



**CONCURRENT MEETING
CITY COUNCIL/SUCCESSOR AGENCY TO THE COMMUNITY REDEVELOPMENT
AGENCY (CRA)/RANCHO CORDOVA FINANCING CORPORATION (RCFC)**

**City Hall
2729 Prospect Park Drive, Rancho Cordova**

Tuesday, March 25, 2014

**5:30 PM – Special Meeting
American River Community Room North**

AGENDA

1. WORK SESSION - CALL TO ORDER/ROLL CALL

Council Members Budge, McGarvey, Sander, Terry and Mayor Skoglund.

2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Note, under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

3. SPECIAL MEETING ITEM

3.1 **Subject:** Update on March 28th Corporate Report.

3.2 **Subject:** Amendments to Chapter 23.743 Signs of the Municipal Code.

Recommendation: This work session will provide the City Council with an overview of the proposed amendments to the City's Zoning Code standards related to signage. Additionally, staff will lead focused discussion of four specific topics to receive direction for the forthcoming amended Sign Code.

Result of Recommended Action: Upon receipt of direction on the specific discussion topics, staff will prepare an amended Sign Code for the City Council to consider for action at a regularly scheduled meeting. Sign Code amendments are aimed at providing additional sign opportunities to the City's businesses and making the Code

easier to use and understand.

Staff Report: Jessica Jordan, Senior Planner.

Advances Goals: 1, 2, 6.

4. ADJOURNMENT

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF POSTING OF AGENDA

I, Mindy Cuppy, CMC, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, March 25, 2014 Special Meeting of the Rancho Cordova City Council/Successor Agency to the CRA/RCFC was posted and available for review on Thursday, March 20, 2014 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at www.cityofranhocordova.org.

Signed Thursday, March 20, 2014 at Rancho Cordova, California.


Mindy Cuppy, CMC, City Clerk

MEMORANDUM

DATE: March 25, 2014

TO: Honorable Mayor and Council Members

FROM: Jessica Jordan, Senior Planner

SUBJECT: **AMENDMENTS TO CHAPTER 23.743 SIGNS OF THE MUNICIPAL CODE**



This work session will provide the City Council with an overview of the proposed amendments to the City's Zoning Code standards related to signage. Additionally, staff will lead focused discussion of four specific topics to gain direction for the forthcoming amended Sign Code.

The following documents are attached for review:

1. Record of Revisions
2. Amended Chapter 23.119 (amendment shown as standard text)
3. Amended Chapter 23.743 (amendment shown as standard text)
4. City Council 3-25-14 PPT presentation

Document 1, Record of Revisions, provide a brief description of every amendment proposed within the sign-related Code sections.

Document 2, Amended Chapter 23.119, provides record of the specific amendments to this chapter necessary to support the overall amendments. The proposed changes within this document are shown as standard text.

Document 3, Amended Chapter 23.743, provides record of the proposed amendments within the action Signs chapter of the Code. Given the volume of changes within this chapter, a track changes mode version was not possible to produce.

BACKGROUND

Based on City Council direction received in April and July of 2013, staff commenced drafting amendments to the City's sign standards in hopes of making signs easier to permit, regulate, and enforce throughout the City. Planning worked collaboratively with several other departments including Code Enforcement, Economic Development, and Legal to modify the sign standards in many ways. A meeting with sign industry professionals also took place to ensure our standards are in keeping with the overall sign industry.

DRAFT CODE

As described in the Record of Revisions, nearly every section of Chapter 23.743-Signs has been modified in some way. Mainly, revisions are geared at providing simple language to make the Code more user-friendly, removing duplicative standards, re-organizing sections for clarity, as well as leaving standards in place that are working well already. The attached PPT presentation provides a summary overview of the revisions.

DISCUSSION TOPICS

Electronic Signs

Electronic signs are currently only allowed with a Limited Use Permit in nonresidential zones. A customer recently inquired about installing an electronic sign similar to those seen on school campuses in front of a church. Unfortunately, the church in question is located on a residentially zoned parcel and is therefore, not eligible to request a Limited Use Permit for an electronic sign. Staff would suggest that if the Council is amenable, the Code could be modified to allow this sign type, with a Limited Use Permit, in any zone. The most significant concern related to this sign type would be light pollution and glare. The Code already establishes illumination standards to which all electronic signs would have to adhere, ensuring that neighbors would not be adversely impacted by a proposed electronic sign. The ability to ensure this would be provided through the Limited Use Permit review.

Temporary Signs

As previously identified, temporary signage is a significant issue throughout the City. Customers have previously expressed disappointment in the Code requirements in terms of sign allowance and requirement for a Temporary Use Permit. The fee associated with a Temporary Use Permit has also been a source of criticism from our business customers. As such, in staff's experience, this has made adherence to the Code with regards to temporary signage very limited. In response to these complaints, the draft Code has been modified in the following ways:

- The Code now includes an exempt sign type called "New business sign," which provides new businesses with a 60 day grace period during which they can employ temporary signs that meet our Code standards without the need of a Temporary Use Permit (TUP). After the 60 day grace period, the customer is required to obtain a TUP.
- The individual time periods for temporary signs have been extended from a 30 day limit four times per year to a 60 day limit twice a year.
- The combined square footage of allowable temporary signage has been increased from 100 square feet to 200 square feet.
- The allowed size of temporary building-mounted signage has been increased from 100 square feet to a 2 to 1 ratio.
- The allowed size of temporary freestanding signage has been increased from 24 square feet to 32 square feet.

It is expected that these revisions may alleviate many of the issues that have been expressed regarding temporary sign regulations. The following items for Council direction remain:

1. Does the Council support an express prohibition of A-frame signs? The current code would allow the use of A-frame signs upon issuance of a TUP.
2. The current TUP fee is \$241, which has been cited as a burden to new businesses trying to advertise their location. In order to alleviate this financial burden, staff would suggest establishing a separate TUP fee solely for temporary signage. In reviewing the costs and staff time associated with these requests, it appears that a fee of \$60 would be sufficient to cover the City's costs for a temporary sign TUP. Would the Council wish to establish this separate \$60 TUP fee for temporary signage?

Special Sign Corridor

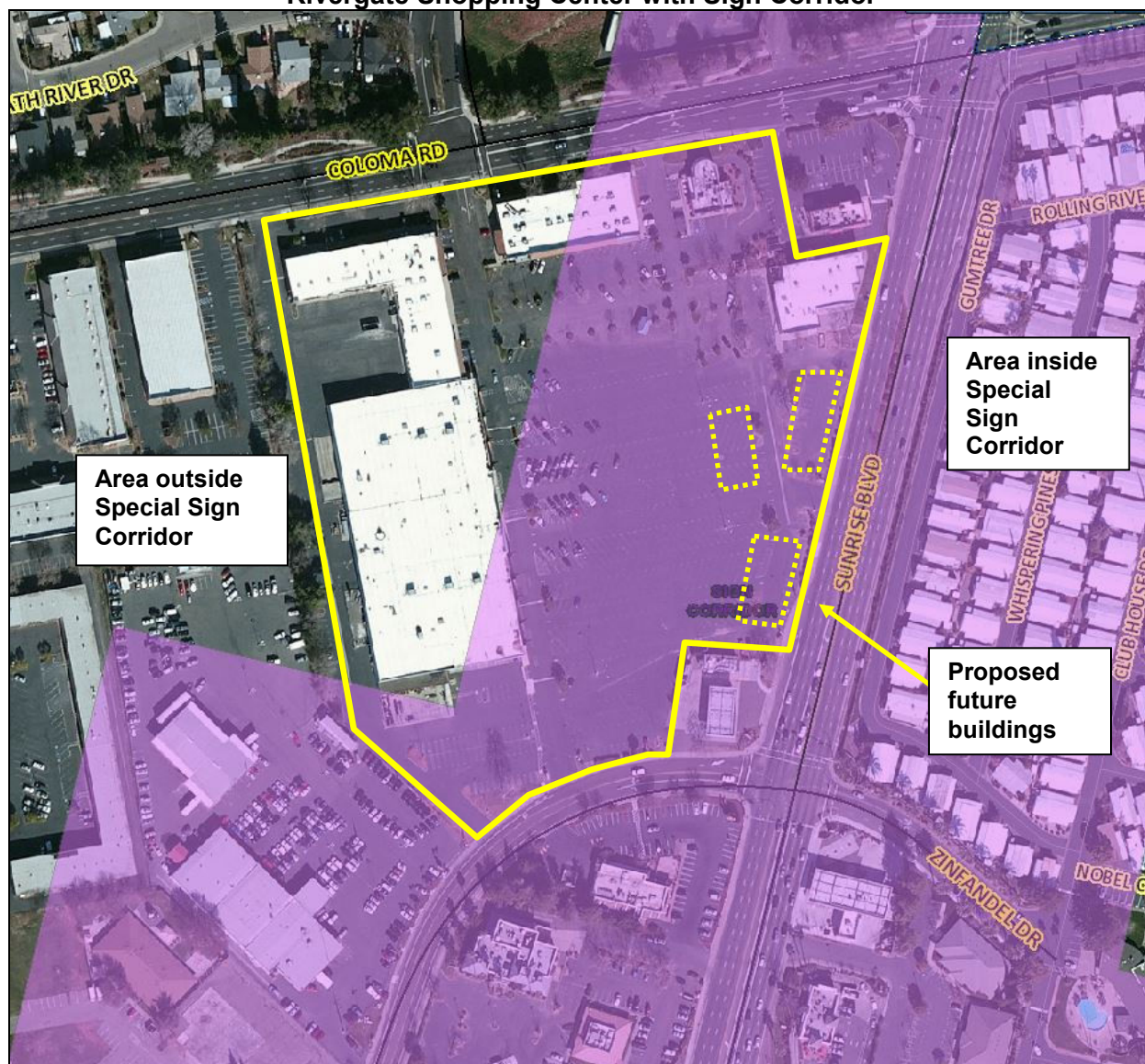
The original scope of the Sign Code amendments did not include any amendments related to the Special Sign Corridor. However, in reviewing several recent Planning entitlement requests, staff discovered instances where the Sign Corridor may adversely impact businesses within the City. This item is being brought to the City Council's attention at this time to seek direction if any alterations related to the Special Sign Corridor might be desired.

As shown in the picture below and in the attached PPT presentation, the Rivergate Shopping Center, located at the southwest corner of Sunrise Boulevard and Coloma Road, is bisected by the Special Sign Corridor. The current owner is in the process of substantially improving this center by adding new building pads to the Sunrise Boulevard frontage and re-facing the former Kmart building into three new tenant spaces.

Because the site is bisected by the Special Sign Corridor, buildings within the center will have different sign standards. This is especially concerning for the former Kmart building, which will be subject to different standards for the three tenant spaces. The sign allowance outside of the Special Sign Corridor in this location would be 3 square feet of signage for every 1 foot of building frontage. For example, a 100 foot long tenant space outside of the Corridor could have up to 300 square feet of signage. Whereas inside the corridor, building-mounted signage is restricted to only 1 square foot per foot of building frontage. In the case of the former Kmart building, the two southerly tenant spaces would be restricted to 1 to 1 signage and the one northerly tenant space, currently under construction as a Sportsman's Warehouse, is allowed to have 3 to 1 signage. This will result in a visual disparity between these tenant spaces. Additionally, the 1 square foot of signage per foot of building frontage is a low standard for any commercial project and this standard will also apply to proposed new pad buildings closer to Sunrise Boulevard.

There are currently no provisions within the Code that would allow any deviation for building mounted signage within the Special Sign Corridor. If desired, the City Council should direct staff to provide such a provision in the Code. One possible solution would be to allow shopping centers (and other types of integrated developments) such as this to use the Unified Sign Program entitlement to establish equal and cohesive sign standards for an entire shopping center. By using the Unified Sign Program, the City would have continued control over signage in the corridor but would allow shopping center owners to provide equal sign opportunities amongst all of their tenant spaces. Currently, the Special Sign Corridor regulations overrule the flexibility provided through the Unified Sign Program provisions.

Rivergate Shopping Center with Sign Corridor



Sign Amortization

The potential for a sign amortization program was discussed at the July 9, 2013 Council Study Session and the Council expressed mixed opinions on whether to proceed with such a program. Council comments ranged from a desire to proceed to substantial concerns over City costs.

Since that time, staff has modified other provisions of text within the Sign chapter to ensure there is no confusion between illegal signs and non-conforming signs. This distinction is significant in that no amortization is required to abate an illegal sign.

As drafted, the Code would establish a process for sign amortization that would have to be proactively enforced. Staff is fairly concerned about the staff costs and time associated with proceeding with amortization at this time. In a quick, 1 hour field survey of three major

thoroughfares, staff identified over 20 non-conforming signs that would be subject to amortization under the proposed Code.

Under the draft amortization provisions, Section 23.743.140 of the draft sign code, a property owner with a non-conforming sign would be granted between three and seven years of use of a legal non-conforming sign. Owners of legal non-conforming signs would have the opportunity to petition the City Council for an extension of the use of such sign.

Projecting the costs for managing a sign abatement program is difficult at best. It is anticipated that costs for Legal and Planning staff would exceed \$1,000 per sign, an estimate that does not anticipate owner requests for extensions or legal challenges from affected sign/property owners. Additionally, the majority of efforts for administering the program would fall to Code Enforcement to survey the community, track the condition and status of signs and to work directly with affected property owners on the removal of signs.

Given the location of many of these signs, it is possible that over time, these signs will be replaced through remodeling and redevelopment of aging properties. The rate of replacement would certainly not be as swift as a proactive amortization program but, perhaps it would be adequate for the Council's purposes. Specific direction on whether or not the Council would like to establish Sign Amortization provisions within the updated Sign Code section are respectfully requested.

ATTACHMENTS

1. Record of Revisions
2. Amended Chapter 23.119 (amendment shown as standard text)
3. Amended Chapter 23.743 (amendment shown as standard text)
4. City Council 3-25-14 PPT presentation

Sign Related Code Standards **Record of Proposed Revisions:**

Chapter 23.119

- Revisions for consistency with section 23.743.040(D)

Chapter 23.743: Table of Contents

- Revised Definitions to “Reserved” sign regulations
- Separated Permit Requirements and Exemptions into individual sections
- Added new Real Estate signs section

23.743.010: Purpose

- No change

23.743.020: Basic Policies for sign regulations

- Deleted “G. Residential Uses Combined with Nonresidential Uses” because it duplicates the regulations in “H. Mixed Use Zones/Developments”
- Re-lettered section H as section G
- Added additional clarifying provision for residential uses in the mixed use zones (#3) to new section G
- Replaced the word “institutional” with “industrial” in the parenthetical phrase in the second sentence.
- Re-lettered last two sections for consistent formatting

23.743.030: Reserved (Definitions to be moved to Article 11)

- Amended definition of “Abandoned sign” to reflect changes to Sign Abatement
- Amended ‘Awnings’ for clarity
- Amended “Blade/bracket sign”, last parenthetical phrase went from “under canopy sign” to “projecting sign”
- Added “fence and/or wall” to the definition of ‘Banner’
- Amended :”Changeable copy sign” for clarity
- Deleted “Changeable copy sign, electronic” to alleviate duplication of definitions
- Amended “Electronic graphic display sign” for clarity
- Amended “Electronic message sign” for clarity
- Amended “Establishment” for clarity
- Amended “Exempt sign” for clarity
- Added a definition for “feather flag”
- Added “installed on a permanent pole with a concrete foundation” to definition of “flag”
- Deleted first definition of “flashing sign” to avoid duplication
- Amended “Flashing sign” for clarity
- Revisions to “Freestanding sign” to differentiate between a permanent freestanding sign and a temporary one; deleted the following from the definition, “It includes a sign connected or attached to a sign structure, fence, or wall that is not an integral part of a building” for clarity.
- Removed typo in “Gateway entry sign”

ATTACHMENT 1

- Fixed typo in “Iconic sign” definition
- Amended “Monument sign” to clarify these are permanent on-site signs
- Removed “Multivision sign” to reflect modern technology
- Deleted “Name plate”
- Amended “Nonconforming sign” to clarify provisions of the amortization program
- Added ‘integrated’ and ‘unified sign’ to the “On-site or on-premises sign” definition
- Added ‘integrated’, removed reference to monument sign and pylon sign in the “Pole sign” definition
- Removed ‘on-site or off-site’ from “Portable sign” definition
- Added definition of “Projecting sign”
- Added ‘integrated’, removed reference to monument sign and pole sign to the “Pylon sign” definition
- Added new graphic for Pylon sign
- Deleted “Subdivison sign” definition
- Clarified a single and/or multiple builders can be included on one “Subdivision directional sign”
- Revisions to “Temporary signs” definition to clarify possible temporary sign types, removed references to real estate signs, which are regulated separately
- Added cross reference to “Iconic signage” in the “Three dimensional object sign”
- Deleted Under canopy sign

23.743.040: Permit requirements for signs

- Included reference to appropriate section in Temporary Use Permit Required section
- Removed reference to Multivision sign at 23.743.040(C)
- Modified section 23.743.040(D)(2) to include Integrated Developments as defined elsewhere in the Code
- Deleted “adopted after the effective date of the ordinance codified in this chapter” from 23.743.040(D)(2)(c); added % limits to the remodel, redesign qualifying for the sign program requirement
- Moved timing requirements of the unified sign program to section 3 (Approval of a Unified Sign Program; moved requirement to concurrent with Design Review, allowed waiver of such requirement on case-by-case basis for minor pad buildings

23.743.045: Sign exemptions

- Re-lettered for formatting consistency
- Added 1(r) Official notification signs of name and address information for property owner and/or caretaker of multi-family housing as required by law
- Amended (2)(b)
- Modified standards for flags in (2)(c) to differentiate between exempt flags and ‘feather flags’ which are regulated as temporary signs, removed illumination requirement
- Modified temporary construction signs to allow two signs per site instead of one
- Removed Real estate signs and moved to new section 23.743.085

ATTACHMENT 1

- Revised the allowed number of menu/order boards to two per drive through instead of one to reflect current drive through development trends; removed the allowance to obtain an LUP for additional signs of this type.
- Added 23.743.045(A)(2)(k) New Business Signs to allow for a short term period during which new businesses can use temporary signage without need for a TUP

23.743.050: Prohibited signs

- Revised reference to clear vision triangle at 23.743.050(D), triangle is defined by PW Improvement Standard not by Zoning Code
- Changed 'zoning certification' to 'Temporary Use Permit' within 23.743.050(G)
- Added pylon signs to the list of prohibited signs
- Updated reference to new real estate sign section at 23.743.050(H)
- Removed Multivision sign as a prohibited sign type as the sign type is no longer permitted

23.743.060: Allowed permanent on-site sign standards

- Included reference to section 23.743.090 in introductory paragraph to ensure reader is aware of general development, maintenance, and removal provisions that apply to on-site signs.
- Removed "and standards" from this sentence: "The following rules apply to permanent signs regulated by this section:"
- Removed 23.743.060(B) "Minimal Illumination" to avoid conflict and duplication with section 23.743.090(D)
- Reformatted section hierarchy
- Removed 23.743.060(E) to avoid conflict and duplication with section 23.743.020(G)
- Revisions to Table 23.743-1
 - Added allowance for building-attached signs within multifamily complexes
 - Removed maximum allowable area for building-mounted monument signs
 - Added additional allowances for monument signs for Commercial uses
 - Removed maximum allowable area for building-mounted signs for Office uses
 - Added additional allowances for monument signs for Office uses
 - Removed maximum allowable area for building-mounted signs for Industrial uses
 - Added additional allowances for monument signs for Industrial uses
 - Changed the freestanding signs requirement from 1/major entrance to 1/main entrance in the Institutional and Public/Quasi-Public Uses listing
 - Changed "Religious Institutions" listing to "Public Assembly Uses"; provided additional allowances for such uses
 - Removed regulation of park signs
 - Modified footnote 2 to clarify primary site frontage, not a cumulative of all street frontages for a given project
 - Removed footnote 3
 - Renumbered remaining footnotes and applied to table as appropriate

23.743.065: Standards for electronic message signs

ATTACHMENT 1

- Retooled standards for electronic message signs so they would all be found within one location
- Removed multivision sign as an allowable sign type
- Formatting revisions
- Rewrote section A for clarity
- Added standard from 23.743.100(E)
- Removed Table 23.743-2 because it was no longer needed

23.743.070: Allowed temporary on-site sign standards

- Amended 23.743.070(A) to allow temporary signs for a period of 60 days (increased from 30 days) for 2 periods (decreased from 4 times per year) within a given year.
- Removed “Inflatable signs are prohibited” from this section
- Added new provision to establish an allowable maximum square footage for temporary signage (formerly in footnote 4 of Table 23.743-3, needed to be more prominent in the Code) increased from 100 to 200 sf.
- Added new provision regarding prohibited sign types
- Revisions to Table 23.743-3
 - Moved from On-site Subdivision sign types from Table 23.743-3 to the new Real Estate signs section (23.743.085)
 - Modified allowable square footage of Commercial building-attached signs from 100 sf to a ratio of 2:1
 - Increased allowable square footage of a temporary freestanding sign to 32 sf (from 24 sf) to reflect the size of a standard piece of plywood
 - Added a new listing and standards for feather flags
 - Increased the allowable number of temporary signs for Public/Quasi-Public Uses from 1/use to 2/use
 - Removed footnotes 2, 3, 4, and 5

23.743.080: Allowed off-site sign standards

- Revised introductory paragraph to refer reader to new section 23.743.085 for real estate signage regulations
- Moved weekend directional signs and Multi-development Kiosk to new section 23.743.085
- Re-lettered Billboard Relocation
- Removed “automotive or” from 23.743.080(A)(1)(d) because there are no such zones in the City.
- Revised 23.743.080(A)(3)(b) to read “any special sign district” instead of “the special sign district”

23.743.085: Real estate sign standards

- This section is mainly just reformatted, existing content to help regulations read more clearly for both on- and off-site temporary real estate signs
- Changed reference from RCMC Chapter 12 to Improvement Standards for clear vision triangle at 23.743.085(A)(2) and (3)
- Deleted Multi-development kiosk, added onsite subdivision freestanding signs

ATTACHMENT 1**23.743.090: General development standards**

- Deleted 23.743.090(A)(3)(a) to eliminate confusion. “Freestanding signs that have more than one face (e.g., two-sided, three-sided) shall have the sign area computed based on the largest area.”
- Added standard at 23.743.090(G) to provide building signage within an integrated development some flexibility.

23.743.100: Special development standards for specific sign types.

- Renamed to “Special development standards for specific sign types”
- Deleted 23.743.100(D) Electronic Message Signs because it contradicts the standards in 23.743.040(C) and 23.743.065
- Moved 23.743.100(E) Time and Temperature Signs to section 23.743.065

23.743.110: Special sign districts

- No change

23.743.120: Special sign corridors

- No change

23.743.130: Gateway signage program

- Deleted reference to pylon sign at 23.743.130(D)(1)

23.743.140: Nonconforming and abandoned signs

- Revisions shown in track changes to reflect new amortization program for Council’s consideration

23.743.150: Digital freeway overlay

- No change

**Chapter 23.119
UNIFIED SIGN PROGRAM****Sections:**

- 23.119.010 Purpose.
- 23.119.020 Applicability.
- 23.119.030 Procedure.
- 23.119.040 Approval findings.
- 23.119.050 Conditions of approval.

23.119.010 Purpose.

The purpose of the unified sign is to adopt unique and specific design and development standards for multitenant and mixed-use developments. The intent is to integrate a project's signs with the design of the structures to achieve a unified architectural statement. A unified sign program provides a means for defining common sign regulations for multitenant projects, to encourage maximum incentive and latitude in design and display of multiple signs, and to achieve, not circumvent, the intent of this code. [Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 1.7.010)].

23.119.020 Applicability.

A unified sign program shall be required for:

- A. All new integrated developments as defined in RCMC 23.707.020;
- B. All new multitenant shopping centers, office parks, and other multitenant or mixed-use development of three or more separate tenants/uses that share either the same parcel or structure and use common access and parking facilities; and
- C. All redesign, remodel, or redevelopment of existing uses as identified in RCMC 23.743.040(D)(2) where more than 50% of the building square footage or 50% of the building façade would be modified if not already covered by a unified sign program.

23.119.030 Procedure.

The procedure is provided in RCMC 23.110.150 (C), Director Determinations – Public Hearing. [Ord. 13-2013 § 4 (Exh. B); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 1.7.030)].

23.119.040 Approval findings.

The director shall approve, or approve with conditions, an application for a unified sign program after finding all of the following:

- A. The proposed sign program does not violate provisions of this zoning code and the municipal code.
- B. The proposed sign program is generally consistent with location, size, height, setback and other requirements of the underlying zoning district and applicable design guidelines for signs permitted with or without a unified sign program requirement.

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C. The appearance, scale, materials, design and graphics, and orientation of signs are in keeping with the character of the site and buildings, and the surrounding neighborhood.

D. Approval of the unified sign program would not be detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity in which the project is located. [Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 1.7.040)].

If the director does not make all of these findings, he/she shall deny the unified sign program.

23.119.050 Conditions of approval.

In approving a Unified Sign Program, the director may impose any reasonable conditions to ensure that the approval will comply with the findings required by RCMC 23.119.040m as well as any performance criteria and development standards contained within this code.

**Chapter 23.743
SIGNS**

Sections:

- 23.743.010 Purpose.
- 23.743.020 Basic policies for sign regulations.
- 23.743.030 Reserved (Note: This is currently the Definitions section, which will be moved to Article 11)
- 23.743.040 Permit requirements for signs
- 23.743.045 Sign exemptions .
- 23.743.050 Prohibited signs.
- 23.743.060 Allowed permanent on-site sign standards.
- 23.743.065 Standards for electronic message signs.
- 23.743.070 Allowed temporary on-site sign standards.
- 23.743.080 Allowed off-site sign standards.
- 23.743.085 Real estate sign standards.
- 23.743.090 General development, maintenance, and removal provisions for all sign types.
- 23.743.100 Special development standards for specific sign types.
- 23.743.110 Special sign districts.
- 23.743.120 Special sign corridors.
- 23.743.130 Gateway signage program.
- 23.743.140 Nonconforming and abandoned signs.
- 23.743.150 Digital freeway signs overlay.

23.743.010 Purpose.

This chapter establishes regulations for signs within the city for the purposes of safeguarding and protecting the public health, safety, and welfare through appropriate prohibitions, regulations, and controls on the design, location, and maintenance of signs. The city recognizes that signs have the potential to enhance the overall character and quality of the built environment and do provide for economic benefit from real property within the city. However, the city also recognizes the inherent public interest in regulating the time, place, and manner in which signs, both commercial and noncommercial in nature, display their message. Such interest is based on a desire to enhance traffic safety in the community by ensuring that signage does not distract motorists or obstruct or otherwise impede traffic circulation, and a desire to ensure aesthetic, architectural, and cosmetic compatibility with the surrounding community by limiting visual clutter of the streetscape, such as through the regulation of oversized signs and excessive temporary signs.

The standards of this chapter apply to signs in all zoning districts. Only signs authorized by this chapter shall be allowed. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.010)].

23.743.020 Basic Policies for sign regulations

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A. Enforcement. The planning director is authorized and directed to administer the provisions of this chapter. The neighborhood services director is authorized and directed to enforce the provisions of this chapter.

B. Interpretations. All interpretations of this chapter are to be made with consideration to the city's message neutrality and message substitution policies. When a particular type of sign is proposed in a permit application and is not, within this chapter, expressly identified as either an exempted, prohibited, or allowed sign type, the planning director shall approve, conditionally approve, or disapprove the application based on the most similar sign type that is expressly regulated by this chapter.

C. Message Neutrality. It is the city's policy and intent to regulate both commercial and noncommercial signs in a viewpoint-neutral or content-neutral manner.

D. Message Substitution. Subject to the property owner's consent, the message on any type of existing sign may be substituted with a noncommercial message, in whole or in part, without consideration of message content; provided, that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech or favoring of any particular noncommercial message over any other noncommercial message. In addition, any on-site commercial message may be substituted, in whole or in part, for any other on-site commercial message; provided, that the sign structure or mounting device is legal without consideration of message content. This provision does not create a right to increase the total amount of signage on a parcel, lot, or land use; does not affect the requirement that a sign structure or mounting device be properly permitted; does not allow a change in the physical structure of a sign or its mounting device; and does not allow the substitution of an off-site commercial message in place of an on-site commercial message or a noncommercial message.

E. Off-Site/On-Site Distinction. Within this chapter, the distinction between on-site (or on-premises or point-of-sale) and off-site (or off-premises or nonpoint-of-sale) applies only to commercial speech messages.

F. Discretionary Approvals. Whenever any zoning certification, variance, conditional use permit, unified sign program or special planning area approval, or other sign-related decision is made, such determination shall be based only on the noncommunicative aspects of the sign, such as size, height, orientation, location, setback, illumination, spacing, scale, and mass of the structure. Graphic design may be evaluated only for a unified sign program and then only as applicable to commercial message signs.

G. Mixed-Use Zones/Developments. As described in RCMC 23.743.060 (Allowed permanent on-site sign standards), on-site signs are regulated by development type, rather than by zoning district. However, when multiple use types are present within one development (e.g., commercial and office, office and industrial), the development standards for signs applicable to that site shall be those applicable to the majority of uses in the development. For instance, if the predominant use in a development is commercial, then sign(s) for any other use type located with that same development shall also be governed by those same regulations (e.g., an office use in a commercial development shall be held to the standards for commercial developments). Additionally, the following rules shall apply:

1. Commercial uses on the ground floor of a multi-story building where nonretail uses (e.g., office, residential) are located above the retail, regardless of the zoning district of predominant use, shall solely be regulated by the commercial sign standards.

2. Office uses above the first floor of a multi-story building where the ground floor uses are predominantly commercial in character shall be solely regulated by the office sign standards for building-attached signs.

3. Residential uses in any configuration within a mixed use development shall be solely regulated by the applicable exempt signs and Home Occupation sign standards.

H. Owner Consent. No sign may be placed on private property without the consent of the property owner or persons holding the present right of possession and control.

I. Illegal Signs. A sign shall be considered an illegal sign when it does not conform to the provisions and standards of this chapter, zoning certification has not been approved, and it is not otherwise determined to be a nonconforming sign as provided in RCMC 23.743.140 (Nonconforming and abandoned signs). Illegal signs may be abated by the city. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.020)].

23.743.030 Reserved (Definitions to be moved to Article 11).

For the purpose of this chapter, the following terms shall have the definitions set forth herein:

“Abandoned sign” means any sign a) which is located on a premises that has been vacated for a period of at least 90 days, b) which displays no message for a period of at least 90 days, or c) which no longer advertises or identifies an ongoing establishment, product, or service available on the premises where the display is located for a period of at least 90 days. Abandoned signs are regulated in RCMC 23.743.140 (Nonconforming and abandoned signs).

“Animated sign” means any sign which uses mechanical or electrical movement or change of lighting, either natural or artificial, to depict action or to create visual motion or the appearance thereof.

“Area (of a sign)” means the measurable surface area of a sign, calculated as described in RCMC 23.743.090 (General development, maintenance, and removal provisions for all sign types).

“Awnings” means any roof-like structure extending over or in front of a place (i.e. over a patio or in front of a window or door).

“Balloon sign” means a flexible bag made of a material such as rubber, latex, polychloroprene, or a nylon fabric that is filled with a gas such as helium, hydrogen, nitrous oxide, or air. A balloon qualifies as a “sign” when it is larger than eight cubic feet in volume or is stationed at or above 10 feet above the ground.

“Banner” means any sign of lightweight fabric or similar material that is mounted to a building, fence, or wall at one or more edges. Flags shall not be considered banners (see “flag” definition).

“Billboard” means a sign which meets one or more of the following criteria (also see “off-site or off-premises sign”):

A. A permanent structure sign which is used for the display of off-site commercial messages;

B. A permanent structure sign which constitutes a principal, separate, or secondary use, as opposed to an accessory use, of the parcel on which it is located;

C. An outdoor sign used as advertising for hire, e.g., on which display space is made available to parties other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is on the same parcel or in the same development as the sign), in exchange for a rent, fee, or other consideration; or

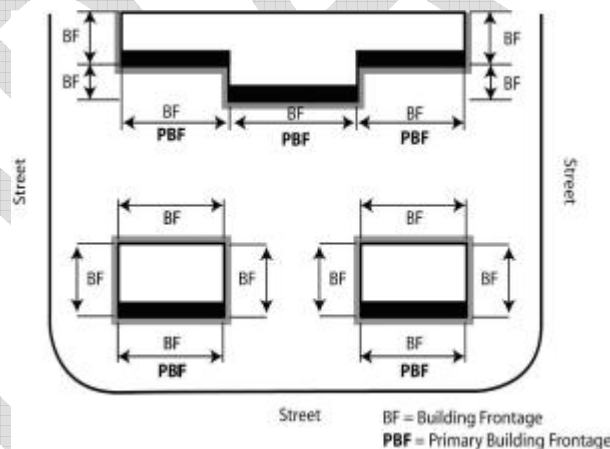
D. An off-site outdoor advertising sign on which space is leased or rented.

“Blade/bracket sign” means a small, pedestrian-oriented sign that projects perpendicular from a structure (bracket sign) or is hung beneath a canopy (blade sign; may also be referred to as an “projecting sign”).

“Building-attached sign” means a sign placed on a wall, awning, canopy, parapet, or a projecting sign. Also see “wall sign,” “canopy sign,” and “blade/bracket sign.”

“Building frontage, primary” means the building frontage that faces the street. In cases where a building has more than one street frontage, the longest of the street frontages shall be considered the primary building frontage. In cases where a business has no building frontage facing a street, the building frontage with the primary business entrance shall be considered the primary building frontage (e.g., an entrance facing a courtyard) (see Figure 23.743-1 (Building Frontage and Primary Building Frontage)). For multitenant buildings, ground floor tenants may have their primary frontage determined independently of the rest of the building based upon the aforementioned rules.

Figure 23.743-1: Building Frontage and Primary Building Frontage



“Canopy sign” means any sign that is part of or attached to an awning, canopy, or other material or structural protective cover over a door, entrance, window, or outdoor service area.

“Changeable copy sign” means a sign or portion of a sign with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than once per day shall be considered an animated sign and not a changeable copy sign.

“Channel letter sign” means a sign made up of individual letters that are independently mounted to a wall or other surface. The “air space” between the letters is not part of the sign structure but rather of the building facade. A logo may also be

considered a channel letter provided it is clearly distinguishable from other sign elements.

“Commercial mascot” means a human or live animal used as a commercial advertising or signaling device. Sometimes called sign twirlers or sign clowns.

“Commercial message” means any sign wording, logo, or other representation that names or advertises a business, product, service, or other commercial activity.

“Community interest group sign” means a sign identifying fraternal, benevolent, social services, and religious organizations and setting forth time, place, and location of meetings within the city.

“Construction sign” means a temporary sign located on a site where physical construction is occurring or is scheduled to begin in the near future.

“Development,” for the purposes of this chapter, shall mean a proposed or already-constructed building or group of buildings.

“Digital display area” means the portion of a digital freeway sign that consists of digital display area(s) used for general commercial advertising. See also “Sign structure.”

“Digital freeway sign” means an off-site outdoor advertising sign with one or more digital display areas. A digital freeway sign may be internally or externally illuminated. Digital freeway signs are always considered off-site signs and are regulated as such.

“Directional sign, on-site” means a sign located on the same property as an establishment, primarily providing direction to guide vehicles and pedestrians to businesses, including but not limited to those signs identifying parking areas and circulation patterns.

“Directory sign” means a pedestrian-oriented sign that identifies or lists the names and locations of tenants at a multitenant site.

“Electronic graphic display sign” means a sign or portion thereof that displays electronic static images, static graphics or static pictures, with or without text information. Electronic graphic display signs include projected images or messages with these characteristics on buildings or other objects.

“Electronic message sign” means an electronic sign that displays one or more messages. An electronic message sign could be used as a message delivery method for a wall sign, a monument sign or other freestanding sign, or a billboard, subject to all applicable provisions and limitations in the Code. Digital freeway signs utilizing electronic messaging technology are subject to the standards and permit requirements in RCMC 23.743.150.

“Establishment” means any nonresidential use of land involving structures, as defined in the building code and the presence of human beings during normal hours of operation such as, but not limited to, businesses, schools, hospitals, hotels and motels, and offices and libraries.

“Exempt sign” means a sign which is not subject to zoning certification or temporary use permit.

“Face change” means a change in color, material, copy, graphics, or visual image that requires the installation of a new or modified sign face, but which does not involve any change to an existing sign structure or mounting device.

“Feather Flag” means a temporary, on-site fabric sign installed on a temporary pole made of PVC or other flexible material and commonly used for the temporary promotion

of a business, service, or other commercial activity on a specific non-residential property.

“Flag” means any fabric, banner, or bunting containing distinctive colors, patterns, or design that displays the symbol(s) of a nation, state, local government, company, organization, belief system, idea, or other meaning installed on a permanent pole with a permanent foundation.

“Flashing sign” means an illuminated sign that exhibits changes in light or color effect by blinking or any other such means so as to provide intermittent illumination.

“Freestanding sign” means a sign that is self-supporting in a fixed location and not attached to a building. Permanent freestanding signs are of three types: monument, pole, and pylon. Temporary freestanding signs, typically constructed of wood, are subject to issuance of a Temporary Use Permit as described in Section 23.743.070 of this Chapter.

“Future tenant signs” means signs erected for the purpose of announcing the future occupancy of a new tenant, other than the current resident tenant.

“Garage, yard, estate, and other home-based sales” means the occasional nonbusiness public sale of secondhand household and other goods incidental to household uses by a person or persons from a residential use.

“Gas pricing signs” means signs identifying the brand, types, octane rating, etc., of gasoline for sale, as required by state law.

“Gateway entry sign” means a sign located at a major entrance into the City and regulated in Section 23.743.130 of this Chapter.

“General advertising” means the business of advertising or promoting other businesses or causes using methods of advertising, in contrast to self-promotion or on-site advertising; also known as advertising for hire.

“Governmental/civic sign” means any temporary or permanent sign erected and maintained by or required by the city or the county, state, or federal government for the purpose of providing official governmental information to the general public, including but not limited to traffic direction, city entrance, or for designation of direction to any school, hospital, historical site, or public service, property or facility.

“Home occupation sign” means a sign located at a residence advertising a business or profession legally conducted in the residence.

“Iconic signage” means expressions of a business without the use of words or copy that thereby make maximum use of logos and graphics to represent the establishment.

“Illuminated sign” means a sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign. This includes signs made from neon or other gas tube(s) that are bent to form letters, symbols, or other shapes. Excludes electronic message sign, which is separately defined.

“Incidental sign” means a sign, emblem, or decal informing the public of goods, facilities, or services available on the premises, including but not limited to rest rooms, phones, credit cards, or hours of business.

“Menu/order board sign” means a sign installed in a drive-through facility and oriented so as to be visible primarily by drive-through customers.

“Monument sign” means a permanent on-site sign constructed upon a solid-appearing base or pedestal, whose exterior is constructed of stone, brick, or concrete,

the total width of which is at least 50 percent of the overall height of the sign. See Figure 23.743-2 (Monument Sign).

Figure 23.743-2: Monument Sign



“Noncommercial sign” means a sign which displays noncommercial speech, e.g., commentary or advocacy on topics of public debate and concern.

“Noncommunicative aspects” means those aspects of a sign which are not directly communicative, such as sign height, setback, illumination, spacing, density, etc.

“Nonconforming sign” means a sign lawfully erected and legally existing at the time of the effective date of an ordinance, but which does not conform to the current provisions of this chapter. Nonconforming signs shall be amortized pursuant to the provisions of Section 23.743.140 and, at the conclusion of the amortization period, shall either be removed pursuant to the provisions of Section 23.743.140, modified to meet the requirements of this chapter, or replaced with a new sign that is in compliance with the requirements of this chapter.

“Off-site or off-premises sign” means a sign which directs attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the same lot or parcel on which said sign is located. This definition shall include billboards, posters, panels, painted bulletins, and similar advertising displays. The off-site/on-site distinction applies only to commercial messages. Off-site signs meet any one of the following criteria:

A. A permanent structure sign which is used for the display of off-site commercial messages;

B. A permanent structure sign which constitutes a principal, separate, or secondary use, as opposed to an accessory use, of the parcel on which it is located;

C. An outdoor sign used as advertising for hire, e.g., on which display space is made available to parties other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is on the same parcel or is the same development as the sign), in exchange for a rent, fee, or other consideration; or

D. An off-site outdoor advertising sign on which space is leased or rented.

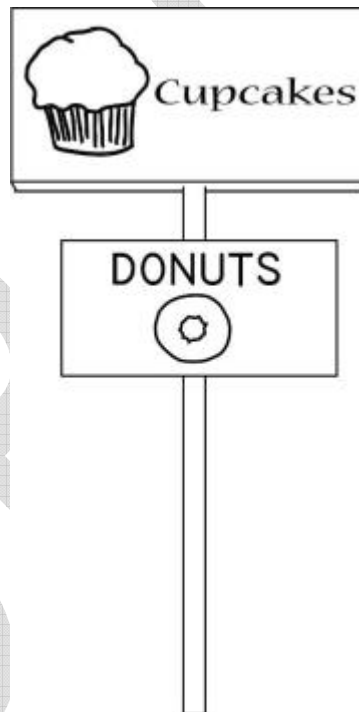
“On-site or on-premises sign” means a sign which directs attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered upon the lot or parcel on which the sign is placed. The off-site/on-site distinction applies only to

commercial messages. In the case of multiple-tenant commercial or industrial developments, a sign is considered on site whenever it is located anywhere within the integrated development. In the case of a duly approved unified sign program, a sign anywhere within the area controlled by the program may be considered on site when placed at any location within the area controlled by the unified sign program.

“Pennant” means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a rope, wire, or string, usually in a series, designed to move in the wind and attract attention.

“Pole sign” means an on-site freestanding sign, supported by a sign structure from the ground, which identifies businesses located on the same parcel or in the same integrated development on which the sign is located. Generally, pole signs are supported by one or more metal or wood posts, pipes, or other vertical supports. The support structure is not integrated into the overall design of the sign. See Figure 23.743-3 (Pole Sign).

Figure 23.743-3: Pole Sign



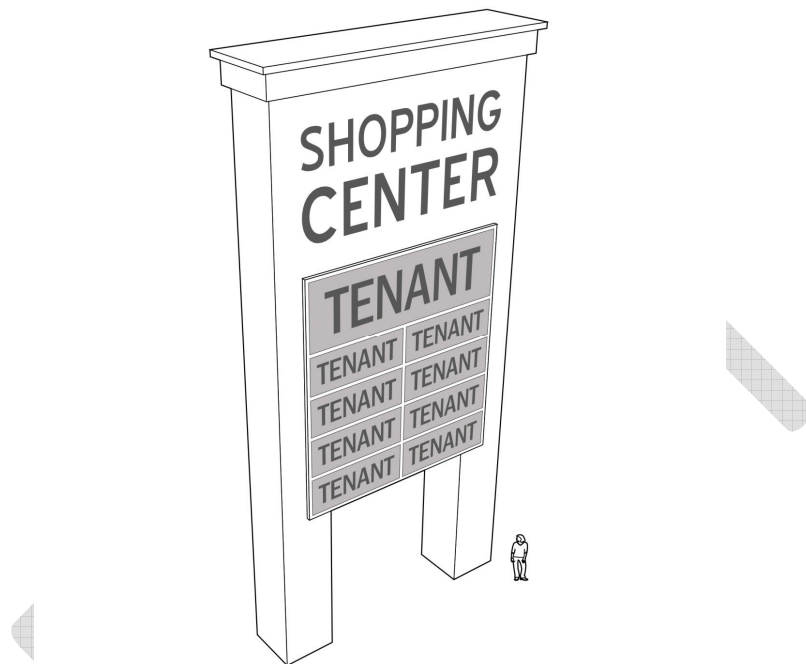
“Portable sign” means any advertising device defined as a sign that is not permanently attached to a building or to the ground. Portable signs include, but are not limited to, signs designed to be transported by means of wheels; signs configured as A-frame or T-frame; menu and sandwich board signs; and umbrellas used for advertising. Clothing or other aspects of personal appearance are not within this definition (see “commercial mascot”).

“Primary site frontage” is the longest frontage of a site that adjoins or fronts onto a public right-of-way.

“Projecting sign” means a sign that projects perpendicular from a structure (bracket sign) or is hung beneath a canopy (blade sign).

“Pylon sign” means an on-site freestanding sign of extensive height, supported by a sign structure from the ground, which identifies businesses located on the same parcel or in the same integrated development on which the sign is located. Pylon signs are designed such that the support structure and the sign face are designed as one architecturally unified and proportional element. See Figure 23.743-4 (Pylon Sign).

Figure 23.743-4: Pylon Sign



“Readerboard sign” means a sign on which copy is changed manually in the field or electronically, including but not limited to theater marquee signs, business directories, church and museum signs, and gas price signs.

“Real estate sign” means any sign, temporary in nature, the copy of which concerns a proposed economic transaction involving real property. This definition does not include occupancy signs at establishments offering transient occupancy, such as hotels and motels.

“Roof sign” means a sign installed on a roof or projecting above the eave of a building or mounted on an arcade or parapet.

“Roofline” means the top edge of a roof or building parapet, whichever is higher, excluding any cupolas, pylons, chimneys, or minor projections.

“Sign” means any structure, part thereof, device, fixture, or placard or inscription which is located upon, attached to, or painted or represented on any land, or on the outside of any building or structure, or on an awning, canopy, marquee or similar appendage, or permanently affixed to the glass on the outside or inside of a window so as to be seen from the outside of the building, and which displays or includes any numeral, letter, word, model, banner, emblem, insignia, symbol, device, light, trademark, or other representation used as, or in the nature of, an announcement, advertisement, attention arrester, direction, warning, or designation of any person, firm, group, organization, place, commodity, product, service, business, profession,

enterprise, or industry when such image is visible from any public right-of-way. Notwithstanding the generality of the foregoing, the following are not within this definition:

A. Architectural features. Decorative or architectural features of buildings (not including lettering, trademarks, or moving parts).

B. Fireworks, etc. The legal use of fireworks, candles, and artificial lighting not otherwise regulated by this chapter.

C. Gravestones and grave markers.

D. Manufacturers' marks. Marks on tangible products which identify the maker, seller, provider, or product and which customarily remain attached to the product even after sale.

E. Newsracks and newsstands.

F. Personal appearance. Items or devices of personal apparel, decoration, or appearance, including tattoos, makeup, wigs, costumes, masks, etc. (but not including commercial mascots).

G. Symbols embedded in architecture. Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal. The definition also includes foundation stones and cornerstones.

"Sign structure" means the portion of a digital freeway sign other than the digital display area, including but not limited to supporting pole(s), display frame and all ancillary equipment and utilities installed on the sign site.

"Subdivision directional sign" means a temporary or otherwise limited-term sign for the purpose of providing direction for vehicular and/or pedestrian traffic to the initial home sales of multiple lots with single or multiple builder(s) within a master planned community, including both single-family and multifamily for-sale products. All other home sales are included within the definition of "real estate sign."

"Subdivision permanent identification sign" means a sign located at the entrance to the subdivision for the purpose of a permanent identification of the subdivision. Such signs are of a permanent nature, usually constructed of long-lasting, weather-resistant materials such as stone or metal.

"Temporary sign" means a sign not constructed or intended for long-term use. If a sign does not qualify as a "structure" under the building code, it is presumably a temporary sign, but subject to the interpretation of the planning director consistent with the interpretations policy in RCMC 23.743.030(B) (Interpretations). Types of temporary signs include building-attached banners, temporary freestanding signs, and portable signs.

"Three-dimensional object sign" means a sign that comprises a three-dimensional object that graphically or iconically brands an establishment or development. Such signs may be used as both building-attached or freestanding signs. See also "Iconic Sign".

"Time/temperature sign" means an electronic or mechanical device that shows time and/or temperature but contains no business identification or advertising.

"Vehicle sign (large)" means any sign exceeding 10 square feet in area mounted, painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile or other form of motor vehicle so parked or placed so that the sign thereon is discernible from a public street or right-of-way as a means of communication and which by its location,

size, and manner of display is reasonably calculated to exhibit commercial advertising, identifying an on-site business, or supplying directional information to an off-site business. A vehicle sign may be defined as a vehicle that functions primarily as a sign rather than as a transportation device as determined by consideration of any combination of the following factors:

- A. The absence of a current, lawful license plate affixed to the vehicle on which the sign is displayed;
- B. The vehicle on which the sign is displayed is inoperable as defined by this city code;
- C. The vehicle on which the sign is displayed is not parked in an identified parking space on the lot;
- D. The vehicle on which the sign is displayed is not regularly used for transportation associated with the use it advertises;
- E. The vehicle remains parked on the premises after normal business hours when customers and employees are not normally present on the premises and is not part of the business's vehicle fleet;
- F. The vehicle remains parked in the same vicinity on the property in a location which maximizes its visibility from the public street or right-of-way on a regular basis.

"Video display sign" means a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, not including electronic changeable copy signs.

"Wall sign" means 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 such a way as to be substantially parallel to such exterior building wall to which it is attached or supported by.

"Weekend directional stake sign" means a sign, customarily displayed on the weekends, measuring less than nine square feet in area, mounted on a wooden stake, and identifying the location and name of an active new home sales location/subdivision.

"Wind sign" means a sign that spins or is otherwise propelled by the force of air moving across its face.

"Window sign" means a sign attached to, suspended behind, placed, or painted upon the window or glass door of a building and intended for viewing from the exterior of such building. This definition does not include merchandise offered for sale on site when on display in a window. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.030)].

23.743.040 Permit requirements for signs.

A. Zoning Certification Required. To ensure compliance with the regulations of this chapter and except as otherwise exempted, no person shall erect, move, alter, replace, or maintain any sign within the city of Rancho Cordova without first obtaining zoning certification from the designated approving authority as established in Chapter 23.113 RCMC (Zoning Certification). Zoning certification shall not be required for the

maintenance of an existing sign, such as repainting, which does not result in a change or alteration in the size, shape, illumination, or text of said sign.

B. Temporary Use Permit Required. A temporary use permit shall be required prior to establishment of any new temporary sign as required by this chapter.

C. Limited Use Permit (LUP) Required for Electronic Changeable Copy Signs, Electronic Graphic Display Signs and Video Display Signs as defined by this Chapter. An LUP shall be required prior to issuance of a building permit (and corresponding zoning certification), for any new electronic message signs, regardless of the type of application (wall sign, monument sign, etc.). Development standards are provided for this sign type in RCMC 23.743.065. The applicant must satisfy the conditions of approval established through the LUP process prior to and/or in conjunction with the subsequent administrative issuance of the sign permit. Digital freeway signs utilizing electronic messaging technology may only be approved subject to a CUP and are subject to the standards and permit requirements in RCMC 23.743.150.

D. Unified Sign Program.

1. Purpose. The purpose of the unified sign program is to adopt unique and specific design and development standards for multitenant and mixed-use developments. The intent is to integrate a project's signs with the design of the structures to achieve a unified architectural statement. A unified sign program provides a means for defining common sign regulations for multitenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter.

2. Applicability. A unified sign program shall be required for:

- a. All new integrated developments as defined in RCMC 23.707.020.
- b. All new multitenant shopping centers, office parks, and other multitenant or mixed-use developments of three or more separate tenants/uses that share either the same parcel or structure and use common access and parking facilities; and
- c. All redesign, remodel, or redevelopment of existing uses identified in RCMC 23.743.040(D)(2) where more than 50% of the building square footage or 50% of the building façade would be modified if not already covered by a unified sign program.

3. Approval of a Unified Sign Program. The designated approving authority for unified sign programs, and amendments or revisions thereto, shall be as identified in Chapter 23.119 RCMC (Unified Sign Program). The Unified Sign Program shall be reviewed concurrently with the project's Design Review. If signs will not impact the overall design of the project, the Planning Director may waive the concurrent review and require the Unified Sign Program as a condition of approval of the Design Review. This requirement may also be waived on a case-by-case basis for minor pad-building remodel projects.

4. Standards. The unified sign program shall include criteria for building-attached and freestanding signs for tenants, anchors, and the overall development itself to establish consistency of sign type, location, logo and/or letter height, lines of copy, illumination, and construction details of signs for the project. All signs within the development shall be consistent with the unified sign program as the adopted program for signs within the development. The message substitution policy of this chapter shall be deemed incorporated in every sign program, even if the sign program documents do not explicitly so state.

23.743.045 Sign exemptions.

A. Exempt Signs. The following sign types are exempt from the permit requirements of this chapter and title but still must satisfy any and all other applicable permit requirements (e.g., building, electrical, plumbing, grading, encroachment). Any exception to the limitations for exempt signs listed herein shall require a variance pursuant to Chapter 23.143 RCMC (Variance). However, consideration of the variance request shall not evaluate the message or graphic design of a sign.

1. Exempt Signs Without Limitations. The following signs are exempt from zoning certification and city review:

- a. All devices which are excluded from the definition of a sign;
- b. Approved highway directional signs;
- c. Railroad signal signs;
- d. Signs prohibiting trespassing and hunting;
- e. Warning signs required by law or erected by public agencies;
- f. Utility company signs identifying cables, conduits, danger, and so forth;
- g. Public notices and announcements authorized by courts and public officials, including neighborhood watch signs (e.g., governmental/civic signs);
- h. Signs on buses, light rail, or other mass transit vehicles and taxis;
- i. Signs on vehicles (except where defined as "vehicle signs (large)" by this chapter) and vessels, including license plates, license plate frames, registration insignia, noncommercial messages, messages relating to the business for which the vehicle or vessel is an instrument or tool (not including general advertising), and messages relating to the proposed sale, lease, or exchange of the vehicle or vessel;
- j. Signs located entirely within a building or other enclosed structure and not visible from the exterior, or located at least five feet from the window, provided the building or enclosed structure is otherwise legal;
- k. Signs erected out of doors within courtyards and mall spaces (below the height of enclosed buildings) within the buildable portion of the lot where signs are not visible from a public street or adjacent parcel;
- l. Signs on shopping carts, golf carts, and horse-drawn carriages;
- m. Name plates and incidental signs;
- n. Vending machines which do not display off-site commercial messages;
- o. Graphic images which are only visible from above, such as those visible only from airplanes or helicopters, only if not visible from the street surface or public right-of-way;
- p. On residential uses, holiday and cultural observance decorations that are displayed for not more than 45 calendar days per year (cumulative, per parcel or use) and that do not include commercial advertising messages;
- q. Change of copy that does not alter the size, location, or illumination of a sign (see RCMC 23.743.020(D), Message Substitution) (e.g., face change); and
- r. Official notification signs of name and address information for property owner and/or caretaker of multi-family housing as required by law.

2. Exempt Signs with Limitations. The following signs are exempt from zoning clearance; provided, that they meet the size, height, duration, and/or maximum number limitations listed:

a. Freestanding street address identification signs. Freestanding signs which only indicate the street address of the property on which the sign is located; provided, that the sign does not exceed an area of four square feet and is located with a setback of at least five feet with a height no greater than 30 inches.

b. Window signs limited to painted signs on glazing, poster paper signs, and place cards attached to the inside of glazing of store fronts; provided, that no more than 25 percent of the store front window area, calculated using the measurements of the store front in its entirety, is covered. In the case of convenience stores and other similar retail establishments, views from the public right-of-way to the cash register area shall not be impeded by window signs or merchandise. The intent is to provide visibility of the sales counter for increased public safety.

c. Flags, on a permanent pole with a permanent foundation, provided they meet the following standards. The minimum setback from the public right-of-way for all poles is 10 feet.

i. Agricultural and Residential Zones and Uses. There shall be no limit on the number of flags or the number or height of poles.

ii. All Other Zones. A maximum of two poles. The maximum allowed height of each pole is 25 feet.

d. Temporary construction signs provided there are no more than two signs per site, not individually exceeding 24 square feet in area, set back at least 10 feet from the public right-of-way, not to exceed 10 feet in height, and not illuminated. Signs may be attached to a building, provided they do not exceed the roofline or parapet wall of the building. Signs must be stationary and must be removed at the time of the final inspection for occupancy.

e. Political, religious, and civic campaign signs, not exceeding 24 square feet in size. Such signs shall be located on private property (with owner's consent) and set back a minimum of 10 feet from the public right-of-way. Such signs are authorized in any zone for a period not to exceed 90 days provided such signs are removed within 10 days following the conclusion of the campaign.

f. Electronic time and temperature signs as part of an on-site advertising sign are permitted as regulated by development standards contained in RCMC 23.743.065, Standards for electronic message signs.

g. On-site directional signs. Exit, entrance, or other on-site traffic directional signs are permitted. When located within a required front yard or street side yard area, the maximum height of any directional sign shall be 30 inches and the maximum size shall be four square feet. No advertising or message other than for traffic directions shall be displayed and such signs shall be subject to review and enforcement authority. The use of iconic signage as part of on-site directional signs is highly encouraged and may be required as part of a unified sign program. For village centers, local town centers, regional town centers, and other special developments and districts, it may be appropriate to design directional signs with the height and appearance similar to a city street sign.

h. Community interest group signs (e.g., fraternal, benevolent, social services, and religious organizations) displaying a noncommercial message, such as time and place/location of meetings, provided said signs are combined onto a common sign structure, the overall area of which does not exceed 100 square feet, and the area

devoted to any one organization does not exceed 20 square feet. Such signs may be located off site of where the activity takes place; however, no more than four locations for such signs will be permitted within the city. Such signs must be set back a minimum of 25 feet from the public right-of-way in residential districts and 10 feet in nonresidential and mixed-use districts and must be located a minimum of 75 feet from any other freestanding sign.

j. Menu/order board signs. A maximum of two menu/order board signs shall be permitted for each drive-in or drive-through establishment; provided, that each sign does not exceed a maximum of 40 square feet in sign area and each sign be limited in height to eight feet. Menu/order board signs do not count toward the total allowed signage for the establishment as described in Table 23.743-1 (Allowed Permanent On-Site Sign Standards). [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.040)].

k. New business signs. Newly established businesses and businesses under new ownership may rely upon temporary signage for the initial 60 days during which the business is first opened or initial 60 days of new ownership without need of a Temporary Use Permit. Types, sizes, and locations of all such temporary signs allowed for new businesses shall be those identified in RCMC 23.743.070. Following the initial 60 day period, the business must convert to permanent signage of the types and sizes allowed by the Code or must have been issued a Temporary Use Permit for the continued use of the temporary signs in the timeframes allowed. The initial 60 day period does not contribute to the time allowances established by the Temporary Use Permit.

23.743.050 Prohibited signs.

The signs listed in this section are inconsistent with the purposes and standards of this chapter as described below and as such are prohibited in all zoning districts, unless specifically authorized by another provision of this chapter:

- A. Moving or rotating signs, except barber poles at barbershops.
- B. Signs with flashing, moving, or animated illumination (e.g., flashing signs), except barber poles at barbershops and electronic readerboards. Sign content must remain static and not change message or appearance and may only change message or appearance after a minimum period of 60 minutes.
- C. Any sign displaying any obscene matter.
- D. Signs located within the clear vision triangle as defined by Improvement Standard 4-18, Visibility Restrictions at Driveways and Intersections and any future updates thereto.
- E. Signs which imitate or resemble official traffic warning devices or signs, that by color, location, content, or lighting may confuse or disorient vehicular or pedestrian traffic, excluding on-site directional signs as specified in RCMC 23.743.040.
- F. Portable signs (e.g., A-frame sign), except as provided for real estate signs as provided in RCMC 23.743.040(E)(2)(i) or as permitted as a temporary sign with a temporary use permit.
- G. Temporary signs, except when a valid Temporary Use Permit has been issued or as otherwise exempted in RCMC 23.743.040 (Permit requirements and exemptions for signs).

H. Inflatable or lighter-than-air devices (e.g., balloon sign) of any kind when attached or secured from the ground or to any object on the ground, except for residential real estate as part of zoning certification and under the standards of RCMC 23.743.085 (Real estate sign standards).

I. Portable readerboard advertising devices which are readerboard signs affixed with wheels so as to make them moveable signs.

J. Signs projecting over roofs and roof signs except where specifically provided for under the provisions of signs attached to buildings.

K. Signs projecting from buildings except where provided for in a special sign district ordinance or otherwise specifically provided for.

L. Banners, except when allowed through a temporary use permit or a grand opening event as described in RCMC 23.743.070.

M. Pennant flags and string pennant flags.

N. Wind signs.

O. Vehicle signs (large) as defined in this chapter.

P. Video display signs prohibited except as provided for in RCMC 23.743.065.

Q. Electronic changeable copy signs are prohibited except as provided for in RCMC 23.743.065.

R. Digital freeway signs are prohibited except as provided for in RCMC 23.743.150.

S. Electronic graphic display sign prohibited except as provided for in RCMC 23.743.065.

T. Signs with fluctuating illumination are prohibited, including any changes in light intensity or use of intermittent, strobe or moving light that does not fall under the definition of another sign type (e.g., video display sign).

U. Any other advertising device attached to a building, fence, pole, or vehicle on display not specifically mentioned, unless otherwise provided for in this code.

V. Any sign in the public right-of-way unless otherwise permitted in this code or by the public works director (e.g., encroachment permit).

W. Signs on portions of a structure exempted from the height requirements as described in RCMC 23.701.050 (Height exceptions) when said features exceed the height limit of the underlying zone. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.050)].

X. Pylon signs as defined in this chapter.

23.743.060 Allowed permanent on-site sign standards.

Table 23.743-1 (Allowed Permanent On-Site Sign Standards) lists the development standards for all on-site permanent signs. These regulations are based on use type, rather than by zoning district, except as otherwise described herein. Only those signs that are permitted are listed. As provided in RCMC 23.743.040(A), all signs require zoning clearance prior to construction/installation, unless otherwise exempted. The purpose of these regulations is to regulate permanent signs that have a commercial message so that they comply and are consistent with the intent of this chapter.

Regulations for temporary signs are listed in RCMC 23.743.070 (Allowed temporary on-site sign standards). Regulations for off-site signs are listed in RCMC 23.743.080 (Allowed off-site sign standards). General development, maintenance, and removal provisions for on-site signs are listed in 23.743.090.

The following rules apply to permanent signs regulated by this section:

A. **Collective Sign Area.** The total sign area allowed herein for each sign type may be distributed among the maximum number of signs permitted for that sign type. For example, the total allowed area for wall signs for a particular establishment may be distributed amongst the maximum number of wall signs allowed for that same establishment.

C. **Sign Area Allowance.** Allowable sign area is either a set square footage per establishment or is based on a ratio of sign area to primary building frontage. It is calculated as described in RCMC 23.743.090 (General development, maintenance, and removal provisions for all sign types). Where a ratio is described, it applies up to the listed maximum sign area.

D. **Building Frontage for Multiple Story Office Buildings.** For multi-story office buildings, the maximum sign area for building-attached signs is based on the primary building frontage of the building, not of the tenants. The total area allowed may be distributed among the tenants at the owner's discretion.

Table 23.743-1: Allowed Permanent On-Site Sign Standards

Sign Type	Maximum Number Permitted	Maximum Area ⁴	Maximum Height	Illumination Allowed	Minimum Setback from ROW	Other Standards
Home Occupations						
Building-Attached Sign	All types	1/home occupation	4 sf	Not extending above the roofline of the building	No	
Agricultural Uses						
Freestanding Sign	Monument only	1/establishment	Parcels < 5 ac, 16 sf; Parcels > 5 ac, 24 sf	6 ft	No	10 ft
Permanent Subdivision Identification Signs						
Freestanding Sign	Monument or on fence/wall, not in ROW	1/entrance	24 sf	6 ft	Yes	10 ft
	Monument, w/in ROW	1/entrance	24 sf	6 ft	No	¹
Multifamily Dwellings and Complexes						
Building-Attached Signs	All types	1/entrance	24 sf	Not extending above the roofline of the building	Yes	
Freestanding Sign	Monument only	1/entrance	24 sf	6 ft	Yes	10 ft
Commercial Uses						
Building-Attached Signs	All types	No maximum	< 50 ft from ROW; 2:1: ≥ 50 ft from ROW; 3:1	Not extending above the roofline of the building	Yes	
Freestanding Signs for	Monument only	1/project entrance	50 sf	10 ft	Yes	10 ft

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Sign Type		Maximum Number Permitted	Maximum Area ⁴	Maximum Height	Illumination Allowed	Minimum Setback from ROW	Other Standards
Individual Buildings not part of an Integrated Development ²							
Freestanding Signs for Integrated Developments ²	Monument only	1/project entrance	150 sf/sign	20 ft	Yes	10 ft	
Office Uses							
Building-Attached Signs	All types	1/establishment /building frontage	1:1	Not extending above the roofline of the building	Yes		
Freestanding Signs for Individual Buildings not part of an Integrated Development ²	Monument only	1/parcel	25 sf	10 ft	Yes	10 ft	
Freestanding Signs for Integrated Developments ²	Monument only	1/project entrance	50 sf/sign	10 ft	Yes	10 ft	
Industrial Uses							
Building-Attached Signs	All types	No maximum	< 50 ft from ROW; 2:1: ≥ 50 ft from ROW; 3:1	Not extending above the roofline of the building	Yes		
Freestanding Signs for Individual Buildings not part of an Integrated Development ²	Monument only	1/parcel	40 sf	10 ft	Yes	10 ft	
Freestanding Signs for Integrated	Monument only	1/project entrance	40 sf/sign	10 ft	Yes	10 ft	

Sign Type		Maximum Number Permitted	Maximum Area ⁴	Maximum Height	Illumination Allowed	Minimum Setback from ROW	Other Standards
Developments ²							
Automotive Service Stations³							
Building-Attached Signs	All types	No max	125 sf all signs	Not extending above the roofline of the building	Yes		
Freestanding Signs	Monument only	2	36 sf for freestanding signs. 52 sf including pricing signs	10 ft	Yes	10 ft	
Institutional and Public/Quasi-Public Uses							
Building-Attached Signs	All types	1	24 sf	Not extending above the roofline of the building	Yes		
Freestanding Signs	Monument only	1/main entrance	24 sf	6 ft	Yes	10 ft	
Public Assembly Uses							
Building-Attached Signs	All Types	1	36 sf total	Not extending above the roofline of the building	Yes		
Freestanding Sign	Monument only	1	24 sf for freestanding sign	6 ft	Yes	10 ft	

Notes:

1. Within median island, sign must be set back three feet from sides and 12 feet from ends.
2. Where a parcel has more than 300 feet of primary site frontage, one additional freestanding sign may be allowed for each additional 300 feet of primary site frontage.
3. Excludes the gas pricing component of the subject sign, which is regulated by state law.

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Sign Type	Maximum Number Permitted	Maximum Area ⁴	Maximum Height	Illumination Allowed	Minimum Setback from ROW	Other Standards
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4. Maximum total sign area may be exceeded with the approval of a unified sign program. Signage may also be permitted to exceed the total signage allowance based on primary site or building frontage by 25 percent with the approval of a unified sign program.

[Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.060)].

23.743.065 Standards for electronic message signs.

A. Applicability. Permit requirements for electronic message signs are established in RCMC 23.743.040(C). Provisions of this section apply to the following sign types as defined in this chapter:

1. Video display signs;
2. Electronic graphic display signs; and
3. Time and temperature signs.

B. Development Standards. The following provisions apply to electronic message signs:

1. Signs are only permitted in nonresidential zoning district and must be located a minimum distance of 100 feet from an abutting residential district boundary.

2. An electronic sign or signs are limited to a maximum of 32 square feet per site and shall be included as part of the total sign area allowances established by Table 23.743-1.

3. Sign must be located on the site of the use identified or advertised by the sign.

4. Audio speaker or any form of pyrotechnics are prohibited in association with any electronic message signs.

5. Illumination levels shall be regulated such that the illumination is appropriate to the time of day through the use of such means as light meters and programmed illumination regulation or LEDs that are designed to limit the spread of light. Dimmer controls that are automatically responsive to surrounding light levels are highly encouraged.

6. Time Temperature Signs. A time and/or temperature signs does not count toward the otherwise applicable limits as to number and size of signs for the property on which it is located, provided:

a. Maximum Area and Height. The sign shall have a maximum area of 36 square feet and shall comply with the height requirements established in Table 23.743-1 (Allowed Permanent On-Site Sign Standards) for the type of sign (building/freestanding) to which it is attached.

b. Design. The sign shall be designed in a manner that is architecturally compatible with other signs and with the structure on which it is placed.

23.743.070 Allowed temporary on-site sign standards.

This section describes standards for temporary on-site signs. All temporary signs require a temporary use permit prior to their establishment. Temporary commercial signs may include, but are not limited to, signs for special product, sale, or event advertising. All temporary signs must comply with the standards listed in Table 23.743-2 (Allowed Temporary On-Site Sign Standards) and are subject to the following:

A. Time Duration. Permitted for a period not to exceed 60 days. No more than two temporary use permits for temporary signs shall be issued for the same property per calendar year.

B. Sign Area. The allowable combined square footage of all temporary signage on a single property shall not exceed 200 square feet.

C. Illumination. Temporary signs may not be internally illuminated. Any external illumination of temporary signage shall comply with section 23.743.090(D).

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D. Message. Temporary signs displaying a commercial message shall be limited to on-site signage only. Off-site signage displaying a commercial message shall not be permitted.

E. Prohibited signs. No prohibited signs identified in section 23.743.050 shall be permitted as a temporary sign.

Table 23.743-3: Allowed Temporary On-Site Sign Standards

Type	Maximum Temporary Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹
Commercial, Office, and Industrial Uses, Temporary Building-Attached Signs	2/establishment	2:1	roofline	
Commercial, Office, and Industrial Uses, Freestanding Signs	2/establishment	32 sf/sign	10 ft	5 ft
Commercial, Office, and Industrial Uses, Feather Flags	5/establishment		12 ft	5 ft
Multifamily Dwelling Complexes (e.g., apartments)	3/complex	< 10 units: 24 sf > 10 units: 32 sf	roofline if on building; otherwise 10 ft	5 ft
Agricultural Uses	1/establishment	5 sf	5 ft	5 ft
Public/Quasi-Public Uses	2/use	5 sf/sign	5 ft	5 ft

Notes:

1. Must be located outside of the clear vision triangle.

[Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.070)].

23.743.080 Allowed off-site sign standards.

New off-site commercial signage is prohibited within the city except as permitted in this section and RCMC 23.743.150, Digital freeway signs overlay. Existing off-site commercial signs (e.g., billboards) not permitted pursuant to subsection (C) of this section or RCMC 23.743.150 are considered nonconforming signs as regulated by RCMC 23.743.140. However, consistent with state law, the city does permit off-site subdivision directional signs as regulated in RCMC 23.743.085. Off-site signs shall be regulated as follows:

A. Billboard Relocation. Off-site signs which meet the eligibility criteria outlined below may be relocated from one location to another location, subject to issuance of a conditional use permit from the city council. Billboard relocations that include the use of a digital display area(s) must meet the permit requirements and development standards identified in RCMC 23.743.150, in addition to the eligibility criteria outlined below.

1. Eligibility Criteria for Existing Signs and Site Locations.

a. Existing sign has been documented by the applicant/owner to have been lawfully erected and maintained.

b. Site has not been acquired by any public agency necessitating sign removal.

c. Existing sign owner and/or property owner has not been notified by the city that the sign must be amortized because it is presently located in an agricultural or residential zone.

d. The proposed sign location is within an industrial zone.

2. Development Standards for Relocated Signs. Relocated billboard signs shall comply with the following standards:

a. Area. The maximum area allowed shall be 720 square feet.

b. Length. The maximum length allowed shall be 50 feet.

c. Location. Each off-site sign shall be located not less than 300 feet from any other off-site sign nor closer than 75 feet from any on-site freestanding sign. No off-site sign shall be located within 200 feet of a parcel located within any agricultural or residential zone nor shall any such off-site sign be located more than 1,000 feet from a parcel lawfully used for commercial or industrial purposes. Each off-site sign shall be so located that the part of the sign closest to the street right-of-way shall be not less than 50 feet from the right-of-way. An off-site sign may be permitted with a setback the same as the building on the parcel, with a minimum setback of 25 feet.

d. Height. The maximum height shall be 30 feet.

e. Measurement of the Spacing of Off-Site Signs Regulated by This Section.

i. When measuring the separation of signs or uses along a public street, the location of each sign shall be projected at right angles to the center line of the street and distance measured along the street center line between the two points projected thereto.

ii. When measuring distance between signs located on parcels located at intersecting streets, the sign location is to be projected at right angles to the street center line and the distance is measured on the center line of the two streets between the two projected points. Only one off-site sign shall be permitted per corner parcel.

iii. Any measurement from a sign to another land use zone shall be by straight line measurements from the closest point of the sign to the zoning boundary.

f. Aesthetics.

i. The sign will not require removal or substantial trimming of existing vegetation or landscaping.

ii. The sign will not obstruct or obscure on-site signs on the same or adjacent properties.

g. Traffic Safety.

i. The sign will not be a visibility hazard to traffic on adjacent streets or parking areas.

ii. The sign will not reduce parking availability as required by this title.

iii. The sign will not interfere with on-site vehicular circulation.

h. Compatibility. The sign will not have substantial detrimental effects on views from and light striking adjacent or surrounding properties.

3. Proposed Sign and Site Location Guidelines for Relocated Signs within Automotive and Industrial Areas. The following guidelines are not mandatory but should be considered by the designated approving authority during public hearings on conditional use permit applications for relocated signs:

a. All relocated off-site signs should be freestanding and should be built with a single supporting post, if at all possible, and should be located on no more than two supporting posts.

b. Signs should not be relocated into any special sign district.

c. Double-paneled signs should not have an interior angle between the face of the panels greater than 20 degrees. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.080)].

23.743.085 Real estate sign standards

This section describes the standards for on- and off-site limited term signs associated with real estate sales activities.

A. Allowed on-site real estate signs are exempt from permit, subject to the following limitations:

1. Not more than one on-site for sale sign and one for lease sign is permitted per property frontage.

2. The size of all on-site nonresidential real estate signs is limited to a maximum of 10 feet in height and an area of 32 square feet and shall be set back a minimum of three feet from the right-of-way (window signs are exempt from setback requirement) and shall not obstruct the corner visibility requirements of Improvement Standard 4-18, Visibility Restrictions at Driveways and Intersections.

3. The size of all residential real estate signs is limited to 10 square feet and must be set back a minimum of three feet and shall not obstruct the corner visibility requirements of Improvement Standard 4-18, Visibility Restrictions at Driveways and Intersections.

B. Allowed off-site real estate signs. Portable real estate signs located off site from the property advertised, for purposes of directing traffic to the property in question, may be allowed, provided they do not exceed an overall size of nine square feet each, including supports, and do not exceed a height of 30 inches. Such signs may not be located within the public right-of-way and may only be displayed on weekends and holidays when open house sales activities are ongoing (e.g., the home is open to the public for viewing and inspection). One sign may be placed for each change in direction of travel to a maximum of five signs.

C. Allowed temporary signs for subdivision real estate sales. Signs of this type are temporary, limited-term signs that provide direction/location information to motorists and pedestrians for initial home sales of multiple lots with a single builder within a master planned community, including both single-family and multifamily for-sale products. These signs are allowed during active home sales and must be removed when sales have concluded. These signs are exempt from permit, subject to the following limitations:

1. On-site subdivision balloons. 5 balloons per sales trailer or model home complex to a maximum height of 65 feet are allowed.

2. On-site subdivision directional signs. 1 temporary subdivision directional sign per subdivision entrance to a maximum of 6 such signs are allowed. Each sign can be up to 32 square feet and a maximum height of 10 feet. Signs must be setback 10 feet from the right of way.

3. On-site subdivision flags. Up to 10 flag poles per subdivision are allowed. Flags can be up to 15 square feet each and up to 20 feet tall. Poles must be setback 10 feet from the right of way.

4. Weekend directional stake signs. Weekend directional stake signs are those signs customarily displayed on the weekends, measuring less than nine square feet in area, and mounted on wooden stakes. Such signs may be used to identify the name and location of active home sales as part of a new residential subdivision/condominium project; provided, that each face of the sign does not exceed four square feet, and it is mounted such that it is no more than four feet tall from the ground and is set back a minimum of five feet from the edge of the roadway pavement. Additionally, such signs are only allowed on a temporary basis from noon on Friday to no later than noon on the following Monday. In the event that Friday is a nationally recognized holiday, said signs may be erected on Thursday after noon. In the event that Monday is a nationally recognized holiday, said signs may remain in place until Tuesday by noon. In no event may a weekend directional stake sign be located within a roadway median.

5. Off-site subdivision freestanding signs. Off-site subdivision freestanding signs are allowed within the city limits, up to 5 such signs per subdivision, to a maximum of 32 square feet and 10 feet in height for each individual sign. These signs are prohibited within the public right of way or on any city-owned property. These signs shall be kept in good repair for the duration of the homes sales activities.

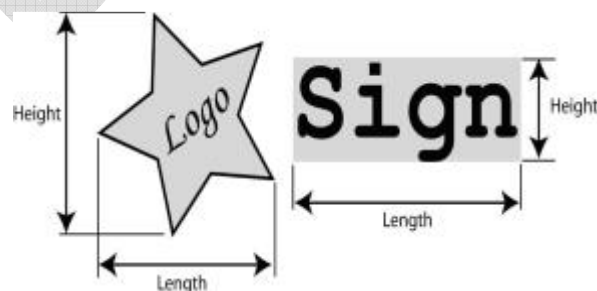
23.743.090 General development, maintenance, and removal provisions for all sign types.

This section describes the standards applied to the development, maintenance, and removal of signs within the city.

A. Measurement of Sign Area.

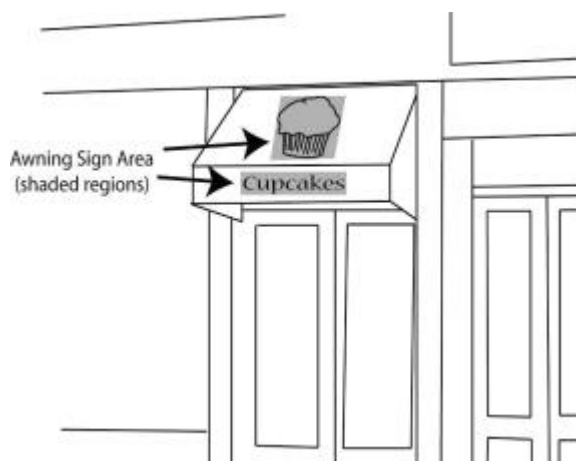
1. Generally. When the sign is composed of letters applied to the building without a distinctive background (e.g., channel letters), the area of the sign may be measured by the height of the letters times the length of each line of letters and may be computed at 75 percent; otherwise, the area of the sign shall be measured to the outside perimeter of the sign, including the area of any voids within a simple bounding perimeter. See Figure 23.743-5 (Sign Area).

Figure 23.743-5: Sign Area



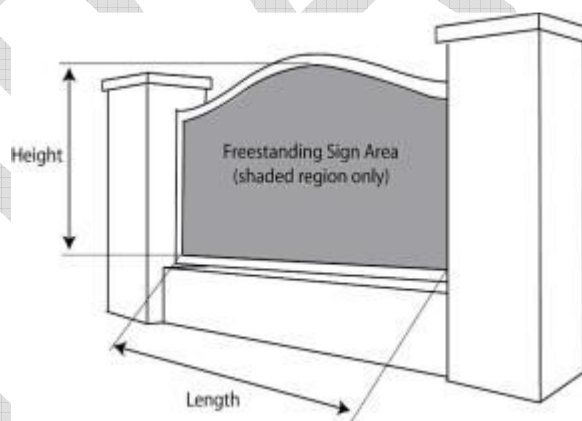
2. Awning or Canopy Signs. Sign copy which is applied to an awning or canopy shall be computed at 100 percent of the area within a single rectangle enveloping the sign copy. See Figure 23.743-6 (Awning or Canopy Sign Area).

Figure 23.743-6: Awning or Canopy Sign Area



3. Freestanding Signs. Freestanding signs are to be computed as total height by the total length of the sign or signs for one side for double-faced signs, excluding framework of separate single wood post or masonry column and single wood or masonry beam. The base of a monument sign is not part of the sign. See Figure 23.743-7 (Freestanding Sign Area).

Figure 23.743-7: Freestanding Sign Area



4. 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 at their maximum projection upon a vertical plane, as viewed from a position in the public right-of-way which produces the largest visual projection. Such area contributes to the overall allowable sign area for the development type.

B. Measurement of Sign Height. Sign height shall be measured from the uppermost part of the sign used in determining the area of the sign to the lowest elevation at the base of the sign.

C. Maintenance of Signs. All signs shall comply with the following criteria:

1. All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the building or shall be concealed within the sign.
 2. All permanent signs shall be constructed of quality, low-maintenance materials such as metal, concrete, natural stone, glass, and acrylics. Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements.
 3. All signs shall be constructed in compliance with any applicable building, electrical, or other code in effect at the time of construction or maintenance, with particular respect to wind and seismic loads and overturning moment.
 4. All freestanding signs that incorporate lighting shall have underground utility service.
 5. Signs shall be cleaned, updated, and/or repaired as necessary to maintain an attractive appearance and to ensure safe operation of the sign. Unacceptable sign conditions include broken or missing sign faces, broken or missing letters, chipped or peeling paint, water damage, missing or inoperative lights, exposed mechanical or electrical components, and missing or broken fasteners. Failure to respond to a written request from the city to perform maintenance work shall result in revocation of the sign's permit or status as exempt from permit, subject to the appeal provisions of this code.
 6. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed.
 7. All illuminated signs shall be of such intensity or arranged in such a manner so as to avoid unreasonable glare for abutting properties or vehicular traffic.
- D. Illumination Standards. The artificial illumination of signs, either from an internal or external source, shall be designed to minimize negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:
1. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign;
 2. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impact on residential properties in direct line of sight to the sign;
 3. Unless otherwise permitted by another provision of this chapter, signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color, unless otherwise allowed as an electronic message sign;
 4. Colored lights shall not be used in a manner so as to be confused with traffic control devices;
 5. Reflective type bulbs and incandescent lamps that exceed 15 watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is exposed to a public right-of-way or adjacent property; and
 6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

E. Sign Removal or Replacement. When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure. This provision does not apply to routine maintenance.

F. Setback and Spacing of Freestanding Signs.

1. The minimum setback distance for signs shall be measured from the back of the public right-of-way, unless an encroachment permit is granted.

2. Except as provided herein, setback for signs shall be measured from the future right-of-way as provided by subsection (F)(1) of this section to the closest edge of the sign. For streets which are improved to a width less than the future right-of-way, setback for signs may be measured from the existing improvements meeting current city standards; provided, that a relocation agreement shall be recorded at the owner's expense which guarantees that the property owner agrees to relocate the sign at his/her own expense to the required setback from the right-of-way at such time that the city widens (or causes to be widened) the street to the future right-of-way. For parcels where improvements are not complete to meet present city standards, setback shall be measured from that point which would abut city standard improvements if they were installed. For parcels that do not have existing improvements and where other parcels within the same block have improvements, the setback may be measured from a projection of existing street improvements within the same block. In no case shall a sign be located within the dedicated right-of-way.

G. Location of Building Signs. Building signs may be located along any frontage of a building that faces directly onto a public right-of-way or an internal circulation path of the site. Orientation of signs such that they face directly onto residential property is to be avoided and is allowed only when there is no practical alternative and the visibility of the sign from the residence is minimized. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.090)].

23.743.100 Special development standards for specific sign types.

This section describes the standards for certain types of signs as defined in RCMC 23.743.030 (Definitions). These provisions are consistent with the development standards for signs as listed in Table 23.743-1 (Allowed Permanent On-Site Sign Standards).

A. Awning and Canopy Signs. Awning or canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied. Awning and canopy signs shall be regularly cleaned and kept free of dust and visible defects.

B. Blade/Bracket Signs. All signs projecting over walks, halls, corridors, passageways, or aisles shall be installed in compliance with the Handicapped Access Regulations, California Code of Regulations, Title 24, State Building Code, Part 2, Section 2-1721, entitled "Protruding Objects."

C. Freestanding Signs.

1. Design. The mass/scale of a freestanding sign shall be consistent with the overall design of the building. The design and placement of the sign shall not interfere with the required clear vision triangle.

2. Landscape Requirements. See RCMC 23.716.060(H) (Signs).

3. Construction. Only monument signs are permitted types of permanent freestanding signs in the city. Signs constructed with exposed metal poles that are not architecturally integrated into the design of the sign are considered pole signs and are prohibited. Freestanding signs may be constructed with poles as a substructure;

provided, that the poles are covered with architectural cladding or coverings so they appear to be architecturally integrated.

E. Building-Attached Signs. Building-attached signs (e.g., wall signs, channel letter signs) shall comply with the following development standards:

1. Location. The sign shall not be placed to obstruct any portion of a window, doorway, transom, or other architectural detail.

2. Maximum Area and Height. The sign shall not project above the edge of a structure and shall comply with the height requirements established in Table 23.743-1 (Allowed Permanent On-Site Sign Standards).

3. Projection from Wall. The sign shall not project from the surface upon which it is attached more than required for construction purposes and in no case more than 18 inches. See RCMC 23.743.090 (General development, maintenance, and removal provisions for all sign types) for three-dimensional elements on all signs. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.100)].

23.743.110 Special sign districts.

Nothing within this chapter shall prohibit the city from establishing special sign districts for specific areas or districts of the city. The intent of these special sign districts is to provide a uniform and consistent branding and identification for areas of the city which would benefit from such regulations. Examples may include, but are not limited to, the downtown and the convention district. As part of the special sign district, the city may adopt special development standards for private party signs that apply to property within the special sign district. The designated approving authority for adoption of special sign districts shall be the city council and the process for adoption shall be the same as for text amendments to this zoning code. Upon adoption, each special sign district shall be listed herein for reference, and the boundaries and title of the special sign district shall be added to or otherwise designated on the city zoning map. Applications for zoning clearance under the regulations of a special sign district shall be reviewed in the same manner as other zoning clearances for signs. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.110)].

23.743.120 Special sign corridors.

A. Purpose and Designation. The special sign corridors are hereby designated along state highways, county roads, and rivers which accommodate the traveling public. These types of corridors have traditionally attracted large, bright, gaudy signs in an effort to attract the attention of the traveler to a business or a product which may or may not be related to the travel way or the needs of the traveler. The purpose of the regulations in this section is to make provisions for signs that identify the name and type of business in an aesthetic manner that complements the architecture of the building and serves the needs of the traveling public.

B. Locations and Boundaries of Special Sign Corridors. The following roads, rivers, and other travel ways shall have a special sign corridor established for them based upon a radius/buffer from the established centerline of the roadway as identified. These special sign corridors and their respective radii shall be delineated on the city zoning map (see RCMC 23.301.030, Zoning map).

1. U.S. Highway 50: 1,000-foot radius/buffer;

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2. Sunrise Boulevard from the American River to Jackson Highway: 500-foot radius/buffer;

3. American River centerline/northern city limits: 500-foot radius/buffer.

C. Permit Required.

1. Within the special sign corridors, a conditional use permit shall be required from the designated approving authority prior to issuance of zoning clearance for any freestanding sign located within the special sign corridor. For all other signs, only zoning clearance (administrative approval) is required.

2. Where the building and facilities are of size, shape, height, of multiple uses, or of such geographical conditions or location that office use sign provisions are not appropriate, an individual sign or the complete sign program for said parcel or facility may be considered by conditional use permit when the designated approving authority finds that the proposed sign or signs:

- a. Are proportional and in scale with the buildings.
- b. Are compatible in design, color, and material with the building and surrounding area.
- c. Do not constitute a special privilege over adjoining uses.
- d. Do not block from view existing buildings and existing signs.
- e. Are unobtrusive.
- f. Are in keeping with the intent of the sign regulations.
- g. Do not exceed the height and size entitlement for signs located on parcels in the same zone which are not within the special sign corridor.

D. Applicability to Special Standards. Unless otherwise exempted, all signs proposed for property located either entirely or partially within a special sign corridor shall require issuance of zoning certification and shall conform to the special development standards herein established. Those signs specifically exempted from these special standards include the following:

1. Signs otherwise exempt from the requirement for zoning clearance as identified in RCMC 23.743.040(E) (Exempt Signs), provided they conform to any applicable development standards listed therein (e.g., directional signs);
2. Signs for automotive service stations, limited to signage specifically required by state law;
3. Signs which can be shown by the applicant through a visual simulation or other quantifiable justification to not be visible from the roadway or travel way associated with the respective special sign corridor.

E. Prohibited Signs. In addition to the provisions of RCMC 23.743.050 (Prohibited signs), the following additional sign types shall be prohibited within special sign corridors:

1. Pole signs.
2. Any off-site sign except the following:
 - a. Off-site subdivision signs developed consistent with the standards of RCMC 23.743.080(B) (Multi-Development Kiosk); or
 - b. Billboards relocated pursuant to the standards of RCMC 23.743.080(C) (Billboard Relocation), provided the sign being relocated to the special sign corridor was already located within a special sign corridor.

c. Digital freeway signs allowed pursuant to the standards of RCMC 23.743.150 (Digital freeway signs overlay), provided the digital freeway sign is a refurbished, existing traditional billboard, or replaces an existing sign that is being relocated from elsewhere within the special sign corridor.

F. Standards for Signs in Special Sign Corridors.

1. Generally, all signs located within a special sign corridor, regardless of associated use type or underlying zoning district, shall conform to the development standards listed in Table 23.743-1 (Allowed Permanent On-Site Sign Standards) for office uses.

2. The exception to this standard shall be, as described in subsection (D) of this section (Applicability to Special Standards), if an applicant can demonstrate that a proposed sign will not be visible from the roadway or travel way associated with the respective special sign corridor, that sign may be developed consistent with the provisions for the associated use type.

3. For parcels with no public street frontage and being served by access easement, mutual parking agreement, or a private road, that parcel may have one monument sign at the point of access to a public or private street consistent with the following standards:

- a. The maximum area allowed shall be 24 square feet.
- b. The maximum height allowed shall be six feet.
- c. The minimum setback allowed shall be 10 feet from existing street improvements or right-of-way line, or as otherwise determined by enforcement agency when other than a public street.
- d. A minimum of 50 feet of spacing shall be maintained between the subject freestanding sign and any other freestanding sign.
- e. The sign shall be located within a landscaped area with a minimum of three feet of landscape area in each direction. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.120)].

23.743.130 Gateway signage program.

A. Establishment and Purpose. The city does hereby establish a gateway signage program for the purposes of establishing special signage at key entrances into the city and major districts within the city. The city recognizes that by providing major signage opportunities at key entrances to the city and major districts (e.g., downtown, convention area, regional town center), the businesses, activities, events, and places of the community can be promoted for the greater public benefit.

B. Location Requirements for Gateway Signs. Gateway signs may be located at each of the entrances to the city from U.S. Highway 50, including Bradshaw Road, Mather Field Road, Zinfandel Drive, Sunrise Boulevard, and Rancho Cordova Parkway. Gateway signs must be located on property within the city limits, within the city's public right-of-way, or within the Caltrans right-of-way upon issuance of a Caltrans encroachment permit. Gateway signs may also be located as part of any regional town center zone.

C. Administration, Design, and Operation of Gateway Signs. The gateway signage program is a city-administered program. The process for securing sites, designing the signs, leasing or otherwise providing space on the sign for identification of uses and

events in the city, maintaining the signs, and other functions shall be established by city council resolution and may be updated from time to time as deemed necessary by the council. Nothing herein shall prohibit the city from acquiring the services of a private organization for purposes of designing, constructing, maintaining, and operating the sign(s).

D. Special Development Standards for Gateway Signs. Because of the unique location and purpose of gateway signs, the following general development standards shall apply:

1. As a freestanding sign, gateway signs may be either monument or pylon signs. The maximum height allowed shall be 60 feet. The maximum allowed area for all signage on each gateway sign shall be 1,000 square feet.

2. No more than one sign shall be located at each freeway off-ramp site or regional town center zone.

3. The sign should include the city logo and identification, through text and/or iconic signage, of the area of the city with which it is associated (e.g., Cordova Town Center, Sunrise Station, Mills Station/Mather Field).

4. All other development standards listed in RCMC 23.743.090 (General development, maintenance, and removal provisions for all sign types) shall be adhered to, especially illumination standards. [Ord. 16-2012 § 3 (Exh. A); Ord. 12-2011 § 3 (Exh. A); Ord. 27-2008 § 1 (Exh. A § 4.15.130)].

23.743.140 Nonconforming and abandoned signs.

A. Amortization. Except as otherwise provided in this chapter, any sign which is a nonconforming sign shall be considered a legal use and may continue to operate for the following time periods:

Table 23.743-4: Amortization Periods for Nonconforming Signs

Original Cost of Sign	Termination Period from Date of Installation
Under \$1,000	3 years
\$1,001 - \$3,000	4 years
\$3,001 - \$10,000	5 years
Over \$10,000	7 years

:

B. Extension of Time. In establishing the time periods for the termination of nonconforming signs, it is recognized that there may be some signs which require a greater period of time for amortization of the investment than that set forth in the Table 23.743-4. Any party subject to this Section may petition the City Council for an extension of time for the termination of a nonconforming sign and shall provide documentation evidencing the investment in the sign as well as any other relevant documentation in support of the request for an extension. Upon receipt of such a petition and supporting documentation, the City Council shall conduct a study of the

specific sign at issue and prepare a report recommending the appropriate time for a termination of said use.

C. Maintenance, Modification, and Alteration of Nonconforming Signs

1. Nonconforming signs shall be kept in good repair and visual appearance. Structural alterations or modifications of any nonconforming sign are prohibited. Structural repair resulting in same size and shape is permitted subject to the provisions of RCMC Title 18. Change of copy on a nonconforming sign shall be allowed, provided the change does not increase the area of the sign (see RCMC 23.743.040).

2. Whenever any modifications, alterations, or changes occur or are proposed as provided in Chapter 23.170 RCMC (Nonconforming Uses and Structures), the sign shall be brought into conformance with the provisions, standards, and regulations of this chapter, requiring issuance of zoning clearance.

3. The city council or other designated approving authority may, as a condition of rezoning, design review or use permit (any type), or other development entitlement, require any nonconforming sign on the applicable property to be removed or altered so as to comply with the provisions of this chapter.

D. Off-site signs. Off-site signs, except off-site subdivision directional signs that were lawfully erected pursuant to the zoning code in effect immediately prior to December 26, 1985, and which do not comply with Sacramento County Ordinance No. SZC 85-124, shall be nonconforming signs subject to the remedies in Business and Professions Code Section 5412. The failure to have a conditional use permit for an off-site sign as of December 26, 1985, shall not, by itself, cause a sign to become nonconforming.

E. Removal/Alteration. Where removal or alteration of a sign is required, such requirement shall apply to the sign faces, the sign structure, the supporting framework and all other parts of the sign. When a sign is removed, the area where the sign was located shall be restored to match the immediate surroundings.

F. Abandoned Signs. An abandoned sign pursuant to Section 23.743.030 shall be removed or altered within 90 days after it becomes an abandoned sign.

G. Failure to Comply. Failure to comply with the amortization, removal and alteration requirements of this Section shall be grounds for abatement by the City pursuant to the provisions of RCMC Chapter 16.18.

23.743.150 Digital freeway signs overlay.

A. Purpose and Designation. The digital freeway signs overlay is hereby established to enable the consideration of digital freeway signs in certain, specific locations within the city. Digital freeway signs located within the overlay area that meet the development standards established below may be permitted through a conditional use permit. Digital freeway signs are only allowed as billboard relocations or as conversions of an existing billboard in place.

B. Location. The digital freeway signs overlay encompasses two specific geographies in the northeastern area of the city. As seen in Figure 23.743-8, the Sunrise Boulevard area is bound by Highway 50 on the north, Folsom Boulevard on the south, Citrus Road on the west, and the terminus of the industrially zoned parcels on the east. Also, as seen in Figure 23.743-8, the Hazel Avenue area is bound by Highway

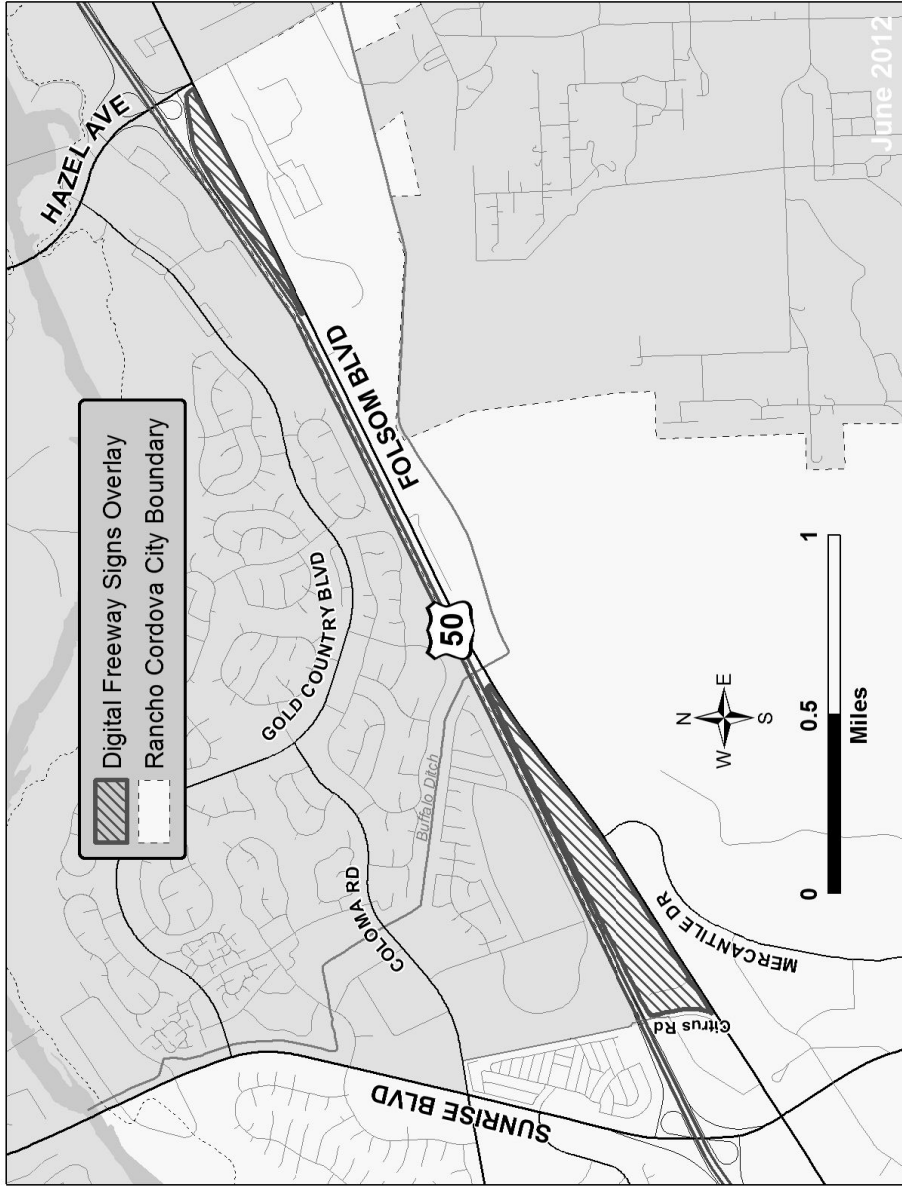
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50 on the north, Folsom Boulevard on the south, and Hazel Avenue on the east. Digital freeway signs proposed outside of these two specific areas are prohibited.

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Figure 23.743-8: Digital Freeway Signs Overlay Location



C. Development Standards.

1. Legally existing billboards may be refurbished to become a digital freeway sign, subject to the development standards below and issuance of a conditional use permit.

a. Number of Faces. A digital freeway sign may consist of, at most, two digital display areas, each positioned to be visible only by opposing directions of traffic. Double-faced signs shall not have an interior angle between the face of the panels greater than 45 degrees.

b. Height. The maximum height shall be 60 feet.

c. Area. The maximum area of each digital display area is 672 square feet.

d. Distance between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits.

e. Sign Structure. The sign structure supporting and surrounding the digital display area shall be as small as feasibly possible so as to avoid any unnecessary height or width to the sign. The sign structure shall not add stylistic or architectural detailing to further call attention to the sign.

f. Pole Cladding. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be simple and streamlined in material and design so as to not call further attention to the sign.

g. Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. Each static message shall not include flashing or scintillating lighting, or varying light intensity.

h. Minimum Display Time. Each message on the sign must be displayed for a minimum of eight seconds.

i. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day.

j. Aesthetics. The sign will not require substantial trimming or reduction of existing vegetation and landscaping. The sign will not obstruct or obscure on-site signs on the same or adjacent properties.

k. Traffic Safety. The sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign will not reduce parking availability as required by this title. The sign will not interfere with on-site vehicular circulation.

l. Future Technologies. There may be alternate, preferred, or superior technology available in the future to illuminate digital freeway signs. These alternate technologies may be incorporated into existing legally permitted digital freeway signs in the future without additional permissions from the city council so long as (i) the requisite maximum brightness standards are met and (ii) no exterior physical change to the digital display area will occur. The owner is responsible for obtaining any required ministerial permits for technology improvements as required by applicable code.

standards. The city will expedite any such required approvals for technology that is superior in energy efficiency over previous generations or types.

m. Community Messaging. The city shall be provided with access to a portion of the total available display time to allow the city to present messages of community interest. This access shall also include other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications.

n. Quality and Maintenance Plan. The applicant must establish a quality and maintenance plan in order to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.

2. Billboard Removal. For every one digital freeway sign installed, the applicant must permanently remove at least four legally existing billboard structures (each of which may have more than one billboard sign face) within the city prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count as one of the four required permanent removals.

3. Operating Agreement. At the applicant’s request, the city and applicant may enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (C)(1) of this section or reduce the required billboard removals under subsection (C)(2) of this section. The city council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent to those that would be achieved through strict compliance with subsection (C)(1) or (C)(2) of this section. [Ord. 23-2013 § 3 (Exh. A); Ord. 16-2012 § 3 (Exh. A)].

Sign Code Update – Review of Draft Code Section

Rancho Cordova City Council
March 25, 2014
Jessica Jordan, Planning



Tonight's Agenda

ATTACHMENT 4

- Topics of Discussion:
 - ❑ Electronic Signs
 - ❑ Temporary Signs
 - ❑ Special Sign Corridor
 - ❑ Sign Amortization
- Overview of Proposed Amendments

Electronic Signs

ATTACHMENT 4

- Customer request for an electronic sign for a nonresidential use on a property that is zoned residential.
- Electronic signs are only allowed with a Limited Use Permit in nonresidential zones.
- Would the City Council support electronic signs in any zone upon issuance of a Limited Use Permit?

Temporary Signs

ATTACHMENT 4

- Proposed Code update aims to address many of the issues that customers have shared
 - ❑ New business sign type
 - ❑ Increased individual time for temporary signs from 30 days to 60 days per TUP
 - ❑ Increased allowable square footage of temporary signs from 100 square feet to 200 square feet
 - ❑ Increased allowable building-mounted temporary signs from 100 square feet to 2 to 1 ratio; freestanding from 24 square feet to 32 square feet

Temporary Signs

ATTACHMENT 4

- Additional items for Council direction related to temporary signs include:
 - ❑ Does the Council support an express prohibition of A-frame signs?
 - ❑ A reduced TUP would alleviate some burden for new businesses relying on temporary signage. Costs for review of a sign TUP are approximately \$60. Does the Council wish to establish a separate \$60 TUP fee for temporary signs.

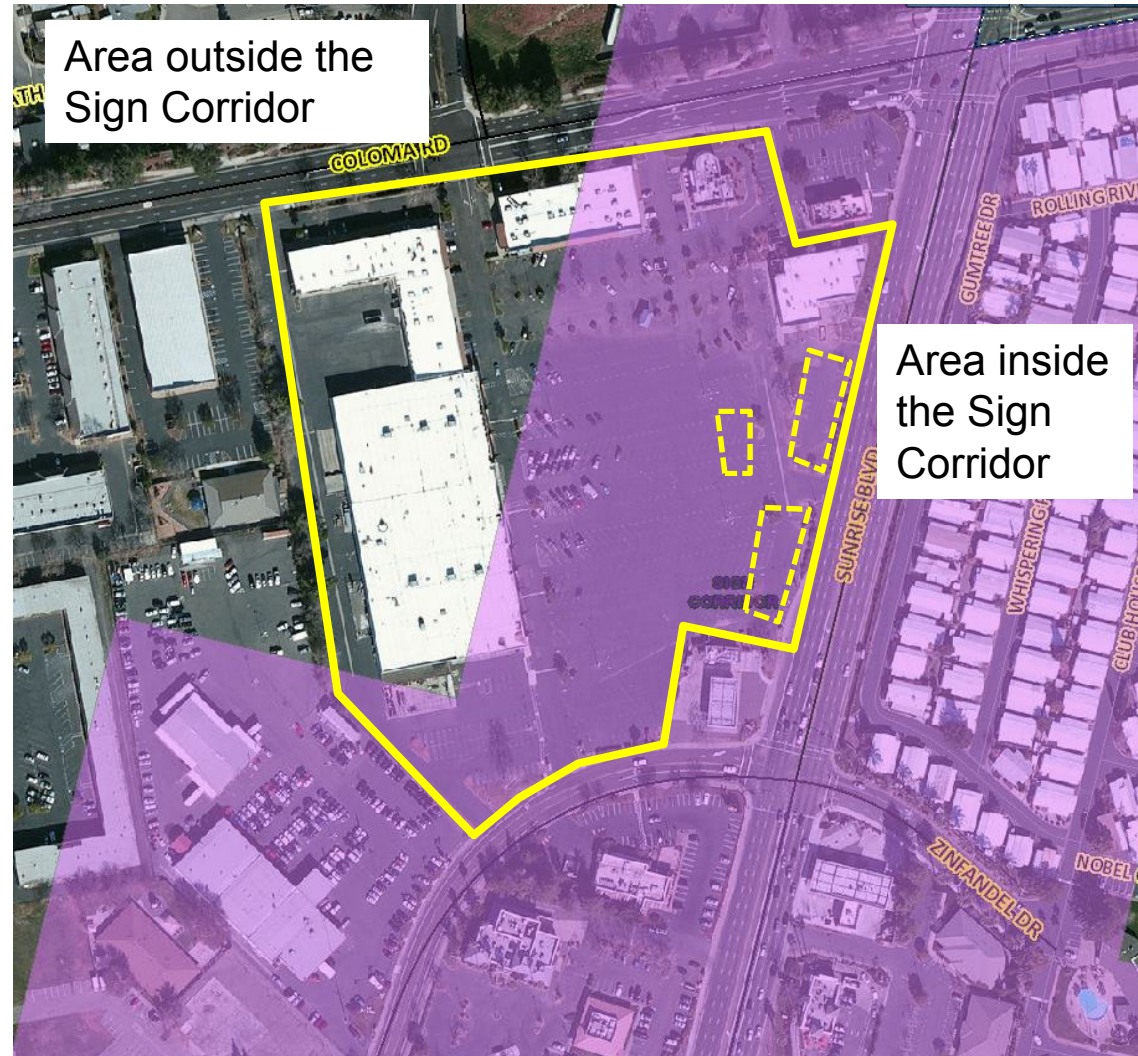
Special Sign Corridor

ATTACHMENT 4

- Original scope of this work did not include amendments to the Special Sign Corridor
- In reviewing recent projects, instances where the Special Sign Corridor may adversely impact businesses were identified.
- One such example is Rivergate shopping center on Sunrise Boulevard.
- The site is bisected by the Sign Corridor, making for possible adverse aesthetics if the standards remain as is.
- Staff is providing an opportunity to direct revisions to these standards if so desired by the Council.

Special Sign Corridor

ATTACHMENT 4



Sign Amortization

ATTACHMENT 4

- Apply to ALL non-conforming signs
- Billboards are handled separately in the Code and would require further exploration to determine how to amortize this sign type
- Use the standard Code Enforcement process of notification of violation to inform property owner of their options:
 - ❑ Modify the sign into conforming status
 - ❑ Remove the sign within the timeframe provided (i.e. 3-7 years)

Proposed Sign Amortization

ATTACHMENT 4

- Use original cost of sign to determine the timeframe within which the sign must be removed
 - For example, a nonconforming sign that cost less than \$1,000 to construct would be allowed to remain in place for 3 years from the date of the Notice
- Provide sign owner with opportunity to request a time extension if needed to recoup investment costs

Proposed Sign Amortization

ATTACHMENT 4

- Staff identified approximately 30 nonconforming signs in a limited windshield survey of Sunrise and Folsom Boulevards and Coloma Road of the following types:

Oversized Building Attached Signs



Pole Signs



Proposed Sign Amortization

ATTACHMENT 4

Over-height Monument Signs and Monument Signs that do not meet setback required



Proposed Sign Amortization

ATTACHMENT 4

- Considering these examples, staff anticipates the work efforts to implement this program would be extensive
 - ❑ Code Enforcement would have the greatest role/expense in this program – documenting and tracking signs, issuing violation notices, working directly with property owners, etc.
 - ❑ Rough estimate cost of approximately \$1,000 for Legal and Planning review per amortized sign.
 - ❑ Anticipated that this program would require significant staff efforts to implement

Proposed Sign Amortization

ATTACHMENT 4

- Does the City Council want to include an amortization program within the Sign Code update?
- If so, does the City Council want further consideration of billboards for amortization purposes?

Overview of Proposed Amendments

- Amendments to Chapter 23.119 reflect the changed proposed in Chapter 23.743
- Minor revisions to Table of Contents
- Removed duplications in basic sign policies
- Clarifying revisions to definitions
- Removed outdated standards and references
- Minor modifications to sign exemptions
- New business sign provision

Overview of Proposed Amendments

- Modified most of the standards in Table 23.743-1 for building mounted and freestanding signs
- Updated electronic signs section
- Increased allowable temporary signs to be more business friendly
- Removed multi-development kiosk sign type
- Established one cohesive real estate signs section

