

PLANNING COMMISSION

Agenda Item No.: 6.3
Date: March 13, 2012

CASE NUMBER: AZ 12-0001
APPLICANT: City of Escondido
LOCATION: Citywide in Commercial and Industrial Zones
TYPE OF PROJECT: Zoning Code Amendment

PROJECT DESCRIPTION: Amendments to the Escondido Zoning Code Article 66 – Sign Ordinance to revise citywide standards pertaining to temporary signs, including feather flags, A-frame signs and similar temporary portable signs. The allowance for the temporary portable signs would be in effect for two years, after which it would expire unless extended by the City Council. The amendment would allow one feather sign and/or one sandwich sign per business establishment in all commercial and industrial zones for 6 consecutive months per year with a sign permit. Criteria would be established for acceptable sign material, dimensions, locations, etc. A definition for “feather sign” would be added and other minor cleanup changes in the sign code would be included.

STAFF RECOMMENDATION: Provide recommendations and options to staff to forward to the City Council.

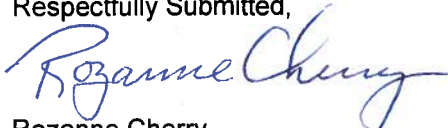
GENERAL PLAN DESIGNATION/TIER: Commercial, Industrial and Specific Plan Designations

ZONING: Commercial, Industrial, Planned Development–Commercial zones and commercial areas within Specific Plans.

BACKGROUND/SUMMARY OF ISSUES: In September 2011, the City Council approved the 2011-2012 Council Action Plan. The Image and Appearance component included an item to consider amending the sign ordinance to allow “feather flag” type temporary signs. Several business owners had approached the Council indicating that feather flags were a cost-effective way to attract customers during this difficult economic time. Council members directed staff to also consider potential proliferation of temporary signs creating safety issues and an unsightly appearance throughout town. The proposed Temporary Portable Signs Section 33-1396 (j) would sunset in two years. The provisions would expire two years from the effective date of the ordinance unless the Council approved an extension. No changes are proposed to the existing special event sign standards.

Staff requests comments and recommendations on the draft changes attached. The Commission's comments will be forwarded to the City Council for consideration along with the draft code text. The City Council hearing is tentatively scheduled for April 18, 2012. This code amendment only addresses temporary portable signs and a few minor cleanup items. A comprehensive update of the Zoning Code is anticipated as part of the implementation of the new General Plan in 2012.

Respectfully Submitted,



Rozanne Cherry
Principal Planner

ANALYSIS

A. ENVIRONMENTAL STATUS

1. A Notice of Exemption was issued on February 23, 2012, in accordance with CEQA Section 15061(b)3, "General Rule" that says that CEQA only applies to projects which have the potential for causing a significant effect on the environment.
2. In staff's opinion, the proposed code amendment, which does not involve physical modifications, has no significant environmental issues.
3. As a code amendment with no physical modifications, the project will have no impact on fish and wildlife resources.

B. CONFORMANCE WITH CITY POLICY/ANALYSIS

General Plan

The proposed code amendment is consistent with the General Plan Community Design Policy C1.2, which authorizes the development of standards and guidelines for signage, architecture, landscaping and other visual impacts of development within the city.

C. DISCUSSION

Sunset Clause - The draft code amendment allowing temporary portable signs would be effective for a limited 2-year period. The provisions would "sunset" (expire) 2 years from the effective date of the ordinance. Near the end of the 2-year period, Council would review the positive and negative effects encountered during that period and determine whether to extend or revise the ordinance, or to allow it to expire.

Temporary Portable Signs - The proposed changes would add subsection j to Zoning Code section 33-1396, General Use Signs. It would allow limited numbers of temporary portable signs in commercial and industrial developments throughout Escondido. It would not change the existing sign standards of the Downtown Specific Plan Area. Temporary portable signs would require a permit and could include one "feather flag" type sign and/or one sandwich type sign per business establishment for a maximum of 6 consecutive months per year. Feather flags could be located anywhere on the parcel or within the development where the establishment is located. Sandwich signs, which are scaled for pedestrian areas, would have to be located within close proximity to a customer door. Temporary portable signs would be prohibited within the right-of-way and could not interfere with disabled access or vehicle sight distance at intersections and driveways. These signs would be permitted in addition to other signs allowed by the code, including special-event signs for businesses, section 33-1396 (a), and pole-mounted banners for commercial centers, section 33-1396 (i). Temporary signs are typically less expensive and more easily placed on site than permanent wall or freestanding signs. The less stringent standards for temporary signs could encourage a business owner to not pursue or to delay the installation of permanent signs.

OPTION – Should there be a concern about delaying the installation of permanent signage, the current code could be retained since feather flags and sandwich signs are allowed under the existing Special Event Sign provisions; or the display time could be reduced.

Feather Flags

Zoning - The proposed amendment would allow only retail-type businesses in the industrial zones to apply for a feather flag, as currently restricted for special event signs (banners, balloons, flags, etc. for promotional sales, announcing new management, grand openings, etc.) The assumption is that there are wholesale, manufacturing, research/development and office uses in the various industrial zones that are not reliant on attracting customers from the general public driving on the street. This may result in the need for the Director of Community Development to make more determinations as to whether or not a certain business is retail in nature, but it would be consistent with the existing parameters for special event signs.

OPTION - Allow one feather flag for all businesses in the industrial zones. This would eliminate the need for a determination of the type of business, but would possibly result in more flags along the streets.

Location – Under the proposed code, feather flags could be located in commercial and industrial zones anywhere on the private property of a parcel with a single tenant or of a commercial center with multi-tenants. This would include frontages along Centre City Parkway (CCP) and Highway 78. Temporary portable signs would not be allowed on roofs. The new code would not apply to any properties within the Downtown Specific Plan Area. CCP is a limited access Major Road with a landscaped center median, originally part of State Highway 395. In 1977, Caltrans passed jurisdiction and maintenance of CCP to the City of Escondido. In 1990, the City had a landscape architect prepare a Landscape Master Plan and Design Guidelines for the road. The guidelines encourage development and signage along CCP to orient to the access drives on cross streets. Over the past several years, Council has approved requests for new access drives between CCP and adjacent commercial properties, and has also allowed permanent signage at the new driveways. Unless revised, the draft code would allow a limited number of feather flags (one per business establishment) to be located adjacent to CCP only for centers and business sites that have direct access on CCP. Feather flags would also be allowed adjacent to Hwy 78. Only one feather flag per business establishment would be permitted no matter how many street frontages the parcel or center had. This would introduce another type of temporary sign, in addition to special event signs, that could be located adjacent to CCP and Hwy 78, and result in longer periods of time that temporary signs were displayed.

OPTION – Prohibit feather flags along frontages adjacent to CCP and Hwy 78. While this would be more consistent with the intent of the CCP Master Plan to enhance the visual character of the corridor and "...develop a natural setting within an urban context..." it would result in all feather flags for a commercial center being concentrated on one frontage. Currently, a separation requirement between feather flags is not proposed.

Duration of Display – The draft code proposes the same display duration of 6 consecutive months per year for both feather flags and sandwich signs. This would be in addition to any special event signs, which are allowed for a maximum of 60 days per calendar year not exceeding 30 consecutive days at any time. Some feather flag manufacturers recommend replacing flags 2-3 times a year since sun and wind can degrade the material. Six consecutive months is proposed as a sufficient enough time to establish a business and/or remind customers of the business location while recognizing the typical lifespan of the feather flag material before it becomes tattered, ripped, faded and unsightly. Section 33-1394 (b) would be revised to require that temporary portable signs be maintained and removed from public view when faded, broken, torn or otherwise damaged.

OPTION – Consider a shorter timeframe of 3 months for a permit approval, at which time the business owner could apply for a permit for a new feather flag for another 3 months. This would make it less likely that a feather flag would become tattered, faded and unsightly.

Sandwich Signs

Location - The proposed code would allow one pedestrian oriented sandwich sign near the customer entrance of a business establishment. The design criteria for these signs are proposed to be the same as what is currently allowed in the Downtown Specific Plan. While the downtown sidewalk signs are allowed on the public sidewalk in certain areas, the citywide sandwich signs would be restricted to private property and not allowed within the public right-of-way. These small, low signs are more appropriately used along the walkways in front of in-line shops in commercial centers for identification of the business entry. They would be too small to be seen or read from a vehicle while driving along busy commercial roads.

OPTION – Allow sandwich signs anywhere on the private property (not in the right-of-way), same as the proposal for feather flags. This could potentially result in doubling the number of temporary portable signs placed along the property line adjacent to streets, since each business establishment could have one feather flag and one sandwich sign. Currently there is no requirement proposed for a separation distance between feather flags or sandwich signs.

Duration of Display - The sandwich signs would also be limited to 6 consecutive months under the proposed code revisions. But these signs would be located away from the street in multi-tenant commercial centers and not visible from the road. The sandwich signs would be to identify businesses for customers walking within the center. Similar to the sidewalk signs in the downtown core being oriented to the pedestrians on the sidewalk. The downtown sidewalk signs require an encroachment permit that has to be renewed annually.

OPTION – As pedestrian oriented signs, permit sandwich signs for one year, which could be renewed upon confirmation of the sandwich sign being in good condition.

Special Event Signs (Banners)

This amendment would only change the method of application for Special Event Signs from the business owner having to send a registered letter to the Planning Division 2-weeks in advance of a special event to simply submitting a Temporary Sign Permit application. The temporary sign permit application process has been in use for some time and typically can be approved over the counter. Special Event Signs include banners, balloons, pennants, portable signs, etc. for the purpose of publicizing "grand openings", "new management", promotional sales and similar events. They are limited to a maximum of 60 days per calendar year per business, not exceeding 30 consecutive days at any time. No change to this timeframe is proposed. These signs would be allowed in addition to a request for Temporary Portable Signs. Should these permits be approved serially for a business, it would result in temporary signage being displayed for 8 months per year. Temporary signs are typically less expensive and more easily placed on site than permanent wall or freestanding signs. The less stringent standards for temporary signs could encourage a business owner to not pursue or to delay the installation of permanent signs.

OPTION – If it was felt that Special Event Signs were a significant value to new businesses and in promoting business events, the allowable time frame for these signs could be increased to something like 60 days per 6-month period, not to exceed 120 days per year. However, this would result in the potential for temporary signs to be displayed for 10 months per year.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. STANDARDS FOR TEMPORARY PORTABLE SIGNS

	FEATHER FLAGS	SANDWICH SIGNS
Types	Free-standing feather flags (including but not limited to flutter, bow, teardrop, rectangular, blade, shark and U- shaped flags)	Self-supporting A-frame, pedestal or footed portable signs.
Number	One per business establishment	Same
Size	Up to 12-feet high and 36" wide	Up to 42" high, 30" wide, with a base width of 24" and maximum sign area of 7.5 SF
Location	Anywhere on the parcel of the business establishment or anywhere within the commonly managed shopping center with landlord approval. Prohibited within the ROW and on roofs. Allowed adjacent to CCP only for centers/business sites with direct access to CCP.	In close proximity of a customer entrance. Prohibited within the ROW.
Duration	6 consecutive months per year	Same
Materials	Professional grade signs of durable materials capable of withstanding inclement weather and resisting fading in sunlight.	Same and no paper, cardboard, poster board, foam core board or the like permitted. Prohibits glass and other breakable materials.
Separation	None required	Same

B. ALLOWABLE ZONES

- All commercial zones.
- All industrial zones for motor vehicle dealers, lumberyards, restaurants, and other permitted uses of similar retail nature, as determined by the director.
- Planned Development-Commercial zones (with approval of the landlord, no modification of the approved sign standards for the PD development would be required)
- Commercial centers in specific planning areas outside of the Downtown Specific Plan Area. (With approval of the landlord, no modification of the approved sign standards for the specific plan commercial development would be required).
- Other multi-tenant centers with approved comprehensive sign programs would not need to revise the sign program with approval of the landlord.
- Does not affect the current standards for signs in the Downtown Specific Planning Area.

FACTORS TO BE CONSIDERED
AZ 2012-0001
EXHIBIT "A"

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 two years.
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"

Proposed Code Changes

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) Design review board means a seven (7) member board of citizens and design professionals, appointed by the city council pursuant to Article 64 of the Escondido zoning code, which reviews plans for new development, modifications to existing facilities, and signs proposed in Escondido to determine consistency with the established design criteria.

(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 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 ~~promotional~~ 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 signs* 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, ~~including persons retained to hold or wear sign copy.~~

(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, ~~nor~~ 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 of ~~planning and building~~.

(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, ~~nor~~ 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, ~~nor~~ 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(a) 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) ~~At least two (2) weeks in~~ In advance of a special event, the business owner shall ~~notify the planning division, by registered letter~~ submit a Temporary Sign application, which includes of 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 DRB 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 DRB 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 two years from the effective date of Ordinance 2012-08, unless extended by the City Council.

(2) Permit Required. With the submittal of a temporary sign permit application, temporary portable signs may be permitted 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. With the submittal of a temporary sign permit application and the written approval of the landlord, 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 may be located anywhere on the parcel of the respective business or within the commonly managed shopping center with the landlord or property manager's permission, and may be located adjacent to Centre City Parkway only for centers and business sites that have direct access to Centre City Parkway.

(B) Sandwich signs shall be located in close proximity to a customer entrance.

(C) 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) Duration. Approval of a temporary portable sign permit shall be for six consecutive months per year.

(7) Size.

(A) Feather signs shall not exceed 12-feet in height above adjacent grade or 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.

(8) 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 1/2" 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.



CITY OF ESCONDIDO
PLANNING DIVISION
201 NORTH BROADWAY
ESCONDIDO, CA 92025-2798
(760) 839-4671

Notice of Exemption

To: San Diego County Recorder's Office
Attn: Linda Kesian
P.O. Box 121750
San Diego, CA 92112-1750

From: City of Escondido
Planning Division
201 North Broadway
Escondido, CA 92025

Project Title/Case No.: Zoning Code Amendment, Case No. AZ12-0001

Project Location - Specific: Citywide

Project Location - City: Escondido, **Project Location - County:** San Diego

Description of Project: Amendments to the Escondido Zoning Code Article 66 – Sign Ordinance to revise Citywide standards pertaining to temporary signs, including special event signs, banners, feather flags, A-frame signs and similar temporary portable signs.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name: City of Escondido, Planning Division, Rozanne Cherry Telephone: (760) 839-4536
Address: 201 N. Broadway, Escondido, CA 92025

Private entity School district Local public agency State agency Other special district

Exempt Status:


Categorical Exemption. CEQA Section 15061(b)3 "General Rule".

Reasons why project is exempt:

1. The proposed sign code amendment is consistent with the General Plan.
2. Changes to the allowable types of temporary signs will not have a significant effect on the environment.
3. The proposed code amendment does not involve physical modifications and will not cause the removal of any sensitive habitat or affect any cultural or historic resources.

Lead Agency Contact Person:

Area Code/Telephone/Extension (760) 839-4536

Signature: 
Rozanne Cherry, Principal Planner

2-23-12
Date

Signed by Lead Agency

Date received for filing at OPR:

Signed by Applicant

Rozanne Cherry

From: Barbara Redlitz
Sent: Wednesday, March 07, 2012 12:31 PM
To: kevinmniems@aol.com
Cc: Rozanne Cherry
Subject: RE: Feather flags

Thanks, Kevin. We will include your comments in the staff report.

-----Original Message-----

From: kevinmniems@aol.com [mailto:kevinmniems@aol.com]
Sent: Wednesday, March 07, 2012 12:27 PM
To: Barbara Redlitz
Cc: Rozanne Cherry
Subject: Re: Feather flags

Thank you , Barbara.
I will let you forward this then:)

First, I want to thank everyone for their work and efforts on this endeavor it is much appreciated.

Second, since being able to use my feather flags over the past couple of months we have once again been seeing increases. It has a huge impact that benefits us in a positive fashion. I have figures to provide if you would like. Please also note that when feather flags are in good like new shape it can actually add to the aesthetics visually.

We limit ourselves to 1 per store and are always out of the right ways etc... Very similar to what looks might be proposed.

In terms of potentially not having flags on Centre city maybe it is possible to have more of a set back or designate must be near existing monument signs as to keep the flow of "beauty" but still allow us as owners to get the most potential out of our businesses and allow for our livelihood. If not allowed on CCP we could post on Felecita correct? At least that way we have some visibility to the Felecita flow of traffic.

Any questions, I will make myself available to anyone to help make this work.

Once again thank you very much for your time and consideration, on a subject that is very important to us as business owners. This will both free up red tape and also have a great potential for a positive financial impact for the City:)

Kevin
760-807-0432

On Mar 6, 2012, at 1:52 PM, Barbara Redlitz <Bredlitz@ci.escondido.ca.us> wrote:

> The Planning Commission makes recommendations to the City Council, so it's really your call. You can also submit any comments in writing (or by email) and we'll forward them to the decision makers.

>

> Barb

>

> -----Original Message-----