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**\*SECTION 23 - SIGN REGULATIONS**

**\*\* 23.1 PURPOSE**

The purpose of this section is as follows:

- (a) to provide minimum standards to safeguard life, health, property, and public welfare, and promote traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures;
- (b) to encourage signs that are of a quality design, pleasing in appearance, and are appropriate in size, materials, and illumination to the type of activity to which they pertain;
- (c) to encourage signs that are compatible with the architectural style, characteristics and scale of the building to which it may be attached and to encourage signs that are compatible with adjacent buildings and businesses;
- (d) to enhance overall property values and the visual environment in the City by discouraging signs which contribute to the visual clutter of the streetscape, such as off-site signs, oversized signs, and excessive temporary signing;
- (e) to ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for the business;
- (f) to discourage signs which cause a traffic hazard or interfere with ingress/egress;
- (g) to implement the goals and policies of the General Plan and municipal code by enforcement of the regulations contained within this section.

**\*\* 23.2 DEFINITIONS**

23.2.1 A-frame Sign. A portable sign capable of standing without support or attachment.

23.2.2 Animated Sign. Any sign which uses movement or change of lighting, either natural or artificial, to depict action or to create a special effect or scene.

23.2.3 Awning. Any structure made of flexible fabric or similar material covering a metal frame attached to a building, whether or not the same is so erected as to permit its being raised to a position flat against the building when not in use.

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\* Section 23 added by Ord. #697, 4/8/82

\*\* Amended by Ord. #867, 12/24/92

- 23.2.4 Banner. Any sign of lightweight fabric or similar material that is mounted to a pole or a building at one or more edges. National, state and municipal flags shall not be considered banners.
- 23.2.5 Billboard. An on-premises or off-premises freestanding sign which exceeds the size limitations of a freestanding or wall sign.
- 23.2.6 Canopy. Any structure other than an awning made of flexible fabric or similar material covering a metal frame supported by the ground or sidewalk.
- 23.2.7 Directional Sign. Any sign, other than a highway marker or any sign erected and maintained by public authority, or a public utility which is designed, erected and maintained for the purpose of directing persons to a place, structure, or activity not located on the same premises as the sign.
- 23.2.8 Freestanding Sign. Any sign which is self-supporting in a fixed location and not attached to a building.
- 23.2.9 Gross Surface Area of Sign. The area contained within a single continuous perimeter enclosing all parts of such sign but excluding any structural elements outside the limits of the sign, which are required for the supporting of such sign.
- 23.2.10 Marquee. A permanent roofed structure attached to and supported by a building.
- 23.2.11 Marquee Sign. Any sign attached to or supported by a marquee.
- 23.2.12 Master Sign Program. A coordinated sign plan which includes details of all signs (not including exempt or temporary signs) which are or will be placed on a site, including master identification, individual business and directory signs.
- 23.2.13 Non-conforming Sign. A sign lawfully erected and legally existing on the effective date of this section, or of amendments thereto, but which does not conform to the provisions of this section.
- 23.2.14 On-site Advisory Sign. A sign which provides services, direction or courtesy information intended to assist the public and which is not displayed for the general purpose of advertising products or services. Information signs shall include the location of business facilities (e.g., store entrances, walk-up windows and self-service operations); and courtesy information (e.g., hours of operation, handicapped accessibility, restrooms). On-site advisory signs shall not include fuel price signs nor shall they be part of any sign whose primary function is business identification.
- 23.2.15 Projecting Sign. Any sign which is attached to the face of a building and projects more than eighteen (18) inches from the face.
- 23.2.16 Portable Sign. A sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs

designed to be transported by means of wheels; A-frames and balloons. Banners are not considered portable signs.

- 23.2.17 Public Service Sign. Signs of a public or non-commercial nature, which shall include public transit service signs, utility information signs, public restroom or telephone signs, and trespassing signs. Signs which indicate scenic or historical points of interest and all signs or legal notices erected by a public officer in the performance of a public duty are public service signs. Off-site signs placed by a public agency for the purpose of guiding persons to emergency centers or places of public interest are also included.
- 23.2.18 Real Estate Sign. Any temporary sign pertaining to the sale, exchange, lease or rental of buildings or real property.
- 23.2.19 Readerboard Sign. A sign on which copy is changed manually in the field, including but not limited to theater marquee signs, business directories, church signs and gas pricing signs.
- 23.2.20 Roof Sign. Any sign located on a roof of a building or having its major structural supports attached to a roof.
- 23.2.21 Sign. Any identification, description, illustration, or device illuminated or non-illuminated which is visible to the general public and directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, or placard designed to advertise, identify, or convey information.
- 23.2.22 Street Frontage. The lineal distance of the property parallel to the street right-of-way.
- 23.2.23 Temporary Sign. A sign with commercial or non-commercial text which is intended to be displayed for less than sixty (60) days. Temporary signs shall include portable signs constructed of plywood, wallboard or similar light, rigid material which is not affixed in a permanent manner to the ground or to any structure such as an A-frame sign.
- 23.2.24 Time/Temperature Sign. An electronic or mechanical device which shows time and/or temperature, but contains no business identification or advertising.
- 23.2.25 Wall Sign. A sign attached directly to an exterior wall of a building or dependent upon a building for support with the exposed face of the sign located in a place substantially parallel to such exterior building wall to which the sign is attached.
- 23.2.26 Window Sign. Any sign on the ground floor or a building, on or within one (1) foot of a window, intended to be viewed from the exterior or such building. On-site advisory signs are not considered window signs.

\* 23.3 REVIEW AND PERMIT REQUIRED

23.3.1 PERMIT REQUIRED. Except as otherwise provided in this section, no person shall erect, move, alter, replace, change copy (except on readerboard signs) or maintain any sign without first obtaining a sign permit as required by this section.

23.3.2 PERMIT APPLICATIONS. Applications for sign permits shall be submitted to the Director of Planning and Community Development and shall contain the following information:

- (a) The names, addresses and telephone numbers of the applicant and the owner of the property on which the sign is to be erected or affixed.
- (b) The location and address of the building, structure or property on which the sign is to be erected or affixed.
- (c) The nature of the business.
- (d) Five (5) copies of a scaled site plan showing the property and buildings involved, affected landscaping and electrical connection points, and the placement of the proposed signs (a total of fifteen (15) sets are required if the plans are to be reviewed by the Planning Commission pursuant to Section 23.3.4.a).
- (e) Five (5) copies of scaled plans and specifications of the sign to be erected or affixed and method of construction and attachment to the building or in the ground. Such plans and specifications shall include details of the construction and attachment, dimensions, height, materials, illumination, and color (a total of fifteen (15) sets are required if the plans are to be reviewed by the Planning Commission pursuant to Section 23.3.4.a).
- (f) If required by the Building Official, a copy of stress sheets and calculations prepared by or approved by a registered structural engineer licensed by the State of California showing that the sign is designed for dead load and wind pressure in any direction in the amount required by this and all other applicable ordinances of the City.
- (g) The written consent (demonstrated either by letter or by signing the application form) of the owner or owner's representative of the building, structure, or property on which the sign is to be erected or affixed.
- (h) Such other information as the Director of Planning and Community Development may require to determine full compliance with this section and any other applicable ordinances of the City.

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\* Amended by Ord. #867, 12/24/92

23.3.3 PERMIT FEES. Every application for a sign approval shall be accompanied by a fee, in an amount specified by the schedule of fees established by City Council resolution, and related provisions of the Belmont Building Code. Whenever a sign permit fee is required by this section and work is started prior to obtaining a permit, the amount of fees shall be doubled for a permit subsequently issued to cover such work.

23.3.4 ISSUANCE OF PERMITS. Upon the filing of an application for a sign permit, the Director of Planning and Community Development or his or her designee shall examine the plans, specifications and other submitted data for the sign which is proposed to be erected or affixed. If the application request is not in compliance with all requirements of this section, then the application will be denied.

If upon review the proposed sign is in compliance with all of the requirements of this section, and any other applicable ordinances of the City, the Director of Planning and Community Development or his or her designee may issue a sign permit which may be subject to conditions, and if required, forward the sign permit to the Building Division for issuance of a building permit and/or an electrical permit.

(a) Authority of Review. Master sign programs and applications for signs to be located on new buildings, building additions, or buildings undergoing substantial exterior remodel shall require review and approval by the Planning Commission. All other signs shall be reviewed by the Director of Planning and Community Development or his or her designee.

(b) Revocation of Permit. The Director of Planning and Community Development or his or her designee is authorized and empowered to revoke any issued permit on failure of the holder to comply with any provision of this section or any other applicable statute, ordinance or regulation.

(c) Appeals. Appeals of any decision of the Director of Planning and Community Development or the Planning Commission shall be made in accordance with Section 15 of the Zoning Ordinance.

23.3.5 COMPLIANCE WITH APPLICABLE CODES. In addition to complying with the provisions of this Section, all signs shall be constructed in accordance with the Uniform Building Code and Electrical Code.

\* 23.4 GENERAL REGULATIONS

The following provisions shall apply to all signs unless otherwise stated in this section:

23.4.1 SIZE. The aggregate area of signs permitted on any parcel shall not exceed one and six tenths (1.6) square feet of gross surface area for each foot of street frontage.

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\* Amended by Ord. #867, 12/24/92

Separate calculations may be made for front, side and rear street frontages and separate signs may be erected on each of these frontages.

23.4.2 SIGN PLACEMENT. Except as otherwise provided for under Section 23.5, Special Provisions, all signs shall be placed flat against the wall or window of the building, or suspended from the eaves or from the ceiling of a covered walkway, or any combination thereof. No wall sign shall extend, project or protrude laterally in any manner more than eighteen (18) inches beyond the wall of the building or portion thereof occupied by the business identified by such sign.

23.4.3 ILLUMINATION. Illuminated signs located adjacent to any residential area shall be controlled by a rheostat or another acceptable method so as not to create excessive glare to properties within said residential district.

23.4.4 DIRECTIONAL SIGNS. Directional signs shall not exceed twelve (12) square feet in area.

\* 23.5 SPECIAL PROVISIONS

The following regulations specify size, height, placement limitations, and findings required for types of signs and land uses which are deemed to warrant special regulation based on the Zoning District in which the sign is located.

23.5.1 COMMERCIAL (C) AND MANUFACTURING (M) DISTRICTS.

(a) Freestanding Signs. Any parcel of land with at least one hundred fifty (150) feet of continuous street frontage and where the main building is setback at least twenty (20) feet from the property line may be allowed one (1) freestanding sign per street frontage. A freestanding sign shall not exceed a maximum of sixty (60) square feet in size, and may not exceed fifteen (15) feet in height. Freestanding signs shall be in architectural harmony with the building architecture, and shall be monument or ground signs unless traffic safety and visibility limitations require higher signs, or pole signs.

(b) Awning and Canopy Signs. If an awning or canopy sign is illuminated, the entire surface of the awning or canopy shall be included in the gross allowable sign area. An awning sign or canopy sign shall not be less than eight (8) feet above the sidewalk.

(c) Window Signs. Window signs may not exceed twenty-five percent (25%) of the window area on each ground floor elevation of the building. Window signs in a retail food store (not including a restaurant), when such signing is changed weekly, may cover an additional twenty-five percent (25%) of the window area on each ground floor elevation of the building. Window signs shall not be included in the gross allowable sign area.

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\* Amended by Ord. #867, 12/24/92

- (d) Projecting Signs. A projecting sign shall not be located less than eight (8) feet above the sidewalk or ground; shall not project more than four (4) feet from the face of the building, and shall have a thickness of no more than two (2) feet.
- (e) Marquee Signs. A marquee sign shall be located approximately parallel to the face of the supporting marquee; shall be located no less than eight (8) feet above the sidewalk or ground; shall not project more than six (6) inches from the face of the supporting marquee, nor shall be within two (2) feet of the perpendicular projections of the curb line; shall not be more than four (4) feet in vertical dimension and shall conform with Chapter 45 of the Uniform Building Code. No more than one such sign per place of business shall be permitted.
- (f) Roof Signs. Signs shall not project or extend above or over the highest point of the wall of the building to which it is affixed. However a sign may be mounted on the roof of a building which has a roof pitch of at least three (3) vertical to twelve (12) horizontal. In such cases, a sign not exceeding two (2) feet in vertical height may be located parallel to and not more than three (3) feet from the lower edge of the slope. Signs may also be located on the vertical, or substantially vertical, portion of a roof screen or penthouse; in which case a sign shall not extend above the portion of the roof screen or penthouse to which it is affixed.

23.5.2 EXECUTIVE ADMINISTRATIVE (E-1 AND E-2) DISTRICTS

- (a) Freestanding Signs and Walls Signs. Freestanding signs and wall signs shall not exceed a maximum of twenty-five (25) square feet, shall not be greater than five (5) feet in any dimension, nor extend more than seven (7) feet above grade.

23.5.3 SCHOOLS AND COMPATIBLE MULTIPLE USES DISTRICT

- (a) Walls Signs. Walls signs shall not exceed a maximum of eight (8) square feet in area, shall not be greater than four (4) feet in any dimension, nor extend more than six (6) feet above grade.
- (b) Fence Signs. Fence signs are permitted along the frontage of Barrett and Ralston Schools provided that such signs shall not have a gross area greater than eight (8) square feet.
- (c) Tenant Signs. One (1) signs for each tenant of the school may be located on the door or near the entrance of the leased space not exceed three (3) square feet in area.

\* 23.5.4 RESIDENTIAL DISTRICTS

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\* Amended by Ord. #1028, 8/23/07

- (a) Home Occupation. A nameplate not exceeding one (1) square foot in area is permitted for a home occupation.
- (b) Churches. A church bulletin board not exceeding 12 (twelve) square feet in area is permitted, with letters not more than six (6) inches in height, not illuminated, which shall serve only to identify a church and announce its services and activities; and which shall be located in a required front or side yard, but not closer than ten (10) feet to any street line and no closer than five (5) feet to any side property line.
- (c) Conditional Uses. An identification sign is permitted for an approved conditional use in an R-1 District located on the site of said conditional use, provided that the sign shall not exceed eight (8) square feet in area, shall not be illuminated, and shall have letters no more than six (6) inches in height and shall not be located in or project into a required front, side or rear yard; and further provided that when located on a building the sign shall be flat against a wall and not project above the cornice or roof line. When freestanding, any such sign shall be no more than four (4) feet above grade.
- (d) Non-commercial signs are allowed to be up to 12 square feet in area, and shall otherwise comply with placement requirements in subsection (c) above.

\* 23.6 EXEMPT SIGNS

The signs described in this section are allowed in addition to signs of other classes and are not required to obtain a sign permit unless it is determined by the Building Official that a building permit is required.

23.6.1 Temporary Signs (provided the requirements of Section 23.8 are complied with).

23.6.2 Address Signs.

23.6.3 Changes of Copy on Readerboard Signs.

23.6.4 Government Flags.

23.6.5 On-site Advisory Signs (which do not exceed twelve (12) square feet in area).

23.6.6 On-site Directional Signs (not exceeding four (4) square feet in area, with not more than 25% of the area containing the name of the business or classification of goods sold).

23.6.7 Private Parking Signs (not exceeding four (4) square feet in area).

23.6.8 Public Service Signs (not exceeding four (4) square feet in area).

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\* Amended by Ord. #867, 12/24/92

## 23.7. PROHIBITED SIGNS

The following signs are hereby expressly prohibited (except as a temporary sign, as provided for in Section 23.8):

23.7.1 Animated Signs except the following:

- (a) Time/temperature signs.
- (b) Marquee signs subject to the requirements of Section 23.5.1.e

23.7.2 Banners, Flags, Pennants, Streamers, Balloons and Other Gas-Filled Figures (with the exception of those permitted by Section 23.8).

23.7.3 Billboards.

23.7.4 Roof Signs and Internally Illuminated Signs (located in any residential district).

23.7.5 Off-site Signs (except public service signs and real estate signs which meet the requirements of Section 23.8.e).

23.7.6 Portable Signs (except signs which meet the requirements of Section 23.8.1).

23.7.7 Signs on Parked Vehicles (signs placed on, painted, or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property so as to be visible from a public right-of-way and where the apparent purpose is to advertise a product or business, or direct people to a business or activity located on the same or nearby property). This does not prohibit identification signs painted on or affixed to vehicles and trailers, such as small lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

23.7.8 Signs That Cause a Traffic Hazard (signs that obstruct views of pedestrian and vehicular traffic; or which by color, shape, working, or location, resemble or conflict with any traffic control sign or device).

23.7.9 Signs That Interfere with Ingress/Egress (signs, except as may be required by other Code, placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape).

\* 23.7.10 The pasting, painting, printing, nailing, tacking, or otherwise fastening or affixing of any card, banner, handbill, campaign sign, poster, sign advertisement, or notice of any kind on any curbstone, lamppost, pole, bench, hydrant, bridge, wall, tree, sidewalk, or structure in or upon any public street, alley, public right of way, or any other public property, except as may be required or permitted by ordinance or law.

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\* Amended by Ord. #879, 6/9/94

23.7.11 Signs on Trees, Utility Poles or Benches (placards, posters, announcements or political signs posted or attached to any bench, pole, tree, or other living vegetation, or to any object in a public right-of-way).

23.7.12 Temporary Signs (except as provided for in Section 23.8).

\* 23.8 TEMPORARY SIGNS

Temporary signs may be erected and maintained only in accordance with the provisions set forth below. Temporary signs may be placed only at the locations allowed for permanent signs. Temporary signs do not require a sign permit unless it is determined by the Building Official that a building permit or electrical permit is required.

23.8.1 Portable Signs

(a) A-Frame Signs. A-frame signs are permitted for retail businesses that 1) primarily sell perishable goods; or 2) are not visible from a public street and have no options available to provide signage visible from a public street. A-frame signs shall meet the following requirements:

- (1) Each business shall not have more than one (1) A-frame sign;
- (2) A-frame signs shall be placed on private property and shall be located on the same parcel as the business, which qualifies for said sign.
- (3) A-frame signs shall be removed during non-business hours.
- (4) The area of an A-frame sign shall not exceed ten (10) square feet.

(b) Portable Signs for Promotions Related to National Holidays. All types of portable signs are allowed for four (4) days periods prior to and during national holidays. Said signs shall be removed immediately following each national holiday.

23.8.2 Special Promotional Banners. Special promotional banners are allowed for businesses within a commercial district provided that the size, location and time period for the banner is registered with the Director of Planning and Community Development or his or her designee. The total banner area shall not exceed fifty (50) square feet. No banner shall be displayed for more than thirty (30) days. A period of thirty (30) days must lapse before displaying another banner. Banners shall not be displayed for more than sixty (60) total days during a calendar year.

23.8.3 Construction Identification Signs. A temporary sign denoting the architect, engineer, contractor, financier or persons in a similar capacity may be placed upon real property upon which a building is being constructed subject to review and

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\* Amended by Ord. #867, 12/24/92

approval by the Director of Planning and Community Development or his or her designee. Said signs shall be removed at the time that construction of the project is completed.

23.8.4 Street Banners. The Director of Planning and Community Development or his or her designee may issue permits for the placement of banners over any public right-of-way if said banners are to be maintained in connection with a public event sponsored by the City or a non-profit organization. Said banners shall be exempt from the other requirements of this section.

23.8.5 Real Estate Signs. This section is enacted to implement Section 712 of the California Civil Code.

(a) General. Any property owner or his or her agent may display or have displayed on the real property, or on real property owned by another with that person's consent, a sign which advertises the property for sale, lease or exchange provided said sign(s) meet the requirements of this section. Real estate signs are prohibited within the public right-of-way or on public property, except by permission of the agency, which owns such property, or as permitted for open house signs. Real estate signs shall be removed within fifteen (15) days after such property is no longer for sale, lease or exchange.

(b) Residential Districts. In residential districts, a sign not exceeding four (4) square feet in area is permitted pertaining to the sale, lease, rental or display of the property on which the sign is located.

(c) Non-residential Districts. In non-residential districts, a sign not exceeding twelve (12) square feet in area is permitted pertaining to the sale, lease, rental or display of the property on which the sign is located.

\* 23.8.6 A-Frame Signs During Construction Activities. During the closure of Ralston Avenue and Harbor Boulevard associated with the construction of Harbor Boulevard/Ralston Avenue Grade Separation Project, each existing business on commercially zoned land shown in the attachment shall be permitted to maintain one A-frame sign provided all of the following conditions are met:

a. A-frame signs shall not be permitted within the public right-of-way or off site.

b. The total square footage of A-frame signs shall be limited to 25 square feet (including both sides of the sign). If an A-frame sign is displayed there shall be no temporary banners displayed.

c. A-frame signs shall not impair vehicular visibility or pedestrian movement, or otherwise present a hazard as described in Sections 23.7.8 and 23.7.9 of this chapter.

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\* Added by Ord. #921, 12/12/97; Amended by Ord. #942, 5/13/99

- d. A-frame signs shall not be stored within required parking spaces.
- e. A-frame signs shall not be lighted.

\* 23.8.7 Temporary Banners During Construction Activities. During the closure of Ralston Avenue and Harbor Boulevard associated with the construction of the Harbor Boulevard/Ralston Avenue Grade Separation Project, each business on the developed commercially zoned properties along Old County Road along El Camino Real south of Marine View Avenue and north of F Street shown in the attachment shall be permitted to maintain one temporary banner in excess of the time and size limitations outlined in Sections 23.4.1 and 23.8.1 (4) provided all of the following conditions are met:

- a. Persons displaying temporary banners shall meet all other requirements of Section 23.8.4. except that pennants shall be considered banners under this amendment.
- b. Temporary banners shall be limited to 50 square feet in size. If an A-frame sign is displayed under Section 23.8.6 of the Zoning Ordinance, there shall be no temporary banner displayed.
- c. Banners shall not be lighted.

**This ordinance shall expire sixteen months from the effective date. (9/13/00)**

\* 23.9 MASTER SIGN PROGRAM

23.9.1 General Requirements. A master sign program is required for all new multiple tenant projects and all buildings where the entire facade is being remodeled after the effective date of this section. The master sign program shall be subject to review and approval by the Planning Commission.

23.9.2 Required Information. A master sign program shall contain the following information:

- (a) An accurate site plan of the lot.
- (b) Location of buildings, parking lots, driveways and landscaped areas on the lot.
- (c) Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot.
- (d) An accurate indication on the site plan of the proposed location of each proposed sign and existing sign which is to remain.

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\* Amended by Ord. #867, 12/24/92

- (e) Color scheme.
- (f) Lettering and graphic style.
- (g) Lighting.
- (h) Materials.
- (i) Sign dimensions.

23.9.3 Procedures. A master sign program shall be a condition of approval of any planned development, design review, use permit or other application required by the City and shall be processed prior to installation of any signs. Any sign which conforms to an approved sign program may be approved by the Director of Planning and Community Development or his or her designee. Approval of a master sign program does not waive the permit requirements for individual signs.

23.9.4 Amendment. A master sign program may be amended by filing a new master sign program that conforms with all requirements of this section.

23.9.5 Existing Signs Not Conforming to a Master Sign Program. If any new master or amended sign program is filed for property on which existing signs are located, it shall include a schedule for bringing into conformance all signs not conforming to the proposed or amended program.

23.9.6 Binding Effect. After approval of a master sign program, no signs shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision in this section. The master sign program shall be attached to the lease agreements for all leasable space within the project. In case of any conflict between the provisions of such a plan and any other provision herein, this section shall control.

\* 23.10 NON-CONFORMING SIGNS

23.10.1 Attrition of Non-conforming Signs.

- (a) Continuance and Maintenance. Non-conforming signs may be continued, except as otherwise provided in this subsection. Routine maintenance and repairs may be performed on signs which are non-conforming. A sign which is did not conform to law existing at the time of its erection shall be deemed an illegal sign and shall not be a non-conforming sign.
- (b) Alterations and Additions to Non-conforming Signs. No non-conforming sign shall be moved, altered by changing copy or enlarged unless required by law or unless the moving, alteration or enlargement will result in the elimination of the nonconformity.

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\* Amended by Ord. #867, 12/24/92

- (c) Abandonment of Non-conforming Sign. Whenever a non-conforming sign has been abandoned, or the use of the property has been discontinued for a continuous period of ninety (90) days, the non-conforming sign shall be removed.
- (d) Restoration of a Damaged Sign. Whenever a non-conforming sign shall be destroyed by fire or other calamity to the extent of 50 percent (50%) or less, the sign may be restored and the non-conforming use of the sign may be resumed, provided that restoration is started within one (1) year and diligently pursued to completion. Whenever a non-conforming sign shall be destroyed by fire or other calamity to a greater extent than 50 percent (50%), or shall be voluntarily razed or shall be required by law to be razed, the sign shall not be restored except in full conformity with this section. The extent of damage or partial destruction shall be based upon the ratio of the estimated cost of restoring the sign to its condition prior to such damage or partial destruction, to the estimated cost of duplicating the entire sign as it existed prior thereto. Estimates for this purpose shall be made or shall be reviewed and approved by the Director of Planning and Community Development or his or her designee.

23.10.2 Signs Hereafter Rendered Non-conforming. Any sign which becomes non-conforming subsequent to the effective date of this section by reason of annexation to the city of the territory upon which the sign is located, shall be subject to the provisions of this section.

\* 23.11 POLITICAL SIGNS

Temporary signs announcing political candidates seeking public office, political parties, and/or political and public issues contained on a ballot shall be subject to the following:

\*\* 23.11.1 Notwithstanding the provisions of Section 23.7.10, political signs may be erected on public right-of-way of those properties of the City having the zoning classification of R-1E, R-1H, R-1A, R-1B, and R-1C for a period of 24 days preceding the date of an election to which they pertain except those signs which are erected in areas or locations, when the erection of signs would be hazardous or detrimental to the public health, safety, and general welfare as determined by the Director of Public Services; provided, however, that this section shall not apply to properties bordering the following streets:

- a. Ralston Avenue
- b. Alameda de las Pulgas
- c. El Camino Real

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\* Amended by Ord. #867, 12/24/92

\*\* Amended by Ord. #879, 6/9/94

d. Old County Road

23.11.2 For a period of twenty-four (24) days prior to any election, political signs may be placed on the westerly four panels of the fence bordering Twin Pines Park, subject to the following requirements:

- a. The size of signs placed on the Twin Pines' fence shall not exceed four (4) feet by four (4) feet.
- b. Signs placed on the Twin Pines' fence shall not exceed one sign per candidate or measure per election.
- c. Signs to be placed on the Twin Pines' fence shall be delivered to the Park Superintendent who shall place the signs on the fence.

23.11.3 Any signs not conforming to the regulations herein stated may be removed after twenty-four (24) hours notice to the owner of the sign.

23.11.4 Political signs may be destroyed, without notice, if not claimed by the owners within seven (7) days after the election to which the sign relates.

23.11.5 Any sign which has been erected, constructed, fastened or maintained in violation of Section 23.7.11 upon public property shall be removed forthwith by the Director of Public Services or his or her designee shall notify the owner of such sign, if the identity of the owner is known to him, if the reason for its removal and the location or place where the sign is not redeemed within fifteen (15) days after notification or in the event the name and address of the owner is not known, the Director of Public Services or his or her designee may destroy the aforesaid sign.

23.11.6 No provision of this section shall prohibit the erection of political signs on private property for a period of twenty-four (24) days preceding the date of the election to which they pertain except those signs which are erected in areas or locations where the erection of signs would be hazardous or detrimental to the public health, safety and welfare.