

§ 21.24.650. Commercial Signs—R-S, C-S, N-S, S-C, C-P, O-P Zones.

See Chapter 21.10 for a description of the commercial zones. Signage in the commercial zones must comply with the standards set forth in Table 21.24(A).

Table 21.24(A) Sign Standards in Commercial Zones		
SIGNAGE	ZONE	
	C-B	R-S, C-S, N-S, S-C, C-P, O-P
Primary Wall Sign		
Number	1	
Area	1 sq. ft. per lineal foot of building or business frontage	
Text and logo height	12-18 in.	
Materials	<ul style="list-style-type: none"> ○ Internally illuminated channel letters with opaque metal sides and a matte translucent plexiglass face. See Figure 21.24(C) ○ Three-dimensional, individual internally illuminated and backlit (halo) metal letters, also known as reverse channel letters. See Figure 21.24(D) ○ Open-face channel, also known as exposed neon. See Figure 21.24(E) ○ Sculpted. See Figure 21.24(F) ○ Non-illuminated materials—wood, metal, tile 	
	Prohibited	○ Foam
	○ Canister signs prohibited	○ Canister signs – face changes permitted. No structural alterations allowed
	○ Electronic message board subject to a conditional use permit	Prohibited
	Height	
<30,000 sq. ft.	<ul style="list-style-type: none"> ○ First story signage 15 ft. above sidewalk elevation; one freeway oriented 2nd story sign allowed (within 100 ft. of the freeway right-of-way), not to exceed roof line or parapet wall to which it is attached. ○ In no event can the height of any wall sign exceed the height of the building roof or building parapet wall to which it is attached. ○ Upper story signage prohibited. 	
>30,000 sq. ft.	<ul style="list-style-type: none"> ○ First story signage 30 ft. above sidewalk elevation. ○ Restaurants >10,000 sq. ft., retail establishments >8,000 sq. ft., and motion picture theaters with 4 or more screens permitted upper story signage. ○ In no event can the height of any wall sign exceed the height of the building roof or building parapet wall to which it is attached. 	
Projection	Max. 12 in. beyond building face	
Secondary Wall Sign		
Number	1	
Area	50% of 1 sq. ft. per lineal foot of building or business frontage	

Table 21.24(A) Sign Standards in Commercial Zones		
SIGNAGE	ZONE	
	C-B	R-S, C-S, N-S, S-C, C-P, O-P
Text and logo height	12-18 in.	
Materials	<ul style="list-style-type: none"> ○ Internally illuminated channels with opaque metal sides and a matte translucent plexiglass face. See Figure 21.24(C) ○ Three-dimensional, individual internally illuminated and backlit (halo) metal letters, also known as reverse channel letters. See Figure 21.24(D) ○ Open-face channel, also known as exposed neon. See Figure 21.24(E) ○ Sculpted. See Figure 21.24(F) ○ Non-illuminated materials—wood, metal, tile 	
	Prohibited	○ Foam
	○ Canister signs prohibited.	○ Canister signs – face changes permitted. No structural alterations allowed.
Height	<ul style="list-style-type: none"> ○ First story signage 15 ft. above sidewalk elevation. ○ In no event can the height of any wall sign exceed the height of the building roof or building parapet wall to which it is attached. ○ Upper story signage prohibited. 	
Projection	Max. 12 in. beyond building face	
Projecting Blade Sign (See Figure 21.22(K))		
Number	1 per business	
Area	15 sq. ft.	
Distance between signs	15 ft.	
Projection	Max. 20 in. beyond building face	
Placement	Maintain a minimum clearance of 8 ft. above sidewalk	
Materials	Materials specified in the Building Code	
Freestanding Sign (Pole signs are prohibited)		
Number		
Street frontage <600 ft.	Prohibited	1
Street frontage >600 ft.	Prohibited	2
Height	Prohibited	20 ft.
Area	Prohibited	120 sq. ft. per side
Projection	Prohibited	<ul style="list-style-type: none"> ○ No freestanding sign can project beyond the property lines. ○ No freestanding sign can project over a parking lot or a driveway with less than 14 ft. of ground clearance or into a pedestrian walkway with less than 8 ft. of ground clearance.

Table 21.24(A) Sign Standards in Commercial Zones		
SIGNAGE	ZONE	
	C-B	R-S, C-S, N-S, S-C, C-P, O-P
Location	Prohibited	<ul style="list-style-type: none"> ○ No freestanding sign can be placed within 10 ft. of a common lot line. ○ Minimum separation between freestanding signs is 25 ft.
Materials	Prohibited	<ul style="list-style-type: none"> ○ Printed letters and graphics on anodized aluminum background and supports ○ Opaque channel letters and graphics on opaque background using plastic, smooth fiberglass, acrylic, prefinished aluminum or color plastic laminates ○ Internally illuminated channel letters and graphics on stucco, tile, brick, wood, stone or masonry background ○ Cast metal letters and graphics on wood, anodized aluminum, plastic laminate, prefinished metal, stucco, tile, brick, stone or masonry background ○ Engraved wood letters and graphics on wood frames and supports ○ Carved wood form letters and graphics on stucco, tile stone, masonry or wood background ○ Internally illuminated molded fiberglass letters and graphics on aluminum housing ○ Etched and painted filled letters and graphics on polished stone ○ Any non-internally illuminated sign may be illuminated with a backlit system or a ground flush-mounted spotlight system
Monument Sign (combination of freestanding and monument signs permitted, not to exceed maximums)		
Number		
Street frontage <600 ft.		1
Street frontage >600 ft.		2
Height		7 ft.
Area		56 sq. ft. per side

Table 21.24(A) Sign Standards in Commercial Zones		
SIGNAGE	ZONE	
	C-B	R-S, C-S, N-S, S-C, C-P, O-P
Materials	<ul style="list-style-type: none"> ○ Printed letters and graphics on anodized aluminum background and supports ○ Opaque channel letters and graphics on opaque background using plastic, smooth fiberglass, acrylic, prefinished aluminum or color plastic laminates ○ Internally illuminated channel letters and graphics on stucco, tile, brick, wood, stone or masonry background ○ Cast metal letters and graphics on wood, anodized aluminum, plastic laminate, prefinished metal, stucco, tile, brick, stone or masonry background ○ Engraved redwood letters and graphics on redwood frames and supports ○ Carved redwood form letters and graphics on stucco, tile stone, masonry or wood background ○ Internally illuminated molded fiberglass letters and graphics on aluminum housing ○ Etched and painted filled letters and graphics on polished stone ○ Non-blinking neon letters and graphics on redwood, stucco, masonry, polished stone, anodized aluminum plastic laminate, tile, brick ○ Any non-internally illuminated sign may be illuminated with a backlit system or a ground flushmounted spotlight system 	
	<ul style="list-style-type: none"> ○ Neon around windows and buildings are considered architectural changes to the building and may require review and approval of the Planning Commission 	Prohibited

Figure 21.24(C) Example: Standard Channel Letters

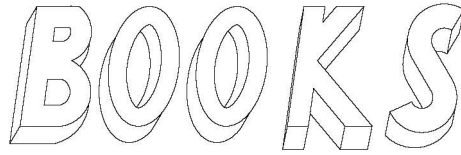


Figure 21.24(D) Example: Reverse Channel Letters

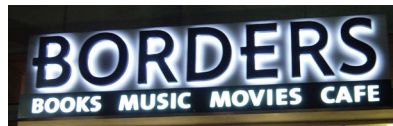


Figure 21.24(E) Example: Open-Face Channel Letters



Figure 21.24(F) Example: Sculpted Cabinet



Figure 21.24(G) Example: Awning Sign Measurements

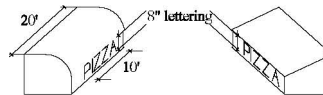


Figure 21.24(H) Example: Under Canopy Sign



Figure 21.24(I) Example: Monument Sign

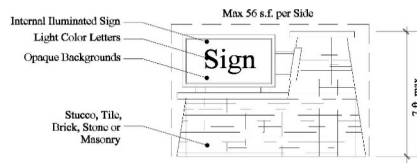


Figure 21.24(J) Example: Monument Sign

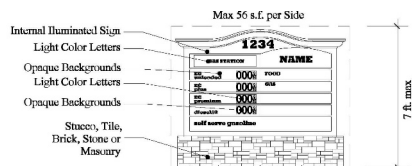
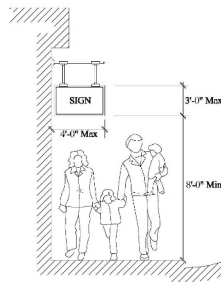


Figure 21.24(K) Example: Projecting Blade Sign



(Ord. 2097 § 3, 2013; Ord. 2148 § 2, 2018; Ord. 2181 § 3, 2020)