

Chapter 18.42: Signs

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18.42.010 Purpose

The general and specific purposes of the sign regulations are:

- A. To encourage the effective use of signs as a means of communication in the City.
- B. To maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth.
- C. To improve pedestrian and traffic safety.
- D. To minimize the possible adverse effect of signs on nearby public and private property.
- E. To enable the fair and consistent enforcement of these sign restrictions.
- F. To establish a permit system to allow a variety of types of signs in commercial and industrial zones and a limited variety of signs in other zones subject to the standards and the permit procedures of this ordinance.
- G. To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located subject to the substantive requirements of this ordinance, but without a requirement for permits.
- H. To prohibit all signs not expressly allowed by this ordinance.
- I. To provide for the enforcement of the provisions of this ordinance.

- J. To regulate the size, type, and location of signs.
- K. To require a permit to ensure the proper application of the Sign Ordinance.
- L. To establish reasonable fees to offset costs associated with each sign application review, sign enforcement, and sign regulation.
- M. To require a site plan and elevation(s) that illustrate and explain the requested signage and its proposed location.
- N. To address aesthetic concerns and encourage advertising signs to complement architectural features.
- O. To avoid sign clutter.
- P. To encourage sound signing practices as an aid to business.
- Q. To protect the public health, safety, and welfare by prohibiting certain signs that may contribute to blight because the overt sexual nature of the signs has a deleterious effect on surrounding properties.

18.42.020 Applicability and Permitting Process

A sign may be erected, placed, established, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions, and other requirements of this ordinance.

- A. **Permit Required.** No sign shall be erected, placed, displayed, enlarged, or altered within the City unless provided for by this chapter by permit, exemption, or specific regulation.
- B. **Properties Within the Boundaries of a Specific Plan.** Refer to the applicable specific plan for additional sign specifications and regulations, if any.
- C. **Administrative Sign Permits.** This section establishes the procedures for the application and approval of administrative sign permits as required for certain signs described in Schedule 18.42.030-B.
 - 1. **Authority of Director.** The Director shall review and approve or disapprove applications for administrative sign permits. The Director may refer approval of applications to the Board of Administrative Review.
 - 2. **Application.** An application for an administrative sign permit, accompanied by the required fee, shall be filed with the Director in prescribed form and shall be accompanied by a site plan, sign elevations, sign copy, lighting plan (if appropriate),

landscape plan (for pole and monument signs only), and any other information deemed necessary by the Director to evaluate the request.

3. **Required Findings.** The Director shall approve the application as it was applied for or in modified form if, on the basis of the application and review of site and surrounding circumstances, the Director finds:
 - a. The proposed sign will not be injurious or detrimental to the property or improvements in the neighborhood.
 - b. The proposed sign will not be injurious or detrimental to the general welfare of the city.
 - c. That the proposed sign will not be inconsistent with the goals and policies established by the General Plan.
- D. **Conditions.** In granting the administrative sign permit, the Director may impose such conditions or may modify the original request as deemed necessary to implement the General Plan; achieve consistency with this section; ensure compatibility with surrounding properties and properties with similar uses; reduce or eliminate signage that does not conform with this chapter; and preserve the public health, safety, and welfare.
- E. **Determination by Director.** Within 10 working days of receipt of a complete application, the Director shall make a determination to deny, approve, or conditionally approve the administrative sign permit or refer it to the Board of Administrative Review for a public hearing. If the application is referred to the Board of Administrative Review, notification and determination of the Board of Administrative Review hearing shall be as set forth in Chapter 18.11, Common Procedures. At the discretion of the Director, a copy of the decision to approve an administrative sign permit may be sent to property owners abutting the property.
- F. **Appeal Procedure.** An administrative sign permit shall become effective at the end of the 10-day appeal period unless appealed. Appeals shall be resolved in accordance with the provisions established in Chapter 18.11, Common Procedures.
- G. **Hearing.** The appropriate body shall hear the appeal at the time and place set forth in said notice and may continue said hearing from time to time for the purpose of considering further evidence. Not more than 14 calendar days following the close of the hearing, a decision shall be rendered. The findings and decision may be appealed as set forth in Chapter 18.11, Common Procedures.
- H. **Revocation.** Revocation of an administrative sign permit shall be in accordance with procedures established in Chapter 18.11, Common Procedures.
- I.

18.42.030 General Standards

A. **Maximum Sign Area for Each Lot.** Except in the "RL," "RE," "RS," "RM," and "PF" Districts, the maximum sign area for each lot shall be based on the scaled relationship between the lot's street frontage and area in accordance with the sign-area limitations of the lot's zoning district as established in Schedule 18.42.030-A. The most restrictive of the lot's frontage and area shall determine the maximum sign area for the entire lot. The mathematical expressions for determining this area shall be as follows: starting with a street frontage of 50 feet and area of 6,500 square feet, for each 20 feet of additional street frontage (on the same street) together with each 2,000 square feet of lot area, additional increments of sign area according to the zoning districts noted in the schedule shall be permitted to face any one adjacent street in any one direction provided that no sign or cluster of signs on the lot shall exceed the maximum sign area for any one sign as set forth in Schedule 18.42.030-B of this section. The incremental sign-area increases are uniform except for the "LO" and "GO" districts, where the increase ceases at a maximum sign area of 200 square feet for a lot with a frontage of 610 feet or an area of 62,600 square feet; thereafter, regardless of the frontage and lot area, the maximum sign area shall be 200 square feet. Ten percent of the allowable sign area per lot shall be reserved for temporary promotional advertising including banners and window-painted signs. Maximum sign area allowed in the residential and public facilities districts noted above shall be based on the allowable sign type/size as indicated in Schedule 18.42.030-B. The allowable type and size shall be established by administrative sign permit or, in the case of new development, by the site development permit or use permit required by Chapter 18.36.

**Increments of Additional Sign Area According to Zoning
(See Schedule 18.42.040-A)**

District	Additional Sign Area Increment
LO	3 square feet
GO	5 square feet
NC and GI	5 square feet
HI and HC	15 square feet
SC, RC, and GC	20 square feet

Notes:

- ¹ "Street Frontage" does not include streets or State highways from which the property cannot take legal access. This includes Interstate 5 and its on-/off-ramps; State Routes 299, 44, and 273; and local streets where access rights have been waived.
- ² Multiple parcel shopping center and similar developments shall be considered a single parcel for the purpose of determining the maximum allowable sign area.
- ³ If the lot does not have street frontage, then the lot-area column of Schedule 18.42.030-A shall be used to determine the maximum sign area per lot.

Schedule 18.42.030-A Maximum Total Sign Area Per Lot Based on Lot Area and Street Frontage

Maximum Total Sign Area Per Lot Based on Lot Area and Street Frontage

Area Determinants		Zoning Districts/Maximum Sign Area (ft ²)				
Street Frontage (ft)	Lot Area (ft ²)	LO	GO	NC	HC GI HI	SC RC GC
50	6,500	30	60	90	125	175
70	8,500	33	65	95	140	195
90	10,500	36	70	100	155	215
110	12,500	39	75	105	170	235
130	14,500	43	80	110	185	255
150	16,500	45	85	115	200	275
170	18,500	48	90	120	215	295
190	20,500	51	95	125	230	315
210	22,500	54	100	130	245	335
230	24,500	57	105	135	260	355
250	26,500	60	110	140	275	375
270	28,500	63	115	145	290	395
290	30,500	66	120	150	305	415
310	32,500	69	125	155	320	435
330	64,500	72	130	160	335	455
350	36,500	75	135	165	350	475
370	38,500	78	140	170	365	495
390	40,500	81	145	175	380	515
410	42,500	84	150	180	395	535
430	44,500	87	155	185	410	555
450	46,500	90	160	190	425	575
470	48,500	93	165	195	440	595
490	50,500	96	170	200	455	615
510	52,500	99	175	205	470	635
530	54,500	102	180	210	485	655
550	56,500	105	185	215	500	675
570	58,500	108	190	220	515	695
590	60,500	111	195	225	530	715
610	62,500	114	200	230	545	735
630	64,500	117	200	235	560	755
650	66,500	120	200	240	575	775
670	68,500	123	200	245	590	795
690	70,500	126	200	250	605	815
710	72,500	129	200	255	620	835

Area Determinants		Zoning Districts/Maximum Sign Area (ft ²)				
Street Frontage (ft)	Lot Area (ft ²)	LO	GO	NC	HC GI HI	SC RC GC
730	74,500	132	200	260	635	855
750	76,500	135	200	265	650	875
770	78,500	138	200	270	665	895
790	80,500	141	200	275	680	915
810	82,500	144	200	280	695	935
830	84,500	147	200	285	710	955
850	86,500	150	200	290	725	975
870	88,500	153	200	295	740	995
890	90,500	156	200	300	755	1,015
910	92,500	159	200	305	770	1,035
930	94,500	162	200	310	785	1,055
950	96,500	165	200	315	800	1,075
970	98,500	168	200	320	815	1,095
990	100,500	171	200	325	830	1,115
1,010	102,500	174	200	330	845	1,135
1,030	104,500	177	200	335	860	1,155
1,050	106,500	180	200	340	875	1,175
1,070	108,500	183	200	345	890	1,195
1,090	110,500	186	200	350	905	1,215
1,110	112,500	189	200	355	920	1,235
1,130	114,500	192	200	360	935	1,255
1,150	116,500	195	200	365	950	1,275
1,170	118,500	198	200	370	965	1,295
1,190	120,500	200	200	375	980	1,315
1,210	122,500	200	200	380	995	1,335
1,230	124,500	200	200	385	1,010	1,355
1,250	126,500	200	200	390	1,025	1,375
1,270	128,500	200	200	395	1,040	1,395

B. Maximum Sign Area and Illumination for Each Type of Sign by Zoning District.

The maximum sign area, per sign, for each type of sign shall be based upon Schedule 18.42.030-B. This schedule indicates whether or not a permit is required by letters "P," meaning an Administrative Sign Permit is not required, and "ASP," meaning approval of an Administrative Sign Permit is required. Refer to the following sections for regulations on each type of sign:

1. *Definitions* — Chapter 18.61:
2. *Maximum number of pole, monument, and shopping center identifier signs per lot* — Subsection E of this chapter.
3. *Standards for certain types of signs* — Section 18.42.040 of this chapter;
4. *General sign construction standards* — Section 18.42.060 of this chapter;

Note: The maximum area for each sign type in the "PF" District shall be determined by administrative sign permit or, in the case of new development, by the site development permit or use permit required of the proposed development.

Schedule 18.42.030-B: Maximum Sign Area and Illumination for Each Type of Sign by Zoning District

Sign Type	"RL" "RE" "RS"	"RM"	"LO"	"GO"	"NC"	"SC" "RC"	"GC" "HC" "CBD-SP" "UBD-SP" SGD-SP"	"GI" "HI"
	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP
Detached								
Monument	- / 32 ¹	32/-	20/-	32/-	35/90 ²	35/150 ²	35/90 ²	35/90 ²
Public and semipublic signs	35/90 ³	35/90 ³	35/90 ³	35/90	35/90	35/90	35/90	-
Pole	-	-	-	-	60/90	90/150	90/150	90/125
Shopping Center identifier	-	-	-	-	-	-/200 ⁴	-/200 ⁴	-
Accessory sign	-	-	6/-	6/-	6/20	6/20	6/20	6/-
Signs on Buildings or Canopies								
Mural (non-advertising)	-	-	-	-	-	300/301 or greater	300/301 or greater	-
Super graphic	-	-	-	-	-	200/400	200/400	-
Canopy, attached or freestanding (including gas station canopies)	-	-	20/-	30/-	30/-	35/-	35/-	35/-
Wall signs	12/24 ¹	20/40	20/40	25/50	75/-	200/250 ⁵	150/200 ⁵	150/200 ⁵
Projecting	-	-	-	-	20/-	30/-	30/-	-
Roof or Mansard mounted	-	-	-	-	60/-	60/90	60/90	-
Marquee	-	-	-	-	-	60/125	60/125	-

Redding Zoning Ordinance

Sign Type	"RL" "RE" "RS"	"RM"	"LO"	"GO"	"NC"	"SC" "RC"	"GC" "HC" "CBD-SP" "UBD-SP" SGD-SP"	"GI" "HI"
	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP	P/ASP
Public and semipublic signs	12/24 ³	12/24	12/24	12/30	60/75	60/90	60/90	60/90–
Off-Site Signs	See Sec. 18.42.080(H)							
Animated Signs								
Time and temperature	–	–	–	20/–	20/–	30/60	30/60	–
Rotating	–	–	–	–	–	–/90	–/90	–
Alternating flashers	–	–	–	–	–	–	–	–
Temporary Promotional Signs								
Banners (vinyl or canvas)	–	–	–	12/–	12/–	24/50	24/50	24/50
Off-site signs and displays for public service promotions				12/32	12/32	12/32	12–/32	12/32
Off-site real estate signs	–/32	–/32	–					
On-site real estate signs and construction signs	See Section 18.42.040 (O)	See Section 18.42.040 (O)	32/–	32/–	32/–	32/–	32/–	32/–
Balloons and dirigibles	–	–	–	–	–	See Sec. 18.42.040(B)	See Sec. 18.42.040(B)	–
Beacons and searchlights	–	–	–	–	–	P	P	–
Political Signs	12/–	12/–	12/–	32/–	32/–	32/–	32/–	32/–
Window-painted signs	–	–	–	100 up to 10% of total sign area/200 or 30%	75 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%	100 up to 10% of total sign area /200 or 30%

Notes:

¹ For religious, general and senior residential care, and commercial recreation facilities only. (If illuminated, signs may be externally illuminated only.)

² A monument sign up to 90 square feet may be erected in lieu of a pole sign subject to meeting the requirements of Section 18.42.040(E). Monument signs exceeding ninety square feet require approval of a Site Development Permit.

- ³ An Administrative Sign Permit is required if the sign was not approved in conjunction with tentative map or planned development approval.
- ⁴ A Use Permit is required for a shopping center identifier sign.
- ⁵ Cumulative wall signage on any one wall shall not exceed twenty percent of the wall area on which the signs are located.

C. Computation of Sign Height and Area

1. **Computation of Height.** The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of the existing grade prior to construction or the newly established grade after construction, exclusive of any filling, berm, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is more restrictive.
2. **Computation of Sign Area.** The sign area shall be measured as the area within the smallest perimeter that will enclose all the letters, figures, or symbols which comprise the sign, but excluding essential supports. For double-faced signs, the area will be the total of one side. For multi-faced signs, area will be the total of all faces. See also, 18.62.130, Measuring Sign Area.

D. Corner Signs. In addition to the setback requirements noted below, all detached signs shall not obstruct a clear view between heights of 3 feet and 10 feet in triangle formed by the corner and points on the curb 30 feet from the intersection or similar corner points within 20 feet of a driveway intersection.

E. Maximum Number of Detached Pole, Monument, and Shopping Center Identifier and Freeway Signs Per Lot (pole, monument, identifier, and freeway signs).

1. **Pole and Monument Signs.** Except as provided for in this section, each lot shall be limited to a maximum of one pole sign that may be supplemented with additional monument signs, meeting the standards of this chapter and the following provisions:
 - a. A monument sign may be substituted in place of a pole sign.
 - b. Interior lots with improved double street frontage and with multiple licensed businesses shall be limited to one pole or monument sign per frontage provided the signs have the same street orientation of the businesses they advertise. Street frontage does not include streets or State Highways from which the property cannot take legal access.

- c. Multiple street-frontage credit for additional monument signs shall not be applied to any one single frontage.
 - d. Each lot is allowed one monument sign for each street frontage provided there is not a pole already facing the frontage. Corner lots are allowed a combination of a monument sign and pole sign provided that there is at least a 50-foot separation between the signs.
 - e. Multi-parcel shopping centers and similar developments shall be considered a single property for the purpose of determining the number of allowed free-standing signs. Each shopping center of 50,000 or more square feet in floor area shall be limited to one monument sign for each 300 feet of improved street frontage provided that there is at least a 100-foot separation from any other detached, on-site sign; but in no case shall a shopping center be permitted to have more than a total of 3 monument signs or 2 monument signs and one pole sign.
2. **Shopping Center Identifier Signs.** Each shopping center consisting of at least fifteen acres in size or one hundred and fifty thousand square feet of enclosed retail floor area shall be limited to one detached pole identifier sign pursuant to standards of this chapter and the following provisions:
- a. Shopping centers with an identifier sign shall not be entitled to a pole sign or a freeway sign.
 - b. Shopping centers shall not be given credit for additional pole signs based on multiple street frontage..
 - c. Shopping center identifier signs shall require a use permit and may require final plan review approval by the Board of Administrative Review (Board) if referred by the Planning Commission.
3. **Freeway Signs.** Subject to obtaining a use permit pursuant to Chapter 18.14, no more than one freeway sign may be allowed on parcels located not more than five hundred feet from a freeway travel lane and not more than one thousand feet from an Interstate 5 freeway travel lane developed with a single-tenant building of at least one hundred thousand square feet of enclosed retail floor area or which are part of a shopping center site of at least fifteen acres in size or one hundred and fifty thousand square feet of total enclosed retail floor area pursuant to the standards of this chapter and the following provisions:
- a. For shopping centers comprised of multiple parcels, no more than one freeway sign shall be allowed within the center.
 - b. Where permitted by the decision making body for the use permit, freeway signs may be in addition to other freestanding signs on a parcel or within a shopping center.

- c. Freeway signs may require final plan review approval by the board if referred by the planning commission.
4. **Off-Site Pole/Monument Signs.** Two or more contiguous parcels, not located within a shopping center or similar cohesive development, may share a common pole or monument sign provided that an administrative sign permit is obtained. The sign may exceed the allowable size indicated in Schedule 183.42.030-B by up to fifteen percent; however, in such instances, the off-site parcel(s) shall reduce its maximum allowable sign area by the advertising area it occupies on the common sign and shall not be allowed an on-site pole or monument sign.

18.42.040 Standards for Certain Types of Signs

A. **Accessory Signs.** Accessory signs indicating prices, products, or services offered or signs with changeable copy (i.e., gas price) shall be incorporated into the design of approved wall or detached monument or pole signs. All other accessory signs shall be subject to the following regulations:

1. **Number.** Each lot is allowed two (2) detached accessory signs. Additional accessory-directional signs may be allowed by administrative sign permit.
2. **Size.** Each sign can be no more than six (6) square feet. Signs exceeding six (6) square feet may be allowed by administrative sign permit, but shall not exceed twenty (20) square feet except that menu boards may be approved up to thirty-two (32) square feet in accordance with the provisions of Section 18.43.080F.
3. **Height.** Four (4) feet maximum.
4. **Setbacks.** These signs shall be set back a minimum of five (5) feet from the property line, and in no case shall such signs violate the setback provisions for street corners or driveways as noted in Subsection 18.43.030(D) of this section.

B. **Balloons and Dirigibles.** Balloons, dirigibles, or other inflatable devices used primarily for advertising shall require an administrative sign permit when the greatest straight-line distance across the inflated object exceeds three (3) feet or the number of inflated objects exceeds five (5) (except as noted below), or the height of aerial display exceeds twenty (20) feet, whichever is most restrictive. The display shall be limited to no more than fourteen (14) calendar days per year. Inflatables grouped together shall be considered as one dirigible or balloon. Inflatables shall not be released into the air regardless of size and shall not extend over aerial utility lines. Unless a Use Permit has been obtained, balloons and other dirigibles shall not be located on property such that the tether line could overlap the property line in any direction by extending the line horizontally. Latex balloons not exceeding twelve (12) inches in any one direction may be displayed without a permit provided that the number of balloons does not exceed two-hundred (200) and that they are displayed for no more than three (3) consecutive days four (4) times per year; otherwise, an administrative sign permit is required.

C. **Buildings in the Shape of Symbols.** The maximum allowable surface area of buildings designed in the shape of products or services sold (i.e., doughnut- or hot dog-shaped structures) shall be as approved by a site development permit.

D. **Freeway Signs.**

1. **Size.** Freeway signs shall not exceed a maximum sign area of four hundred square feet.
2. **Height.** Freeway signs shall not exceed sixty feet (60') in height above surrounding grade; sign height may be increased to a maximum of seventy feet above surrounding grade; if the decision making body finds that either:
 - a. Trees to be preserved on-site or located off-site substantially obscure visibility of the sign from the freeway, and the freeway sign conforms to all other provisions of this title; or
 - b. The elevation of the existing grade immediately adjacent to the freeway sign is below the elevation of a freeway travel lane located no greater than five hundred feet from the sign and the difference in grade cannot be resolved by moving the sign and that difference in grade obscures visibility of the sign from the freeway, and the freeway sign conforms to all other provisions of this title.
3. **Location.**
 - a. Freeway signs shall be located as close as possible to the nearest freeway travel lane.
 - b. Freeway signs shall comply with location requirements applicable under state or federal law, including but not limited to separation requirements.
4. **Design and Landscaping.**
 - a. The design of a freeway sign shall be compatible with the shopping center's architectural style and shall be constructed of decorative and durable materials to reduce the likelihood of unsightly signs and blighted conditions.
 - b. The design of a freeway sign's support structures shall be compatible with the overall design of the sign, including but not limited to materials, colors, textures, and scale.
 - c. The sign cabinet or frame (or equivalent) bottom shall be at least ten feet above grade.

- d. Landscaping compatible with the shopping center's landscape design shall be provided around the perimeter of the freeway sign base.

5. **Other Provisions.**

- a. The illuminated face(s) of any freeway sign shall be oriented towards the freeway and shall be oriented away from nearby "Residential" Districts to the maximum extent feasible.
- b. Freeway signs located within five hundred feet (500') of a "Residential" District shall not be illuminated between 12:00 a.m. and 6:00 a.m.
- c. At time when none of the businesses advertised on a freeway sign are open for business, the sign shall not be illuminated.

6. **Maintenance.** All freeway signs shall be maintained in conformance with the following standards:

- a. All freeway sign components shall be maintained free of physical damage and deterioration, including but not limited to sign surface, painted/treated stucco and wood, and decorative materials/features.
- b. All approved lighting associated with a freeway sign shall be maintained in a fully operational manner. In the event lighting is not fully operational, no portion of the sign shall be illuminated until the lighting has been restored to a fully operational state.

E. **Menu Boards**

1. **Design.** The height and orientation of menu boards shall be designed so as not to be visible from a public street.
2. **Number.** No more than two (2) detached menu boards shall be permitted per drive-through lane.

F. **Monument Signs.**

1. **Design.** Monument signs shall be constructed with a solid decorative base that is flush with the ground at all points along the base of the sign. The amount of opaque area framing the sign copy shall not exceed 100 percent (100%) of the area of the sign copy. An alternative design, not including exceptions to the allowed sign height or size, may be approved by the Development Services Director with approval of an Administrative Sign Permit.
 - a. Freestanding decorative walls four (4) feet or less in height (such as those used to screen parking lots from the street) can be used as the face of a monument sign.

Only externally-illuminated text identifying the business or use of the property with a letter-height not exceeding twelve (12) inches may be used.

Height and Size. Monument signs shall not exceed 6 feet (6') in height except when used in lieu of a pole sign, where allowed, and when consistent with the following criteria:

Distance From Street Right-of-Way (Feet)	Maximum Height Above Grade (Feet)	Maximum Size Allowed per Side (Square Feet)
5	7.0	45
8	8.5	60
12	10.0	75
15 and more	12	90

Notes:

1. Monument signs over 35 square feet may not be erected on properties, including shopping centers and similar developments, that have a pole sign. If a monument sign over 35 square feet is erected, a subsequent pole sign shall not be permitted
2. The required setback shall be measured perpendicularly from the street right-of-way line to the nearest portion of the sign face or structure.
3. Monument signs exceeding 90 square feet in area, where allowed, require approval of a Site Development Permit.

3. **Setbacks.** These signs shall be set back a minimum of five feet (5') from the property line, and in no case shall such signs violate the setback provisions for street corners or driveways as noted in Subsection 18.42.030(D) of this section.
4. **Landscape.** All monument signs shall require automatic irrigated landscape at the base equivalent to two (2) times the area of the sign copy.

G. **Patriotic Symbols (Flags).** Flags of the U.S. are allowed provided that they do not exceed twenty-four (24) square feet and a maximum height of twenty feet (20') in residential areas and sixty (60) square feet in commercial areas provided that the height does not exceed forty feet (40'). All other flag types shall require an administrative sign permit, but shall not exceed sixty (60) square feet and thirty feet (30') in height. Flags or banners with advertising copy shall not be displayed on the same flag pole which displays flags of the United States. Flags of the United States flown in commercial or industrial areas shall be displayed in accordance with the protocol established by the Congress of the United States set for the Stars and Stripes (Public Law 94-344 and 90-831), which includes the provision for night lighting. Any flag not meeting any one of the conditions noted above shall be considered a banner and shall be subject to regulations as such.

H. Pole Sign.

1. **Design.** The maximum diameter or horizontal distance across a support structure and its enclosure shall not exceed 3 feet (3') in any one direction. The cabinet, frame, or equivalent structure shall be elevated at least 7 feet (7') above grade.
2. **Height.** Pole signs shall not exceed twenty-five (25) feet in height. Additional height may be permitted by a Zoning Exception, as specified in Section 18.15.030(V), provided that no sign shall exceed a maximum of thirty-five feet (35') in height.
3. **Setbacks.** The support structure for a pole sign shall be set back a minimum of five feet (5') from all property lines, and no portion of the sign shall project over the property line. Pole signs with a sign support structure greater than six inches (6") in diameter shall not be located within the Clear Sight Triangle as defined in Section 18.40.140.
4. **Landscape.** All pole signs shall be provided with automatic irrigated landscape at the base of the sign equal to the area of the sign.

I. Political and Campaign Signs. Political or campaign signs on behalf of candidates for public office or measures on election ballots are allowed provided that said signs are subject to the following regulations:

1. Said signs may be erected not earlier than ninety (90) days prior to the said election and shall be removed within fifteen (15) days following said election.
2. In any residential zoning district, only one sign is permitted on any one lot. If detached, the sign shall not exceed six (6) feet in height.
3. In any commercial or industrial district, one or more signs are permitted on a parcel of land provided that all such signs do not, in the aggregate, exceed a sign area of one-hundred-twenty (120) square feet. Said signs shall not be erected in such a manner as to constitute a roof sign. Notwithstanding the provisions of this subparagraph, a sign may be placed upon any legally existing sign structure.
4. No sign shall be located within or over the public right-of-way.

J. Projecting Signs. Projecting signs, including wing wall-mounted signs, shall not project more than three feet (3') from the facade surface of the building wall or other nonbearing building projection. Signs projecting over the right-of-way require an administrative sign permit.

- K. **Roof and Mansard Signs.** Roof signs shall not project above the roof peak or parapet wall or above the maximum height allowed for the zoning district. Mansard signs shall not project above the mansard. The bottom of roof signs shall be mounted flush with the surface of the roof and shall not interrupt roof lines or other major architectural features.
- L. **Shopping Center Identifier Signs.**
1. **Design.** The maximum diameter or horizontal distance across a support structure and its enclosure shall not exceed three feet (3') in any one direction.
 2. **Height.** These signs shall not exceed forty feet (40').
 3. **Setbacks.** Structures for these signs shall be set back a minimum of 10 feet (10') from all property lines, and no portion of the sign shall project over the property line.
- M. **Subdivision and Planned Development Identifier Signs.**
1. **Design.** On-site subdivision-identifier signs shall be monument-type signs incorporated into the entry gates or the wall of the project. Where this is not feasible a freestanding monument sign will be considered.
 2. **Height.** These signs shall not exceed 7 feet (7') in height.
 3. **Permit required.** The Director shall have the authority to approve subdivision identifier signs with an administrative sign permit if such sign was not approved in conjunction with tentative map or planned development approval.
- N. **Temporary Off-Site Public Promotion Signs**
1. **Number of signs.** For each nonprofit public organization, four (4) temporary off-site promotion signs are allowed for fund raising events.
 2. **Time limit.** Thirty (30) calendar days per year.
- O. **Temporary Off-Site Real Estate Development Signs.** Temporary off-site real estate signs are permitted subject to obtaining an administrative sign permit for each location and complying with the following regulations:
1. Temporary signs shall not exceed thirty-two (32) square feet in area nor six (6) feet in height and must be of monument-type construction.
 2. The sign construction shall comply with the construction requirements of the Building Code and shall not be mounted on a vehicle, trailer, or similar portable medium.

3. Each administrative sign permit shall expire two (2) years from the anniversary date of its approval or after the last lot in the subdivision is sold, whichever occurs first.
4. No more than one sign shall be permitted per access point for each development project.
5. Real estate development signs shall only be permitted for residential subdivisions containing ten (10) or more lots and for residential planned developments and residential condominiums containing four (4) or more units.

P. Temporary On-Site Real Estate Signs, Residential.

1. **Design.** Signs may be pole, monument, or wall signs. Wall signs shall not extend above the parapet, fascia, or roof gutter and shall not be attached to the roof.
2. **Number of signs.** One temporary on-site real estate sign is allowed.
3. **Size.** For an individual lot in a residential district, up to six (6) square feet is permitted. For new subdivisions with less than eighty percent (80%) of the lots sold, one sign up to thirty-two (32) square feet is permitted for the subdivision.
4. **Height.** Signs shall not exceed six (6) feet in height.

Q. Temporary On-Site Real Estate Signs, Commercial/Industrial. All commercial and industrial districts may be permitted to have one on-site temporary real estate sign per lot up to thirty-two (32) square feet without an administrative sign permit provided that the setback for monument signs is met, the height does not exceed six feet (6'), and the signs are appropriately maintained.

R. Temporary Signs, Banners, Pennants, and Streamers.

1. One temporary vinyl or cloth banner is allowed per business provided that it is maintained in good condition. Up to three (3) additional banners may be allowed for Grand Opening events with approval of an Administrative Sign Permit. Temporary signs shall not extend above the parapet, fascia, or roof gutter and shall not be attached to the roof. Banners exceeding twenty-four (24) square feet shall require an administrative sign permit and no banner shall exceed fifty (50) square feet. Banners shall not be displayed for more than fourteen (14) consecutive days two times per year. Banners shall be placed flat against the facade of the building and shall not project above the roof-line of the building. Banners shall not be affixed to public light poles, fences, trees, or similar objects.
2. One strand of pennants or streamers is allowed for the length of each lot frontage without an administrative sign permit, except that the strand(s) shall not contain any advertising copy; and the length of the individual pennants or streamers shall not exceed two feet (2').

- S. **Wall Murals and Super-Graphic Wall Signs.** Where permitted, wall murals and super-graphic wall signs shall meet the area limitations for the district where they are located and the following regulations:
1. Murals, and super-graphic wall signs shall be pleasing to the eye. The mural or graphic shall demonstrate artistic quality or theme as opposed to direct or indirect illustrative advertising.
 2. When bands of color or lines use the wall, building facade, or parapet as either figure or ground, then the entire surface of these areas shall be included as part of the sign or mural area.
 3. Any advertising message type, company name, logo, etc., outside the viewing field of the mural shall not exceed twenty (20) square feet in area.
 4. Murals shall not be placed on decorative block or brick walls.
 5. Approval of the mural by the Director shall take into consideration the visual effect of the mural on adjoining properties and the overall architecture of the building. The colors and materials used shall be reasonably harmonious with those in the area.
 6. Murals shall be limited to a maximum of one per wall on any one building.
 7. The proportional relationship of wall signs to the wall shall be based on the maximum square footage or percent of wall and window coverage of Schedule 18.42.030(B), whichever is more restrictive. Wall signs requiring permits shall be in the form of an administrative sign permit. The Director may require a site development permit if the sign could have an aesthetic impact or be controversial.
- T. **Wall Signs, Building Mounted.** Wall signs shall not extend above the top of the wall or parapet structure. Wall signs shall not have a cumulative area greater than twenty percent (20%) of the area of the wall on which the signs are located.

18.42.050 Comprehensive Sign Plan

- A. A comprehensive sign plan shall be submitted for all proposed commercial centers with 3 or more tenant lease areas, delineating the distribution of sign area the project is allowed. Sign plans that do not complement the architectural features of the buildings they advertise and/or are inconsistent with the City's Design Review Manual shall not be approved.
- B. Where a nonresidential parcel does not have public street frontage *and* an off-site sign is not permitted by this chapter, the property owner may, with participation of abutting property(s) with street frontage, submit a comprehensive sign plan for the parcels. The comprehensive

sign plan shall include proposed signage for the nonfrontage parcel. The total sign area allowed shall be based on Schedule 18.42.030-A for all the parcels included in the comprehensive sign plan. To accommodate the needs of all parcels, the Director is authorized to allow up to a 20 percent increase in pole sign area with approval of the required administrative sign permit.

- C. All comprehensive sign plans shall require an administrative sign permit unless the comprehensive sign plan is submitted as part of the site development permit or use permit for the project. Plans shall contain all sign dimensions and graphic information required to fully describe what is being proposed.

18.42.060 General Sign Construction Standards

- A. **Electric Power and Communication Lines - Clearance Required.** No permit for any sign shall be issued; and no sign shall be constructed, installed, or erected which does not comply with all the provisions of this chapter or which has less horizontal or vertical clearance from energized electric power lines and communication lines than prescribed by the regulations of the California Public Utilities Commission (General Order No. 95), the orders of the State Division of Industrial Safety, and the National Electric Code.
- B. **Illumination.** Lighting, if provided, shall be contained within or pointed at the sign and shall not reflect into surrounding residential property. The amount and type of illumination shall meet the regulations of this chapter.
- C. **Material Requirements.**
 - 1. All portions of any sign structure that are in contact with the ground shall be made of masonry, of steel, of wood which has been treated by the pressure process with a preservative which will protect it from insect and fungus attack, or of redwood equal to or better than foundation grade.
 - 2. Except for monument signs, the ornamental border of those portions of the frame shall be made of approved noncombustible material that is not subject to excessive deterioration from exposure to the weather or approved combustible plastics or noncombustible materials.
 - 3. Working stresses for any materials used in the construction of detached signs shall not exceed those specified in the Uniform Building Code as adopted by the City.
- D. **Proximity to Street Signs.** No sign shall be erected such that any portion is within 5 feet of a street sign or within 10 feet of any portion of a streetlight signal.
- E. **Sign Support Structures.** Signs, including temporary banners, real estate signs, or pennants, shall not be attached to trees, fences, utility poles, or roof surfaces.

- F. **Underground Electric Signs.** Electrical services to all signs shall be underground from the electrical panel on the appurtenant building.
- G. **Wind Pressure Requirements.** All signs shall be designed and constructed in accordance with Sections 2311, 2312, Table 23-G (Exposure C), and Table 23-H of the California Uniform Building Code as adopted by the City.

18.42.070 Exempted Signs

The following types of signs are permitted in all districts unless otherwise noted and shall not require a building permit nor be considered part of the allowable aggregate area. Such signs shall not exceed area limitations of this section and shall be erected and maintained in accordance with the provisions of this chapter.

- A. Nameplate not exceeding 2 square feet, except that such nameplate shall not advertise businesses within the "RL," "RE," and "RS" Districts.
- B. One "open" and "closed" sign not to exceed 2 square feet in area per business.
- C. Private information signs, such as "Beware of Dog" or "No Soliciting," not exceeding one square foot that contain no advertising message.
- D. Traffic and other municipal signs, signals, and notices which relate to the public welfare and safety which are erected by the City, County, or State. Such signs shall be exempt from this chapter's restrictions.
- E. One on-site garage-sale sign per residential lot provided that such sign is less than 2 square feet and displayed no more than 3 times in any 12-month period, not exceeding 3 consecutive days each.
- F. Signs showing the location of public telephones and signs placed by public utilities to show the locations of underground facilities.
- G. Signs of a public, noncommercial nature used to indicate danger or to serve as an aid to public safety, relating to road work or other construction activities.
- H. Parking-violation and handicap signs that do not exceed 3 square feet.

Nonprofit event banners extending across City and State rights-of-way as approved by the Director.

18.42.080 Prohibited Signs

- A. **Abandoned Signs.** A sign, including its support structure, which does not apply or identify the current activity on the premises for greater than 30 consecutive days shall be considered

an abandoned sign. A temporary change in ownership or management shall not be considered an abandoned sign unless the premises remain vacant for a period of 90 days. Correction or removal by the property owner on which the sign is located shall occur within 30 days' written notice by the Development Services Department.

- B. **Billboards.** Billboards are prohibited. Billboards erected prior to adoption of this code shall comply with any City entitlements pertaining to said sign and the Outdoor Advertising Act.
- C. **Conflict with Traffic Information.** It is unlawful to erect, construct, or maintain any outdoor advertising structure or sign for the purpose of advertising the goods, wares, merchandise, or business of any person when the sign displays or makes use of the words "stop," "danger," or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic.
- D. **Electronic Message Board Signs.** Electronic message board signs are prohibited, with the exception of monument and wall signs in the "PF" Public Facilities District, and nonconforming electronic message board signs installed prior to the adoption of this section shall comply with all city entitlements authorizing such signs. The Director may approve an administrative sign permit for an electronic message board monument or wall sign in the "PF" Public Facilities District. Alternatively, an electronic message board sign may be approved in conjunction with the granting of a site development permit or use permit pursuant to Chapters 18.13 and 18.14, respectively, of the Redding Zoning Ordinance in the "PF" Public Facilities District.
- E. **Imitating Traffic Signals.** Signs having red, green, or amber lights that could be confused with traffic signals shall not be permitted if designed or located to be seen primarily by vehicular traffic. Such colors are not prohibited where, because of the design of the sign or lights used, it is extremely unlikely that the lights could be confused with traffic signals by the driving public.
- F. **Immoral or Unlawful Advertising Prohibited.** It is unlawful to exhibit, post, or display upon any outdoor advertising structure or sign, upon or in any window, upon any building in public view, any sign, picture, or illustration that is characterized by emphasis on depicting or describing sexual activities or specified anatomical areas as defined in Section 18.61.020 of this code.
- G. **Moving, Flashing, and Windblown Signs.** Signs within this classification include, but are not limited to, moving, rotating, flashing, and windblown signs. Flashing signs shall include changes of color intensity and strings of light bulbs. Windblown signs shall include posters.
- H. **Non-appurtenant/Off-Site Signs.** Non-appurtenant/off-site signs are prohibited except for the following as allowed by this code: (1) legal nonconforming signs, (2) temporary real

estate signs, (3) political signs, (4) public promotion signs, and (5) off-site pole/monument signs.

- I. **Portable Signs.** Any signs or objects that are capable of movement, such as, but not limited to, A-frame signs and signs that are attached to devices capable of movement, such as having wheels, trailers, or vehicles, are prohibited.
- J. **Signs Mounted on Vehicles.** No person shall park any vehicle, equipment (cranes or boom trucks), or trailer on a public right-of-way, on public property, or on private property so as to be visible from a public right-of-way that has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement of products and services or directing people to a business or activity located on the same or nearby property. This section is not intended to apply to standard advertising or identification practices where such signs or advertising devices are painted on or permanently attached to a business or commercial vehicle.
- K. **Unsafe Signs.** The owner of any sign, including its supporting structures, shall keep the sign in a safe condition at all times. If the Building Official finds that any sign regulated by this chapter is unsafe or insecure or is a menace to the public, he shall give written notice to the sign owner and to the property owner. If the sign owner fails to remove or alter the sign so as to comply with the standards set forth in this chapter within 30 days after such notice, the Building Official may cause the sign to be removed or altered to comply at the expense of the sign owner or owner of the property upon which it is located. The Building Official may cause any sign that is an immediate danger to persons or property to be removed summarily and without notice. No sign as regulated by this chapter shall be erected at any location where, by reason of its position, it will obstruct the view of any authorized traffic sign, signal, or device.
- L. **Other Prohibited Signs.**
 - 1. Signs illegally placed in the public right-of-way.
 - 2. Illegal signs and signs that were constructed illegally under the City's Sign Code prior to the adoption of this chapter and signs that were annexed into the City but were illegally constructed under the County's ordinance.
 - 3. The following types of rapidly flashing signs which simulate motion or flash through a series of rapid light changes:
 - a. **Alternating Flashers.** For the purposes of this section, alternating flashers are defined as flashing actions in which one message or lighting unit switches on at the exact instant that another lighting unit or message is extinguished. It is prohibited to have any "on phase" of an alternating flasher to have a time duration of less than 2 seconds. It is also prohibited to increase the total candlepower or luminescence of any "on phase" on the same sign by more than 25 percent.

- b. ***Traveling Effects.*** For the purposes of this section, a traveling effect is defined as a flashing effect achieved by switching evenly spaced lamps or neon tube sections off and on in a steady and repetitious sequence. The use of 1-, 2-, or 3-point flasher controls in the installation of traveling effects on a sign is prohibited. It is also prohibited to have the "on phase" of any individual lamps or neon tubes or groups of lamps or tubes within the traveling effect on for a time duration of less than 2 seconds.
- c. ***Scintillating Effects.*** For the purposes of this section, scintillating lighting effect in a sign is defined as an effect achieved by switching a group or groups of incandescent lamps or neon tubes on and off in a random pattern. It is prohibited to have any phase of the random pattern in which the variation in total candlepower or luminescence exceeds 25 percent from that of any other phase within the random pattern. The use of 1-, 2-, or 3-point flasher controls in the installation of scintillating effects in illuminated signs is expressly prohibited.
- d. ***On-and-Off Flashers.*** For the purposes of this section, on-and-off flashers are defined as illuminated signs or portions of signs in which one or more messages or lighting units are switched on, and then off, and then on, and then off at regular time intervals. It is expressly prohibited to have the "on phase" of an on-and-off flasher on for time duration of less than 2 seconds. It is also prohibited to have an "off phase" of an on-and-off flasher remain off for a time duration of less than 2 seconds. It is also prohibited to have an "off phase" of an on-and-off flasher remain off for a time duration of less than one second. If more than one on-and-off flasher is installed as part of the same sign face, there shall not be a variation in total candle power or luminescence of more than 25 percent in any combination of on-and-off phases of the multiple on-and-off flashers installed on the sign face.
- e. ***Speller Flashers.*** For the purposes of this section, speller flashers are defined as a number of individual incandescent lamps or neon tubes which produce an effect of spelling out the sign advertising message. As to the speller flashers, the time intervals between each phase in the total sequence shall not be less than one second.

18.42.090 Nonconforming Signs

- A. All legally constructed signs and sign structures in existence prior to the adoption of this chapter, which were in compliance with all applicable provisions in effect at the time they were established but which no longer comply with the regulations herein, are considered nonconforming signs. Nonconforming signs shall be permitted to remain in existence, provided that such signs cannot be modified to increase any nonconforming aspect of the sign, including, but not limited to, sign area, height, and location. Modifications to support and frame components of the sign shall not be permitted. Any other modifications to the

sign and/or sign structure, with the exception of changing sign copy within the existing frame or support, shall require approval of an administrative sign permit.

- B. Upon redevelopment or use intensification of any parcel with a nonconforming sign(s), said sign(s) shall be removed or made to conform to the requirements of this chapter.

18.42.100 Illegal On-Premise Signs

The City may not issue a business license and/or building permit for any new on-premise sign if there is any illegal on-premise sign related to the business. This prohibition only applies if both of the conditions below exist:

- A. The illegal sign and proposed new sign is located within the same commercial complex which is zoned for commercial occupancy or use for which the permit or license is sought.
- B. The illegal sign is owned or controlled by the permit applicant, and the permit applicant would own or control the other proposed sign.

18.42.110 Abatement and Removal of Illegal Signs

- A. **Abatement and Removal of On-Premise Signs.** By resolution, the City Council may declare as a public nuisance and abate all illegal on-premise advertising signs. The City Council may order by resolution that a special assessment and lien be levied against the property. Such abatement procedures shall follow the posting and hearing procedures set forth in Chapter 2.6 of the California Business and Professions Code.

The following types of illegal on-premise signs may be abated by this process:

1. Any advertising display erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use.
2. Any advertising display that was lawfully erected anywhere in the City, but whose use has ceased, or the structure upon which the display is located has been abandoned by its owner for a period of not less than 90 days.
3. Any advertising display that has been more than 50 percent destroyed where the destruction is other than facial copy replacement and where the display has not been repaired within 30 days of the date of its damage.
4. Any temporary advertising display that has exceeded the allowable display period of this chapter.
5. Any advertising display that is a danger to the public or is unsafe.
6. Any advertising display that constitutes a traffic hazard not created by relocation of streets or highways or by acts of the City or County.

B. Removal of Signs in Public Right-of-Way.

1. The Development Services Director or Transportation and Engineering Director may order the immediate removal of any unauthorized sign placed in the public right-of-way or on public property after documenting the sign location and attempting to contact the sign owner to get the owner to remove the sign.
2. Signs that are confiscated by the City may be retrieved from the Transportation and Engineering Department within 10 calendar days after removal. After this time, the City may dispose of the sign without compensation to the owner.
3. Signs that are placed on any City structure or street tree may be immediately removed by order of the Police Chief, Development Services Director, or Transportation and Engineering Director; and signs attached to City electric poles may also be removed by order of the Electric Utility Director. Signs placed on such structures or street trees may be immediately disposed of without notification and compensation to the owner. The placement of such signs in the right-of-way is a violation and persons found guilty of such violations shall be subject to the penalties of this chapter.

18.42.120 Penalties

- A. **Any Violation a Public Nuisance.** In addition to the penalties provided in this section, any use or condition caused or permitted to exist in violation of any of the provisions of this chapter shall be and is hereby declared to be a public nuisance and may be summarily abated by the City as such.
- B. **Infractions.** Any person who violates or causes or permits another person to violate any provision of this chapter is guilty of an infraction unless this code specifically determines otherwise.
- C. **Liability for Expenses.** In addition to the punishment provided by law, a violator is liable for such costs, expenses, and disbursements paid or incurred by the City or any of its contractors in correction, abatement, and prosecution of the violation.
- D. **Penalties.** Any person convicted of an infraction under the provisions of this section shall be punishable upon a conviction by a fine according to a Schedule of Fines adopted by the City Council. Any violation beyond the third conviction within a one-year period may be charged by the City Attorney as a misdemeanor, and the penalty for conviction of the same shall be the maximum allowable by State law.
- E. **Separate Offenses for Each Day.** Any violator shall be guilty of a separate offense for each and every day during any portion of which any violation of any provision of the zoning regulations is committed, continued, permitted, or caused by such violator and shall be punished accordingly.