



MEMORANDUM

DATE: MAY 15, 2012
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: ROD FOSTER, CITY MANAGER
PREPARED BY: MARK TOMICH, DIRECTOR OF DEVELOPMENT SERVICES
SUBJECT: A CODE TEXT AMENDMENT (ORDINANCE) TO AMEND TITLE 18, CHAPTER 18.50 OF THE COLTON MUNICIPAL CODE RELATING TO SIGNS.

RECOMMENDED ACTION

It is recommended that the City Council accept all public testimony at the duly-noticed public hearing, introduce the first reading and pass, by title only, Ordinance No. O-06-12, an Ordinance of the City Council of the City of Colton to amend Title 18, Chapter 18.50 of the Colton Municipal Code relating to signs. (File Index No.: DAP-000-980)

BACKGROUND

The public hearing for this item was opened at the Council meeting of April 17, 2012 and continued to the meeting of April 23, 2012. Attached is the staff report and attachments for that meeting except that Attachment D, Proposed Ordinance, and Attachment E, Legislative Draft, have been updated to reflect direction received by the City Council at the last meeting.

DISCUSSION

At the April 23, 2012 City Council meeting, the City Council discussed modifications to the proposed ordinance to address the following.

Foam material. Based on concerns with the appearance, durability, and maintenance of wall-mounted channel letter sign made of foam letters, instead of plastic or metal, the City Council asked that the proposed ordinance prohibit the material. The proposed revised ordinance contains the following changes shown in boldface underlined text:

LEGISLATIVE DRAFT

- 18.50.090 - Design standards.
- B. Design Standards for Special sign Types.
- 3. Building Attached Wall Signs.

f. Can-type signs are prohibited. Channel letters are preferred. **Channel letters shall be made of a durable material. Foam material is not allowed.** Channel letters may not utilize gold-colored (or a shade of gold) trim cap

Murals. The City Council asked that murals require final approval by the City Council, instead of the Planning Commission as originally proposed. The proposed revised ordinance contains the following changes:

LEGISLATIVE DRAFT

18.50.030. Definitions.

“Murals” means a painting on an exterior as a work of art with no commercial message.

18.50.060. Exempt Signs.

R. Murals, subject to approval by the City Council after advisory review by the Design Review Committee and Planning Commission.

Window signs. The City Council asked that the existing restrictions on windows (maximum 20 percent of sign area but only one window sign per business) be retained instead of allowing more than one window sign per business provided that the sum of the signs does not exceed 20 percent of the total window area. The proposed revised ordinance contains no changes to these standards as shown below:

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs.

Window Sign. One per establishment. 20% of window area. No illumination.

Freeway-oriented signs. The City Council discussed a concern with multiple freeway-oriented signs in proximity to one another being required to provide the same appearance due to the existing requirement that one-third of the sign area of such signs provide the City logo. Due to the same concern, the sign code amendment proposed to eliminate the logo requirement and replace this with a requirement that retains a requirement for the identification of “Colton” on the sign, but also allows flexibility in terms of content and size of the identification (text, logo, business name, site name).

The proposed ordinance has been revised to also address the concern with signs being required to provide city identification if signs with similar identification are located nearby. The revised proposed ordinance allows exceptions to the standard if another sign located within 450 feet has city identification

of adequate size, as determined by the approving authority. The distance of 450 feet is based on the worst case scenario where a row of properties with the minimum 150 feet of freeway frontage are each allowed a freeway-oriented sign. The code is worded to allow the approval authority the discretion to grant the waiver after consideration of the circumstances of each particular sign and nearby signs. The proposed added text is provided at the end of the following:

LEGISLATIVE DRAFT

18.50.090 - Design standards.

B. Design Standards for Special Sign Types.

5. Freestanding Signs.

g. Freeway-oriented freestanding signs shall include **city identification copy, which may consist of the text "City of Colton" with letter height proportional to overall sign size. the city logo within the top one-thirds of the sign.** The intent is to help identify the site as being located within the city of Colton. The **city identification copy** logo area shall not be counted towards the total sign area and shall be exempted from the height maximum. The **city identification copy** logo shall be illuminated at night. **This requirement may be waived by the approving authority, at its discretion, if it is determined that city identification of adequate size is provided on other signs within 450 feet of the proposed sign.**

Planning Commission review. The City Council discussed modifying proposed revisions to the proposed approving authority. Presently, the code assigns approving authority based on the type of sign request: signs attached to buildings with the Director, any freestanding signs with the Design Review Committee (DRC), uniform sign programs with the Planning Commission. The proposed ordinance would elevate the review of the following signs from the Director or DRC to the Planning Commission: painted wall signs, monument or pylon signs with electronic displays, freeway-oriented signs reface, and new freeway-oriented signs. In addition, the proposed ordinance would create the following new category of signs to be reviewed by the Planning Commission through sign programs or sign review (instead of Variances): parapet/mansard roof signs, office building tenant wall/ freestanding/directory signs, directional sign deviation, and monument sign letter height deviation. As mentioned at the prior meeting, these requests may be reviewed concurrently with other entitlements to be reviewed by the Commission or, if no other entitlements are proposed, these would be reviewed independently. Although the City Council ultimately did not direct staff to modify the proposed revisions, the text relative to this issue is provided for reference.

LEGISLATIVE DRAFT

18.50.040. E. Approving Authority. The designated approving authorities for sign permits, uniform sign programs, and temporary promotional signs are listed in Table 18.50-1. 1. Each row of the table lists a specific sign permit by sign type. Each of the designated approving authorities is listed in a column.

The symbol in the cell where the rows and columns meet identifies whether the approval authority listed in that column is a recommending body, final decision body, or elevated final decision body for that permit type. For instance, the table identifies the community development director as the final decision body and the design review committee as the elevated final decision body for sign permit-building attached signs.

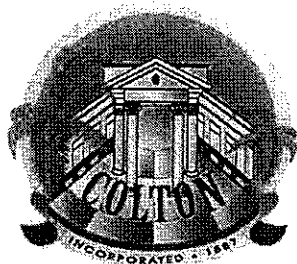
Table 18.50-1: Approval Authority for Signs

Type of Permit	Designated Approving Authority "R" symbolizes the "Recommending Body" "F" symbolizes the "Final Decision Body" "E" symbolizes the "Elevated Final Decision Body"		
	Community Development <u>Development Services</u> Director	Design Review Committee	Planning Commission
Sign Permit — building attached signs, <u>not including painted, mansard roof, parapet roof, or office building tenant identification signs</u>	F	E	
<u>Sign Permit — building attached signs, painted, mansard roof, parapet roof, or office building tenant identification signs</u>	<u>R</u>	<u>R</u>	<u>F</u>
Sign Permit — temporary promotional signs	F		
Sign Permit — freestanding permanent signs (e.g., monument, pylon, pole), <u>not including freeway-oriented, electronic changeable copy signs, office building tenant panel signs, or directional sign program.</u>	<u>F</u> R	<u>E</u> <u>F</u>	E
Sign Permit — freestanding permanent signs, <u>freeway-oriented (new and refacing) or</u>	<u>R</u>	<u>R</u>	<u>F</u>

<u>electronic changeable copy signs, office building tenant panel signs, or directional sign program.</u>			
Uniform Sign Program — minor amendment	R	F	E
Uniform Sign Program — adoption and major amendment	R	R	F

Redevelopment Project Area signs. Due to the recent elimination of redevelopment agencies by the State, the following proposed code changes relating to Redevelopment Project Area signs have been removed from the revised proposed ordinance:

- Section List. Not amend list to add “Section 18.50.122. Redevelopment Project Area Sign.”
- Table 18-090.B.4.h. Modify proposed new section to not add proposed text “unless permitted as a Redevelopment Project Area sign”
- Table 18-50-2. Note 6. Not amend section to add proposed “unless permitted as a Redevelopment Project Area sign”
- 18.50.122. Redevelopment Project Areas. Section 18.50.030. Definitions. Not amend section to add definition for “Redevelopment Project Area Sign”
- Section 18.50.122. Redevelopment Project Area Sign. Not add entire section.



STAFF REPORT

DATE: APRIL 17, 2012
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: ROD FOSTER, CITY MANAGER *R. Foster*
PREPARED BY: MARK TOMICH, DIRECTOR OF DEVELOPMENT SERVICES *mt*
SUBJECT: A CODE TEXT AMENDMENT (ORDINANCE) TO AMEND TITLE 18, CHAPTER 18.50 OF THE COLTON MUNICIPAL CODE RELATING TO SIGNS.

RECOMMENDED ACTION

It is recommended that the City Council accept all public testimony at the duly-noticed public hearing, introduce the first reading and pass, by title only, Ordinance No. O-06-12, an Ordinance of the City Council of the City of Colton to amend Title 18, Chapter 18.50 of the Colton Municipal Code relating to signs. (File Index No.: DAP-000-980)

GOAL STATEMENT

The proposed action will support the City's goal to continue to ensure the quality of design and development within the City.

BACKGROUND

Since the first study session held by the Planning Commission on January 26, 2011, the City has held three study sessions and two public hearings to solicit input from the business community, sign contractors, and other interested parties related to possible changes to various parts of the sign code. In addition, staff conducted a sign workshop for the Colton Chamber of Commerce. Due to the complexity and time involved with changes to the sign regulations, changes to code sections related to promotional signs were addressed separately and adopted by the City Council in November 2011. This code amendment addresses the remainder of the sign standards with the exception of political sign regulations which, based on direction from the City Council, has been deferred to a separate code amendment to be considered after November 2012.

ISSUES/ANALYSIS

Because the existing code was updating recently, this code amendment does not proposed major changes to the regulations adopted three years ago but mainly aims to clarify standards and to update certain standards to meet current City objectives of balancing the needs of occupants to identify and promote their activities while ensuring high quality and functionality.

Below is a summary of the changes proposed by the Code amendment grouped by the following:

Main building-mounted signs

- **Sign Letter Height** – Allow taller signs (36 inches) for larger tenants (minimum 100 feet wide) instead of maximum 24 inches.
- **Logos & Graphics** – Allow exemptions to “can sign” prohibition for contoured registered trademark logos for companies with five or more stores, and maintain the existing maximum of 3 feet by 3 feet for graphics and other logos.
- **Painted Signs** – Explicitly prohibit, but allow for exceptions in special circumstances through the Planning Commission.
- **Foam Letters** – May be permitted with 4-inch deep letters to provide an appearance more similar to illuminated channel letter rather than painted signs.
- **Office buildings** – Maintain prohibition of wall signs for tenants without storefronts, but allow for exceptions through a Uniform Sign Program approved by the Planning Commission.

Freestanding Pylon & Monument Signs

- **Tenant panel letter height**– Maintain minimum letter height of 12 inches, but allow for exceptions in special circumstances.
- **Tenant panel sign size** – Allow large shopping centers to have multiple monument and pylon signs up to 100 square feet instead of current 50 square feet
- **Office tenant panel sign** – Maintain prohibition of sign panels for tenants without storefronts, but allow for exceptions through a Uniform Sign Program approved by the Planning Commission.
- **Sign Height** – Clarify that pylon/monument sign height is measured from adjacent roadway grade, similar to freeway signs as measured from freeway grade.
- **Address copy** – Require that address be provided on pylon/monument signs above the maximum allowable sign area.
- **Setbacks** – Clarify existing 50 foot setback between pylon/monument signs and minimum 3 feet to street lot lines.
- **Pole Sign Prohibition** – Clarify pole sign definition to match existing prohibition of signs with narrow support poles less than one-quarter of the width of sign faces.

Freeway-Oriented & Changeable Copy Signs

- **Freeway-oriented free-standing signs** – Replace requirement of large sized City logo on freeway signs with a requirement of text “City of Colton” at a size to be determined by the Planning Commission upon approval.
- **Changeable Copy Sign Images** – Maintain prohibition of animated signs but replace existing prohibition on images to allow electronic (“digital”) signs that show both images and text.
- **Changeable Copy Sign Locations** – Allow non-electronic changeable copy signs on any nonresidential property, but restrict electronic signs to site along freeways and major streets, as well as churches, schools, and other institutional uses.
- **Changeable Copy Sign Standards** – Establish standards for electronic signs to limit change of images to six second intervals for freeway adjacent signs and 60 second intervals for other signs, and require public service messages to constitute at least 10 percent of the messages.
- **Billboards** – Allow for future billboard relocation agreements to be considered by City Council

Secondary signs

- **Window signs** – Replace the limitation of one sign per business with one sign per window area.
- **Hand-held signs** – Apply the limitation of two square feet for signs in the public sidewalk and public property to areas on private property visible from the public right-of-way.
- **Murals** – Allow murals as works of art subject to approval by the Planning Commission.
- **Menu board** – Allow menu boards for businesses with drive-through lanes.
- **Directional Signs** – Clarify standards for parking lot and entrance signs in terms of maximum height, number, and sign area, but allow for exceptions for larger site with multiple buildings through a Uniform Sign Program approved by the Planning Commission.
- **Office tenant directory** – Clarify standards to allow nameplate tenant directory signs through staff if wall-mounted and through a Uniform Sign Program approved by the Planning Commission if not wall-mounted.

Procedures

- **Elevate Approval Authority to the Planning Commission** – Elevate approval authority for freeway-oriented signs or electronic signs from the Design Review Committee (DRC) to the Planning Commission.

- **New Approval Authority to the Planning Commission** – Establish approval authority to the Planning Commission for painted signs, mansard roof signs, parapet roof signs, office building tenant identification signs, murals, office building tenant panel signs, and directional sign programs.
- **Shift Approval Authority to the Director** – Streamline process by shifting approval authority for non-electronic monument and pylon signs from the Design Review Committee (DRC) to the Development Services Director.
- **Sign Variances** – Allow minor deviations concurrent with sign review without approval of a variance if deviation is found to improve effectiveness (such as readability) of sign and is no more than 20 percent deviation from standards for letter height, sign area, sign height, or separation between signs.
- **Abandoned signs** – Opaque covering required for signs of businesses that are closed for more than 30 days.
- **Maintenance** – Address graffiti specifically in maintenance regulations.
- **Can Sign Reface** – Clarify the nonconforming can signs are allowed to be refaced without requiring compliance with current codes if the reface does not alter the boundaries/sign area of individual can panels.
- **Processing Time** – Update processing time to be consistent deadlines imposed by State Law.

Expanded explanation of the proposed changes are provided in the attached Planning Commission staff report (Attachment A), which also includes excerpts of a “legislative draft” that shows the existing text of the sign code and proposed changes indicated by cross-outs (example) for existing text to be removed and bold underline (example) for text to be added.

ENVIRONMENTAL DETERMINATION

Based on the certainty that there is no possibility that the proposed changes to the sign code may have a significant effect on the environment, this code amendment has been found exempt from the California Environmental Quality Act (CEQA), as allowed by CEQA Guidelines Section 15061(b)(3).

FISCAL IMPACTS

None

ALTERNATIVES

1. Do not adopt ordinances, whereby regulations will remain unchanged.
2. Provide alternative direction to staff.

ATTACHMENTS

Attachment A.	Planning Commission Staff Report
Attachment B-1.	Sign Code Survey: Freestanding Signs
Attachment B-2.	Sign Code Survey: Freeway-Oriented Signs
Attachment B-3.	Sign Code Survey: Changeable Copy Signs
Attachment C-1.	Summary of Discussion, Planning Commission Meeting, 10-12-2010
Attachment C-2.	Summary of Discussion, Planning Commission Study Session, 1-26-2011
Attachment C-3.	Summary of Discussion, Chamber of Commerce, 6-14-2011
Attachment C-4.	Summary of Discussion, Planning Commission Study Session, 6-28-2011
Attachment C-5.	Summary of Discussion, Planning Commission Study Session, 12-13-2011
Attachment C-6.	Summary of Discussion, Planning Commission Public Hearing, 1-10-2012
Attachment C-7.	Summary of Discussion, Planning Commission Public Hearing, 2-28-2012
Attachment D.	Draft Ordinance: Colton Municipal Code. Signs
Attachment E.	Legislative Draft - Chapter 18.50 of the Colton Municipal Code



Planning Commission Staff Report

City of Colton
Development Services Department

MEETING DATE: February 28, 2012

FILE INDEX NUMBER: DAP-000-980

REQUEST: RECOMMENDATION OF A CODE TEXT AMENDMENT (ORDINANCE) TO AMEND TITLE 18, CHAPTER 18.50 OF THE COLTON MUNICIPAL CODE RELATING TO SIGNS.

APPLICANT: City-initiated

LOCATION: Citywide

BACKGROUND

The current sign code (Chapter 18.50) was adopted by the City Council on January 2008 after a series of workshops conducted in 2006 through 2008 that comprehensively updated the sign regulations. This code amendment does not propose any major changes to the regulations adopted three years ago but mainly aims to clarify standards and to update certain standards to reflect current objectives.

The changes proposed are a result of comments solicited from sign companies, businesses, and other interested parties including those part of discussion at the following meetings:

- On October 12, 2010, the Planning Commission, in response to a request (DAP-000-899) for an electronic digital display sign that did not meet code requirements, directed staff to initiate the process for amending the sign regulations.
- On January 26, 2011, the Planning Commission held a study session to discuss the scope of the revisions to the sign code, which was expanded to include changes to assist businesses during the weak economy and to address internal inconsistencies and omissions that will improve the clarity of code requirements. The Planning Commission directed staff to conduct surveys and research in response to the expanded scope of work to be discussed at a second study session.
- On June 28, 2011, the Planning Commission held a second study session to discuss the survey and research conducted by staff in response to the expanded scope of work as well as to discuss additional comments, including those provided at a Chamber of Commerce workshop on June 14. Due to the pressing need to address temporary promotional signage, the Planning Commission directed staff to conduct study sessions and public

ATTACHMENT A

hearings on the promotional signage portion of the amendment separately (which resulted in adoption of ordinances related to this matter by the City Council on November 18, 2011).

- On December 13, 2011, the Planning Commission held a third study session to discuss remaining items relative to permanent signage and directed staff to schedule the code amendment for a public hearing so that a recommendation may be made for adoption by the City Council.
- On January 10, 2012, the Planning Commission opened the public hearing for adoption of a resolution recommending approval of the sign ordinance to the City Council. The Planning Commission directed staff to incorporate changes to allow deviations to the sign letter size requirements. The Planning Commission voted to continue the hearing to February 28, 2012 to revise the proposed resolutions to address political sign regulations.
- On February 15, 2012, the City Council and Planning Commission held a joint workshop at which time the consensus of the City Council was for the Planning Commission to continue with the hearing on the sign code amendment but to defer any changes to the political sign regulations to after the upcoming election in November.

DISCUSSION

The proposed changes to the code are contained in the attached legislative draft and the proposed text is contained in the draft ordinance (Exhibit A) attached to the proposed resolution.

The following items were discussed but are not included in the discussion since these will be part of actions separate from this code amendment.

- Amortization program. State Law (California Business and Professions Code 5491.1) requires the start of an inventory of nonconforming and abandoned signs within four months after adoption of a sign code followed by hearings to determine whether amortization is necessary and wanted. No changes to existing amortization standards (CMC 18.50.140) are necessary at this time.
- Political signs. The City Council has formed a subcommittee to address political campaign issues, which includes political sign regulations. Based on discussion by the Planning Commission on January 10, 2012 to include this matter as part of this code amendment, staff has compiled Commission comments, public testimony, and surveys of regulations of other communities. Based on direction provided at the Joint Workshop on February 15, 2012, discussion of political sign regulations will be deferred to a separate code amendment after November 2012. No changes to code sections (CMC 18.50.050.B & 18.50.060.R) relating to political signs are proposed as part of this code amendment.
- Temporary sign penalties. Due to a uniform penalty fee structure, the Code Enforcement staff identified the need to provide a separate penalty fee for temporary signs from

permanent signs. This change may be made through a resolution for adoption by the City Council and does not require changes to the code.

Attached is a “legislative draft” that shows the existing text of the sign code and proposed changes indicated by cross-outs (*example*) for existing text to be removed and bold underline (*example*) for text to be added.

This report lists the various changes grouped into the following categories. Excerpts of the legislative draft are provided in this report to show the proposed changes.

- Part 1. Main building-mounted signs
- Part 2. Monument and Pylon Signs
- Part 3. Freeway & Changeable Copy Signs
- Part 4. Secondary signs
- Part 5. Procedures

Attached is a proposed draft resolution which shows only the text to remain and new text. The resolution is the same of the version provided at the last meeting with the following exceptions:

- Tenant panel sign letter height – changed per discussion at the January 10, 2012 meeting . Discussed further below as the first section under Part 2.
- Sign variances for letter height - changed per discussion at the January 10, 2012 meeting. Discussed further below as the second section under Part 5.
- Billboards – added to allow for future billboard relocation agreements. Discussed further as third section under Part 3 (page 15).

Part 1. Main building-mounted signs

Mansard/parapet roof signs – allow with Planning Commission approval

The current definition (CMC 18.50.030) of roof signs includes roofs which are not necessarily above the roofline of a building, such as those placed on a parapet (vertical wall above a sloped roof) or on a mansard roof (a sloped roof below a horizontal roof). CMC 18.50.070.B exempts signs on mansard roofs from its prohibition on roof signs (which includes parapet roof signs) but makes no provisions for such signs. During the discussion of the possibility of prohibiting all roof signs, there was a discussion of the need for flexibility for buildings with limited or no wall surfaces for signs to install primary signs other than the three locations allowed by code: building wall, projection perpendicular to the wall (as blade/bracket sign) or projection parallel to the wall (awning sign). Rather than prohibit such signs and require a variance process to allow these in certain situations, the proposed ordinance would allow such signs through a sign review process. Due to concerns over the proliferation and appearance of such signs, the proposed ordinance is intended to allow such signs only where appropriate where it is found by the Planning Commission that wall signage is not feasible.

LEGISLATIVE DRAFT

18.50.090 - Design standards.

B. Design Standards for Special Sign Types. 3. Building Attached Wall Signs.

c. Utilize a consistent proportion of signage to building scale, such as one-third text to two-thirds wall area or one-fourth text to three-fourths wall area. See Figure 18.50-5 (Text Scale). **Parapet roof or mansard roof signs may be allowed with review and approval by the Planning Commission only if building does not provide adequate surface area for wall signs.**

Wall sign area – base on lineal footage.

Presently, the maximum size of wall signage for businesses is based on the area of the wall surface. CMC 18.50.100 limits wall signs to 30% of the wall surface. Combined with restrictions of maximum of one sign per wall, maximum letter height of 24 inches, and maximum width equal to 70% of wall length, this standard has reduced sign clutter in most instances. However, in some instances where a building has an extraordinarily long and/or high wall surface (especially along side frontages), the standard has resulted in allowing multiple lines of copy that result in sign clutter. A survey of other sign codes found that most communities use lineal footage of the storefront as a basis for determining maximum sign area rather than wall surface area. Changing the standard to a maximum of 3 square feet for every lineal foot of frontage would not reduce the sign allowances for buildings with typical height (about 10 feet) while addressing the concern regarding sign clutter for extraordinarily large or tall buildings.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs. Wall Sign.

Maximum Area. ~~30% of wall area~~ **three (3) square feet per one lineal foot** and 70% of wall length.

Sign Letter Height – allow larger signs for larger tenants.

Presently, the code restricts any wall sign to a maximum letter height of 24 inches, presumably to address clutter, legibility, and uniformity. However, it has been found that many supermarkets and other larger (anchor) tenants within shopping centers have signs with letter heights greater than 2 feet installed prior to adoption of this standard. There was concern that the code would be overly restrictive for new shopping centers or if existing signs for anchor tenants were refaced. It was found that, although the 2-foot maximum appropriate for most tenants and buildings, larger signs may be appropriate for larger tenants and buildings due to the proportion of the sign to the building size. To minimize the deviation between signs, a maximum letter height of 36 inches (3 feet) is proposed and the threshold to be allowed such

signs was set at a lineal frontage of 100 feet which is about 4 to 5 times the standard storefront width and would include most supermarkets and other larger (anchor) tenant spaces).

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.
Table 18.50-2. Non Residential Signs. Wall Sign.

Note 2. Maximum letter height shall not exceed twenty-four inches, except for signs for an individual tenant with public entrances along a public frontage of 100 feet or greater of lineal feet shall be allowed letter height up to 36 inches.

Logos & Graphics – clarify can sign prohibition relative to trademark logos

The code (CMC 18.50.100) presently prohibits the size of logos to a maximum of 3 feet by 3 feet (9 square feet) when placed on a wall. Presumably, this standard was established in concert with the overall prohibition of larger can/cabinet (box/rectangular) signs presumably to discourage monotony in sign shapes and encourage text (individually mounted channel letters) over graphics. Due to this size limitation, most wall signs consist primarily of channel letter signs with the relatively small logo contained in a box-shaped can sign as secondary copy. There is concern that the manner that the text banning logos is written hampers the ability for the installation of signs for established national chains with logos that consist solely of text (not graphics) provided with channel letters. Additionally, some corporate logos consists of channel letters not individually mounted (but connected to one another) or within cans/cabinets that do not have standard rectangular shapes but are contoured to outline the shape of the letters and, therefore, do not provide the monotonous and graphic look the code attempts to avoid.

Based on this, the proposed ordinance intends to both clarify the restrictions on can signs and logos as well as provide additional flexibility to allow exceptions to the prohibition of can signs for logos. The proposed code will provide a new definition for "graphic" which will include both trademarked logos as well as un-trademarked symbols (example of dentist office with tooth sign). The proposed ordinance will allow logos larger than the existing 3 foot by 3 foot maximum when provided as part of a contoured (non-rectangular) can sign. Due to concerns with the proliferation of can sign logos that this may cause, the exemption will be limited only to logos registered as trademarks with the federal government and with a minimum of five operating stores. The existing 3 foot by 3 foot limit on logos will remain in effect for logos for businesses with less than 5 stores, un-trademarked logos, or other graphics.

LEGISLATIVE DRAFT

18.50.030. Definitions.

"Graphic" means a symbol, pattern, or image used to advertise a product of a company, business, or organization and includes, but is not limited to, trademark logos.

"Logo" means a proprietary graphic **and/or text** used as an identifying mark of a company, business, or organization. For purposes of this chapter, logos shall be limited to registered trademarks, **with proof of trademark from the United States Department of Treasury, for companies with a minimum of five (5) operating stores/locations.**

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs. Wall Sign.

Note 2. Maximum letter height allowed is twenty-four inches. Logos **and graphics** shall not exceed three feet by three feet. **Logos greater than 3 feet by 3 feet are not allowed as standard can signs with shapes similar to rectangles, but may be approved as contoured cabinet signs if** unless the logo serves as a single sign for the establishment, in which case the underlying maximum sign area prevails.

Painted Signs – prohibit unless approved by Planning Commission

The code presently does not explicitly address signs painted directly on wall surfaces. The Planning Commission expressed concerns over the appearance of such signs and discuss possibly prohibiting painted signs. It was discussed that painted signs may fit a theme/function on larger buildings (Ashley, Costco) where channel letters for such large signs could detract while foam letters on tall buildings may come off due to high winds. Based on this, the proposed ordinance adds painted signs as prohibited by the city but allows that such signs may be approved by the Planning Commission through a sign review process.

LEGISLATIVE DRAFT

18.50.070. Prohibited Signs.

R. Painted signs, not including temporary window signs or murals approved by the City, or as allowed by an approval of Sign Review by the Planning Commission.

Foam Letters – require 4 inch deep letters

Due to a concern of unwanted appearance similar to painted signs, the Planning Commission discussed a possible prohibition of the use of foam material for channel letter signs. There was additional discussion that prohibition may not be warranted since foam is an inexpensive alternative to plastic letters and that the foam material is typically acceptable upon installation but maintenance and durability over time is of concern. To address the concerns regarding appearance, the proposed amendment will require that foam letters provide a minimum depth to provide an appearance of channel letters made of more durable materials.

LEGISLATIVE DRAFT

18.50.090 - Design standards.

B. Design Standards for Special sign Types.

3. Building Attached Wall Signs.
f. Can-type signs are prohibited. Channel letters are preferred. **Foam letters shall have a minimum depth of 4 inches.**

Office buildings – allow more than one tenant identification signs

The code allows one wall sign per public frontage, which is defined as the side of a building which faces onto a public street, mall (pedestrian courtyard), or parking lot. For typical retail centers and single-story office buildings which provide multiple tenants with individual exclusive storefronts and entrances, tenant identification signs are allowed based on deeming the portion of the building façade occupied by that particular tenant as the public frontage.

At the Chamber of Commerce workshop, possible alternatives were discussed to allow exterior wall signage for tenants within office buildings without exclusive storefronts and entrances that are not allowed tenant identification. Based on the existing code regulations, such office buildings may place a building name identification signs (which may also be the name of one of the tenants in the building).

Due to concerns over the proliferation of wall signs without controls, the City has, in the past, required the approval of a Major Variance to allow more than one wall sign on a public frontage. Staff research has found that the City has allowed up to four tenant identification signs for certain mid-rise buildings through a variance process. Consistent with these past approvals, the proposed ordinance codifies allowing up to four tenant identification signs through a Uniform Sign Program so that the Planning Commission may evaluate the appropriateness of allowing multiple signs on a particular building for tenants without storefronts.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs. Wall Sign.

Maximum Number Permitted: One per public frontage **for storefront tenants with an exclusive exterior entrance.**

Other standards/notes: (7).

Note 7. For multiple-tenant buildings or parts of buildings with tenants without exclusive exterior entrances, the building/site name or name of one on-site tenant as a building identification sign may be permitted by right. Additional signage may be permitted for a maximum of four tenants without exclusive exterior entrances on a multiple-story office building subject to review of a Uniform Sign Program by the Planning Commission.

Part 2. Freestanding Pylon & Monument Signs

Tenant panel signs – allow smaller letters in special situations; allow larger signs for larger sites

The Code allows a 50-square foot area monument or pylon sign for each nonresidential site in the City. The sign may be designed as tenant panel sign to identify various tenants at the landlord's discretion (based on other criteria such as anchor tenants/size). There was discussion that minimum letter height of 12 inches (1 foot) required by code reduces the number of tenants that may be identified on such signs. Based on an estimate, the code provisions allow for a typical sign to have eight panels (based on 1.25' x 5' panels) which accommodates the majority of sites which have eight or less tenants. The code also allows additional signs for sites with more than 300 feet of street frontage, more than 4 acres lot area, or more than one street frontage so most centers have the ability to provide a second sign for a potential total of 16 tenant panels.

Based on this, the Planning Commission found that reducing the letter height standard would not be warranted since the minimum letter of 12 inches was established presumably to address traffic safety and visibility as well as avoid sign clutter. Based on the concern by the Economic Development Department, the Planning Commission directed staff to add text smaller than 12 inches high in certain situations, such as multiple-tenant sites allowed only a single monument sign but which have more than eight tenants. Due to concerns with traffic safety, visibility, and clutter, the code maintains proposed regulations but allows deviations through the Uniform Sign Program process (instead of a Variance) to allow the Planning Commission to determine if such deviations are appropriate for particular requests. This new text has been added to the end of Section 18.50.090.B.5.e (below).

LEGISLATIVE DRAFT

18.50.090.B. Design Standards.

5. Freestanding Signs.

e. The minimum letter height on a freestanding sign shall be twelve inches. The intent is to limit the clutter of text on the sign and increase readability for the motoring public, thereby providing for public safety. **Monument and pylon signs shall contain the main address number or range of numbers of the site in minimum 12-inch high letters and this area shall not be counted towards the maximum sign area. Deviations from letter height requirements may be approved through a Uniform Sign Program by the Planning Commission.**

In response to allow greater flexibility (large panels for anchor tenants), the proposed ordinance further allows freestanding signs for shopping center with 4 or more acres additional sign face area up to 100 square feet.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs.

Freestanding Monument or Pylon Sign.

Maximum Area: single-tenant or multiple-tenant sites with less than 4 acres: 50 sf; multi-tenant site with 4 acres or more: 100 sf.

Maximum Height: 6 ft. [monument]/ 20 ft [pylon]

Note 1. All nonresidential properties shall be limited to a maximum of one of each sign type per property/development, except as otherwise provided. For example ~~instance~~, a site may have a maximum combination of one wall sign, one freestanding sign, and one window sign. ~~As part of a sign permit approval, an applicant may request and be granted, at the discretion of the designated approving authority, substitution of one sign type for another. For instance, a site may trade the allotted window sign for an additional freestanding sign, provided all development standards of this chapter are complied with. In no instance may an establishment have both an awning/canopy sign and a blade/bracket sign or an awning/canopy sign and a wall sign. Only one type of building sign (wall, awning/canopy, blade/bracket) is allowed per establishment.~~

Office tenant panel sign – allow through Planning Commission

During the discussion at the Chamber of Commerce workshop of providing wall signage for office tenants that do not have exclusive exterior entrances or storefronts, allowing tenant identification panels on monument signs for these tenants was also discussed. Due to concerns over the proliferation of such signs without controls, the proposed ordinance explicitly restricts signage on freestanding signs to tenants with wall signage. However, the proposed ordinance also provides for the Planning Commission to evaluate the appropriateness of allowing tenant identification panels on monument signs for tenants without storefronts and not allowed wall signage monument signs through a Uniform Sign Program, similar to the proposed approach for wall signs for such tenants.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs.

Freestanding Monument or Pylon Sign. Other Standards/Notes. (9)

Note 9. Copy on freestanding signs, in addition to building/site name and address, shall be limited to that related to tenants with exclusive exterior entrances and with installed wall signs except for monument signs approved by the Planning Commission through an Uniform Sign Program allowing copy for tenants without exclusive exterior entrances subject to all applicable standards.

Sign Height – Measure from Roadway

The Code (CMC 18.50.080.E) discusses sign height as measured from the lowest elevation at the base of the sign. Although it is not clear whether this applies solely to wall signs or also freestanding signs, there was the concern that sites which are located below the grade level of an adjacent roadway could not place a sign that is visible from the street. This issue is addressed elsewhere in the Code by allowing the maximum height of freeway-oriented signs to be measured from the freeway grade level, instead of adjacent grade. The proposed ordinance will add provisions allowing that the maximum height for freestanding signs be measured from the adjacent roadway level to account for lots located below the grade of the adjacent roadway.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards. Table 18.50-2. Maximum Height:
Freestanding Monument Sign. Maximum Height: 6 ft ; Notes: **(5)**
Freestanding Pylon Sign Maximum Height: 20 ft; Notes: **(5)**
Freestanding Freeway-Oriented Pylon Sign. 50 ft.⁵. Notes: **(5)**

Editor's note— 5. Sign height shall be measured from the finish grade of the freeway **or adjacent** roadway.

Address copy - Mandatory on signs

The code allows up to 50 square feet of area for most freestanding signs. Although many signs include the address in the sign area which facilitates locating properties by visitors, many other signs are unable to provide copy for the address so that the sign area allowance may be used for tenant identification copy. The proposed ordinance will make providing the address number of sites mandatory on all future signs. So that this requirement does not reduce the amount of sign area available for tenant identification, the proposed ordinances will allow the address copy to be placed in addition to the maximum sign area allowance.

LEGISLATIVE DRAFT

18.50.090.B. Design Standards.

5. Freestanding Signs.

e. The minimum letter height on a freestanding sign shall be twelve inches. The intent is to limit the clutter of text on the sign and increase readability for the motoring public, thereby providing for public safety. **Monument and pylon signs shall contain the main address number or range of numbers of the site in minimum 12-inch high letters and this area shall not be counted towards the maximum sign area. Deviations from letter height requirements may be approved through a Uniform Sign Program by the Planning Commission.**

Setbacks – establish to lot lines and clarify spacing

The Code contains a minimum spacing of 50 feet between freestanding signs, presumably so that signs do not obstruct visibility of one another. The proposed ordinance clarifies that the 50 foot spacing is to any other sign including those on other properties and a minimum setback of 3 feet to property lines has been added so that signs are not placed immediately adjacent to public sidewalks without areas available for planting.

LEGISLATIVE DRAFT

18.50.080. General development, maintenance, and removal provisions.

E. Setback and Spacing of Freestanding Signs.

1. The minimum setback distance for freestanding signs shall be measured from back of the public right-of-way or side of a driveway, unless an encroachment permit is granted. All freestanding signs shall be located outside of the public right-of-way **at least 3 feet from any property line** and any required clear vision triangle.
2. The minimum spacing distance between permanent freestanding signs, excluding on-premise directory signs, should be fifty feet, **including distance from signs on other properties.** The designated approving authority will review the proposed location on a case-by-case basis to ensure the sign is located outside the required clear vision triangle and does not otherwise inhibit motorist safety.

Pole Sign Prohibition – Clarification of standards

Freestanding signs with supports that are very narrow relative to the sign face (defined as "pole signs" by the Code) are typically viewed as not as attractive as signs with wider supports (defined as "pylon signs) and are, therefore, prohibited. The proposed ordinance clarifies the definitions and standards relative to this prohibition.

LEGISLATIVE DRAFT

18.50.030. Definitions.

"Pole sign" means a freestanding sign in excess of six feet in height which is detached from a building and is supported by one or more structural elements that are either ~~(a) architecturally dissimilar to the design of the sign, or (b) less than one-fourth the width of the sign face.~~ Pole signs less than six feet in height are prohibited. See Figure 18.50-2 (Pole Sign).

18.50.090.B.5. Design Standards.
Freestanding Signs.

a. Monument and pylon signs are **allowed** ~~preferred over pole signs~~ because they can be more fully integrated in to the overall development design. In fact, pole signs are specifically

prohibited. Pylon signs shall be constructed with architectural cladding or similar material covering the supporting framework so they are architecturally integrated with the rest of the sign.

18.50.070. Prohibited Signs.

K. "Pole signs" and other freestanding signs constructed with a single supporting pole that is not covered with architectural cladding or other covers so as to appear as a solid base or structure, or supported by one or more structural elements that are less than one-fourth the width of the sign face.

Part 3. Freeway-Oriented & Changeable Copy Signs

Freeway-oriented free-standing signs – Modify city identification

The current Code allows certain properties along freeways an additional free-standing signage with greater height (up to 50 feet high as measured from the freeway level) and greater area (up to 325 to 360 square feet) than is normally allowed so that it is visible from the freeway. Properties must have a minimum 150 feet of frontage along freeways (either directly or across a street) to be allowed the additional sign. To address traffic safety, visibility and clutter concerns, a minimum letter height of 24 inches (2 feet) is required. These signs may be approved by the Design Review Committee (DRC) under the current Code. The proposed ordinance will require the approval by the Planning Commission of freeway-oriented signs, instead due to their high level visibility and greater amount of variation requiring discretion.

The proposed ordinance also addresses the existing Code requirement that an illuminated city logo be provided on freeway-oriented signs. To accommodate the logo, the code allows for an increase in height (up to additional 15 feet) and area (up to additional 100 square feet). As discussed, this requirement does not apply to non-freeway-oriented monument and pylon signs. This requirement apparently has not been implemented with most freeway-oriented signs constructed in the past which instead of the logo provide italicized text "City of Colton" on the sign, or otherwise include the text "Colton" as part of the business or site name (such as the "Colton Courtyard" shopping center). As requested by the Commission, staff has found that the "City of Colton" text on the existing sign at 755 South Ashley Way (Saddleback RV) adjacent to the I-215 Freeway is 8 inches high, which is less than the minimum 24 inches required by Code (see Attachment 2).

The proposed ordinance replaces the "city logo" requirement with a more general requirement that "city identification copy" (which may include the logo, "City of Colton" text, and the word "Colton" within a business/site name) to allow flexibility. The existing requirement that the city logo is one-third of the sign face has been replaced with a provision that city identification copy be proportional to the sign. This requirement that the city identification be proportional will also allow some flexibility with the letter height of the city identification logo which will be 24 inches but allows some flexibility for smaller sign faces where a smaller letter height may be more proportional and appropriate.

LEGISLATIVE DRAFT

18.50.090 - Design standards.

B. Design Standards for Special Sign Types.
5. Freestanding Signs.

g. Freeway-oriented freestanding signs shall include city identification copy which may consist of the text "City of Colton" with letter height proportional to overall sign size. ~~the city logo within the top one-thirds of the sign.~~ The intent is to help identify the site as being located within the city of Colton. The city identification copy ~~logo~~-area shall not be counted towards the total sign area and shall be exempted from the height maximum. The city identification copy ~~logo~~ shall be illuminated at night.

Changeable Copy Signs – Allow electronic image signs at certain locations

Presently, the Sign Code allows manual changeable copy displays as part of building-mounted signs and electronic changeable copy displays as any freestanding signs on any nonresidential property in the City. To control the undesired appearance on the displays of these signs, the code limits displays to text only. Images (or "scenes" as stated by CMC 18.50.030) are mentioned as being part of "animated signs" which are prohibited. October 12, 2010, the Planning Commission considered a proposal for an electronic display sign that, since it has the ability to display images, was considered an "animated sign" and could not be approved. In response, the Planning Commission initiated this code amendment to develop new standards for electronic display signs since recent advances in LED technology could potentially address the past concerns with the appearance of such signs. The proposed ordinance replaces the existing definition of "electronic reader board" with new definition which explicitly states that images are allowed on such signs and not considered "animated signs" (which will continue to be prohibited). Consistent with the range of four seconds to two minutes for display changes mentioned by State Law (California Business & Professions Code 5490.5), signs with display changes less than four seconds will meet the definition of an "animated sign" and be prohibited.

LEGISLATIVE DRAFT

18.50.030. Definitions.

"Animated sign" means any sign that uses flashing, blinking, movement or change of lighting to depict action or create a special effect ~~or scene.~~ Any sign with images or messages changing more than once within four seconds shall also be considered an animated sign.

"Changeable copy sign, electronic " means a sign whose primary advertising focus is the intermittent display of electronic, computerized, digital or similarly produced letters, numerals, words messages, scenes or images as part of the advertising message that is changed no more than once every four (4) seconds. A sign on which the message or image

create the illusion of flashing, blinking, movement, or animation shall be considered an animated sign purposes of this chapter.

"Changeable copy sign, **non-electronic**" means a sign or portion thereof with characters, letters or illustrations that can be changed or rearranged manually without altering the face or surface of the sign. A sign on which the message or characters change more than twelve times per day shall be considered an animated sign and not a changeable copy sign for purposes of this chapter.

~~"Electronic reader sign" means a sign whose primary advertising focus is the intermittent display, stream or movement of electronic, computerized, digital or similarly produced letters, numerals, words or messages as part of the advertising message.~~

Due to the allowance of images on electronic signs, there was concern regarding the appropriateness and appearance of such signs throughout the City on all commercial properties. The Planning Commission discussed limiting these signs to properties along freeways and major arterials streets where these would not detract from other properties. Such signs would no longer be permitted along streets that are not major arterials except for institutional uses such as churches which routinely promote events. Due to concerns regarding the frequency of image changes, the proposed ordinance requires that displays do not change more frequently than six seconds for signs within 660 feet of freeway centerline (based on criteria in State law) and 60 seconds for signs beyond 660 feet of freeway centerline. A one-second interval (blank screen) is required between display changes.

The proposed ordinance contains additional provisions to address proportion of display area to the rest of the sign, minimum amount of public messages, illumination, and explicit prohibition of off-premise (billboard) advertising messages. Based on the proposed ordinance, an electronic display may be incorporated into any monument, pylon, or freeway-oriented sign on property along a freeway or major arterial (or an institutional use that is not necessarily on a major arterial). The proposed ordinance will require any monument or pylon sign that includes electronic display to obtain approval from the Planning Commission (instead of the Director as is the case for non-electronic display monument or pylon signs).

LEGISLATIVE DRAFT

18.50.090. Design Standards.

B. Design Standards For Special Sign Types

4. Electronic **changeable copy signs** ~~reader signs~~

a. **Electronic changeable copy signs** shall be permitted as part of a freestanding sign **located along a freeway right-of-way or a major arterial, as defined by the Master Plan of Streets and/or the General Plan Circulation Element, or on the site of a public facilities, educational facilities, or other civic institutions, including religious uses** ~~provided such electronic reader sign is integrated within the design of the greater freestanding sign.~~

- b. Changeable copy face shall not exceed more than two-thirds of the proposed sign area, with the remainder permanent text.
 - c. The changeable copy of signs within 660 feet of a freeway centerline shall not change more than once every six (6) seconds with one second intervals between displays with no display.
 - d. The changeable copy of signs not within 660 feet of a freeway centerline shall not change more than once every sixty (60) seconds.
 - e. Time and temperature display, of at least six seconds, shall be required to appear during every two minutes of operation.
 - f. Public service messages shall be accommodated at no additional charge, and constitute 10 percent of the messages displayed during each one-hour period. These public service messages are in addition to the required time and temperature displays. The City shall have authority to review and approve public service messages.
 - g. Electronic changeable copy signs shall automatically adjust the brightness of illumination between night and day.
 - h. Electronic changeable copy signs may not identify commercial uses/contain commercial message for uses not located on the same site as the sign. Otherwise, they are considered off-premise signs and are prohibited by this code unless permitted as a Redevelopment Project Area sign.
6. Marquee or Changeable Copy Sign, non-electronic. These types of signs shall be considered to be the same as any other type of sign and shall be regulated by their location, i.e., if located on a wall, they shall be deemed wall signs and the changeable copy portion shall not exceed more than one-half the proposed sign area.

Billboards – allow for future billboard relocation agreements

Billboards are defined as “off-premise advertising displays” by the Code and are prohibited. Existing billboards in the City are considered nonconforming. In order to allow the City to enter into agreements with billboard operator to remove, replace, or relocate existing billboards, next text has been added to CMC 18.50.120 (together with existing text allowing the kiosk program) to allow such agreement in the future.

LEGISLATIVE DRAFT

18.50.120 - Allowed off-premise signage.

A. Generally, all new off-premise commercial message signage is prohibited within the city. Existing off-site commercial message signs (e.g., billboards) are considered nonconforming

signs as regulated by Section 18.50.140. However, under the city's authority and capacity as proprietor of city property, the city has created a program for off-premise signage kiosks for certain uses and activities of city-wide benefit and interest. For purposes of this section, "city-wide benefit and interest" shall mean those uses or activities that, individually, generate significant revenue for the city. Additionally, such uses shall have a minimum total of one thousand feet lineal public street frontage. Such program is adopted by resolution and may be updated from time-to-time as deemed necessary and appropriate by the city council. The program shall, at a minimum, specify the following:

- ~~1.~~ A. Uses which qualify for the off-premise signage kiosk program;
- ~~2.~~ B. Development standards, design, and allowable copy for off-premise signage kiosks;
- ~~3.~~ C. Allowable locations for the kiosks;
- ~~4.~~ D. A process for determining which businesses, developments, and other uses are allowed to be listed in the kiosks;
- ~~5.~~ E. An administration process for the program, including establishment of a fee schedule;
- ~~6.~~ F. Any other element of the program deemed necessary and appropriate by the city.

B. Pursuant to Business and Professions Code, Section § 5412, the City Council is authorized to enter into relocation agreements with off-premises display owners on whatever terms are agreeable to the display owner and the City.

Redevelopment Project Area Sign – establish provisions

The Planning Commission has discussed that the City should construct signs to promote local businesses along the freeway entries into the City and other locations. Such a sign would promote activities and products not available within the premises upon which the sign is located and therefore would fall under the definition of "off-premise" signs.

The Code explicitly prohibits off-premise signs (such as advertising billboards) except for kiosk signs, which are explicitly allowed as "wayfinding" signs used to direct traffic to certain locales. Currently, the kiosk program is used for recreational vehicle dealers and new residential development but the code provisions, as currently written, allow its expansion to other uses, including commercial centers. Based on this, no changes to the current code text relating to the kiosk program is needed or proposed. However, expansion of the kiosk signs would not address the need for promoting businesses along the freeway since such signs are limited to identification text only (and not advertising or promotional text) and the signs are visible only after exiting the freeway (and not visible from the freeway itself).

Due to the limitations of kiosk signs, the Planning Commission discussed the potential for a City-sponsored electronic display signs that allows for promotional of local businesses but not be considered an off-premise sign. State Law (California Business & Professions Code Section 5273) allows an exception to allow one such signs for each Redevelopment Agency (RDA) project area by defining these specifically as "on premise" sign (and, therefore exempt from the prohibition of "off-premise" signs.) if sponsored by the RDA. However, these signs would be limited to promotion of businesses within the particular RDA project area the sign is located within and not allow promotion of businesses outside that particular RDA project area. Apparently, the City has utilized this State Law provision in the past and constructed a sign ("Plaza Las Glorias" freeway sign) at the southwest corner of the I-10 Freeway and Mount

Vernon Avenue to promote businesses that are not immediately adjacent to the freeway but within the same redevelopment project area (Mount Vernon). The proposed ordinance will add new provisions addressing these types of signs.

However, these signs will still not allow the promotion of businesses outside the RDA project area on which it is located. A sign promoting local businesses citywide would be considered an off-premise sign by both local and state regulations and could not be permitted without amending the existing prohibition on off-premise signs. The proposed ordinance does not amend the existing prohibition of billboards.

LEGISLATIVE DRAFT

18.50.030. Definitions.

“Redevelopment Project Area Sign” means a sign advertising those businesses and activities developed within the boundary limits of, and as part of, an individual redevelopment project area, which may, with the consent of the redevelopment agency governing the project area, be considered to be on the premises anywhere within the limits of that project area when all of the land is contiguous or is separated only by a public highway or public facilities developed or relocated for inclusion within the project area.

18.50.122. Redevelopment Project Area Sign.

Notwithstanding other sections of this Chapter, redevelopment project areas signs shall be allowed subject to the same process and standards as freeway-oriented freestanding signs, except such signs may advertise those businesses and activities within the respective redevelopment project area and shall be considered on the premises anywhere within the limits of that project area, subject to definition contained in Section 18.50.030 of this Chapter, and may contain an electronic changeable copy display that is up to three-quarters of the sign face.

18.50.100. Allowed permanent on-premise sign standards.

Table 18.50-2. Non Residential Signs.

Note 6. ...Freeway oriented signs may not identify commercial uses/contain commercial message for uses not located on the same site as the sign. Otherwise, they are considered off-premise signs and are prohibited by this code **unless permitted as a Redevelopment Project Area sign.**

Part 4. Secondary signs

Window signs – Allow per window area.

The current code allows only one window sign per business, even if the business has multiple frontages (such as a corner building). The proposed ordinance amends regulations to allow a window signs for each window area.

LEGISLATIVE DRAFT

18.50.100. Allowed permanent on-premise sign standards.
Table 18.50-2. Non Residential Signs.

Window Sign. One per window area establishment. 20% of window area. No illumination.

Hand-held signs - extend provisions to private property.

The current code presently exempts signs carried by individuals if these do not exceed 2 square feet and are on public property (sidewalks). Code Enforcement staff has asked that the code address signs carried by individuals on private property adjacent to public sidewalks, which the code is silent. The proposed ordinance extends the same existing restrictions on public property to private property.

LEGISLATIVE DRAFT

18.50.060. Exempt signs

K. Signs carried by individuals while standing, sitting, or traveling along any public sidewalk or other public property not to exceed two square feet. Such signs may not be illuminated.

18.50.070 - Prohibited signs.

P. Signs exceeding two square feet in area carried by individuals while standing, sitting or traveling along any private property, public sidewalk or other public property visible from a public right-of-way; and

Murals – establish provisions

During a discussion regarding the possible prohibition of painted wall signs, there was concern that the City not prohibit noncommercial paintings on walls (murals). The Code is currently silent on the issue of murals. However, the murals on public property (such as bridge overpasses and parks) have been considered in the past by the Public Works Department or the Community Services Department and the City is working on establishing policies and procedures that may provide guidance for murals on private property, which are within the purview of the Zoning Code. Due to the absence of an identified approving authority for art (such as Cultural Resources Commission in other communities), the Planning Commission discussed property requiring approval of murals by the Commission at this time until such time that policies on murals are defined.

LEGISLATIVE DRAFT

18.50.030. Definitions.

“Murals” means a painting on an exterior as a work of art with no commercial message.

18.50.060. Exempt Signs.

R. Murals, subject to approval by the Planning Commission.

Menu board – establish provisions.

The current code does not contain provisions for exterior signs with menus placed at drive-through lanes of restaurants, although these have been installed in the past. The proposed code provides provisions for the installation of these signs.

LEGISLATIVE DRAFT

18.50.090. Design Standards

B. Design Standards for Special Sign Types

7. Menu Board. One (1) single-face freestanding or wall sign oriented towards an approved drive-through lane containing menu or other list of products with a maximum sign area of 32 square feet and maximum height of 6 feet.

Directional Signs – clarify standards

The code provides exemption for small “directional” signs, typically freestanding but sometimes wall-mounted, which have copy such as “parking” “entrance” and directional arrows to help guide traffic on private property. Due to limitations on size (6 square feet) and text, these signs are exempt from the code. The proposed ordinance further clarifies limitations by specifying the quantity, location, and height of signs. Based on discussions at the study sessions, larger quantities and size of signs may be appropriate for larger sites with multiple buildings, tenants and driveways. To provide flexibility for these sites, the proposed ordinances allows for deviations from the standards with approval by the Planning Commission.

LEGISLATIVE DRAFT

18.50.060. Exempt Signs.

P. Directional signs whose function is guiding traffic, parking, and loading on private property, with no advertising/commercial message. **Maximum of one sign per driveway. Sign area is limited to a maximum of six square feet per sign and a maximum height of 4 feet if freestanding. Exceptions to standards regarding copy, quantities, sign area, and height may be allowed for larger sites with multiple buildings, tenants, and/or driveways as a directional sign program approved by the Planning Commission through the approval of a Uniform Sign Program.**

Office tenant directory – establish provisions

During discussions regarding office tenants not currently allowed exterior signage due to the lack of individual exclusive storefronts and entrances, the Planning Commission discussed allowing pedestrian-oriented signs listing the tenants of a particular office building in addition to exterior signage oriented towards street traffic. Such tenant directory signs are typically found indoors in the lobbies of office buildings and are not subject to code requirements if indoors. The existing code provides an exemption for exterior “nameplate” signs with the name of each tenant.. The proposed ordinance adds provisions allowing the combination of nameplates into a wall-mounted tenant directory that may be placed outdoors subject to approval of a sign permit by staff, or as a ground-mounted tenant directory that may be approved by the Planning Commission.

LEGISLATIVE DRAFT

18.50.060. Exempt Signs.

Q. Nameplates identifying (and copy limited to) the address of the building, property or tenant to a maximum of one square foot per sign. Nameplates may only be lit by either an indirect light (e.g. porch light), low-wattage spotlight without glare to the adjoining property, or internal light source with opaque (non-transparent) background. **The signs may be combined into one single tenant directory at the shared entrances of a multi-tenant building subject to the approval of a sign permit by the Director if attached to a building wall and the approval through a Uniform Sign Program by the Planning Commission if not attached to a building wall.**

Part 5. Procedures

Approving Authority – Require Planning Commission or Director approval.

Presently, the approving authority structure of the code requires that all freestanding signs obtain approval by the Design Review Board (DRC) and all building-mounted signs obtain approval from the Director (or Planning staff). Uniform Sign Programs, which are typically proposed for sites with multiple signs and mandatory for sites with three or more tenants, require the approval by the Planning Commission. The code specifically states that the Director or DRC may choose to elevate any application to a higher approving authority, such as the Planning Commission. In the past, the Planning Commission has directed staff to ask applicants to provide sign information to the Planning Commission concurrently when the project has entitlements (architectural & site plan review for projects over 15,000 square feet, conditional use permits, etc.) to be reviewed by the Planning Commission so that signage may be considered in the context of the overall project.

During the study sessions, there was discussion over modifying the approving authority to both streamline processes by allowing the Director (and Planning staff) to approve certain signs instead of requiring review by the full Design Review Board (DRC) while also requiring that certain sign requests which require greater level of discretion to obtain approval by the Planning Commission. Based on this, signs that require a greater level of discretion, such as

freeway-oriented signs, signs with electronic changeable copy, office building tenant signs, parapet and mansard roof signs, painted signs, and directional signs that deviate from code limitations all now will require Planning Commission approval. All other signs, including non-freeway freestanding and wall signs without electronic changeable copy, may be approved by the Director (or Planning staff), which has the option of elevating the approval to the DRC or Planning Commission. The DRC will retain its authority to approve minor amendments to already established Uniform Sign Programs, once already approved by the Planning Commission.

LEGISLATIVE DRAFT

18.50.040. E. Approving Authority. The designated approving authorities for sign permits, uniform sign programs, and temporary promotional signs are listed in Table 18.50-1. 1. Each row of the table lists a specific sign permit by sign type. Each of the designated approving authorities is listed in a column. The symbol in the cell where the rows and columns meet identifies whether the approval authority listed in that column is a recommending body, final decision body, or elevated final decision body for that permit type. For instance, the table identifies the community development director as the final decision body and the design review committee as the elevated final decision body for sign permit-building attached signs.

Table 18.50-1: Approval Authority for Signs

Type of Permit	Designated Approving Authority "R" symbolizes the "Recommending Body" "F" symbolizes the "Final Decision Body" "E" symbolizes the "Elevated Final Decision Body"		
	Community Development <u>Development Services</u> Director	Design Review Committee	Planning Commission
Sign Permit — building attached signs, <u>not including painted, mansard roof, parapet roof, or office building tenant identification signs</u>	F	E	
<u>Sign Permit — building attached signs, painted, mansard roof, parapet roof, or office building tenant identification signs</u>	<u>R</u>	<u>R</u>	<u>F</u>

Sign Permit — temporary promotional signs	F		
Sign Permit — freestanding permanent signs (e.g., monument, pylon, pole), <u>not including freeway-oriented, electronic changeable copy signs, office building tenant panel signs, or directional sign program.</u>	<u>F</u> R	<u>E</u> F	E
Sign Permit — freestanding permanent signs, <u>freeway-oriented (new and refacing) or electronic changeable copy signs, office building tenant panel signs, or directional sign program.</u>	<u>R</u>	<u>R</u>	<u>F</u>
Uniform Sign Program — minor amendment	R	F	E
Uniform Sign Program — adoption and major amendment	R	R	F

Sign Variances – Allow minor deviations

Presently, deviations from the sign code regulations are not allowed except with the approval of a Major Variance from the Planning Commission even if the types of proposed does not require Planning Commission approval. In order to streamline processes, the proposed code will allow some deviations to be approved by the respective approving authority for the sign, which may be the Director (or Planning staff) in some instances. In order to limit such deviations to only those minor in nature and in rare occasions where it is necessary to improve the effectiveness of the purpose sign, deviations more than 20 percent of a requirement would still require a Major Variance from the Planning Commission. Letter height has been added to the list of possible deviations based on the discussion by the Planning Commission on January 10, 2012.

<p>LEGISLATIVE DRAFT</p> <p>18.50.040 - Permits and review procedures.</p> <p>G. Variances. Applications for a variance from the terms of this title shall be reviewed by the planning commission according to the variance procedures as set forth in this title, <u>except for deviations up to 20% of that standard for letter height, maximum sign area, maximum sign height, or separation between signs may be allowed with the</u></p>
--

concurrent approval of a minor sign variance by the same approving authority for the sign, when it is found that the deviation is necessary to improve the effectiveness of the purpose of the sign.

Abandoned signs – Opaque covering required.

There was the concern regarding the appearance of building with vacancies where the signs of the former tenants are not removed during the interim period before a new tenancy begins. Per State Law (California Business and Professions Code 5491), abandoned signs, those not used after 90 days, are treated as nonconforming signs, but may remain until a new business either removes or continues use of that sign. To address the appearance during this interim period, the proposed ordinance requires that after 30 days of the discontinuation of a business occupancy, such signs that consist of panels be provided with a blank covering.

LEGISLATIVE DRAFT

18.50.080.F. Sign Removal or Replacement. **A sign that consists of a can or panel shall be provided with a solid white opaque covering or other method acceptable to the Director within thirty days following cessation of the business which uses the sign.** 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.

Maintenance – Address graffiti.

The proposed ordinance contains new text to strengthen maintenance provisions to address graffiti on signs.

LEGISLATIVE DRAFT

18.50.080 - General development, maintenance, and removal provisions. B. Maintenance of Signs. Every sign and all parts, portions, and materials shall be maintained and kept in proper repair **and condition as approved by sign permit.** The display surface of all signs shall be kept clean, neatly painted, and free from rust, ~~and~~ corrosion, **damage, and graffiti. Damage and graffiti will be repaired, replaced, recovered, refaced, or repainted with color matching paint and materials so as to produce the appearance that graffiti or damage never existed.** Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other nonmaintained, ~~or~~ damaged, **or graffiti** portions of a sign shall be repaired or replaced within thirty days following notification by the city. Noncompliance with such a request will constitute a nuisance condition and zoning violation and will be enforced as such.

Can Reface – Clarify restrictions

Presently, the code requires that existing nonconforming signs be brought up to code when a "substantial alteration" is proposed. The replacement of a panel on an existing nonconforming can sign has not been considered a significant alteration that would require removal of the entire can sign provided that the panel itself is not enlarged (such as when two or three can

signs are removed for the placement of one larger can sign with the same area). The proposed ordinance further clarifies this requirement by stating that exterior boundaries of individual panels may not be altered and allows for monitoring by stating explicitly that a sign permit is required for re-facing panels on can signs.

LEGISLATIVE DRAFT

18.50.040 - Permits and review procedures.

A. Permit Required. A sign permit shall be required prior to the placing, erecting, moving, modifying or reconstructing of any sign in the city, including re-facing a panel on a can or cabinet sign, unless expressly exempted by this chapter. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and ordinances.

LEGISLATIVE DRAFT

18.50.140 - Nonconforming signs.

A. All signs which do not meet the requirements of this chapter but which have been previously approved by the city and issued a lawful permit shall be deemed nonconforming signs and shall either be removed or brought up to code when a substantial alteration to the sign is made (~~e.g., a new sign permit is required~~).

For purposes of this section a "substantial alteration" shall be defined as repair or refurbishing of any sign that alters its physical dimensions, height or replaces any integral component including, but not limited to alterations to exterior cabinets, bases or poles. Substantial alteration shall not include the replacement of individual panels on a can or cabinet sign when the exterior boundaries of individual cans or cabinets are not replaced or altered. In addition, substantial alteration shall also include any repair or refurbishing of sign that exceeds fifty percent of the depreciated value of the sign and structure, as determined by the City, but excepting customary maintenance.

Processing Time – consistency with State Law

The code presently refers to the processing time for applications from the receipt of a completed application. However, there are discrepancies between how the term "completed application" is used to identify a point when an application is submitted or a point when all materials needed to make a decision have been provided, as defined by State law (Permit Streamline Act). The proposed ordinances removes this discrepancy by providing timelines (30 days) as measured from initial application submittal, consistent with the State law.

LEGISLATIVE DRAFT

18.50.040 - Permits and review procedures.

F. Timely Decision. At each level of review or appeal, the decision shall be rendered, in writing, within the following time limits. The time period begins running when the application is deemed complete, or the notice of appeal has been filed, whichever applies.

1. Upon receipt of a ~~completed~~ sign review application by the community development director, the director shall approve, deny, or refer the application to the design review committee within thirty ~~ten~~ calendar days.
2. Upon receipt of a ~~completed~~ sign review application by the design review committee, the committee shall approve, deny, or refer the application to the planning commission within thirty ~~twenty~~ calendar days.
3. Notwithstanding the time limits imposed by this section, the department and the applicant may mutually agree to an extension of the time limits. Such extension shall be in writing and shall be for no more than ninety days.
4. Should the director and/or the committee fail to render a decision on a sign application within the prescribed time limits established by this section, such sign application shall be deemed automatically appealed to the planning commission to the extent it complies with the area and location requirements for signs imposed by this chapter.

FINDINGS

Code amendments are required to be consistent with the goals and policies of the Colton General Plan and specific plans and planned communities, where applicable, and be reasonably related to the public welfare of the residents of the City and surrounding region. The standards relating to signs are consistent with the Land Use Element General Objective No.1 which reads (in part): "To create a land use pattern which provides... a balanced hierarchy of commercial land uses which will serve the consumer and economic needs of the City and region." This finding has been incorporated into the draft resolution.

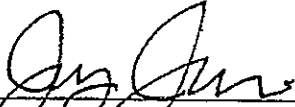
ENVIRONMENTAL DETERMINATION

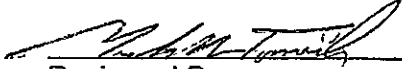
Based on a certainty that there is no possibility that the proposed changes to the sign code may have a significant effect on the environment, the application may be found exempt from California Environmental Quality Act (CEQA), as allowed by CEQA Guidelines Section 15061 (b)(3). This finding has been incorporated into the draft resolutions.

RECOMMENDATION

Staff recommends that the Planning Commission adopt the following Resolution (attached):

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COLTON RECOMMENDING THAT THE CITY COUNCIL OF THE CITY OF COLTON ADOPT AN ORDINANCE TO AMEND TITLE 18, CHAPTER 18.50 OF THE COLTON MUNICIPAL CODE RELATING TO SIGNS (FILE INDEX NO.: DAP-000-980)


Prepared by:
Jay Jarrin, AICP, Senior Planner


Reviewed By:
Mark R. Tomich, AICP, Director

ATTACHMENTS

- Attachment 1: Draft Resolution
- Attachment 2: Legislative Draft

Attachment B.

Sign Code Surveys

SIGN CODE SURVEY: FREESTANDING SIGNS

	Upland	San Bernardino	Riverside	Rialto	Redlands	Ontario	Loma Linda	Grand Terrace	Fontana	Cotton	
MONUMENT SIGNS											
Lots allowed monument signs	All non-residential	100 ft street frontage	All non-residential	All non-residential	All non-residential	All non-residential	100 ft of street frontage and 5+ uses	All non-residential	All non-residential	All non-residential	
Maximum area	100 sf	75 sf	25-50 sf	32 sf	24-75 sf	50 sf	1 sf per 1 ft of lot width	24 sf	30 sf	50 sf	
Maximum height	8-12 feet	25 sf	6-8 ft	8 ft	4-12 ft	7 ft	6 ft	8 ft	4 ft	6 ft	
PYLON SIGNS											
Lots allowed pylon sign	5 acre minimum; only in CH zone	200 ft street frontage	10 acre minimum commercial centers only	5 acre minimum	35 acre commercial center	Not allowed	500 ft of street frontage and 5+ uses	Not allowed	2 acre min., and 165 ft street frontage, and along major street	All non-residential	
Maximum area	100 sf	200 sf	100 sf	75-300 sf based on 15 sf per acre	120 sf		1 sf per 1 ft of lot width		100 sf	50 sf	
Maximum height	16 ft	35 ft	25 ft	40 ft	20 ft		25-35'		25 ft	20 ft	

SIGN CODE SURVEY: FREEWAY SIGNS

	Colton	Fontana	Grand Terrace	Loma Linda	Ontario	Redlands	Rialto	Riverside	San Bernardino	Upland
Minimum freeway frontage to be allowed freeway sign	150 ft freeway frontage (direct or across street or public ROW)			200 ft freeway frontage	600 ft freeway frontage			Not stated		250 ft street frontage on freeway
Minimum distance to freeway to be allowed freeway sign		Within 800 feet of freeway ROW and 600 ft of freeway intersection	Within 250 feet of freeway ROW						within 1000 feet of freeway	
Other criteria to be allowed freeway sign				Minimum 3 acres and minimum 50,000 total building area		Defined area on Map	Within Rialto Gateway Specific Plan		Regionally significant business	CH zone; outdoor sales uses with min 2.5 acres; excludes Euclid Ave scenic corridor
Maximum area	325 sf	150-300 sf	75 sf	250 sf	150-300 sf	120 sf	1000 sf		100-200 sf per anchor tenant	100-125 sf
Maximum height	50 ft	50 ft	50 ft	40 ft	35-45 ft	25' with exceptions	120 ft		50 ft	25 ft

Note: ROW means Right-of-Way

SIGN CODE SURVEY: CHANGEABLE COPY

Lots allowed changeable copy signs	Colton	All non-residential uses	Fontana	commercial center with min 25,000 sf floor area	Grand Terrace	Not stated	Loma Linda	Churches, schools, public, institutional uses	Ontario	Not specified (case by case basis)	Redlands	Places of worship, theatre/entertainment venues, schools, motels/ hotels	Rialto	Not specified	Riverside	Theatres, school, entertainment venue, theme parks, assembly (churches) only allowed non-electronic	San Bernardino	All non-residential	Upland	CH zone; limited to outdoor sales uses with min 2.5 acres and min 250 ft street frontage on freeway or major arterial (but not including Euclid Ave scenic corridor)
	Allow images	No	Yes				Not specified	Not specified			Yes			Not specified	Not specified	Not specified	Not specified	Not specified	Not specified	
	Electronic changeable copy process	DRC	CUP by PC				Not specified	Not specified			PC				Design Review by Admin	Design Review by PC	CUP by PC	CUP by PC	CUP by PC	
	Maximum area	50-325 sf	CUP				56 sf				Same as sign				100 sf	75% of sign area	100-125 sf	100-125 sf	100-125 sf	
Maximum height	20-50 ft	CUP				8 ft				Same as sign				15 ft (24 acre theme park: 66')	Same as sign	25 ft	25 ft	25 ft		

Attachment C.

Planning Commission Summaries of Discussion

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, October 12, 2010

H. COMMISSION CONSIDERATION
1. FOLLOW-UP TO PLANNING COMMISSION REQUEST ON SIGNS

The Planning Commission requested a study session for January or early February 2011 to discuss ideas and options to fine tune the Sign Ordinance. The study session shall include options for temporary flexibility with the Sign Ordinance standards to assist struggling businesses due to the weak economy.

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, January 26, 2010

Sign Code Rewrite Process

- Provide visual survey with sign photos ("do this" and "not this")
- Input from business community (newspaper ad, invite Chamber, consult with Chamber)
- Survey other communities
- Conduct inventory of conforming and nonconforming signs

Changeable Copy Signs

- Digital face signs and on-premise message billboards.
- Reconcile differences in "animated sign" and "changeable copy sign" definitions (Section 18.50.030).
- Protect against offpremise messages on signs.
- Possible use of changeable copy signs by offsite businesses (Dominguez Plaza)

Procedures/Policies

- Re-designate approval authority for sign permits (Director; DRC) allowing elevation of review authority.
- Address sign design issues (color, style, etc.)
- Clarify "substantial alteration" language for nonconforming signs (Section 18.50.130).
- Need amortization program, but sensitive to weak economy.
- Design of old signs may come back in vogue.
- Address unequal treatment, selective enforcement.
- Address intensity/brightness /glare standards for illuminated signs. Automatic night/day adjustment.
- Delete language that permits a site to have a second freestanding sign in exchange for not having window signs.

Additional Temporary Sign Standard Modifications to Assist in Business Promotion

- Permit “sandwich board” signs on private property, adjacent to businesses on a temporary basis (2 years).
- Pennants, banners, balloons, flexible graphics or similar advertising paraphernalia subject to a temporary sign permit.
- Allow illumination of temporary signs by existing fixtures only.
- Expand time duration of display periods for temporary signs from three thirty-day periods per year to greater periods (Christmas season, 90 day periods, 4 months, seasonal).
- Consider expansion of City’s off-premise kiosk sign program to allow institutions; sale to businesses.

Wall Signs

- Establish 24-inch maximum letter height for small buildings/non-anchor tenants (possible maximum of 100 lineal feet);
- Add distinction between tenant identification sign and building identification sign.
- Delete “percentage of wall” standard for determining maximum sign area and replace with maximum based on lineal feet. Establish a maximum size for wall signs.
- Clarify standards pertaining to painted wall signs.
- Clarify distinction between painted signs and murals.
- Address use of trademark logos (for chain stores) and graphics.
- Restrict window signs.
- Require permanent sign (banners may not be placed in lieu of)

Freestanding signs

- Address tenant panel signs (for buildings with only building identification signs)
- Clarify standards for measurement of sign height.
- Reconcile inconsistencies in pole sign standards.
- For freeway oriented freestanding signs, re-evaluate the minimum letter height standard of 24-inches and maximum letter height standards of 48-inches.
- Continue to restrict freeway oriented freestanding sign standard to sites with minimum of 150 ft. freeway frontage.
- Increase maximum freestanding sign area from 50 square feet to [size as specified by Planning Commission).
- Illumination of “City of Colton” on signs.
- Coordinate freeway signs with CalTrans.

**Summary of Discussion
Colton Chamber of Commerce Sign Code Workshop
June 14, 2011**

Temporary Promotional Signs

- Option of shifting banner allowances for tenants alternating weeks
- Too much text on front windows is difficult to read (“less is more”)
- Gaudy flag signs look ridiculous
- Too many banners reduces impact of messages
- Promotional signs are intended as temporary and not year-round
- A-frame signs cannot be read by vehicles – intended for pedestrian/sidewalk (menus)
- Allow greater window signage for Christmas season

Public Right-of-Way signs

- Potential for city-owned freeway sign to attract attention (Garden Grove cited)
- Directional signs for Ashley Furniture and other Cooley Ranch businesses from freeway exits to building due to location visible from freeway but not directly accessible
- Vertical banners on street light poles to promote local businesses (similar programs for veterans, banners should be located in shopping district – Fontana cited)
- Signs carried by individuals allowed on public sidewalk (not just restricted to private property)

Procedures

- Business owners (first-time) do not know about sign regulations –provide handouts during BOP inquiries
- Post process on website
- Translate materials into Spanish (Chamber has staff with Spanish language skills)
- Need better coordination between Code Enforcement & Development Services departments
- “business of the month’ exception to code needs to be restarted (agreement with Code Enforcement to allow that business to have banner)

Specific Properties

- **Chase Bank @ 2005 E Washington.** Code allows ‘coming soon’ (for new businesses) without permit; businesses set back from street are currently allowed ground freestanding banner; Four-sided businesses should be permitted four banner (instead of one per business, including ground banner)
- **Pacific Rail.** Special needs due to multi-faceted operation; using A-frame sign to identify that “we buy metal”; potential for changeable copy on existing freestanding sign (previously restricted to company name)
- **Print Pros Plus @ 930 S Mt Vernon.** Office buildings without wall signs have limited signage options. Possible office park directory signs.
- **EZ Up, La Crosse Business Park.** Not allowed outdoor display of merchandise (portable canopies) year-round. Requires Special Events Permit.

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, June 28, 2010

Jay Jarrin, AICP, Senior Planner provided a presentation summarizing the items on the Discussion List provided to the Planning Commission listing items identified through input from the Commission, staff, Chamber of Commerce, and interested parties.

The following persons spoke on the matter.

- Gary Grossich, Fiesta Village
- George Saelzler, EVA Signs
- Rosa Sanchez, Rosita's Tamales
- Pino Espudo, south Colton resident on behalf of Pacific Rail
- Christena Elshof, City of Colton Economic Development Department

Planning Commission discussed the items on the Discussion List provided as part of the Agenda packet and also discussed the following:

- Possible prohibition of foam letter signs.
- Rethinking the prohibition of can wall signs.
- Allowing larger directional signs within properties with multiple tenants, buildings, driveways
- Addressing policy and standards for off-premise public right-of-way directional signs (Summit Career College).
- Allow office tenants without individual entrances both street-oriented and pedestrian-oriented signage
- Inform uses with unpermitted portable signs with street-oriented message of allowance for permanent street-oriented signs (directional, combo monument/directional, or changeable copy monument) may be placed (Pacific Rail)
- Concern that flag banners possibly encroach onto public right-of-way sidewalk or planter (Burger King at 1110 S. Mount Vernon)
- Possibly allow portable signs in public right-of-way for businesses with no setback (Rosita's)- need input from Public Works Department on right-of-way encroachment
- Remove distinction between text-based sign (readerboard) and image-based electronic changeable copy sign
- Redefine "animated sign" to allow images (scene) but still prohibit movement by setting criteria for image change – for freeways: allow 4 seconds on, 1 second off (CalTrans standard); for streets: different standard (1-5 minutes)

- Consider allowing wall-mounted electronic signs– only allowed manual currently (e.g. Rosita's)
- Set minimum criteria for electronic changeable copy sign
- Expand kiosk sign program to include commercial businesses
- Alternative of City/RDA-controlled electronic changeable copy instead should be explored - concern with proliferation of kiosks
- Explore whether RDA-controlled electronic sign may be expanded to any use Citywide or limited to uses within a particular project area – possible merger of RDA project areas.
- Require Planning Commission approval for any freeway or electronic changeable copy sign parapet or mansard roof signs
- Cost-benefit of amortization - inventory, appraisal, enforcement.
- Option of limiting amortization to specific signs (oldest, certain categories)
- Concern over enforcement of abandoned signs, especially cans, after 90 days.
- Consider focusing on major/visible signs for current code enforcement (Helig Myers; Hollywood Video wall)
- Need a comprehensive inventory of nonconforming signs to determine scope before deciding on amortization.

The Planning Commission provided staff with direction to schedule a study session for the meeting of July 12, 2011 to further discuss and provide direction on temporary promotional signs standards and to receive more information on allowing in public rights-of-ways from the Public Works Department so that public hearings and adoption of these standards may occur separate and sooner than the rest of sign code. A subsequent study session on the remainder of the standards will be held at another future meeting.

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, December 13, 2010

Sign Code Study Session

Jay Jarrin, AICP, Senior Planner provided a presentation summarizing items for workshop discussion during which time, the Planning Commission discussed the following:

- Suggestion to change role of Design Review Committee as an advisory body to the Planning Commission with limited approving authority.
- Require approval by the Planning Commission of murals, parapet roof signs and mansard roof signs on private property (instead of Design Review Committee as proposed) and of refacing of freeway-oriented signs.
- Need for policies to guide future review of murals due to subjectivity of art. Coordinate with Community Services regarding other processes regarding murals (approval process on public streets; mural contest year ago for La Cadena underpass). Research other communities interaction between Planning Commission and commissions dedicated to art/ murals.
- Confirm that code bans signs on vehicles.
- Allow exception to minimum 24-inch minimum for freeway-oriented signs for "City of Colton" text.
- Provide information on height of sign letters on existing freeway-oriented sign at 755 S. Ashley (Saddleback RV) for reference purposes.
- Add identification of major arterial roads where electronic changeable copy signs are to be allowed, note General Plan Circulation Element in addition to Master Plan of Streets.
- Emphasized that amortization program should be completed after sign code adoption.
- Confirm whether future ordinance affecting political sign regulations will be reviewed by Planning Commission since these regulations are part of the Zoning Code.
- Confirm whether the City Council campaign law subcommittee has been formed (and forward member names) that will also address political sign regulations. Comments (duration, size, private property restrictions) on political signs should be forwarded directly to Council subcommittee.

In addition, the following persons spoke:

- Ron Lawrence stated a concern whether changes to the political sign ordinance will be in place for the next election.
- Christena Elshof, City Economic Development, spoke in favor of removing the minimum 24-inch high letter size on freeway-oriented sign proposed to be applied to the "City of Colton" in addition to any business related text.

The Planning Commission directed staff to schedule a public hearing on January 10, 2012 to consider an ordinance amending the sign code.

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, January 10, 2012

E. ORAL COMMUNICATION

Ron Lawrence spoke in regards to elections signs. He expressed that changes to sign ordinance considered by City Council should be first reviewed by Planning Commission; concerned with proliferation.

John Anaya would like to see the reduction of political signs from 32 square feet and states that 100 days is too long.

Christina Irish-Re spoke in regards to a code enforcement case regarding signs placed on cinder block walls and phone poles.

Gary Grossich stated that Planning Commission has authority as advisory to address political signs.

In response, the Chairperson deferred discussion of political signs to the public hearing for the Code Text Amendment scheduled later that evening

In response to public comment and questions regarding the authority of the Planning Commission to consider revisions to the City's political sign regulations, Deputy City Attorney Tilford explained that the City Council had created an ad hoc committee to review political sign issues and through their actions indicated a desire to discuss and review the City's current political sign regulations. Deputy City Attorney Tilford also explained that it was unclear whether the City Council desired that the Planning Commission consider revisions to the political sign regulations and recommended that individual Planning Commissioners contact members of the City Council to obtain further direction on how to proceed.

G. PUBLIC HEARING

FILE INDEX NUMBER: DAP-000-980

APPLICANT: City of Colton

REQUEST: RECOMMENDATION OF A CODE TEXT AMENDMENT (ORDINANCE) TO AMEND TITLE 18, CHAPTER 18.50 OF THE COLTON MUNICIPAL CODE RELATING TO SIGNS.

LOCATION: Citywide

ENVIRONMENTAL DETERMINATION: Pursuant to CEQA Section 15061 (b)(3), the request is not subject to CEQA since it will not have a significant effect on the environment.

RECOMMENDATION: Adopt a resolution recommending that the City Council adopt the proposed ordinance.

Jay Jarrin, Senior Planner, provided a slide presentation summarizing the proposed ordinance and recommended adoption of the proposed resolution recommending that the City Council adopt the proposed draft ordinance. Commissioner Delgado suggested that a survey be conducted relative to minimum City identification on freeway oriented signs.

In response to comments regarding political signs, staff explained that because there was no discussion or direction provided by the Commission at past workshops, the draft ordinance does not propose to amend the political sign regulations (CMC 18.50.060.R). Staff further explained that the City Council had formed a subcommittee to address political sign issues and suggested that any comments on political sign regulations may be forward to the Subcommittee members. The Commission expressed concern that since the political sign regulations as part of the Zoning Code section of the Municipal Code that any changes would first require review by the Planning Commission prior to adoption by the City Council.

The Commission decided to open a discussion on political sign regulations so that it may decide whether to incorporate changes into the proposed ordinance or as a separate code amendment.

The Chairperson opened the public hearing.

Christena Elshof, Economic Development Project Manager II, spoke regarding eliminating the existing requirement of minimum 12-inch letters on freestanding monument and pylon signs and the proposed requirement for address signs on these signs. The Commission discussed retaining both requirements to address visibility, traffic safety and visual clutter but providing a method for allowing possible deviations to the letter height requirement in special circumstances. Staff proposed revisions to CMC 18.50.040.G and CMC 18.50.090.5.E on the draft resolution for approval to address this issue.

The following members of the public spoke on the subject of political sign regulations:

- Steve Cade
- John Anaya
- Gary Grossich
- Ron Lawrence

The Commission discussed the following:

- Signs are placed on vacant lots without owner's permission (absentee owners).

- Large size of signs – possibly impose dimension requirements of 4 feet by 4 feet.
- Quantity of signs – possibly limit the number of sign (for one candidate) per property or per frontage.
- Setback – possibly require minimum distance to street/sidewalk.
- Reducing the number of days before an election for displaying a political signs from 100 days to 60 days, with significant public input for 45 days.
- Provide different regulations based on type of election (national, local), vacant and/or unoccupied property.
- Existing process to inform campaigns of political sign regulations after City Clerk filing.
- Legal issues relative to political signs, including possible infringing on renters rights if authorization for political signs is solely granted to property owners.

Sgt. Lou Gamache of the Police Department/Code Enforcement discussed the following:

- Enforceability of stricter regulations, including placing greater burden on staff and property owners rather than campaigns.

The Planning Commission decided that the proposed Sign Code Amendment should not move forward without addressing changes to the political sign regulations. To allow for the development of possible code language to address the concerns, including legal and enforceability issues, the Planning Commission discussed continuing the matter to a future meeting.

Motion and second by Commissioner Navarro/Commissioner Archuleta; to continue public hearing to February 28, 2012; vote 5 to 0, with 2 absent.

CITY OF COLTON
PLANNING COMMISSION MEETING
SUMMARY OF DISCUSSION
Tuesday, February 28, 2012

Placeholder

To be provided

Attachment D.

Draft Ordinance

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ORDINANCE NO. O-06-12

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY
OF COLTON TO AMEND TITLE 18, CHAPTER 18.50 OF
THE COLTON MUNICIPAL CODE RELATING TO SIGNS.
(FILE INDEX NO.: DAP-000-980)**

WHEREAS, the Planning Commission of the City of Colton (“Planning Commission”) initiated an application to amend Chapter 18.50 of Title 18 of the Colton Municipal Code (“Sign Code”), as allowed by Section 18.58.050.A.2. of the Colton Municipal Code, to clarify and update existing regulations related to signs; and

WHEREAS, the Planning Commission conducted study sessions on January 25, 2011, June 28, 2011, and December 13, 2011 to discuss and solicit testimony regarding possible modifications to the Sign Code; and

WHEREAS, on January 10, 2012, and continued to February 28, 2012, the Planning Commission held a duly noticed public hearing regarding a proposed Ordinance (the “Ordinance”) amending the Sign Code and recommending to the City Council the approval of the Ordinance; and

WHEREAS, on April 17, 2012 and continued to April 23, 2012 and May 15, 2012, the City Council of the City of Colton (“City Council”) held a duly noticed public hearing at which time all persons wishing to testify in connection with the Ordinance were heard and the Ordinance was comprehensively reviewed; and

WHEREAS, all other legal prerequisites to the adoption of this Ordinance have occurred.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COLTON DOES ORDAIN AS FOLLOWS:

SECTION 1. Incorporation of Recitals. The City Council hereby adopts the recitals set forth above in connection with this Ordinance.

SECTION 2. The introduction of Chapter 18.50 of Title 18 of the Colton Municipal Code is hereby amended and replaced in its entirety to read as follows:

- | | |
|--|-----------------------|
| Chapter 18.50 | Sign Ordinance |
| Sections: | |
| 18.50.010 - Purpose. | |
| 18.50.020 - Interpretation and substitution of text. | |
| 18.50.030 - Definitions. | |
| 18.50.040 - Permits and review procedures. | |
| 18.50.050 - Enforcement. | |
| 18.50.060 - Exempt signs. | |
| 18.50.070 - Prohibited signs. | |
| 18.50.080 - General development, maintenance, and removal provisions. | |
| 18.50.090 - Design standards. | |

- 1 **18.50.100 - Allowed permanent on-premise sign standards.**
- 2 **18.50.110 - Allowed temporary promotional on-premise sign standards.**
- 3 **18.50.120 - Allowed off-premise signage.**
- 4 **18.50.130 - Amortization of off-premise and outdoor advertising displays.**
- 5 **18.50.140 - Nonconforming signs.**
- 6 **18.50.150 - Banners and pennants on City-owned utility poles.**

7 **SECTION 3.** Section 18.50.020 of Title 18 of the Colton Municipal Code is hereby
8 amended and replaced in its entirety to read as follows:

9 **18.50.020 - Interpretation and substitution of text.**

- 10 A. The provisions of this chapter shall not be interpreted to nullify any easements, covenants
11 or other private agreements which provide for more restrictive sign regulations than are
12 required by this chapter.
- 13 B. The development services director is authorized and directed to enforce and administer the
14 provisions of this chapter. Whenever the application of this chapter is uncertain due to
15 ambiguity of its provisions, the issue shall be referred to the development services director
16 for a determination. Such determination shall be made within ten days. Any decision made
17 by the development services director may be appealed to the planning commission in
18 accordance with Section 18.50.040(F) of this chapter.
- 19 C. It is the city's policy and intent to regulate both commercial and noncommercial signs in a
20 viewpoint-neutral or content-neutral manner. The message of the sign shall not be
21 reviewed except to the minimum extent necessary to identify the type of sign.
- 22 D. In each instance and under the same conditions to which this chapter permits any sign, a
23 sign containing an ideological, political or other noncommercial message that is
24 constructed to the same physical dimensions of the permitted sign shall be permitted.
- 25 E. Within this chapter, the distinction between on-premise and off-premise applies to
26 commercial messages.
- 27 F. Signs not expressly permitted by this chapter are prohibited.

28 **SECTION 4.** Section 18.50.030 of Title 18 of the Colton Municipal Code is hereby
amended and replaced in its entirety to read as follows:

18.50.030 – Definitions.

For purposes of this chapter, the following terms shall have the provided definitions:

“Abandoned advertising display” or “abandoned sign” means any display or sign remaining in place or not maintained for a period of ninety days, which no longer identifies an ongoing business, product or service available on the business premises where the display or sign is located or where the building, business or establishment to which the display or sign is related has ceased operation. For purposes of this definition, abandonment for the applicable ninety-day period shall be deemed conclusive evidence of abandonment regardless of the property, business or sign owner's intent.

1 "Animated sign" means any sign that uses flashing, blinking, movement or change of
2 lighting to depict action or create a special effect. Any sign with images or messages changing
3 more than once within four seconds shall also be considered an animated sign.

4 "Beacon" or "spotlight" means any structure or equipment emitting laserlight or light
5 with one or more beams (whether stationary or moving) that are directed into the atmosphere or at
6 one or more points not on the same lot as the light source.

7 "Banner" means any non-metallic paper, cloth, canvas, light-weight fabric or other non-
8 rigid material, with or without frames, whether displayed horizontally or vertically freestanding
9 (such as a flag), wall-mounted, pole-mounted, window-mounted or painted, or any other method
10 of attachment, that is intended to be displayed for a limited period of time and intended to attract
11 attention to the business or use conducted on the site, or intended to provide notice to City
12 residents, as well as those who work in and visit the City, about special events that are sponsored
13 by the City.

14 "Can sign" means a sign which contains all the text and/or logo symbols within a single
15 enclosed cabinet that is mounted to a wall or other surface. It specifically does not include the
16 sign cabinet that is part of a freestanding sign.

17 "Canopy sign" means any sign that is a part of or attached to an awning, canopy or other
18 fabric, plastic or structural protective cover (excluding a marquee) over a door, entrance, window
19 or outdoor service area.

20 "Changeable copy sign, electronic " means a sign whose primary advertising focus is the
21 intermittent display of electronic, computerized, digital or similarly produced letters, numerals,
22 words messages, scenes or images as part of the advertising message that is changed no more than
23 once every four (4) seconds. A sign on which the message or image create the illusion of flashing,
24 blinking, movement, or animation shall be considered an animated sign purposes of this chapter.

25 "Changeable copy sign, non-electronic" means a sign or portion thereof with characters,
26 letters or illustrations that can be changed or rearranged manually without altering the face or
27 surface of the sign. A sign on which the message or characters change more than twelve times per
28 day shall be considered an animated sign and not a changeable copy sign for purposes of this
chapter.

"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 the building facade. A logo may also be considered a channel letter provided
it is clearly distinguishable from other sign elements.

"City manager" means the city manager of the city of Colton or his or her designee.

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

"Commercial flag" means a "banner."

"Construction sign" means a temporary sign directly connected with a construction project

1 and may include the construction company's name, addresses and telephone number.

2 "Copy" means the words, letters, numbers, figures, designs, or other symbolic
3 representations incorporated into a sign.

4 "Directional sign" means any sign intended to be permanently affixed and utilized only
5 for the purpose of indicating the direction of any object, place, or area.

6 "Development services director" means the development services director of the city of
7 Colton or his or her designee.

8 "Field" means the part of the sign with no letters or logos.

9 "Freeway-oriented sign" means a sign, located on property which is adjacent to a freeway
10 and meant to be seen from the freeway.

11 "Frontage, public" means that side of a building facing onto a public street, mall
12 (pedestrian courtyard), or parking area.

13 "Frontage, street" means that side of a lot abutting a public street.

14 "Future tenant identification sign" means a temporary sign not exceeding thirty-two
15 square feet in area that identifies a future use of a site or building.

16 "Grand opening sign" means a banner not exceeding thirty-two square feet in area that
17 promotes the opening of a new business or use at a site or building.

18 "Graphic" means a symbol, pattern, or image used to advertise a product of a company,
19 business, or organization and includes, but is not limited to, trademark logos.

20 "Inflatable balloon sign" means a sign consisting of balloons, inflatables or similar air,
21 helium or hydrogen filled materials, including balloons and inflatables made of metallic and cloth
22 material, no matter the size that is used to attract attention.

23 "Kiosk sign" means an advertising and directional sign sponsored by the local building
24 industry association or other local business and/or civic association and approved by the planning
25 commission and/or city council to advertise future residential subdivisions, residential planned
26 communities or local business promotions and civic events sponsored by such associations.

27 "Logo" means a proprietary graphic and/or text used as an identifying mark of a company,
28 business, or organization. For purposes of this chapter, logos shall be limited to registered
trademarks, with proof of trademark from the United States Department of Treasury, for
companies with a minimum of five (5) operating stores/locations.

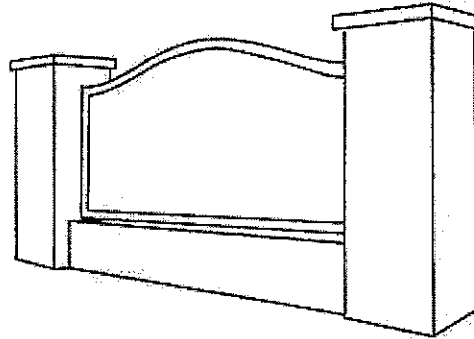
"Marquee" means any permanent roof-like structure projecting beyond a building or
extending along and projecting beyond the wall of the building for a distance of five or more feet,
generally designed and constructed to provide protection from the weather.

"Marquee sign" means any sign attached to, in any manner, or made a part of a marquee.

"Monument sign" means a freestanding sign less than six feet in height which is detached

1 from a building and having a support structure that is a solid-appearing base constructed of a
2 permanent material, such as concrete block or brick. All other freestanding sign types shall be
either "Pole Sign" or "Pylon Sign." See Figure 18.50-1 (Monument Sign).

3 **Figure 18.50-1: Monument Sign**



10 "Multi-tenant center" means a property or combination of properties containing two or
11 more businesses and which share common parking, driveway and access areas.

12 "Murals" means a painting on an exterior as a work of art with no commercial message.

13 "Noncommercial flag" means any cloth, paper, canvas, light-weight fabric or other non-
14 rigid material that identifies the United States, the State of California and other countries and
15 states, counties and municipalities, nationally recognized organizations or corporations, and any
other vertical or horizontal flag with no text, characters, or other message.

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

17 "Nonconforming sign" means a sign lawfully erected which does not comply with the
18 provisions of this chapter.

19 "Off-premise advertising display" or "outdoor advertising display" means any structure,
20 housing, sign, device, figure, statuary, painting, message placard or other contrivance, or any part
21 thereof, which has been designed, constructed, created, intended or engineered to have a useful
life of fifteen years or more and intended or used to advertise or to provide data or information in
the nature of advertising for a business or businesses not located on the same premises as the sign.

22 "On-premise advertising display" means any structure, housing, sign, device, figure,
23 statuary, painting, message placard or other contrivance, or any part thereof, which has been
24 designed, constructed, created, intended or engineered to have a useful life of fifteen years or
25 more and intended or used to advertise or to provide data or information in the nature of
advertising for a business or businesses located on the same premises as the sign.

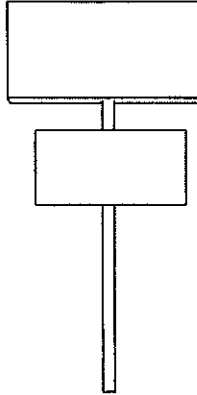
26 "Painted sign" means a sign which is comprised only of paint applied on a building or
27 structure, except for murals, as defined by this section.

28 "Permanent window sign" means a sign painted, attached, glued or otherwise affixed to a

1 window or located within three feet of the interior side of the window or otherwise easily visible
2 from the exterior of the building.

3 "Pole sign" means a freestanding sign in excess of six feet in height which is detached
4 from a building and is supported by one or more structural elements that are less than one-fourth
the width of the sign face. See Figure 18.50-2 (Pole Sign).

5 **Figure 18.50-2: Pole Sign**

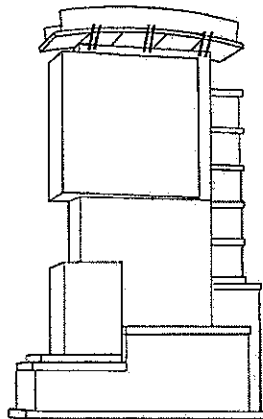


12 "Political sign" means a sign erected prior to an election to advertise or identify a
13 candidate, campaign issue, election proposition or other related matters.

14 "Portable sign" means a temporary sign that is not permanently attached to the ground or a
15 building or not designed to be permanently attached to the ground or a building, including, but
not limited to A-frames, sandwich boards or other freestanding signboards.

16 "Pylon sign" means a freestanding sign in excess of six feet in height which is detached
17 from a building and is supported by one or more structural elements that are architecturally
18 similar to the design of the sign. Pylon signs less than six feet in height are prohibited. See Figure
18.50-3 (Pylon Sign).

19 **Figure 18.50-3: Pylon Sign**



27 "Real estate sign" means a temporary sign advertising the sale or lease of the property
28 upon which it is located, and may include the identification of the firm handling such sale, lease

1 or rent.

2 "Roof sign" means a sign erected, constructed, painted or placed upon or over a roof or
3 parapet wall of a building and which is wholly or partly supported by such building.

4 "Sign" means any device, fixture, placard or structure that uses color, form, graphic,
5 illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a
6 person or entity, or to communicate information of any kind to the public. Light banding along a
7 building is excluded from the definition of a sign.

8 "Sign face" means that area or portion of a sign on which copy is intended to be placed.

9 "Temporary promotional sign" means any commercial flag, pennant, streamer, banner,
10 bunting material or other similar non-permanent sign made of non-metallic paper, cloth, canvas,
11 light-weight fabric or other non-rigid material, with or without frames, whether displayed
12 freestanding, wall-mounted, pole-mounted, window-mounted or painted, or any other method of
13 attachment, that is displayed for a limited period of time less than one year and intended to attract
14 attention to the business or use conducted on the site. Temporary promotional signs shall not be
15 used in lieu of permanent signage.

16 "Uniform sign program" means an integrated, visual and/or written description of the
17 signs to be placed on a building or grouping of buildings for the purpose of aesthetic uniformity
18 in sign design, construction and placement.

19 "Wall sign" means a sign attached to or erected against the wall of a building or structure
20 with the exposed face of the sign parallel to the plane of such wall.

21 "Window sign" means any sign, picture, letter, character or combination thereof, designed
22 to communicate information about an activity, business, commodity, event, sale or service, that is
23 placed upon and/or inside and/or within three feet of a window for the purpose of being visible
24 from exterior of the window.

25 "Year-round promotional sign" means a banner, commercial flag or portable sign that is
26 prohibited pursuant to Section 18.50.070, but that the City may allow by subsequent ordinance."

27 **SECTION 5.** Section 18.50.040 of Title 18 of the Colton Municipal Code is hereby
28 amended and replaced in its entirety to read as follows:

18.50.040 - Permits and review procedures.

A. Permit Required.

1. A sign permit shall be required prior to the placing, erecting, moving, modifying or reconstructing of any sign, including re-facing a panel on a can or cabinet sign, in the city, unless expressly exempted by this chapter. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and

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ordinances.

2. A uniform sign program, as described in subsection D of this section, shall be required for all new multi-tenant developments of three or more separate tenants that share either the same parcel or structure and use common access and parking facilities.

3. A temporary promotional sign permit shall be required for all temporary promotional signs unless specifically exempted by this chapter. Issuance of the temporary sign permit shall be as described in subsection I of this section.

B. Method of Application. An application for a sign permit, uniform sign program, or a temporary promotional sign shall be made on forms as prescribed by the development services department and shall be filed with the same. The application shall be accompanied by any fees as specified by city council resolution.

C. Review Criteria for Sign Permit.

1. Criteria for Approval. A sign permit may be approved when it complies with the standards and requirements of this chapter. A permit application may be approved subject to conditions, so long as those conditions are required by this chapter or some other applicable law, rule, or regulation.

2. Multiple Sign Applications. When an application proposes two or more signs, the application may be granted in whole or in part, with separate decisions as to each proposed sign. When an application is denied in whole or in part, written notice of determination shall specify the ground for such denial.

3. Revocation or Cancellation. The development services director shall revoke any approval or permit upon refusal by the permit holder to comply with the provisions of the permit after written notice of noncompliance and at least thirty days' opportunity to correct. This provision does not apply in the event that the sign, by nature of its physical condition, is an imminent and significant threat to public safety.

4. Permits Issued in Error. Any approval or permit issued in error may be revoked by the city upon written notice to the permit holder of the reason for the revocation.

D. Uniform Sign Program.

1. Purpose. The purpose of the uniform sign program is to adopt

1 unique and specific design and development standards for
2 individual multi-tenant and mixed use developments. The intent is
3 to integrate a project's signs with the design of the structures to
4 achieve a unified architectural statement. A uniform sign program
5 provides a means for defining common sign regulations for multi-
tenant projects, to encourage maximum incentive and latitude in the
design and display of multiple signs and to achieve, not circumvent,
the intent of this title.

6 2. Review Procedure. Review and approval of a uniform sign program
7 is the responsibility of the planning commission. The development
8 services director and/or design review committee may make a
9 recommendation on the program to the commission, and the
10 commission may approve, approve with conditions, or deny the
11 program. Additionally, the planning commission shall be the
12 approving authority for modifications and amendments to uniform
sign programs, except that the design review committee may be the
approving authority for minor modifications that do not change or
modify the intent or conditions of the original approval. The design
review committee may elevate the decision to the planning
commission.

13 3. Standards. The uniform sign program shall include criteria for
14 building-attached and freestanding signs, including directional
15 signs, for tenants, anchors, and the integrated development itself to
16 establish consistency of sign type, location, logo and/or letter
17 height, lines of copy, illumination, and construction details of signs
18 for the project. All signs within the development shall be consistent
19 with the uniform sign program as the adopted program establishes
20 the sign standards for the development. The message substitution
21 policy of this chapter shall be deemed incorporated in every sign
program, even if the sign program documents do not explicitly so
state. Maximum size, location, height, setback, and other
development standards for signs in the uniform sign program shall
be consistent with the standards of this chapter.

22 E. Approving Authority. The designated approving authorities for sign
23 permits, uniform sign programs, and temporary promotional signs are listed
in Table 18.50-1.

24 1. Each row of the table lists a specific sign permit by sign type. Each
25 of the designated approving authorities is listed in a column. The
26 symbol in the cell where the rows and columns meet identifies
27 whether the approval authority listed in that column is a
28 recommending body, final decision body, or elevated final decision
body for that permit type. For instance, the table identifies the
development services director as the final decision body and the
design review committee as the elevated final decision body for

1 sign permit-building attached signs.

- 2 2. Typically, the final decision body is the designated approving
 3 authority for the listed permit; however the approving authority
 4 may, if the designated approving authority determines that the
 5 proposed signage is of significant public interest, elevate the
 6 approval to the next hearing body as listed in the table.
 7 3. The approving authority shall approve, conditionally approve, or
 8 deny the proposed sign permit application in accordance with the
 9 requirements of this chapter.

8 Table 18.50-1: Approval Authority for Signs

Type of Permit	Designated Approving Authority "R" symbolizes the "Recommending Body" "F" symbolizes the "Final Decision Body" "E" symbolizes the "Elevated Final Decision Body"		
	Development Services Director	Design Review Committee	Planning Commission
Sign Permit — building attached signs, not including painted, mansard roof, parapet roof, or office building tenant identification signs	F	E	
Sign Permit — building attached signs, painted, mansard roof, parapet roof, or office building tenant identification signs	R	R	F
Sign Permit — temporary promotional signs	F		
Sign Permit — freestanding permanent signs (e.g., monument, pylon, pole), not including freeway-oriented, electronic changeable copy signs, office building tenant panel signs, or directional sign program.	F	E	E
Sign Permit — freestanding	R	R	F

1 2 3 4	permanent signs, freeway-oriented (new and refacing) or electronic changeable copy signs, office building tenant panel signs, or directional sign program.			
5 6	Uniform Sign Program — minor amendment	R	F	E
7 8	Uniform Sign Program — adoption and major amendment	R	R	F

9 F. Timely Decision. At each level of review or appeal, the decision shall be rendered, in writing, within the following time limits. The time period begins running when the application is deemed complete, or the notice of appeal has been filed, whichever applies.

- 11 1. Upon receipt of a completed sign review application by the development services director, the director shall approve, deny, or refer the application to the design review committee within thirty calendar days.
- 12 2. Upon receipt of a completed sign review application by the design review committee, the committee shall approve, deny, or refer the application to the planning commission within thirty calendar days.
- 13 3. Notwithstanding the time limits imposed by this section, the department and the applicant may mutually agree to an extension of the time limits. Such extension shall be in writing and shall be for no more than ninety days.
- 14 4. Should the director and/or the committee fail to render a decision on a sign application within the prescribed time limits established by this section, such sign application shall be deemed automatically appealed to the planning commission to the extent it complies with the area and location requirements for signs imposed by this chapter.
- 15 5. Notwithstanding any of the time limits contained in this section, the development services director and design review committee shall endeavor to render decisions in a timely manner.

16 G. Variances. Applications for a variance from the terms of this title shall be reviewed by the planning commission according to the variance procedures as set forth in this title, except for deviations up to 20% of that standard for letter height, maximum sign area, maximum sign height, or separation between signs may be allowed with the concurrent approval of a minor

1 sign variance by the same approving authority for the sign, when it is found
2 that the deviation is necessary to improve the effectiveness of the purpose
3 of the sign.

4 H. Appeals.

5 1. Unless otherwise specified herein, a decision of the development
6 services director or design review committee may be appealed by
7 the applicant or any interested person within fifteen days of the
8 decision to the planning commission. The appeal shall be made on
9 the forms prescribed by the planning division and fees shall be paid
10 in accordance with the fee resolution adopted by the city council.
11 Automatic appeals made pursuant to subsection (F)(4) of this
12 section shall not be required to submit a fee. The planning
13 commission shall review an appeal at a regularly scheduled meeting
14 according to the schedule of meetings and deadlines for submission
15 of applications. Notwithstanding such schedule, an appeal hearing
16 shall be held within thirty days of the date of any appeal.

17 2. A decision of the planning commission may be appealed to the city
18 council by the applicant or any interested person in accordance with
19 the provisions of subsection 18.58.070(C) of this code. The
20 decision of the city council shall be final.

21 3. A final determination of the city council may be appealed to a court
22 of competent jurisdiction in accordance with applicable provisions
23 of the California Code of Civil Procedure.

24 I. Temporary Promotional Sign Permit.

25 1. Permit Requirements and Conditions. No temporary promotional
26 sign shall be displayed without first obtaining a temporary
27 promotional sign permit from the development services director.
28 Permits shall be issued within three working or business days of the
filing of a completed application that complies with all provisions
of this chapter and the filing of all required fees for a temporary
promotional sign. The development services director may, in his or
her discretion, approve an application that does not comply with the
requirements of this chapter upon conditioning the permit with its
compliance. The development services director may also attach
additional reasonable conditions to assure that the temporary
promotional sign is safely displayed and will not constitute a hazard
to public safety.

2. Permit/Deposit Fees.

a. No permit fee shall be charged for a temporary promotional
sign if obtained prior to its display.

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2 b. A fee as established by resolution of the city council may be
3 assessed if the temporary promotional sign is displayed
4 without a permit. The fee shall cover the city's reasonable
administrative costs for enforcing compliance with this
section and the processing of the application.

5 3. Appeals. A decision of the development services director denying a
6 temporary promotional sign permit may be appealed to the design
7 review committee within five working or business days of the
8 director's decision. The matter shall be scheduled for the next
9 regularly scheduled design review committee for consideration. The
design review committee shall render a decision within twenty days
of the meeting where it first considers the appeal. The decision of
the design review committee shall be final.

10 4. Authority. The development services director is hereby authorized
11 to develop all appropriate guidelines and policies and develop all
appropriate forms for the implementation of this section.

12 **SECTION 6.** Section 18.50.050 of Title 18 of the Colton Municipal Code is hereby
13 amended and replaced in its entirety to read as follows:

14 **18.50.050 - Enforcement**

15 A. General Enforcement Provisions.

- 16 1. Any violation of the provisions of this chapter shall be deemed to be a continuing
17 violation until the violation has been corrected.
- 18 2. Any person violating any of the provisions of this chapter shall be guilty of a
19 misdemeanor and shall be punished by a fine of not more than one thousand
20 dollars or by imprisonment for not more than six months, or by both such fine and
21 imprisonment. Notwithstanding the above, the city attorney may, in his or her
22 discretion, file the violation as an infraction. In addition to these penalties or as an
23 alternative, a person violating any of the provisions of this chapter shall be subject
24 to the assessment of administrative fines and penalties pursuant to Title 8 of this
25 code.
- 26 3. Notwithstanding any other provision of this chapter, the city attorney, upon the
27 order of the city manager or his or her designee, may commence an action in a
28 court of competent jurisdiction to obtain an injunction prohibiting the construction,
erection, maintenance or display, or requiring the removal, of any sign which is in
violation of any of the provisions of this chapter. In any such action, the city shall
be entitled to recover its costs and its reasonable attorney's fees.
4. The owner or other person entitled to possession of a sign which is removed,
stored and/or destroyed pursuant to any provision of this section shall be liable to
the city for the cost of removal, storage and/or destruction and the city may

1 recover the same through an action commenced in a court of competent
2 jurisdiction together with the city's court costs and reasonable attorney's fees.

3 5. Any illegal sign found and declared to be a public nuisance may be abated by the
4 city in accordance with the provisions contained in Title 8 of this code.

5 6. Enforcement of the provisions of this chapter shall be in accordance with Title 8 of
6 this code.

6 B. Temporary, Limited Term, and Political Sign Enforcement Provisions.

7 1. The development services director or code enforcement division may summarily
8 and without prior notice remove any temporary promotional sign or political sign
9 which constitutes an immediate peril to persons or property or constitutes a
10 nuisance.

11 2. If the development services director or code enforcement division finds that any
12 temporary promotional sign or political sign has been posted or is being
13 maintained in violation of the provisions of this section, the community
14 development director or code enforcement division may issue to the property
15 owner, sign owner or the owner's authorized agent an oral or written demand for
16 the removal of such sign or for correction of the violation. Such notice shall
17 include a brief statement of the reasons for requiring removal.

18 3. The development services director or code enforcement division may use due
19 diligence to provide such notice by telephone or in person, and in addition, may
20 provide such notice in writing by hand delivery or by placing such notice in the
21 United States mail addressed to the last known address of the owner of any sign
22 posted in violation of this chapter.

23 4. Upon the failure of any owner of any temporary promotional sign posted in
24 violation of this chapter to correct the violation or to remove such political sign or
25 temporary promotional sign after notice by the development services director or
26 code enforcement division, these entities shall have the authority to remove all
27 such illegally posted temporary promotional signs or political signs, and to dispose
28 of such signs if they are not claimed by the owner within ten working days.

5. The development services director or code enforcement division may remove any
abandoned temporary promotional sign or political sign summarily and without
prior notice. A temporary promotional sign or political sign shall be deemed
abandoned under the following circumstances:

a. The owner of a temporary promotional sign posted in violation of this
section or the owner's authorized agent cannot in good faith be located
within five working days; or

b. Any temporary promotional sign or political sign remains posted for more
than ten days after the event or election to which it relates.

1 6. The owner of a sign that is informed by the development services director or code
2 enforcement division of a violation of these provisions shall have the right to
3 appeal such notice to the city council within five days of its receipt, if the election
4 or event to which such sign relates has not occurred. Such appeal shall be in
 writing and shall temporarily stop enforcement of the required removal until the
 matter is heard by the city council. The city council's determination shall be final.

5 7. The city council may, by resolution, adopt such fees as are necessary and
6 reasonable to cover the cost of removal of illegally posted temporary promotional
7 or political signs and the development services director or code enforcement
8 division is authorized to collect such fees when any temporary promotional sign or
 political sign is claimed by an owner, or by legal action after the claim period
 expires.

9 **SECTION 7.** Section 18.50.060 of Title 18 of the Colton Municipal Code is hereby is
10 hereby amended and replaced in its entirety to read as follows:

11 **18.50.060 - Exempt signs**

12 The following signs may be erected without a permit, provided they comply with
 the development standards listed herein:

13 A. Official traffic signs or other municipal governmental signs, legal notices,
14 advertisements prescribed by law and placed by governmental entities, and
15 signs indicating the location of buried utility lines or any notice posted by a
16 governmental officer in the scope of his duties. The city has a compelling
 interest in permitting such signs in order to comply with state and local
 laws and promote public safety.

17 B. Street address signs consistent with Section XIV(B) of Security Ordinance
18 Number O-13-89, notwithstanding anything in this section, may be
19 illuminated and may contain reflective paint or material. The city has a
20 compelling interest in permitting such signs to promote the identification of
 property to guide emergency response personnel.

21 C. Direction, warning or information signs or structures required or authorized
22 by law, or by federal, state, county, or city authority. The city has a
 compelling interest in permitting such signs in order to comply with state
 and local laws and to promote public safety.

23 D. Noncommercial flags attached to poles that identify the United States, the
24 state of California and other countries and states, counties and
25 municipalities, nationally recognized organizations or corporations, and
26 any other vertical or horizontal flag with no text, characters, or other
27 message, not to exceed three flags/poles on properties containing less than
28 one acre of land, and not to exceed six flags/poles on properties containing
 more than one acre of land. Poles shall not exceed thirty feet in height and
 flags shall not exceed forty-two square feet in surface area. Such flags shall
 be maintained in good condition and free of tattering or tearing.

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- E. Historical and/or memorial tablets and identification plaques installed by or on behalf of a recognized governmental historical agency. The city has a compelling interest in permitting such signs to promote interest in historical structures and events and to promote public safety and identification.
- F. Permanent window signs not exceeding four square feet per street frontage shall be permitted. Such signs should be encouraged to promote business identification, hours of operation and address information. Such signs may not be illuminated.
- G. Time and temperature signs containing no advertising copy. The city has a compelling interest in permitting such signs to promote awareness of local conditions for individuals with medical problems.
- H. Interior signs within a structure not visible from the exterior of the structure, except temporary window signs.
- I. Signs and advertising for the California State Lottery as authorized by California Government Code, Section 8800 et seq.
- J. Kiosk signs and other similar identification signs placed on city property and approved by the planning commission and/or city council that are used to identify and promote economic development efforts or significant commercial enterprises in the city. For purposes of this subsection the term "significant commercial enterprises" shall be defined as a grouping of similarly situated commercial land uses with an integrated commercial or economic development theme.
- K. Signs carried by individuals while standing, sitting, or traveling along any public sidewalk or other public property not to exceed two square feet. Such signs may not be illuminated.
- L. Signs placed within community sports facilities as defined in Section 12.24.141.
- M. Construction signs are allowed on private property outside of the public right-of-way and any required clear vision triangle, with the following limitations:
 - 1. Residential Subdivisions. One sign, limited to a maximum of thirty-two square feet. May only be erected after approval of tentative map and must be removed immediately upon the close of escrow of the sale of the last lot. The maximum height shall be eight feet.
 - 2. Multiple-family Residential. One sign, not exceeding twenty-four square feet in area, may be placed on property upon which an

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apartment building is under construction or for which a site plan has been approved. Such sign shall be subject to removal when the vacancy rate is reduced to twenty-five percent or less. The maximum height shall be five feet.

3. Nonresidential Property. One sign per property not to exceed thirty-two square feet in area. The maximum height shall be five feet. The sign may not be illuminated. Such signs shall not be erected prior to the commencement of construction or grading and shall be removed upon first issuance of an occupancy certificate for the building(s).

N. Future Tenant Signs. One future tenant identification sign per business or use shall be permitted not to exceed thirty-two square feet in area. A future tenant identification sign listing the name of future tenants, responsible agent or realtor, and identification of the specific complex shall be encouraged. Said sign is permitted until such time as a certificate of occupancy is issued for the building(s). The maximum height shall be five feet. The sign may not be illuminated.

O. Real estate for sale or rental signs provided they are not located in the public right-of-way.

P. Directional signs whose function is guiding traffic, parking, and loading on private property, with no advertising/commercial message. Maximum of one sign per driveway. Sign area is limited to a maximum of six square feet per sign and a maximum height of 4 feet if freestanding. Exceptions to standards regarding copy, quantities, sign area, and height may be allowed for larger sites with multiple buildings, tenants, and/or driveways as a directional sign program approved by the Planning Commission through the approval of a Uniform Sign Program.

Q. Nameplates identifying (and copy limited to) the address of the building, property, or tenant to a maximum of one square foot per sign. Nameplates may only be lit by either an indirect light (e.g., porch light) source, low-wattage spotlight without glare to the adjoining property, or internal light source with opaque (non-transparent) background. The signs may be combined into one single tenant directory at the shared entrances of a multi-tenant building subject to the approval of a sign permit by the Director if attached to a building wall and the approval through a Uniform Sign Program by the Planning Commission if not attached to a building wall.

R. Political signs complying with the following regulations:
1. Individual political signs shall not exceed thirty-two square feet in total area.
2. Political signs shall not be placed sooner than one hundred days prior to the date of the election to which such sign relates. Political signs originally placed for a primary election may remain in place if

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such signs also relate to the next general election.

- 3. All political signs shall be removed not later than ten days following the date of the election to which such sign relates. Political signs existing on property longer than ten days following the election to which such sign relates shall be deemed abandoned and a nuisance and shall be abated pursuant to Title 8 of this code.
- 4. No political sign shall exceed an overall height of twelve feet from the finished grade.
- 5. No political sign shall be placed in a manner that obstructs visibility of pedestrian or vehicular traffic or that poses a public safety or health hazard; such signs are deemed to be public nuisances and shall be removed in accordance with Title 8 of this code.
- 6. No political sign shall be placed or fixed to any publicly owned tree, fence, or utility pole within the public right-of-way or otherwise posted on any public property. Placement of such political signs shall be deemed a public nuisance pursuant to California Government Code, Section 38773.5 and shall be subject to summary abatement.

S. Grand Opening Signs. One grand opening sign per business or use shall be allowed, not to exceed thirty-two (32) square feet in area. Said sign is permitted for a maximum of forty-five (45) days after occupancy is issued for the business or use by the City. The maximum height shall be five feet. The sign may not be illuminated.”

T. Murals, subject to approval by the City Council after advisory review by the Design Review Committee and Planning Commission.

SECTION 8. Section 18.50.070 of Title 18 of the Colton Municipal Code is hereby amended and replaced in its entirety to read as follows:

18.50.070 - Prohibited signs

It shall be unlawful to erect, and no permit shall be issued, for any of the following signs:

- A. Any sign not specifically in accordance with the provisions of this chapter;
- B. Signs painted or mounted on roofs or placed above the roof line (except for roof parapet walls and mansard roofs);
- C. Animated signs and flashing signs, with the exception of time and temperature signs and electronic reader signs;
- D. Commercial flags, pennants, banners, balloons or other paraphernalia composed of paper, cloth or other flexible material, unless otherwise permitted;
- E. Signs which rotate, move, reflect, blink or incorporate elements that do so,

- 1 except time and temperature signs and electronic reader signs;
- 2 F. Off-premise advertising displays (billboards), except as otherwise
3 provided;
- 4 G. Signs placed on the public right-of-way or affixed to an element or
5 structure on the public right-of-way, except where required by a
6 governmental agency or permitted as part of kiosk sign program;
- 6 H. Portable signs, including A-frame signs, unless otherwise permitted;
- 7 I. Inflatable balloon signs, including, but not limited to individual balloons,
8 balloon strings, and other inflatables made of a flexible material and
9 inflated so as to be lighter than air, except when part of a bona fide special
10 event approved through a Special Events Permit;
- 10 J. "Can signs," except as allowed by Section 18.50.100;
- 11 K. "Pole signs" and other freestanding signs constructed with a single
12 supporting pole that is not covered with architectural cladding or other
13 covers so as to appear as a solid base or structure, or supported by one or
14 more structural elements that are less than one-fourth the width of the sign
15 face;
- 14 L. Signs made of paper and placed on the exterior of a building and
15 handwritten signs/flyers placed in windows;
- 16 M. Signs located in the public right-of-way or located on a publicly owned
17 tree, fence, or utility pole or otherwise posted on public property;
- 18 N. Signs made of neon, except that neon tubing may be used as a source of
19 illumination, provided it is behind the face of the sign;
- 19 O. Signs affixed to vehicles where the primary purpose of the vehicle is
20 advertising. This does not apply to signs maintained on vehicles when such
21 advertising is incidental to the primary purpose for which the vehicle is
22 being used (e.g., delivery service) or is required by state or federal law
23 (e.g., contractor's license number);
- 23 P. Signs exceeding two square feet in area carried by individuals while
24 standing, sitting or traveling along any public sidewalk, other public
25 property or any private property when visible from a public right-of-way;
- 25 Q. Signs attached to light standards unless part of a uniform sign program;
- 26 R. Beacons, except when part of a bona fide special event approved through a
27 Special Events Permit;
- 28 S. Year-round promotional signs, except as allowed by subsequent ordinance.

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2 T. Painted signs, not including temporary window signs or murals approved by the City, or
as allowed by an approval of Sign Review by the Planning Commission.

3 **SECTION 9.** Section 18.50.080 of Title 18 of the Colton Municipal Code is hereby
4 amended and replaced in its entirety to read as follows:

5 **18.50.080 - General development, maintenance, and removal provisions.**

- 6 A. Construction of Signs. Every sign and all parts, portions and materials shall be
7 manufactured, assembled, and erected in compliance with all applicable state, federal and
city regulations, including the city's adoption of the California Building Code.
- 8 B. Maintenance of Signs. Every sign and all parts, portions and materials shall be maintained
9 and kept in proper repair and condition as approved by sign permit. The display surface of
10 all signs shall be kept clean, neatly painted, and free from rust, corrosion, damage, and
11 graffiti. Damage and graffiti will be repaired, replaced, recovered, refaced, or repainted
with color matching paint and materials so as to produce the appearance that graffiti or
12 damage never existed. Any cracked, broken surfaces, malfunctioning lights, missing sign
copy, or other nonmaintained, damaged, or graffiti portions of a sign shall be repaired or
13 replaced within thirty days following notification by the city. Noncompliance with such a
request will constitute a nuisance condition and zoning violation and will be enforced as
such.
- 14 C. Determination and Measurement of Sign Area.
- 15 1. General Area Calculation. Generally, the area of a sign shall be measured as the
16 overall length of the sign times the overall height of each segment of copy or logo.
When the sign is composed of individual letters applied to the building without a
17 distinctive background (e.g., channel letters), the area of the sign shall be
measured as seventy-five percent of the area of the sign copy (height of the letters
18 times the length of each line of letters, e.g., length × height × seventy-five
19 percent).
- 20 2. Awning or Canopy Signs. Sign copy which is applied to an awning or canopy shall
be computed at one hundred percent of the area within a single rectangle
21 enveloping the sign copy.
- 22 3. Freestanding Signs. Freestanding signs are to be computed as total height by the
23 total length of the sign or signs which contain sign copy, excluding structure
framework (e.g., post or column). The base of a freestanding sign is not part of the
24 sign when of wood or masonry.
- 25 a. For double sided freestanding signs, only one side of the sign shall be used
to make the calculation.
- 26 b. For three sided signs, only the side with the largest sign area shall be used
27 to make the calculation.
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1 c. For four sided signs, the area shall be calculated by the greatest distance
2 between the area of two sides.

3 D. Measurement of Sign Height. Sign height shall be measured from the upper most part of
4 the sign used in determining the area of the sign to the lowest elevation at the base of the
5 sign. For freestanding signs, the sign structure may project above the upper most part of
6 the sign used in determining the area of the sign by a maximum of ten percent of the sign
7 height.

8 E. Setback and Spacing of Freestanding Signs.

9 1. The minimum setback distance for freestanding signs shall be measured from back
10 of the public right-of-way or side of a driveway, unless an encroachment permit is
11 granted. All freestanding signs shall be located outside of the public right-of-way
12 at least 3 feet from any property line and any required clear vision triangle.

13 2. The minimum spacing distance between permanent freestanding signs, excluding
14 on-premise directory signs, should be fifty feet, including distance from signs on
15 other properties. The designated approving authority will review the proposed
16 location on a case-by-case basis to ensure the sign is located outside the required
17 clear vision triangle and does not otherwise inhibit motorist safety.

18 F. Sign Removal or Replacement. A sign that consists of a can or panel shall be provided
19 with a solid white opaque covering or other method acceptable to the Director within
20 thirty days following cessation of the business which uses the sign. When a sign is
21 removed or replaced, all brackets, poles, and other structural elements that support the
22 sign shall also be removed. Affected building surfaces shall be restored to match the
23 adjacent portion of the structure. This provision does not apply to routine maintenance.

24 **SECTION 10.** Section 18.50.090 of Title 18 of the Colton Municipal Code is hereby
25 amended and replaced in its entirety to read as follows:

26 **18.50.090 - Design standards**

27 The following criteria shall be utilized for permanent advertising displays and signs, and shall not
28 be construed to govern the design of temporary promotional or political signs.

A. General Design Standards.

1. Architectural Style. Each sign shall be designed to be compatible with and relate to
the architectural style of the main building or buildings upon the site where such
sign is located. Each sign shall also be compatible with the style and character of
the existing improvements upon the lots adjacent to the site. Signs located on
commercial sites but in a predominately residential area shall be designed to be
compatible with such residential area and unobtrusive.

2. Relationship to Buildings. Signs located upon a lot with one main building or
several buildings shall be designed to incorporate at least one of the predominant

1 visual elements of such building or buildings, such as type of construction
2 materials, color, or other design detail.

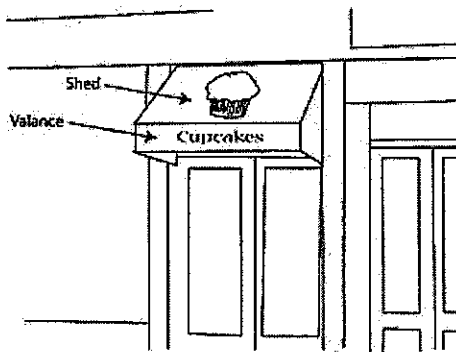
- 3 3. Color. The color(s) of a sign should be harmonious and complementary to the
4 colors of the building on or near which it is to be located. Fewer colors will
5 generally produce the most attractive sign.
- 6 4. Letter Style. The letter style to be used on a sign should also be compatible with
7 the architectural style of the building. For example, simple block letters are
8 generally most compatible with the Spanish style buildings. For those buildings
9 that have been recently constructed and having no particular architectural style,
10 simpler letter styles are desirable.
- 11 5. Sign Materials. The goal of sign design is to maintain moderate, attractive, and
12 compatible styling so as not to conflict or distract from the architectural character
13 of the area. The choice of materials shall be left to the discretion of the applicant,
14 subject to the recommendations of the development services director, the
15 provisions of this chapter and the approval of the city.
- 16 6. Relationship to Other Signs. Where there is more than one sign on a site or
17 building, all permanent signs displaying a commercial message shall have designs
18 that similarly treat or incorporate the following design elements:
- 19 a. Letter size and style of copy;
 - 20 b. Shape of total sign and related components;
 - 21 c. Type of construction materials;
 - 22 d. Sign/letter color and style of copy;
 - 23 e. Method used for supporting sign (e.g., wall or ground base); and
 - 24 f. Location.
- 25 7. Sign Illumination. The artificial illumination of signs, either from an internal or
26 external source, shall be designed to minimize negative impacts on surrounding
27 rights-of-way and properties. The following standards shall apply to all illuminated
28 signs:
- a. External light sources shall be directed and shielded to limit direct
illumination of an object other than the sign;
 - b. 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;

- c. 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;
 - d. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices;
 - e. Reflective type bulbs and incandescent lamps that exceed fifteen 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
 - f. Light sources shall utilize energy efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations (California Building Standards Code).
8. For increased readability, the city encourages the use of light or translucent sign copy on dark and nontranslucent background or sign field.
 9. The maximum coverage of copy allowed on a sign shall be eighty percent of the sign face.

B. Design Standards for Special Sign Types.

1. Awning and Canopy Signs. Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied, as follows:
 - a. Lettering shall be allowed on awning valances only and shall not exceed eight inches in height. Logos, symbols, and graphics that do not include text may be allowed on the shed (slope) portion of an awning and shall not exceed four square feet in area for each awning. See Figure 18.50-4 (Awning and Canopy Sign).

Figure 18.50-4: Awning and Canopy Sign



- b. Lettering shall be located within the middle seventy percent of the valance area.

- c. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
- d. Awning signs shall only be allowed for first and second story occupancies.
- e. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
- f. Awnings shall be regularly cleaned and kept free of dust and visible defects.
- g. The style of the awning/canopy shall complement the architectural style of the building to which it is attached. Awnings should generally have a simple horizontal valance if located over rectangular or square window/door openings. Domed or barrel shaped awnings are appropriate for buildings with arched window/door openings.

2. Blade/Bracket Signs.

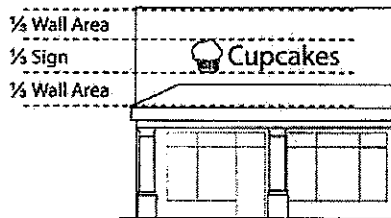
- a. Location. Blade or bracket signs shall be placed only on ground floor facades, except for businesses located above the ground level with direct exterior pedestrian access.
- b. Height. The lowest point of a blade or bracket sign shall be a minimum of eight feet above grade.
- c. Projection. The sign may project a maximum of four feet from the building.
- d. Sign Structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
- e. Encroachment. Blade or bracket signs may not encroach into the public right-of-way or be located above it, or into city-owned property.

3. Building Attached Wall Signs.

- a. Wall signs shall be compatible with the predominant visual architectural elements of the building facade.
- b. Place wall signs to establish facade rhythm, scale, and proportion where such elements are weak. In many existing buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- c. Utilize a consistent proportion of signage to building scale, such as one-third text to two-thirds wall area or one-fourth text to three-fourths wall area. See Figure 18.50-5 (Text Scale). Parapet roof or mansard roof signs may be allowed with review and approval by the Planning Commission only if building does not provide adequate surface area for wall signs.

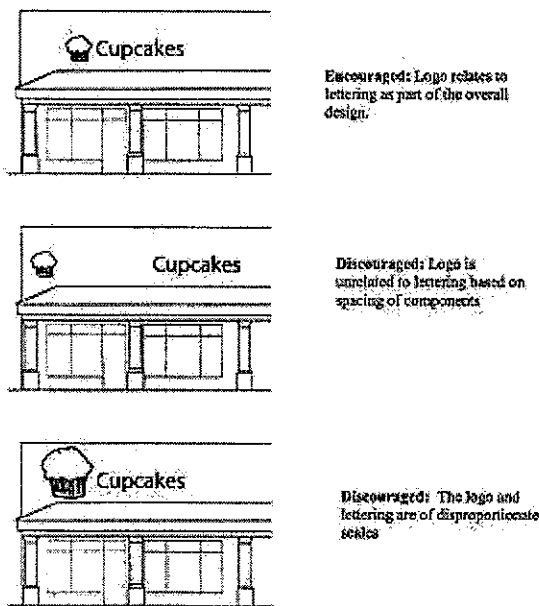
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Figure 18.50-5: Text Scale



- d. Wall sign raceways shall be concealed from public view (e.g., within the building wall or painted to match the exterior color of the building where the sign is located) or otherwise integrated with the design of the sign and building so as to not detract from the architectural character of the building.
- e. Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright. Light shall either be directed down or in such a way that it does not cause light trespass or glare onto adjoining property or the public right-of-way.
- f. Can-type signs are prohibited. Channel letters are preferred. Channel letters shall be made of a durable material. Foam material is not allowed. Channel letters may not utilize gold-colored (or a shade of gold) trim cap.
- g. If a tenant's signage on one facade is made up of multiple elements (e.g., logo and text), locate, and scale the elements with relationship to each other. See Figure 18.50-6 (Multiple Element Signs).

Figure 18.50-6: Multiple Element Signs



4. Electronic changeable copy signs

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- a. Electronic changeable copy signs shall be permitted as part of a freestanding sign located along a freeway right-of-way or a major arterial, as defined by the Master Plan of Streets and/or the General Plan Circulation Element, or on the site of a public facilities, educational facilities, or other civic institutions, including religious uses integrated within the design of the freestanding sign.
- b. Changeable copy face shall not exceed more than two-thirds of the proposed sign area, with the remainder permanent text.
- c. The changeable copy of signs within 660 feet of a freeway centerline shall not change more than once every six (6) seconds with one second intervals between displays with no display.
- d. The changeable copy of signs not within 660 feet of a freeway centerline shall not change more than once every sixty (60) seconds.
- e. Time and temperature display, of at least six seconds, shall be required to appear during every two minutes of operation.
- f. Public service messages shall be accommodated at no additional charge, and constitute 10 percent of the messages displayed during each one-hour period. These public service messages are in addition to the required time and temperature displays. The City shall have authority to review and approve public service messages.
- g. Electronic changeable copy signs shall automatically adjust the brightness of illumination between night and day.
- h. Electronic changeable copy signs may not identify commercial uses/contain commercial message for uses not located on the same site as the sign. Otherwise, they are considered off-premise signs and are prohibited by this code

5. Freestanding Signs.

- a. Monument and pylon signs are allowed, subject to setback and spacing requirements in Section 18.50.080.E, because they can be more fully integrated in to the overall development design. Pole signs are specifically prohibited. Pylon signs shall be constructed with architectural cladding or similar material covering the supporting framework so they are architecturally integrated with the rest of the sign.
- b. Voids between the sign face and the sign structure are prohibited. Either the sign face shall utilize the full width of the sign structure or coverings that are architecturally consistent with the rest of the sign shall be used to fill any voids. The intent is to have the sign be fully architecturally integrated.

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- 2 c. Materials and design for freestanding signs shall be complementary to the
- 3 materials and design of the buildings for the related development. For example,
- 4 if the facade of the building is made of brick or brick veneer, a complementary
- 5 freestanding sign would also include brick.
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- 7 d. Landscaping shall be provided at the base of the sign equal to the area of the
- 8 sign. Landscaping shall be complementary to and designed in concert with the
- 9 landscaping for the overall site. The design of the landscaping shall be such
- 10 that natural growth will not obscure the sign from the public right-of-way.
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- 12 e. The minimum letter height on a freestanding sign shall be twelve inches. For
- 13 freeway freestanding signs the minimum letter height shall be twenty-four
- 14 inches. The intent is to limit the clutter of text on the sign and increase
- 15 readability for the motoring public, thereby providing for public safety.
- 16 Monument and pylon signs shall contain the main address number or range of
- 17 numbers of the site in minimum 12-inch high letters and this area shall not be
- 18 counted towards the maximum sign area. Deviations from letter height
- 19 requirements may be approved through a Uniform Sign Program by the
- 20 Planning Commission.
- 21 f. The maximum letter height on a freestanding sign shall be thirty-two inches.
- 22 For freeway freestanding signs the maximum letter height shall be forty-eight
- 23 inches. The intent is to limit the negative visual impact of large text size.
- 24 g. Freeway freestanding signs shall include city identification copy consisting of
- 25 the text "City of Colton" with letter height proportional to overall sign size, or
- 26 otherwise identify "Colton" on the sign. The intent is to help identify the site as
- 27 being located within the city of Colton. The city identification copy shall not
- 28 be counted towards the total sign area and shall be exempted from the height
- maximum. The city identification copy shall be illuminated at night. This
- requirement may be waived by the approving authority, at its discretion, if it is
- determined that city identification of adequate size is provided on other signs
- within 450 feet of the proposed sign.
6. Changeable Copy Sign, non-electronic. These types of signs shall be considered
- to be the same as any other type of sign and shall be regulated by their location,
- i.e., if located on a wall, they shall be deemed wall signs and the changeable copy
- portion shall not exceed more than one-half the proposed sign area.
7. Menu Board. One (1) single-face freestanding or wall sign oriented towards an
- approved drive-through lane containing menu or other list of products with a
- maximum sign area of 32 square feet and maximum height of 6 feet.

SECTION 11. Section 18.50.100 of Title 18 of the Colton Municipal Code is hereby amended and replaced in its entirety to read as follows:

18.50.100 - Allowed permanent on-premise sign standards.

Table 18.50-2 lists the development standards for all on-premise signs based on use type and

zoning district, as well as allowed sign type. As identified in Section 18.50.040, a sign permit is required before any of the sign types listed herein are installed, erected, or otherwise established. The intent of the sign permit is to ensure that the development standards listed are adhered to. Only those signs that may be permitted are listed. Regulations for temporary promotional on-premise signs are listed in Section 18.50.110. Regulations for off-premise signs are listed in Section 18.50.120. The following general rules/standards apply to permanent signs regulated in this section:

- A. Building signs are those signs that are permanently attached to a building (e.g., wall signs, awning/canopy signs, blade/bracket signs). Only one type of building sign (wall, awning/canopy, blade/bracket) is allowed per establishment.
- B. Illumination standards refer to whether or not the sign may be illuminated and how. Signs that may be illuminated may be done so by "indirect or background" (indirect light source, low-wattage spotlight, or internal light source with opaque, nontransparent background) or by any method that minimizes glare onto neighboring residential property and the public right-of-way.

Table 18.50-2: Allowed Permanent On-Site Sign Standards

Sign Type	Maximum Number Permitted	Maximum Area	Maximum Height	Illumination Allowed	Other Standards/ Notes
Residential Signs (RE and R-1 Zones)					
Wall sign	1 / home	6 sf	Roofline	No illumination	Multiple-family Residential Signs (R-2, R-3, RE, and C-1 Zones)
Wall sign, project identification	1 / frontage, either type	6 sf	Roofline	Indirect or background	
Freestanding sign, project identification		6 sf	8 ft	Indirect or background	
Wall sign, tenant	1 / tenant	4 sf	Roofline	No illumination	
Nonresidential Signs¹					
Wall sign	1 / public frontage for storefront tenants with an exclusive exterior entrance.	three (3) square feet per one lineal foot and 70% wall length	Roofline	Indirect or background	(2)(7) (8)
Freestanding Monument sign	1 / street frontage ²	50 sf	6 ft	Indirect or background	(3)(5) (9)
Freestanding Pylon sign		50 sf	20 ft	Indirect or background	(3)(5) (9)
Window sign	1 / establishment	20% of window area	-	No illumination	

1	Freestanding sign, freeway oriented, pylon	1 / site w/ minimum 150 ft freeway frontage	325 sf ⁴	50 ft ³	Indirect or background	(4) (5) (6)
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3 **Editor's note— Notes:**

4 Editor's note— 1. All nonresidential properties shall be limited to a maximum of one of each
5 sign type per property/development, except as otherwise provided. For example, a site may have a
6 maximum combination of one wall sign, one freestanding sign, and one window sign. In no
7 instance may an establishment have both an awning/canopy sign and a blade/bracket sign or an
awning/canopy sign and a wall sign. Only one type of building sign (wall, awning/canopy,
blade/bracket) is allowed per establishment.

8 Editor's note— 2. Maximum letter height allowed is twenty-four inches, except for signs for an
9 individual tenant with public entrances along a public frontage of 100 feet or greater of lineal feet
10 shall be allowed letter height up to 36 inches. Logos and graphics shall not exceed three feet by
11 three feet. Logos greater than 3 feet by 3 feet are not allowed as standard can signs with shapes
12 similar to rectangles, but may be approved as contoured cabinet signs if the logo serves as a
13 single sign for the establishment, in which case the underlying maximum sign area prevails.

14 Editor's note— 3. Applicant may choose one type or the other but is limited to one freestanding
15 sign per street frontage, except as otherwise provided; however multi-tenant centers on sites
16 greater than four acres in size or with more than three hundred linear feet of frontage per street
17 may increase the sign face area of each sign to a maximum of 100 square feet and have one
18 additional freestanding sign above the otherwise allowed maximum.

19 Editor's note— 4. Signs which only include logo copy and do not include text may exceed the
20 maximum sign area to a maximum of three hundred sixty sf.

21 Editor's note— 5. Sign height shall be measured from the finish grade of the freeway or
22 adjacent roadway.

23 Editor's note— 6. Applies to properties which are adjacent to a freeway or are only separated
24 from a freeway by a public or quasi-public right-of-way or easement. The design and character of
25 the sign must be consistent with the standards for pylon signs. Freeway oriented signs may not
26 identify commercial uses/contain commercial message for uses not located on the same site as the
27 sign. Otherwise, they are considered off-premise signs and are prohibited by this code.

28 Editor's note— 7. For multiple-tenant buildings or parts of buildings with tenants without
exclusive exterior entrances, the building/site name or name of one on-site tenant as a building
identification sign may be permitted by right. Additional signage may be permitted for a
maximum of four tenants without exclusive exterior entrances on a multiple-story office building
subject to review of a Uniform Sign Program by the Planning Commission.

Editor's note— 8. Parapet roof or mansard roof signs may be allowed with review and approval
by the Planning Commission only if building does not provide adequate surface area for wall
signs.

Editor's note— 9. Copy on freestanding signs, in addition to building/site name and address,
shall be limited to that related to tenants with exclusive exterior entrances and with installed wall
signs, except for monument signs approved by the Planning Commission through an Uniform

1 Sign Program allowing copy for tenants without exclusive exterior entrances subject to all
2 applicable standards.

3 **SECTION 12.** Section 18.50.120 of Title 18 of the Colton Municipal Code is hereby
4 amended and replaced in its entirety to read as follows:

5 **18.50.120 - Allowed off-premise signage**

6 A. Generally, all new off-premise commercial message signage is prohibited within the city.
7 Existing off-site commercial message signs (e.g., billboards) are considered
8 nonconforming signs as regulated by Section 18.50.140. However, under the city's
9 authority and capacity as proprietor of city property, the city has created a program for
10 off-premise signage kiosks for certain uses and activities of city-wide benefit and interest.
11 For purposes of this section, "city-wide benefit and interest" shall mean those uses or
12 activities that, individually, generate significant revenue for the city. Additionally, such
13 uses shall have a minimum total of one thousand feet lineal public street frontage.

14 Such program is adopted by resolution and may be updated from time-to-time as deemed
15 necessary and appropriate by the city council. The program shall, at a minimum, specify
16 the following:

- 17 1. Uses which qualify for the off-premise signage kiosk program;
- 18 2. Development standards, design, and allowable copy for off-premise signage kiosks;
- 19 3. Allowable locations for the kiosks;
- 20 4. A process for determining which businesses, developments, and other uses are allowed
21 to be listed in the kiosks;
- 22 5. An administration process for the program, including establishment of a fee schedule;
- 23 6. Any other element of the program deemed necessary and appropriate by the city.

24 B. Pursuant to Business and Professions Code, Section § 5412, the City Council is
25 authorized to enter into relocation agreements with off-premises display owners on
26 whatever terms are agreeable to the display owner and the City.

27 **SECTION 13.** Section 18.50.140 of Title 18 of the Colton Municipal Code is hereby
28 amended and replaced in its entirety to read as follows:

18.50.140 - Nonconforming signs.

A. All signs which do not meet the requirements of this chapter but which have been
previously approved by the city and issued a lawful permit shall be deemed
nonconforming signs and shall either be removed or brought up to code when a substantial
alteration to the sign is made. For purposes of this section a "substantial alteration" shall
be defined as repair or refurbishing of any sign that alters its physical dimensions, height
or replaces any integral component including, but not limited to alterations to exterior
cabinets, bases or poles. Substantial alteration shall not include the replacement of
individual panels on a can or cabinet sign when the exterior boundaries of individual cans
or cabinets are not replaced or altered. In addition, substantial alteration shall also include
any repair or refurbishing of sign that exceeds fifty percent of the depreciated value, as

1 determined by the City, of the sign and structure, but excepting customary maintenance.
2 "Customary maintenance" shall be defined as any activity or work performed for the
3 purpose of actively maintaining the sign in its existing approved physical configuration
4 and size dimensions at the specific location approved by the city and includes the
5 following:

- 6 1. Repainting the sign text, cabinet or other component of the sign without changing
7 the advertising message; or
- 8 2. Routine replacement of border and trim with substantially the same colors and
9 materials.

10 B. A nonconforming sign may continue to be used, provided no additions or enlargements
11 are made thereto and no structural alterations are made therein, except as permitted for
12 customary maintenance in subsection A of this section. If said nonconforming sign is
13 destroyed or removed, or ceases to be used for the use in existence as of the effective date
14 of the ordinance codified in this chapter, every future sign shall be in conformance with
15 the provisions of this chapter.

16 C. It shall be the responsibility of the owner of any premises containing a nonconforming
17 sign (including a sign painted directly upon the surface of a structure) to remove said
18 nonconforming sign within ninety days of cessation of business at that location.

19 D. The city shall comply with all provisions of the California Business and Professions Code,
20 Section 5490 et seq., regarding enforcement and removal of on-premise advertising
21 displays and signs and California Business and Professions Code, Section 5400 et seq.,
22 regarding enforcement and removal of off-premise advertising displays and signs.

23 **SECTION 14. CEQA.** Based on a certainty that there is no possibility that the proposed
24 changes to the sign code may have a significant effect on the environment, the application may be
25 found exempt from California Environmental Quality Act (CEQA), as allowed by CEQA
26 Guidelines Section 15061 (b)(3).

27 **SECTION 15. Invalidity.** If any sentence, clause or phrase of this Ordinance is for any
28 reason held to be unconstitutional or otherwise invalid, such decisions shall not affect the validity
of the remaining provisions of this Ordinance.

SECTION 16. Effective Date. This Ordinance shall become effective thirty (30) days
after its adoption in accordance with the provisions of California law.

SECTION 17. Certification/Publication. The City Clerk shall certify to the passage of
this Ordinance and cause the same or a summary thereof to be published within fifteen (15) days
after adoption in the San Bernardino County Sun, a newspaper published and circulated in the
City of Colton.

PASSED, APPROVED AND ADOPTED this ____ day of _____, 2012.

SARAH S. ZAMORA, Mayor

ATTEST:

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EILEEN C. GOMEZ, CMC
City Clerk

STATE OF CALIFORNIA)
COUNTY OF SAN BERNARDINO) ss.
CITY OF COLTON)

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I, EILEEN C. GOMEZ, City Clerk of the City of Colton, do hereby certify that the foregoing Ordinance No. ___ was duly and regularly adopted by the City Council of the City of Colton at a regular meeting held on the ___ day of ___, 2012 and that the same was passed and adopted by the following vote, to wit:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

Eileen C. Gomez, City Clerk

Attachment E.

**Legislative Draft
Colton Municipal Code Chapter 18.50**

COLTON MUNICIPAL CODE

Chapter 18.50

Signs

Sections:

- 18.50.010 - Purpose.
- 18.50.020 - Interpretation and substitution of text.
- 18.50.030 - Definitions.
- 18.50.040 - Permits and review procedures.
- 18.50.050 - Enforcement.
- 18.50.060 - Exempt signs.
- 18.50.070 - Prohibited signs.
- 18.50.080 - General development, maintenance, and removal provisions.
- 18.50.090 - Design standards.
- 18.50.100 - Allowed permanent on-premise sign standards.
- 18.50.110 - Allowed temporary promotional on-premise sign standards.
- 18.50.120 - Allowed off-premise signage.
- 18.50.130 - Amortization of off-premise and outdoor advertising displays.
- 18.50.140 - Nonconforming signs.
- 18.50.150 - Banners and pennants on City-owned utility poles.**

18.50.010 – Purpose.

The city recognizes that signs and other graphics are an essential element of a community's visual appearance. They also provide a means to identify and promote businesses and are an important element in creating safer public streets and highways. Consequently, the purpose of this chapter is to provide sign regulations that are consistent with the goals and objectives of the general plan and the community's visual and aesthetic goals. In addition, these regulations are intended to:

- A. Promote an economically stable and visually attractive community and insure that the special character and image the city is striving for can be attained;
- B. Promote signs and graphics that are attractive, pleasing and harmonized with the physical character of the environment and surrounding properties, while serving the advertising needs of the business community;
- C. Promote traffic safety and the smooth and efficient flow of pedestrians and vehicles to their destinations;
- D. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.020 - Interpretation and substitution of text.

- A. The provisions of this chapter shall not be interpreted to nullify any easements, covenants or other private agreements which provide for more restrictive sign regulations than are required by this chapter.
- B. The ~~community development~~ **development services** director is authorized and directed to enforce and administer the provisions of this chapter. Whenever the application of this chapter is uncertain due to ambiguity of its provisions, the issue shall be referred to the ~~community development~~ **development services** director for a determination. Such determination shall be made within ten days. Any decision made by the ~~community development~~ **development services** director may be appealed to the planning commission in accordance with Section 18.50.040(F) of this chapter.
- C. It is the city's policy and intent to regulate both commercial and noncommercial signs in a viewpoint-neutral or content-neutral manner. The message of the sign shall not be reviewed except to the minimum extent necessary to identify the type of sign.
- D. In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political or other noncommercial message that is constructed to the same physical dimensions of the permitted sign shall be permitted.
- E. Within this chapter, the distinction between on-premise and off-premise applies to commercial messages.
- F. Signs not expressly permitted by this chapter are prohibited.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.030 – Definitions.

For purposes of this chapter, the following terms shall have the provided definitions:

“Abandoned advertising display” or “abandoned sign” means any display or sign remaining in place or not maintained for a period of ninety days, which no longer identifies an ongoing business, product or service available on the business premises where the display or sign is located or where the building, business or establishment to which the display or sign is related has ceased operation. For purposes of this definition, abandonment for the applicable ninety-day period shall be deemed conclusive evidence of abandonment regardless of the property, business or sign owner's intent.

"Animated sign" means any sign that uses **flashing, blinking,** movement or change of lighting to depict action or create a special effect ~~or scene.~~ **Any sign with images or messages changing more than once within four seconds shall also be considered an animated sign.**

“Beacon” or “spotlight” means any structure or equipment emitting laserlight or light with one or more beams (whether stationary or moving) that are directed into the atmosphere or at one or more points not on the same lot as the light source.

“Banner” means any non-metallic paper, cloth, canvas, light-weight fabric or other non-rigid material, with or without frames, whether displayed horizontally or vertically freestanding (such as a flag), wall-mounted, pole-mounted, window-mounted or painted, or any other method of attachment, that is intended to be displayed for a limited period of time and intended to attract attention to the business or use conducted on the site, or intended to provide notice to City residents, as well as those who work in and visit the City, about special events that are sponsored by the City.

“Can sign” means a sign which contains all the text and/or logo symbols within a single enclosed cabinet that is mounted to a wall or other surface. It specifically does not include the sign cabinet that is part of a freestanding sign.

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

"Changeable copy sign, electronic " means a sign whose primary advertising focus is the intermittent display of electronic, computerized, digital or similarly produced letters, numerals, words messages, scenes or images as part of the advertising message that is changed no more than once every four (4) seconds. A sign on which the message or image create the illusion of flashing, blinking, movement, or animation shall be considered an animated sign purposes of this chapter.

"Changeable copy sign, **non-electronic**" means a sign or portion thereof with characters, letters or illustrations that can be changed or rearranged manually without altering the face or surface of the sign. A sign on which the message or characters change more than twelve times per day shall be considered an animated sign and not a changeable copy sign for purposes of this chapter.

“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 the building facade. A logo may also be considered a channel letter provided it is clearly distinguishable from other sign elements.

“City manager” means the city manager of the city of Colton or his or her designee.

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

“Commercial flag” means a “banner.”

~~“Community development director” means the community development director of the~~

~~city of Colton or his or her designee.~~

“Construction sign” means a temporary sign directly connected with a construction project and may include the construction company's name, addresses and telephone number.

“Copy” means the words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

“Directional sign” means any sign intended to be permanently affixed and utilized only for the purpose of indicating the direction of any object, place, or area.

“Development services director” means the development services director of the city of Colton or his or her designee.

~~“Electronic reader sign” means a sign whose primary advertising focus is the intermittent display, stream or movement of electronic, computerized, digital or similarly produced letters, numerals, words or messages as part of the advertising message.~~

“Field” means the part of the sign with no letters or logos.

“Freeway-oriented sign” means a sign, located on property which is adjacent to a freeway and meant to be seen from the freeway.

“Frontage, public” means that side of a building facing onto a public street, mall (pedestrian courtyard), or parking area.

“Frontage, street” means that side of a lot abutting a public street.

“Future tenant identification sign” means a temporary sign not exceeding thirty-two square feet in area that identifies a future use of a site or building.

“Grand opening sign” means a banner not exceeding thirty-two square feet in area that promotes the opening of a new business or use at a site or building.

“Graphic” means a symbol, pattern, or image used to advertise a product of a company, business, or organization and includes, but is not limited to, trademark logos.

“Inflatable balloon sign” means a sign consisting of balloons, inflatables or similar air, helium or hydrogen filled materials, including balloons and inflatables made of metallic and cloth material, no matter the size that is used to attract attention.

“Kiosk sign” means an advertising and directional sign sponsored by the local building industry association or other local business and/or civic association and approved by the planning commission and/or city council to advertise future residential subdivisions, residential planned communities or local business promotions and civic events sponsored by such associations.

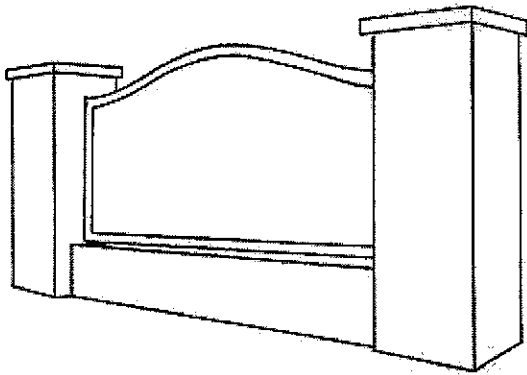
"Logo" means a proprietary graphic and/or text used as an identifying mark of a company, business, or organization. For purposes of this chapter, logos shall be limited to registered trademarks, with proof of trademark from the United States Department of Treasury, for companies with a minimum of five (5) operating stores/locations

"Marquee" means any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building for a distance of five or more feet, generally designed and constructed to provide protection from the weather.

"Marquee sign" means any sign attached to, in any manner, or made a part of a marquee.

"Monument sign" means a freestanding sign less than six feet in height which is detached from a building and having a support structure that is a solid-appearing base constructed of a permanent material, such as concrete block or brick. All other freestanding sign types shall be either "Pole Sign" or "Pylon Sign." See Figure 18.50-1 (Monument Sign).

Figure 18.50-1: Monument Sign



"Multi-tenant center" means a property or combination of properties containing two or more businesses and which share common parking, driveway and access areas.

"Murals" means a painting on an exterior as a work of art with no commercial message.

"Noncommercial flag" means any cloth, paper, canvas, light-weight fabric or other non-rigid material that identifies the United States, the State of California and other countries and states, counties and municipalities, nationally recognized organizations or corporations, and any other vertical or horizontal flag with no text, characters, or other message.

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

"Nonconforming sign" means a sign lawfully erected which does not comply with the provisions of this chapter.

"Off-premise advertising display" or "outdoor advertising display" means any structure,

housing, sign, device, figure, statuary, painting, message placard or other contrivance, or any part thereof, which has been designed, constructed, created, intended or engineered to have a useful life of fifteen years or more and intended or used to advertise or to provide data or information in the nature of advertising for a business or businesses not located on the same premises as the sign.

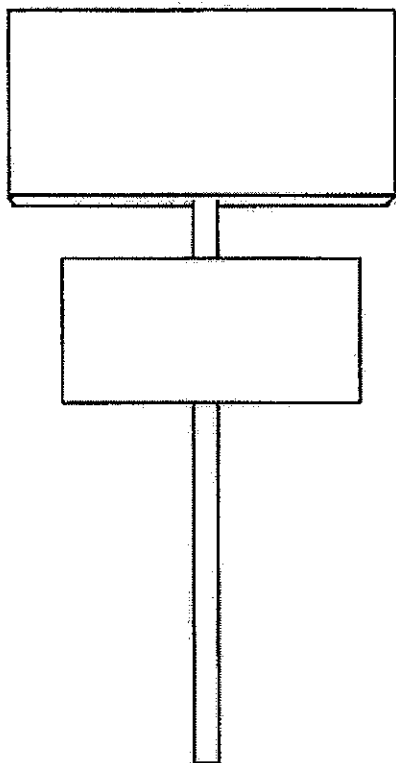
“On-premise advertising display” means any structure, housing, sign, device, figure, statuary, painting, message placard or other contrivance, or any part thereof, which has been designed, constructed, created, intended or engineered to have a useful life of fifteen years or more and intended or used to advertise or to provide data or information in the nature of advertising for a business or businesses located on the same premises as the sign.

“Painted sign” means a sign which is comprised only of paint applied on a building or structure, **except for murals, as defined by this section.**

“Permanent window sign” means a sign painted, attached, glued or otherwise affixed to a window or located within three feet of the interior side of the window or otherwise easily visible from the exterior of the building.

“Pole sign” means a freestanding sign in excess of six feet in height which is detached from a building and is supported by one or more structural elements that are either (a) ~~architecturally dissimilar to the design of the sign, or~~ (b) less than one-fourth the width of the sign face. ~~Pole signs less than six feet in height are prohibited.~~ See Figure 18.50-2 (Pole Sign).

Figure 18.50-2: Pole Sign

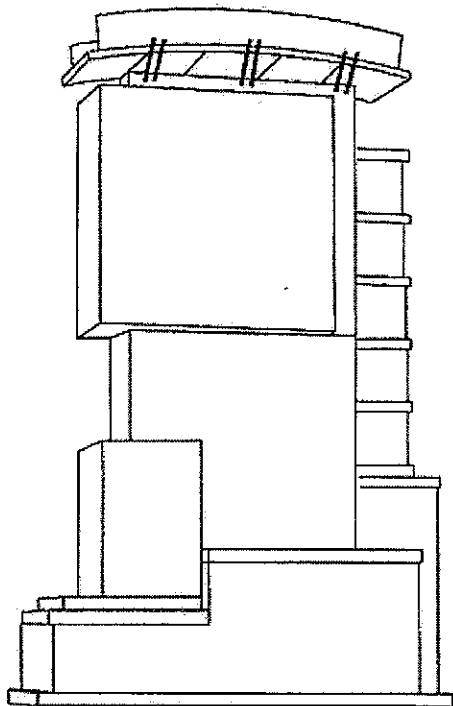


"Political sign" means a sign erected prior to an election to advertise or identify a candidate, campaign issue, election proposition or other related matters.

"Portable sign" means a temporary sign that is not permanently attached to the ground or a building or not designed to be permanently attached to the ground or a building, including, but not limited to A-frames, sandwich boards or other freestanding signboards.

"Pylon sign" means a freestanding sign in excess of six feet in height which is detached from a building and is supported by one or more structural elements that are architecturally similar to the design of the sign. Pylon signs less than six feet in height are prohibited. See Figure 18.50-3 (Pylon Sign).

Figure 18.50-3: Pylon Sign



"Real estate sign" means a temporary sign advertising the sale or lease of the property upon which it is located, and may include the identification of the firm handling such sale, lease or rent.

"Roof sign" means a sign erected, constructed, painted or placed upon or over a roof or parapet wall of a building and which is wholly or partly supported by such building.

"Sign" means any device, fixture, placard or structure that uses color, form, graphic, illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public. Light banding along a building is excluded from the definition of a sign.

"Sign face" means that area or portion of a sign on which copy is intended to be placed.

“Temporary promotional sign” means any commercial flag, pennant, streamer, banner, bunting material or other similar non-permanent sign made of non-metallic paper, cloth, canvas, light-weight fabric or other non-rigid material, with or without frames, whether displayed freestanding, wall-mounted, pole-mounted, window-mounted or painted, or any other method of attachment, that is displayed for a limited period of time less than one year and intended to attract attention to the business or use conducted on the site. Temporary promotional signs shall not be used in lieu of permanent signage.

“Uniform sign program” means an integrated, visual and/or written description of the signs to be placed on a building or grouping of buildings for the purpose of aesthetic uniformity in sign design, construction and placement.

“Wall sign” means a sign attached to or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall.

“Window sign” means any sign, picture, letter, character or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed upon and/or inside and/or within three feet of a window for the purpose of being visible from exterior of the window.

“Year-round promotional sign” means a banner, commercial flag or portable sign that is prohibited pursuant to Section 18.50.070, but that the City may allow by subsequent ordinance.”

(Ord. 0-02-08 § 2 (part), 2008 Ord. 0-05-11 § 2 (part), 2011)

18.50.040 - Permits and review procedures.

- A. Permit Required.
 - 1. A sign permit shall be required prior to the placing, erecting, moving, modifying or reconstructing of any sign, including re-facing a panel on a can or cabinet sign, in the city, unless expressly exempted by this chapter. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and ordinances.
 - 2. A uniform sign program, as described in subsection D of this section, shall be required for all new multi-tenant developments of three or more separate tenants that share either the same parcel or structure and use common access and parking facilities.
 - 3. A temporary promotional sign permit shall be required for all temporary promotional signs unless specifically exempted by this chapter. Issuance of the temporary sign permit shall be as described in subsection I of this section.

- B. Method of Application. An application for a sign permit, uniform sign program, or a temporary promotional sign shall be made on forms as

prescribed by the ~~community—development~~ **development services** department and shall be filed with the same. The application shall be accompanied by any fees as specified by city council resolution.

C. Review Criteria for Sign Permit.

1. Criteria for Approval. A sign permit may be approved when it complies with the standards and requirements of this chapter. A permit application may be approved subject to conditions, so long as those conditions are required by this chapter or some other applicable law, rule, or regulation.
2. Multiple Sign Applications. When an application proposes two or more signs, the application may be granted in whole or in part, with separate decisions as to each proposed sign. When an application is denied in whole or in part, written notice of determination shall specify the ground for such denial.
3. Revocation or Cancellation. The ~~community—development~~ **development services** director shall revoke any approval or permit upon refusal by the permit holder to comply with the provisions of the permit after written notice of noncompliance and at least thirty days' opportunity to correct. This provision does not apply in the event that the sign, by nature of its physical condition, is an imminent and significant threat to public safety.
4. Permits Issued in Error. Any approval or permit issued in error may be revoked by the city upon written notice to the permit holder of the reason for the revocation.

D. Uniform Sign Program.

1. Purpose. The purpose of the uniform sign program is to adopt unique and specific design and development standards for individual multi-tenant 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 uniform sign program provides a means for defining common sign regulations for multi-tenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs and to achieve, not circumvent, the intent of this title.
2. Review Procedure. Review and approval of a uniform sign program is the responsibility of the planning commission. The ~~community—development~~ **development services** director and/or design review committee may make a recommendation on the

program to the commission, and the commission may approve, approve with conditions, or deny the program. Additionally, the planning commission shall be the approving authority for modifications and amendments to uniform sign programs, except that the design review committee may be the approving authority for minor modifications that do not change or modify the intent or conditions of the original approval. The design review committee may elevate the decision to the planning commission.

3. Standards. The uniform sign program shall include criteria for building-attached and freestanding signs, **including directional signs**, for tenants, anchors, and the integrated 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 uniform sign program as the adopted program establishes the sign standards for 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. Maximum size, location, height, setback, and other development standards for signs in the uniform sign program shall be consistent with the standards of this chapter.
- E. Approving Authority. The designated approving authorities for sign permits, uniform sign programs, and temporary promotional signs are listed in Table 18.50-1.
1. Each row of the table lists a specific sign permit by sign type. Each of the designated approving authorities is listed in a column. The symbol in the cell where the rows and columns meet identifies whether the approval authority listed in that column is a recommending body, final decision body, or elevated final decision body for that permit type. For instance, the table identifies the ~~community-development~~ **development services** director as the final decision body and the design review committee as the elevated final decision body for sign permit-building attached signs.
 2. Typically, the final decision body is the designated approving authority for the listed permit; however the approving authority may, if the designated approving authority determines that the proposed signage is of significant public interest, elevate the approval to the next hearing body as listed in the table.
 3. The approving authority shall approve, conditionally approve, or deny the proposed sign permit application in accordance with the

requirements of this chapter.

Table 18.50-1: Approval Authority for Signs

Type of Permit	Designated Approving Authority "R" symbolizes the "Recommending Body" "F" symbolizes the "Final Decision Body" "E" symbolizes the "Elevated Final Decision Body"		
	<u>Community Development Services</u> Director	Design Review Committee	Planning Commission
Sign Permit — building attached signs, <u>not including painted, mansard roof, parapet roof, or office building tenant identification signs</u>	F	E	
<u>Sign Permit — building attached signs, painted, mansard roof, parapet roof, or office building tenant identification signs</u>	<u>R</u>	<u>R</u>	<u>F</u>
Sign Permit — temporary promotional signs	F		
Sign Permit — freestanding permanent signs (e.g., monument, pylon, pole), <u>not including freeway-oriented, electronic changeable copy signs, office building tenant panel signs, or directional sign program.</u>	<u>F</u> <u>R</u>	<u>E</u> <u>F</u>	E
Sign Permit — freestanding permanent signs, <u>freeway-oriented (new and refacing) or electronic changeable copy signs, office building tenant panel signs, or directional sign</u>	<u>R</u>	<u>R</u>	<u>F</u>

<u>program.</u>			
Uniform Sign Program — minor amendment	R	F	E
Uniform Sign Program — adoption and major amendment	R	R	F

- F. Timely Decision. At each level of review or appeal, the decision shall be rendered, in writing, within the following time limits. The time period begins running when the application is deemed complete, or the notice of appeal has been filed, whichever applies.
1. Upon receipt of a completed sign review application by the ~~community development~~ **development services** director, the director shall approve, deny, or refer the application to the design review committee within **thirty** ~~ten~~ calendar days.
 2. Upon receipt of a completed sign review application by the design review committee, the committee shall approve, deny, or refer the application to the planning commission within **thirty** ~~twenty~~ calendar days.
 3. Notwithstanding the time limits imposed by this section, the department and the applicant may mutually agree to an extension of the time limits. Such extension shall be in writing and shall be for no more than ninety days.
 4. Should the director and/or the committee fail to render a decision on a sign application within the prescribed time limits established by this section, such sign application shall be deemed automatically appealed to the planning commission to the extent it complies with the area and location requirements for signs imposed by this chapter.
 5. Notwithstanding any of the time limits contained in this section, the ~~community development~~ **development services** director and design review committee shall endeavor to render decisions in a timely manner.
- G. Variances. Applications for a variance from the terms of this title shall be reviewed by the planning commission according to the variance procedures as set forth in this title, **except for deviations up to 20% of that standard for letter height, maximum sign area, maximum sign height, or separation between signs may be allowed with the concurrent approval of a minor sign variance by the same approving**

authority for the sign, when it is found that the deviation is necessary to improve the effectiveness of the purpose of the sign.

H. Appeals.

1. Unless otherwise specified herein, a decision of the ~~community development~~ **development services** director or design review committee may be appealed by the applicant or any interested person within fifteen days of the decision to the planning commission. The appeal shall be made on the forms prescribed by the planning division and fees shall be paid in accordance with the fee resolution adopted by the city council. Automatic appeals made pursuant to subsection (F)(4) of this section shall not be required to submit a fee. The planning commission shall review an appeal at a regularly scheduled meeting according to the schedule of meetings and deadlines for submission of applications. Notwithstanding such schedule, an appeal hearing shall be held within thirty days of the date of any appeal.
2. A decision of the planning commission may be appealed to the city council by the applicant or any interested person in accordance with the provisions of subsection 18.58.070(C) of this code. The decision of the city council shall be final.
3. A final determination of the city council may be appealed to a court of competent jurisdiction in accordance with applicable provisions of the California Code of Civil Procedure.

I. Temporary Promotional Sign Permit.

1. Permit Requirements and Conditions. No temporary promotional sign shall be displayed without first obtaining a temporary promotional sign permit from the ~~community development~~ **development services** director. Permits shall be issued within three working or business days of the filing of a completed application that complies with all provisions of this chapter and the filing of all required fees for a temporary promotional sign. The ~~community development~~ **development services** director may, in his or her discretion, approve an application that does not comply with the requirements of this chapter upon conditioning the permit with its compliance. The ~~community development~~ **development services** director may also attach additional reasonable conditions to assure that the temporary promotional sign is safely displayed and will not constitute a hazard to public safety.
2. Permit/Deposit Fees.

- a. No permit fee shall be charged for a temporary promotional sign if obtained prior to its display.
 - b. A fee as established by resolution of the city council may be assessed if the temporary promotional sign is displayed without a permit. The fee shall cover the city's reasonable administrative costs for enforcing compliance with this section and the processing of the application.
3. Appeals. A decision of the ~~community development~~ **development services** director denying a temporary promotional sign permit may be appealed to the design review committee within five working or business days of the director's decision. The matter shall be scheduled for the next regularly scheduled design review committee for consideration. The design review committee shall render a decision within twenty days of the meeting where it first considers the appeal. The decision of the design review committee shall be final.
4. Authority. The ~~community development~~ **development services** director is hereby authorized to develop all appropriate guidelines and policies and develop all appropriate forms for the implementation of this section.

(Ord. 0-02-08 § 2 (part), 2008; Ord. 0-05-11 § 3 (part), 2011)

18.50.050 - Enforcement

A. General Enforcement Provisions.

1. Any violation of the provisions of this chapter shall be deemed to be a continuing violation until the violation has been corrected.
2. Any person violating any of the provisions of this chapter shall be guilty of a misdemeanor and shall be punished by a fine of not more than one thousand dollars or by imprisonment for not more than six months, or by both such fine and imprisonment. Notwithstanding the above, the city attorney may, in his or her discretion, file the violation as an infraction. In addition to these penalties or as an alternative, a person violating any of the provisions of this chapter shall be subject to the assessment of administrative fines and penalties pursuant to Title 8 of this code.
3. Notwithstanding any other provision of this chapter, the city attorney, upon the order of the city manager or his or her designee, may commence an action in a court of competent jurisdiction to obtain an injunction prohibiting the

construction, erection, maintenance or display, or requiring the removal, of any sign which is in violation of any of the provisions of this chapter. In any such action, the city shall be entitled to recover its costs and its reasonable attorney's fees.

4. The owner or other person entitled to possession of a sign which is removed, stored and/or destroyed pursuant to any provision of this section shall be liable to the city for the cost of removal, storage and/or destruction and the city may recover the same through an action commenced in a court of competent jurisdiction together with the city's court costs and reasonable attorney's fees.
5. Any illegal sign found and declared to be a public nuisance may be abated by the city in accordance with the provisions contained in Title 8 of this code.
6. Enforcement of the provisions of this chapter shall be in accordance with Title 8 of this code.

B. Temporary, Limited Term, and Political Sign Enforcement Provisions.

1. The ~~community development~~ **development services** director or code enforcement division may summarily and without prior notice remove any temporary promotional sign or political sign which constitutes an immediate peril to persons or property or constitutes a nuisance.
2. If the ~~community development~~ **development services** director or code enforcement division finds that any temporary promotional sign or political sign has been posted or is being maintained in violation of the provisions of this section, the community development director or code enforcement division may issue to the property owner, sign owner or the owner's authorized agent an oral or written demand for the removal of such sign or for correction of the violation. Such notice shall include a brief statement of the reasons for requiring removal.
3. The ~~community development~~ **development services** director or code enforcement division may use due diligence to provide such notice by telephone or in person, and in addition, may provide such notice in writing by hand delivery or by placing such notice in the United States mail addressed to the last known address of the owner of any sign posted in violation of this chapter.
4. Upon the failure of any owner of any temporary promotional sign posted in violation of this chapter to correct the violation or to remove such political sign or temporary promotional sign after notice by the ~~community development~~ **development services** director or code enforcement division, these entities shall have the authority to remove all such illegally posted temporary promotional signs or political signs, and to dispose of such signs if they are not claimed by the owner within ten working days.

5. The ~~community development~~ **development services** director or code enforcement division may remove any abandoned temporary promotional sign or political sign summarily and without prior notice. A temporary promotional sign or political sign shall be deemed abandoned under the following circumstances:
 - a. The owner of a temporary promotional sign posted in violation of this section or the owner's authorized agent cannot in good faith be located within five working days; or
 - b. Any temporary promotional sign or political sign remains posted for more than ten days after the event or election to which it relates.
6. The owner of a sign that is informed by the ~~community development~~ **development services** director or code enforcement division of a violation of these provisions shall have the right to appeal such notice to the city council within five days of its receipt, if the election or event to which such sign relates has not occurred. Such appeal shall be in writing and shall temporarily stop enforcement of the required removal until the matter is heard by the city council. The city council's determination shall be final.
7. The city council may, by resolution, adopt such fees as are necessary and reasonable to cover the cost of removal of illegally posted temporary promotional or political signs and the ~~community development~~ **development services** director or code enforcement division is authorized to collect such fees when any temporary promotional sign or political sign is claimed by an owner, or by legal action after the claim period expires.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.060 - Exempt signs

The following signs may be erected without a permit, provided they comply with the development standards listed herein:

- A. Official traffic signs or other municipal governmental signs, legal notices, advertisements prescribed by law and placed by governmental entities, and signs indicating the location of buried utility lines or any notice posted by a governmental officer in the scope of his duties. The city has a compelling interest in permitting such signs in order to comply with state and local laws and promote public safety.
- B. Street address signs consistent with Section XIV(B) of Security Ordinance Number O-13-89, notwithstanding anything in this section, may be illuminated and may contain reflective paint or material. The city has a compelling interest in permitting such signs to promote the identification of property to guide emergency response personnel.

- C. Direction, warning or information signs or structures required or authorized by law, or by federal, state, county, or city authority. The city has a compelling interest in permitting such signs in order to comply with state and local laws and to promote public safety.
- D. Noncommercial flags attached to poles that identify the United States, the state of California and other countries and states, counties and municipalities, nationally recognized organizations or corporations, and any other vertical or horizontal flag with no text, characters, or other message, not to exceed three flags/poles on properties containing less than one acre of land, and not to exceed six flags/poles on properties containing more than one acre of land. Poles shall not exceed thirty feet in height and flags shall not exceed forty-two square feet in surface area. Such flags shall be maintained in good condition and free of tattering or tearing.
- E. Historical and/or memorial tablets and identification plaques installed by or on behalf of a recognized governmental historical agency. The city has a compelling interest in permitting such signs to promote interest in historical structures and events and to promote public safety and identification.
- F. Permanent window signs not exceeding four square feet per street frontage shall be permitted. Such signs should be encouraged to promote business identification, hours of operation and address information. Such signs may not be illuminated.
- G. Time and temperature signs containing no advertising copy. The city has a compelling interest in permitting such signs to promote awareness of local conditions for individuals with medical problems.
- H. Interior signs within a structure not visible from the exterior of the structure, except temporary window signs.
- I. Signs and advertising for the California State Lottery as authorized by California Government Code, Section 8800 et seq.
- J. Kiosk signs and other similar identification signs placed on city property and approved by the planning commission and/or city council that are used to identify and promote economic development efforts or significant commercial enterprises in the city. For purposes of this subsection the term "significant commercial enterprises" shall be defined as a grouping of similarly situated commercial land uses with an integrated commercial or economic development theme.
- K. Signs carried by individuals while standing, sitting, or traveling along any

public sidewalk or other public property not to exceed two square feet. Such signs may not be illuminated.

- L. Signs placed within community sports facilities as defined in Section 12.24.141.
- M. Construction signs are allowed on private property outside of the public right-of-way and any required clear vision triangle, with the following limitations:
 - 1. Residential Subdivisions. One sign, limited to a maximum of thirty-two square feet. May only be erected after approval of tentative map and must be removed immediately upon the close of escrow of the sale of the last lot. The maximum height shall be eight feet.
 - 2. Multiple-family Residential. One sign, not exceeding twenty-four square feet in area, may be placed on property upon which an apartment building is under construction or for which a site plan has been approved. Such sign shall be subject to removal when the vacancy rate is reduced to twenty-five percent or less. The maximum height shall be five feet.
 - 3. Nonresidential Property. One sign per property not to exceed thirty-two square feet in area. The maximum height shall be five feet. The sign may not be illuminated. Such signs shall not be erected prior to the commencement of construction or grading and shall be removed upon first issuance of an occupancy certificate for the building(s).
- N. Future Tenant Signs. One future tenant identification sign per business or use shall be permitted not to exceed thirty-two square feet in area. A future tenant identification sign listing the name of future tenants, responsible agent or realtor, and identification of the specific complex shall be encouraged. Said sign is permitted until such time as a certificate of occupancy is issued for the building(s). The maximum height shall be five feet. The sign may not be illuminated.
- O. Real estate for sale or rental signs provided they are not located in the public right-of-way.
- P. Directional signs whose function is guiding traffic, parking, and loading on private property, with no advertising/commercial message. **Maximum of one sign per driveway.** Sign area is limited to a maximum of six square feet per sign **and a maximum height of 4 feet if freestanding.**

Exceptions to standards regarding copy, quantities, sign area, and height may be allowed for larger sites with multiple buildings, tenants, and/or driveways as a directional sign program approved by the Planning Commission through the approval of a Uniform Sign Program.

- Q. Nameplates identifying (and copy limited to) the address of the building, property, or tenant to a maximum of one square foot per sign. Nameplates may only be lit by either an indirect light (e.g., porch light) source, low-wattage spotlight without glare to the adjoining property, or internal light source with opaque (non-transparent) background. **The signs may be combined into one single tenant directory at the shared entrances of a multi-tenant building subject to the approval of a sign permit by the Director if attached to a building wall and the approval through a Uniform Sign Program by the Planning Commission if not attached to a building wall.**
- R. Political signs complying with the following regulations:
1. Individual political signs shall not exceed thirty-two square feet in total area.
 2. Political signs shall not be placed sooner than one hundred days prior to the date of the election to which such sign relates. Political signs originally placed for a primary election may remain in place if such signs also relate to the next general election.
 3. All political signs shall be removed not later than ten days following the date of the election to which such sign relates. Political signs existing on property longer than ten days following the election to which such sign relates shall be deemed abandoned and a nuisance and shall be abated pursuant to Title 8 of this code.
 4. No political sign shall exceed an overall height of twelve feet from the finished grade.
 5. No political sign shall be placed in a manner that obstructs visibility of pedestrian or vehicular traffic or that poses a public safety or health hazard; such signs are deemed to be public nuisances and shall be removed in accordance with Title 8 of this code.
 6. No political sign shall be placed or fixed to any publicly owned tree, fence, or utility pole within the public right-of-way or otherwise posted on any public property. Placement of such political signs shall be deemed a public nuisance pursuant to California Government Code, Section 38773.5 and shall be subject to summary abatement.
- S. Grand Opening Signs. One grand opening sign per business or use shall be allowed, not to exceed thirty-two (32) square feet in area. Said sign is permitted for a maximum of forty-five (45) days after occupancy is issued

for the business or use by the City. The maximum height shall be five feet. The sign may not be illuminated.”

T. Murals, subject to approval by the City Council after advisory review by the Design Review Committee and Planning Commission.

(Ord. 0-02-08 § 2 (part), 2008; Ord. O-05-11 § 4, 2011)

18.50.070 - Prohibited signs

It shall be unlawful to erect, and no permit shall be issued, for any of the following signs:

- A. Any sign not specifically in accordance with the provisions of this chapter;
- B. Signs painted or mounted on roofs or placed above the roof line (except for **roof parapet walls and** mansard roofs);
- C. Animated signs and flashing signs, with the exception of time and temperature signs and electronic reader signs;
- D. Commercial flags, pennants, banners, balloons or other paraphernalia composed of paper, cloth or other flexible material, unless otherwise permitted;
- E. Signs which rotate, move, reflect, blink or incorporate elements that do so, except time and temperature signs and electronic reader signs;
- F. Off-premise advertising displays (billboards), except as otherwise provided;
- G. Signs placed on the public right-of-way or affixed to an element or structure on the public right-of-way, except where required by a governmental agency or permitted as part of kiosk sign program;
- H. Portable signs, including A-frame signs, unless otherwise permitted;
- I. Inflatable balloon signs, including, but not limited to individual balloons, balloon strings, and other inflatables made of a flexible material and inflated so as to be lighter than air, except when part of a bona fide special event approved through a Special Events Permit;
- J. “Can signs,” except logos **as allowed by Section 18.50.100;**
- K. “Pole signs” and other freestanding signs constructed with a single

supporting pole that is not covered with architectural cladding or other covers so as to appear as a solid base or structure, **or supported by one or more structural elements that are less than one-fourth the width of the sign face;**

- L. Signs made of paper and placed on the exterior of a building and handwritten signs/flyers placed in windows;
- M. Signs located in the public right-of-way or located on a publicly owned tree, fence, or utility pole or otherwise posted on public property;
- N. Signs made of neon, except that neon tubing may be used as a source of illumination, provided it is behind the face of the sign;
- O. Signs affixed to vehicles where the primary purpose of the vehicle is advertising. This does not apply to signs maintained on vehicles when such advertising is incidental to the primary purpose for which the vehicle is being used (e.g., delivery service) or is required by state or federal law (e.g., contractor's license number);
- P. Signs exceeding two square feet in area carried by individuals while standing, sitting or traveling along any public sidewalk, or other public property or any private property when visible from a public right-of-way; and
- Q. Signs attached to light standards unless part of a uniform sign program;
- R. Beacons, except when part of a bona fide special event approved through a Special Events Permit;
- S. Year-round promotional signs, except as allowed by subsequent ordinance.
- T. Painted signs, not including temporary window signs or murals approved by the City, or as allowed by an approval of Sign Review by the Planning Commission.**

(Ord. 0-02-08 § 2 (part), 2008; Ord. 0-05-11 § 5, 2011)

18.50.080 - General development, maintenance, and removal provisions.

- A. Construction of Signs. Every sign and all parts, portions and materials shall be manufactured, assembled, and erected in compliance with all applicable state, federal and city regulations, including the city's adoption of the California Building Code.

- B. Maintenance of Signs. Every sign and all parts, portions and materials shall be maintained and kept in proper repair and condition as approved by sign permit. The display surface of all signs shall be kept clean, neatly painted, and free from rust, ~~and~~ corrosion, damage, and graffiti. Damage and graffiti will be repaired, replaced, recovered, refaced, or repainted with color matching paint and materials so as to produce the appearance that graffiti or damage never existed. Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other nonmaintained, ~~or~~ damaged, or graffiti portions of a sign shall be repaired or replaced within thirty days following notification by the city. Noncompliance with such a request will constitute a nuisance condition and zoning violation and will be enforced as such.
- C. Determination and Measurement of Sign Area.
1. General Area Calculation. Generally, the area of a sign shall be measured as the overall length of the sign times the overall height of each segment of copy or logo. When the sign is composed of individual letters applied to the building without a distinctive background (e.g., channel letters), the area of the sign shall be measured as seventy-five percent of the area of the sign copy (height of the letters times the length of each line of letters, e.g., length × height × seventy-five percent).
 2. Awning or Canopy Signs. Sign copy which is applied to an awning or canopy shall be computed at one hundred percent of the area within a single rectangle enveloping the sign copy.
 3. Freestanding Signs. Freestanding signs are to be computed as total height by the total length of the sign or signs which contain sign copy, excluding structure framework (e.g., post or column). The base of a freestanding sign is not part of the sign when of wood or masonry.
 - a. For double sided freestanding signs, only one side of the sign shall be used to make the calculation.
 - b. For three sided signs, only the side with the largest sign area shall be used to make the calculation.
 - c. For four sided signs, the area shall be calculated by the greatest distance between the area of two sides.
- D. Measurement of Sign Height. Sign height shall be measured from the upper most part of the sign used in determining the area of the sign to the lowest elevation at the base of the sign. For freestanding signs, the sign structure may project above the upper most part of the sign used in determining the area of the sign by a maximum of ten percent of the sign height.
- E. Setback and Spacing of Freestanding Signs.

1. The minimum setback distance for freestanding signs shall be measured from back of the public right-of-way or side of a driveway, unless an encroachment permit is granted. All freestanding signs shall be located outside of the public right-of-way **at least 3 feet from any property line** and any required clear vision triangle.
 2. The minimum spacing distance between permanent freestanding signs, excluding on-premise directory signs, should be fifty feet, **including distance from signs on other properties**. The designated approving authority will review the proposed location on a case-by-case basis to ensure the sign is located outside the required clear vision triangle and does not otherwise inhibit motorist safety.
- F. Sign Removal or Replacement. **A sign that consists of a can or panel shall be provided with a solid white opaque covering or other method acceptable to the Director within thirty days following cessation of the business which uses the sign.** 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.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.090 - Design standards

The following criteria shall be utilized for permanent advertising displays and signs, and shall not be construed to govern the design of temporary promotional or political signs.

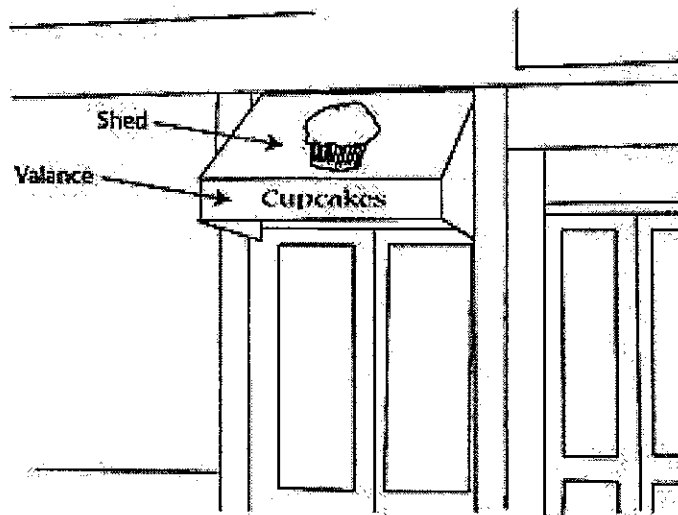
- A. General Design Standards.
1. Architectural Style. Each sign shall be designed to be compatible with and relate to the architectural style of the main building or buildings upon the site where such sign is located. Each sign shall also be compatible with the style and character of the existing improvements upon the lots adjacent to the site. Signs located on commercial sites but in a predominately residential area shall be designed to be compatible with such residential area and unobtrusive.
 2. Relationship to Buildings. Signs located upon a lot with one main building or several buildings shall be designed to incorporate at least one of the predominant visual elements of such building or buildings, such as type of construction materials, color, or other design detail.
 3. Color. The color(s) of a sign should be harmonious and complementary to the colors of the building on or near which it is to be located. Fewer colors will generally produce the most attractive sign.

4. Letter Style. The letter style to be used on a sign should also be compatible with the architectural style of the building. For example, simple block letters are generally most compatible with the Spanish style buildings. For those buildings that have been recently constructed and having no particular architectural style, simpler letter styles are desirable.
5. Sign Materials. The goal of sign design is to maintain moderate, attractive, and compatible styling so as not to conflict or distract from the architectural character of the area. The choice of materials shall be left to the discretion of the applicant, subject to the recommendations of the ~~community development~~ **development services** director, the provisions of this chapter and the approval of the city.
6. Relationship to Other Signs. Where there is more than one sign on a site or building, all permanent signs displaying a commercial message shall have designs that similarly treat or incorporate the following design elements:
 - a. Letter size and style of copy;
 - b. Shape of total sign and related components;
 - c. Type of construction materials;
 - d. Sign/letter color and style of copy;
 - e. Method used for supporting sign (e.g., wall or ground base); and
 - f. Location.
7. Sign Illumination. 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:
 - a. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign;
 - b. 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;
 - c. 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;

- d. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices;
 - e. Reflective type bulbs and incandescent lamps that exceed fifteen 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
 - f. Light sources shall utilize energy efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations (California Building Standards Code).
8. For increased readability, the city encourages the use of light or translucent sign copy on dark and nontranslucent background or sign field.
9. The maximum coverage of copy allowed on a sign shall be eighty percent of the sign face.
- B. Design Standards for Special Sign Types.**

- 1. **Awning and Canopy Signs.** Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied, as follows:
 - a. Lettering shall be allowed on awning valances only and shall not exceed eight inches in height. Logos, symbols, and graphics that do not include text may be allowed on the shed (slope) portion of an awning and shall not exceed four square feet in area for each awning. See Figure 18.50-4 (Awning and Canopy Sign).

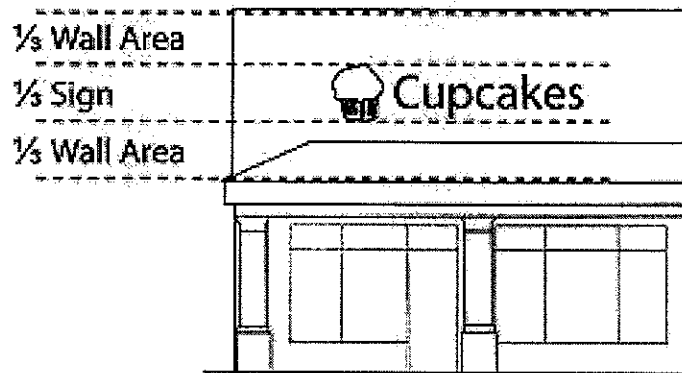
Figure 18.50-4: Awning and Canopy Sign



- b. Lettering shall be located within the middle seventy percent of the valance area.
 - c. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
 - d. Awning signs shall only be allowed for first and second story occupancies.
 - e. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
 - f. Awnings shall be regularly cleaned and kept free of dust and visible defects.
 - g. The style of the awning/canopy shall complement the architectural style of the building to which it is attached. Awnings should generally have a simple horizontal valance if located over rectangular or square window/door openings. Domed or barrel shaped awnings are appropriate for buildings with arched window/door openings.
2. Blade/Bracket Signs.
- a. Location. Blade or bracket signs shall be placed only on ground floor facades, except for businesses located above the ground level with direct exterior pedestrian access.
 - b. Height. The lowest point of a blade or bracket sign shall be a minimum of eight feet above grade.
 - c. Projection. The sign may project a maximum of four feet from the building.
 - d. Sign Structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
 - e. Encroachment. Blade or bracket signs may not encroach into the public right-of-way or be located above it, or into city-owned property.
3. Building Attached Wall Signs.
- a. Wall signs shall be compatible with the predominant visual architectural elements of the building facade.
 - b. Place wall signs to establish facade rhythm, scale, and proportion where such elements are weak. In many existing buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

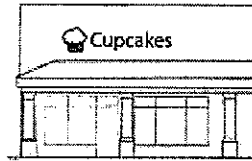
- c. Utilize a consistent proportion of signage to building scale, such as one-third text to two-thirds wall area or one-fourth text to three-fourths wall area. See Figure 18.50-5 (Text Scale). **Parapet roof or mansard roof signs may be allowed with review and approval by the Planning Commission only if building does not provide adequate surface area for wall signs.**

d. Figure 18.50-5: Text Scale

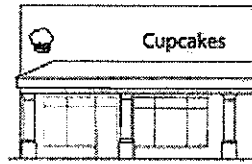


- d. Wall sign raceways shall be concealed from public view (e.g., within the building wall or painted to match the exterior color of the building where the sign is located) or otherwise integrated with the design of the sign and building so as to not detract from the architectural character of the building.
- e. Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright. Light shall either be directed down or in such a way that it does not cause light trespass or glare onto adjoining property or the public right-of-way.
- f. Can-type signs are prohibited. Channel letters are preferred. **Channel letters shall be made of a durable material. Foam material is not allowed.** Channel letters may not utilize gold-colored (or a shade of gold) trim cap.
- g. If a tenant's signage on one facade is made up of multiple elements (e.g., logo and text), locate, and scale the elements with relationship to each other. See Figure 18.50-6 (Multiple Element Signs).

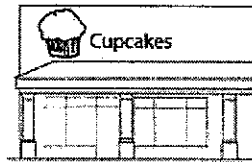
Figure 18.50-6: Multiple Element Signs



Encouraged: Logo relates to lettering as part of the overall design.



Discouraged: Logo is unrelated to lettering based on spacing of components



Discouraged: The logo and lettering are of disproportionate scales

4. Electronic changeable copy signs reader signs
- a. Electronic changeable copy signs shall be permitted as part of a freestanding sign located along a freeway right-of-way or a major arterial, as defined by the Master Plan of Streets and/or the General Plan Circulation Element, or on the site of a public facilities, educational facilities, or other civic institutions, including religious uses provided such electronic reader sign is integrated within the design of the greater freestanding sign.
 - b. Changeable copy face shall not exceed more than two-thirds of the proposed sign area, with the remainder permanent text.
 - c. The changeable copy of signs within 660 feet of a freeway centerline shall not change more than once every six (6) seconds with one second intervals between displays with no display.
 - d. The changeable copy of signs not within 660 feet of a freeway centerline shall not change more than once every sixty (60) seconds.
 - e. Time and temperature display, of at least six seconds, shall be required to appear during every two minutes of operation.
 - f. Public service messages shall be accommodated at no additional charge, and constitute 10 percent of the messages displayed during each one-hour period. These public service messages are in addition to the required time and temperature displays. The City shall have authority to review and approve public service messages.

- g. Electronic changeable copy signs shall automatically adjust the brightness of illumination between night and day.
- h. Electronic changeable copy signs may not identify commercial uses/contain commercial message for uses not located on the same site as the sign. Otherwise, they are considered off-premise signs and are prohibited by this code.

5. Freestanding Signs.

- a. Monument and pylon signs are **allowed, subject to setback and spacing requirements in Section 18.50.080.E,** preferred over pole signs because they can be more fully integrated in to the overall development design. ~~In fact,~~ pole signs are specifically prohibited. Pylon signs shall be constructed with architectural cladding or similar material covering the supporting framework so they are architecturally integrated with the rest of the sign.
- b. Voids between the sign face and the sign structure are prohibited. Either the sign face shall utilize the full width of the sign structure or coverings that are architecturally consistent with the rest of the sign shall be used to fill any voids. The intent is to have the sign be fully architecturally integrated.
- c. Materials and design for freestanding signs shall be complementary to the materials and design of the buildings for the related development. For example, if the facade of the building is made of brick or brick veneer, a complementary freestanding sign would also include brick.
- d. Landscaping shall be provided at the base of the sign equal to the area of the sign. Landscaping shall be complementary to and designed in concert with the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way.
- e. The minimum letter height on a freestanding sign shall be twelve inches. For freeway freestanding signs the minimum letter height shall be twenty-four inches. The intent is to limit the clutter of text on the sign and increase readability for the motoring public, thereby providing for public safety. **Monument and pylon signs shall contain the main address number or range of numbers of the site in minimum 12-inch high letters and this area shall not be counted towards the maximum sign area. Deviations from letter height requirements may be approved through a Uniform Sign Program by the Planning Commission.**
- f. The maximum letter height on a freestanding sign shall be thirty-two inches. For freeway freestanding signs the maximum letter height shall be forty-eight inches. The intent is to limit the negative visual impact of large text size.

- g. Freeway freestanding signs shall include city identification copy consisting of the text “City of Colton” with letter height proportional to overall sign size, or otherwise identify “Colton” on the sign. ~~the city logo within the top one-thirds of the sign.~~ The intent is to help identify the site as being located within the city of Colton. The city identification copy ~~logo area~~ shall not be counted towards the total sign area and shall be exempted from the height maximum. The city identification copy ~~logo~~ shall be illuminated at night. This requirement may be waived by the approving authority, at its discretion, if it is determined that city identification of adequate size is provided on other signs within 400 feet of the proposed sign.
6. ~~Marquee or~~ Changeable Copy Sign, non-electronic. These types of signs shall be considered to be the same as any other type of sign and shall be regulated by their location, i.e., if located on a wall, they shall be deemed wall signs and the changeable copy portion shall not exceed more than one-half the proposed sign area.
7. Menu Board. One (1) single-face freestanding or wall sign oriented towards an approved drive-through lane containing menu or other list of products with a maximum sign area of 32 square feet and maximum height of 6 feet.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.100 - Allowed permanent on-premise sign standards.

Table 18.50-2 lists the development standards for all on-premise signs based on use type and zoning district, as well as allowed sign type. As identified in Section 18.50.040, a sign permit is required before any of the sign types listed herein are installed, erected, or otherwise established. The intent of the sign permit is to ensure that the development standards listed are adhered to. Only those signs that may be permitted are listed. Regulations for temporary promotional on-premise signs are listed in Section 18.50.110. Regulations for off-premise signs are listed in Section 18.50.120. The following general rules/standards apply to permanent signs regulated in this section:

- A. Building signs are those signs that are permanently attached to a building (e.g., wall signs, awning/canopy signs, blade/bracket signs). Only one type of building sign (wall, awning/canopy, blade/bracket) is allowed per establishment.
- B. Illumination standards refer to whether or not the sign may be illuminated and how. Signs that may be illuminated may be done so by "indirect or background" (indirect light source, low-wattage spotlight, or internal light source with opaque, nontransparent background) or by any method that minimizes glare onto neighboring residential property and the public right-of-way.

Table 18.50-2: Allowed Permanent On-Site Sign Standards

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Sign Type	Maximum Number Permitted	Maximum Area	Maximum Height	Illumination Allowed	Other Standards/ Notes
Residential Signs (RE and R-1 Zones)					
Wall sign	1 / home	6 sf	Roofline	No illumination	Multiple-family Residential Signs (R-2, R-3, RE, and C-1 Zones)
Wall sign, project identification	1 / frontage, either type	6 sf	Roofline	Indirect or background	
Freestanding sign, project identification		6 sf	8 ft	Indirect or background	
Wall sign, tenant	1 / tenant	4 sf	Roofline	No illumination	
Nonresidential Signs ¹					
Wall sign	1 / public frontage for storefront tenants with an exclusive exterior entrance.	30% of wall area three (3) square feet per one lineal foot and 70% wall length	Roofline	Indirect or background	(2) (7) (8)
Freestanding Monument sign	1 / street frontage ³	50 sf	6 ft	Indirect or background	(3) (5) (9)
Freestanding Pylon sign		50 sf	20 ft	Indirect or background	(3) (5) (9)
Window sign	1 / establishment	20% of window area	-	No illumination	
Freestanding sign, freeway oriented, pylon	1 / site w/ minimum 150 ft freeway frontage	325 sf ⁴	50 ft ⁵	Indirect or background	(4) (5) (6)

Editor's note— Notes:

Editor's note— 1. All nonresidential properties shall be limited to a maximum of one of each sign type per property/development, except as otherwise provided. For **example** instance, a site may have a maximum combination of one wall sign, one freestanding sign, and one window

~~sign. As part of a sign permit approval, an applicant may request and be granted, at the discretion of the designated approving authority, substitution of one sign type for another. For instance, a site may trade the allotted window sign for an additional freestanding sign, provided all development standards of this chapter are complied with. In no instance may an establishment have both an awning/canopy sign and a blade/bracket sign or an awning/canopy sign and a wall sign. Only one type of building sign (wall, awning/canopy, blade/bracket) is allowed per establishment.~~

Editor's note— 2. Maximum letter height allowed is twenty-four inches, except for signs for an individual tenant with public entrances along a public frontage of 100 feet or greater of lineal feet shall be allowed letter height up to 36 inches. Logos and graphics shall not exceed three feet by three feet. Logos greater than 3 feet by 3 feet are not allowed as standard can signs with shapes similar to rectangles, but may be approved as contoured cabinet signs if unless. the logo serves as a single sign for the establishment, in which case the underlying maximum sign area prevails.

Editor's note— 3. Applicant may choose one type or the other but is limited to one freestanding sign per street frontage, except as otherwise provided; however multi-tenant centers on sites greater than four acres in size or with more than three hundred linear feet of frontage per street may increase the sign face area of each sign to a maximum of 100 square feet and have one additional freestanding sign above the otherwise allowed maximum.

Editor's note— 4. Signs which only include logo copy and do not include text may exceed the maximum sign area to a maximum of three hundred sixty sf.

Editor's note— 5. Sign height shall be measured from the finish grade of the freeway or adjacent roadway.

Editor's note— 6. Applies to properties which are adjacent to a freeway or are only separated from a freeway by a public or quasi-public right-of-way or easement. The design and character of the sign must be consistent with the standards for pylon signs. Freeway oriented signs may not identify commercial uses/contain commercial message for uses not located on the same site as the sign. Otherwise, they are considered off-premise signs and are prohibited by this code.

Editor's note— 7. For multiple-tenant buildings or parts of buildings with tenants without exclusive exterior entrances, the building/site name or name of one on-site tenant as a building identification sign may be permitted by right, with additional signage may be permitted for a maximum of four tenants without exclusive exterior entrances on a multiple-story office building subject to review of a Uniform Sign Program by the Planning Commission.

Editor's note— 8. Parapet roof or mansard roof signs may be allowed with review and approval by the Planning Commission only if building does not provide adequate surface area for wall signs.

Editor's note— 9. Copy on freestanding signs, in addition to building/site name and address, shall be limited to that related to tenants with exclusive exterior entrances and with installed wall signs, except for monument signs approved by the Planning Commission through an Uniform Sign Program allowing copy for tenants without exclusive exterior entrances subject to all applicable standards.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.110 - Allowed temporary promotional on-premise sign standards

This section describes standards for temporary promotional on-premise signs. These signs require the issuance of a temporary sign permit as described in Section 18.50.040. The development standards for temporary signs are listed in Table 18.50-3. The following general rules/standards apply to all temporary promotional signs:

- A. Time Duration. Display periods for temporary promotional signs shall be limited to a maximum of sixty (60) days, continuous or non-continuous, within a 180-day period not to exceed a total of 120 days within a 360-day period.
- B. Illumination. No temporary promotional signs may be illuminated by lighting exclusively designed for the temporary promotional sign.
- C. Encroachment. Temporary promotional signs shall not encroach on or above the public right-of-way or be attached to utility poles, traffic signal, utility cabinets and street sign posts.
- D. Obstruction. Temporary promotional signs shall not obstruct required paths, driveways, crosswalks, walkways for pedestrians and vehicles and views of vehicular traffic, including sight distances for vehicular traffic at corners.
- E. Maintenance. Temporary promotional signs shall be maintained in good condition and free of tattering or tearing.

Table 18.50-3: Temporary Sign Standards

Use Type	Maximum Temporary Number	Maximum Area	Maximum Height
Single-family Residential Dwelling	1 / dwelling	6 sf	5 ft freestanding; roofline wall
Multiple-family residential dwelling	1 / dwelling	4 sf	5 ft freestanding; roofline wall
Multiple-family residential, apartment	1 / complex	4 sf	5 ft freestanding; roofline wall

rental			
Nonresidential	1 / business	32 sf total; 20% of window space if located in window	5 ft freestanding; roofline wall

(Ord. 0-02-08 § 2 (part), 2008; Ord. O-05-11 § 6 (part), 2011)

18.50.120 - Allowed off-premise signage

A. Generally, all new off-premise commercial message signage is prohibited within the city. Existing off-site commercial message signs (e.g., billboards) are considered nonconforming signs as regulated by Section 18.50.140. However, under the city's authority and capacity as proprietor of city property, the city has created a program for off-premise signage kiosks for certain uses and activities of city-wide benefit and interest. For purposes of this section, "city-wide benefit and interest" shall mean those uses or activities that, individually, generate significant revenue for the city. Additionally, such uses shall have a minimum total of one thousand feet lineal public street frontage.

Such program is adopted by resolution and may be updated from time-to-time as deemed necessary and appropriate by the city council. The program shall, at a minimum, specify the following:

1. ~~A.~~ Uses which qualify for the off-premise signage kiosk program;
2. ~~B.~~ Development standards, design, and allowable copy for off-premise signage kiosks;
3. ~~C.~~ Allowable locations for the kiosks;
4. ~~D.~~ A process for determining which businesses, developments, and other uses are allowed to be listed in the kiosks;
5. ~~E.~~ An administration process for the program, including establishment of a fee schedule;
6. ~~F.~~ Any other element of the program deemed necessary and appropriate by the city.

(Ord. 0-02-08 § 2 (part), 2008)

B. **Pursuant to Business and Professions Code, Section § 5412, the City Council is authorized to enter into relocation agreements with off-premises display owners on whatever terms are agreeable to the display owner and the City.**

18.50.130 - Amortization of off-premise and outdoor advertising displays.

The city shall comply with all provisions of the California Business and Professions Code regarding amortization and removal of existing off-premise and outdoor advertising displays and billboard signs.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.140 - Nonconforming signs.

- A. All signs which do not meet the requirements of this chapter but which have been previously approved by the city and issued a lawful permit shall be deemed nonconforming signs and shall either be removed or brought up to code when a substantial alteration to the sign is made (e.g., a new sign permit is required). For purposes of this section a "substantial alteration" shall be defined as repair or refurbishing of any sign that alters its physical dimensions, height or replaces any integral component including, but not limited to alterations to exterior cabinets, bases or poles. **Substantial alteration shall not include the replacement of individual panels on a can or cabinet sign when the exterior boundaries of individual cans or cabinets are not replaced or altered.** In addition, substantial alteration shall also include any repair or refurbishing of sign that exceeds fifty percent of the depreciated value, **as determined by the City,** of the sign and structure, but excepting customary maintenance. "Customary maintenance" shall be defined as any activity or work performed for the purpose of actively maintaining the sign in its existing approved physical configuration and size dimensions at the specific location approved by the city and includes the following:
1. Repainting the sign text, cabinet or other component of the sign without changing the advertising message; or
 2. Routine replacement of border and trim with substantially the same colors and materials.
- B. A nonconforming sign may continue to be used, provided no additions or enlargements are made thereto and no structural alterations are made therein, except as permitted for customary maintenance in subsection A of this section. If said nonconforming sign is destroyed or removed, or ceases to be used for the use in existence as of the effective date of the ordinance codified in this chapter, every future sign shall be in conformance with the provisions of this chapter.
- C. It shall be the responsibility of the owner of any premises containing a nonconforming sign (including a sign painted directly upon the surface of a structure) to remove said nonconforming sign within ninety days of cessation of business at that location.
- D. The city shall comply with all provisions of the California Business and Professions Code, Section 5490 et seq., regarding enforcement and removal of on-premise advertising displays and signs and California Business and Professions Code, Section 5400 et seq., regarding enforcement and removal of off-premise advertising displays and signs.

(Ord. 0-02-08 § 2 (part), 2008)

18.50.150 Banners and pennants on City-owned utility poles.

Notwithstanding Section 18.50.070, the City of Colton may install banners and/or pennants on City-owned utility poles. The City Manager shall establish a written program to regulate the installation of banners and pennants on City-owned utility poles. Banners and pennants shall be installed in compliance with the program established by the City Manager. Noncommercial flags may be installed by the City of Colton without compliance with a banner program.”

(Ord. O-05-11 § 7, 2011)