building without storefront or similar windows, the development plan review board may authorize temporary signs equivalent to window signs provided such approval is consistent with the standards and intent of this section.

C. F. Window graphic signs may be permitted by the development plan review board and may exceed the 50% coverage standard where the board finds and determines that the window graphic signs exhibit a unique artistic characteristic, the signs effectively obscure storage areas or the rear portion of interior displays and that the sign does not primarily serve a commercial purpose. The board may impose conditions on any approval.

18.152.170 Signs in the public right-of-way.

A. No person shall paint, mark, paste, fasten or in any manner affix or cause to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any park, public street, alley, parkway or sidewalk or to, on or within any portion of the public right-of-way any sign, poster or advertisement of any kind, except as follows:

1. A. Official warning or directional signs by any department of the city;

2. B. Legal notices posted in the places and manner prescribed by law;

3. ~~C.~~ Banners which identify community events sponsored wholly, or in part, by the city and which are erected by the city;

4. ~~D.~~ Residential subdivision directional signs when approved by the city as part of a standardized program of off-site directional signs; and

5. ~~E.~~ Monument signs in the ~~creative growth zone~~ historic downtown when approved by the city for commercial buildings ~~which have renovated façades to comply with city requirements and~~ which have a zero setback from the public right-of-way;

6. Portable signs which comply with the provisions of section 18.152.120.B.1112 for commercial buildings which have a zero setback from the public right-of-way, where the planning director approves the location of the sign and the city engineer issues an encroachment permit.

7. ~~F.~~ Political signs subject to the requirements in section 18.152.200(B), provided that such signs shall be limited only to the parkway areas in residential zones.

B. Enforcement, penalties and abatement.

1. Any person or entity violating or failing to comply with any of the requirements of this section shall be guilty of a violation pursuant to chapter 1.12 of this Code.

2. The owner or other person entitled to possession of a sign or in real or apparent charge or control of the sign which is removed, stored and/or destroyed pursuant to the provisions of this chapter shall be liable to the city for the cost of the removal, storage and/or destruction of such sign and for the city's court costs and reasonable attorney's fees. The city may recover the same through an action commenced in a court of competent jurisdiction.

3. Any unauthorized or illegal sign within the public right-of-way or on private property that is found and declared to be a public nuisance or constitutes a hazard to pedestrian or vehicular traffic may be removed immediately, stored and/or destroyed by the city at the expense of the owner or other person entitled to possession of such sign or in real charge or apparent control of the sign or any person, business or entity who benefits from such sign. The cost of removal, storage and/or destruction of such illegal signs shall be the actual costs or the standard cost pursuant to a fee schedule set by resolution of the city council.

4. After removal of any such illegal sign pursuant to this section, the person, business, company or entity that owns the sign, placed it or who benefited from it shall be served with a statement of costs from the city. The notice of sign abatement from public right-of-way and the statement of costs shall be mailed by certified letter or hand delivered to the charged party. Notice shall be given that the determination verified in the statement of costs can be appealed by filing a written appeal with the city clerk as specified in section 1.06.070.

5. Any person desiring to retrieve a sign removed by the city may do so upon payment of an administrative fine plus such storage fees as determined by a fee resolution of the

city council that may be adopted from time to time. In lieu of paying such administrative fine, such person may retrieve a sign upon signing a promise to appear upon a citation issued to him or her for violations of this section or other provisions of this chapter. If a person wishes to contest the fact that the sign was placed in violation of this section or other provisions of this chapter prior to paying the fine or signing the citation, he or she shall have the right to an administrative hearing before the administrative hearing officer, upon receipt of a written appeal by the city as specified in subsection 4 of this section. If the administrative hearing officer finds that the sign was lawfully placed, he or she shall return the sign without an administrative penalty or the issuance of a citation.

6. Any sign removed by the city shall be considered abandoned if it is not retrieved and no written appeal is filed with the city within 15 calendar days after the date of such notification by the city following the sign removal and may be disposed of by the city without liability therefor to any person.

18.152.180 Leasing city-owned property for signs.

A. No person shall erect a sign upon any property owned or controlled by the city without first having procured a lease of the property from the city. Before any lease shall be granted for the erection and maintenance of a sign upon property of the city, application therefor shall be made to the city manager. The city manager shall provide a reasonable form for such application and such form shall set forth the following matters:

1. Location of the sign;
2. Size of the sign;
3. Nature of the lettering;
4. Materials of which the sign shall be constructed;
5. Sketch of the sign;

6. Additional information which the city manager deems necessary to carry out the purposes and intent of this chapter.

B. In the event that any sign is erected or maintained in violation of the provisions of this section, the city manager may direct the removal of the sign. In the event the lessee deems such removal to be without cause, he may within thirty days after such direction make written appeal to the city council. The findings of the city council, after notice to the lessee and due hearing, shall be final.

18.152.190 Directional and tract signs.

- A. Directional and Identification Tract Signs.

1. An on-site promotional tract sign not exceeding ninety-six square feet per face in area and not exceeding sixteen feet in vertical height may be located at each major entrance to a tract, subdivision or community development for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units is completed during any such period, all signs shall be removed. If the entrance is clearly visible from a freeway, the sign may be increased in area to not more than two hundred square feet. If the entrance is not visible from a freeway, but the tract, subdivision or community development abuts a freeway, one additional on-site directional sign not to exceed two hundred square feet may be approved by the planning director. Such sign may be installed in a location which is visible from the freeway, and may indicate the nearest off-ramp. No sign shall be located less than eight feet from the property line.

2. Temporary off-site directional tract signs may be located on the major or secondary highway nearest the tract. The planning commission may permit such signs in any zone subject to the following provisions:

a. The total number of such signs shall not exceed one; except that where there is hardship demonstrated in terms of geographic location or access routes, the planning commission may allow up to three additional signs.

b. Signs shall not exceed ninety-six square feet in area.

c. Such signs shall be located not less than eight feet from the property line, and shall not exceed sixteen feet in vertical height.

d. All such signs shall be supported by a properly engineered design subject to the approval of the building official.

e. Such signs shall be permitted on a temporary basis for a period not to exceed one year. The planning director may extend such one-year period for additional six-month periods; provided, however, that if the initial sale of all units or lots is completed during any such period, all signs shall be removed.

f. Signs shall be maintained a minimum distance of fifty feet from any residence to which the signs do not refer and a minimum distance of fifty feet from any other sign.

g. Every person erecting such sign or signs shall pay to the city a permit fee of fifty dollars for each and every sign erected. In addition, such person shall deposit with the building department the sum of one hundred fifty dollars cash for each and every sign so erected as a security to insure the removal of all signs. If all such signs are removed within fourteen days after expiration of the permitted period, the one-hundred-fifty-dollar cash deposit shall be refunded. If all such signs are not removed, then the city or its agent may enter on all property on which all such signs are located and remove all such signs, and the cost of such removal shall be deducted from such cash deposit and the remainder, if any, returned to the person depositing the one hundred fifty dollars.

h. Before any permit for any such sign is issued, the applicant shall furnish the building department written authority in a form approved by the city attorney, granting the city or its agent permission to enter upon the premises to remove such sign. The authorization must be signed by the owners of record of the premises and by the person proposing to erect the sign.

3. Signs not exceeding three in number and each not greater than four square feet in area may be located on the same lot as a model home, so long as the home is used to promote the original sale of each house in the tract.

18.152.200 Other signs.

A. Time and Temperature Signs. Time and temperature signs shall be permitted and may convey the following information: time, date, temperature and atmospheric conditions. ~~Such signs shall be included into the permitted wall, monument or freeway sign area and shall not include any advertising within the changeable copy area.~~

B. Political Signs. Political signs shall be permitted as provided in this section:

1. Residential Zones. Political signs shall be permitted on private property in any residential zone and in the parkway areas generally between the front property line and curb face of residential zones.

a. Such sign shall not exceed six feet in height or twelve square feet of total sign face area.

b. Such sign shall be removed ten calendar days after the date of election.

c. Such signs shall require the permission of the property owner.

d. Such signs in the parkway portion of the public right-of-way shall not be painted, marked, pasted, fastened or in any manner affixed or caused to be painted, marked, pasted, fastened or in any manner affixed to or on any curb, street, sidewalk, street sign post, equestrian trail and/or equestrian trail fencing or to or on any sign erected for the purpose of directing or warning traffic, or to or on any telephone, telegraph or electric light pole, or to or on any tree or shrub in any public street, parkway or sidewalk.

e. No political signs shall be erected or maintained in violation of sections 18.152.060 and 18.152.070.

2. All Other Zones. Political signs shall be permitted in all other zones.

a. Such sign shall not exceed thirty-two square feet.

b. Such sign shall be removed ten calendar days after the date of election.

c. No political signs shall be erected or maintained in violation of sections 18.152.060 and 18.152.070.

3. Political signs placed, erected or maintained in violation of this section shall be removed as follows:

a. Any political sign in violation of sections 18.152.060 and 18.152.070 shall constitute a public nuisance and shall be deemed abandoned by its owner and may be summarily removed by the city without notice.

b. Any political signs in violation of subsections (B)(1)(a) through (B)(1)(d), (B)(2)(a) and (B)(2)(b) of this section may be removed by the city if, after providing five calendar days' written notice requesting the violation be corrected by the owner of the signs and the property owner or tenant on whose property the signs have been posted, the political signs are not removed, relocated or altered as required by this section. The notice requirements herein shall be satisfied upon a reasonable and diligent effort by the city to locate the owner of the sign, property owner and/or tenant.

C. Search Lights. Search lights may be permitted, subject to approval of a temporary permit from the planning department. Search lights may be associated with a grand opening or a special event and shall be permitted for no more than three days per year per business location.

D. Menus for Restaurants. Such signs shall not exceed four square feet in area and may be displayed in the window or on the exterior wall in an appropriate manner, as approved by the planning director.

E. Secondary Businesses in One Tenant Space. For businesses that are secondary to a primary business (e.g., banks located in grocery stores), one wall or window sign shall be permitted for identification, in addition to the signs permitted for the primary use. The wall or window sign permitted shall:

1. Not exceed ten square feet in total size;
2. Not exceed twelve inches in letter height;
3. Not be illuminated; and
4. Be subject to review and approval of the planning director.

F. Off-site directional guide signs for public, charitable or religious institutions pursuant to review and approval by the development plan review board as provided by this chapter.

1. When the development plan review board finds that exceptional circumstances exist demonstrating hardship in terms of geographic location or access routes, directional signs

may be permitted. Such signs shall be limited to copy that includes the facility name and minimum information to provide direction. The intent for this type of sign is to provide clear directions to motorists and pedestrians, so the size and location should be similar to traffic signs. In some cases, nonilluminated monument signs may be utilized, provided that the aesthetic impact is determined to be more positive than a standard traffic directional sign. In no case, shall such monument sign exceed four feet in height or twenty square feet. The board shall determine the location and number of signs.

18.152.240 Signs associated with public art and murals.

It is the city's desire to encourage appropriate public art and murals that provides interest and beauty to the city. Any entity that is responsible for funding and constructing public art and murals may be entitled to some identification space in association with the public art and mural. The size, design and location of the sign is subject to the review and approval of the city council development plan review board or its designee. The design of any public art or mural is generally intended to contribute to the historic or cultural character of the city and not further a commercial interest.

18.152.250 Historic signs.

It is the city's desire to preserve historic signs that contribute to the preservation of the history or culture of the past. Signs having recognized historic or cultural significance which do not meet the standards set forth in this chapter may be exempted from these regulations by the development plan review board and approved in addition to the number of signs and sign area otherwise allowed. Any such sign shall be preserved in appropriate condition consistent with its historic character.



Planning Commission Staff Report

DATE: May 16, 2012

TO: Planning Commission

FROM: Community Development Department

SUBJECT: MUNICIPAL CODE TEXT AMENDMENT 11-03– Consideration of various revisions to the Sign Code

SUMMARY

Considerable time and effort has been made to identify potential concerns with the City Sign Code over the last year. Staff has conducted surveys of surrounding cities and the Planning Commission has hosted meetings and held a joint meeting with the City Council on the Sign Code.

Staff has utilized all of these resources and has prepared a recommendation for changes to the Sign Code as set forth in the report.

The Planning Commission should review this recommendation and determine if it concurs and direct any changes it deems appropriate before forwarding this matter to the City Council for their final action.

BACKGROUND

Areas of concern associated with the existing Sign Code were identified in a Community Sign Forum hosted by the Planning Commission on March 16, 2011. The Planning Commission (on May 4, 2011) and the City Council (May 24, 2011) considered a report on the Sign Forum and targeted 18-20 issue areas to consider for possible amendments. A joint Planning Commission and City Council meeting was held on October 19, 2011 to further consider and discuss concerns about the Sign Code. New issue areas were not added at that time.

Staff has conducted a survey of surrounding cities for each of the identified issues areas and that Comparability Survey is included in this report as Attachment #3.

ANALYSIS

For the most part Staff has analyzed each of the identified issue areas and discussed the concerns raised in the Analysis & Discussion document attached to this report (See Attachment #2). There are a couple of areas for discussion that are not included in that attachment and are discussed here. These include:

1. Unique situations – Starberry, others??. There has been discussion about the Starberry and its need/desire to advertise seasonal specials. While a couple of approaches are possible (i.e. a standard for “window” signs for windowless buildings; A-frames for certain other location not Downtown, etc.), these have not been addressed in the current analysis. Staff has not recommended A-Frames at this time. Are there other considerations that should be evaluated for this situation?

Are there other such “unique” circumstances that warrant consideration? The off-site sign at Atria may be another example where an existing sign was removed but cannot be replaced in the prior location.

2. DPRB or other Discretionary Flexibility. There has been some discussion suggesting that a procedure to allow Staff or the DPRB or the Planning Commission to make other adjustments where deemed appropriate to the Sign Code without needing a Code Amendment. Some cities use “minor variances” and it could be done similar to the “use determination” procedure. Some discussion about the extent of any such discretion is appropriate. It would likely have to be relatively narrow in scope in order to ensure equitable application. There is some limited authority in the existing Sign Code (see public art and murals) so it is also conceivable to simply identify those areas where discretion is appropriate and adjust the existing standards to reflect that. The sensitive nature of Sign Codes as it relates to the First Amendment and prior restraint makes it important to minimize discretion.
3. Real estate and garage sale signs. There seems to be a growing proliferation of weekend signs directing people to open houses and garage sales. These signs take all forms including attachment to trees and utility/street poles, sidewalk A-frames, balloons, etc. Many of these signs are placed in the public right-of-way including landscaped medians and have caused damage depending on how they are installed (duct tape on light poles, nails into trees). The Sign Code prohibits virtually all of these types of signs and we are adding a Section to allow recovery of cost for removal and damage. Some cities makes limited allowance for these signs and many simply ignore them. Is this an area of concern needing further evaluation?

I have included a couple of examples in the text boxes below:

CITY OF DUARTE

Section 19.42.070. Exempt Signs

P. *Real estate signs.* Real estate signs for sale or lease of property on private property, as set forth here. All such signs shall be set back a minimum of five feet from the public right-of-way and located in a manner that does not impede or impair the view of a motorist from the right-of-way or other travel lanes. Signs shall be non-illuminated nor externally illuminated.

1. For residential property, one on-site sign is allowed with a maximum sign area of six square feet. A maximum of three attached incidental signs are permitted on each real estate sign identifying the agent, special feature, and/or sales status.
2. On weekends and holidays, open house signs for residential properties are allowed as needed to direct traffic from major collector and arterial streets to the subject property. One sign may be placed for each change in direction, to a maximum of five signs, each with a maximum sign area of six square feet. No such sign shall be located within any public right-of-way or on any public property.
3. For nonresidential property, one on-site sign is allowed per street frontage, each with a maximum sign area of nine square feet and a maximum height of six feet.

CITY OF UPLAND

Section 17.20.100. Temporary real estate signs.

D. Temporary Residential Real Estate "For Sale" Signs.

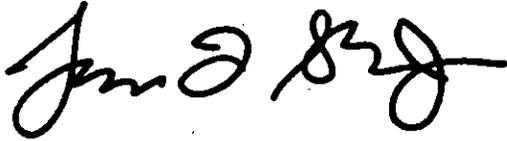
1. No signs shall be placed in any parkway of the city, on a street tree, or utility pole.
2. All signs shall be placed not less than 10 feet back from the curbline.
3. Along Euclid Avenue.
 - a. If there is a sidewalk, the sign shall be placed on residence side of the sidewalk.
 - b. If there is no sidewalk, the sign shall be placed to the rear of the treeline, toward the residence, a minimum of 10 feet from the curb.
4. No signs shall be posted at any time in the Euclid Avenue median or parkway.

E. Temporary Residential "Open House" Signs.

1. This allowance applies to Fridays, Saturdays, Sundays, and legal holidays only.
2. One open house directional sign may be placed in the parkway at any two intersections of the city. An additional third sign will be allowed if the home is located within a cul-de-sac street.
3. Two flags and one open house sign may be placed in the parkway of the open house.
4. No open house flags or signs shall be allowed in the parkways on any day of the week except Fridays, Saturdays, Sundays, and legal holidays.
5. No signs shall be posted at any time in the Euclid Avenue median or parkway, on a street tree, or utility pole.
6. Any open house signs remaining in the parkway after the weekend or holiday shall be subject to confiscation, and a citation may be issued after one written warning

It is beneficial to discuss and determine if any of the above, or any not identified above, are concerns that should be addressed in the update.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Larry Stevens". The signature is fluid and cursive, with a long horizontal stroke at the end.

Larry Stevens
Assistant City Manager for Community Development

Attachments:

1. Staff Recommended Changes to Sign Code
2. Sign Code Update – Analysis and Discussion
3. Comparability Survey

APPENDIX A

GENERAL INFORMATION

Applicant:	Initiated by the City of San Dimas
Owner:	n/a
Location:	City Wide
General Plan:	n/a
Surrounding Land Use and Zoning	North: n/a South: n/a East: n/a West: n/a
Legal Notice:	A legal notice was published in the Inland Valley Daily Bulletin and posted at City Hall, the Library, Post Office and Via Verde Shopping Center; on May 4, 2012.
Environmental:	The Community Development Department reviewed the project and recommended a Categorical Exemption.

ATTACHMENT # 2

SIGN CODE UPDATE
ANALYSIS & DISCUSSION

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Window Signs

EXISTING REGULATION (per urgency ordinance):

18.152.020.39. Sign, Window. “Window sign” means any sign posted, painted, placed or affixed in or on any window, including the glass portion of a door or opening, exposed to public view including any interior sign which faces any said window or door or opening exposed to public view and which is located within three feet of the window. Window signs include the following types as defined below:

(a). Sign, Window (Accessory). “Accessory window sign” means any window sign not exceeding 4 square feet limited to business identification, hours of operation, credit card information, lottery, Health Department grades, open/closed and similar public convenience information.

(b). Sign, Window (Exempt). “Exempt window sign” means any window sign exempt from window sign regulations including (1) holiday window displays and decorations, including lights, provided they are removed within ten days after the holiday and contain no references to goods, products or services and (2) posters advertising fund-raising events for charitable, nonprofit, or educational fund-raising events, or noncommercial uses, provided they are removed ten days after the event, are not larger than two feet by three feet and do not exceed four in number at any one time.

(c). Sign, Window (Permanent). “Permanent window sign” means any window sign applied to, stenciled on, or etched into the glass surface including gold leaf (or similar) letters and decals, limited to business identification, address and/or a listing of products or services not implicit in the business name.

(d). Sign, Window (Temporary). “Temporary window sign” means any window sign consisting of painting, cloth, paper, vinyl or similar materials allowed for a limited duration advertising seasonal sales, specials and similar events but not including business identification.

Section 18.152.120.B.1. Window Signs. Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the total window area or a total of forty square feet whichever is less. Temporary window signs are addressed in Section 18.152.160. Accessory window signs are addressed by Section 18.152.164. Additional standards for window signs are addressed by Section 18.164.166.

Section 18.152.130.B.1. Window Signs. Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the total window area or a total of twenty square feet whichever is less. Temporary window signs are addressed in Section 18.152.160. Accessory window signs are addressed by Section 18.152.164. Additional standards for window signs are addressed by Section 18.164.166.

Section 18.152.140.B.1. Window Signs. Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the total window area or a total of twenty square feet whichever is less. Temporary window signs, as regulated in Section 18.152.160, are not permitted. Accessory window signs are addressed by Section 18.152.164. Additional standards for window signs are addressed by Section 18.164.166.

Section 18.152.150.A. Window Signs. Permanent window signs may be permitted, subject to city approval. In no case shall the total of all permanent window signs exceed five percent of the total window area or a total of forty square feet whichever is less. Temporary window signs are addressed in Section 18.152.160. Accessory window signs are addressed by Section 18.152.164. Additional standards for window signs are addressed by Section 18.164.166.

Section 18.152.160.D. Temporary Window Signs. Temporary window signs may be permitted, based on the following:

1. Temporary window signs shall not exceed twenty percent of the total window area.
2. No temporary window sign shall be displayed continuously for more than thirty consecutive days.
3. Business owners shall be required to display the date upon which the sign is placed in the window. Signs without a date, or other adequate documentation regarding the installation date, may be subject to immediate removal.
4. Additional standards for temporary window signs are addressed by Section 18.152.166.
5. A permit or City approval is not required for temporary window signs except that a business may request a permit to designate areas for temporary window signs meeting the standards set forth herein.

Section 18.152.164 Accessory Window Signs. Accessory window signs may be permitted provided said signs do not exceed four square feet each and do not exceed a total area of 12 square feet.

Section 18.152.166 Other Standards for Window Signs. All window signs shall comply with the following additional standards:

- A. The maximum area for all window signs, excluding exempt and up to 12 square feet of accessory window signs, shall not exceed twenty five per cent of the total window area.
- B. All window signs shall be properly maintained and be of reasonable professional quality.
- C. Window signs shall not be illuminated except that accessory window signs and permanent windows may be neon or similar type lighting provided each such sign is less than four square feet. Lighting of any type around windows shall not be permitted except for exempt holiday lighting.
- D. Window signs shall not advertise liquor or liquor-related products.
- E. In order to facilitate law enforcement and protect public safety, window signs or other window obscuring products, including tinting, shall not substantially obstruct view into the business from outside a window.

	Permanent Window Sign ¹	Temporary Window Sign ¹	Accessory Window Sign ¹
Size	5% of the window area not to exceed 40 square feet (20 square feet in office & industrial zones)	20% of the window area	12 square feet in total sign area with no individual sign exceeding 4 square feet
Time Limits	No	None - but no sign allowed longer than 30 consecutive days ²	No
Permit	Yes	No	No
Purpose	Business identification and generic product/services identification ³	Advertise seasonal sales, special sales and related temporary messages ³	Business identification, credit cards accepted, hours of operation, lottery, health grades, etc. ³
Typical Materials	Applied, stenciled, etched to glass surface including gold leaf letters and decals. Neon less than 4 square feet allowed.	Cloth, paper, vinyl, paint. Non-illuminated.	Not specified. Neon less than 4 square feet allowed.

1. Window signs also include any interior signs within 3 feet of a window. All signs subject to specified standards regarding maintenance, quality, lighting, and view obstruction.

2. Date of installation to be displayed on sign(s) or may be subject to immediate removal. Other adequate documentation regarding installation date may be considered.

3. Liquor and liquor product advertising prohibited to assure compliance with CUPs and ensure equity.

DISCUSSION:

Window sign regulations have already been modified using the information from the study unless further changes are desired. Several adjustments were discussed during the public hearing to extend the adopted urgency ordinance, including:

- Maximum size of permanent window signs – currently 5% not to exceed 40 square feet
- Maximum size of temporary window signs – currently 20%
- Lighting around windows – currently prohibited
- Advertising of liquor products – currently prohibited

Some of these items were discussed further at the October 19, 2011 Joint Meeting, as follows:

- Elimination of distinction between temporary, permanent and accessory window signs
- 20% not enough – 30-35% was suggested
- Some product requires glare protection and signs can provide such protection
- Twinkling or low voltage lights around windows might be appropriate

The creation of categories in the interim ordinance was intended to address several specific issues. It allowed flexibility and ensured some changing of window signs which seem to be mostly focused on product advertising rather than business identification. This comprehensive approach allows greater flexibility while minimizing excessive and garish temporary window signs.

An additional issue has been noticed and, while it is covered by the existing regulations it is possible that some other consideration might be warranted. Several businesses have been using or are proposing to use a full window “graphic” or poster display as a semi-permanent window covering especially where they intend to store product “backing up” to the window. While to some degree it would be better to eliminate the window and fill in the opening that is usually a more expensive solution. The nature of these displays requires some judgment on the graphic/art effect vs. the advertising effect, especially when evaluated against the unsightliness of product displays in readily viewable windows.

The discussion of lighting indicated that some types of lighting might be acceptable. Blinking or chasing type lights are generally prohibited components of signs but perimeter window lighting may not be perceived as a sign even though its purpose is usually to attract attention in the same manner as a sign. While such lighting can accommodate architectural enhancements most lighting serves as attention getting devices and the Sign Code should address them. If some lighting is to be allowed it should address color, location and type of lighting.

Many but not all Conditional Use Permits regulating alcohol sales have prohibited any signs from advertising alcohol products. Discussion indicated that this prohibition should be eliminated. That action would require additional findings especially if the Sign Code is intended to supplant conditions in various CUPs in order to equitably apply any new standard.

RECOMMENDATION

Staff recommends the following changes to the standards adopted in the interim ordinance:

1. Increase permanent window signs to 10% but only in commercial zones and in the Frontier Village (see Sections 18.152.120.B.1 and 18.152.150.A)
2. Increase temporary window signs to 25% but add a standard limiting any single window to 50% of said window (see Section 18.152.160.D.1 and 18.152.166.A)
3. Allow liquor advertising and incorporate a finding overriding any existing prohibitions within adopted Conditional Use Permits (see Section 18.152.166.C)
4. Allow certain window graphic signs subject to certain standards (see Section 18.152.166.F)
5. Allow low voltage lighting subject to certain standards (see section 18.152.166.C)

TYPICAL PHOTOS



ADD PHOTO OF WINDOW GRAPHIC SIGNS

A-Frame or Portable Signs

EXISTING REGULATION

Defined in Section 18.152.020 but not listed as permitted.

32. Sign, Portable. "Portable sign" means a sign not permanently attached to the ground or any structure.

Portable signs are prohibited since not listed as permitted.

DISCUSSION:

The Sign Code does not specifically prohibit portable signs but since they are not listed as permitted they are not allowed in San Dimas. Of the surrounding cities surveyed the following also prohibit portable signs:

- Azusa
- Duarte
- Glendora
- La Verne
- Montclair
- Rancho Cucamonga

The remaining cities permit portable signs subject to various standards as follows:

Baldwin Park	Limited to 4 30-day time periods per year with a Planning Department approval. Must be good artistic quality. Must be on subject property. May not be on public property.
Claremont	Limited to 60 days per year for limited time specials, sales events or special business activities with a Planning Department approval. Banner not permitted at same time. No more than one per street frontage or entrance. Maximum size – 12 square feet (8 square feet in the Claremont Village). Maximum height – 4 feet (3 feet in the Claremont Village). May only be displayed during business hours. Must be durable and professional in appearance. No lighting. Should be adjacent to building and not interfere with access. May be in public right-of-way with an encroachment permit. In addition, non-illuminated chalkboards, marker boards or restaurant menus

	are permitted. Maximum of one per business not greater than 4 feet in height. Not allowed in public right-of-way.
Covina	Permitted only in TC-C and TC-C and Shoppers Lane Districts. Subject to sidewalk dining/display process including encroachment permit and insurance. Must be on premises or adjacent public sidewalk but may not impede access. May only be displayed during business hours. Not more than one per ground floor business. Maximum size – 6 square feet. Height – between 3 and 5 feet. 50% permanent copy required. No balloons or other attachments. Chalkboards, whiteboards, etc. may only be used for restaurant menus. Professional quality required (no cardboard or paper allowed).
Diamond Bar	Allowed in comprehensive sign programs only. No other standards specified in Sign Code.
Monrovia	Permitted only in Historic Downtown only for restaurants, bakeries, florists with perishable goods but DRC can approve for other businesses. May be wall sidewalk sign or freestanding sidewalk sign (must be within 2 feet of building face). May be chalkboard or other material if approved by DRC. Maximum size – 18" x 24". Height – 4 feet (or eye height if wall mounted). Maximum letter height – 2". Encroachment permit/insurance required in public right-of-way. In addition, one temporary sidewalk sign permitted for special sales and openings. Limited to 15 days maximum and 4 times per year. Size – no bigger than 3' x 4'.
Upland	Permitted only in Town Center and mixed use zones. Requires review by Director. May be on premises or in public right-of-way with an encroachment permit and not interfere with access. May only be displayed during business hours. For multi-tenant building – one sign per building. Maximum size – 6 square feet with minimum 50% permanent copy. No attachments. Chalkboards and whiteboards only on private property. Professional quality required.
West Covina	Permitted for special promotional events only. Limited to 30 days per year. One sign per business. Maximum size – 8 square feet per face. Maximum height – 4 feet. Not permitted in right-of-way.

Most of the cities allowing portable A-frame signs limit them to downtown areas and/or for limited duration, similar to other temporary signs. The signs are relatively small (6-12 square feet with heights varying from 3-5 feet). In fact, it appears that they are focused on pedestrian rather than vehicular activity. They are required to be proximate to the business and insurance/encroachment permits are required if in the public right-of-way. Concerns about appearance are typically controlled through

quality statements and prohibition of attachments (such as balloons and streamers). Some cities limit them to certain businesses such as restaurants, bakeries and florists.

If allowed, such signs should probably be limited to the Frontier Village area. It should be noted that San Dimas permits monument signs in the public right-of-way in the Frontier Village already although it is possible that this opportunity may be eliminated with the sidewalk replacement program now being considered.

RECOMMENDATION

Continue to prohibit portable A-frame signs.

If allowed limit them to the Frontier Village area and utilize standards consistent with Claremont, Monrovia, Covina and Upland. If allowed the following standards should be considered:

1. Frontier Village only
2. Only during business hours
3. Maximum of 6 square feet and 4 feet in height
4. Chalkboard or whiteboard for restaurants and florists only
5. Encroachment permit/insurance required
6. Must be placed proximate to building
7. No balloons or other attachments
8. Must be professional quality

TYPICAL PHOTOS



Digital Electronic Message Boards

EXISTING REGULATION

This type of sign is not specifically addressed although it may be considered a public service message board (per Section 18.152.060.D.8.c). If so allowed, there are no associated standards or design criteria.

DISCUSSION:

A number of cities do not allow electronic message centers and do not have standards. These include Azusa, Baldwin Park, Covina, Duarte, Glendora and Rancho Cucamonga. The cities that allow electronic message centers typically allow them for large development complexes and/or automobile dealerships. Most of the standards are designed for freeway orientation.

This issue was raised by San Dimas Community Hospital who desires a monument sign which would be an electronic message center and provide public service type messages related to their health mission and/or the community. Incorporating this type of sign into a relatively small monument sign imposes certain limitations in and of itself.

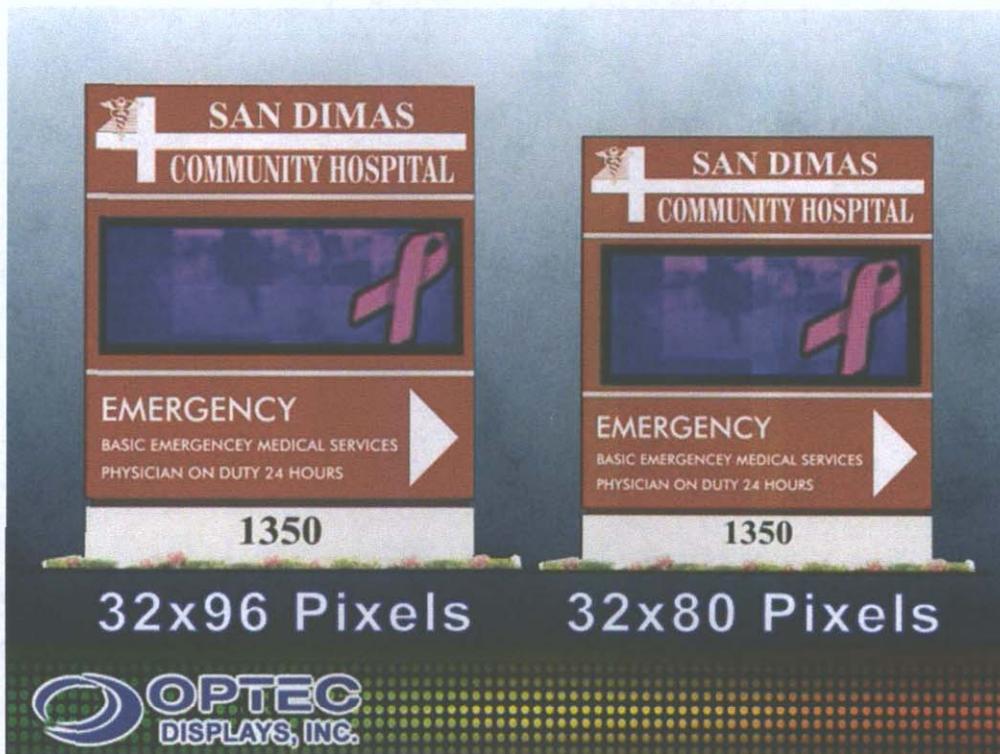
The initial construction and operational costs of electronic message centers effectively limit their availability to many businesses, particularly those in San Dimas. In the event that there is a desire to further consider this option then further research on standards seems necessary. Staff is currently checking an industry source for this information and, if available, will present an update at the meeting.

RECOMMENDATION

Add a definition for electronic message centers and list them specifically as prohibited types of signs (See Section 18.152.020).

If allowed standards are necessary regarding their design and operation and they should only be considered for limited larger complexes or uses. Any messages must be limited to the businesses on the particular site or legitimate community service messages.

TYPICAL PHOTOS



For Lease & For Sale Signs - Commercial & Industrial

EXISTING REGULATION

Section 18.152.050.A.2. Unlighted real estate signs shall be permitted in all nonresidential zones, not to exceed one such sign per three hundred fifty feet of frontage on a public street. The area of such signs shall be based on a ratio of one square foot per ten lineal feet of lot frontage, and shall not exceed a maximum of thirty-two square feet. Signs shall be set back a minimum of eight feet from the property line and shall be removed immediately upon completion of the sale, letting or hiring, lease or rental of the subject property.

[NOTE: These signs are exempt from a permit.]

DISCUSSION:

There has been considerable concern expressed regarding real estate signs in commercial and industrial zones. Most of the signs are 4' x 8' painted plywood boards, are located near to the street and appear to be in place year round. Some are not well maintained. Some appear to advertise the broker more than the vacancy. In some cases there are multiple brokers, each with their own signs, handling different buildings or properties within the same complex. One broker has also indicated that banners (or other sign types) should also be allowed in the windows and/or on the building face of the available commercial or industrial space. These "temporary" signs often compete with and are more dominant than the signs for the existing businesses in the same complex. In San Dimas they are exempt from an approval. A building permit is required for installation but, in practice, few, if any, secure such permits.

<i>City</i>	<i>Size</i>	<i>Duration</i>	<i>Approval</i>	<i>Number</i>	<i>Building Signs</i>
<i>Azusa</i>	6 sq. ft. & 6' height	Not specified	Exempt	One for each parcel frontage	Not addressed
<i>Baldwin Park</i>	32 sq.ft. & 10' height	Not specified	Exempt	One per street frontage	32 square feet & below roof line
<i>Claremont</i>	6 sq. ft. per 10,000 sq. ft. lot area w/ max. of 20 sq. ft. & height of	1 year but remove upon sale, rent or lease	Staff review required	Not specified	Permitted sign may be building mounted

	8' unless sign < 20 sq.ft.				
Covina	16 sq.ft. but no height specified	Remove upon sale, rent or lease	Exempt	One per occupancy or street frontage	Not specified
Diamond Bar	16 sq.ft. & 6' height, unless greater than 200 foot frontage or freeway orientation	Remove upon sale, rent or lease	Exempt	One sign per street frontage	One sign not exceeding 6 sq.ft.
Duarte					
Glendora	24 or 40 sq.ft. depending upon zone	Remove upon sale, rent or lease	???	One sign	Must be attached to building
La Verne	24 sq.ft. & 7' height	Remove upon sale, rent or lease	Exempt	One sign	Not specified
Monrovia	32 sq. ft.	Not specified	Exempt	Two signs per street frontage & one additional sign per street frontage if signs are 200' apart	Not specified
Montclair	24 sq.ft. & 6' height	Remove within 10 days of sale, rent or lease	Exempt	One per street frontage	Not specified
Rancho Cucamonga	32 sq.ft. & 8' height	Remove within 10 days of sale, rent or lease	Exempt	One per street frontage	Not specified
Upland	32 sq.ft. & 16' height	One year or 15 days after escrow, rental	Permit required	One per street frontage	Not specified

		or lease			
<i>West Covina</i>					

Issues for consideration include:

- Size. The existing sign area standard is performance based (i.e. 200 lineal feet allows a 20 sq. ft. sign; 100 lineal feet allows a 10 sq. ft. sign; 50 lineal feet allows a 5 sq. ft. sign) and 320 lineal feet of frontage is required to achieve the maximum sign area. There is no maximum height limit but height has not really been an identified concern. However, since there is no approval required and building permits, even though required, are seldom obtained, there is not effective compliance with the size standards.
- Duration/Permit exemption/Approvals. Real estate signs are typically required to be removed upon or close to close of escrow, sale or lease but there is not an effective way to track such circumstance in most cases. In larger multi-tenant industrial complexes and shopping centers there may be either continuous vacancies or upcoming vacancies thereby allowing signs to be continuous. Most cities exempt real estate signs from approvals with only Claremont and Upland having a permit requirement including a one year maximum time limit. A periodic review through a permit procedure can ensure an evaluation of the continuing need for the sign and a review of its condition.
- Related building signs. Most cities, including San Dimas, do not appear to distinguish between freestanding and building-mounted real estate signs so it is unclear if they allow both or not and what size standards might apply.
- Number of signs. Most cities allow either one sign per property or one sign per street frontage. The San Dimas standard allows an additional sign if the street frontage exceeds 350 lineal feet. On a corner parcel both street frontages are added together and if exceeding 350 feet an additional sign is allowable. Separate pads within a shopping center may qualify for a separate sign,

RECOMMENDATION

Staff recommends consideration of the following revisions:

- Size. Reduce maximum size to 24 square feet with a maximum height for freestanding signs of 6 feet. A minimum size of 8-12 square should probably be considered for smaller width parcels (see Section 18.152.160.E).
- Duration. Eliminate the existing exemption (see deletion in Section 18.152.050.A.2) and establish sign permit procedure (similar to TUPs and/or banner permits) for real estate signs, including building mounted or freestanding signs. Establish a maximum time of one year while allowing for renewal or extension (see Section 18.152.160.E).

Building mounted signs. Clarify that additional building mounted and/or window installed real estate signs are allowed and establish standards similar to freestanding signs for them relative to number, size and duration.

TYPICAL PHOTOS



For Rent Signs - Multi-Family

EXISTING REGULATION

Section 18.152.050.A.1. Single-Family and Multiple Family Residences. Unlighted real estate signs pertaining only to the sale, lease or hire of a particular building, property or premises upon which displayed, which do not exceed six feet in height or twelve square feet of total sign face area.

[NOTE: These signs are exempt from a permit.]

DISCUSSION:

This issue is associated by concerns from an apartment complex operator that had been cited for excess signs, balloons, flags, etc. advertising available rentals. Under the Sign Code apartment complexes are allowed one 12 sq. ft. sign for this purpose. They may also utilize the provisions of the temporary sign permit regulations up to the limits therein (6 permits totaling 60 days per year) including uses of balloons, streamers and pennants. These limits seem sufficient to accommodate such a use and the creation of additional special standards seems unnecessary. Most of the cities surveyed contained limitations similar to our Sign Code and none provided continuous or near-continuous opportunities for multiple signs and associated attention attracting devices. Opportunities may be increased if temporary banner regulations are revised as part of this update.

RECOMMENDATION

No change

TYPICAL PHOTOS



Temporary Banners

EXISTING REGULATION

18.152.160 Temporary signs and banners.

A. Temporary Signs and Banners. Temporary signs, banners and other similar signs erected for the purpose of announcing a special event, sale or other activity may be permitted by the planning department, based on the following:

1. Application for a temporary banner shall be made on forms provided by the planning department.
2. A maximum six temporary banner permits may be approved for any single business location within a calendar year with the cumulative total of banner display days in such year not to exceed sixty days. The maximum period of any individual banner display shall not exceed thirty days.
3. No more than one banner shall be permitted for any one business at a time.
4. Streamers, pennants and balloons may be permitted in certain cases, subject to the approval of the planning director; however, in no case shall streamers and pennants be permitted on a property for more than ten days at a time or for more than twenty days per year. Balloons permitted under this section shall be no greater than twenty-four inches in diameter.

B. Special Event Banners. Temporary public interest event banners publicizing a charitable, civic or other nonprofit organization's events of general public interest may be permitted by development services department based on the following:

1. Application for temporary banners shall be made in conjunction with the temporary use permit,
2. The maximum period of any individual banner display shall be not more than two weeks prior to the event and all such banners shall be removed within seven days of the conclusion of the event,
3. No more than one banner shall be permitted for any one property at a time. The number, type, size and location of any such banners shall be determined by the development services director as part of the review of the temporary use permits.

C. Temporary Signs for Future Tenant Identification. Signs that identify future tenants (e.g., "Opening in October or "Coming Soon") may be permitted in addition to standard temporary signs as permitted in subsection A of this section. Temporary signs for future tenant identification may be permitted up to ninety days prior to planned opening date, subject to approval of the planning director.

DISCUSSION:

Many of the concerns identified in recent times relate to temporary signs. The City has adjusted its temporary banner signs a number of times in recent years increasing the number of permits and the total banner time, as well as allowing banners with certain Temporary Use Permit events. A summary of survey results for banner follows:

<i>City</i>	<i>Number of Permits</i>	<i>Time limits</i>	<i>Size Criteria</i>	<i>Other Standards</i>	<i>Comments</i>
<i>Azusa</i>	Not specified	30 days after first opening or change in ownership; aggregate 30 days per year	None	None	Limited to non-residential. Bond required.
<i>Baldwin Park</i>	4	30 consecutive days per permit	50 sq.ft.	One banner at a time	Includes standards for inflatable signs, pennants and flags
<i>Claremont</i>	Not specified	60 days per year plus 30 additional days (and 30 day extension) for new businesses	32 sq.ft. except in Claremont Village – 12 sq. ft.	One per street frontage	Professional quality
<i>Covina</i>	Not specified	90 days per year	50 sq.ft. or 100 sq.ft. where building frontage is . 100 feet – total area if multiple signs		Professional quality; standards for balloons and inflatable. Prohibits some attention attracting devices.

Diamond Bar	6 (for "unique" happenings; 2 no-fee permits plus 1 fee permit for general use	Unique – 14 days with minimum 30 days between events; General –21 days each	Unique – 50 sq.ft.; General – 50% of allowable permanent signs	General – one per street frontage	Grand opening 30 days. Standards for balloons, flags, pennants and streamers.
Glendora	Not specified	90 days per year	None	None	None
La Verne	4	7 days per time & 28 days per year	18 sq. ft.	No permit required	None
Monrovia	4	15 days each permit	30 sq.ft.	Not permitted for service stations, business parks or office buildngs	None
Montclair	4 plus one for grand opening (45 days)	12 day permit but may be combined in 12 day increments & 48 days per year	50 sq.ft. unless larger approved by Director	One per street frontage up to 3 signs	None
Rancho Cucamonga	9 plus one grand opening banner (30 days prior + 60 days after)	7 day permit but may be combined up to 28 days; 2 weeks required between each permit	50 sq.ft.	One sign at a time	None

Upland	Not specified	Up to 8 weeks per quarter	120 sq. ft.	One per street frontage	None
West Covina	Minor -12; Major - 2	Minor - 36 days per year; Major – 20 days total	Minor & Major- 1 sq. ft. per front foot of building up to 60 sq. ft.	Minor & Major - One per business	Professional quality & good condition

Standards for banners exhibit a lot of variety but the City’s current standard of 6 permits per year not to exceed 60 days per year is clearly reasonable by comparison. There are however no standards regarding maximum size and number of signs or standards regarding quality and condition. These should be considered for addition to the ordinance. An additional area which may be considered is added opportunities for grand openings/new businesses.

RECOMMENDATION

Retain existing standards regarding number of permits and duration and limit of one banner per business.

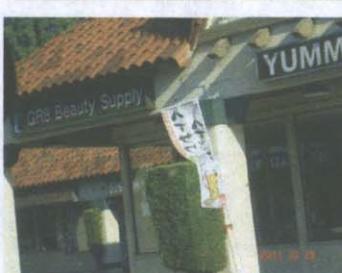
Establish a maximum square footage (40 sq. ft. is suggested).

Establish appropriate quality & condition standards, as well as location and installation criteria.

Allow new businesses to have banners for first 60 days without counting against the annual limits and to use banners for business identification if permanent signs are not in place.

(See Section 18.152.160.A.5 through A.8)

TYPICAL PHOTOS



Monument Sign Identification Standards

EXISTING REGULATION

Section 18.152.120.B.6. Monument Signs. For commercial shopping centers with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes. The height of the monument sign shall not exceed five feet in height, not including architectural projections, and shall not exceed forty square feet in total size.

Section 18.152.130.B.6. Monument Signs. For office/professional complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes. The height of the monument sign shall not exceed four feet, not including architectural projections, and shall not exceed twenty square feet in total size.

Section 18.152.140.B.5. Monument Signs. For industrial complexes with two or more tenants, one monument or ground sign shall be permitted for each street frontage in addition to permitted tenant signs. The monument or ground sign shall contain only the name of the entire complex or center and shall not be used to identify any individual tenant or for any other advertising purposes. The height of the monument sign shall not exceed four feet in height, not including architectural projections, and shall not exceed twenty-five square feet in total size. Monumental signs shall not be internally illuminated; however, exterior illumination may be permitted subject to planning director approval.

DISCUSSION:

Most of the cities surveyed do not have standards limiting monument sign copy to project (vs. tenant) identification. Nevertheless several do address the issue including Azusa (addresses are suggested), Claremont ("encourages" name of complex in addition to individual tenants), Diamond Bar (allows both center and business identification monument signs), La Verne (allows multi-tenant monument in addition to center/major tenants monument signs), and Montclair (center identification plus no more than two tenants). Most appear to allow additional monument signs to accommodate tenants. That would require further adjustment to our existing standards.

RECOMMENDATION:

Eliminate the prohibition against tenant identification and address the issue as part of required Master Sign Programs.

(See Sections 18.152.120.B6 & B.7, 18.152.130.B.6 and 18.152.140.B.5)



Facade Upgrade Limitation in Frontier Village

EXISTING REGULATION

Section 18.152.170.E. Monument signs in the creative growth zone when approved by the city for commercial buildings which have renovated facades to comply with city requirements and which have a zero setback from the public right-of-way;

DISCUSSION:

None of the surveyed cities appear to allow private monument signs within the public right-of-way. So limiting it to façade upgrades is not addressed either.

Monument signs in the public right-of-way are affected by the upcoming sidewalk replacement program and may be inappropriate in the new design. While this issue should be addressed later as part of that process, the façade restriction was originally perceived as an incentive to encourage facades. It was not particularly effective and is a bit archaic. However, in the interim, new signs should probably not be allowed until the downtown sidewalk program is resolved.

RECOMMENDATION:

Eliminate the façade restriction for monument signs in the public right-of-way

(See Section 18.152.170.E)

Purpose & Intent - Content Neutrality

EXISTING REGULATION

18.152.010 Purpose.

A. Signs have an obvious impact on the character and quality of the city. They attract or repel the viewing public and affect traffic safety. Therefore, the intent of this chapter is to encourage the installation of signs that improve the appearance of buildings and neighborhoods, encourage innovation and enhance the economic effectiveness of any one identification device by preventing needless distraction and clutter from the other signs in the area.

B. The purpose of all permitted permanent signs is to provide identification of buildings, businesses and special locations. Permanent signs are not meant to provide advertisement. Because of this, the sign regulations in this chapter have been designed to encourage and promote building, business and special location identification.

DISCUSSION:

This concern is Staff generated. Some enhancement of the “purpose and intent” statement is warranted. Good examples are Claremont, La Verne, Monrovia and Upland. In addition, the Diamond Bar use of the substitution clause is beneficial as it clearly addresses the “commercial vs. non-commercial” copy concerns.

RECOMMENDATION:

Revise purpose and intent statement adding the substitution clause.

(See Section 18.152.010)

Historic Signs

EXISTING REGULATION

Section 18.152.050.H. Historic Resource Sign. Signs and plaques that are erected to note the location of an historic resource that are installed by the city of San Dimas or a historical society recognized by the city of San Dimas. Historic resource signs shall not advertise any products or services and shall not exceed ten square feet without approval from the city of San Dimas;

[NOTE: Signs exempt from permits.]

DISCUSSION:

Historic signs are not addressed specifically in most of the surveyed cities. Diamond Bar discusses it as an exception to their nonconforming standards and Upland creates a clear protection for historic signs. That seems to be a better approach. Our existing standards acknowledge historic resource signs but include a 10 square foot limitation. Some upgrading similar to Upland's approach seems warranted.

RECOMMENDATION:

Revise standards to provide clearer protection for historic signs and murals.

(See Sections 18.152.010, 18.152.240 & 18.152.250)

Costs to Remove Signs in the Public Right-of-Way

EXISTING REGULATION

Not specifically addressed.

DISCUSSION:

The City regularly incurs costs to remove various types of temporary signs from the public right-of-way. Some of these removals damages light standards, equestrian fencing, trees and the like. In order to effectively recover the costs associated with these removals it is necessary to create a specific obligation to the beneficiary of the sign since most are not caught in the act of installing the signs. The best examples of this approach are in the Glendora (“real or apparent charge and control”) and Montclair (“person, business, company or entity that owns the sign, placed it or who benefited from it”) ordinances. Obviously there is an entire related process to assess and recover costs but it is essential to establish this key relationship.

RECOMMENDATION:

Amend the Municipal Code where appropriate to establish responsibility for parties benefiting from illegal signs in the public right-of-way.

(See Section 18.152.170.B)

Bulbs, Lighting & Other Attention Attracting Devices

EXISTING REGULATION

Not addressed in a clear manner when not part of a sign.

DISCUSSION:

None of the ordinances except Diamond Bar really clearly address this issue. Virtually every Sign Code prohibits blinking, etc. but they all fall short of addressing strings of lights that may outline windows or building elements and whose sole purpose is to attract attention to the building or a sign.

RECOMMENDATION:

Prohibit strings of lights unless clearly architectural lighting.

If allowed, need to consider types of lights that might be allowed and where they can be placed. A process for review may also be needed.

Minor or Accessory Signs

EXISTING REGULATIONS:

Not addressed specifically.

DISCUSSION:

Typically these are small signs such as “restroom”, “office”, “no parking”, “credit cards”, “height clearance”, “pay here”, etc. They have always been allowed but the Sign Code did not address them. It seems appropriate to create a definition and provide a general authority to allow such minor signs. Generally such signs should be prohibited from including advertising content. In the survey Rancho Cucamonga and Upland present the best examples.

RECOMMENDATION

Add a definition (See Section 18.152.020) and a general authority for Staff approval (See Section 18.152.050).

Calculation of Sign Area

EXISTING REGULATION

18.152.020. 1. Aggregate Surface Area. The area of the sign facing or surface shall be computed as follows: Where the sign is composed of cut-out elements the aggregate surface shall be computed on the basis of the area of each element; where a sign is composed of script letters or *within a panel the aggregate surface shall be computed on the basis of a rectangle equivalent in dimensions to the extreme height and width dimensions of the display.*

DISCUSSION:

While the existing definition may generally be sufficient there are so many variations that Staff is frequently required to interpret a general standard and apply it to a specific circumstance. An expanded definition and illustrations would benefit those interpretations. Of the cities surveyed the best examples appeared to be Azusa and Claremont.

RECOMMENDATION:

Expand the definition and provide graphic examples.

(See Section 18.152.020)

Calculation of Sign Height

EXISTING REGULATION

18.152.020.12. "Height" means the vertical distance measured from the base of the sign to the highest point of the sign.

DISCUSSION:

While the existing definition may generally be sufficient there are so many variations that Staff is frequently required to interpret a general standard and apply it to a specific circumstance. An expanded definition and illustrations would benefit those interpretations. Of the cities surveyed the best example appeared to be Azusa.

RECOMMENDATION

Expand the definition and provide graphic examples.

(See Section 18.152.020)



Planning Commission Staff Report

DATE: June 7, 2012

TO: Planning Commission

FROM: Community Development Department

SUBJECT: MUNICIPAL CODE TEXT AMENDMENT No. 11-03 –
Consideration of various revisions to the Sign Code

BACKGROUND

On May 16, 2012 the Planning Commission conducted a public hearing on the proposed revisions to the Sign Code. The Planning Commission directed various additional changes to the Staff recommendation, as follows:

1. Window Signs: Eliminate distinctions between temporary and permanent windows signs and allow up to 35% coverage. Treat industrial zones similar to commercial zones.
2. A-Frame Signs: Allow A-Frame signs for all businesses. Staff to draft standards and bring back for additional discussion. Discussion indicated to be near business main entry (not along street in shopping centers) and other standards noted in Staff report were generally appropriate.
3. Electronic Message Boards: Develop standards to allow electronic message boards for uses such as San Dimas Hospital. Additional discussion needed to determine if allowed in other circumstances or for other types of uses including retail. Additional discussion needed regarding use as a window sign (i.e. "ticker tape" messaging).
4. For Lease/For Sale Signs in Commercial & Industrial: Eliminate freestanding signs. Establish amortization time (90-120 days).
5. For Rent Signs in Multi-Family: Acceptable as recommended.
6. Temporary Banners: Acceptable as recommended.
7. Monument Sign Identification Standards: Generally acceptable as recommended. Staff still revising language but intent similar.
8. Facade Upgrade – Frontier Village: Acceptable as recommended.
[NOTE: Should probably add standards for these signs.]
9. Purpose & Intent – Content Neutrality: Revise to clarify intent to place better focus on business needs for adequate signage.
10. Historic Signs: Acceptable as recommended.
11. Costs to Remove Signs in Public Right-of-Way: Acceptable as recommended.

12. Bulbs, Lighting & Attention-Getting Devices: Further discussion needed.
13. Minor or Accessory Signs: Acceptable as recommended.
14. Calculation of Sign Area & Sign Height: Acceptable as recommended.
15. Unique Situations: Further discussion needed.
16. DPRB or Other Discretionary Flexibility: Further discussion needed.
17. Open House & Garage Sale Signs: Staff directed to develop standards to allow these signs but not in the public right-of-way.

ANALYSIS

A-Frame Signs:

Staff suggests minor revisions to the definition as noted below. In addition it is suggested that A-frames, subject to specified standards be allowed in commercial zones, including Frontier Village, but not administrative-professional or industrial zones. The proposed standards include the following:

- Signs to be displayed only during business hours.
- Maximum size of 6 square feet and height of 4 feet.
- Chalkboards or whiteboards allowed (see definition).
- Must be placed within 10 feet of primary customer entrance to business but not in landscaped setbacks, parking spaces or public right-of-way (except in Town Core).
- May not block sidewalk, impede pedestrian access or ADA path of travel.
- Must be professional quality with paper or cardboard prohibited. Balloons, pennants, flags, lighting, banners, etc. and other attention-getting devices are prohibited.

Section 18.152.020.32 Sign, portable. "Portable sign" means a sign not permanently attached to the ground or any structure, including but not limited to, a-frame signs, sandwich board signs, sidewalk signs, whiteboards or chalkboards, signs on wheels and similar signs. Portable signs does not include banners, pennants, flags, inflatable signs, vehicle signs, and hand-held signs.

Section 18.152.120.B.11:

Portable signs. A maximum of one portable sign, as defined in Section 18.152.020, shall be permitted, subject to the following standards:

- a. Maximum sign area of six square feet, including any changeable copy on whiteboards or chalkboards.
- b. Maximum height of four feet.
- c. Shall only be allowed during hours that the business is open and shall be stored away from public view when the business is not open.
- d. Shall be placed within ten feet of the front door of the business advertised but may not be placed within a parking or loading space, driveway or drive aisle, landscaped planter, or public right-of-way, except as may be allowed per Section 18.152.170.
- e. Shall not impede pedestrian access, including ADA access, when located on a sidewalk or pedestrian access or any views or sight distance for vehicular traffic.

f. Shall not include any attachments, including but not limited to, balloons, pennants, flags, banners, illumination (including flashing, blinking and rotating lights) and similar attention-getting devices.

g. Shall be made of durable, weather-resistant materials, have a professional looking appearance, and be continually maintained in good condition.

h. Shall have written authorization from the property owner or management company or comply with standards set forth in a master sign program.

Section 18.152.120.C.7

Portable signs as provided for in subsection (B)(11) of this section.

Section 18.152.150.G

Portable signs. Shall comply with the provisions of Section 18.152.120.B.11 where such signs are not located within the public right-of-way. [NOTE: Add Section referencing permitted monument signs allowed by Section 18.152.170.A.5.]

Section 18.152.170.A.6 [NOTE: Renumber existing A.6 to A.7]

Portable signs which comply with the provisions of Section 18.152.120.B.11 for commercial buildings which have a zero setback from the public right-of-way, where the planning director approves the location of the sign and the city engineer issues an encroachment permit.

Electronic Message Boards:

In allowing electronic message board signs there are a number of questions to consider, including:

- Is there a distinction between electronic message boards using text versus animation and how are changeable copy signs affected?
- For what uses (i.e. schools, churches, institutions, retail, gas station price signs, etc.) should electronic message boards be allowed?
- What property standards (i.e. minimum lot size or locations) are appropriate?
- What design standards (i.e. size, luminance, frequency, type of messaging) apply to the signs?
- Are “ticker tape” window signs appropriate?

It does not appear that most of the sampled ordinances make distinctions between the type of electronic messaging in terms of animation versus text but the trend is towards animation based signs. In general, all types of electronic messaging signs are lumped together in the same definition. There can however be differing impacts from the two types of signs especially in terms of traffic safety. A text-based sign can take longer to display the entire message particularly if it is a “single-line” design (i.e. the sign at San Dimas High School) where the message scrolls or cannot be displayed all at once. Persons trying to read the entire message can be readily distracted. Typically these designs are

less expensive than full digital displays which could make them an attractive alternative.

In the existing City Sign Code changeable copy signs are only allowed in sections 18.152.090 and 18.152.100 for educational and religious institutions. These are generally smaller monument signs (four feet high, 30 square feet) and the examples in San Dimas are commonly churches such as Faith Lutheran Church on Bonita Avenue or Canyon Breeze Church on San Dimas Avenue. If electronic message boards are allowed for a broader range of uses, are changeable copy signs going to be similarly expanded, particularly to retail areas? The most common retail use in other communities has been for movie theater marquees although Walgreen's has these signs in some locations.

In terms of what uses or zones should be allowed to have electronic message signs sampled cities (see pages 16-25 of Attachment #3) seem to a limited class of uses as follows:

- Claremont – Large freeway oriented development complexes greater than 10 acres (essentially the auto dealers on the 10 Freeway)
- Diamond Bar – Freeway oriented businesses on parcel(s) greater than 4.5 acres (essentially auto dealers on the 60 and 57 freeways)
- La Verne – Outdoor businesses, including auto sales, nurseries and home improvement businesses, with a minimum frontage of 350 feet.
- Monrovia – Religious and educational institutions
- Montclair – Regional businesses with a minimum size of 20 acres (Montclair Plaza and auto dealers on the 10 Freeway)
- Upland – Specialized outdoor sales businesses, including car dealerships, RV dealerships and home improvement centers, greater than 2.5 acres with a minimum frontage of 250 lineal feet.

None permit electronic message signs generally and almost all are freeway oriented and on larger parcels for very limited uses. Observation would indicate this is a very common approach for sign regulations and most were properly tailored to fit a narrowly focused local circumstance. San Dimas has a limited number of circumstances that fit that model including Costco and the Arrow Highway/57 Freeway centers. None of those are seeking electronic message signs.

Allowing electronic messaging sign for institutional uses such as churches, schools and hospitals has a lesser impact since most would, by nature of the underlying regulations be smaller in size. Observation indicates that some gas stations have utilized digital signs for pricing panels and this should also be discussed.

In terms of potential standards (other than parcel size of use) the following samples from Attachment #3 are provided. Staff has highlighted in BOLD the approaches which seem most applicable.

CLAREMONT

- a. Only **one large development complex identification sign** shall be permitted for businesses which are located on the same parcel, or which share parking or access from a public street, or which are otherwise located within a single development complex.
- b. **No sign containing an electronic message center display permitted pursuant to this Chapter shall include any illumination which is in motion, or appears to be in motion, or changes in intensity, nor shall the display expose messages for less than four seconds or have intervals between messages of less than one second.**
- c. **Commercial messages on signs permitted pursuant to this Chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification signs is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted.**

LA VERNE

1. The proposed sign will not be disruptive to other properties, residential and institutional land uses within one hundred fifty feet;
2. The proposed sign does not disrupt a view or scenic corridor identified in the city's general plan;
3. The sign is consistent with the design principles of the community design element and the ordinance codified in this section;
4. **The changeable copy component shall change no more frequently than once every five seconds. Blinking and moving characters shall be prohibited;**
5. **The proposed sign will not create a traffic hazard by distracting drivers;**
6. **The changeable copy features shall be operable only during the normal operating hours of the business; in no event, however, shall the changeable copy feature operate later than midnight;**
7. **The changeable copy component incorporates screening, tinting, shielding, sensory dimmers or other components deemed sufficient by the community development director or designee to eliminate excessive glare;**
8. The proposed sign incorporates sufficient landscaping to mitigate the height, mass and size of the sign, including at least one mature specimen tree not less than twenty feet in height at time of planting. Selection of plant materials has been approved by the city landscape architect or designee.

MONROVIA

- (1) **An electronic message board may contain a changeable message board, as defined herein, that utilizes changeable text, images, pictures, and/or symbols that may appear as an on/off message. The area of the electronic component shall be included in calculating the total permitted sign area. The area of the electronic component(s) may not exceed 30% of the allowable sign area.**
- (2) **An electronic message board shall not contain or display animated, moving video, scroll, flash, blink, fly, or chase sign message into view or create a sense of motion. An electronic message board sign shall contain only static displays.**
- (3) **No lighted sign or message board shall have a luminance of greater than 300 footcandles.**
- (4) **Each message on an electronic message board shall be displayed for at least 30 seconds, and a change of message shall be accomplished within two seconds with an on/off cycle. Fade out/fade in from one static image to another static image is allowed.**
- (5) **The electronic message board shall display messages directly related to the on-site use. No off-site advertising is allowed on the electronic message board.**
- (6) **The electronic message board component of a sign shall be automatically dimmed after dark. The electronic message board must contain a default mechanism that freezes the sign in one position if a malfunction occurs; and automatically adjusts the intensity of its display according to natural ambient light conditions.**
- (7) **The owner of an electronic message board shall provide the city with contact information for a person who is available to promptly turn off the electronic message board after a malfunction.**
- (8) **Any structures, visible devices, cages or shielding related to or attached to an electronic message board are prohibited, unless reviewed and approved by the Development Review Committee prior to installation.**
- (9) **After approval of a minor conditional use permit for an electronic message board, the permit may be reviewed and additional conditions and limitations may be imposed by the Development Review Committee, including without limitation, lighting, illumination, hours of operation or intensity of the electronic message board, if complaints, subject to verification by staff, are received from the public.**

UPLAND

G. *Design standards.* All proposed electronic changeable-copy signs and attendant landscaping and irrigation plans shall be subject to review of the design review board. The recommendations of the design review board shall be presented to the planning commission, during consideration of the conditional use permit. The scope of review by the design review board shall include consideration of all the following:

1. That the proposed sign displays are proportional to its face and its supporting structures;
2. **That the proposed 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;**
3. That the proposed sign site shall incorporate dense landscaping, to visually reduce the mass and size of the sign as it appears from all public rights-of-way. Such landscaping may include the provision of berming, street trees, on-site landscape islands and landscaped setbacks, as needed, to provide an appropriate context for the proposed sign. The sign itself shall be placed within a landscaped and irrigated planter area.
4. **That the proposed sign shall serve as the primary identification sign for the property, and shall replace any other existing primary identification structure which serves this purpose.**

5. That the sign does not distract motorists or create other traffic or safety hazards.

H. *Conditions.* Prior to the approval of a conditional use permit for an electronic changeable-copy sign, the planning commission shall impose the following requirements, together with any additional conditions deemed necessary:

1. **That the changeable commercial message display intervals shall change no more frequently than once every eight seconds; and that blinking and/or moving characters shall be prohibited;**
2. **That a time and temperature display of at least eight seconds shall be required to appear during every two minutes of operation;**
3. **That public service messages shall constitute 10 percent of the messages displayed during each one-hour period. These public service messages are in addition to the required time and temperature displays. All public service messages shall be subject to city approval and shall be reviewed on an annual basis, or as deemed necessary;**
4. **That the sign shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign;**
5. **That no off-site advertising or messages, other than public service information approved by the city, shall be displayed;**
6. That the proposed sign will not create a traffic hazard by distracting drivers or any obstructing traffic visibility;
7. **That the electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the planning director.**

In addition, the Commission should discuss whether or not it intendeds to allow “ticker tape” electronic messaging signs within the context of permitted window signs. Staff has not been able to find any standards but would not consider such signs to be allowed unless specifically authorized.

Staff will draft specific text to address the topic of electronic messaging after receiving additional input and discussion.

Open House & Yard Sale Signs:

The two examples (see text boxes below) addressed only open house signing. The Commission should determine if they want a similar approach to be applied to yard sales.

Staff has identified in BOLD the standards which should be considered.

CITY OF DUARTE

Section 19.42.070. Exempt Signs

P. *Real estate signs.* Real estate signs for sale or lease of property on private property, as set forth here. **All such signs shall be set back a minimum of five feet from the public right-of-way and located in a manner that does not to impede or impair the view of a motorist from the right-of-way or other travel lanes. Signs shall be non-illuminated nor externally illuminated.**

1. For residential property, one on-site sign is allowed with a maximum sign area of six square feet. A maximum of three attached incidental signs are permitted on each real estate sign identifying the agent, special feature, and/or sales status.

2. On weekends and holidays, open house signs for residential properties are allowed as needed to direct traffic from major collector and arterial streets to the subject property. One sign may be placed for each change in direction, to a maximum of five signs, each with a maximum sign area of six square feet. No such sign shall be located within any public right-of-way or on any public property.

3. For nonresidential property, one on-site sign is allowed per street frontage, each with a maximum sign area of nine square feet and a maximum height of six feet.

CITY OF UPLAND

Section 17.20.100. Temporary real estate signs.

D. Temporary Residential Real Estate "For Sale" Signs.

1. **No signs shall be placed in any parkway of the city, on a street tree, or utility pole.**
2. **All signs shall be placed not less than 10 feet back from the curbline.**
3. Along Euclid Avenue.
 - a. If there is a sidewalk, the sign shall be placed on residence side of the sidewalk.
 - b. If there is no sidewalk, the sign shall be placed to the rear of the treeline, toward the residence, a minimum of 10 feet from the curb.
4. No signs shall be posted at any time in the Euclid Avenue median or parkway.

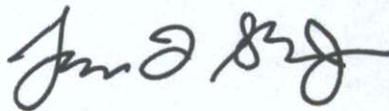
E. Temporary Residential "Open House" Signs.

1. **This allowance applies to Fridays, Saturdays, Sundays, and legal holidays only.**
2. **One open house directional sign may be placed in the parkway at any two intersections of the city. An additional third sign will be allowed if the home is located within a cul-de-sac street.**
3. Two flags and one open house sign may be placed in the parkway of the open house.
4. **No open house flags or signs shall be allowed in the parkways on any day of the week except Fridays, Saturdays, Sundays, and legal holidays.**
5. No signs shall be posted at any time in the Euclid Avenue median or parkway, on a street tree, or utility pole.
6. **Any open house signs remaining in the parkway after the weekend or holiday shall be subject to confiscation, and a citation may be issued after one written warning**

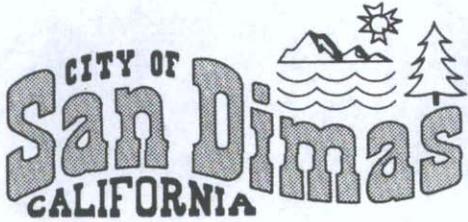
RECOMMENDATION

Staff recommends further discussion and direction as deemed appropriate.
Continue public hearing to June 21, 2012.

Respectfully Submitted,



Larry Stevens,
Assistant City Manager for Community Development



Planning Commission Staff Report

DATE: June 21, 2012
TO: Planning Commission
FROM: Community Development Department
SUBJECT: MUNICIPAL CODE TEXT AMENDMENT 11-03– Consideration of various revisions to the Sign Code

BACKGROUND

On May 16, 2012 and June 7, 2012 the Planning Commission conducted public hearings and discussed various updates to the Sign Code. The hearing was continued to June 21, 2012 for further discussion of remaining issue areas.

ANALYSIS

Open House & Yard Sale Signs:

Based upon discussions at the June 7, 2012 hearing Staff has prepared the below draft text for inclusion in the Sign Code. Refer to pages 9-11 of Attachment #1 of the May 16, 2012 Planning Commission Staff Report.

Section 18.152.050 Signs exempt from permit requirements.

A. Real Estate Signs.

[insert appropriate # and renumber as necessary]

#. On weekends and legal holidays, temporary single family residential open house signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

- a. Maximum sign area of six square feet and maximum height of four feet.
- b. A maximum of four signs which should generally be placed at a change in direction.
- c. Balloons, flags, pennants, lighting and other attention getting devices shall not be appurtenant to any sign.
- d. No such sign shall be placed in any median, public right of way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
- e. All such signs shall include the address of the property and name, address and telephone number of the realtor and real estate company.
- f. Signs shall be of durable material and securely fastened or installed.

[insert additional standards if any here]

M. *[subject to change based on final formatting]* Garage and yard sale signs. In conjunction with a garage and yard sale permitted pursuant to Section 18.196.030.G, temporary signs are permitted to direct traffic from major and collector streets to the subject property. Such signs shall comply with the following:

1. Maximum sign area of six square feet and maximum height of four feet.
2. A maximum of four signs which should generally be placed at a change in direction.
3. Balloons, flags, pennants, lighting and other attention getting devices shall not be appurtenant to any sign.
4. No such sign shall be placed in any median, public right of way or on any public property. Placement on private property requires permission of the property owner. Such signs shall not be attached to any utility pole, street light, traffic signal pole, parked vehicle or tree.
5. All such signs shall include the address of the property and name and telephone number of the person conducting the garage and yard sale.
6. Signs shall be of durable material and securely fastened or installed.
[insert additional standards if any here]

Electronic Message Boards:

Based upon discussion at the June 7, 2012 hearing Staff has prepared the below draft text for inclusion in the Sign Code. Refer to pages 12, 13 and 16-22 of Attachment #1 of the May 16, 2012 Planning Commission Staff Report.

18.152.060 General design specifications.

D. Illumination.

8.c. ~~Public service~~ Electronic message boards, subject to Subsection E.
[NOTE: Reletter existing Subsection E to F.]

E. Electronic message boards. Where permitted by this Chapter, electronic message boards shall comply with the following:

1. An electronic message board may contain a changeable message that utilizes changeable text, images, pictures, and/or symbols that may appear as an on/off message. An electronic message board shall not contain or display animated, moving video, scroll, flash, blink, fly, or chase sign message into view or create a sense of motion. An electronic message board sign shall contain only static displays. The changeable commercial message display intervals shall change no more frequently than once every eight seconds; and that blinking and/or moving characters shall be prohibited. A change of message shall be accomplished within two seconds with an on/off cycle. Fade out/fade in from one static image to another static image is allowed.
2. No lighted sign or message board shall have a luminance of greater than 300 footcandles. *[NOTE: Still working on luminance standards.]*
3. The electronic message board component of a sign shall be automatically dimmed after dark. The electronic message board must contain a default mechanism that freezes the sign in one position if a malfunction occurs; and

automatically adjusts the intensity of its display according to natural ambient light conditions.

4. The sign shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign.

5. That the electronic changeable-copy sign shall be screened, tinted, shielded or otherwise modified, as necessary, to eliminate excessive glare, as deemed sufficient by the planning director.

6. Commercial messages on signs permitted pursuant to this Chapter shall advertise only the businesses conducted, services rendered, or goods produced or sold within the development complex which the identification signs is intended to serve. Public service information, including, but not limited to, the time, date, temperature, weather, and similar information shall be permitted. No off-site advertising or messages, other than public service information approved by the city, shall be displayed;

7. That public service messages shall constitute 10 percent of the messages displayed during each one-hour period. These public service messages are in addition to the required time and temperature displays. All public service messages shall be subject to city approval and shall be reviewed on an annual basis, or as deemed necessary. [*NOTE: Should discuss the merits of this requirement.*]

18.152.090 Signs in single family residential zones.

C.1.a. Changeable copy signs, including electronic message boards in compliance with Section 18.152.060.E, may be incorporated into the total square footage of the monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

18.152.120 Signs in commercial zones.

B.11. [*NOTE: Multi-tenant centers.*] An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

C.7. [*NOTE: Single tenant commercial buildings.*] An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

D. [*Add after table for freeway-oriented signs*] An electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted freeway oriented sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

E. *Add language allowing price panel displays to be digital. Need to verify State law standards before completing.*

18.152.145 Signs in other zones.

Reletter existing paragraph as A and add B as follows:

In the Public/Semipublic zone, for any schools, hospitals, churches or similar institutional uses, an electronic message board in compliance with Section 18.152.060.E may be incorporated into the total square footage of any permitted monument sign. The area of the electronic component(s) may not exceed 60% of the allowable sign area.

Purpose & Intent/Content Neutrality:

At the May 16, 2012 hearing the Commission expressed a concern that that emphasis of the Purpose section be revised to better reflect the importance of signs to businesses. The text below reflects an effort to address that concern. Revisions from the previously proposed text are in **ORANGE with added language underlined and deleted language ~~crossed-out~~.**

18.152.010 Purpose.

A. Signs have an obvious impact on the character and quality of the city. They ~~attract or repel~~ affect the viewing public, businesses and ~~affect~~ traffic safety. Therefore, the intent of this chapter is to encourage the installation of signs that provide reasonable opportunities for business identification. improve the appearance of buildings and neighborhoods, encourage innovation and enhance the economic effectiveness of ~~any one identification device~~ the business community while by preventing needless distraction and clutter from the other signs in the area. Carefully designed and regulated signing can contribute to the visual quality of the community, increase economic activity and provide for a desirable environment effectively balancing a variety of seemingly competing needs.

B. The purpose of all permitted permanent signs is primarily to provide identification of buildings, businesses and special locations. Permanent signs are not meant to provide advertisement. Because of this, the sign regulations in this chapter have been designed to encourage and promote building, business and special location identification.

C. The objectives of the various sign regulations set forth in this Chapter are:

1. To ensure that permanent signs serve primarily to identify the business establishments on ~~the any site and facilitate economic effectiveness of the business community.~~

2. To ensure that temporary signs which primarily address desires to advertise products, services and events are compatible with the goals set forth in Section 18.152.010.A.

3. To ensure that signs harmonize with their buildings and neighborhoods and with other signs in their vicinity.

4. To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship and spacing.

5. To require that signs are carefully designed and professional in appearance.

6. To enhance the economic value of the community through the appropriate regulation of such characteristics as size, number, location, design and illumination of signs.

7. To avoid traffic hazards by minimizing visual competition among signs and by providing for clear identification of businesses.

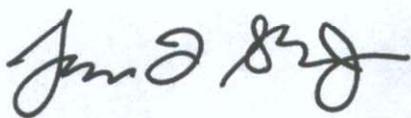
D. Notwithstanding any other provision of this Chapter, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this Chapter. If noncommercial copy is substituted, the sign shall be subject to the same time, place and manner standards applicable to the original commercial sign as set forth in this Chapter. The content of any noncommercial copy on any sign otherwise permitted by this Chapter may be changed in the same manner as the sign copy for the commercial sign copy may be changed.

E. This Chapter shall be considered permissive and any types of signs not specifically allowed herein are considered prohibited. In addition, any design standards may be reasonably interpreted by the planning director and applied in a manner consistent with the intent of this Chapter.

RECOMMENDATION

Continue public hearing to July 5, 2012 after discussion.

Respectfully Submitted,



Larry Stevens,
Assistant City Manager for Community Development



MEMORANDUM

DATE: August 2, 2012

TO: Planning Commission

FROM: Larry Stevens, Assistant City Manager for Community Development

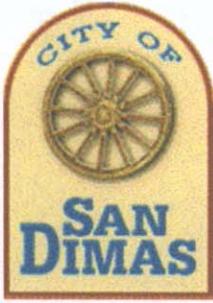
SUBJECT: MUNICIPAL CODE TEXT AMENDMENT 11-03– Consideration of various revisions to the Sign Code

The attached exhibit is intended to incorporate all the Sign Code changes agreed to on a consensus basis at the previous hearings. I have not double-checked or proofread the attachment at this point and may find minor anomalies. There are several points which require additional discussion and/or clarification, including:

1. Window signs. There was some discussion regarding eliminating the distinctions between permanent and temporary window signs but I am not certain there was a consensus to do this so the latest draft maintains that distinction.
2. Unique situations (i.e. Starberry Farms). Has this been adequately addressed by allowing a portable sign or is further signage necessary to offset the fact that the building has no windows? Are there other "unique" situations that we are aware of and need to address?
3. Electronic Message Boards. I am still working on illumination standards.
4. Window lighting. There was some discussion to consider or devise standards to allow some type of window lighting. The draft prohibits such lighting.
5. Multi-tenant Monument signs. There was discussion to consider establishing an 8" minimum letter height to ensure legibility. I have not included that in the current draft. In addition, there was concern that the formatting of the changes to allow the multi-tenant monument signs might be confusing. I will re-read it and may make additional formatting changes if this is the case.
6. Town Core monument signs (in public right-of-way). There are no specified standards for sign and height since all must be reviewed by DPRB. Do we want to consider adding standards?

Staff will internally review this draft to minimize any potential of overlooking issues discussed or identified but it would also be helpful for the Planning Commission to give this further thought as well.

Staff intends to do a page-by-page review at the hearing. If we complete this review and are in substantial agreement a Resolution and Final Draft can be prepared for the August 16 meeting.



MEMORANDUM

DATE: August 16, 2012
TO: San Dimas Planning Commission
FROM: Community Development Department
SUBJECT: MUNICIPAL CODE TEXT AMENDMENT 11-03 – Sign Code Update

Staff has prepared in final form the Sign Code amendments discussed at the previous hearings on this matter. The only changes that are not fully addressed are luminance standards for electronic message boards and window lighting which acts to garner attention rather than be architectural. Staff is still working on these matters and will present any minor changes needed at the meeting.

Staff recommends adoption of the attached Resolution and forwarding final recommendations to the City Council.

Attachments:

1. Attachment A which shows the changes since the last meeting in BOLD.
2. Resolution PC-1464

CITY OF SAN DIMAS PLANNING COMMISSION MINUTES

Regularly Scheduled Meeting
Wednesday, May 16, 2012 at 7:00 p.m.
245 East Bonita Avenue, Council Chambers

Present

Chairman Jim Schoonover
Commissioner David Bratt
Commissioner John Davis
Commissioner Stephen Ensberg
Commissioner M. Yunus Rahi
Assistant City Manager Community Development Larry Stevens
Director of Development Services Dan Coleman
Associate Planner Marco Espinoza
Planning Commission Secretary Jan Sutton

CALL TO ORDER AND FLAG SALUTE

Chairman Schoonover called the regular meeting of the Planning Commission to order at 7:01 p.m. and Commissioner Bratt led the flag salute.

PUBLIC HEARINGS

1. **CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 11-03** – A request to amend San Dimas Zoning Code Chapter 18.152 Signs.

Staff report presented by **Assistant City Manager Larry Stevens** who stated the staff report was a summary of the proposed amendments and the detail was contained in the attachments. Based on past meetings several topics were identified which he has addressed in Attachment 2 by showing the existing regulation, discussion comments from the forums, and Staff's recommendation. Of the issues raised at the previous meetings, Staff is recommending no change to five topics. He presented an overview and Staff's proposed recommendations for Window Signs, A-Frame or Portable Signs, Digital Electronic Message Boards, For Lease or For Sale Signs in Commercial/Industrial Zones, Multi-Family Rental Signs, Temporary Banners, Monument Sign Identification Standards, Façade Upgrade Limitation in Frontier Village, Purpose and Intent – Content Neutrality, Historic Signs, Cost to Remove Signs in Public Right-of-Way, Lighting and other Attention Getting Devices, Minor or Accessory Signs, and Calculation of Sign Area and Height.

He recommended the Commission hold the public hearing and see which topics are of interest to those present, and receive input from the Commissioners. There will also be some minor changes based on comments from other Staff members. Once he has received all this

information, he will draft the final ordinance language for the Commission to review and approve before taking their recommendation to the City Council for consideration.

There are also three areas they have had some discussion on at the last joint meeting with the City Council that were not clearly addressed. An example is Starberry Farms, which does not have windows, so they may have to craft some type of language to allow similar coverage for signage as if they had window area. Another issue was how to allow flexibility for permitting something not covered in the code without having to go through a code amendment. Possibly they could go through the DPRB process, but you have to avoid any First Amendment problems depending on the level of discretion created. Some cities allow for minor variances by meeting certain findings for things similar to existing standards. Another category left open for discussion would be open house/garage sale signs, and whether they would like to regulate that or not. If they did, he would research it further and bring back draft language.

Commissioner Ensberg asked about the hospital's request for an electronic sign.

Assistant City Manager Stevens stated after review it seemed that this type of sign has limited value and benefit and can be difficult to regulate, and to determine under what circumstances should they be allowed. Would the hospital be the only business to have one, or can they be used in other locations. Where you usually see them is large signs for freeway oriented businesses, which we don't have. There was some discussion at the joint meeting that possibly retail users would want to use them. He has seen a few retail users that have used them, such as Walgreens, and in most circumstances they seemed inappropriate. If the Commission felt it was appropriate for the hospital, he could work on code language, but they should keep in mind that just because someone requests something, it may not be appropriate.

Commissioner Davis felt from a procedural perspective the Commission should go through each topic in depth, let the public make comments on each topic as we go along, and make a recommendation.

Chairman Schoonover opened the public hearing. Addressing the Commission were:

Gregory Brentano, CEO, San Dimas Community Hospital (SACH), stated one reason the hospital requested a digital electronic sign was as a public safety measure to identify where the hospital was located since the building is set so far back from the street. They also provide a number of community oriented services such as flu shots and Lamaze classes which they could advise the community about. They also envisioned using the sign to let people know how long the wait time in the emergency room was so they would know when it was best to come in. He asked the Commission to reconsider Staff's position.

Chairman Schoonover asked in regards to things like flu shots or Lamaze classes, how frequently are these held that they needed to have this type of sign.

Gregory Brentano, SACH, stated they Lamaze classes run once per month and flu shots are offered during flu season. They also hold Senior Wellness classes and monthly blood drives, as well as critical public safety programs once or twice a week. Using a banner for these things would not be practical.

Commissioner Ensberg stated this sign would not be used then to advertise the gift shop or cafeteria.

Gregory Brentano, SACH, stated that is correct. They could also use the sign to advertise City events as well.

Commissioner Rahi stated he was trying to understand why they needed a special sign like this.

Gregory Brentano, CEO, stated this would be used for health and wellness programs, or to advertise Emergency Room wait times. Since they are so specialized, he would not be opposed if the City wanted to limit the type of message displayed.

Chairman Schoonover stated there are a number of hospitals in the area and he has not seen any of them use this type of sign, and asked why he felt it was important to have one.

Gregory Brentano, CEO, stated he has seen them at hospitals in Riverside County, and even some that use a billboard on the freeway to advertise the ER wait time, and he felt that was a critical piece of information to the industry. He stated people will come to the ER for minor issues, and this would allow them to come when it wasn't so busy with more important emergencies. He could not comment as to why other hospitals in the area are not using this type of sign.

Commissioner Davis asked Staff if this was an emerging area that should be addressed.

Assistant City Manager Stevens stated it could be considered emerging, but since it is relatively expensive, it is not overly utilized, and he didn't see it as a pressing issue that needed to be currently addressed. This is the only request the City has received for this type of sign.

Commissioner Ensberg felt if they were going to write standards, it might be beneficial to do so for a high-end user like the hospital to set the bar for subsequent users.

Assistant City Manager Stevens stated if they were to write standards they would have to address areas such as level of illumination, frequency of change, how to dim going from day to night, what type of message can be displayed, as well as deciding if they want to handle these on a case-by-case basis or create standards. A larger issue to consider would be if there are other users besides the hospital and would they want to allow them in retail areas, which could create more things to consider. The original discussion was how to renovate the existing monument sign for the hospital. If we are going to allow them to change to a digital electronic sign, then the current monument sign is too large to comply with current standards and may need to be reduced in size.

Commissioner Bratt stated maybe digital signs should be separate from the monument sign standards to make them useable.

Assistant City Manager Stevens asked if he would like that to be in lieu of or in addition to a monument sign.

Commissioner Bratt felt a different standard should be created to allow a digital electronic sign that is different than a monument sign. He also felt they should be allowed for a single-tenant business with a certain amount of street frontage, and that appropriate restrictions could be created to keep the whole City from going digital.

Assistant City Manager Stevens asked if the Commission wished to open this up to other non-public service uses such as retail or office uses. If they were to place a narrow standard similar to the hospital, you may limit it to uses such as churches or the Tzu Chi.

Commissioner Davis felt the cost will come down in the near future and he could see businesses wanting to use these as window signs, and that the City should try to get in front of the trend.

Assistant City Manager Stevens if this type of sign is allowed in a retail environment, then you get into the realm of advertising and asked if that was the type of message they wanted to allow.

Chairman Schoonover felt if they were going to permit digital electronic signs, they should not be used for retail advertising and should be limited to public service messages only.

Commissioner Rahi felt there could be a problem if they allowed too many of them in the City.

Commissioner Davis stated he is not suggesting every retailer be allowed to use them in every window, but he could see a business wanting one in the window instead of painting them with advertising.

Assistant City Manager Stevens stated currently he would view this type of sign as not permitted as a window sign. In getting back to the hospital, he asked should a digital electronic sign be in lieu of or in addition to a monument sign.

Chairman Schoonover and **Commissioner Bratt** stated they felt it should be in lieu of a monument sign.

Commissioner Ensberg felt they should be allowed to have both types of signs.

Commissioner Davis clarified that the signs were for displaying public service messages but not commercial content.

Chairman Schoonover stated he was opposed to having this type of sign at all, but if it is allowed, he would want it to be restricted to public content only. He asked if the size of the lettering will dictate the size of the sign.

Assistant City Manager Stevens stated it will probably need to be larger than the permissible monument sign, so will look at what could be an acceptable size.

Dilip Patel, General Manager, Holiday Inn Express, 485 W. Arrow Highway, felt that hotels should be allowed to have internally illuminated signage, and monument and building signs at the frontage.

Assistant City Manager Stevens stated his hotel is in the Creative Growth (CG) zone, so is subject to the criteria shown on page 19, Sub-Item C, which permits window signs, canopy signs, icon signs, one primary and two secondary wall signs with a square footage limitation. It is also possible to have a monument sign in lieu of one of the wall signs. There is a maximum height of four feet, not including architectural projections, and if internally illuminated, it must be opaque and not white plex. This is the existing code and he can apply for a monument sign now. The current code allows for an illuminated monument sign using opaque material so the letters are lit at night but the background is not. This is the same standard for Extended Stay America and Comfort Suites, both of which have monument signs. He only has one wall sign so he wouldn't even need to change his current signage in order to apply for a monument sign, so unless his problem is the size limit or the white plex, there is nothing preventing him from having a monument sign.

Dilip Patel, Holiday Inn Express, stated there is going to be a change in corporate signage, so he is waiting to see what that will be.

Assistant City Manager Stevens stated he may not be able to use a standardized Holiday Inn Express sign; that it may have to be customized in order to meet the City's requirements.

Commissioner Ensberg stated they want his business to be successful and he can have a monument code, so all he needs to do is give the criteria to whoever is going to make the sign and submit it to the City.

Dilip Patel, Holiday Inn Express, stated corporate wants a specific sign and their standard sign is illuminated on both sides.

Assistant City Manager Stevens stated then his sign will have to be customized. The Commission needs to keep in mind that if they change the criteria, it will impact all businesses in that zone. Mr. Patel can submit the Holiday Inn sign package and Staff can review it against the code requirements.

Commissioner Davis stated he would like to discuss content neutrality listed on Page 28 in Attachment #2, or page 1 of Attachment #1.

Assistant City Manager Stevens stated he added Section C which lays forth the basic objectives of the sign regulations, which is to better illustrate the intent. He has also added Subsection D to clarify that if you put up a sign for commercial purposes we are not technically regulating every word of text, as long as it meets the context of permissible time, place and regulations. This is typically referred to as a substitution clause.

Commissioner Davis the current wording left the impression that we do not want signs because they have a negative impact on the character and quality of the community. He felt we should emphasize that we want to attract commercial tenants and have a sign program that balances the needs of the community with the needs of the commercial tenants to advertise.

Assistant City Manager Stevens stated it is a choice as to which is more important, and felt that if you have a focus on business as the driver, that businesses will do almost anything to attract attention to themselves. A recent example is the relaxation of the sign code in the City of Upland. While the regulations are not bad, the Council made a decision to not enforce them temporarily and it created a very negative effect on the environment and appearance of the City in the commercial corridors, especially with an excessive amount of temporary banners, to the point that you almost can't distinguish one from the other. In a controlled environment, people know what is expected and you don't have this intense competition to try to catch the buyer's eye, and everyone is treated fairly. He felt that business actually suffers if you don't have clear regulations.

Commissioner Davis concurred that you want to have balance but he felt there should be some emphasis on enhancing the visibility of businesses and would like to see the tone of the paragraph reflect that we wish to attract and retain businesses through business identification.

Assistant City Manager Stevens stated he will adjust the language to reflect the direction expressed by the Commission.

In regards to Window Signs, he stated three categories, permanent, temporary, and accessory, were created for the interim ordinance adopted last year. He also included language that will allow advertising alcohol with a finding that overrides any existing conditional use permit

restrictions, and created language for window graphic signs, like the ones used at Active Ride Shop and proposed by Sherwin Williams. This type of sign does not necessarily advertise a product or name and is more artistic in nature. It would need DPRB approval in order to cover the whole window.

Commissioner Davis asked why there was a distinction between coverage for permanent and temporary signs; why not just allow 35% coverage of any type of signage, as long as any one individual window did not exceed 50% coverage.

Assistant City Manager Stevens stated the interim ordinance was created in response to complaints and was appropriate at the time it was adopted. He felt that covering a window with 35% temporary signs was too much, but he could eliminate the distinction if the Commission desired.

Commissioner Davis felt the signs should be changed but that there should be some flexibility for the percentages.

Assistant City Manager Stevens stated if they would like to eliminate the distinction between permanent and temporary signage, that it would be best to lower the amount to 25-30% coverage. That way you could lessen the obscuring effect.

Commissioner Bratt stated he has heard people say that they want to be able to see inside a business.

Assistant City Manager Stevens stated the purpose of windows is to be able to see in and out, and the more coverage that is allowed, the more you take away that purpose. CVS was designed without windows because they did not work with their display racks. The hardware store has really nice windows but they have blocked them all with display racks right in front of them.

Commissioner Bratt stated he liked how it was written and would not want to see 35% of the windows covered with permanent signage. He felt having a differentiation between permanent and temporary signage was appropriate.

Commissioner Ensberg stated he would not be opposed to doing away with having different standards.

Assistant City Manager Stevens clarified that they commission approved the definitions, but did not want to have a discreet limit.

Commissioner Davis and **Chairman Schoonover** concurred that they were okay with having 35% total coverage, with no one window exceeding 50% coverage, and were in support of the language for window graphic signs.

In regards to industrial and office zones, the Commission felt there did not need to be any enhancement to the current code for office uses, but that some industrial uses had a quasi-retail component so would like to see that aspect researched further for possibly allowing additional signage.

Commissioner Davis stated he did not want to see A-Frame signs eliminated, but also felt that having them away from the building front along the highway was inappropriate.

The Commission concurred that they would like A-Frame signs allowed in retail zones, should be within six feet of the front door of the business, each business in a shopping center could utilize them, supported the suggested size limitations, no attachments to them, would allow chalkboards and white boards, they should be professional quality, and ADA compliant.

Commissioner Davis stated in regards to For Sale/For Lease signs in commercial and industrial zones, he felt the free-standing signs should be eliminated and they could use banners and window signs on the vacant spaces. He also thought it would be all right to use a space on a multi-tenant sign to advertise leasing information. He felt that by having all these wooden signs posted, it was creating the impression that the whole City was vacant.

Assistant City Manager Stevens stated in response to Commission comments that he felt most centers were not filled by drive-by clients, that the signs were to advertise the brokers more than to advertise vacancies. He could amend the language to reflect the Commission's direction to prohibit them.

Commissioner Ensberg stated he was more comfortable with Staff's recommendation than to delete them completely. The problem seems to be that they appear to be permanently installed.

Commissioner Bratt felt the vacant tenant spaces can have signage, but that there shouldn't be signs out at the street.

Chairman Schoonover asked what is the projected revenue from the cost recovery program because he was concerned that if it was a minimal amount, the negative reaction from the community may not be worth it.

Assistant City Manager Stevens stated the major concern is the amount of time and money it costs to repair City property after removal of signs.

Commissioners Davis and **Bratt** felt for yard sale signs there needed to be flexibility to allow people to advertise, but possibly they should be like a freestanding open house sign so that people wouldn't use tape on City property and cause damage.

Assistant City Manager Stevens stated they should consider what is appropriate and how it is constructed, should there be a numeric limit, and to have name and contact information on the sign itself. One of the main issues is where can they be placed, as you would want to avoid the public right-of-way.

Assistant City Manager Stevens, in response to Commissioner Davis, stated in regards to temporary banners, it would be impractical and difficult to enforce to allow an increase in the number of banners while not going over the 60 days permitted each calendar year. He stated an issue with lighting is that people tend to use lights around windows or buildings to try and draw attention to their location, so they are attempting to use them as a form of sign. If the Commission wanted to allow lighting around windows or outdoor eating areas, then they will need to create standards. He can create a definition for permitted architectural lighting, such as low voltage and designed to be used outside.

Commissioner Bratt stated he was not in favor of blinking lights in windows, but could support lights for outdoor eating areas, and the Commission felt they should be limited to white lights only.

MOTION: Moved by Bratt, seconded by Davis to continue the public hearing to the regular Commission meeting of June 7, 2012. Motion carried unanimously, 5-0.

CITY OF SAN DIMAS PLANNING COMMISSION MINUTES

Regularly Scheduled Meeting
Thursday, June 7, 2012 at 7:00 p.m.
245 East Bonita Avenue, Council Chambers

Present

Chairman Jim Schoonover
Commissioner David Bratt
Commissioner John Davis (arrived 7:38 p.m.)
Commissioner Stephen Ensberg
Commissioner M. Yunus Rahi
Assistant City Manager of Community Development Larry Stevens
Planning Commission Secretary Jan Sutton

CALL TO ORDER AND FLAG SALUTE

Chairman Schoonover called the regular meeting of the Planning Commission to order at 7:04 p.m. and Commissioner Bratt led the flag salute.

CONSENT CALENDAR

1. Approval of Minutes: May 2, 2012

MOTION: Moved by Bratt, seconded by Ensberg to approve the Consent Calendar. Motion carried 4-0-1 (Davis absent).

PUBLIC HEARINGS

2. **CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 11-03** – A request to amend San Dimas Zoning Code Chapter 18.152 Signs. **(Continued from May 16, 2012)**

Assistant City Manager Larry Stevens stated tonight he will be going over three areas of discussion; one is complete and the other two are for the Commission to identify the desired standards, and then those will be brought back at a future meeting with completed language. It is his intent to try and have the proposed ordinance language back at the June 21st meeting in a form that will allow them to make a substantial approval, with possibly just a few minor changes to the language.

The first item is A-Frame Signs. The proposed text allows them in all commercial zones, but not in the AP and Industrial zones, and creates a definition of what is a “portable sign.” There was some discussion about the wire framed signs, but he doesn’t think that will fall under the

definition for allowed portable signs as this type of sign is prohibited from being located in landscape areas. He may include them in the prohibited signs section for clarification, but did not think they will meet the definition for inclusion in the allowed section. He went over the standards for what will be allowed, and that the language in blue in the staff report is what is proposed for addition to the sign code in the various code sections.

Commissioner Bratt asked what his intention was in regards to whiteboards and chalkboards; would they be limited to the same size and other standards as a pre-printed A-Frame sign.

Assistant City Manager Stevens stated the same standards would apply. These are typically used at restaurants so that they can write down what the daily specials are.

Commissioner Bratt felt they might want to specify in the language that these were only to be used at restaurants.

Chairman Schoonover asked if they specified for restaurants only, would they be eliminating another class of business from using that type of sign.

Commissioner Bratt stated personally he would like to see them eliminated altogether, but if they were going to allow them, he didn't really want to see them at other types of businesses. His concern is if they are trying to maintain a professional quality with portable signs, the use of a whiteboard or chalkboard with handwriting can lower the professional look.

Assistant City Manager Stevens stated possibly the hardware stores or drug stores might want to use them to advertise daily specials. He will go through the example ordinances and come up with a list of user restrictions for their consideration at the next meeting.

He stated a maximum height of four feet seemed reasonable as they are intended to be pedestrian oriented. Additional requirements included only being out during business hours, located within 10 feet from the door of the business being advertised, and restricted from certain locations as identified in the staff report. He felt having a specific number identified was prudent in order to keep a row of them from being lined up at a strip center. The one at Starberry Farms is an example of an A-Frame placed out at the sidewalk; this is one that will need to be relocated closer to the building. When 99 Cent Only opened they put several unpermitted signs along the street frontage until they were advised that wasn't allowed. The problem is once one business starts to do that, others will want to as well. The signs cannot block ADA access or sidewalks; may not have attachments to them; must be made of durable weather-resistant material; and be professional looking. If they are in a shopping center, they will also need permission from the owner or agent of the center because they may have more restrictive standards than the City's.

Commissioner Ensberg thought there had been discussion about some uses in the industrial zone that had used them in the past.

Assistant City Manager Stevens stated the discussion was in reference to a multi-tenant monument sign, so he did not create a standard for A-Frames in the industrial zones. Where you might see an industrial zone with some commercial uses in the front is in the center along Arrow Highway between Eucla and Amelia.

Chairman Schoonover did not see a need to allow them in the industrial zones.

Assistant City Manager Stevens stated the next topic was regarding electronic message boards and the need for additional guidance on standards. First would the Commission want to

evaluate animated signs and text based signs differently. Animated signs usually have an image that appears in a flash, stays on for 8-10 seconds, and then changes to a new image instantly. Text based signs were more like the one at the high school which scrolls a single line of text. The problem with this type of sign is if you are driving by, you may be distracted from trying to read the whole message as opposed to an animated sign, which is why he wanted to know if they would like them handled separately.

Commissioner Ensberg felt they should consider Commissioner Davis' remarks at the last meeting of trying to be more supportive of the business community, and he was willing to trust the hospital to design a good sign.

Chairman Schoonover was concerned that if they allow animated signs, eventually they will want to use moving graphics, and he would be opposed to that.

Assistant City Manager Stevens stated most ordinances restrict the type of graphic he is describing, and include language stating the image must be static, and you can say that blinking and moving characters are prohibited. Both La Verne and Monrovia have restrictions like that, and a standard can be created to address his concern.

Commissioner Bratt stated he liked Monrovia's standards that limit the signs to on/off messages.

Assistant City Manager Stevens stated currently the code allows what is called a changeable copy sign at educational institutions and churches. He asked if the Commission wanted to merge that into the new standard, or leave it separate and the way that it is. He thought the only time he has seen a changeable copy sign commercially was at some Walgreens. He felt it might be best to leave them as a separate category and limit them to churches and educational institutions, but also allow churches and educational institutions to have the option to have an electronic message board if they desired.

The Commission concurred with that suggestion.

Assistant City Manager Stevens stated the next question was what types of uses, other than the identified churches, educational institutions, hospitals and gas station price panels, would be permitted to have the electronic message boards.

Commissioner Bratt stated he would like to see them limited to individual, stand-alone businesses and not used at shopping centers, and to maybe control the number by setting a minimum street frontage requirement of at least 150 feet.

Assistant City Manager Stevens stated the sample ordinances greatly varied on setting a minimum parcel size, and that was probably based on who in their cities wanted to have one when the code was adopted. Several were really focused on certain types of businesses, such as auto dealerships.

Chairman Schoonover stated he has seen them in other cities at some Walgreens, but he did not think he would want to see it at the Walgreens at Lone Hill and Arrow.

Commissioner Rahi stated he concurred that he would be more inclined to allow them at individual businesses and not for shopping centers.

Commissioner Davis arrived at 7:38 p.m.

Commissioner Ensberg felt they didn't need to be limited and we should allow them wherever someone wanted to use one.

Assistant City Manager Stevens stated he thought he had seen one used at Montclair Plaza. They could always consider setting a minimum size for shopping centers in order for one to be permitted, which could then accommodate the larger centers along the freeway. Then the smaller centers like Walgreens and Fresh & Easy wouldn't be eligible unless there is a free-standing building. That might be a way to allow some flexibility but ensure you don't have too many of them.

Chairman Schoonover asked if a shopping center wanted to use one, would they need to modify the master sign program.

Assistant City Manager Stevens that is probably how it will be handled, so it would be taken to the DPRB for review on how to incorporate an electronic message center into the existing master sign program. He stated the direction he is hearing from the Commission is to write a standard that would allow electronic message boards in commercial zones at shopping centers with a minimum acreage or an individual business with a minimum frontage size.

The Commission concurred with that direction.

Assistant City Manager Stevens then went over the technical standards contained in the sample ordinances on pages 5-7 of the staff report which set limits on such things as motion, commercial messages limited to the business on the site with the sign, public service information, traffic hazards and change rate, and hours they can be on. He stated he thought La Verne's standard of no later than midnight was written for Person Ford which was located near residential.

Commissioner Bratt stated they could have a similar situation at the hospital since it is also located near residential zones.

Commissioner Davis stated maybe you could control some of that by increasing the length of time for copy change during non-business hours.

Assistant City Manager Stevens stated they will want to set criteria for shielding, prohibiting animation and motion, and luminance. He passed around industry standards for luminance for the Commission to review.

Chairman Schoonover felt Monrovia's ordinance was written to accommodate the car dealers along the freeway, which are quite a ways back from the traffic and could account for the high footcandle amount.

Commissioner Davis felt a 30 second interval before changing was too long.

Assistant City Manager Stevens concurred and felt something in the 10 second range would be more reasonable.

Commissioner Davis asked if there were any standards for clarity of the sign because he really dislikes the ones that look like dots. He felt they wanted something that looked more like a screen.

Assistant City Manager Stevens stated he has not been able to find any clarity standards yet. He asked if they would be interested in a standard like Upland's that required 10% of an hour's display to be public service announcements, in addition to a time and temperature display.

Commissioner Davis asked who would define what constitutes a public service announcement.

Assistant City Manager Stevens stated they could make it a requirement but leave it up to the business to determine what is appropriate, other than they cannot have any other messages except for the businesses on the site. He stated he could not find any standards that regulated ticker-tape signs, since he reads the code to say they are prohibited on the exterior of a business, but asked if they wanted to allow them to be inside a business but facing to the outside.

Commissioner Ensberg felt it would be okay with having that type of sign displayed to the outside, and asked why it would be considered a problem.

Assistant City Manager Stevens stated signs can be distracting so most regulations are created to minimize distractions. The problem with scrolling text signs is that people can become distracted trying to read the entire message.

Commissioner Davis stated he would be okay with some type of electronic window sign but felt it should have the same type of standard and have a static image, not a scrolling line of text. He stated he really dislikes the signs with the red dots.

Commissioner Bratt stated he is neutral on this type of sign, but has seen some that flip up a message one line at a time instead of scrolling.

Commissioner Rahi asked if using an electronic sign in the window would be in lieu of some other permitted window sign.

Assistant City Manager Stevens stated is correct, and that standards could be written similar to the exterior electronic message boards which would limit animation and motion.

Assistant City Manager Stevens stated the final topic for direction dealt with open house and yard sale signs. The two examples from Duarte and Upland dealt with open house signs only, and that he was unable to find any ordinances that give a similar opportunity for yard sale signs. However, since they are looking at increasing penalties for damage caused by signs, he felt they would want to create some type of standard. He went over the sample ordinance requirements for allowed location, number of signs, and design standards. He felt they need to have a numerical limit in the ordinance, clarify the size, and limit attachments, similar to the standards for A-Frame signs.

Commissioner Davis asked about construction and appearance standards for the signs.

Assistant City Manager Stevens stated there should be a quality standard, but that maybe it will be more general in the ordinance, and then they can adopt a more specific policy for certain types of signs. A policy will help with identifying who sets out the signs, and they can work with

the realtors on being self-policing in following the policy. He doesn't really want to require issuing a permit for these signs, he just felt they should have the standards in place. They are looking at having Code Enforcement one weekend a month, and they can always advise the realtors that if their open house signs do not comply, they can be removed.

He went over the previous discussion on A-Frame signs for Commissioner Davis, who concurred with the direction given by the other Commissioners.

MOTION: Moved by Bratt, seconded by Davis to continue the public hearing to the June 21, 2012 Planning Commission meeting. Motion carried unanimously, 5-0.

ORAL COMMUNICATION

3. Director of Development Services

Assistant City Manager Larry Stevens stated there is the possibility of a joint meeting with the Parks and Recreation Commission and the Equestrian Commission on Tuesday, July 17, 2012 at 6:00 p.m. to discuss the consultant's recommendation for the new park in the Walnut Creek Area. They are still waiting to receive the consultant's final report, so this date may change, but he wanted to let the Commissioners know so they could put it on their calendars.

Commissioner Davis stated he will be out of town that evening, as well as for the regular Commission meeting on July 19, 2012. He asked if the City had jurisdiction over the Walnut Creek area.

Assistant City Manager Stevens stated the City has jurisdiction over what can occur on their six acres except for zoning requirements, which will be through Los Angeles County, but they are working cooperatively with the Rivers and Mountains Conservancy on developing the parcels together.

Assistant City Manager Stevens stated there may be two more pads developed along Lone Hill at the Costco site, but it will probably be several months before the projects are before the Commission. The Gladstone pad is still being marketed. Olive Garden has opened and he hears it is doing quite well.

He stated they just received word that the new buyer for Bonita Canyon Gateway has pulled out, so VCH is looking for a new investor/buyer. The 99 Cent Only store opened, and he understands it was very successful. The City Council will be discussing the NJD trails proposal in closed session at the next meeting, so that is still in on-going discussions. Panda Express has started construction and could be 60-90 days away from completion.

4. Members of the Audience

No communications were made.

5. Planning Commission

Commissioner Davis asked if the Redevelopment Oversight Committee has met, and if those meetings are open to the public.

Assistant City Manager Stevens stated they have had two meetings to discuss the revised ROPS since the first submittal was turned down by the Department of Finance. The biggest issue was the City loans, but the second submittal put them on the itemized list of obligations but did not ask for any funds during the first six months, which was approved. He explained the

CITY OF SAN DIMAS PLANNING COMMISSION MINUTES

Regularly Scheduled Meeting
Thursday, June 21, 2012 at 7:00 p.m.
245 East Bonita Avenue, Council Chambers

Present

Chairman Jim Schoonover
Commissioner David Bratt
Commissioner John Davis
Commissioner Stephen Ensberg
Commissioner M. Yunus Rahi
Assistant City Manager Community Development Larry Stevens
Director of Development Services Dan Coleman
Planning Commission Secretary Jan Sutton

CALL TO ORDER AND FLAG SALUTE

Chairman Schoonover called the regular meeting of the Planning Commission to order at 7:00 p.m. and Commissioner Bratt led the flag salute.

CONSENT CALENDAR

1. Approval of Minutes: June 7, 2012

MOTION: Moved by Bratt, seconded by Ensberg to approve the Consent Calendar. Motion carried unanimously, 5-0.

PUBLIC HEARINGS

2. **CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 11-03** – A request to amend San Dimas Zoning Code Chapter 18.152 Signs. **(Continued from June 7, 2012)**

Staff report presented by **Assistant City Manager Larry Stevens** who stated this is the Continued Public Hearing from June 7, 2012. Based on previous input, he has submitted six standards to address portable Open House signs, consisting of being permitted for single-family open houses, can be used only on weekends and legal holidays, maximum six square feet per sign and height of four feet maximum (similar to A-Frame signs), attachments prohibited and a maximum of four signs for any one open house. They would also be prohibited from placement in the public right-of-way, and if they are on private property, they need the property owner's permission. It would also be required that the address of the property, and the name and address of the realtor be on the sign so if the City receives complaints, they have a way to

contact the realtor about it. The signs should be constructed of durable material and securely installed.

Commissioner Davis thought there should be a condition that limits the number of signs that can be placed in any one spot, as he has seen one realtor putting multiple signs on the same property.

Assistant City Manager Stevens stated he could add a condition that there should be no more than one sign on any piece of property per realtor. They can be double-faced to allow better visibility, and that way it should allow for multiple realtors to use the same location without overcrowding it.

Commissioner Bratt stated he has noticed more open houses being held on Fridays now. He was all right with the standards as currently written, which do not include Friday as part of the weekend, but thought he would mention it.

Assistant City Manager Stevens stated he put the yard sale signs in the exempt section, so while you would need the free permit to hold the yard sale, and this will provide an opportunity to help people understand the sign criteria, you do not need a separate permit for the signs. The standards are basically the same as for Open House signs, and would require the name and address for the sale to be on the sign for contacting the responsible person if any issues arise, and can be in smaller print. The signs would need to be durable and fastened, which would allow for wire-frame signs, with the intent to discourage hand-made signs that are posted on public property. He is also including a restriction on placing them on parked vehicles.

Commissioner Davis stated he would also like the same condition added as they did for Open House signs limiting the number at any one location.

Assistant City Manager Stevens stated in regards to electronic message boards, he put the standards in Section 18.152.060 which is the general design specification section that all other sections can refer back to. He went over the standards in the report starting with number E1, covering length of time for any one message, moving images, luminance, auto-dimming requirement after dark, defaulting to a freeze-image if the sign malfunctions, adjusting brightness based on the ambient light and reducing glare. Section 6 requires the commercial messages be related to the business or services on the site where the sign is located, which can include for sale or leasing information as long as it is for something on the site.

He stated Section 7 was a discussion item on whether to require mandatory public service announcements. Sometimes applicants will use this approach as a means to getting their sign permitted, such as the offer from the Hospital to include messages from the City.

Commissioner Ensberg didn't see why we would be imposing that requirement for a sign that is on private property. He stated since the Hospital initially brought up the request for an electronic sign, possibly we should give them the standards to review and provide input on.

Assistant City Manager Stevens stated he was looking for input from the Commission on this and the section could be re-written to encourage including public service announcements instead of requiring them. He stated it would be difficult to circulate the standards to everyone ahead of time for comments. The standards are written to support the City's position; everyone does not need to agree with them for the standards to be appropriate.

Commissioner Bratt did not think it was the function of Staff to contact everyone with every proposed change. They have been notified that there is a public hearing occurring, and they

can attend to provide input if they were interested. He felt it would be best to encourage public service announcements but not set a certain amount they would have to comply with.

Assistant City Manager Stevens stated he would probably add language to explain what qualifies as a public service announcement, which would not include advertising or political messages, though non-commercial free speech on a permitted sign cannot be regulated. Based on comments he will delete the section requiring time and temperature.

Commissioner Davis expressed concerns about having a sign that might shine into residential windows, like at the Hospital, and thought there should be a standard about the intensity of the sign at the closest residential structure.

Assistant City Manager Stevens then discussed location standards for electronic message boards, and if used as a part of a monument sign, only 60% of the area can be for the electronic screen, the rest would be a permanent message. These can be part of multi-tenant monument signs and freeway signs as outlined in the report. He will be doing additional research of State law regarding gas station price panels. Based on prior discussion these signs will be prohibited from AP and Industrial zones. He felt a retail business that locates in an industrial zone wouldn't necessarily need the same advertising as one that locates in a retail center, so would not need this type of sign. He will also be adding criteria in the section covering signs in other zones so that they did not have to write a section for other zones such as the Public/Semi-Public.

Commissioner Bratt asked what the standard for a development to have a monument sign is.

Assistant City Manager Stevens stated a freestanding commercial, industrial or office building with a single-tenant generally is allowed to have a monument sign. The Code is being amended to allow single-tenant identification in shopping centers. The Downtown area has different criteria as they would be located in the public right-of-way. He did not allow electronic message boards in the Downtown area, which would include Albertson's, and the only place freeway signs are allowed are in the larger integrated centers such as San Dimas Station, Lowe's/Levitz, Target, Ralph's, and Costco.

He stated the last item tonight was in response to comments to have a stronger message about the importance of signs to businesses in the Purpose Section.

The Commission felt Section A could begin at the sentence starting "Therefore, the intent..." and in Section E, they suggested the words "In addition" could be deleted from the second sentence.

Assistant City Manager Stevens stated the only thing they have not addressed from the previous list is unique areas, such as having something similar to a window sign at places like Starberry Farms which has no windows. It may be possible with the change in language in the Purpose and Intent section to reasonably interpret it to allow similar standards on buildings without windows. In response to Commissioner Davis he stated it may be possible to add something about "open-air facilities" that could address it.

Commissioner Davis advised he would be out of town for the July 19th meeting.

Commissioner Bratt felt it was important to have all five Commissioners present to vote on the final version of the amendment.

MOTION: Moved by Bratt, seconded by Davis to continue the public hearing to the July 5, 2012 meeting. Motion carried unanimously, 5-0.

1. **ENVIRONMENTAL ASSESSMENT AND CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 12-01** – A request to amend the Carport Setbacks of Specific Plan No. 26 to match the surrounding multi-family residential zone consistent with General Plan Housing Element Policy 4.2 and 4.3, for the property located at the northwest corner of East Bonita Avenue and San Dimas Canyon Road. (APN: 8390-013-021, 024, 025, and 026) A Negative Declaration is Proposed. **(REQUEST TO PULL ITEM FROM AGENDA)**

Staff report presented by **Director of Development Services Dan Coleman**, who stated the City recently received notice that Summerhill Homes has pulled out of this project. As there may be other amendments needed for this project, Staff felt it was best to wait and incorporate all the changes simultaneously. A notice of cancellation was mailed to the public hearing mailing list.

MOTION: Moved by Bratt, seconded by Davis to pull this item from the agenda. Motion carried unanimously, 5-0.

ORAL COMMUNICATION

3. Director of Development Services

Director Coleman stated the City received a letter from the United States Postal Service that they will not be relocating the post office and it will continue all operations from its current location.

Assistant City Manager Stevens stated the RMC has received the final report from the consultant regarding the Walnut Creek Habitat area. The joint meeting of the Commissions is tentatively scheduled for Tuesday, July 17 at 6:00 p.m. in one of the community rooms, but Staff will confirm the details in the next week or so. He stated they would most likely be presented with options to consider, and they would be voting on their recommendation that will be forwarded to the City Council. This is just a Conceptual Master Plan, and it can change over the course of the project based on the needs at that time.

4. Members of the Audience

No communications were made.

5. Planning Commission

Commissioner Rahi inquired if there was any update on the proposed Tzu Chi Master Plan that included the Butterfly Property in the City limits.

Assistant City Manager Stevens stated there has been no meeting with the Tzu Chi in regards to a final plan. The Tzu Chi have requested to meet with the City and RMC to discuss easement issues and possible lot line adjustments partially related to their plan. They originally asked to meet to discuss doing a joint environmental process with the County, but they have not followed up on that request either.

Commissioner Rahi asked if the City would cover the cost for Commissioners to attend SCAG meetings regarding their Master Plan.

CITY OF SAN DIMAS PLANNING COMMISSION MINUTES

Regularly Scheduled Meeting
Thursday, August 2, 2012 at 7:00 p.m.
245 East Bonita Avenue, Council Chambers

Present

Vice-Chair David Bratt
Commissioner John Davis
Commissioner Stephen Ensberg
Commissioner M. Yunus Rahi
Assistant City Manager for Community Development Larry Stevens
Planning Secretary Jan Sutton

Absent

Chairman Jim Schoonover

CALL TO ORDER AND FLAG SALUTE

Vice-Chair Bratt called the regular meeting of the Planning Commission to order at 7:00 p.m. and Commissioner Rahi led the flag salute.

CONSENT CALENDAR

1. Approval of Minutes: May 16, 2012
 June 21, 2012

MOTION: Moved by Davis, seconded by Rahi to approve the Consent Calendar. Motion carried 4-0-1 (Schoonover absent).

PUBLIC HEARINGS

2. **CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 11-03** – A request to amend San Dimas Zoning Code Chapter 18.152 Signs. **(Continued from June 21, 2012)**

Staff report presented by **Assistant City Manager Larry Stevens** who stated he will cover each section with the Commission to clarify the new language reflects their intention from previous meetings.

Commissioner Davis and **Vice-Chair Bratt** felt the second sentence in the opening paragraph of the Purpose Section could be removed as redundant.

Assistant City Manager Stevens stated there is a minor change in Item C.1 and that Section E was added to clarify that the code is permissive. In response to Commissioner Davis he stated the variance section of the Municipal Code could provide for any exceptions, which would require meeting findings to illustrate the uniqueness of the situation and include public hearings before the Planning Commission.

The Commission concurred to use the term "Historic Downtown" instead of "Frontier Village" in the definitions and subsequent sections of the Code that refer to it.

Commissioner Davis stated on Page 5 it states that Time and/or Temperature Device will not be included in the sign size calculation, but on Page 36 it stated is will be included, and thought they should be consistent.

Assistant City Manager Stevens stated it could be perceived that there is a public benefit to displaying time and/or temperature information and they did not want to penalize someone with a smaller sign area if they utilized that option. In response to the Commission, he stated he could set a maximum area that could be excluded, such as 12-16 square feet, so that anything larger would start to count against the sign size. He will also eliminate the word "or" and will include language that will exclude clock faces that are actually part of the sign from being exempt.

In response to **Commissioner Davis**, he stated the reason there is no definition for hand-held signs is that they are prohibited in the general section, which is why they are not included in the enforcement and abatement section, and explained the current enforcement process.

Assistant City Manager Stevens stated in response to Commissioner comments, the exempt signs section has been modified to reduce the size of real estate signs in single- and multi-family zones since they are going to allow Open House signs. A new Section 2 was added to address vacant properties in the same zones over two acres in size, which would allow a six-foot tall sign with a maximum area of 16 square feet.

He stated Subsection A.3 was added to permit Open House signs, which the Commission concurred with, and Subsection A.4 was the new section for Garage/Yard Sale signs. In response to Commissioner Davis he stated the requirement to use durable material should be sufficient to keep people from using handwritten signs, and the hand-outs will be updated to educate residents on that requirement. The Subsection on Convenience Signs was moved to the end of the section, and Off-Site Directional Signs was moved to another section.

Commissioner Davis wanted to clarify that in regards to Construction Signs, on larger projects there could be multiple signs that might be as large as 36 square feet, one for each company that was working on the site.

Assistant City Manager Stevens stated that is correct.

Commissioner Rahi thought maybe they could be more specific in the title and say Construction Project Signs, so that it will be implied that these are short-term signs.

Assistant City Manager Stevens stated Subsection G Temporary Celebratory Banners was outdated and no longer necessary, and there were no changes in Historic Resources Signs.

Commissioner Davis asked if there needed to be something for electronic message boards under General Design Specifications for illumination.

Assistant City Manager Stevens stated he added a new Subsection E for electronic message boards, but he might reference that section back to the illumination section. He stated this section does not say where they can be located. In the zones where this type of sign will be allowed, it will reference back to this section for the design standards. He stated Item E.7 was for discussion on whether the Commission felt public service announcements should be required with an electronic message board.

The Commission concurred that they would like to encourage them but not require them.

Assistant City Manager Stevens stated he will remove the reference to "sandwich board" signs from prohibited locations, and he may add to the Nonconforming Signs/Amortization or Real Estate Sign section an amortization date for removal based on the "value" of the sign.

Commissioner Davis felt it should be in the Real Estate Sign section and thought 90 days would be an adequate time period.

Assistant City Manager Stevens stated he has added language to the Single-Family and Multi-Family zones referencing electronic message boards in the Changeable Copy section. In the Commercial Zone, Multi-Tenant Centers, permitted window signs have increased from five to 10 percent of the total window area, and primary wall signs will be limited to one name when there is a shared entrance to a building; the multi-tenant sign would be in the interior. A new standard has been added stating the secondary wall sign shall be on a different elevation than the primary wall sign. In response to Commission comments regarding buildings that have an extremely large frontage, such as the Lowe's building, he stated he could add language to indicate it is prohibited unless approved by the Planning Director due to unique circumstances and use that same format in the other applicable sections.

He stated in regards to Monument Signs the requirement to identify the complex only has been eliminated and individual tenants can be listed if approved through a Master Sign Program. In response to Commission comments, he stated he will set a minimum letter height at eight inches. He has removed the section requiring landscaping in the parking lots and added a section for electronic message boards. There is a new section for allowing Portable Signs, and he will add the limitation of only one per tenant.

Commissioner Davis stated on Page 21, Section C.5, he felt that section "a" could be removed. He also asked in regards to Freeway-Oriented Signs if it was necessary to have a separate category for centers above 210,000 square feet.

Assistant City Manager Stevens stated with recent changes made to the Levitz/Lowe's center and the area around Village Court, it may no longer be necessary. He will verify all the centers along the freeway to be sure, and if it is not required, he will amend the section to just have the two standards; thus freeway signs will be prohibited for centers less than 100,000 square feet and allowed for those over that size. He stated he has also added a standard to allow electronic message boards at service stations for display of gas prices. He stated pages 23-25 were the standards for the AP zone, and that the same requirements for a single-entry building and placement of secondary wall signs were added similar to the Commercial zone. The formatting for the monument sign section will probably be changed and will include the

eight-inch minimum letter height for consistency. In Subsection D he will add the information for electronic message boards and clarify that there can only be one monument sign.

He stated he will make the formatting consistent in the Industrial Zone section with the others, and has added the standard for portable signs. In the Signs in Other Zones Section he has added Paragraph B to allow the hospital to apply for an electronic message board. He will change the name "Frontier Village" in the next section as previously discussed. The amount of window signage has been increased to ten percent and added other language to be consistent with the rest of the code. He stated they would need to be careful with the Mercantile Building as you don't want to have multiple monument signs and that portable signs for the interior businesses do not all end up out near the sidewalk on Bonita Avenue.

Assistant City Manager Stevens went over the new standards for temporary banners, and asked the Commission for clarification on their direction regarding the percentage they would like for temporary window signs under Subsection D.1. Staff is recommending 25 percent coverage for temporary signage, which would be 35 percent overall when combined with the allowed permanent signage, with a cap of 50 percent coverage on any one window.

Commissioner Davis thought there should be one section for window signs so that the permanent and temporary standards were all together.

Assistant City Manager Stevens stated he could write it that way. If the standards for the amount allowed for permanent and temporary signs remain separate, then it encourages a higher quality permanent sign. If they are combined, you create an opportunity for more and larger temporary signs that are usually of lesser quality. Temporary signs also have to change periodically where permanent signs do not.

Commissioners Davis and **Ensberg** felt the standards could be combined.

Commissioner Bratt and **Rahi** felt the standards could be separate as suggested by Staff.

Assistant City Manager Stevens stated he could move all window sign standards into one section and in regards to temporary signage would leave it the way it is written now in Section D on page 31, with leaving the cap at 35 percent and no one window exceeding 50 percent coverage.

Commissioner Davis thought they had decided to remove the allowance for freestanding temporary non-residential real estate signs. He stated besides allowing a sign on the building or tenant space for lease, he would not be opposed to allowing some type of leasing sign over the permitted tenant space sign.

Assistant City Manager Stevens stated he will remove Subsection E.2 and add language allowing the permitted building sign to be covered with a leasing sign. These signs are permitted for up to six months, but if necessary, an extension could be granted. Regarding the section on Signs in the Public Right-of-Way, he will change the reference in monument signs from "Creative Growth" to "Historic Downtown."

He stated in going back to the staff report, an issue that has not been discussed is regarding unique situations, and the example that is always referred to is Starberry Farms. He will be able to use an A-Frame sign as long as he meets the standards, but there has also been a desire to have something like a temporary window sign on a building that doesn't have any windows. He

stated language could be added that would allow a commercial building that does not have windows to use temporary signage consistent with what is allowed for buildings with windows.

In regards to window lighting, he has kept the prohibition in the code until further research can be done, but added that if lighting is part of an architectural element, it could be permitted. In regards to monument signs in the Town Core, the Commission concurred to leave as written without design standards and let them be reviewed by the DPRB as needed.

ACTION: Vice-Chair Bratt continued the public hearing to the regular meeting of August 16, 2012.

ORAL COMMUNICATION

3. Assistant City Manager for Community Development

Assistant City Manager Stevens stated that Chairman Schoonover and Commissioner Davis were re-appointed by the City Council so they would schedule Commission reorganization for the next meeting. He explained the sections of the Brown Act regarding posting of agendas that have been temporarily suspended by Sacramento as a cost savings measure but stated San Dimas will continue to comply with the Act. The Olson Company has pulled permits for the first 24 units of their project at Grove Station and is in plan check for the next phase. Williams Homes is almost ready to pull permits for the eighteen houses in the Lone Hill tract. Staff is preparing to take the Commission recommendations on the Walnut Creek Habitat and Open Space Conceptual Plan to City Council possibly at their second meeting in August. He explained to Commissioner Davis that the first phase did not include any vehicular access to the park so that issue is still undecided.

4. Members of the Audience

No communications were made.

5. Planning Commission

Commissioner Davis stated he may be out of town for the first meeting in September and would keep Staff advised.

In response to **Commissioner Rahi**, Assistant City Manager Stevens stated the Panda Express was almost complete but that there was no date yet on when they intended to open. Staff is working with the developer to have the mock-up sign near Olive Garden removed, and that there are plans for a spec shop building near Panda Express and a preliminary application for a bank building near Olive Garden.

CITY OF SAN DIMAS PLANNING COMMISSION MINUTES

Regularly Scheduled Meeting
Thursday, August 16, 2012 at 7:00 p.m.
245 East Bonita Avenue, Council Chambers

Present

Chairman Jim Schoonover
Commissioner David Bratt
Commissioner John Davis
Commissioner Stephen Ensberg
Commissioner M. Yunus Rahi
Asst. City Manager for Community Development Larry Stevens
Associate Planner Marco Espinoza
Planning Secretary Jan Sutton

CALL TO ORDER AND FLAG SALUTE

Chairman Schoonover called the regular meeting of the Planning Commission to order at 7:00 p.m. and Commissioner Bratt led the flag salute.

CONSENT CALENDAR

1. Approval of Minutes: August 2, 2012 (Schoonover absent)

MOTION: Moved by Bratt, seconded by Davis to approve the Consent Calendar. Motion carried 4-0-0-1 (Schoonover abstain).

PUBLIC HEARINGS

2. **CONSIDERATION OF MUNICIPAL CODE TEXT AMENDMENT 11-03** – A request to amend San Dimas Zoning Code Chapter 18.152 Signs. **(Continued from August 2, 2012)**

Staff report presented by **Assistant City Manager Larry Stevens** who stated this is the continuance of the public hearing from the August 2, 2012 meeting. He stated Attachment 1 of the report has all the updates from the previous meetings, and the resolution contains everything in final form. Staff is still reviewing the resolution for typographical errors, and asked the Commission to give them leave to make those corrections afterwards as they are not substantive in nature. He stated on Page 1 of Attachment A the second sentence in paragraph A was deleted, no changes made to Page 2, and on Page 3 the description was changed from "Frontier Village" to "Historic Downtown."

Commissioner Davis felt that in the Electronic Message Center definition the use of incandescent lamps and flipper mechanisms could be deleted since they were trying to move away from that outdated form of movement.

Assistant City Manager Stevens stated he will make that change. On Page 4 there were no changes and Page 5 included the clarification from the previous meeting for Time and Temperature Devices for measuring the sign area. There were no changes to Pages 6-9, and he will correct the font change on Page 7.

Commissioner Davis expressed concern regarding the definition for Historic Sign because it appeared that something could not be considered historic if it was not on the Historic Resources Survey.

Assistant City Manager Stevens stated the language would be changed to say "and/or" in response to Commission comments. On the top of Page 10 he merged the paragraphs regarding real estate signs for developed and vacant properties in residential zones, including the setback requirement.

Commissioner Davis stated that on Page 8 under Exempt Window Signs, there was a requirement to remove temporary holiday lighting ten days after the holiday, but felt there should be a limit as to how early it can be installed, such as 15 or 30 days.

The Commission concurred to add that holiday lighting is to be installed no earlier than 30 days prior to the holiday.

Commissioner Davis stated on Page 10 regarding Open House and Garage Sale Signs, there is a maximum of four signs that can be placed at a change of direction, but felt there should be a stipulation that only one sign per individual at any location.

Assistant City Manager Stevens stated he could add a distance separation such as a minimum of 100 feet apart, or a statement limiting it to one sign for any individual open house or garage sale per location. On Page 11, Item C he added the word "Project" before Construction Signs, and the word "each" at the end. There were no changes on Page 12, and on Page 13 removed the words "public service" and replaced with "electronic" in number A.5.

In response to Commissioner Davis, **Assistant City Manager Stevens** stated he could add language to Section A.3 on Page 13 that the wattage should be measured as equivalent to an 11 watt incandescent bulb. On Page 14 there were no changes, and on Page 15 he added the language shown on the hand-out to Item E.2 for luminance standards and modified Item E.7 regarding public service announcements. On Page 16 is the amortization schedule for free-standing non-residential real estate signs. The blank date will be the effective date of the ordinance at second reading, and from that date the companies will have 90 days to remove them. There were no changes on Page 17, and the reference to "Frontier Village" on Page 18 has been changed to "Historic Downtown." The section on Window Signs has been moved to 18.152.164. On Page 19 he added the language to 5.e regarding secondary signs on the same building elevation, and deleted the height standard for monument signs because that is addressed later on.

Commissioner Davis questioned the limitation of having only a building name sign on a multi-tenant building with a shared entrance. He felt it should be the responsibility of the landlord to determine who can have a sign on the building, and that in a commercial area it is an advantage to a business to have their name on the wall.

Assistant City Manager Stevens stated this has been the practice in the City for the past 20 years and they are just trying to codify that practice. There hasn't been a problem until recently when the Ride and Show building was subdivided from a single-tenant to a multi-tenant building and the owner promised the tenants they would all be allowed to have signs without checking with the City first. A possible solution is to put a directory sign on the outside of the building but it might be difficult to read the names. It would be easier for tenants to tell their clients the name of the building they are in, and then have their listing in the lobby for their individual suites. They could also look into installing a monument sign with individual tenant names.

The majority of the Commission concurred with Staff's recommendation.

Commissioner Davis stated in regards to Item 5.e on Page 19, he thought if a secondary sign was going to be allowed on the same elevation as the primary sign, there should be a minimum distance requirement between the two signs.

Assistant City Manager Stevens stated on Page 19, Item 6, he added the language that tenants may be "eligible for inclusion" on the monument sign as part of the Master Sign Program, and added the minimum eight-inch letter height. On Page 22 in the Monument Sign section he eliminated the language that a monument sign can replace ineffective wall signs and allows them subject to the design standards. The section on Window Signs on Page 23 has been moved and reference made to the new code section. On Page 24 there is similar language for the monument signs, and he will include the new language in Item 5.e as discussed earlier for consistency here and on Page 25. Page 26 includes the new language to allow monument signs in the Administrative-Professional zone. He has also added the language allowing electronic message boards for Education and Religious Institutions in Item D.1.a on Page 26, and updated the language for Window Signs for consistency. He stated on Pages 27 and 28 are changes that are consistent with similar sections already covered.

Commissioner Davis asked if in the Historic Downtown they are still going to require wood for signs since they are moving away from the frontier theme.

Assistant City Manager Stevens stated they are still trying to avoid having internally illuminated plastic can signs in that area, and they have approved materials other than wood before.

Commissioner Davis thought maybe language could be added to say wood or other approved materials to maintain historic ambience. He thought they might want to allow more metal signs instead of wood.

Assistant City Manager Stevens stated he could add something to say they shall utilize materials consistent with maintaining the historic character of the area, including, but not limited to, and then give some examples, and shall not be standard internally illuminated plastic signs.

The Commission concurred that would be acceptable and he could finalize the language to reflect that in the various sections as appropriate. He stated he would bring back the finalized language for them to review prior to going to City Council.

In response to Commissioner Davis, **Assistant City Manager Stevens** stated Item 7 at the bottom of Page 31 allows a new business to use a temporary banner to help with business identification when they first open which would not count against the 60 days a year they are allowed for temporary banners, and that there is a possibility they would have two banners during that time period.

Assistant City Manager Stevens stated on Page 32 the Temporary Window Sign section was deleted and moved to the next section on Window Signs. He then went over the chart which was similar to the hand-out they have been using since adoption of the Urgency Ordinance.

Commissioner Davis felt the language under Temporary Signs, Time Limits should be modified to say no individual sign allowed more than 30 days.

Assistant City Manager Stevens stated while a permit is needed for a permanent sign, none is needed for temporary signs, but the business needs to document the day of installation of a temporary sign. He stated the additional standards for signs have been grouped in Item B on Page 34. He stated he modified Item B.3 as shown on the hand-out which is a general prohibition of window lighting except for exempt holiday lighting and lighting approved as an accent to the building or architecture. On Page 35 Item 4 now allows the advertising of alcohol, and Item 6 was added to address businesses that do not have windows. The next section included minor changes for consistency, and there were no changes on Pages 36 and 37.

In response to Commissioner Davis, **Assistant City Manager Stevens** stated Staff will make every effort to contact the owner of an improperly installed sign based on a reasonable address. If the notice is returned as undeliverable, it can still be considered notification and the signs can be disposed of. He can add some language to clarify attempted notification. He stated there were no additional changes made to Pages 37-40.

There being no comments from the public, the public hearing was closed.

RESOLUTION PC-1464

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN DIMAS RECOMMENDING APPROVAL MUNICIPAL CODE TEXT AMENDMENT 11-03, AMENDING CHAPTER 18.152, SIGN CODE

MOTION: Moved by Davis, seconded by Bratt to approve Resolution PC-1464 recommending approval of Municipal Code Text Amendment 11-03 to the City Council, including the additional language submitted in the hand-out and the revisions discussed during the public hearings, and authorizing Staff to make minor grammatical corrections. Motion carried unanimously, 5-0.

ORAL COMMUNICATION

1. **Assistant City Manager for Community Development**

Assistant City Manager Stevens reported on the court hearing with the Phillips regarding the boxcar in the front yard setback of their property on Amelia. Mr. Phillips was convicted on six counts and he went over the penalties. He stated there have been several development applications submitted for the RV Storage facility at Baseline and San Dimas Canyon Road, and the two pads at Costco for a bank building and a spec commercial building. The Tzu Chi may also be submitting an application for the Butterfly property, but it could be several months before it is ready to come to the Commission for review because of the environmental documents involved.

He stated the Walnut Creek Habitat and Open Space Conceptual Master Plan will be going to the City Council for consideration on August 28th. The demolition has been done on the downtown facades and they have started reconstruction on one building already. Pat Meyers



MEMORANDUM

DATE: September 11, 2012

TO: Mayor and City Council

FROM: Larry Steyers, Assistant City Manager for Community Development

SUBJECT: Report on status of Downtown Façade project including possible changes to project design and/or costs.

This matter is placed on the agenda at the request of the City Council for an update.

The demolition for the façade project has revealed that the underlying brick facades at 155, 157 & 161 W. Bonita may be in good condition worthy of restoration. Staff has rescheduled this work to allow consideration of this opportunity. The Staff, Project Architect and contractor are diligently evaluating redesign which may allow this. Redesign involves a number of factors which are partially structural and which may involve additional hazardous materials (lead-based paint). Contractor is pricing the redesign and a revised estimate is expected prior to the Council meeting. Staff will provide an update at the meeting on the design changes and the cost implications for possible consideration of revisions to project design and costs.

In addition the demolition affecting 157 & 161 W. Bonita has exposed potential issues with the clerestory windows which are in marginal condition and affected by lead based paint. Three options and the associated costs are being evaluated for these windows. A revision to the scope including increased costs is likely. Staff expects this information prior to the meeting and will provide an update at the meeting for possible action.

In the interim work is proceeding at 125 W. Bonita and at 169 W. Bonita where no substantive issues have occurred. Work on 125 should be completed in mid-September and work on 169 should be completed by late September. A revised schedule will be developed for the three remaining storefronts once potential changes are fully evaluated and decided upon.



Agenda Item Staff Report

TO: Honorable Mayor and Members of City Council
For the Meeting of September 11, 2012

FROM: Blaine Michaelis, City Manager

INITIATED BY: Ken Duran, Assistant City Manager

SUBJECT: Authorization for the City to pursue the transfer of the Liquor License from Marstellerz for future food use at the Walker House

SUMMARY

At the August 28th City Council Study Session the Council directed staff to begin to pursue the transfer of the liquor license from Marstellerz for future food use at the Walker House.

BACKGROUND

Marstellerz, the prior food concessionaire at the Walker House, had obtained a liquor license from the Alcohol Beverage Control (ABC). The license is a Type 47, for on-sale service at a general eating establishment. The License was also subject to Condition 23824, a special category for operations at publicly owned buildings. The special condition subjects the license to a reduced original fee of \$6,000 and restricts it from only being transferable from person to person at the same premises. Therefore, the license can only be used at the Walker House.

Representatives of Marstellerz had expressed their interest in transferring the license to the City or a future operator at the Walker House in exchange for the original fee of \$6,000.

At the August 28th Study Session the City Council directed staff to get information regarding the transfer of the license. Staff has confirmed that Marstellerz still is in possession of the license, which has been placed on inactive status, and that Marstellerz is still interested in its transfer. As of the writing of this report the City and Marstellerz are waiting to hear back from ABC on the transfer process and

costs. Staff anticipates that we will have more information to report to the Council at your meeting.

RECOMMENDATION

Pending the additional information obtained from ABC staff would recommend that the City Council authorize approval to accept the transfer of the license and reimbursing Marstellerz the original fee of \$6,000.



Agenda Item Staff Report

TO: Honorable Mayor and Members of City Council
For the Meeting of September 11, 2012

FROM: Blaine Michaelis, City Manager

INITIATED BY: Larry Stevens, Assistant City Manager

SUBJECT: Award a contract to AESC (Alternative Energy Systems Consulting) to provide professional audit services for five municipal facilities through the Southern California Edison (SCE) California Long-term Energy Efficiency Strategic Plan (CEESP) Grant.

BACKGROUND

Last year, SCE released a Request for Proposal (RFP) for local jurisdictions currently participating in Local Government Partnerships to fund activities that support California's Long-Term Energy Efficiency Strategic Plan. Through the COG's partnership with SCE, known as the San Gabriel Valley Energy Wise Partnership (SGVEWP), the COG and 28 cities submitted a proposal and were awarded funding to complete energy efficiency activities.

This year, the SGVCOG was awarded funding from SCE with the purpose of advancing CEESP Goal 3 to have "local governments lead by example with their own facilities and energy usage practices." A portion of these funds were allocated to cities that were interested in conducting energy audits of selected municipal facilities, with the expectation that these audits will assist in development of the energy efficiency chapter for the City.

The City received approval from SCE to move forward on the energy audits for five municipal facilities: Senior Citizen/Community Center, Swim and Racquet Club, SportsPlex, Walker House, and the Golf Course.

The consultant performing the audits will be required to provide a level of energy efficiency assessment equal to or greater than an ASHRAE Level 2 audit for each site. The Scope of Services was developed by SCE and must meet or exceed their minimum requirements and energy audit guidelines.

The ASHRAE Level 2 audit evaluates the building energy systems in detail to define a variety of potential energy-efficiency improvements. This should include the Lighting, Heating, Ventilation, and Air Conditioning (HVAC), Building Envelope, Domestic Hot

Water (DHW) if applicable, Plug Loads, and Compressed Air. This type of audit requires engineering analysis and calculations on all areas of the site.

The goal of this type of assessment is to allow the facility managers to make informed decisions and facilitate implementation on near term feasible measures and budgeting/planning for future implementation of additional measures.

A Request for Proposal was issued and sent to seven SCE approved consultants in the energy industry. Four consultants submitted proposals for consideration. The proposals were evaluated on the following criteria (also developed by SCE): Firms History and Experience on similar projects, Personnel Qualifications, Location and Availability, Understanding of the Scope of Services, References, and Cost.

The firms were ranked and after reviewing references, AESC is the firm we deemed the most responsive and cost effective.

The City included in the RFP the need for the consultant to accept all of the terms and conditions in the Contract Agreement for Professional Consulting Services. One of the conditions is that the consultant will await compensation for services until the City is reimbursed through the SCE grant that is administered through the SGVCOG. Reimbursement will range from approximately 45 to 90 days of receipt of the final invoice. The consultant is willing to accept all terms and conditions.

The entire cost of the audits is reimbursable through the SCE grant in addition to City staff time.

RECOMMENDATION

Award Energy Efficiency Audit Services Contract to AESC (Alternative Energy Systems Consulting, Inc.) in the amount of \$19,490 to be funded by SCE grant.

Respectfully Submitted,

Karon De Leon, Facilities Manager
Ann Garcia, Administrative Aide

Attachments:

Addendum A – Sites to be audited

ADDENDUM A – Sites to be audited

Site	Address	City	Year Built	Square Feet	Comments
1. Senior Citizen/ Community Center	201 E. Bonita Ave.	San Dimas	1959	12,886 SF Bldg.	North room added in 1993
2. Swim and Racquet Club	990 W. Covina Blvd	San Dimas	1981	18,000 SF Bldg.	And 2 swimming pools
3. SportsPlex	763 Cypress Ave.	San Dimas	1987	4 lighted sports fields	
4. Walker House	121 San Dimas Ave.	San Dimas	1889	8,610 SF Bldg.	Refurbished 2007-2009 (Historical)
5. Golf Course Facility	2100 Terrebonne Ave.	San Dimas	1975	Utility Bldg.; 2 well pumps; surface water pumps; outdoor lighting; banquet hall	



Agenda Item Staff Report

TO: Honorable Mayor and Members of City Council
For the Meeting of September 11, 2012

FROM: Blaine Michaelis, City Manager

INITIATED BY: Ken Duran, Assistant City Manager

SUBJECT: Request from Christ Church of the Valley for street closure of Covina Blvd. on October 31, 2012 from 1:00 p.m. to 10:00 p.m. for a Halloween Event

SUMMARY

Christ Church of the Valley has submitted a request to close a portion of Covina Blvd. on October 31, 2012 between the hours of 1:00 p.m. to 10:00 p.m. to conduct a Halloween event at their location.

BACKGROUND

Last year Christ Church of the Valley, 1404 W. Covina Blvd., was granted approval to close a portion of Covina Blvd. adjacent to their Church as a part of a Halloween event they were conducting. They have submitted a Special Event Permit application to conduct the event again this year, which includes the same street closure as last year. The street closure would be on Covina Blvd. from Valley Center to Kimberly Ave. between the hours of 1:00 p.m. to 10:00 p.m. on October 31st. The entire event is subject to the City's Special Event Permit review process which includes establishing operating conditions; however, the request for the street closure requires City Council approval.

Because of the sensitivity to the impacts on the surrounding community to the street closure and event itself, staff monitored last year's event. After the event the City sent out a letter to the neighboring residents asking for feedback from the event. We received 8 responses, 5 of them were positive, in support of the event. The responses that expressed concern identified issues such as increased traffic, spill over parking into the neighborhood and the influx of trick or treaters into their neighborhood from the event. Staff conducted a post event

meeting with the event organizers and shared these comments. Some adjustments are proposed to address some of the concerns.

Staff feels that last year's event was very well organized and very well attended. The application for this year's event is essentially the same. The event organizers have taken great lengths to try and take neighbor concerns into consideration. The Special Event Permit Committee has reviewed the application and imposed appropriate conditions. The Traffic Safety Committee has reviewed the street closure plan.

Staff feels that having the street closed provides a safer and better layout for the event. Staff would support approval of the street closure request.

RECOMMENDATION

Staff recommends that the City Council approve the request to close Covina Blvd. from Valley Center to Kimberly Ave. from 1:00 p.m. to 10:00 p.m. on October 31, 2012 to accommodate the Christ Church of the Valley Halloween event.



Agenda Item Staff Report

TO: Honorable Mayor and Members of City Council
For the Meeting of September 11, 2012

FROM: Blaine Michaelis, City Manager

INITIATED BY: Ken Duran, Assistant City Manager

SUBJECT: Request from San Dimas HEROES for street closure for dedication event on September 24, 2012

SUMMARY

San Dimas HEROES has submitted a Special Event Application with the City for a dedication event on September 24, 2012. The event will take place in Freedom Park and on the adjacent portion of Commercial St. The requested closure of Commercial Street requires City Council approval.

BACKGROUND

San Dimas HEROES has submitted a Special Event Application with the City for a dedication event of the water feature for the monument at Freedom Park on September 24, 2012.

The significant details of the event are as follows:

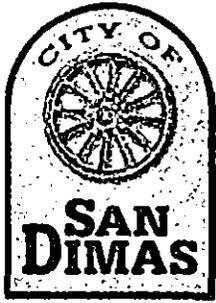
- The hours are from 4 - 8 p.m.
- The dedication ceremony will begin at 7:00 p.m.
- Two Clydesdale Horses will be on display and public viewing on the closed portion of Commercial St. from 5 – 7 p.m.
- Carl's Jr. mobile Diner will be parked on Commercial St. and be open from 4 - 8 p.m.
- A beer garden will operate on the site from 4- 8 p.m.
- A live band will perform before and after the dedication ceremony.

Staff has reviewed the event application and developed conditions of approval that address issues such as parking, restrooms, disabled access, neighbor notification etc.

The item is presented to the City Council because of the street closure request. The request is to close a portion of Commercial St. from San Dimas Ave. to Shirlimar from 1 - 9 p.m. The closure is necessary to accommodate the activities conducted in the street. The hours of the closure are necessary for set-up and tear down. The traffic control plan for the street closure will be reviewed and approved by the Traffic Safety Committee.

RECOMMENDATION

Staff recommends City Council approval of the closure of Commercial Street from San Dimas Ave. – Shirlimar on September 24, 2012 from 1 - 9 p.m.



MEMORANDUM

DATE: September 11, 2012
TO: Mayor and City Council
FROM: Larry Stevens, Assistant City Manager for Community Development
SUBJECT: Discussion to consider directing Staff to prepare a report for possible revisions to the existing City standards regarding underground utilities.

This memo is being prepared to provide general background information in order to determine if the manner in which the City implements requirements for underground utilities should be reviewed for possible revisions.

The requirement for undergrounding existing overhead utilities is commonly applied to new developments and subdivisions based upon the following ordinance provisions:

- Development projects:

18.12.060 Findings—Standard of review.

A. *Consideration and Review of Development Plan. In reviewing any development plan presented pursuant to the provisions of this chapter, the planning manager, director of development services or the DPRB, as the case may be, shall consider the following:*

17. *All utility facilities shall be underground.*

- Subdivisions:

17.32.130 Underground utilities.

A. *Utility lines, including but not limited to electric, communications, street lighting, and cable television, shall be required to be placed underground. Appurtenances and associated equipment such as, but not limited to, surface-mounted transformers, pedestal-mounted terminal boxes and meter cabinets and concealed ducts in an underground system, may be placed aboveground. The planning commission may recommend to the city council and the city council may waive the requirements of this section if topographical, soil or any other conditions make such underground installation unreasonable or impractical.*

B. This section shall not apply to utility lines which do not provide service to the area being subdivided or developed.

While these standards have been consistently applied to all new development for more than 30 years there are occasional circumstances which may require other consideration. These typically involve regional distribution lines generally larger than 66 KV which are simply too costly to place underground. In some cases for City initiated undergrounding, the City has been able to use CPUC Rule 20A Funds from Edison (under CPUC formula City wide Edison ratepayers pay for undergrounding of electric lines and equipment only) to facilitate undergrounding of these lines on arterials and major collector streets as defined per our general plan. Overhead utilities can involve Edison, cable TV, telephone and other utilities all using the same pole system. For City initiated projects and per the franchise agreement, with the exception of Edison, all other remaining overhead purveyors bear 100% of undergrounding costs.

Costs can present challenges for some projects particularly smaller in-fill projects (such as construction of a single-family residence) but Staff has endeavored to consistently apply these standards to achieve the beneficial aesthetic effects of eliminating or reducing overhead utility lines and has been relatively successful. To address these costs, particularly where it may be difficult to underground smaller sections of overhead lines Staff has been willing to collect a deposit or in-lieu fee deferring the actual undergrounding for a future more cost-effective and overall complete street improvement project.

While the recent concerns expressed are associated with a specific project and that may be used as an example suggesting changes should be considered, that specific project is not the subject of this broader discussion. If a majority of the Council determines it is appropriate to further evaluate the City underground utility requirements a more detailed evaluation of alternatives is warranted before taking any actions to enact revisions.

At least once in the past the City Council considered a specific project request to waive this requirement on the Puddingstone Center renovation and determined to not revise the standard. As it turned out the actual costs were considerably less than those the developer estimated in his efforts to get the undergrounding condition waived.