

**ORDINANCE NO. 2013-006**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF REEDLEY AMENDING TITLE 10 OF THE REEDLEY MUNICIPAL CODE BY REPEALING CHAPTER 14 THEREOF IN ITS ENTIRETY AND REPLACING IT WITH A NEW CHAPTER 14, PERTAINING TO SIGNS AND OUTDOOR ADVERTISING STANDARDS AND REGULATIONS.**

The City Council of the City of Reedley does hereby ordain as follows:

**SECTION 1:** Title 10, Chapter 14 of the Reedley Municipal Code is repealed in its entirety.

**SECTION 2:** Title 10, Chapter 14 of the Reedley Municipal Code is hereby added in its entirety and is to read as follows:

**CHAPTER 14  
SIGNS AND OUTDOOR ADVERTISING**

This chapter shall be known and cited as the "Sign Ordinance." When used, "this chapter" means the Sign Ordinance. This chapter shall control the regulation of signs and/or advertising, and shall supersede all provisions of the Zoning Ordinance pertaining to the regulation of signs and/or advertising.

**10-14-1: PURPOSE AND APPLICATION**

The purpose of this chapter is to establish regulations and procedures for regulating signs, including the type, size, location and construction standards of signs by zone district. Signs have an obvious impact on the character and quality of the city. The intent of these regulations is to provide a set of standards for on-site and off-site signs to safeguard the life, health, property, and the public welfare, while encouraging creativity, variety and compatibility and enhancement of the image of the City of Reedley.

The objectives of this chapter include the following:

- A. To reinforce that the sign should serve primarily to identify the general nature of an establishment or to direct attention to a project, activity, place, person, organization, or enterprise.
- B. As identification devices, signs must not subject the public to excessive competition for their visual attention. As appropriate identification devices, signs must harmonize with the building, the neighborhood, and other signs in the area.
- C. The city intends to encourage the installation of signs that improve the appearance of the property and the neighborhood and to enhance the economic effectiveness of signs.
- D. The provisions in this chapter provide standards to safeguard life, health, property, and public welfare in keeping with the character of the city by regulating the size, height,

structural design, quality of materials, construction location, electrification, illumination, animation, and maintenance of all types of signs and sign structures.

E. The provisions in this chapter present criteria indicating whether or not signs conform to the above intentions of suitability and safety.

## **10-14-2: DEFINITIONS**

Unless specifically defined in this chapter, the Zoning Ordinance of the City of Reedley and the California Building Code definitions shall apply to the construction, meaning and application of words or phrases in this chapter. As used in this chapter, the following definitions apply.

“Animated Sign” means a sign with action or motion, whether by flashing lights, color changes, wind, rotation, movement of any parts of the sign or letters or parts of the sign structure, or other motion.

“Banner” means any cloth, bunting, plastic, paper, or similar material attached to, or appended on or from any structure, staff, pole, line, or framing upon which there is a temporary advertising message.

“Changeable Copy Sign” means a sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a “Public Information Sign” and not a changeable copy sign for purposes of this chapter.

“Directional Sign” means signs giving only information and direction to the viewer and containing no advertising message.

“Externally Illuminated Sign” means a sign which has light cast on its surface from an artificial exterior source installed for the purpose of illuminating the sign.

“Freestanding Sign” means a sign that is not attached to a building, which is supported by one or more columns, uprights, or braces in or upon the ground.

“Height of Sign” means the vertical distance from the uppermost point used in measuring the area of a sign to ground level of the foundation of the sign.

“Internally Illuminated Sign” means any sign whose illumination originates from within the structure of the sign and the source of which is not visible from the exterior of the sign.

“Monument Sign” means a free-standing sign with a solid base a minimum of 50% of the width of the sign. Not a pole sign.

“Occupancy Frontage” means a single lineal dimension measured horizontally along the front of a building which defines the limits of a particular occupancy at that location and which has direct pedestrian access through an exterior wall which is visible from the public right of way.

“Off-premises Signs and Billboards” means any sign not located on the same lot or project site as the use, product, or service it advertises.

“Public Information Sign” means any sign intended to numerically depict time temperature, and/or atmospheric conditions. Atmospheric conditions displays shall be limited to one color and one word at any given time. Display time shall be limited to three seconds with a one

second interval between displays on a stationary sign.

"Roof Line" means the highest point of a parapet wall or the main roof structure or a highest point of a parapet wall other than such architectural features as cupolas, pylons, projections or minor raised portions of the roof.

"Pedestrian Access" means a doorway which has been designed for the primary use of the patrons or customers of that commercial use.

"Pedestrian Oriented Sign" means a sign which is specifically located and designed to be viewed from a pedestrian right-of-way.

"Pennant" means lightweight plastic, fabric, or other materials, suspended from a rope, wire, or string designed to move in the wind. Pennants shall not include banners as defined in this chapter or individual flags mounted on a single pole.

"Pole Sign" means a free-standing sign supported by one or more poles whose width is less than 50 percent of the width of the sign.

"Political Sign" means a sign advertising a candidate for political office, a political party or a measure scheduled for an election.

"Portable Sign" means a sign which is capable of being carried or moved by manual or mechanical means from one location to another and which is not affixed to the ground, a structure, or a vehicle. Portable signs also include blimps and balloons which may or may not contain an advertising message.

"Projecting Sign" means a sign that projects from and is supported by a wall or a facade of a building and are also referred to as marquee signs.

"Reader Board" means a sign indicating the name, address and type of businesses within a building.

"Roof Sign" means a sign erected upon or above a roof or parapet of a building.

"Sandwich Board Sign" means a portable sign with advertising messages mounted on two surfaces with two edges connected and the other two edges spread so that the two faces read from different directions.

"Sign" means any words or symbols used for visual communication including its structure and component parts intended to be used to attract attention to an activity.

"Sign Area" means the geometric area of a sign including all elements such as board or frames, perforated or a solid background, ornamental embellishments, arrows or other sign media.

"Sign Copy" means any words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign face and/or its structure with the purpose of attracting attention to the subject matter.

"Sign Face" means the panel surface of a sign which carries the advertising or identification message.

"Sign Structure" means any structure which supports or is capable of supporting any sign. A sign structure may or may not be an integral part of a building. For the purpose of a freestanding sign, the sign structure shall include the aggregate area of the sign including the sign copy and all structural elements of the sign.

"Site" means the length of a site along the street or other principal public thoroughfare, but not including such a length along an alley, watercourse, railroad or freeway.

"Special Events Sign" means any sign advertising specific temporary events, such as carnivals, festivals, exhibits, and parades, including promotional sales or grand openings.

"Structural Alteration" means any change to the sign structure.

"Subdivision or Multiple Housing Entrance Sign" means a sign identifying the name of a subdivision or multiple housing project and consisting of letters or symbols attached to a wall or a fence or freestanding sign located within the boundaries of a recorded and developed subdivision or multiple housing project.

"Temporary Subdivision Sign" means a sign erected and maintained within the boundaries of a recorded subdivision and indicating the name of the subdivision, the name of the contractor and/or subdivider, the name of the owner and/or agent, and giving information regarding directions, price or terms concerning the sale or lease of parcels within the subdivision.

"Unified Center" means a unified group of two or more commercial or industrial uses planned and designed to function as an integral unit on a single parcel or contiguous parcels and which utilize common off-street parking and access, landscaping, loading facilities and points of ingress and egress.

"Wall Sign" means a sign attached to or erected against the wall or facade of a building or structure with the exposed face of the sign in a plane parallel to the plane of the wall or facade.

"Wind Sign" means any display of streamers, pennants, whirligigs or similar devices made of flexible lightweight material, strung together or attached in such a manner as to move by wind pressure.

### **10-14-3: GENERAL PROVISIONS; PERMIT**

A. General Provisions. No sign shall be erected, placed, established, painted, created, or maintained in the city which is not in conformance with the standards, procedures, and other requirements of these provisions. All signs within the city shall be subject to the sign application procedures of this chapter. The regulations in this chapter are in addition to those set forth in the California Building Code, as adopted, and any amendments made thereto by the city, and the nuisance provisions in the Reedley Municipal Code.

B. Sign Permits. All signs, including banners, shall require a permit and payment of applicable processing fees as provided in the master fee schedule unless exempted by this chapter. No permit shall be issued unless the sign is consistent with this chapter, any applicable sign program, specific plan or the Reedley General Plan.

### **10-14-4 COMPUTATION OF SIGN AREA**

For purposes of this chapter, measurements for computing the areas of a given sign shall be made as follows:

- A. For signs comprised of individual letters attached to the business structure, including module letters and logographic symbols, the sign area shall mean any area enclosed by the minimum imaginary rectangle of vertical and horizontal lines which fully contains all extremities of each word and/or logographic symbol of the sign. Each word and/or logographic symbol shall be measured separately in computing the total sign area. Shadow box borders and other border trims which are an intrinsic part of the building, either architecturally or structurally, shall not be included in determining sign area.
- B. For single unit signs containing letters or logographic symbols on cabinets or panels, the sign area shall mean the area enclosed by the minimum imaginary rectangle of vertical and horizontal lines which fully contains the perimeter of the cabinet or panel sign.
- C. For projecting signs and freestanding signs containing letters and/or logographic symbols, the sign area means the area enclosed by the minimum imaginary rectangle of vertical and horizontal lines which fully contains all extremities of the sign, exclusive of its supports and/or ornamental and decorative trim on cabinets or support columns.

**10-14-5: STANDARDS BY ZONE DISTRICTS.**

Signs permitted by zone district are listed as follows:

- A. Residential zone districts. Unlighted signs and other commercial advertising shall be permitted in residential districts only as provided in this section.
  1. Name plates shall be permitted subject to the following conditions:
    - a. Maximum size: Two square feet
    - b. Content: Name plates may display the following information:
      - Name of the premises upon which it is displayed;
      - Name of the owner or lessee of the premises;
      - Address of the premises;
    - c. Placement: Name plates shall be affixed flush to the subject building.
  2. "For Rent" and "For Sale" signs shall be permitted.
  3. For subdivisions, apartment complexes and mobile home parks, churches and other permitted institutional uses, no more than one externally illuminated sign shall be erected at any entrance to the development. Signs shall not exceed 35 square feet for all readable surfaces, nor exceed four feet in height.
  4. Recognized public and quasi-public/institutional uses such as schools and churches may be permitted the display of two temporary banner signs, not exceeding an aggregate area of 100 square feet. Said signs may not be utilized for more than 60 days per calendar year and may not exceed 30 feet in height above the ground surface.
- B. Urban Reserve and Resource Conservation Open Space (UR and RCO) zone districts.

1. Signs advertising products for sale: There may be permitted one non-flashing sign for each street frontage advertising products for sale upon the premises or services rendered thereon. The total area of such sign shall not exceed 40 square feet. This type of sign may be mounted flush to a building wall, or may be a freestanding sign no more than five feet in height.

C. Professional Office (PO), Commercial Administrative and Office (CAO) and Industrial (I) zone districts.

The following signs are permitted for each business in the PO and CAO zone districts. For multi-tenant office parks or commercial uses containing three or more individual uses, a master sign program shall be submitted for review and approval.

1. Wall Signs

- a. Maximum height: Not to exceed the top of the vertical wall surface on which the sign is mounted. Signs mounted on a pitched roof may not extend the peak of the ridge line of the roof.
- b. Calculation of area: One square foot of sign area permitted for each foot of linear occupancy frontage, up to 50 square feet of sign area.
- c. Number per business: One wall sign is permitted on each wall with a public (customer) entrance or on each wall facing a public street, other than a local residential street.

2. Canopy Awning Signs

- a. Number of signs: Awning signs may be used instead of allowable wall signs on the same building facade.
- b. Maximum area: The area of signage on each surface of an awning shall not exceed 25 percent of the area of the individual surface.
- c. Location and colors: Awning signs shall be made of removable materials and may be located on one of the three exterior surfaces of a canopy.

3. Freestanding Signs

- a. Maximum height: Six feet.
- b. Maximum sign area: 35 square feet per sign face.
- c. Maximum sign copy: 35 square feet per sign face
- d. Sign design: Freestanding signs shall be designed as a monument sign with a solid base extending a minimum of 50% of the width of the base, unless a different design is architecturally appropriate, as determined by the Community Development Director. Individual businesses that are listed on a freestanding sign for a multitenant site shall be limited to primary tenants, as determined by the Community Development Director.
- e. Number per site: One freestanding sign will be allowed per site.

- f. **Setbacks:** A freestanding sign shall be set back a minimum of three feet from any interior side property line and five feet from any street front property line. Freestanding signs cannot be located within 30 feet of intersecting curb lines of a street intersection. Encroachment into a setback may be permitted by the development director where the location of existing improvements presents a functional hardship in compliance with the required setback.

4. **Directional Signs**

- a. **Maximum height:** Five feet.
- b. **Maximum area:** Ten square feet.
- c. **Number per site:** One per driveway from a public street. Additional signs meeting the maximum height and area may be permitted if they are not visible from the public rights of way.
- d. **Location:** Within five feet of a driveway that accesses the site from a public street. Placement of directional signs shall ensure the sight safety of vehicles entering/leaving a site is not compromised.

D. Neighborhood Commercial (CN), Central and Community Commercial (CC) and Commercial Service (CS) zone districts.

The following signs are permitted for each business in the CN, CC and CS zone districts. For multi-tenant developments containing three or more individual uses, a master sign program shall be submitted for review and approval.

1. **Wall signs.**

- a. **Maximum height:** Not to exceed the top of the vertical wall surface on which the sign is mounted. Signs mounted on a pitched roof may not extend the peak of the ridge line of the roof.
- b. **Calculation of area:** One square foot of sign area permitted for each foot of linear occupancy frontage, up to 150 square feet of sign area.
- c. **Number per business:** One wall sign is permitted on each wall with a public (customer) entrance or on each wall facing a public street, other than a local residential street. Secondary sign area may be up to 15% of the building wall area on which the sign is located to a maximum of 150 square feet.
- d. **Wall signs may include projecting signs, subject to the following limitations:**
  - **Maximum height and projection:** Not to exceed roof line of wall or structure to which projecting sign is attached. (Note: Bottom of sign shall be a minimum of eight feet from ground to provide proper clearance.)
  - **Calculation of area:** One square foot of sign area for each lineal foot of building frontage of the business to which sign pertains.
  - **Maximum area:** 50 square feet.

- Location: Projecting signs may extend over public rights-of-way including public sidewalks not to exceed two-thirds of the distance from the building face to which the sign is attached to the curb face of said sidewalk.
  - Calculation of sign area is included in overall allowable square footage of wall signs.
2. Canopy/awning signs.
    - a. Number of signs: Awning signs may be used instead of allowable wall signs on the same building facade.
    - b. Maximum area: The area of signage on each surface of an awning shall not exceed 25 percent of the area of the individual surface.
    - c. Location and colors: Awning signs shall be made of removable materials and may be located on one of the three exterior surfaces of a canopy.
  3. Freestanding signs.
    - a. Maximum height: 20 feet.
    - b. Maximum sign area: 64 square feet per sign face.
    - c. Maximum sign copy: 35 square feet per sign face
    - d. Sign design: Freestanding signs shall be designed as a monument sign with a solid base extending a minimum of 50% of the width of the base, unless a different design is architecturally appropriate, as determined by the Community Development Director. Individual businesses that are listed on a freestanding sign for a multitenant site shall be limited to primary tenants.
    - e. Number per site: One freestanding sign will be allowed per commercial or industrial site.
    - f. Setbacks: A freestanding sign shall be set back a minimum of three feet from any interior side property line and five feet from any street front property line. Freestanding signs cannot be located within 30 feet of intersecting curb lines of a street intersection. Encroachment into a setback may be permitted by the Community Development Director where the location of existing improvements presents a functional hardship in compliance with the required setback.
    - g. Exception: Unified Centers or Shopping Centers which have multiple tenant spaces with shared access and other shared facilities shall be allowed two freestanding signs, one on each major street abutting the shopping center consistent with an approved master sign program.
  4. Directional signs.
    - a. Maximum height: Five feet.
    - b. Maximum area: Ten square feet.
    - c. Number per site: One per driveway from a public street. Additional signs meeting the maximum height and area may be permitted if they are not visible from the public rights of way.

- d. Location: Within five feet of a driveway that accesses the site from a public street. Placement of directional signs shall ensure the sight safety of vehicles entering/leaving a site is not compromised.
5. Reader Board
  - a. Maximum area: 35 square feet.
  - b. Maximum height (if freestanding): Six feet.
  - c. Location: No directory sign which is a freestanding sign may be located closer than five feet to any neighboring property line or closer than three feet to any point of ingress/egress.
6. Temporary signs.
  - a. Banners (such as those provided for special events, grand openings, etc.):
    - Maximum height: Not to exceed roof line of nearest building or building affixed to but in no case shall any part of a banner be higher than 30 feet from the surface of the ground.
    - Maximum area: 50 square feet aggregate.
    - Permitted time: Banner signs may not be utilized for more than 60 calendar days per calendar year per event. A maximum of four events per year.
    - Number per business: A maximum of two banner signs are permitted for each business.
    - Location: Banners shall not be affixed to fences or landscaping.
    - A business that enters into an agreement with the city, or as part of a master sign program, to not use banner signs, may be permitted a changeable message sign to be incorporated into its freestanding monument sign, or as a building wall sign, provided that the overall sign area for the business is not increased.
  - b. Sandwich/Menu board signs.
    - Number per site: One.
    - Location: May be placed on private sidewalk or public sidewalk, with approved encroachment permit, in front of the subject business, but must permit a minimum of four feet of passage area on sidewalk.
    - Permitted display time: During business hours.
    - No permit required.
7. Window signs.
  - a. Maximum Area: Up to 50 percent of the area of each individual window may be covered with a window sign or graphic.
8. Alley signs.
  - a. Maximum area: Any business which has a building facing a public alley shall be permitted a minimum of 25 square feet of additional sign area at a ratio of one square foot of sign area for each four feet of building frontage facing the alley.
9. Pedestrian signs.

- a. Number: One pedestrian oriented sign that projects or hangs above a sidewalk on each side of a building with a public entrance.
- b. Size: Each sign may be a maximum of five square feet in size and may hang or be suspended no lower than eight feet above grade level.

**10-14-6: SPECIAL USES STANDARDS.**

- A. Open air sales. In addition to the sign area permitted under this section, ten square feet of sign area are permitted for every 5,000 square feet of site area for vehicle and large equipment sales operations. The additional signage may be used to increase the allowable area for wall signs and freestanding signs, except that height shall not be increased for freestanding signs.
- B. Drive-through menu boards. No more than two drive-through menu/order boards are permitted for each food and/or beverage establishment featuring a drive-through. Each sign shall not exceed 40 square feet and shall be no taller than six feet.
- C. Recycling collection facilities (small and large). Signs may be installed for small and large recycling collection facilities consistent with the following standards.
  1. Recycling facilities may have identification signs up to a maximum of 20 percent per wall/side or 16 square feet, whichever is larger, in addition to informational signs on recycling containers, in the case of a wheeled facility, the side will be measured from the pavement to the top of the container.
  2. Signs must be consistent with the character of the location.
  3. Directional signs, bearing no advertising message, may be installed if necessary to facilitate traffic circulation, or if the facility is not visible from the public right-of-way.
  4. The Planning Commission may authorize increases in the number and size of signs upon findings that it is compatible with adjacent businesses.

**10-14-7: DESIGN CRITERIA.**

- A. Design compatibility. The design of all signs shall be compatible and harmonious with the colors, materials and architecture of the building and the immediate vicinity. Freestanding signs shall be finished with the same or compatible materials as the building on the site.
- B. Sign area. The area of individual signs shall be measured as follows:
  1. Sign faces counted. Where a sign has two faces containing sign copy which are oriented back to back and separated by not more than 24 inches at any point, the area of the sign shall be measured using one sign face only.
  2. Wall-mounted letters. Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest area within which all letters and words can be enclosed.

3. Three-dimensional signs. Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects, or sculptural or statute-type [statue-type] trademarks, the sign area shall be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.
4. Size. Notwithstanding applicable sign standards elsewhere in this chapter, sign size shall be proportionate to the size and scale of the site and building upon which the sign is proposed. Sign dimensions as specified in this chapter are maximum allowable dimensions; it may be necessary that signs be smaller than the maximum allowed in order to be proportionate in size and scale to achieve the design objectives of this section.
5. Commercial and industrial center signs. Individual tenant signs within multitenant centers shall be coordinated in size, location, materials and illumination.
6. Color. Colors shall be used in coordinated groupings, and shall be compatible with those colors used in the building or project design. In general, a dark sign background is preferred with light colored copy (characters/graphics).
7. Logos and trademarks. The use of established corporate colors or logos shall not be prohibited by this section. When established corporate colors are incompatible with buildings colors, compatibility in design with the surrounding development shall be accomplished through the use of appropriate background colors or other design features.
8. Lighting intensity. The light emitted or reflected by a sign, or emitted by a light source, shall be of reasonable intensity and shall be compatible with the architecture of the building and the immediate vicinity. Artificial light sources shall be shielded to prevent light spillage, glare or annoyance to persons on or inside adjoining properties or to public or private rights-of-way.
9. Illumination. Internally illuminated signs where the entire face of the sign is illuminated rather than just the graphics, are not consistent with the desired character of signs within the city and are discouraged. Illumination of established corporate logos or trademarks shall not be prohibited by this provision.
10. Sign bases and frames. Freestanding signs shall be either housed in a frame, or set onto a base, presenting a solid, attractive, and well-proportioned appearance. The size and shape of the frame or base shall be proportionate to the size and mass of the sign and should be low-profile in design. Pole type signs are not permitted.
11. Landscaping. Freestanding signs shall be located in a landscaped area proportionate to the size of the sign. Appropriate accent landscaping should be placed at the base of the sign.
12. Sign copy. Sign copy shall be simple and concise without excessive description of services or products. Copy shall be limited to the name and nature of the business along with address of the site. On freestanding signs, sign copy shall be designed to contribute to the design of the structure on which it is displayed. In all cases,

freestanding sign design and sign copy should be coordinated to provide an attractively designed freestanding element which identifies the development or project. On freestanding signs, a sign containing a telephone number and/or website of the business on site may be displayed between the pedestal and the base of the sign, measuring no more than one foot in length and no more than forty percent of the base in width.

13. Wall signs. Building signs shall be mounted flush against the building, and shall not project above the roof ridge or the top of the parapet.
14. Screening. Guy wires, angle irons, braces and other support or construction elements shall be screened or hidden from view.
15. Maintenance. All signs and their supporting members shall be kept in good repair and maintained in good structural condition at all times.

#### **10-14-8: MISCELLANEOUS SIGNS.**

- A. Construction project signs. Construction project signs shall not exceed 32 square feet in area, and eight feet in overall height, unless legally required by governmental contract to be larger. A construction project sign shall not require a sign permit and may exist no longer than the period of construction.
- B. Subdivision Signs.
  1. Time of placement. Subdivision signs may require a sign permit and shall be permitted provided that when 75 percent of the lots in the subdivision have been sold, all such signs shall be removed within 30 days.
  2. Location. Subdivision signs may only be located on the premises which they advertise.
  3. Size. No subdivision sign may exceed 480 square feet in area (except as provided in subsection d. below. Said sign area may be divided among not more than four signs.
  4. In subdivisions involving more than 40 acres, an additional 480 square feet of on-site signage shall be permitted for each additional 20 acres or major fraction thereof. Said additional sign area may be divided between not more than two additional signs.
  5. Model home lots. Signs are permitted on the same lot with a model home provided they do not exceed four in number and ten square feet each in area. Signs shall be removed after the developer concludes the initial sale of the lots or homes to their initial owners.
  6. Subdivision Flags. Subdivisions with functioning and open model homes or actively selling homes within the subdivision may display decorative flags pursuant to the following:
    - a. One flag for every 60 feet of linear feet of subdivision property along a major street (arterial, collector);
    - b. One flag for every 30 linear feet of subdivision property within 660 feet of the main subdivision entrance;
    - c. Two flags may be placed on each model home lot;

- d. No pole structure shall be placed in the corner cut-off area, within 30 feet of intersecting curb lines of a street intersection.
- e. Flag pole height shall not exceed 20 feet in height;
- f. The maximum flag area shall be 24 square feet;
- g. No flags shall be placed within City rights of way;
- h. All flags and pole structures shall be removed within five days after sales activity in the subdivision ceases;
- i. Subdivision signs are subject to the sign permit requirements.

**10-14-9: PROHIBITED SIGNS AND LOCATIONS.**

The following signs are prohibited in the City:

- A. Any sign that is not permanently mounted or attached to a vehicle parked for the purpose of calling attention to or advertising a special business establishment.
- B. Any sign or sign structure which has become a public nuisance due to inadequate maintenance, dilapidation, or abandonment.
- C. Any sign which obstructs in any manner the ingress to, or egress from, a door, window, fire escape, or other access way required by building codes adopted by the city.
- D. Any sign unlawfully installed, erected, or maintained.
- E. Any sign now or hereafter existing which no longer advertises a business conducted or a product sold as prescribed in this chapter.
- F. Any sign which encroaches into any city right-of-way and/or easement, except an under canopy sign or projecting sign.
- G. Animated signs.
- H. Pole signs.
- I. Any sign that flashes, blinks, moves, changes color, appears to change color, changes intensity, or contains any part of attachment which does the same except that standard barber poles, time and temperature signs, and approved bulletin board signs shall be permitted in commercial and industrial zones if otherwise in compliance with these provisions.
- J. Any unofficial sign, signal or device, or any sign, signal or device which purports to be or is an imitation of, or resembles an official traffic sign or signal, or which attempts to direct the movement of traffic, or which hides from view any official sign or signal.
- K. Any light of any color of such brilliance as to blind or dazzle the vision of drivers upon any roadway or highway nor shall any light be placed in such position as to prevent the driver of a vehicle from readily recognizing any traffic sign or signal.
- L. Any sign located so that it interferes with visibility at an intersection, public right-of-way, driveway, or other ingress/egress.
- M. Any sign located or displayed on or over public property except as expressly permitted by these provisions unless approved by the city council.
- N. Any sign attached to a tree.

- O. Any rooftop-mounted sign.
- P. Any sign erected or maintained which has less horizontal or vertical clearance from communication lines and energized electrical power lines than that prescribed by the state, or rules and regulations duly promulgated by agencies thereof.
- Q. Off-site signs, advertising structures and billboards.
- R. Portable signs, other than approved banners and sandwich board signs.
- S. Any sign which is obscene or offensive to morals; containing statements, words, or pictures of an obscene, indecent, or immoral character which, taken as a whole, appeal to the prurient interest in sex, and which signs are patently offensive and, when taken as a whole, do not have serious literary, artistic, political, or scientific value.
- T. Any sign which, in the opinion of the Community Development Director and based upon applicable legal standards, is in conflict with the spirit or intent of this chapter.

**10-14-10: EXEMPTED SIGNS.**

The following signs and devices shall not be subject to the provisions in this chapter:

- A. Signs placed by a governmental body or public utility, required to be maintained by law.
- B. Memorial tablets or plaques placed by recognized historical agencies.
- C. Flags of the national or state government.
- D. Traffic or other signs of government agencies, signs required by law or contract with a governmental agency, railroad crossing signs, legal notices and such temporary emergency or non-advertising signs as may be authorized by the city council.
- E. Decorations or window signs to celebrate nationally recognized holidays and local celebrations.
- F. Permanent window signs including hours of operation, credit card signs and similar ancillary business signs. Additionally "open", "closed" and "help wanted" signs may be placed. Signs indicating "open" and "closed" may be illuminated.
- G. Political signs, that adhere to the following regulations.
  - 1. Political signs are permitted on lots or parcels privately owned with permission of the property owner.
  - 2. The combined area of a sign by any one candidate on any one parcel shall not exceed 32 square feet.
  - 3. Political signs shall not be attached to trees, fence posts, or utility poles, except on private property where signs may be attached to trees and fence posts with permission of the property owner.
  - 4. Political signs shall not be illuminated either directly or indirectly.
  - 5. No political sign or portion thereof shall be placed in any street right-of-way or on any city-owned property.
  - 6. No sign shall be placed in a corner cut-off area, or within 30 feet of intersecting curb lines of a street intersection, or placed in such a manner as to interfere with pedestrian traffic.

7. Political signs shall not be erected or placed more than 60 days prior to the date of the election.
  8. All political signs shall be removed within 14 days following the date of the election. Signs not removed within this period may be removed by the city and the cost of removal assessed against the candidate.
  9. Provisions of this subsection shall not apply to political advertising on legally established existing commercial billboard structures.
  10. All political signs shall comply with the regulations adopted by the Fair Political Practices Commission.
- H. Murals. It is the intent of the city council, for purposes of promoting the local economy, tourism, and for further purposes of beautifying the city, to adopt standards regarding murals, their location and design.
1. Location. Murals may be located on the sides of buildings and walls on property in any commercial, industrial or public/quasi-public zone district within the city.
  2. Mural design approval. Prior to painting, installation and execution of a mural, an application shall be submitted to the Community Development Department. The application shall include a detailed drawing or sketch of the mural plus other details as prescribed on the application or deemed by the Community Development Department staff to be pertinent. The Community Development Department shall forward the application, with a recommendation, to the City Council. The City Council shall review and approve, approve with modifications, or deny the application as submitted.
  3. Criteria for design of murals.
    - a. The subject matter shall be of historical significance regarding the growth and development of the city of and its surrounding environs or be of such high quality as to be appropriate. A mural shall not contain elements that advertise an existing business or product.
    - b. The paint to be used shall be appropriate for use in an outdoor locale, for an artistic rendition and shall be of a permanent, long-lasting variety.
    - c. The mural shall be designed and painted by qualified mural artists with sufficient knowledge in the design and painting of such projects.
    - d. To the extent feasible, the mural shall be vandal and graffiti resistant.
    - e. City Council Approval. Approval of a mural design shall occur only after public notice and an opportunity for interested parties to present any appropriate comments, either in writing or orally, to the planning commission.
    - f. Mural design amendment. Prior to amending an approved mural design (whether painted or not painted), an application for an amendment shall be submitted to the Community Development Department. The application shall include a detailed drawing or sketch of the mural, plus other details as prescribed on the application or deemed by staff to be pertinent. The Community Development Department shall forward the application, with a recommendation, to the City Council. The Council

shall review and approve, approve with modifications, or deny the application as submitted.

**10-14-11: NONCONFORMING SIGNS.**

The lawful use of a sign existing on the effective date of this chapter, although such use does not conform to the provisions of this chapter, may be thus continued; provided, however, a nonconforming sign which has been abandoned, or the use for which it is advertised has ceased to function for a period of 180 days or more, shall be brought into conformity with the provisions of this chapter.

- A. No nonconforming sign shall in any manner (except for face changes) be structurally altered, reconstructed, or moved without being made to comply with the provisions of this chapter; however, nothing herein shall prohibit the painting, maintenance, or repairing of such sign, including the face and changing of copy.
- B. If, at any time, any sign in existence or maintained on the effective date of this chapter, which does not conform to the provisions of this chapter, is destroyed by fire, accident, explosion or act of nature to the extent of more than 50 percent of the value thereof, such sign shall be subject to all the provisions of this chapter. For the purposes of this chapter, the value of any sign shall be the estimated cost of replacement of the sign in kind as determined by the chief building official.
- C. The Chief Building Official or his/her designee shall immediately cause the removal of any sign which, in the judgment of the Community Development Director or the Public Works Director is found to be within the public right-of-way and/or easements and are found to place citizens in immediate peril, by any or a combination of the following methods using sound judgment under the circumstances:
  - 1. Removal or modification of said sign by city staff with business owner (or property owner if business has ceased operations) to be billed for time and materials.
  - 2. Notification orally or in writing to the business owner causing the removal of said signs within a 24-hour period or lesser period of time, as prescribed by the Chief Building Official.
  - 3. Immediate citation of the business owner (or property owner if business has ceased operations) or party responsible for said sign.
- D. Any business that has ceased operations for at least thirty days shall remove all temporary signs and all window signs.

**10-14-12: MINOR DEVIATIONS.**

A minor deviation of up to ten percent (10%) in permitted sign area standards may be granted by the community development director upon written request, subject to such conditions as the director may impose without any notice or appeal, if the community development director

finds that granting the minor deviation would not be detrimental to the public welfare or injurious to property and improvements in the area in which the property is located.

- A. Findings. A minor deviation may be granted upon making the following findings:
1. There are exceptional or extraordinary circumstances or conditions which apply to the property involved or the existing or intended use of the property which do not apply generally to other properties in the same zoning district.
  2. Granting of a minor deviation will not negatively impact surrounding properties.

**10-14-13: SIGN PERMIT.**

- A. Administration. Except for window signs, no sign may be placed or erected without written approval issued by the community development director, including banner signs and sandwich board signs. In addition, building permits shall be required for the erection of signs, except painted, window, or temporary signs, following the issuance of written approval by the director.
- B. Applications. Applications for sign approval shall be made upon forms provided by the community development department. In addition to the information supplied on the sign application form, supplemental information may be required as deemed necessary by the director, including, but not limited to, engineered footing and foundation details for freestanding signs.
- C. Review of sign applications. Permission for installation of a sign shall be issued only after review by the community development director, or designee, who shall approve, disapprove, or conditionally-approve the sign application on the basis that it conforms to the purpose and the standards of this chapter.
- D. Referral to Planning Commission. The community development director, at his discretion, may refer any application to the Planning Commission, which may approve, conditionally approve, or deny the sign application on the basis that it conforms to the purpose and the standards of this chapter.

**10-14-14: APPEALS.**

Any applicant or aggrieved person may appeal any application under this chapter, and such appeal shall be treated as a variance, consistent with Chapter 21 of the City's Zoning Regulations.

**10-14-15: VIOLATIONS.**

Violations shall be processed consistent with Chapter 23 of the City's Zoning Regulations.

**10-14-16: SEVERABILITY.**

If any section, subsection, phrase, or clause of this chapter is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this chapter. The City Council hereby declares that it would have adopted this chapter and each section, subsection, phrase, or clause thereof irrespective of the fact that any one or more sections, subsections, phrases, or clauses be declared invalid.

**SECTION 3:** Publication: The City Clerk is hereby directed to cause a summary of this ordinance to be published by one insertion in a newspaper of general circulation in the community at least five (5) days prior to adoption and again within fifteen (15) days after its adoption.

**SECTION 4:** Codification: The City Clerk is further directed to cause this ordinance to be codified after its adoption.

**SECTION 5:** This ordinance shall take effect and be in full force thirty (30) days from and after its adoption.

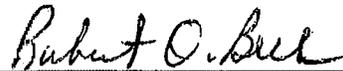
I hereby certify that the foregoing Ordinance No. 2013-006 was introduced and given first reading at a regular meeting of the City Council of the City of Reedley held on the 10th day of December, 2013, and was thereafter duly adopted at a regular meeting of said City Council held on the 14th of January, 2013, by the following vote:

AYES: Betancourt, Soleno, Fast, Beck.

NOES: None.

ABSENT: Rodriguez

ABSTAIN: None.



Robert O. Beck, Mayor  
City of Reedley

ATTEST:

  
Sylvia Plata, City Clerk  
City of Reedley