

ORDINANCE NO. 2012-08

AN ORDINANCE OF THE CITY COUNCIL OF  
THE CITY OF ESCONDIDO, CALIFORNIA,  
APPROVING AN AMENDMENT TO THE  
ESCONDIDO ZONING CODE ARTICLE 66  
REGARDING FEATHER FLAGS AND OTHER  
TEMPORARY PORTABLE SIGNS

Case No. AZ 12-0001

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN  
as follows:

SECTION 1. That proper notices of a public hearing have been given and public  
hearings have been held before the Planning Commission and City Council on this  
issue.

SECTION 2. That the City council has reviewed and considered the Notice of  
Exemption prepared on February 23, 2012, for this project in conformance with CEQA  
Section 15061 (b) (3), "General Rule" and has determined that all environmental issues  
have been addressed and no significant environmental impacts will result from  
approving this code amendment.

SECTION 3. That upon consideration of the staff report; Planning Commission  
recommendation; Factors to be Considered, attached as Exhibit "A" to this Ordinance  
and incorporated by this reference; and all public testimony presented at the hearings  
held on this project, this City council finds the Zoning Code Amendments to be  
consistent with the General Plan and all applicable specific plans of the City of  
Escondido.

SECTION 4. That Sections 33-1391, 33-1393, 33-1394 and 33-1396 of the Escondido Zoning Code are amended to read as outlined in Exhibit "B," which is attached to this Ordinance and incorporated by this reference.

SECTION 5. SEPARABILITY. If any section, subsection sentence, clause, phrase or portion of this ordinance is held invalid or unconstitutional for any reason by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions.

SECTION 6. That as of the effective date of this ordinance, all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 7. That the City Clerk is hereby directed to certify to the passage of this ordinance and to cause the same or a summary to be published one time within 15 days of its passage in a newspaper of general circulation, printed and published in the City of Escondido.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Escondido at a regular meeting thereof this 23<sup>rd</sup> day of May, 2012 by the following vote to wit:

AYES : Councilmembers: DIAZ, GALLO, MORASCO, WALDRON, ABED

NOES : Councilmembers: NONE

ABSENT : Councilmembers: NONE

APPROVED: 5/0



SAM ABED, Mayor of the  
City of Escondido, California

ATTEST:



DIANE HALVERSON, City Clerk of the  
City of Escondido, California

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STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO : ss.  
CITY OF ESCONDIDO )

I, DIANE HALVERSON, City Clerk of the City of Escondido, hereby certify that the foregoing ORDINANCE NO. 2012-08 passed at a regular meeting of the City Council of the City of Escondido held on the 23rd day of May, 2012, after having been read at the regular meeting of said City Council held on the 9th day of May, 2012.



DIANE HALVERSON, City Clerk of the  
City of Escondido, California

ORDINANCE NO. 2012-08

**EXHIBIT "A"**

**FACTORS TO BE CONSIDERED  
AZ 2012-0001**

1. The public health, safety and welfare will not be adversely affected since this item is only a code amendment to revise the sign code to allow temporary portable signs, no physical improvements are involved, it would not modify any permitted uses or development standards, and it includes provisions that restrict the numbers of and locations for temporary portable signs so as not to conflict with disabled access and vehicle sight distance at driveways and intersections.
2. The proposed Zoning Code amendment would not be detrimental to surrounding properties, since it would not change any permitted uses or development standards, and it would be evaluated at the end of one year.
3. The proposed code amendment would be consistent with the General Plan, since no land uses or policies would be modified or impacted, and the General Plan Community Design Policy C1.2 authorizes the development of standards and guidelines for signage within the city.

**EXHIBIT "B"**

**REVISED TEXT  
AZ 12-0001**

**Section 33-1391. Definitions.**

The following are definitions of terms contained in this article:

- (1) *Abandoned sign* means a sign, or portion thereof, advertising or identifying a business, use or activity which has not been in operation for one hundred eighty (180) calendar days or more.
- (2) *Advertise* means any notice to the public for the purpose of increasing sales or business, announcing the availability of a service or product, or making claims as to the value or quality of any service or product.
- (3) *Animated sign*. See flashing or moving signs.
- (4) *Area of sign and area of super-graphic sign* mean the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure or character, together with any other material or color forming an integral part of the display or used to differentiate such sign from the background on which it is placed. The area of a sign or a super-graphic sign having no such perimeter shall be computed in a reasonable manner by enclosing the entire integral parts of the sign copy area within trapezoids, triangles and/or circles in sizes sufficient to cover the entire area and computing the size of such area. In the case of a double-faced sign where the two (2) faces are of equal size, are parallel to each other, and are not separated more than thirty-six (36) inches, the total area shall be computed as the area of a single display face. In the case of a sign with more than two (2) sign faces where each face contains identical copy, the total area of the sign shall be computed by dividing the total number of sign faces by two (2) (resulting fractional numbers shall be rounded up to the next whole number), and multiplying this number by the sign area of a single face. The supports or uprights of a freestanding sign, the support structure of a monument sign, and other significant architectural features around the copy shall not be included in the sign area. In the case of any cylindrical sign, the total area shall be computed on the total area of the surface of the sign. For multi-shingle/panel signs, the sign area may be calculated by totaling only the area of the individual panels, along with any other copy area.
- (5) *Awning* means a shelter projecting from and supported by an exterior wall of a building and constructed of non-rigid materials on a supporting framework.

- (6) *Banner, flag, pennant, balloon or other attention-getting devices* means any cloth, bunting, plastic, paper or similar flexible material used for advertising purposes or to attract attention, which is attached to or pinned on any structure, staff, pole, line, framing or vehicle, but not including flags as described in section 33-1393(a)(12) or temporary portable signs as described in section 33-1396(j).
- (7) *Billboard* means a sign structure advertising an establishment, merchandise, service or entertainment which is not sold, produced, manufactured or furnished at the property on which the sign is located (e.g., off-premise signs or outdoor advertising).
- (8) *Building face and/or frontage* means the area of the front building elevation in which the business is located and which faces a street or parking lot excluding driveways. If more than one (1) business is located in a single building, then such area shall be limited to that front portion which is occupied by each individual business.
- (9) *Building floor area* means the total gross leasable space occupied by the business or tenant.
- (10) *Bulletin sign* means any sign erected by the City of Escondido, other public body, theater owner, or other use authorized by this chapter, which is erected upon the same property as the institution for the purpose of announcing events which are held on the premises.
- (11) *Cabinet sign* means an advertising display which is constructed like a box to enclose the source of illumination (internally illuminated) so that the light shines through the translucent portions of the signs copy panel(s).
- (12) *Canopy/Marquee* means a permanent roof-like structure extending from part or all of a building face and constructed of durable rigid material.
- (13) *Canopy/Marquee sign* means a wall sign attached to the face of a canopy or marquee, but not projecting above the top of the canopy or marquee.
- (14) *Center* means a commercial or industrial development which includes two (2) or more tenant spaces in which businesses, structures and parking/circulation are designed as an architecturally integrated and interrelated development. Such design is independent of the number of structures, lots or parcels making up the center.
- (15) *Changeable copy sign* means a sign whose informational content can be changed or altered regardless of the method of attachment or change, or materials of construction.
- (16) *Commercial, industrial, or professional center* means a development which is located on more than one (1) legal lot, but which constitutes a comprehensively designed complex through common or shared use arrangements.

(17) *Comprehensive sign program* means a sign program for commercial and industrial centers consisting of two (2) or more tenant spaces, which establishes design criteria for all signs in the center and integrates them with building and landscaping design, and achieves architectural compatibility.

(18) *Construction or contractor sign* means a temporary sign which states the names of the individuals and/or firms connected with the construction of a project. Such signs shall be located at the project site and may include, but are not limited to, the name of the project, the address of the business, and the telephone numbers.

(19) *Copy* means any words, letters, numbers, figures, designs or other symbolic representations incorporated into the graphic content of a sign.

(20) Repealed.

(21) *Directional/Informational sign* means an on-premises sign which contains words such as "entrance," "in," "out," "rest rooms," "no parking" or other similar words, or a sign containing arrows or characters indicating traffic directions used either in conjunction with such words or separately. The sign area shall not be greater than two (2) square feet and the sign not higher than three (3) feet. No directional/informational sign shall contain any advertising or trade name information, although minor business identification, not exceeding twenty (20) percent of the sign area, is allowed for directional purposes. Real estate kiosk and directional signs as defined in sections 33-1396(c) and (d) shall not be included in this category.

(22) *Director* means the director of community development, or a designated representative, whose responsibility it is to administer and enforce the provisions of this article.

(22-1) *Districts* mean designated areas of the community approved by city council resolution or ordinance, including overlay, area and neighborhood plans, historic sections, and specific planning areas.

(23) *Double-faced sign* means a freestanding, hanging or projecting sign where two (2) copy faces of equal size are mounted back-to-back. The two (2) faces shall be parallel to each other and not separated by more than thirty-six (36) inches. One (1) face only will be charged against the permitted sign area.

(23-1) *Feather sign* means a type of freestanding temporary portable sign of flexible material that is plain or includes copy and/or graphics and is supported by a horizontal or vertical pole, including but not limited to feather, flutter, bow, and tear drop flag signs,

(24) *Flashing sign* means any sign which contains or is illuminated by lights which are intermittently on and off, which change intensity or color, or which create the illusion of motion in any manner, including animated signs which manifest a physical movement or rotation in one

(1) or more planes or the optical illusion of action or motion. Time and temperature signs where all advertising is excluded are not included in this category.

(25) *Freestanding sign* means a sign which is permanently supported on the ground by one (1) or more uprights, braces, poles, or other similar structural components that is not attached to any building. This category includes both monument and pole-type signs.

(26) *Freeway-oriented sign*. For the purposes of this regulation, a freeway oriented sign means any structure, housing, device, figure, statuary, painting, display, message placard or other contrivance, including a wall sign or freestanding sign, which provides information in the nature of advertising and which has been designed and located adjacent to the right-of-way on Interstate 15 freeway or portions of Highway 78, with the intention that it be viewed and/or read primarily by motorists traveling on Interstate 15 or portions of Highway 78.

(27) *Future tenant identification sign* means a temporary sign which identifies a future use of a site or a future tenant for a building.

(28) *Glazing area sign* means temporary or permanent signs painted on, attached, glued or otherwise affixed to glass windows, doors, or other glass structures, and oriented to the exterior of the building and public view.

(29) *Grand opening sign* means a temporary special event sign used by newly established businesses to inform the public of their location and service available to the community. A grand opening sign may only be installed within sixty (60) days after the business initially opens, and shall not be displayed for more than thirty (30) consecutive calendar days. "Grand opening" does not mean an annual or occasional promotion of retail sales by a business.

(30) *Halo-lit letters* means individual, dimensional letters or symbols with solid opaque faces which are indirectly illuminated by a light source contained within each letter or symbol, where the light is directed upon the wall or background surface behind the letters creating silhouettes of the letters or symbols against the reflected light.

(31) *Height of sign* means the greatest vertical distance measured from the top of the sign, including decorative embellishments, to the finish grade at the point the sign supports intersect the ground.

(32) *Historic sign* means a sign or advertising structure that possesses historic, cultural, architectural, or community interest or value associated with the development, heritage or history of the city.

(33) *Historic site sign* means signage as necessary to identify a historic landmark or a local register property as designated by the City of Escondido.



(34) *Illegal signs* means any advertising display erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use, as well as, signs which have expired permits due to the lack of having had the required inspections per the Uniform Building Code and National Electric Code.

(35) *Illumination.*

(A) *External illumination* means the illumination of a sign by an external light source that is not a component part of the sign.

(B) *Internal illumination* means the brightening of a sign by a light source that is a component part of the sign and enclosed within the advertising structure.

(36) *Incidental sign* means a small sign, emblem or decal informing the public of facilities or services available on the premises (e.g., a credit card sign or sign indicating business hours, health rating or licensing).

(37) *Inflatable displays* means any three (3) dimensional ambient air-filled object depicting a container, figure, product or product trade dress.

(38) *Inoperative activity* means a business or activity that has ceased operation at any given location for a continuous period of at least one hundred eighty (180) calendar days.

(39) *Interior sign* means a sign inside any business that is not intended to be seen from outside the building in which the business is located.

(40) *Legal* means authorized or permitted in accordance with procedures defined by ordinance or law.

(41) *Logo* means a trademark or symbol used to identify a business.

(42) *Menu sign* means a sign, located adjacent to a drive-through lane of a food service facility, which lists the products available and the prices, and is designed to be read by the occupants of a vehicle.

(42-1) *Message center, electronic*, means a sign which has a changeable message which may be changed by electronic processes or by remote control and which exposes its message for not less than eight (8) seconds with the interval between messages not less than one (1) second.

(43) *Monument sign* means a low-profile freestanding sign.

(44) *Moving sign* means a sign whose entirety or components rotate or move in any manner to attract attention.

(45) *Multi-shingle (multi-panel) sign* means a freestanding sign composed, in whole or in part, of individual tenant panels without an attached background, typically hung from each other from a cross member supported by posts, and generally separated by a gap not greater than six (6) inches.

(46) *Nonconforming sign* means a sign that does not presently comply with the provisions of this article. A sign that was lawfully erected prior to the enactment of the ordinance codified herein, but now fails to meet any of the standards contained herein shall be considered a legal nonconforming sign.

(47) *Pole sign* means a permanently mounted, freestanding sign which is supported above the ground by one (1) or more uprights, braces, poles, or other similar structural components.

(48) *Portable sign* means a sign which is not permanently attached to a structure or to the ground and is designed to be moved easily.

(49) *Projecting sign* means any sign other than a wall or canopy sign which is attached to and hangs or projects from a structure or any portion of a building.

(50) *Public right-of-way* means a strip of land acquired by reservation, dedication, forced dedication, prescription or condemnation and intended to be or is presently occupied by a road, sidewalk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary storm sewer, bikeway, pedestrian walkway or other public use.

(50-1) *Real estate kiosk sign*—See (60) "Subdivision sign kiosk."

(51) *Real estate sign* means a temporary sign advertising the sale, rent, lease or open house of the property upon which it is located and the identification of the firm handling such sale, lease, rent or open house.

(51-1) *Regional market group* means a defined group of related commercial uses where a marketing or advertising association has been established for the benefit of the regional market group members who are located in a single approved Escondido planned development of more than forty (40) acres with limited visibility from Interstate 15 freeway, and whose market area extends beyond the city limits throughout a larger regional area.

(52) *Regional market sign* means a freeway-oriented sign for a regional market group or affiliated business organization consisting of members of the regional market group, which may include an electronic message center.

(53) *Roof* means the external covering of a building or structure above or covering any exterior or interior vertical wall or other portion of the site.

(54) *Roofline* means the top edge of the roof or top of the parapet, whichever forms the top line of the building silhouette.

(55) *Roof sign* means a sign erected, constructed or placed upon or over a roof of a building, except a mansard roof or canopy which is below the roof of the primary structure which is wholly or partly supported by such buildings.

(56) *Sandwich sign* means a type of portable sign of A-frame construction.

(57) *Sign* means any mark or painted character on any card, cloth, paper, metal, wood, plastic, or any other material visible from outside a structure, mounted to the ground or any tree, wall, bush, rock, fence or structure, either privately or publicly owned. Sign shall also mean any graphic announcement, declaration, demonstration, display, illustration, statuary or insignia used to promote the interest of any person, product, activity or service when the same is placed outdoors in view of the general public.

(58) *Special event sign* means a temporary sign which advertises special events and activities such as, but not limited to, grand openings, charitable events, promotional sales, and Christmas tree sales. Such signs are limited to the provisions listed in this article, Section 33-1396(a).

(59) *Statuary* means statues or sculptures or similar figures that depict products, features, items or logos of a business, excluding those items that are considered design features or complements of the overall site such as wagons, benches, equipment sold or rented on the premises, hand water pumps, troughs, and other like items.

(60) *Subdivision sign kiosk—Real estate kiosk sign* means a city designated sign in the public right-of-way or on private property containing directional panels for residential developments.

(61) *Super-graphic sign* means a wall sign displaying a large graphic image with or without text. The graphic image extends beyond the perimeter of the sign text.

(62) *Temporary sign* means any sign that is displayed for a limited period of time as defined in this article.

(63) *Time and temperature sign* means an electronically or electrically controlled changeable copy sign which conveys only information such as the time, date, temperature or atmospheric conditions, where different alternating copy changes are shown on the same copy area. Each message remains displayed for a specific minimum period of time with a total blackout between message changes. The copy shall not travel or appear to travel in any direction. Time and temperature signs shall be included in the permitted wall or freestanding sign area and shall not include any advertising within the changeable copy area.

(64) *Use* means the purpose for which a property, lot, building, sign or other structure is arranged, intended, designed, occupied or maintained as established by the authorized legislative body.

(65) *Vehicle sight distance* means the area through which a driver has a clear view of oncoming vehicle and pedestrian traffic when waiting to proceed at a street corner or driveway. The sight distance at driveways should be at least ten (10) feet on each side of the driveway. At non-signalized corners, the clear view area is typically established by measuring twenty-five (25) feet along the street fronts from each curb return point and drawing a line across the two (2) back points to form a triangular area. Generally, no sign in excess of three (3) feet above the curb grade, or support pole larger than twelve (12) inches in diameter may be installed in this clear view area unless approved by the engineering division.

(66) *Vehicle sign* means a sign which is attached to or affixed in any fashion, painted on, or resting in or on any type of vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or an activity or business located on such property as determined by the director.

(67) *Wall sign* means a sign painted on, attached to, or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall. A parapet, mansard, or canopy/marquee sign shall be considered a wall sign provided it is architecturally integrated with the building and does not project above the roof line.

(68) *Window sign*. See "glazing area sign."

### **Section 33-1393. Exempt and prohibited signs.**

(a) Exempt signs. The following signs shall be exempt from the application and sign permit requirements, but must be in conformance with all other requirements of this chapter. A building permit and/or encroachment permit may be required. No sign shall obstruct the vehicle sight distance area at intersections and driveways pursuant to section 33-1391(65).

(1) Glazing area signs.

(A) Internal signs affixed to glazing areas and oriented to the exterior and public view, not exceeding twenty (20) percent of the area of glazing on which it is located. Temporary signs may be of expendable materials such as cloth, paper, paint, etc. Permanent signs shall be of nonfading materials permanently applied in a professional manner. Permanent glazing area signs may include incidental signs, and information such as hours of operation or a proprietor's name,

(B) Any window sign used as permanent identification of the business name or logo shall be considered a wall sign and the sign area shall be included in the total wall sign area allowed for the building or tenant space. A sign permit is required for such business sign;

(2) Real estate signs for single and multiple residential rental and sales. One (1) on-site sign per street frontage, up to two (2), not exceeding four (4) square feet in area, provided it is unlit and is removed within fifteen (15) calendar days after the close of escrow or the rental or lease has been accomplished. Up to two (2) riders identifying the agent and/or special feature of the property may be added to the signs. Sign height not to exceed five (5) feet including riders. One (1) on-site and up to three (3) off-site open house signs, not exceeding four (4) square feet in area and five (5) feet in height, are also permitted for the purpose of selling a single house or condominium. Up to three (3) balloons, each not exceeding twenty-four (24) inches in any dimension, may be attached to on-site real estate/open house signs. Other attention-getting devices are not permitted;

(3) Contractor or construction signs.

(A) Residential projects consisting of five (5) units or more and commercial and industrial projects shall be allowed, one (1) wall or freestanding sign on the construction site for all contractors (may include financial institutions, real estate agents, subcontractors, etc.). The sign area may not exceed fifty (50) square feet unless legally required by government contracts to be larger. No freestanding sign shall exceed fifteen (15) feet in overall height. Such sign shall be removed by the contractor(s) upon the granting of occupancy by the city,

(B) Residential projects involving four (4) or less units shall be allowed two (2) wall or freestanding signs. Each sign shall not exceed four (4) square feet in area. Freestanding signs shall not exceed five (5) feet in height. Such signs shall be removed by the contractor(s) upon the granting of occupancy by the city;

(4) Real estate signs for commercial and industrial premises. One (1) sign per street frontage is allowed, up to two (2) signs which advertise the sale, lease or rent of the premises. These signs shall not exceed twenty-four (24) square feet in area for lots/centers three (3) acres or less in size, or forty-eight (48) square feet for lots/centers over three (3) acres in size. These signs may be freestanding signs, wall signs or banners. No such freestanding sign shall exceed eight (8) feet in overall height. Freestanding signs may be double-sided if the panels are of equal size and are mounted back-to-back (parallel) or in a "V" shape if the interior angle does not exceed ninety (90) degrees. The area of only one (1) side of a double-sided sign shall be calculated to determine the area of the sign. Such real estate signs shall be removed within five (5) calendar days after the property to which they refer has been rented, leased or sold;

(5) Interior signs. Devices or displays which are entirely inside a building or in a display space of a lawful show window and are not affixed to the window pane;

(6) Historic site signs, on-premises memorial tablets or plaques. These include those installed by the City of Escondido, a city-recognized historical society, or civic organization, or other displays which do not advertise goods or services;

(7) Directional/informational signs as defined in section 33-1391. Such signs shall not exceed two (2) square feet in area. Freestanding signs shall not be higher than three (3) feet. No directional/informational sign shall contain any advertising or trade name information, although minor business identification, not exceeding twenty (20) percent of the sign area, is allowed for directional purposes. Real estate directional and kiosk signs shall not be included in this category;

(8) Future tenant identification signs may be placed on vacant or developing property or on a vacant tenant space to advertise the future use of an approved project or the future tenant of the suite. One (1) such sign is permitted which shall not exceed twenty (20) square feet in area for a future tenant, or thirty-two (32) square feet for a vacant or developing property. Freestanding signs shall not be higher than eight (8) feet. Any future tenant identification sign shall be removed upon granting of occupancy by the city;

(9) Residence identification signs used to identify individual names and/or addresses of individual residences. Such signs shall not exceed two (2) square feet in area. A maximum of two (2) signs or name plates are allowed per dwelling unit;

(10) Official and legal notices issued by the court, public body, person or officer in performance of his public duty or in giving any legal notice;

(11) Signs providing notice of public hearing, direction, warning, or informational signs or structures required or authorized by law or by federal, state, county or city authority;

(12) Official flags. Up to three (3) official flags of the United States, the State of California, or other states of the nation, counties, municipalities, and official flags of foreign nations. Proposals for more than three (3) flags require a sign permit and design review. If flags are to be displayed on vertical flagpoles, these poles shall be permanently installed with appropriate building permits. Flags of nationally or internationally recognized organizations and corporate or business flags are only permitted if displayed in conjunction with a United States flag. The Flag Code of the United States shall be observed at all times;

(13) Seasonal decorations displayed during a holiday or announcing a community event which do not advertise a specific product or service and are removed within ten (10) working days after the holiday or community event, except as otherwise permitted for temporary window signs;

(14) Signs of public utility companies indicating danger, serving as an aid to public safety, showing the location of underground facilities or public telephones;

- (15) Safety signs on construction sites;
- (16) No trespassing, no parking, and similar warning signs not exceeding four (4) square feet in area;
- (17) Signs on public transportation vehicles including, but not limited to, buses and taxicabs;
- (18) Signs on licensed vehicles; provided, that such vehicles are not used or intended for use as portable signs or as otherwise prohibited in section 33-1393(b);
- (19) Incidental signs for automobile repair stores, gasoline service stations, automobile dealers with service repairs, motels and hotels showing notices of services provided as required by law, trade affiliations, credit cards accepted, and the like, attached to the structure or building; provided, that all the following conditions exist:
  - (A) The signs number not more than four (4) unless required by state law,
  - (B) No such sign projects beyond any property line,
  - (C) No such sign shall exceed an area per face of four (4) square feet per face. Signs may be double-faced;
- (20) Copy attached to fuel pumps or dispensers such as fuel identification, station logo, and other signs as required by law;
- (21) Bill of fare signs for restaurants. Such signs shall not exceed four (4) square feet in area and may be displayed in the window or on the exterior wall in an appropriate manner;
- (22) Agricultural signs, either wall or freestanding types, and nonilluminated to only identify the premise as being associated with a trade organization, or as producing products under registered trade names, or to identify the business name and agricultural products grown on the premises. Such signs shall not exceed four (4) square feet for lots two (2) acres or less and sixteen (16) square feet for lots greater than two (2) acres. One (1) sign per street frontage is allowed with a maximum of two (2) signs per lot. Wall signs shall be located below the roofline. Freestanding signs shall not be higher than six (6) feet, and if higher than three (3) feet shall not be located within twenty-five (25) feet of any property line abutting a street;
- (23) Model unit signs. One (1) feature sign, one (1) model sign and two (2) flags or pennants for each model home may be placed on the model home lots, at the sales office, or in the parking lot area of the subdivision. Such signs and flags shall not exceed four (4) square feet in area and may be double-sided;

(24) Public signs. Signs placed on public property by federal, state or local agencies designed to provide identification or benefit to the public. This exemption does not apply to freestanding, wall, or bulletin signs proposed for public facilities of the City of Escondido;

(25) Scoreboards placed on athletic fields;

(26) Barber poles outside a barbershop;

(27) Commemorative plaques;

(28) Garage and yard-sale signs as permitted by the Escondido Municipal Code section 16-119.

(b) Prohibited signs. Any sign not specifically authorized by this article shall be prohibited unless required by law or otherwise exempted by a local agency pursuant to the Government Code, sections 53090 et seq., of the State of California. The following signs are expressly prohibited:

(1) Roof signs, except a roof-type sign, where permitted by the planning commission as a freeway-oriented sign pursuant to section 33-1395(a)(3);

(2) Flashing signs, including time and temperature signs (unless all advertising is excluded);

(3) Inflatable advertising devices of a temporary or permanent nature, including hot air balloons, unless approved as a special event sign pursuant to section 33-1396(a);

(4) Animated and moving signs;

(5) Searchlights and beacons except as permitted per section 33-1396(a);

(6) Revolving or rotating signs;

(7) Vehicle signs (when parked or stored on property or street for the purpose of identifying a business or advertising a product or service);

(8) Signs without an approved sign permit, unless exempt from the provisions of this chapter;

(9) Portable signs and banners except where permitted by this chapter;

(10) Signs within the public right-of-way, except where required by a government agency or otherwise permitted by section 33-1396(c);



- (11) Signs blocking doors or fire escapes;
- (12) Outside light bulb strings, except for temporary uses such as holiday sales, Christmas tree lots, carnivals and other similar events as defined in section 33-1391(58);
- (13) Readerboard/changeable copy signs, either electric or nonelectric, except time and temperature signs as defined in section 33-1391(63), and other signs permitted pursuant to sections 33-1395.2(b)(3) and (4), 33-1395.10, and 33-1396(e);
- (14) Pennants, streamers, whirligigs, balloons, and other attention-getting devices except as permitted by section 33-1396 of this chapter;
- (15) Signs which purport to be, imitate or resemble official traffic warning devices or signs that by color, location or lighting may confuse or disorient vehicular or pedestrian traffic. This does not include traffic or directional signs installed on private property to control on-site traffic, which do not confuse or disorient vehicular or pedestrian traffic on a public road or right-of-way;
- (16) Off-site real estate and yard sale directional signs other than those permitted by sections 33-1393(a)(2), 33-1396(c) and (d) and Municipal Code section 16-119.
- (17) Billboards and signs that advertise a product, person, business or service not available on the property where the sign is located (off-site signs), and signs placed adjacent to a sign-controlled freeway (see Article 52 of the Escondido zoning code).

**Sec. 33-1394. Construction and maintenance of signs.**

- (a) Construction standards. Every sign and all parts, portions and materials comprising the sign, together with the frame, background, supports or anchorage, shall be manufactured, assembled and erected in compliance with all applicable state, federal and city regulations and the Uniform Building Code.
- (b) Maintenance of signs. Every sign and all parts, portions and materials comprising the sign, together with the frame, background, support or anchorage, including those signs otherwise exempt from this chapter, shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted and free from rust or corrosion. Any crack, broken surface, malfunctioning light, missing sign copy or other unmaintained or damaged portion of a sign shall be repaired or replaced within thirty (30) calendar days following notification by the city. Any cracked, faded, torn, ripped, broken or otherwise damaged temporary portable or feather sign shall be immediately removed from public view until repaired

or replaced. Any sign not properly maintained shall constitute a public nuisance and may be abated per section 33-1398.

**Sec. 33-1396. General use signs.**

Sign permits may be issued for signs included under this section in any zone in the city unless otherwise designated. Applications for permits for general use signs shall be made as provided in section 33-1392 or as otherwise indicated by this section. These signs are in addition to those signs expressly permitted in particular zones and are subject to the following provisions:

(a) Special event signs. Commercial grand opening and similar signs may be approved by the director for a limited period of time in the CG (general commercial) and CN (neighborhood commercial zones) and for specific uses in the M-1 (light industrial) and M-2 (general industrial) zones, as a means of publicizing grand openings and special events such as new management and promotional sales. In addition, special event signs are also allowed for private schools, day care centers and churches regardless of the zoning. The regulation and limitation of the signs shall be as follows:

(1) In advance of a special event, the business owner shall submit a Temporary Sign application, which includes the dates of the special event and the types of signs to be used. The sizes and locations of the signs shall also be indicated.

(2) Special event signs shall be limited to a maximum of sixty (60) days per calendar year per business, not exceeding thirty (30) consecutive days at any time.

(3) Special event signs may be approved in the M-1 and M-2 zones for motor vehicle dealers, lumberyards, restaurants, and other permitted uses of similar retail nature, as determined by the director.

(4) Special event signs may include balloons, flags, searchlights, beacons, pennants and streamers, banners, portable signs, or other similar devices. Balloons may not exceed twenty-four (24) inches in any dimension.

(5) One (1) special event banner is allowed for each street frontage, except for individual in-line shops in commercial centers where one (1) banner is allowed for each building face fronting on a parking lot or a street.

(6) Each special event banner shall not exceed seventy-two (72) square feet in area.

(7) Large balloons and other inflatable displays may be allowed for a maximum of fourteen (14) days per calendar year. If these balloons and displays are to be ground-mounted, they may not exceed thirty (30) feet in height and, if located in the parking lot, not more than ten (10) percent of the required number of parking spaces may be utilized for the installation of the device, including the required tethering area around it. Roof-mounted inflatable displays shall not extend above the height limit of the zone. A sign permit and nominal fee is required. All requests shall be reviewed by the planning, building and fire departments for compliance with all fire and building codes.

(8) No special event signage (of any type) may be displayed on or attached to any public property including telephone or utility poles, traffic control signs or devices, street lights or other structures located on public property.

(9) No special event signage of any type shall interfere with or restrict vehicular or pedestrian access or visibility.

(10) Automobile sales businesses that sell new vehicle inventory, which are located outside the Escondido Auto Park and in zones other than PD (planned development), shall utilize the Escondido Auto Park standards listed below:

(A) Large, roof-top balloons are permitted for four (4), ten (10) day periods per calendar year.

(B) Helium filled balloons, not exceeding twenty-four (24) inches in any dimension, are permitted on Saturdays, Sundays and for special events. They shall be removed at the close of business each day.

(C) Each dealership shall be permitted to display banners for a maximum of thirty (30) consecutive days for special events, not exceeding one hundred (100) square feet in size per banner.

(D) Window banners, antenna mast flags, wind-driven propellers, streamers, windshield sunshades, stuffed animals and inflatable characters are prohibited.

(E) Temporary twenty-five (25) foot by fifty (50) foot shade tents are permitted in display areas (not customer parking areas) for thirty (30) day periods, or the length of a promotion/event, whichever is less. All requests shall be reviewed by the building division and fire department for compliance with all building and fire codes.

(b) On-site subdivision signs.

(1) One (1) temporary on-site subdivision sign is permitted on each street frontage of the property to be subdivided not to exceed two (2) such signs for any subdivision. Each sign shall not exceed fifty (50) square feet in area and shall not exceed a height of twelve (12) feet.

(2) One (1) feature sign, one (1) model sign and two (2) flags or pennants for each model home may be placed on the model home lots, at the sales office, or in the parking lot of the subdivision. Such signs and flags shall not exceed four (4) square feet in area and may be double-sided.

(3) Signs shall observe a minimum five (5) foot setback from all property lines and shall not interfere with vehicle sight distance requirements.

(4) Such sign shall be for the identification of a subdivision, price information, and the developer's name, address and telephone number. Signs may be either single-faced or double-faced provided the faces are not more than twelve (12) inches apart and are mounted along parallel planes.

(5) Such signs shall be removed within thirty (30) calendar days from the date of the close of escrow for the final sale of the land or last residence for the first time. The director may grant a written extension of the period for which signs, flags, or pennants may be maintained after the final sale up to a maximum of six (6) months.

(6) Signs shall be maintained in good repair at all times pursuant to section 33-4.

(c) Real estate kiosk signs. Sign panels on a city-approved kiosk structure may be authorized for the purpose of providing directional information to residential developments with units for sale, lease, or exchange (including assisted living developments) located within Escondido's general plan area.

(1) Number. The maximum number of single-faced sign panels allowed shall be ten (10) per development.

(2) Area and dimensions. Sign panels shall be five (5) square feet in total area and shall measure five (5) feet horizontal length by one (1) foot vertical height.

(3) Height. Maximum sign height for a single sign structure (kiosk) shall be eleven (11) feet.

(4) Kiosk structures. All sign panels shall be located on a city-approved kiosk structure.

(5) Permitted locations. Signs shall be located on designated city kiosk structures within the public right-of-way. If, in the opinion of the director, available city kiosk structures will not permit adequate directional information, kiosk structures may be approved by the director on private property with the written permission of the property owner. A kiosk location plan shall be prepared showing the site of each kiosk and shall be submitted to and approved by the planning division prior to the acceptance of a sign permit application.

(6) Sign copy. Each kiosk panel shall contain only the name of the subdivision or residential development, or developer, or development logo, and a logo(s) regarding an award, special certification, or "green" development, and a directional arrow. Community directional panels (city hall, library, parks, districts, historic sites, etc.), at the discretion of the city, may also be allowed on kiosk structures.

(7) Spacing. No real estate kiosk sign shall be placed within three hundred (300) feet of another except when they are across the street from one another. A maximum of seven (7) temporary real estate directional sign panels for different developments may be grouped on a single kiosk structure face. Only one (1) panel per development may be placed on a single kiosk structure face.

(8) Colors. Directional signs shall conform to colors and design standards approved by the director.

(9) Right of entry. All kiosks which are placed on private property must have prior written consent of the property owners to allow the city, in the event of noncompliance, to enter said property and remove the sign. A copy of said consent shall be filed with the planning division prior to the acceptance of a sign permit application.

(10) Changes. Any sign approved for a particular development project within the city shall not be changed to another project without prior approval of the director of community development.

(11) Time period. Permits for sign panels shall be issued for a limited period of time, not to exceed twenty-four (24) months. Following the twenty-four (24) month period, the permittee may apply for one (1) year extensions or all sign panels shall be removed.

(12) Cash deposit. A cash deposit or bond in the amount necessary to remove such sign and an administration fee as may be established by resolution of the city council may be required to be deposited with the city to ensure compliance with the stipulations of this chapter and removal of signs in a timely fashion. Upon confirmation that the sign has been removed, the deposit will be refunded or the bond released. In the event the city removes a sign, due to noncompliance with the permit or these regulations, the full amount of the bond or cash deposit shall be due the city in order to defray enforcement costs.

(13) Unauthorized alterations. There shall be no additions, tag signs, attention-getting devices, or other appurtenances added to the sign as approved.

(14) Lighting. Artificial illumination of real estate kiosk signs by any means is prohibited.

(d) Temporary real estate directional signs. In addition to the approved kiosk sign panels, major subdivisions located within the general plan area of Escondido may also request temporary real estate directional signs.

- (1) Number. Up to ten (10) single-faced or double-faced signs per development;
- (2) Area. Temporary directional signs shall not exceed four (4) square feet per face nor dimensions of two (2) feet by two (2) feet;
- (3) Height. Maximum sign height shall be five (5) feet;
- (4) Location. Temporary directional signs shall not be placed within any public right-of-way or be attached to utility poles, nor shall they interfere with vehicle sight distance requirements. Written approval of the property owner(s) is required to be submitted with the application;
- (5) Spacing. Each temporary directional sign shall be placed a distance of not less than one hundred (100) feet from any other temporary directional sign or real estate kiosk sign of the same development, except when they are across the street from one another;
- (6) Right of entry. All temporary directional signs must have prior written consent of the property owners to allow the city, in the event of noncompliance, to enter said property and remove the sign. A copy of said consent shall be filed with the planning division in conjunction with the sign permit application;
- (7) Time periods. Permits for temporary directional signs shall be issued for a limited period of time, not to exceed one (1) year, or until each unit is sold for the first time, whichever occurs first. Following the one (1) year period, the permittee shall apply for a six (6) month extension or all signs shall be removed. The total permitted time period shall not exceed thirty-six (36) months and each application for an extension shall include a right-of-entry consent form from any new property owners involved;
- (8) Cash deposit and fee. A cash deposit or bond in the amount necessary to remove such signs and an administrative fee as may be established by resolution of the city council may be required to be deposited with the city to ensure compliance with the stipulations of this chapter and removal of signs in a timely manner. Upon confirmation that the signs have been removed, the deposit will be refunded or the bond released. In the event the city removes a sign, due to noncompliance with the permit or these regulations, the full amount of the bond or cash deposit shall be due the city in order to defray enforcement costs;
- (9) Unauthorized alterations. There shall be no additions, tag signs, attention-getting devices or other appurtenances added to the sign as approved;

(10) Lighting. Artificial illumination of temporary real estate directional signs by any means is prohibited.

(e) Bulletin signs.

(1) Any allowable wall or freestanding sign may be a changeable copy sign announcing cultural activities, events or programs to be held on the premises, for the following uses only:

(A) Amphitheaters;

(B) Theaters;

(C) Churches;

(D) Convention/conference centers;

(E) Private schools (including day care centers);

(F) Museums;

(G) Youth centers;

(H) City of Escondido or other public body;

(I) Establishments which offer live entertainment.

(2) All requests for the construction of electronic changeable copy signs shall be considered by the Planning Commission. Requests for manually-changed bulletin signs shall be reviewed by planning staff.

(f) Signs for nonresidential uses in residential zones. Nonresidential facilities and uses located in residential zones subject to a conditional use permit, are allowed one (1) wall sign, a maximum of twenty (20) square feet in area and one (1) freestanding sign, a maximum of twenty-four (24) square feet in area. A freestanding sign three (3) feet high may be located anywhere on the site. A taller sign up to a maximum of six (6) feet high shall maintain the required setback of the zone. For properties with more than five (5) acres and frontage on more than one (1) street, one (1) freestanding sign per street frontage may be allowed. Only one (1) sign per property/use may be a changeable copy sign pursuant to Section 33-1396(e).

(g) Public facilities signs of the City of Escondido. Freestanding signs, wall signs, and bulletin signs for public facilities of the City of Escondido shall be reviewed by the Director for appropriate design and scale for the site pursuant to the design guidelines, but in no event shall any sign exceed the sizes and heights permitted in commercial zones.

(h) Off-site directional signs for approved historical points of interest. In the case of approved historical points of interest, off-site directional signs of a content, size, height above ground, and location acceptable to the city may be approved by the director and the city engineer. To be considered approved, a place or point of interest must be recorded in the national register of historical places, the local register of historic places, or at the California Department of Parks and Recreation as a point of historical interest.

(i) Pole-mounted banners. Pole-mounted banners for the purpose of providing business identification shall be permitted on poles within HP (hospital professional), CG (general commercial), CP (office professional) and PD-C (Planned development—commercial) zones. All proposals for pole-mounted banners shall be reviewed by the planning division for conformance with the following standards:

(1) Banners shall be constructed of vinyl, cloth or similar durable material. Each banner may be double-faced and shall be permitted a maximum area of sixteen (16) square feet. A maximum of two (2) banners shall be permitted on each pole. Each banner shall be hung on the pole so that the lowest portion of the banner is at least eight (8) feet above the ground.

(2) Banners shall be kept in good condition and may be exhibited year-round. For commercial centers or properties less than three (3) acres in size, the aggregate total of all banners shall not exceed seventy-two (72) square feet.

(3) All banners shall feature color backgrounds and/or graphic images. Text shall be limited to no more than one-half (1/2) of the banner area. All text shall be limited to identifying the business or enterprise on the property only and shall not be used to display products, services or promotions.

(j) Temporary portable signs.

(1) Sunset Clause. This Sub-section 33-1396(j) shall automatically expire one year from the effective date of Ordinance 2012-08, unless extended by the City Council.

(2) Allowable Zones. Temporary portable signs may be placed in:

(A) All commercial zones;

(B) All industrial zones for motor vehicle dealers, lumberyard, restaurants, and other permitted uses of similar retail nature, as determined by the director; and

(C) PD-C (Planned Development-Commercial) zones, and commercial centers in specific planning areas outside of the Downtown Specific Plan Area.



(3) Comprehensive Sign Programs/Sign Standards. A modification of an approved comprehensive sign program or approved sign standards in a planned development and specific plan area are not required.

(4) Location.

(A) Feather signs and sandwich signs may be located anywhere on the parcel of the respective business or within the commonly managed center, and may be located adjacent to Centre City Parkway only for centers and business sites that have direct access to Centre City Parkway.

(B) Temporary portable signs are prohibited on roofs and shall be located so as not to interfere with vehicle sight distance as defined in this article, visibility at driveways, or disabled access, and shall not be located in, or overhang, the public right-of-way, as determined by the City Engineer.

(5) Quantity. One temporary feather sign and/or one temporary sandwich sign may be permitted for each business establishment with a current business license.

(6) Size.

(A) Feather signs shall not exceed 12-feet in height above adjacent grade and 36-inches in width.

(B) Sandwich signs shall be no more than 3'-6" high, 2'-6" wide, and the base width shall not exceed 2'-0". Each face shall not contain more than 7.5 square feet of sign area.

(7) Sign Materials and Construction. All temporary portable signs shall be professional grade signs conforming to the following criteria:

(A) Materials. Temporary portable signs shall be constructed of durable materials, sufficient to withstand inclement weather, as well as color fading due to sunlight. Metal, wood, plastic and UV-coated nylon are typical materials used. Glass and other breakable materials are prohibited. No paper, cardboard, poster board, foam core board or the like will be permitted.

(B) Self-supporting. Temporary portable signs shall be self-supporting and weighted to withstand wind or being overturned by contact. Weights, if required, should be incorporated in the sign construction, not applied.

(C) Sandwich Signs.

(i) Changeable signs shall use slate or plastic with chalk or grease pencil.

(ii) There shall be no projections other than raised carved letters, which shall not project greater than ½" from sign face.

(iii) Signs shall contain no sharp edges or corners.

(iv) Signs shall not have copy or parts that move in a controlled or uncontrolled manner.

(v) Temporary posters, letters, flyers, balloons, pennants, or other attention-getting devices shall not be attached.

(8) Maintenance. Feather and sandwich signs shall be maintained in good condition pursuant to Section 33-1394.

(9) Other. The business establishment must have a valid business license and existing permanent business signs prior to placing temporary portable signs on the site.