

**City of Pinole Sign Ordinance
Chapter 17.28: SIGNS**

Sections:

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17.28.010 GENERAL PROVISIONS

- A. The purpose of this chapter is to promote and protect the public's health, welfare and safety of the city as applicable to signing.
- B. This chapter is intended to create a more attractive and economic business climate.
- C. This chapter recognizes the right of the citizenry to identify itself, its products and its services. (Ord. 440 § 2(part), 1982).

17.28.020 DEFINITIONS

In this chapter, unless the context otherwise defines:

- A. **A-BOARD.** A portable sign capable of standing without support or attachment.
- B. **ACCESSORY SIGN.** A subordinate or informational sign which is secondary to a primary sign.
- C. **AUXILIARY BUSINESS IDENTIFICATION SIGN.** A sign which more specifically identifies the location of the business entrance to persons already in the vicinity of the business.
- D. **CAMPAIGN SIGN, NONPOLITICAL.** Signs announcing a campaign, drive or event of a civic, philanthropic, educational or religious organization.
- E. **CAMPAIGN SIGN, POLITICAL.** A temporary sign designed for the purpose of soliciting or advertising support of or opposition to a political party or candidate, or proposition at a public election.
- F. **COMMUNITY DIRECTIONAL SIGN.** A nonaccessory sign indicating the location of a community service organization, public facility, church, hospital or school.

G. **CONSTRUCTION SIGN.** A temporary sign identifying the architect, engineer or contractor directly connected with a construction project and which is placed upon the premises where construction, repair or renovation is in progress.

H. **DIRECTORY SIGN.** A sign displaying the name of each occupant of a building who is engaged in a business, profession or occupation.

I. **FREESTANDING SIGN.** A sign which is self-supporting in a fixed location and not attached to a building or structure.

J. **FLASHING SIGN.** An illuminated sign in which the artificial or reflected light is not intended to be maintained in a stationary or constant intensity.

K. **FRONTAGE OF A LOT.** The lineal distance of the property line of a taxable unit of property, which line is also the right-of-way line of a public street. If the lots front on more than one street, the longest such property line constitutes the frontage of the lot.

L. **GROUND LEVEL.** The average elevation of the finished surface of the ground, paving or sidewalk existing beneath, adjacent to, or within a five-foot horizontal distance from any sign or structure related thereto.

M. **MOBILE SIGN.** A sign mounted on any type of device which is movable or capable of being moved by a vehicle, but does not include lettering or illustration which is attached to or painted on, and does not extend more than one-quarter inch from the surface of such vehicle.

N. **MONUMENT SIGN.** A freestanding sign not exceeding six feet in height and which is permanently affixed to the ground surface.

O. **MOVING SIGN.** A sign which has an actual or apparent moving, revolving or rotating part, activated by electrical, mechanical or other device, or by wind current. A moving sign includes, but is not limited to, banner, pennant, flag (other than the United States and/or California flag), balloon or other device inflated with air or helium, or a sign which changes or appears to change. Moving sign does not include a time or temperature recording device, nor a motor vehicle.

P. **NONACCESSORY SIGN.** A sign which is not accessory to a business or use on the same property, and other than a community directional sign or an open house sign.

Q. **PLANNING COMMISSION.** The planning commission of the city, or such other city board, commission, committee or official authorized by planning commission and approved by city council to discharge certain specific functions on behalf of the planning commission.

- R. **POLE SIGN.** A sign supported on a pole.
- S. **PORTABLE SIGN.** A sign which is not attached to the ground or a structure.
- T. **PREMISES.** The building, portion of a building, or property containing an activity for which a permit for a sign is being sought or a sign is maintained.
- U. **PRIMARY SIGN.** A sign which identifies the business or organization located on the premises, or advertises or informs about business, products or services sold or rendered on the premises.
- V. **PROJECTING SIGN.** A sign other than a wall sign which is suspended from or supported by a building or wall and which projects out from the building or wall.
- W. **PUBLIC OPEN SPACE.** Includes a public or private unenclosed area, square or courtyard open to pedestrian and/or . vehicular traffic.
- X. **SHINGLE SIGN.** A type of projection sign consisting of a plank or slab that hangs by means of chains, cables or ropes from any structural support.
- Y. **SHOPPING CENTER** or **SIMILAR REGIONAL COMPLEX.** An integrated shopping complex comprised of five or more retail stores.
- Z. **SHOPPING CENTER** and/or **SIMILAR REGIONAL COMPLEX SIGN.** A freestanding sign which denotes the name of the shopping center or regional complex only and may have no tenant names on either the sign or the structure to which it is affixed.
- AA. **SIGN.** A lettered surface or other display used to identify or advertise a place of business, merchandise, services or activities sold or conducted on a premises.
- BB. **STREET SETBACK LINE.** An official line for planned future street widening adopted by the city council pursuant to applicable state law.
- CC. **SUBDIVISION.** The area covered by the tentative or final subdivision map.
- DD. **TAXABLE UNIT OR PROPERTY.** A parcel of real property shown upon the county assessment roll.
- EE. **UNDER-MARQUEE SIGN.** A sign suspended upon a marquee, porch, canopy, walkway covering or similar covering structure, and other than the main

business identification sign.

FF. **USE.** A purpose or activity for which the land or building is designed, arranged, intended or for which it is occupied or maintained to function as a separate unit.

GG. **WALL SIGN.** A sign visible from any street frontage of a premises and is attached parallel to or flat against an exterior wall; it includes a primary sign on a canopy.

HH. **WINDOW SIGN.** A sign maintained in or painted upon a window, which is intended to be viewed from outside the building. It does not include merchandise offered for sale on such premises. (Ord. 466 § 1, 1985; Ord. 440 § 2(part), 1982).

17.28.030 SIGN REGULATIONS.

A. General.

1. Each new sign installed, erected, modified or displayed after March 15, 1982 shall comply with the provisions in this section.
2. Except as provided in this chapter, no person may:
 - a. Construct, erect, paint or affix a sign in a manner that it faces or is visible from a public street or public open place;
 - b. Modify an existing sign by changing the words or design. Any signs on the interior of the building, including signs on the inside of windows shall not be regulated.
3. Except as permitted in this chapter, total signing permitted per business shall not exceed the following schedule:

<i>Business Area</i>	<i>Maximum Total Sign Area Permitted</i>
0 - 2,500 sq. ft. =	200 sq. ft.
2,501 - 5,000 sq. ft. =	250 sq. ft.
5,501 - 7,500 sq. ft. =	300 sq. ft.
7,501 - 10,000 sq. ft. =	400 sq. ft.
10,001 - 30,000 sq. ft. =	450 sq. ft.
30,001 and over =	500 sq. ft.

- a. Square footage of the business shall be the square footage of the building and the outside sales area(s);
 - b. More than one street frontage allows an additional twenty percent of signing;
 - c. In addition to the total sign area restrictions above, no individual wall sign shall exceed twenty-five percent of the building face.
- B. Maximum Permissible Sign Area. The maximum permissible sign area shall not include:
1. Campaign signs as provided for in subsection H of this section.
 2. Permanent automobile service station gasoline price signs as provided in subsection I of this section.
 3. Temporary signs defined in subsection N of this section.
 4. Exempt signs defined in Section 17.28.040 A.
 5. Shopping center signs defined in Section 17.28.040 H.
- C. Projection Limits. No part of a sign attached to or mounted on a building may project beyond twelve inches from the wall to which it is attached except as permitted in subsection I of this section.
- D. Height Limitation. No part of a sign affixed to a building may extend above the eave of the roof of the building to which it is attached. In case of mansard roof, the sign may be incorporated in the roof if such sign is an integral part of the architectural design of the building.
- E. Freestanding Signs--Monument Type.

1. A monument sign shall not exceed six feet in height above ground level.
2. The area of a monument sign shall not exceed thirty-six square feet per side.

F. Freestanding Signs--Pole Type.

1. A pole sign shall be subject to use permit approval in accordance with the provisions of Chapter 17.36, Use Permits.
2. A pole sign shall only be permitted when the otherwise permissible freestanding monument sign would not be sufficiently visible due to obstruction or where there is no space in which to place the sign between the sidewalk and building.
3. A pole sign shall not exceed twenty-five feet in height above ground level.
4. The bottom of the pole sign shall be no lower than seven and one-half feet above ground level in areas having normal pedestrian traffic.
5. The area of the pole sign shall not exceed sixty square feet per side.
6. The pole sign shall not have any exposed, connecting or supporting wires.

G. Planned Sign Programs. Application for sign permits under the provisions of a planned sign program shall be submitted and reviewed as provided in this subsection:

1. Applicability.
 - a. Mandatory sign program application required. Application under provisions of a planned sign program shall be required if the site to be developed will have permanent signing requirements which exceed either five signs or two hundred square feet total aggregate sign area.
 - b. Optional sign program application permitted. Application under the provisions of a planned sign program shall be at the option of the applicant whenever such application is not mandatory and the site meets any of the following conditions:

- i. The site to be considered shall consist of five or more separate business activities.
 - ii. The area to be included for consideration shall consist of a lot, parcel or a series of lots or parcels combined, to total a minimum of two acres.
 - iii. The site to be considered shall consist of a lot, parcel or a series of lots or parcels combined, which front on two or more publicly dedicated street rights-of-way.
2. Review procedures. The planning commission shall review the planned sign program and shall make a determination to either approve, approve with modifications, or deny the application. In reviewing the planned sign program, the planning commission shall make the findings required under subdivision 3 of this subsection.
3. Findings required. A planned sign program shall not be approved unless the following findings are made:
 - a. That the proposed signs satisfy the intent of this chapter;
 - b. That the proposed signs are in harmony and visually related to:
 - i. Other signs included in the planned sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape,
 - ii. The buildings they identify. This may be accomplished by utilizing materials, colors or design motifs included in the building being identified,
 - iii. The surrounding development. Approval of a planned sign program shall not adversely affect surrounding land uses or obscure adjacent conforming signs;
 - c. That the proposed signs will comply with all the provisions of this Chapter, except the planning commission may allow modifications with regard to:
 - i. Allocated sign area authorized,
 - ii. Number of signs allowed,
 - iii. Location and height of signs.

4. Addition, replacement or modification of signs within a previously approved planned sign program. Application for the addition, modification or replacement of signs requiring permits, within the boundaries of an area having a previously approved planned sign program shall be made in the following manner:
 - a. Whenever the total number of signs to be added, modified or replaced total less than twenty-five percent of the number of permitted signs presently on the site, application shall be made under the provisions of a standard sign application.
 - b. When the total number of signs to be added, modified or replaced total twenty-five percent or more of the number of permitted signs presently on the site, application shall be made under the provisions of a planned sign program.

H. Campaign Signs.

1. Nonpolitical signs are permitted for a period not to exceed fifteen days. Such signs shall not exceed thirty-two square feet in area and no portion of such sign shall be higher than ten feet above finished grade level.
2. Election signs are permitted for a reasonable time in all districts preceding an election. Such signs shall not exceed sixteen square feet in area and no portion shall be higher than ten feet above grade. Such signs shall not be placed on public property or utility poles, and such signs shall be removed within five days after the election.

I. Price Signs for Automobile Service Stations. On premises where gasoline is dispensed to motor vehicles, the display of a price sign, and two signs in case of a corner lot, which may be read from a public street is permitted, in addition to the authorization and limitations contained elsewhere in this chapter. The area of gasoline price signs shall not exceed twelve square feet area.

J. Projecting Signs.

1. Policy: Businesses may have the option of installing a wall sign and/or a projecting sign.
2. Limitations: A projecting sign may be permitted to the following conditions:

- a. It shall be suspended with a clear space of at least six inches between the sign and the building;
- b. It may not project more than sixty-six inches from the surface of the building to which it is attached;
- c. It may not contain more than thirty square feet of display area per side (excluding the suspension structure);
- d. In the case of a one-story building, the top of the sign shall, exclusive of the suspension structure, be no higher than the roof eave line.
- e. The bottom of the sign shall not be lower than seven and one-half feet above the ground level.
- f. Projecting signs are permitted only at right angles to the building front;
- g. Projecting signs shall be spaced to maximize the visibility of signing;
- h. Projecting signs may be internally illuminated.

K. Computations of Sign Area.

- 1. The sign area is computed by including the single display surface which is visible from a single ground position. The structure supporting a sign is not included in determining the sign area.
- 2. The area of a sign is determined by computing the encompassing circle, triangle or rectangle, whichever is smaller.
- 3. Projecting signs which extend into or over public right-of-way are subject to application for and approval of an encroachment permit.

L. Interference with Motorist's or Pedestrian's Vision.

- 1. No sign shall be located in a manner which may obstruct or interfere with the view of a traffic signal or other traffic regulatory signs. No sign shall, as determined by the city engineer, be so located as to create a hazard to the life or property of any person using the public right-of-way.
- 2. Any required landscaping may be trimmed as needed to provide maximum visibility of the sign or signs.

M. Certain Types of Signs Prohibited. No person shall erect, establish, display or permit a sign which:

1. Is flashing;
2. Is off-site;
3. Has banners, flyers, pennants, pinwheels or utilizes two or more light bulbs in a wire string;
4. Is portable, except as authorized in Section 17.28.040 C and D;
5. Is an A-board located on public property
6. Is painted upon a fence;
7. Is painted on or affixed to a structure or property not owned by the person installing the sign without the written consent of an owner, lessee or adult occupant;
8. Is dilapidated or abandoned or in disrepair or dangerous condition;
9. Is affixed to a fence, utility pole or structure, or a tree, shrub, rock or other natural object;
10. Is mobile or is attached to a motor vehicle which is parked with the intent to advertise to the public passing by; a business name permanently affixed to a side of a commercial vehicle is not a sign for purposes of this section;
11. Is nonaccessory;
12. Is moving.

N. Temporary Signs. In addition to other signs permitted by this section, the following signs may be installed and maintained subject to the following conditions:

1. Special Sale Signs. These are signs for the purpose of advertising a bona fide special sale or promotion on the premises. Such signs are authorized only when installed and maintained for the duration of the specific sale or promotion, or thirty days, whichever is shorter. Such signs do not require sign permits under Section 17.28.050 providing the following requirements are met:

- a. Outdoor and Exterior Signs. In case of merchandise normally stored or displayed outdoors, such signs may be located on or immediately next to the merchandise on sale; provided, that the aggregate area of such signs visible from a street or other premises does not exceed thirty-two square feet in area. Such signs do not require sign permits under Section 17.28.050 providing each sign is dated with the date of installation.
- 2. New Business Signs.
 - a. Temporary Announcements. Upon notification given to the city, special signs, banners and pennants are permitted to announce the opening of a new business, new management, new ownership or a substantial change in existing business. Such signs may be installed without first securing a sign permit; provided, that:
 - i. They are maintained for no longer than thirty days or such longer period of time the planning commission may so authorize,
 - ii. The city has determined that such signs do not interfere with the safety of vehicular and pedestrian traffic, and with crime prevention. For the purpose of such determination, the city may consult the city engineer and the police chief;
 - b. Temporary Main Business Sign. Upon notification given to the city, one temporary main business sign is permitted for a new business, new management, new ownership or a substantial change in existing business. Such sign may be installed without first securing a sign permit; provided, that:
 - i. It is maintained for no longer than sixty days, or such longer period of time as the city may authorize,
 - ii. The city has determined that such signs do not interfere with the safety of vehicular and pedestrian traffic and with crime prevention, the city may consult the city engineer and police chief,
 - iii. An application for permanent sign(s) has been filed with the city.
- O. Limitation on Number and Area of Under-marquee Sign. One under-marquee sign is permitted per business, with the square footage of the sign being included as part of the total signing square footage.

- P. Clearance from Public Utility Facilities. The person erecting a sign and the owner of the premises shall maintain legal clearance from communications and electric facilities. A sign may not be constructed, erected, installed, maintained or repaired in any manner that conflicts with a rule, regulation or order of the California Public Utilities Commission pertaining to the construction, operation and maintenance of public utilities facilities. (Ord. 466 §§ 2, 3, 1984; Ord. 440 § 2 (part), 1982).

17.28.040 SPECIAL USE AND EXEMPT SIGNS.

A. Exempt Signs. The following signs are exempt from this chapter, except as to regulations pertaining to prohibited signs (See Section 17.28.030 M) and the location of signs with reference to street intersections:

1. Barber pole, attached or freestanding, when previously approved by the city as to size, location and design;
2. Memorial tablet having a sign area of four square feet or less;
3. Sign which is not visible from a public street, public open space or from other premises under separate occupancy;
4. Sign having a display area not exceeding four square feet and intended solely for the information, safety, direction or convenience of the public (rather than advertisement of goods or services) including a sign which indicates days, hours, emergency telephone number, street address, credit card honored, membership in civic, business or professional organizations, or which directs customers where to park, which identifies restrooms, or which locates a public telephone or freight entrance. The aggregate display area of all such signs related to a single occupancy which can conveniently be seen from outside the premises may not exceed twenty square feet;
5. Sign placed by a public utility showing the location of underground facilities;
6. Sign advertising a community event of general public interest which does not exceed in the aggregate for all events five square feet of sign area per premises;
7. Sign or emblem affixed to clothing worn;
8. Bumper sticker affixed to the bumper of a motor vehicle;
9. The message portion of a church bulletin board;

10. Noncommercial signs in residential areas, such as Christmas decorations;
11. Temporary sign reasonably required for the safety of persons, preservation of property, or the convenience of the public and authorized by the city;
12. Monuments and mechanical sculptures when approved by planning commission.

B. Subdivision Signs.

1. After first receiving a permit from the planning commission, a person offering real estate for sale in a recorded subdivision may erect and maintain not more than four primary signs identifying the subdivision, two of which may be off-site;
2. The total maximum display area for each sign is thirty-two square feet. The sign may not be located within fifty feet of an occupied residence unless the planning commission first finds that the maintenance of such distance is not feasible. The sign may not be illuminated;
3. In addition to the terms and conditions which the planning commission may impose, a person proposing to erect a subdivision sign shall enter into a written agreement with the city. Such agreement shall provide for the following:
 - a. A deposit of five hundred dollars for each sign guaranteeing maintenance and removal of the sign upon expiration of the permit,
 - b. Removal of the sign within six months from the date erected or such other period as the planning commission prescribes,
 - c. Permission of the city to remove and dispose of the sign should the sign not be removed by the subdivider,
 - d. A covenant to reimburse the city its cost of such removal and disposal.

C. For Sale, For Lease and Contractor Identification Signs.

1. Without application for a sign permit, a person may erect a temporary sign including an A-frame sign, for the purpose of

advertising construction work on the premises, or of offering the property for sale or lease. The display area of the sign may not exceed the following limitations:

- a. In residential land-use district, twelve square feet per acre of land, not to exceed forty square feet,
 - b. In any other land-use district, twelve square feet per acre of land, not to exceed forty square feet,
 - c. The sign shall be removed within fifteen days after the transfer of title, lease or the completion of construction.
- D. **Open House Sign.** In addition to the sign authorized by subsection C of this section, a person may, without application for a sign permit, erect a nonaccessory or accessory sign or both, which advertises real estate for sale and is open for inspection. The sign, an A-frame or otherwise portable, may not exceed four square feet in area. Not more than three open house signs may be used in connection with one taxable unit of real property. The sign may state the name of the selling agent or broker and that the property is open for inspection. The open house sign may be displayed only during the hours between eight a.m. and ten p.m.
- E. **Apartment Houses and Roominghouses.**
1. The allowable display area for a sign for the identification of an apartment house shall be computed on the basis of one-half square foot for each dwelling unit;
 2. The allowable display area for a sign for the identification of a roominghouse shall be computed on the basis of one-half square foot for each rentable room;
 3. In each case, the maximum display area is twelve square feet.
- F. **Service Club Signs.** A sign for identification of a service club is subject to approval by the planning commission as to location, size, height, width, lighting and general design. This section does not apply to membership sign displayed by members of a service club, but is subject to all regulations of Chapter 17.28.
- G. **Signs and Displays by Neighborhood Association.** A sign for neighborhood identification is subject to approval by the planning commission as to location, size, height, lighting and design. The sign shall be for the sole purpose of identifying the area and may not advertise a dwelling for sale or lease.

- H. Community Directional Signs. A community directional sign is subject to the following limitations:
1. A community facility may be identified by more than two directional signs;
 2. Each sign may not exceed three square feet in area.
- I. Shopping Center and/or Similar Regional Complex Signs. Shopping center and/or similar regional complex signs may have only the name of the center, and no tenant names on either the sign or the structure to which it is affixed, whether it is a pole or monument-type sign, with a maximum area of two hundred square feet per side and a maximum height of fifty feet above the ground level. Where a shopping center or similar regional complex, as defined in subsection 25 of Section 17.28.020, has an approved shopping center sign as allowed in this subsection, not more than one freestanding pole-type sign may be additionally authorized for that center. (Ord. 440 § 2(part), 1982).

17.28.050 SIGN PERMITS.

- A. Permit Required. A person may not erect or maintain a sign without a permit, except that a permit is not required for:
1. Temporary sign, Section 17.28.030N.
 2. Exempt sign, Section 17.28.040A.
 3. For sale, for lease or contractor identification sign, Section 17.28.040C.
 4. Open house sign, Section 17.28.040D.
 5. Campaign signs, Section 17.28.030H.
 6. Apartment and roominghouse signs, Section 17.28.040E.
 7. Maintenance work which does not result in the change of words, design, size or shape.
- B. Contents of Application.
1. The application for a sign permit shall be on a form prepared by the city and among other matters which may be reasonably prescribed, shall contain or include drawings showing the location, size, colors,

shape, type of illumination, copy design and manner of installation of the proposed sign and the frontage of the premises. It shall also disclose all existing signs on the premises, including exempt signs, giving the size and location of each.

2. A single application may cover more than one sign, but is limited to a single business.
- C. Filing and Action on Application.
1. The sign application shall be filed with the city. The application shall be referred to the planning commission if action is not taken under this subsection. If the planning commission does not approve, conditionally approve, or deny the application for a proposed new sign within thirty calendar days from the date of the first planning commission meeting after the application is filed, the application is deemed approved. The planning commission may for good cause and with consent of the applicant, extend the planning commission time to act. The planning commission may require that changes be made in the design of the sign as necessary to carry out the purposes of this chapter. Planning commission approval of a sign application constitutes a sign permit.
 2. If the planning commission finds that a variance is required for approval of the permit, or where the commission finds that the sign as proposed should be modified, the planning commission shall deny the application and advise the applicant of the reasons for denial in writing within five days of the meeting at which the approval was denied. In this case, the applicant may, without paying additional fees, submit a revised application within ninety days following denial.
- D. Permit Issuance. The city staff has the responsibility to issue sign permits which shall be called administrative use permits as specified and prescribed in subdivisions 1 through 5 of this subsection:
1. Type of Signs.
 - a. All signs requiring a sign permit except main business identification signs and except those signs which are a part of a project that requires planning commission approval such as use permit, variance, development plan or design approval.
 - b. Signs where use permit or variance approval have already been given to a particular business use and a new or existing owner of that business use wants to change a sign face but still be in

conformance with the location, size, shape and height of the original permit.

- c. Such other. signs or sign details when specifically authorized by the planning commission.
2. Criteria. Such permits may be issued only when the proposed sign clearly meets all requirements of the zoning ordinance and design criteria as specified in subsection E of this section. Permits which do not clearly meet such requirements shall be referred to the planning commission.
3. Reporting of Actions. The city staff shall report actions regarding sign permits in writing on the agenda of the first regular planning commission and city council meetings following the action(s).
4. Effective Date of Approval. The effective date of approval shall be ten calendar days after the planning commission meeting, providing that the planning commission had not set aside the city's staff action. In setting aside the city staff's action, planning commission shall substitute its own decision. The planning commission may make this decision at the same meeting that the matter is reported, or set the matter on the agenda for the next planning commission meeting. If the planning commission does not set aside the city staff's action, the sign application shall be considered approved by the planning commission.
5. Appeals. Any person may appeal to the planning commission an act or decision of the city staff relative to this section. Such appeal shall be filed with the city clerk within ten days after the act or decision of the city. Notice and hearing on such appeal and a further appeal to the city council shall be in the same form, manner and time as provided in Section 17.40.030.
- E. Design Criteria. In its evaluation of quality of design, the planning commission shall apply the following criteria:
 1. General criteria.
 - a. Signs shall relate to the architectural design of the building. Signs which cover windows, or which spill over natural boundaries or architectural features and obliterate parts of upper floors of buildings shall be discouraged.
 - b. Sign illumination shall be designed so as to avoid glare and light intrusion onto other signs or premises, and brightly illuminated signs shall be discouraged.

- c. Exposed neon should be carefully and sparingly used in signs.
 - d. Careful consideration shall be given to minimizing and simplifying every sign's supporting structure.
 - e. Signs obviously designed to attract the attention of motorists on the freeway shall be discouraged except for shopping center signs, or such other similar regional complex.
 - f. Signs within a shopping center or other complex shall be a part of a sign design theme of the project.
2. Specific criteria. The following specific design criteria shall be applied in each of the following zoning districts:
- a. C-1 and PA zoning districts.
 - i. Signs in the C-1 and PA zones which identify buildings, businesses, shops and other private uses shall be designed as part of the building facade.
 - ii. Projecting signs shall be discouraged.
 - iii. Signs shall not occur above the building eave line for one story structures. In case of a mansard roof, the sign may be incorporated in the roof if such sign is an integral part of the design of the building.
 - iv. In multiple story structures, the signs shall not occur above the first story.
 - v. One freestanding monument sign shall be permitted for each parcel or lot.
 - b. C-2 zoning district.
 - i. Signs in the C-2 zone which identify buildings, businesses, shops and other private uses shall be designed as part of the building facade.
 - ii. Signs shall not occur above the building eave line for one-story structures. In the case of a mansard roof, the sign may be incorporated in the roof if such sign is an integral part of the design of the building.
 - iii. In multiple-story structures, the signs shall not occur above

the first story.

- iv. One freestanding monument sign shall be permitted for each parcel or lot.
- c. C-3 and all M (industrial) zoning districts.
- i. Signs in the C-3 and M zones which identify buildings, businesses, shops and other private uses shall be designed as part of the building facade.
 - ii. Projecting signs shall be discouraged.
 - iii. Signs shall not occur above the building eave line for one-story structures. In the case of a mansard roof, the sign may be incorporated in the roof if such sign is an integral part of the design of the building.
 - iv. In multiple-story structures, the signs shall not occur above the first story.
 - v. One freestanding monument or pole sign shall be permitted for each parcel or lot. (Ord. 466 § 4, 1984; Ord. 440 §2 (part), 1982).