



R E D W O O D C I T Y

Sign Ordinance

DECEMBER 2006

DRAFT

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RECITALS

The City of Redwood City validates and reconfirms the inventory of nonconforming signs which was conducted in 1999, except that for amortization purposes under this Article, nonconformance under the 1999 inventory shall be limited to noncommunicative aspects of the subject signs, and not upon message content (other than the onsite/offsite distinctions).

CHAPTER 3 ADVERTISING AND SIGNS

ARTICLE II. SIGNS ON PRIVATE PROPERTY

DIVISION 1: INTRODUCTION AND BASIC PRINCIPLES

Sec. 3.50. TITLE: This title may be known as the Redwood City Sign Ordinance, or the Sign Ordinance.

[Note: this request the last section of Article I, Commercial Handbills, to be changed to read “Secs. 3.9-3.49 reserved” so as to avoid any confusion about section numbers.]

Sec. 3.51. REGULATORY SCOPE: This Article regulates signs, as defined in this Article, located on private property which is not public right of way, and on properties which are owned by public entities other than the City, and over which the City has land use regulatory authority. Further, this Article does not regulate signs used in conjunction with special public events, when such events are regulated by Article III of this ordinance. The City’s policies regarding private party signs on property owned or controlled by the City, as well as on public rights of way, are stated in Article III of this Chapter. Except where otherwise expressly provided in this Article, all signs within the regulatory scope of this Article shall be erected and maintained in conformity with this Article.

Sec. 3.52. BALANCING: This Article states the legislative decisions made by the City Council regarding display of signs on regulated land, after carefully balancing many competing factors and interests. This Article consolidates all general provisions relating to the installation, regulation and amortization of signs on regulated land throughout the City.

Sec. 3.53-3.56. RESERVED.

Sec. 3.57. PURPOSES: The City has a reputation as a community of natural beauty, distinctive architecture and historic tradition. Signs significantly affect the aesthetic appeal of the City and its streetscapes; they also affect the quality of the visual

environment and influence perceptions of local economic conditions. The purpose of this Article is to ensure that information by signs on regulated land is presented safely and effectively in a manner which enhances the quality of the visual environment, aids in attracting shoppers and other visitors, and promotes traffic safety and convenient circulation for motorists, bicyclists and pedestrians. This Article is enacted to further the public health, welfare and safety, and to serve the City's interests in promoting community aesthetics, commerce and tourism, to serve the interests in the safety of traffic, pedestrians and animals, to protect and preserve property values, and to protect the right of free speech by sign display.

Sec. 3.58. OBJECTIVES: The objects of this Article include:

A. Implementation of General Plan. To implement the goals and policies of the City General Plan by establishing uniform standards and procedures to control the size, type, number, design, placement, illumination and maintenance of signs on regulated property;

B. Site Relevance: To encourage signs that are attractive and functional for the type of establishment to which they may pertain, and that are in scale and architectural harmony with the project site, project building(s), adjacent buildings and development in the commercial district or neighborhood in which they are located;

C. Reduction of Visual Clutter: To reduce visual clutter by generally prohibiting the erection, construction or use of any offsite commercial signs on permanent structures (billboards), oversized signs, roof signs, animated signs and electronic readerboard signs, other than those which are already legally existing in the City as of the date this Article, or when a prior version of this Article containing a similar provision, first took effect;

D. Aesthetics: To enhance the aesthetic appeal of commercial streetscapes and minimize distractions to motorists by limiting the percentage of any storefront window that may be covered with signs and by limiting the combined area of signs displayed on any building facade;

E. Neighborhood Preservation: To protect and preserve the character of residential areas by prohibiting commercial signage in such areas, except as required by state law or applicable judicial decisions;

F. Historic Preservation: To establish procedures to allow the continued use, maintenance and repair of nonconforming historic signs that preserve locally recognized values of community appearance or that reflect unique characteristics of development;

G. Safety: To promote traffic safety by prohibiting signs that constitute a traffic hazard or obstruct the visibility of motorists, bicyclists or pedestrians, or cause confusion by virtue of visual similarity to traffic control signs; and

H. Updating: To encourage the upgrading, updating or removal of signs that are poorly maintained, out of character with their surroundings, or do not conform to this Article.

Sec. 3.59. BASIC PRINCIPLES:

The principles, policies, rules and regulations stated in this section (the “Basic Principles”) apply to all signs within the regulatory scope of this Article and to all provisions of this Article, and override more specific provisions to the contrary.

A. Administration Authority. The Director is authorized and assigned the duty of enforcing all provisions of this Article.

B. Compliance and Permits. No person shall erect, place, display or maintain any sign in violation of this Article. To insure compliance with this Article, a sign permit shall be required for any sign, except as provided herein.

C. Administrative Interpretations. All interpretations of this Article are to be exercised in light of the City’s message neutrality and message substitution policies stated in this section. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Article, or whenever a sign does not qualify as a “structure” as defined in the Redwood City Building Code, then the Director shall approve, conditionally approve or disapprove the application based on the most similar sign type, using physical and structural similarity, that is expressly regulated by this Article.

D. Message Neutrality. It is the City’s policy and intent to regulate signs in a manner which is consistent with the speech freedoms of both the United States and California constitutions, by enacting regulations which are content neutral, while recognizing the differing levels of protection as to non-commercial and commercial messages.

E. Message Substitution. Subject to the property owner’s consent, a noncommercial message of any category or content may be substituted, in whole or in part, for any allowed commercial message or any noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. In addition, any sign display area which is available but unused, on any particular lot or parcel, may be used for signs displaying non-commercial messages, at any time; such signs are subject to a permit only if the sign qualifies as a “structure” under the Building Code. The purpose of this provision is to prevent any favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a site; it does not create a right to substitute an off-site commercial message in place of an on-site commercial message or a non-commercial message; and it does not affect the requirement that a

sign structure or mounting device be properly permitted; and does not authorize changing the physical method of message display without a permit.

F. Purpose of Permitting. All permitting and approval processes required by this Article are intended to insure compliance with this Article and various safety codes, as well as to prevent the loss of time, effort, materials and investment which might otherwise be invested in an illegal sign.

G. Noncommunicative Aspects of Signs. All rules and regulations concerning the noncommunicative aspects of signs including, but not limited to, location, size, allowable area height, illumination, spacing between signs, orientation and density, stand enforceable independently of any permit or approval process.

H. Billboard Policy. It is a fundamental land use policy of the City to completely prohibit the construction, erection or use of any and all billboards (as defined herein), other than those which legally exist in the City, or for which a valid permit has been issued and has not expired, as of the date on which this provision, or when a prior version of this Article containing this same provision, was adopted. In approving this Article, the City Council affirmatively declares that its billboard policy is a fundamental land use policy, and that it would have adopted this billboard policy even if it were the only provision in this Article. The City Council intends for this billboard policy to be severable and separately enforceable even if other provision(s) of this Article may be declared, by a court of competent jurisdiction, to be unconstitutional, invalid or unenforceable. This provision does not prohibit agreements to relocate presently existing legal billboards as encouraged by State law including, but not limited to, Business and Professions Code section 5412 as that Section may be amended from time to time.

I. Property Owner's Consent. No sign may be displayed on private tangible property or other regulated land without the property owner's consent.

J. Signage Rights and Duties. As to all signs attached to real property, the signage rights, duties and obligations arising from this Article attach to and travel with the land or other property on which a sign is mounted or displayed. This provision does not modify or affect the law of fixtures, sign-related provisions in private leases regarding signs (so long as they are not in conflict with this Article or other law), or the ownership of sign structures. This provision does not apply to hand held signs or other images which are aspects of personal appearance.

K. Master Sign Program / Precise Plans. Master Sign Programs for specific developments, planned developments, specific plans, precise plans as well as special sign districts or sign-related overlays, when duly approved by the City, may modify the rules stated in this Article as to the noncommunicative aspects of signs, but may not override or modify any of the Basic Principles stated in this section. All of the provisions of this section shall automatically apply to and be deemed a part of any master sign program, precise plan, sign district or sign-related overlay zoning, which is approved

after the date on which this provision, or a prior version of this Article containing the same provision, was adopted.

L. Mixed Use Zoning Districts. For purposes of this Article in zoning districts allowing both residential and nonresidential uses, all legal residential uses shall be treated as if they were located in a residential district which would allow a residential unit of the same type (i.e., single family residence and/or multifamily residence), and all legal nonresidential uses shall be treated as if they were located in a nonresidential district allowing nonresidential uses of the same type.

M. Severance. If any provision of this Article or the application thereof is held by a court of competent jurisdiction to be invalid or unenforceable, such invalidity shall not affect any other provision or application of this Article that can be given effect without the invalid provision or application and, to this end, all of the provisions of this Article are severable.

DIVISION TWO: DEFINITIONS

Sec. 3.60. DEFINITIONS: The following words and terms as used in this Article shall have the meanings stated in this section.

ABANDONED SIGN: Any sign remaining in place or not maintained for a period of ninety (90) days after it no longer advertises or identifies an ongoing business, product or service available on the establishment premises where the display is located.

ACCESSORY USE: A use subordinate to the principal use on the same site or building and serving a purpose customarily incidental to the principal use.

ADDRESS SIGN: A sign that displays the official address of a property or building.

ANIMATED SIGN: A sign with messages that are displayed electronically or mechanically and change more frequently than once every twenty-four (24) hours regardless of the method by which the visual change is effected. This definition does not include traditional barber poles, hand-held signs, personally attended signs, commercial mascots, scoreboards, or signs which merely display time, temperature, road conditions or weather information. Animated signs include electronic message signs.

AUDIBLE SIGN: A sign with a speaker or other sound-emitting device.

AWNING: An overhead structure attached to a building wall and that consists of fabric or other material covering a frame extending at least twelve (12) inches from the face of a building. This definition does not include umbrellas on outdoor tables.

AWNING SIGN: A sign that is painted, printed, stenciled or attached to the surface of an awning.

BANNER, ARCHITECTURAL: A non-temporary sign made of plastic, canvas, fabric or other material secured on the top and bottom to brackets that extend perpendicular from a building wall or attached to or suspended from a fixture on real property.

BANNER, TEMPORARY: A temporary sign made of plastic, canvas, fabric or other materials that is attached to, or suspended from, a building wall, eave, or parapet or on a fixture on real property.

BILLBOARD: A sign displayed on a permanent structure exceeding 150 square feet in area which meets any one or more of the following criteria:

- 1) it is used for the display of off-site commercial messages;
- 2) it is used for general advertising or advertising for hire;
- 3) it constitutes a principal, separate or secondary use, as opposed to a principle use, of the parcel.

BLADE SIGN: A pedestrian-oriented sign fabricated from wood or other solid material suspended under a bracket that is mounted to a building.

BUILDING ELEVATION: A two-dimensional (2-D), scaled drawing of the front, rear or side of a building.

BUILDING FACADE: An exterior building wall facing a street, public right-of-way or parking lot.

BUILDING FACE: The outer surface on the exterior of a building wall.

BUILDING IDENTIFICATION SIGN: A sign which is located on, and parallel to a building wall which announces the name of the building.

BUILDING SIGN: A sign painted, printed or attached to on a building wall, parapet or fascia. Examples of building signs include, but are not limited to, advertising artwork, architectural banners, awning signs, blade signs, canopy signs, projecting signs, under-canopy signs and wall signs. Window signs are not included within this definition.

CANOPY: An overhead structure made of solid material other than an awning, that is attached to a building wall and that extends at least twelve (12) inches from the face of the building.

CANOPY SIGN: A sign that is painted, printed, stenciled or attached to the surface of a canopy.

CITY: The City of Redwood City.

COMMERCIAL MESSAGE: A message on a sign that identifies, advertises or attracts attention to an establishment, product, service or activity and that does not include noncommercial messages.

COMMERCIAL MASCOT: A person or animal dressed or decorated with commercial costuming or imagery and used for commercial promotion purposes. Sign spinners, sign clowns, sign twirlers and persons or animals holding or personally attending commercial message signs are included within this definition. Persons holding or personally attending non-commercial signs are not within this definition.

CONSTRUCTION SIGN: A sign displayed on the site of a construction development project. during the time of actual construction

COPY: Any letters, numerals or symbols displayed on a sign face to convey a message to the public.

CUSTOMERY MAINTENANCE: Cleaning, repainting, refinishing, repair or replacement of defective parts on a signs or sign structure in a manner that does not alter the size, height, materials, location or illumination of the sign. This does not include any change to the design, image or copy of the sign.

DEVELOPMENT ENTRANCE SIGN: A sign, typically freestanding, that identifies the subject development and which is located near a principal street entrance to a development of one (1) acre or more.

DIRECTIONAL SIGN: A sign providing directions to a facility, establishment, development, building, activity or place of interest that is open to the public.

DIRECTOR: The City Community Development Services Director or his/her designee.

DIRECTORY SIGN: A sign identifying the occupants of the premises where the sign is located.

DISTRICT: An area designated on the Zoning Map that is subject to uniform use and development regulations as set forth in the Zoning Ordinance (the City's "Zoning Ordinance").

DRIVE-THROUGH SERVICE SIGN: A sign mounted on the premises of an establishment which provides services to customers or clients while they are in their vehicles and which is a part of such drive-through service.

ELECTRONIC MESSAGE SIGN: An animated sign displaying messages that are displayed electronically.

ESTABLISHMENT: Any legal use of land other than long term residential which involves the use of structures subject to the Building Code and the presence of human

beings on the premises more than thirty-two (32) hours per week. By way of example and not limitation, this definition includes businesses, factories, farms, schools, hospitals, hotels and motels, offices and libraries but does not include single family homes, mobile family homes, residential apartments, residential care facilities or residential condominiums.

ESTABLISHMENT SIGN: A sign displayed on an establishment which displays any combination of noncommercial messages and on-site commercial messages.

EXEMPT SIGN: A sign that is not subject to a permit, and does not count toward the maximum signage otherwise allowed but is still subject to otherwise applicable rules.

FACE CHANGE: A change in letter height, color, material, lighting intensity that requires the installation of a new or modified sign face, but which does not involve any change to an existing sign structure or mounting device.

FLAG: A piece of fabric or other flexible material, usually rectangular in shape, with distinctive colors and patterns that display the symbol(s) of a nation, state, local government, company, organization, belief system, idea or other meaning.

FREESTANDING SIGN: A sign that is self-supporting in a fixed location and not attached to a building. Common types include monuments and pole signs. "Portable sign" is not included in this definition.

FREEWAY: A State highway to which the owners of abutting property have no right of access in accordance with the provisions of the California Streets and Highways Code, as of the effective date hereof.

FUEL PRICE SIGN: a freestanding sign associated with a motor vehicle fuel station which is used to satisfy State law requirements regarding the display of fuel prices.

GARAGE SALE SIGN: A sign displayed on a day when a garage sale, yard sale, moving sale, estate sale or similar event involving the occasional sale of used or handmade goods, on residential property.

GENERAL ADVERTISING: The business of promoting other businesses or causes using methods of advertising, in contrast to self-promotion or on-site advertising.

GOVERNMENT SIGN: A sign that is displayed by a public body or officer in the performance of a public duty or function. Examples include, but are not limited to, traffic signs, public transit signs, warning signs and signs guiding persons to emergency centers and places of public interest.

HEIGHT (of sign): The vertical distance measured between the top edge of a sign and the lowest finished grade below the subject sign.

HOME OCCUPATION SIGN: Commercial signs which identify, advertise or attract attention to any home occupation as defined in the Zoning Ordinance.

ILLEGAL SIGN: A sign that was installed in violation of the regulations concerning the noncommunicative aspects of signs that were in effect at the time of installation, or where a legal nonconformity has been expanded, or which does not confirm to the terms and conditions of the permit.

ILLUMINATION: The use of an artificial source of light to make the message displayed on a sign more readable.

INFLATABLE SIGN: A balloon or combination of balloons, blimp, gas-filled figure or other device inflated to at least one (1) foot in diameter that identifies, advertises or attracts attention to a business, service, person, organization, event or activity. This definition includes hot or cold air balloons and lighter than air balloons which are tethered to the ground and are used for advertising purposes.

INFORMATIONAL SIGN: Any sign or notice that is required or authorized by law and which complies with the requirements of the law. Informational signs include, but are not limited to, legal notices, address signs and fuel price signs, signs indicating location of utilities and public restroom signs.

INTERIOR SIGN: Any sign located within three (3) feet of a window or glass door as well as any internally illuminated sign within ten (10) feet of a window or glass door. Merchandise available for immediate sale and displayed in a window is not within this definition.

LANDSCAPED FREEWAY: A section or sections of a freeway that is now, or hereafter may be, improved by the planting at least on one side or on the median of the freeway right-of-way of lawns, trees, shrubs, flowers, or other ornamental vegetation requiring reasonable maintenance. As defined by B & P 5216.

LEGAL NOTICE: A sign or display which is required by law or is displayed in furtherance of legal processes. By way of example and not limitation, such signs include notices of public hearings, proposed ownership changes for locations with liquor licenses and eviction notices.

LOT FRONTAGE: A single lot line abutting a public right-of-way. On lots abutting more than one public right-of-way, the property line with the longest dimension shall be the lot frontage.

MARQUEE SIGN: A large canopy-like structure mounted over the entrance of a theater.

MASTER SIGN PROGRAM: A duly adopted document that establishes general design parameters for all signs on a property or development project designed for multiple tenants.

NONCOMMERCIAL SIGN: A sign that does not identify, advertise or attract attention to a business, product or service, or propose an economic transaction. Typical examples include signs whose message addresses a topic of public concern or controversy such as, by way of example and not limitation, politics, religion, philosophy, science, art or social commentary.

NONCOMMUNICATIVE ASPECTS: Those aspects of a sign which do not constitute a communicative part of the sign copy or display. These aspects include, but are not limited to, physical structure or mounting device, location, orientation, spacing, density, visibility and view obstruction, size, allowable area height and illumination.

NONCONFORMING SIGN: A sign that conformed to the law in effect at the time of original construction, but which does not conform to the provisions of this Article, or a prior version of this Article.

NONRESIDENTIAL PROPERTY: Any property other than residential.

NONSTRUCTURAL TRIM: Any molding, batten, caps, nailing strips, lattice or other components of a sign other than a sign face or structure.

OFF-SITE SIGN or OFF-PREMISE SIGN: A sign that identifies, advertises or attracts attention to a business, product, service, event or activity sold, existing or offered elsewhere than upon the same property where the sign is displayed, as determined by the definition of "site" herein. The off-site/on-site distinction applies only to commercial messages.

ON-SITE or ON-PREMISE SIGN: Any sign that identifies, advertises or attracts attention to a business, product, service, event or activity sold, existing or offered upon the same property or land use where the sign is displayed, as determined by the definition of "site" herein. The off-site/on-site distinction applies only to commercial messages.

PERMANENT WINDOW SIGN: A sign which is designed, constructed and intended to be displayed for a period in excess of ninety (90) days and which is located on or within three interior feet of a window or glass door, and which is visible from the public right-of-way outside the building in which it is displayed. Merchandise available for immediate sale and displayed in a window is not within this definition.

PERMIT: A written authorization, issued by the City, to erect or display a sign which is subject to such authorization by this Article. Permits authorized by this Article do not include those permits issued by the City Building Division under the authority of Chapter 9 of the Redwood City Code as that section may be amended from time to time.

PLANNED DEVELOPMENT: The zoning entitlement provided for by Article 46 of the Zoning Ordinance as that Article may be amended from time to time.

PRECISE PLAN: The zoning document provided for by Article 52 of the Zoning Ordinance as that Article may be amended from time to time.

PROPERTY OWNER'S CONSENT: The permission for the mounting or display of a sign given by the legal title holder of record of land, as well as all other persons or entities holding a present right of possession or control of the property on which a sign is displayed

PORTABLE SIGN: A sign that is designed to be transported and that is not secured to the ground or a permanent structure. Portable signs include, but are not limited to, A-frame signs and signs with wheels. This definition does not include commercial mascots.

PROJECTING SIGN: A sign attached to a building facade that extends at least twelve (12) inches from the wall. A sign extending less than twelve (12) inches from a building facade shall be considered a wall sign. In the case of motion picture and live performance theater buildings, such signs are typically multi-sided, vertically-oriented, and project perpendicularly from the building façade.

READERBOARD SIGN: A sign with detachable copy that can readily be changed. Examples of readerboard signs include, but are not limited to, theatre/movie marquee signs, directory signs, fuel price signs and neighborhood announcement signs.

REAL ESTATE SIGN: A sign that advertises a property, building or tenant space for sale, exchange, lease or other economic transaction. This definition does not include signs advertising tenancy for periods of less than one month (such as vacancy information on hotels and motels).

RECESSED ENTRY SIGN: A sign which is oriented parallel to the building facade and which is suspended over a recessed entry

REGULATED LAND: All that land located within the City which is either privately owned or is owned by a public entity, other than the City and its subsidiaries or related entities, and over which the City holds zoning or other land use regulatory authority.

RESIDENTIAL PROPERTY: A property located in zoning districts where residential uses are allowed on the first floor of a building as a permitted use or an accessory use. This includes legal residential uses located in mixed use districts or non-residential districts.

ROOF SIGN: A sign that is mounted on the roof of a building, the side of a roof screen, a building wall, eave, parapet, or ,which extends above the roof line.

SAFETY CODES: Those codes adopted to protect the public health, safety and welfare by regulating the manner of development and construction including, but not limited to, building, grading, demolition, mechanical, plumbing and electrical regulations.

SIGN: Any device, fixture, placard or structure, including its component parts, which by display of a visual image draws attention to an object, product, place, activity, opinion, idea, person, institution, organization or place of business, or which identifies or promotes the interests of any person and which is visible from any public street, road, highway, right-of-way or parking area.

Notwithstanding the generality of the foregoing, the following are **not within the definition of “sign”** for the regulatory purposes of this Article

A. Architectural Features. Decorative or ornamental elements of buildings, not including letters, trademarks or moving parts.

B. Cornerstones and Foundation Stones.

C. Cultural Decorations. Displays of noncommercial nature, mounted on private property used for residential purposes, which pertain to cultural observances. Such decorations include, but are not limited to, Halloween, Christmas and New Years.

D. Fireworks.

E. Grave Markers. Gravestones, insignia on tombs, mausoleums and other insignia of the deceased, which such are part of a burial, interment, mausoleum or memorial site which is otherwise legal.

F. Hot Air Balloons. Inflated balloons which carry persons and do not display general advertising images.

G. Manufacturers Marks. Marks on tangible products, such as trademarks and logos, which identify the maker, seller, provider or product, and which customarily remain attached to the product or its packaging even after sale.

H. Mass Transit Signs. Advertisements or banners mounted on trains or duly licensed mass transit vehicles which legally pass through the City.

I. Newsracks. Any self-service or coin-operated box, container, storage unit, fixture or other dispenser placed, installed or maintained for display and sale or other distribution of one or more newspapers, periodicals or other publications and which are otherwise regulated by Chapter 43 of this Code.

J. Noncommercial Symbols Integrated into Architecture. Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal; examples include church bells, stain glass windows, carved relief doors, etc.

K. Personal Appearance. Items or devices of personal apparel, decoration or appearance, including apparel, tattoos, makeup, masks and costumes, but not including hand-held commercial signs or commercial mascots.

L. Special Public Event Signage. Signs used in conjunction with special public events, parades, demonstrations, and protests

M. Vehicle and Vessel Signs. Any noncommercial messages, such as: license plates, license plate frames, registration insignia attached to vehicles and watercraft

N. Vending Machines.

SIGN AREA: The extreme limits of copy, graphics and background on a sign face, excluding nonstructural trim and sign structure components.

SIGN FACE: The surface available on a sign for the purpose of displaying a message.

SIGN RELATED DECISIONS: Sign related decisions include decisions on applications for sign permits, master sign programs, repair or removal orders, abatement orders, amortization schedules, requests for interpretations and all other sign related matters requiring decision by the City.

SIGN STRUCTURE: Any framework, uprights, braces, pedestals or poles that support a sign face and that are not part of a building.

SITE: A single parcel of land, as designated by the county assessor, containing the subject signage; in case of contiguous parcels which are part of a single development, all such parcels together constitute the "site."

SKY SIGN: An animated sign that is attached to, suspended under or painted onto the surface of a balloon, blimp, kite, inflated sign or other airborne device which is activated by wind or forced air or gas including but not limited to: aerial signs, spinners, ribbons, string pennants, streamers and commercial flags.

SPECIAL EVENT SIGN: A sign related to and used as part of an event which occurs a maximum of two (2) times per year, lasts not more than four (4) days, and is expected to draw a crowd or audience for which a street closure or special event permit is required.

TEMPORARY SIGN: A sign not to exceed thirty-two (32) square feet, which is designed, constructed and intended to be on display for a period of not more than ninety (90) days. Such signs are typically made of lightweight or flimsy materials and can be easily and quickly mounted or removed.

TEMPORARY WINDOW SIGN: A sign which is designed, constructed and intended to be on display for a period of not more than ninety (90) consecutive days per year and which is located on or within three (3) interior feet of a window or glass door, and which is visible from the public right-of-way outside the building in which it is displayed.

UNDER CANOPY/AWNING SIGN: A blade sign which is pedestrian-oriented and suspended beneath a canopy or an awning.

UNSAFE SIGN: A sign posing an immediate peril or reasonably foreseeable threat of injury or damage to persons or property by virtue of the condition of the physical structure of the sign, its location or its mounting or support mechanism.

VISIBILITY TRIANGLE: The area encompassed by the triangle formed by projecting lines from the point of intersection (corner) of the back edges of the sidewalks of the intersecting streets, or of the intersecting back edge of the sidewalk with the edges of the driveway or alley, as the case may be, fifteen (15) feet along said edges, and by closing said triangle with a line connecting the termini of said project lines. Where no sidewalk exists, the triangle shall be projected using the property line or lines as needed in place of the back edge of the sidewalk. As used in this definition, "back edge of the sidewalk" refers to the sidewalk edge closest to the property line.

WALL SIGN: A sign painted on or attached to a building wall, which extends not more than twelve (12) inches from the building face. A sign extending over twelve (12) inches from a building shall be considered a projecting sign.

WARNING SIGN: A sign that conveys a message of caution, danger or warning. Examples of warning signs include, but are not limited to, "Danger High Voltage," "No Dumping," and "No Trespassing" signs.

WINDOW AREA: The area within any window pane or group of window panes contained entirely within glazing separators (muting mullions, piers, columns, etc.) of one and one quarter (1 ¼) inches or greater in width. Multiple window panes divided by glazing separators less than one and one quarter (1 ¼) inches in width shall be considered to be a single window area.

WORKING DAY: A day on which City Hall is open to the public during normal business hours.

ZONING ORDINANCE: Ordinance No. 1130, the Redwood City Zoning Ordinance, as amended, revised or superseded from time to time.

DIVISION THREE: PERMITS

Sec. 3.61. PERMIT REQUIREMENT: Unless otherwise provided in this Article, no person shall install, erect, display, alter, move or replace any nonexempt sign without first obtaining a sign permit issued by the City in accordance with this Division. No permit is required for the customary maintenance of a sign or for a mere change of face which does not involve any change of letter height, color, material, lighting intensity that requires the installation of a new or modified sign face, but which does not involve any change to an existing sign structure or mounting device. A permit is required whenever there is a change of use or a change of establishment at the property on which the sign is placed, which also involves a change to the signage or copy on a permanent sign. Signage rights and duties apply to specific uses at specific locations and cannot be transferred from one location to another.

Sec. 3.62. NOTICES: Written notices required within this Article shall be deemed given on the earliest of the following: when actually delivered, one day after deposit with an overnight delivery service or three (3) days after mailing (first class postage). Notices are deemed effective when sent to the last known address of the addressee.

Sec. 3.63. APPLICATION FOR PERMIT: Any person seeking a permit for a sign, for which a permit is required under this Article, shall submit to the Director a written application for such sign permit or other sign-related decision. The Director shall prepare a sign permit application form and provide it to any person on request. The same form may be used for both the application and the decision thereon. A single form may be used for multiple signs on the same site. A sign permit application is complete only when it is accompanied by the appropriate application fee, in an amount set by resolution of the City Council and provides the following information:

A. Name, address and telephone number of the applicant and, if applicable, the name, address and telephone number and license number, if any, of the sign contractor;

B. Address, zoning district, and use of the property where the sign is proposed to be displayed;

C. Accurate and scaled site plan showing the location of property lines, buildings, parking areas, driveways, landscaped areas, utility poles and wires, and existing and proposed signs on the site;

D. Accurate and scaled building elevation showing existing and proposed building signs (exempt signs need not be shown);

E. Accurate and scaled plans, details and samples showing the location, dimensions, materials and illumination of each proposed sign;

F. Existing and proposed sign area of each individual sign and the combined area of all signs (including those already existing or previously permitted) in relation to the maximum allowed sign area;

G. The land owner's written consent to the proposed sign, which may be shown by signature on the application;

H. A statement as to whether the sign is intended to be used for commercial messages and, if so, whether the message(s) will qualify as "onsite" or offsite" or both, under the definitions of this Article;

I. A statement as to whether the sign will be used for general advertising or advertising for hire.

J. A statement or graphical description as to whether the sign, or any part of it, is to be used for changeable or changing copy;

K. A statement or graphical description as to whether the proposed sign, or any part of it, is proposed to utilize any of the following physical methods of message presentation: sound or odor; smoke or fumes or steam; rotating or moving elements; activation by wind or forced air; neon or other fluorescing gases; flashing or strobe lighting; liquid crystal displays or other video-like methods; use of live animals or living persons as part of the display;

L. A statement as to whether the property or parcel on which the sign is proposed to be erected or displayed, or any currently existing sign thereon, is the subject of any outstanding notice of zoning violation or notice to correct;

M. Photographs of the existing property, parcel and/or building on which the sign is proposed to be erected or displayed and photographs of existing signs

Sec. 3.64. VALIDITY OF PERMIT: The issuance or granting of a sign permit shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of this Article or of any other provision of this Code. Permits presuming to give authority to violate or cancel the provisions of this Article or other provisions of this Code shall not be valid. The issuance of a sign permit based on plans, specifications and other data shall not prevent the Director from thereafter requiring the correction of errors in said plans, specifications and other data, or from preventing building operations being carried on thereunder when in violation of this Article or of any other provision of this Code.

Sec. 3.65. EXPIRATION OF PERMIT: Every sign permit issued by the Director under the provisions of this Article shall expire by limitation and become null and void if the work authorized by such permit is not commenced within one year (1) from the date of such permit, or if the work authorized by such permit is suspended or abandoned at any time after the work is commenced for a period of one year (1). Before such work

can be recommenced, a new permit shall be first obtained to do so and the fee therefor shall be one-half the amount required for a new permit for such work, provided no changes have been made or will be made in the original plans and specifications for such work and provided further that such suspension or abandonment has not exceeded one year. In order to renew action on a permit after expiration, the permittee shall pay a new full permit fee.

Any permittee holding an unexpired permit may apply for an extension of the time within which work may commence under that permit when the permittee is unable to commence work within the time required by this section for good and satisfactory reasons. The Director may extend the time for action by the permittee for a period not exceeding one year (1) on written request by the permittee showing that circumstances beyond the control of the permittee have prevented action from being taken. No permit shall be extended more than once.

Sec. 3.66. PERMIT SUSPENSION OR REVOCATION: The Director may, in writing, suspend or revoke a sign permit issued under the provisions of this Article whenever the sign permit is issued in error or on the basis of incorrect information supplied, or in violation of any ordinance or regulation or any of the provisions of this Code. Revocations under this section shall be heard and appealed in the same manner as any other sign-related decision.

Even after construction of a sign, a permit which authorized the sign may be revoked as issued in error if the permit application contained material errors of fact or presented a false or misleading impression of the state and nature of the site, the sign and/or the proposed sign structure.

Sec. 3.67 – 3.70: RESERVED

DIVISION FOUR: PROHIBITED SIGNS

Sec. 3.71. GENERAL APPLICATION: No person shall install or maintain any of the signs identified in this Division. Upon notice by the City, any prohibited sign shall be immediately abated by the property owner or person responsible for the installation and/or maintenance of the sign.

Sec. 3.72. PROHIBITED TYPES OF SIGNS: Unless expressly allowed by another provision of this Article, no person shall install or maintain any of the following signs at any location in the City:

- A. Abandoned signs.
- B. Animated signs.
- C. Audible signs. With the exception of any sign that conveys information to customers in vehicles at a legal drive-through facility.

- D. Billboards.
- E. Electronic message signs. With the exception of scoreboards for athletic events which are located at the site of the event, and temperature and time indicators.
- F. Home occupation signs.
- G Inflatable signs
- H Off-site or off-premise commercial message signs.
- I. Portable signs. Portable signs displaying commercial messages, other than those regulated by Division 5 of this Article.
- J. Signs resembling traffic-control devices. Any sign which by its color, shape, location or other feature resembles or conflicts with the operation of any official traffic-control device, sign or signal.
- K. Sky signs.

Sec. 3.73. PROHIBITED LOCATIONS: Unless otherwise specifically provided, no sign may be mounted or displayed in any of the locations or manners described in this section.

A. Building ingress/egress. No sign shall be located in a manner that would obstruct ingress or egress from an exterior door, window or fire escape of a building or where it could interfere with emergency or handicap access.

B. Roof. Unless otherwise expressly allowed by another provision of this Article, no sign shall be mounted on a building roof or which otherwise projects above a building wall, eave or parapet.

C. Interference with traffic safety. No sign shall be displayed or placed in a manner which impedes the movement of vehicles or pedestrians, or interferes with an official traffic sign, signal or device, or obstructs the visibility of motorists, bicyclists or pedestrians; for example blocking or interfering with the visibility triangle.

DIVISION FIVE: EXEMPT SIGNS

Sec. 3.74. GENERAL APPLICATION: The signs described in this Division are exempt from the permit requirement and do not count toward the total display area limit, which is otherwise applicable. However, the signs described in this division are still subject to the applicable safety codes and to all other applicable law. Such signs may not block or interfere with the visibility triangle.

Sec. 3.75. ADDRESS SIGNS: Address signs that comply with the provisions of this Article, provided that no numeral exceeds eighteen (18) inches in height.

Sec. 3.76. BUILDING IDENTIFICATION SIGN:

Sec. 3.77. CHANGES OF COPY ON READERBOARDS:

Sec. 3.78. CONSTRUCTION SIGNS:

A. For lots less than one (1) acre in size, the maximum number: one sign per lot frontage; maximum area: to thirty two (32) square feet;

B. For lots one (1) acre in size or more: one sign per lot frontage; maximum area: to sixty-four (64) square feet;

C. For all construction signs maximum height: fifteen (15) feet; permissible display time: beginning with the grant of a building permit and ending with the earlier of notice of completion or certificate of occupancy for the subject development, or their functional equivalent. Clearance for free standing construction signs should be a minimum of eight (8) feet clearance from grade to the base of the sign. If attached to a chain link fence, the sign should be located on private property and not encroach in the right-of-way. Construction signs that remain following the issuance of a certificate of occupancy shall be deemed abandoned and may be abated by the City as a public nuisance.

Sec. 3.79. DIRECTIONAL SIGNS: Signs providing directions to specific areas including, but not limited to, building entrances, parking facilities and onsite facilities may be displayed, subject to: maximum area: four (4) square feet; maximum height: four (4) feet.

Sec. 3.80. FUTURE USE SIGNS: When the City has given all necessary approvals to a land use that is to begin in the future, then on such property, one (1) sign may be displayed until the approved use actually begins, subject to:

A. For lots less than one (1) acre maximum area: thirty two (32) square feet;

B. For lots one (1) acre in size or more: maximum area sixty-four (64) square feet;

C. For all future use signs: maximum height: fifteen (15) feet; maximum number: one (1) per lot frontage. Clearance for future use signs should be a minimum of eight (8) feet clearance from grade to the base of the sign. If attached to a chain link fence, the sign should be located on private property and not encroach in the right-of-way. If more than ninety (90) days have passed since the completion of the project, as evidenced by a certificate of occupancy, the future use sign is deemed abandoned and may be abated by the City as a public nuisance.

Sec. 3.81. GARAGE SALE SIGNS: Garage sale signs may be displayed on properties where the garage sale is occurring when a garage sale is held in accordance with the provisions of Division 6, Article 3 of this code. Each garage sale sign shall comply with the following requirements: maximum size of any one sign: four (4) square feet (measured one side only); maximum height: three (3) feet in height above grade; maximum of four (4) signs per property per garage sale. Such signs may be displayed only at times when the sale is in progress. The signs may be displayed off premises so long as they are on private property, except as otherwise provided by Article 3 of this Chapter.

Sec. 3.82. GOVERNMENT, INFORMATIONAL, OFFICIAL, UTILITY AND LEGAL NOTICE SIGNS: Signs displayed by a public body or officer in the performance of a public duty or by any person pursuant to a governmental requirement or legal duty or function. This section applies to and includes signs whose function is to provide legal notice or functional information such as traffic signs, public transit signs, utility company signs, public restroom signs, warning signs and signs placed by a public agency for the purpose of guiding persons to emergency centers and places of public interest.

Sec. 3.83. PROFESSIONAL SERVICES SIGN: When a legal land use is occupied by one or more individuals providing professional services, then each individual may display one (1) sign on an exterior door, or a blade sign, subject to: maximum area: one (1) square foot. This provision does not apply to residential property or home occupations.

Sec. 3.84. RESIDENTIAL SIGNAGE: Subject to the property owner's consent, each legal residential use may display signs which display any combination of noncommercial speech, real estate signs, garage sale signs, construction signs, or noncommercial flags. Offsite commercial messages and home based occupations signs are not allowed. Such signage may be of any of the following physical types: wall, projecting, freestanding, window. Such signage may not be or located within a visibility triangle. Freestanding signs may not exceed five (5) feet in height. If the bottom three (3) feet is not solid then the free standing sign may not exceed six (6) feet in height. Wall signs may not project above the roof line. Flags may be displayed by mounting on walls, windows or on a single pole whose height does not exceed the height limit of the specific zoning district in which the flag is located. Flags are not subject to a permit requirement, but a building permit is required for flag poles which must conform to all applicable requirements of the safety codes.

A. Signage for Single Family Residential Property.

1. Maximum area. Cumulative residential signage on any one single family residential parcel may not exceed ten (10) square feet, except as otherwise provided.

2. Temporary increase during certain periods. The total area of all signage on a legal residential use may be increased to fifteen (15) square feet during the time period ninety (90) days before a general, special or primary election, and ten (10) days after such election.

3. Flags. In addition to the signage allowance, subject to the property owner's consent, each legal residential use may display any number of noncommercial flags or banners totaling not more than sixteen (16) square feet in area (measured one side only).

4. Development Entrance Signs.

B. Signage For Multi-family Residential Property.

1. Maximum area. Multi-family residential property with less than one hundred (100) feet of primary lot frontage may display one (1) wall sign or freestanding signs, which shall not exceed fifteen (15) square feet in area. Multi-family residential properties with one hundred (100) feet or more of primary lot frontage may display one wall or freestanding signs, which shall not exceed twenty-four (24) square feet in area.

2. Temporary increase during certain periods. Subject to the property owner's consent, the total area of all signage on a residential unit in a multi-family property may be doubled what would otherwise be allowed, during the time period ninety (90) days before a general or special election and ten (10) days after such election.

3. Flags. In addition, the property may display any number of noncommercial flags not exceeding a cumulative area of sixteen (16) square feet in area (measured one side only) for properties with less than one hundred (100) feet of primary frontage and a cumulative area of twenty-four (24) square feet in area for properties with one hundred (100) feet or more of primary lot frontage.

4. Residential development entrance signs.

(i) Properties with more than 100 feet of lot frontage may display one residential development entrance sign which shall not exceed twenty four (24) square feet in area, five (5) feet in height or if bottom three (3) feet is not solid, then the sign shall not exceed six (6) feet in height.

(ii) Properties with less than 100 feet of lot frontage may display one residential development entrance sign which shall not exceed fifteen (15) square feet in area, five feet (5) in height or if bottom three (3) feet is not solid, then the sign shall not exceed six (6) feet in height.

Sec. 3.85. SCOREBOARDS: Scoreboards used for athletic or competitive events and located at the site where the event takes place.

Sec. 3.86. WARNING SIGNS: One (1) warning sign per lot frontage, provided the sign does not exceed three (3) square feet in area or four (4) feet in height.

Sec. 3.87. TEMPORARY WINDOW SIGNS: Provided such signs comply with the area requirements of Section 3.124.G.

Sec. 3.88. FUEL PRICE SIGNS: In addition to signage otherwise allowed, motor vehicle fuel stations may display fuel price signs that are required to comply with State law.

Sec. 3.89. NONCOMMERCIAL SIGNS: Subject to the provisions of this article.

Sec. 3.90. REAL ESTATE SIGNS, GENERAL APPLICATION: Unless a building permit or electrical permit is required, real estate signs that comply with the requirements of this Division may be displayed without obtaining a permit from the City. Each sign shall be removed within ten (10) days following the close of escrow on the sale or exchange of the property, the execution of a lease or the withdrawal of the property from the market, or the completion of the economic transaction proposed by the sign. The signs may not be placed in such a manner as to constitute a traffic hazard or an obstruction of view for drivers. For signs installed in public property refer to article III.

Sec. 3.91. REAL ESTATE SIGNS – NONRESIDENTIAL PROPERTY: Real estate signs may be displayed on nonresidential property, subject to the regulations stated in this section.

A. Physical type.

1. Freestanding
2. Portable
3. Wall Signs or Windows Signs

B. Size and height.

1. Freestanding signs:
 - (i) Properties with 100 feet or more of linear frontage: Maximum of 32 square feet in area, 15 feet in height.
 - (ii) Properties with less than 100 feet of linear frontage: Maximum of 12 square feet in area, 6 feet in height.
2. Portable signs.
 - (i) Maximum of 9 square feet in area, 3 feet in width, 3 feet in height.
3. Wall signs or Window signs.
 - (i) Properties with 100 feet or more of linear frontage: Maximum of 48 square feet in area.
 - (ii) Properties with less than 100 feet of linear frontage: Maximum of 32 square feet in area.

- C. Placement.
1. Portable signs may be displayed at off-site locations so long as they are on private property with the property owner's consent.
 2. Wall signs may be displayed above the building roof line no higher than 30% of the sign height.
- D. Number.
1. Freestanding and wall signs: a maximum of one of each type may be displayed per street frontage. Properties with 100 feet or more of street frontage. One sign of either type is allowed for properties with less than 100 feet of linear frontage.
 2. Portable signs: a maximum of 4 total for both on-site and off-site locations.
- E. Time. Portable signs may be displayed only when the subject property is offered for sale, lease or exchange.

Sec. 3.92. REAL ESTATE SIGNS-RESIDENTIAL PROPERTY: Real estate signs may be displayed on residential property subject to the regulations stated in this section.

- A. Physical type.
1. Freestanding Signs
 2. Portable Signs
 3. Wall Signs or Window Signs
- B. Size and height.
1. Freestanding Signs:
 - (i) Properties with 4 or more units: Maximum of 32 square feet in area, 15 feet in height
 - (ii) Properties with less than 4 units: Maximum of 12 square feet in area, 6 feet in height.
 2. Portable Signs:
 - (i) Maximum of 9 square feet in area, 3 feet in width, 3 feet in height.
 3. Wall Signs or Window Signs:
 - (i) Maximum of 4 square feet in area, 3 feet in height. For properties with 4 or more units. A maximum of 12 square feet in area for properties with less than 4 units.
- C. Placement.
1. Portable signs may be displayed at off-site locations so long as they are on private property with the property owner's consent.
 2. Wall signs may be displayed above the building roof line no higher than 30% of the sign height (properties with 6 or more units only).
- D. Number.

1. Freestanding and wall signs: a maximum of one of each type may be displayed per street frontage (4 units or more). One sign of either type is allowed for properties with less than 4 units.
2. Portable signs: a maximum of 4 signs total for both on-site and off-site locations.

E. Time. Portable signs may be displayed only when the property is offered for sale, lease or exchange.

Sec. 3.93 to 3.96 RESERVED.

DIVISION SIX: VARIANCES

Sec. 3.97. REQUIRED FINDINGS: In order to prevent or lessen practical difficulties and unnecessary hardship inconsistent with the purpose and objectives of this Article, the Director may grant or conditionally grant variances to the sign regulations contained in this Article, up to a maximum of thirty percent (30%) of the otherwise applicable rule, as they pertain to the noncommunicative aspects of signs, provided each of the following findings are made:

A. Special circumstances. Due to special circumstances applicable to the property including, but not limited to, lot size, shape, topography, location, lot frontage, surrounding uses, existing buildings or the classification of the street from which the sign is intended to be viewed, the strict application of the provisions of this Article would deprive the property owner and/or establishment of privileges enjoyed by other properties and/or establishments in the vicinity.

B. No special privileges. Conditions of approval will assure that the requested modification of the sign requirements does not constitute a grant of a special privilege inconsistent with the limitations upon other properties or establishments in the vicinity.

C. The variance procedure may not be used to approve or authorize a sign type which is prohibited.

Sec. 3.98. IN GENERAL:

A. Any variance granted must be in conformance with the Purpose, Basic Objectives and Basic Principals sections of this Article, as those sections may be amended from time to time.

B. No variance may be granted for signs otherwise prohibited by this Article.

Sec. 3.99. REVIEW AND APPROVAL PROCESS: The Director shall make a determination on any sign variance request in the same manner as any other sign-related decision. If approved, a sign variance shall become effective on the tenth (10th)

calendar day following the date of the final decision; however, a variance shall not become effective pending a decision on any appeal thereof filed in accordance with the provisions of this Article.

DIVISION SEVEN: ILLEGAL, ABANDONED AND NONCONFORMING SIGNS

Sec. 3.100. GENERAL APPLICATION: Any illegal, abandoned or nonconforming sign shall be removed or modified to comply with the requirements of this Article as set forth in this Division.

Sec. 3.101. ILLEGAL SIGNS: Illegal signs shall be abated by the property owner or person responsible for installing or maintaining the sign. The duty to abate arises upon notice by the Director. Such notice shall give such parties a thirty (30) day opportunity to cure by conformance to current law and/or current permit, to abate by removal or other remedial action. Such notices may be appealed in the same manner as any other sign-related decision. However, when a sign poses a serious and immediate threat to public health or safety by virtue of its physical condition, without consideration of the message thereon, then the threat may be summarily abated by the City.

Sec. 3.102. ABANDONED SIGNS AND/OR DISPLAY: Abandoned signs shall be promptly removed by the property owner or person responsible for its installation and/or maintenance. The City may declare such signs to be a public nuisance and abate it pursuant to Business and Professions Code sections 5499.2 et seq., or city law on abatement of nuisances.

Sec. 3.103. INVENTORY OF ILLEGAL AND ABANDONED SIGNS: In connection with the adoption of a prior version of this Article, in 1999 the City conducted an inventory of nonconforming signs and held a public hearing to confirm the 1999 version of the sign ordinance. Because this version of the sign ordinance does not impose new restrictions on onsite commercial signage, it is not necessary to conduct a new inventory or hold a new confirmation hearing. This Section does not apply to signs and structures which are subject to Business and Professions Code section 5412.

Sec. 3.104. NONCONFORMING SIGNS: Any sign which becomes nonconforming as a result of the provisions of this Article, or provisions of a prior version of the sign ordinance which operated to the same effect, shall be considered to be an illegal sign after the amortization period provided in the amortization chart of this Section has expired and conformance has not been accomplished. The City shall order the sign to be abated by the property owner and/or person responsible for its installation and/or maintenance. The use, routine maintenance and repair of any sign that was legally installed but does not conform to the requirements of this Article may be continued during the amortization period subject to the following conditions:

A. Relocation and alteration. No nonconforming sign shall be moved, enlarged in size or raised in height unless such relocation, alteration or enlargement is

required by law or brings the sign into conformance with the provisions of this Article. Modification of a nonconforming sign may be permitted through the sign permit application process so long as it is determined that there is an increase in the level of conformity of the subject nonconforming sign. Modifying a nonconforming sign will not change its status in the amortization schedule below.

B. Restoration of damaged signs. As determined by the Director, whenever fifty percent (50%) or less of a nonconforming sign is destroyed by fire or other calamity (not including intentional acts), the sign may be restored to its nonconforming condition and the use modified as necessary to comply with current safety code requirements, routine maintenance and repair of the sign may be continued for the remainder of the amortization period provided in the amortization chart of this Section. Any nonconforming sign that is destroyed by more than fifty percent (50%) shall not be restored unless it is brought into compliance with the provisions of this Article. The extent of damage to any sign shall be based upon the ratio of the estimated cost of restoring the sign to its condition prior to the damage to the estimated cost of replacing the entire sign with an identical sign. Adequate cost estimates for this purpose shall be submitted by the owner of the sign for review by the City prior to commencement of any work to restore a nonconforming sign that has been damaged.

C. Building facade modifications. If a building permit is issued for major modifications to the exterior of a building facade, as determined by the City, any nonconforming building signs on the facade undergoing modification shall be brought into full conformance with the provisions of this Article prior to the issuance of a final building permit.

D. Amortization chart. Pursuant to the applicable State law, nonconforming signs shall be removed, modified, replaced or otherwise made to comply with the provisions of this Article within the following time periods, which shall commence to run on the effective date hereof:

TYPE OF NONCONFORMING SIGN	TIME FOR COMPLIANCE
Architectural banners, awning/canopy signs, under-canopy signs, advertising artwork and blade signs	2 years
Other building signs (or reasons other than nonconforming sign area) (1)	4 years (2)
Freestanding signs and all other signs	8 years

- (1) A building facade where the combined area of signs exceeds the limitation set forth in subsection 3.123.A of this Article.
- (2) The sign area in excess of the limitation set forth in subsection 3.123.A of this Article shall be reduced by twenty-five percent (25%).

“Sec. 3.105. METHODS OF ABATEMENT: Unless otherwise approved by the City in writing, and subject to the requirements of State law, the abatement of any sign shall be accomplished in the following manner:

A. Painted signs. Signs painted on building walls, fences and other improvements shall be abated by removal of the paint constituting the sign or by permanently painting over the sign in the same color as the adjacent surface in a manner whereby no portion of the sign is thereafter visible. A sign permit shall not be required from the City for the work that is performed in accordance with the provisions of this Section.

B. Other signs. Any sign, other than a painted sign, shall be abated by removal of the sign or by its modification, alteration or replacement. A sign permit shall be obtained from the City prior to the modification, alteration or replacement of any nonconforming sign.

Sec. 3.106. HISTORICAL SIGNS: Any historical sign that complies with the provisions of this Section shall be exempt from the requirement that the sign be removed or altered to conform to this Article upon approval of a historical sign permit pursuant to Chapter 40 of this Code. A request for approval of a historical sign permit shall be made by filing a sign permit application as set forth in Division Three of this Article. The Director may seek a recommendation from the City’s Historical Resources Advisory Committee related to the consideration of a historical sign permit. The Director shall approve a historical sign permit upon making the following findings:

A. Age and Significance: The sign was installed at least fifty (50) years prior to the effective date hereof and/or reflects the unique historical characteristics of the development and heritage of Redwood City.:

1. The Sign is annotated with historic figures, events or places and/or
2. The Sign is significant as reflecting the history of the building or the development of a historic district (a sign may be the only indicator of a buildings historic use) and/or
3. The sign is characteristic of a specific historic period and/or
4. The Sign is an important element that helps define the character of a district and/or
5. The sign is recognized as a popular local point in the communities.

B. Exemplar: The sign reflects exemplary technology, craftsmanship or design that is indicative of the time period in which the sign was constructed. The sign is recognized by the community as an outstanding example of the signmaker’s art and provides significant evidence of the history of the product, business, or service advertised.

C. Architectural harmony: The sign is in architectural harmony with building(s) on the property and/or the sign is integral to the building's design or physical fabric and removal of the subject sign could harm the historic integrity of the subject property.

D. Safety. The sign is structurally sound and complies with the requirements of this Article or will be brought into conformance with such requirements within a reasonable and specified time.

DIVISION EIGHT: MAINTENANCE AND ENFORCEMENT

Sec. 3.107. MAINTENANCE: Each sign and sign structure shall be maintained in a safe and structurally sound manner free from deterioration, rust, rot and loose parts. Each sign face shall be kept clean and neatly painted at all times. Source(s) of illumination and other electrical components shall be kept in proper working condition in accordance with the requirements of an electrical permit. Any damaged, discolored or improperly maintained signs, sign structure or portion thereof shall promptly be cleaned, repaired, replaced and/or repainted to the reasonable satisfaction of the City.

Sec. 3.108. VIOLATIONS: It shall be unlawful for any person to install or maintain any sign in violation of the provisions of this Article. Each day on which an illegal sign remains on display is a new offense. The City shall have the authority to issue citations (notices to appear) for violations of this Article. The City may enforce this Article by criminal action, civil action which includes request for declaratory and/or injunctive relief, nuisance abatement procedures available under City or State law including but not limited to business and professions code 5499.1 et seq., or administrative procedures including, but not limited to, administrative code enforcement. When the City elects to prosecute violations as criminal matters, violations of this article or any permit issued pursuant to this Article shall be punishable as an infraction, subject to:

A. Liable parties. Any person, firm or corporation, whether as principal, agent, employee or otherwise, who shall violate or cause the violation of any provision of this Article or of any permit made or issued, shall severally, for each and every such violation, be guilty of an infraction and, upon conviction thereof, shall be punishable as provided in Subsection 1.7B of this Code.

B. Penalty and waiver. The imposition of any one penalty for any violation shall not excuse the violation or permit it to continue. Each day during any portion of which any violation is committed or continued by such person, firm or corporation shall constitute a separate offense and may be punished or abated as herein provided.

C. Citations. The Director may issue citations for violations or notices to correct or abate under this Article or any permit made or issued thereunder.

Sec. 3.109. ENFORCEMENT: The Director may order any sign that was installed or maintained in violation of the provisions of this Article or any other provisions of this Code, to be altered, repaired, reconstructed or removed as necessary to abate such conditions in accordance with the provisions of this Article. Any required work shall be completed within thirty (30) calendar days of the date of such order, unless the sign poses a serious and immediate threat to the public health and safety by virtue of its physical condition, in which case the sign may be immediately removed by the City without notice; provided that written shall thereupon be given to the property owner as determined from the most recent equalized assessment roll, of such removal and of the costs payable to the City for retrieval of the sign. If the conditions are not abated within the specified time period, the City may cause the sign to be removed or altered. The City shall store any removed sign for at least ten (10) calendar days; if the owner does not claim the sign within that time period, then the City may dispose of the sign. The property owner and/or the person responsible for the installation and/or maintenance of the sign shall be liable for the costs incurred by the City for its removal, alteration and/or storage, which are to be paid as a condition of release of the sign. In the alternative, the City may lien the subject property for recovery of its costs for removal alteration and/or storage of the sign(s) pursuant to the procedures set forth in Chapter 14 of this Code.

Sec. 3.110 to 3.112 RESERVED.

DIVISION NINE: PERMITS AND APPEALS

Sec. 3.113. REVIEW AND APPEAL PROCESS FOR PERMITS AND SIGN-RELATED DECISIONS:

A. Levels of review. All matters of enforcement, interpretation and application of this Article, including all sign-related decisions, shall be made initially by the Director as an administrative matter, with no public hearing required. The Director's decision may be appealed to the City Council for public hearing. The City Council's decision is final as to the City, but may be subject to judicial review.

B. Rules of decision. The Director shall approve all sign permit applications which fully comply with the requirements of this Article and all other applicable laws, rules, regulations and requirements. For any sign permit application which does not comply with this Article and all other applicable laws, the Director shall deny the application and give notice of such decision detailing the reasons for denial to the applicant not more than thirty (30) calendar days after the application is deemed complete. If such notice is not timely given, and the applicant does not waive time, then the application shall be deemed approved and the applicant shall be entitled to appeal the decision without paying the appeal fee.

C. Incomplete applications. If the Director finds that any application for a sign permit is incomplete, the applicant shall be so notified not more than thirty (30) calendar days after the application is received. The notice shall detail all known points of

incompleteness. The applicant may resubmit the application in complete form without paying the application fee again, one time, within thirty (30) calendar days of when the notice of incompleteness is given. If the Director fails to provide notice of incompleteness within thirty (30) calendar days, then the application shall be deemed complete.

D. Perfecting appeal. An appeal of a sign-related decision is effective when delivered to the City Clerk within the required time on a form prescribed by the Director, accompanied by any applicable appeal fee. The fee shall be in the amount set by the City Council. The notice of appeal shall be signed by the appellant, identifying the matter or decision appealed from and stating the grounds of appeal. All notices of appeal on all sign-related decisions must be filed with the City Clerk within seven (7) calendar days of when the appeal right arises.

E. When appeal right arises. Unless timeliness of decision is waived by the applicant or appellant, the right to appeal a sign-related decision arises at the earliest of: when written notice of the Director's decision is effective under the "Notice" provision of Section 3.62; when personally delivered or mailed to the applicant; or when an appellate decision is made by vote of the Planning Commission or City Council in a duly noticed public hearing on the matter; or the expiration of the time in which the Director or City Council is required to make a decision.

F. Timeliness of decision; waiver of time. Unless otherwise provided, at each stage of review, all sign-related decisions shall be made within forty-five (45) calendar days. This time period begins at the earliest of when the permit application is complete, when the request for interpretation has been received, or when the appeal has been timely and properly filed, as applicable. When any such decision is not made within the required time, and the applicant or appellant does not waive time, then the application or appeal shall be deemed denied and the applicant or appellant shall have the immediate right to appeal to the next level of review. The timeliness requirement may be waived by the applicant or appellant at any stage of the process.

G. Maintenance of status quo. While any sign-related decision is pending, the status quo shall be maintained until the review or appeal has run its full course, unless the subject sign is in such physical condition that it presents a serious and immediate threat to the public health and safety, in which case it may be abated as a public nuisance, pursuant to applicable law.

H. Hearing and decision on appeal. When any sign-related decision is timely appealed to the City Council, that body shall hold a duly noticed public hearing on the matter, hear arguments and take evidence and decide the matter within the required time period, unless the applicant or appellant waives time. The decision shall be in writing and shall state facts from the record which support any findings made.

I. Judicial review. Following exhaustion of all available appellate procedures within the City, any applicant may seek juridical review of the City's final decision

pursuant to California Code of Civil Procedure section 1094.8 as that section may be amended from time to time. This provision does not limit an appellant or applicant's ability to seek judicial review by other means.

DIVISION TEN: GENERAL REQUIREMENTS

Sec. 3.114. APPLICATION: Unless stated otherwise, the provisions of this Division apply to all signs regulated by this Article.

Sec. 3.115. MEASUREMENT OF SIGN AREA: The area of each sign shall be measured using the smallest geometric form, not to exceed six (6) straight sides, that encloses the extreme limits of copy together with any colors and graphics that are an integral part of the display. Framework, uprights, braces, pedestals, poles, non structural trim and any other components that are not part of the sign face shall be included in the measurement of the sign only when they form an integral part of the message presentation or copy, as determined by the Director.

Sec. 3.116. AREA OF MULTI-SIDED SIGNS: Only one side of double-sided sign shall count as sign area provided the sign faces are parallel. If the faces of a double or multi-sided sign are angled from each other by forty-five (45) degrees or more, the display area of all sides shall be added together to yield the sign area.

Sec. 3.117. ILLUMINATION: Unless otherwise provided, any sign which is located on a nonresidential property and which is subject to the permit requirement under this Article may be illuminated, provided that plans and details of the proposed illumination are submitted for review and approval by the City in accordance with the provisions of Division 3 of this Article.

Sec. 3.118 to 3.120 RESERVED.

Sec. 3.121. COMPLIANCE WITH OTHER CODES AND LAWS: Each sign shall be constructed, installed and maintained in accordance with the provisions of this Article and all applicable Federal, State and local regulations including, but not limited to, compliance with the various safety codes.

DIVISION ELEVEN: NONRESIDENTIAL PROPERTY– PERMANENT SIGNS

Sec. 3.122. SCOPE: This Division regulates permanent signs on nonresidential property.

Sec. 3.123. GENERAL REGULATIONS: Signs within the scope of this Division shall comply with the following requirements:

A. Maximum total sign area. The combined area of all signs on a property, whether permanent or temporary, which are subject to the permit requirement, shall not exceed one and one-half (1.5) square feet of sign area for each one (1) foot of lot

frontage. On lots abutting more than one public right-of-way, the property line with the longest dimension shall be the lot frontage. Notwithstanding any other provisions of this Article, each legal establishment shall be entitled to at least fifty (50) square feet of sign area and no individual sign shall exceed one hundred fifty (150) square feet in area, unless specifically authorized elsewhere in this Article. An additional ten percent (10%) of sign area shall be allowed for non-commercial messages.

B. General building sign regulations. All signs which are attached to or mounted on a building are subject to the following general regulations:

1. Location. Each building sign shall be displayed only on a building facade which faces a street, alley or parking lot.
2. Projection. Any sign projecting two (2) inches or more from a building wall shall have a vertical clearance of at least eight (8) feet above grade.
3. Placement. Unless otherwise provided in the Redwood City Code, the Redwood City Zoning Ordinance or in an adopted precise plan, no sign shall be placed in a manner whereby any portion of the sign extends above a roofline.

Sec. 3.124. REGULATIONS FOR PARTICULAR TYPES OF SIGNS: The following provisions apply to particular physical types of signs described as:

A. Awning and canopy signs.

1. Number. Establishments may display up to three (3) awning or canopy signs.
2. Illumination. If signage illumination affects the entire canopy or awning, then the entire surface of the awning or canopy shall be included in calculating the sign area.

B. Blade signs and under-canopy signs.

1. Number. Establishments may display up to three (3) blade or under canopy signs.
2. Size. No blade sign or under-canopy sign shall exceed six (6) square feet in area per side.
3. Placement. No blade sign may extend more than four (4) feet from the face of a building. Each blade sign or under canopy sign shall be set back at least two (2) feet from the curb or paving of the nearest street. Lowermost edge of blade sign shall be a minimum of eight (8) feet from grade level.

C. Drive-through service signs.

1. Eligibility. Establishments which provide goods or services to customers or clients located in their vehicles may install drive-through service signs.

2. Number. When permitted by the eligibility requirements above, an establishment may be allowed to have up to two (2) drive-through service signs.

3. Size. No drive-through service sign shall exceed thirty (30) square feet in area, six (6) feet in width or five (5) feet in height.

D. Freestanding signs.

1. Number. When not prohibited by the eligibility requirements above, not more than one (1) freestanding sign may be placed on any single street frontage. Under no circumstances may any parcel have more than two (2) freestanding signs.

2. Size. Unless otherwise provided by this Article or a Precise Plan, no freestanding sign shall exceed one hundred fifty (150) square feet in area or ten (10) feet in width.

3. Setback. Each freestanding sign shall be on private property and set back at least six (6) feet from the curb or edge of pavement of the nearest street.

4. Height. Unless otherwise provided, no freestanding sign shall exceed fifteen (15) feet in height.

E. Wall signs.

1. Number. The number of wall signs permitted shall be as follows:

a. Unless otherwise provided, each ground floor establishment may display one (1) wall sign on each building facade which it occupies which faces a street or parking lot.

b. Establishments located above the ground floor shall not display a building sign unless customer access is provided directly from stairs or an elevator adjacent to an exterior door on a building facade that is dedicated exclusively to said establishment. Such establishments may display one (1) wall sign on each building facade which it occupies which faces a street or parking lot.

2. Size. No wall sign for an establishment located on the ground floor shall exceed one hundred fifty (150) square feet in area. No wall sign for

an establishment located above the first floor shall exceed six (6) square feet in area.

F. Window signs.

1. Ground floor maximum coverage area. Unless otherwise provided, no more than twenty-five percent (25%) of the ground floor window area on each building facade may be covered by signs. All signs located within three (3) feet of a window or glass door as well as any internally illuminated signs within ten (10) feet of a window or glass door that are visible from outdoors shall be included in determining the coverage area.

2. Second floor maximum coverage area. A nonresidential establishment located on the second floor may cover up to ten percent (10%) of the second floor window area on each building facade with window signage.

3. Signage above second floor. A nonresidential establishment located above the second floor of a building may not display window signage.

G. Commercial Mascots. If Commercial Mascot is on private property – maximum allowable sign area carried by Mascot shall be twelve (12) square feet (3 x 4 or 2 x 6 for example); one sign per street frontage; if the message is commercial in nature, then it must qualify as on-site.

DIVISION TWELVE: NONRESIDENTIAL PROPERTY – TEMPORARY SIGNS AND BANNERS

Sec. 3.125. GENERAL APPLICATION: Temporary signs or temporary banners in nonresidential property shall be displayed only in accordance with this Division.

Sec. 3.126. GENERAL REGULATIONS: Unless stated otherwise in this Article, every temporary sign or temporary banner in a nonresidential property shall comply with the following requirements:

A. Sign area. Unless otherwise provided, no temporary sign or temporary banner shall exceed thirty-two (32) square feet in area; the combined area of temporary signs, temporary banners and building signs displayed on a building facade shall not exceed one and one-half (1.5) square feet sign area for each one (1) foot of lot frontage.

B. Placement. Unless otherwise provided, any sign projecting two (2) inches or more from a building wall shall have a vertical clearance of at least eight (8) feet (above grade). No sign shall be placed in a manner whereby any portion of the sign extends above a roofline or beyond the side of a building.

C. Number. A ground floor business may display one (1) temporary sign per establishment facing a street or parking lot. Establishments located above the ground floor shall not display a temporary building sign unless customer access is provided directly from stairs or an elevator adjacent to an exterior door on a building facade.

D. Time limit. Temporary signs allowed by this section may be displayed not more than ninety (90) calendar days in any given calendar year.

Sec. 3.127. TEMPORARY SIGNS OR TEMPORARY BANNERS FOR NEW AND REOPENING ESTABLISHMENTS: An establishment which is opening to the public for the first time, or which is reopening after having been closed to the public for fifteen (15) consecutive calendar days or more and which has received all required permits and approvals, may display temporary signs or temporary banners in accordance with the following requirements:

A. Number. One (1) temporary sign or temporary banner on each building facade that faces a street, driveway or parking lot and that provides customer access to the establishment.

B. Time limit. Such temporary signs or temporary banners shall be removed no later than sixty (60) consecutive days after placement or upon installation of permanent signs, whichever occurs first. Upon request, the Director will grant an extension of up to ninety (90) additional consecutive calendar days provided that the establishment has submitted a complete sign permit application for permanent signs and no final decision has been made on such application.

Sec. 3.128. SPECIAL EVENT SIGNS: An establishment may display special event signs in accordance with the following requirements:

A. Number. No establishment shall display more than one (1) special event sign on each building facade that provides customer or visitor access to the establishment.

B. Time limit. No establishment shall display special event signs for more than thirty (30) consecutive days or ninety (90) cumulative days per calendar year.

C. Maximum area. The maximum area shall not exceed thirty-two (32) square feet.

Sec. 3.129 to 3.130 RESERVED.

DIVISION THIRTEEN: RESERVED

Sec. 3.131 to 3.133 RESERVED.

**DIVISION FOURTEEN: MASTER SIGN PROGRAMS; PRECISE PLANS
AND SPECIFIC PLANS CONTAINING SIGN RULES**

Sec. 3.134. MASTER SIGN PROGRAM PURPOSE: The purpose of a master sign program is to achieve architectural harmony in the appearance of all signs that are displayed on one property or development. All master sign programs shall automatically incorporate all of the provisions of Section 3.59, Basic Principles.

Sec. 3.135. MASTER SIGN PROGRAM APPLICABILITY: The owners of two (2) or more contiguous lots or the owner of a single lot containing multiple tenancies may apply for a master sign program. In addition, a master sign program shall be required as a condition of approval for the following projects:

A. Multiple occupancy projects. Effective the date of adopting this ordinance, no sign permit shall be issued for a property with multiple commercial tenants until a master sign program is approved by the City. Thereafter, any sign face change or replacement of an existing sign shall be in compliance with the provisions of the approved master sign program.

B. Planned developments. A master sign program shall be required as a condition of approval for any Planned Development (PD) project and any proposed project with multiple commercial tenants. A master sign program shall be established prior to the installation of any individual signs for such projects.

Sec. 3.136. MASTER SIGN PROGRAM REVIEW PROCESS: Applications for approval of new and amended master sign programs are subject to review and approval by the Director. Each master sign program shall designate the number, size, location, design, colors and materials for each type of signs on the property. All master sign programs shall be deemed to incorporate by reference all of the provisions of the Basic Principles section of this Article, as that section may be amended from time to time.

Sec. 3.137. MASTER SIGN PROGRAM MODIFICATIONS TO REGULATIONS: The Director may approve an application for a master sign program which modifies the regulations of this Article which would otherwise apply to the noncommunicative aspects of signs, provided the following findings are made:

A. Identification need. Strict adherence to the requirements of this Article would unduly impede or interfere with the ability of one or more establishments to provide adequate identification to the public in an equitable manner compared to other similarly situated establishments or developments.

B. Compatibility. The signs are in architectural harmony and scale with buildings on the property and in the immediate vicinity.

C. Approval. The City approves the master sign program only so far as it regulates the noncommunicative aspects of signs. It is the role and duty of the

applicant alone to control matters such as color schemes, standard fonts and coordinating imagery.

Sec. 3.138. MASTER SIGN PROGRAM AMENDMENTS: A request for approval of an amendment to an existing master sign program may be made in the same manner as applying for initial approval of a master sign program.

Sec. 3.139. MASTER SIGN PROGRAM EXISTING NONCONFORMING SIGNS: An application for approval of a new or amended master sign program on a property with existing nonconforming signs shall include a schedule for bringing the existing signs into conformance with the provisions of this Article and the proposed program.

Sec. 3.140. MASTER SIGN PROGRAM BINDING EFFECT: Upon approval of a master sign program, no signs shall be erected, placed, painted or maintained on the subject property except in conformance with the approved program. The landlord or property owner or manager shall attach a copy of the sign program to each lease agreement. The provisions of a master sign program shall be enforced as set forth in Division 8 of this Article. Approval of a master sign program does not waive the permit requirements for any individual sign.

Sec. 3.141. PRECISE PLANS AND SPECIFIC PLANS CONTAINING SPECIAL SIGN RULES: Precise Plans and Specific Plans may establish sign standards which vary from the standards otherwise applicable under this Article only as to the noncommunicative aspects of signs. All such plans shall automatically incorporate all provisions of the Basic Principles section of this Article, as that section may be amended from time to time.

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ARTICLE III

SIGNS ON PUBLIC PROPERTY

DIVISION ONE: PROPRIETARY CAPACITY; AMENDMENTS TO POLICY

Sec. 3.142. CAPACITY: In adopting this Article, the City Council acts in its proprietary capacity as to Public Property within the City. Private parties may post signs on Public Property only in accordance with this Article or some other authorization duly adopted by the City Council.

DIVISION TWO: INTENT AS TO PUBLIC FORUM

Sec. 3.143. PUBLIC FORUM DESIGNATION: The City declares its intent that all Public Property in the City shall not function as a designated public forum for sign display, unless some specific portion of Public Property is designated herein as a public forum of one particular type; in such case, the declaration as to public forum type shall apply strictly and only to the specified area and the specified time period.

DIVISION THREE: DEFINITIONS

Sec. 3.144. DEFINITIONS: For purposes of interpreting and enforcing this Article, the following words have the special definitions given. For words not defined in this Article, definitions from Article II of this Code may be used as interpretive aids. The Administrator is authorized and directed to interpret these definitions in light of relevant court decisions.

ADMINISTRATOR: The person authorized by the City Council to enforce and interpret this Article; in the absence of a contrary authorization by the City Council, the Administrator shall be the City Manager or his/her designee.

CITY: For purposes of this Article, the City of Redwood City and any of its associate entities including, but not limited to, the Port of Redwood City and the Redwood City Redevelopment Agency.

NEIGHBORHOOD IDENTIFICATION SIGN: A sign that identifies a neighborhood that is officially designated by the City.

NONCOMMERCIAL MESSAGES (on signs): Visual messages on signs which are not commercial speech. By way of example only, such messages generally concern debatable issues of public interest and include statements or expressions on topics including, but not limited to, politics, religion, science, sports, art and history.

PERMIT: A written authorization from the City for third party display of a sign on public property.

PERSONALLY ATTENDED: Means that a person is physically present within five (5) feet of the sign at all times.

PUBLIC PROPERTY: Land or other property in which the City is the owner or has the present right of possession and control, as well as areas which are either designated as public rights-of-way or which have long been used as such.

SIGNS: The same as the definition of the word “sign” in Chapter 3, Article 11 of this code, except that the exclusion of signs on public property does not apply.

SIGN ORDINANCE: Chapter 3, Article II of this Code, as that Article may be amended from time to time.

SPECIAL PUBLIC EVENTS: Events such as public street closures, parades, and demonstrations.

TRADITIONAL PUBLIC FORUM: The surfaces of City-owned streets, City-owned parks, City-owned plazas, sidewalks which are connected to the City’s main pedestrian circulation system and the pedestrian area immediately surrounding City Hall.

DIVISION FOUR: GENERAL REGULATIONS

Sec. 3.145. GENERAL PROHIBITION: Unless specifically authorized by this Article, or some other authorization duly adopted by the City Council, no signs may be displayed on public property by private parties. No sign may be displayed on public property unless a permit therefore has first been issued or the subject sign is expressly exempted from the permit requirement by this or another applicable policy statement or other authorization approved by the City Council.

Sec. 3.146. ABATEMENT: All permits must be consistent with this Article. Any sign posted on public property within the City, contrary to the sections stated herein, may be summarily removed as a trespass and a nuisance by the City pursuant to this Division and Chapter 14 of this Code. Property and/or sign owners who have signs removed by the City may be charged for all costs associated with said removal. Removed signs will be held by the City for a period of thirty (30) days and the property/sign owner notified of same. Failure to respond to the notification may result in the sign(s) destruction or disposal by the City.

DIVISION FIVE: PERMITS

Sec. 3.147. PERMIT APPLICATION: The Administrator shall prepare and make available to members of the public an application for a permit, which shall, when fully approved, constitute a permit and indicate the City’s consent, in its proprietary capacity, for placement of a sign on City property. The applicant for the permit must be the same person or entity who is to be the owner of the sign and who shall be responsible for its removal when required. The processing fee for each application,

which shall not be refundable even if the application is denied, shall be the same as the fee for a sign permit under the sign ordinance, as that fee currently exists or may be amended from time to time. The application form shall require the applicant to state that they shall abide by the City's policies, as well as any special terms or conditions which may be stated on the Permit, and to abide by any new or different conditions which may be imposed on all permittees who are similarly situated.

Sec. 3.148. PERMITS ISSUED IN ERROR: Any permit issued in error may be summarily revoked by the Administrator by informing, in writing, the applicant of the nature of the error in issuance. Any applicant whose permit is revoked as issued in error may, at any time thereafter, submit a new permit application which cures any deficiencies in the original application. The application fee shall apply separately to each new application, but shall be waived when the original issuing error was caused by the City. When a permit is revoked, the permittee must remove the sign within seven (7) calendar days of the revocation. If the permittee does not do so, then the City may remove the sign and recover from the permittee the reasonable cost of removal, as may be set by resolution of the City Council. Such cost recovery may be a condition to any future or additional permits.

Sec. 3.149. RIGHT TO PERMIT; APPEAL: An applicant who has an application that fully complies with the terms and conditions of this Article shall be duly issued a permit. Applications which are denied or permits which are revoked or suspended may be appealed in the same manner as any sign-related decision under this Chapter.

DIVISION SIX: EXEMPTIONS

Sec. 3.150. EXEMPT SIGNS:

A. Government Signs. The following signs are exempted from the permit requirement: traffic control and traffic directional signs erected by the City or another governmental entity; official notices required or authorized by law; signs placed in furtherance of its governmental functions; signs allowable under Division Seven of this Article.

B. Certain permanent signs. Permanent signs which were erected in the past on public land in conformance with all applicable laws, rules and regulations then in effect may remain in that same location so long as they are not expanded and are properly repaired and maintained.

C. Commercial Mascots. Commercial Mascots on the public sidewalk from sunrise to sunset subject to: maximum area sign displayed: twelve (12) square feet per person, no special illumination and no inflatable signs

Sec. 3.151. TIME LIMITED EXCEPTION FOR TEMPORARY NONCOMMERCIAL SIGNS:

A. In addition to the signs allowed under other Divisions of this Article, within the time period commencing ninety (90) calendar days before and ending ten (10) calendar days after any special, primary or general election, temporary signs displaying noncommercial message(s) may be displayed in the locations specified following, subject to the rules stated in this Division. Individual signs may not exceed six (6) square feet in display area or eight (8) feet in height. Only one sign bearing a particular image or message may be displayed in any one permissible area. No sign may be mounted in such a manner as to obscure the view of another sign previously mounted in the same permissible area. No sign may be mounted so as to obscure the view within the visibility triangle. Such signs are not permitted in the street median.

B. For purposes of this Division, the permissible areas are:

1. The planter strip adjacent to City-owned sidewalks.
2. On City-owned land adjacent to street intersections, when such land is out of the traffic lanes and is not used for vehicle or pedestrian traffic.

C. This Division does not authorize the posting of temporary noncommercial signs on City Hall or the area around it or on any building owned or leased by the City and in which City employees routinely perform their duties or in any of the parking areas near such buildings.

D. Signs allowed under this division are not subject to any permit.

E. Signs which violate the rules of this Section, and are not allowed under any other provision of this Article, may be summarily removed by the City. All persons placing signs pursuant to this Section are responsible for removing such signs when the permissible display period has ended. When a sign is not removed at the expiration of the permissible display period, the City may summarily remove the sign pursuant to Division Four above.

Sec. 3.152. TRADITIONAL PUBLIC FORUM AREAS:

A. This Section applies only when City regulations concerning special public events, parades and demonstrations does not.

B. In areas qualifying as traditional public forums, private persons may display noncommercial message signs thereon without first obtaining a Permit, provided that their sign conforms to all of the following:

1. The signs must be personally held by a person or personally attended by one (1) or more persons.
2. The signs may be displayed only during the time period of sunrise to 10:00pm.

3. The maximum aggregate size of all signs held by a single person is twelve (12) square feet.

4. The maximum size of any one (1) sign which is personally attended by two (2) or more persons acting in concert is thirty-two (32) square feet, measured one (1) side only.

5. The sign must have no more than two (2) display faces and may not be inflatable or air-activated.

6. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this Division may not stand in any vehicular traffic lane when a roadway is open for use by vehicles and persons displaying signs on public sidewalks must give at least five (5) feet width clearance for pedestrians to pass by. Persons holding signs may not block the view within a visible triangle.

Sec. 3.153. REAL ESTATE SIGNS; GARAGE SALE SIGNS:

A. During the hours of sunrise to sunset on Saturdays, Sundays and legal holidays, signs displaying information about real estate open house events or garage sale events or any noncommercial message may be displayed without a permit, subject to the following: Maximum size of six (6) square feet; maximum height of three (3) feet above grade; personal attendance not required; illumination not allowed; maximum of four (4) signs for each event or message. Such signs must be temporary in physical structure and mounting method and must be mounted on the public right-of-way in locations where they will not interfere with normal pedestrian or vehicle traffic. Such signs may not be placed in the street median.

B. Signs described in this section which are displayed in times other than the allowable hours may be summarily removed by the City.

Signs described in this section cannot block the view of other signs and must not block the visibility triangle.

DIVISION SEVEN: RESERVED

DIVISION EIGHT: PORTABLE FREESTANDING SIGNS IN BROADWAY MALL

Sec. 3.154. RESERVED:

Sec. 3.155. APPROVAL OF "USE OF BROADWAY MALL" CHAPTER:

A. All sign-related provisions of Chapter 33A of the Redwood City Municipal Code (Use of the Broadway Mall) are approved and deemed incorporated by this reference into this Article.

B. As to signs, the areas and times controlled by Chapter 33A are designated to constitute a limited access, non-public forum which is strictly limited to commercial messages and which is open only to those persons described in Chapter 33A.

DIVISION NINE: NEW AUTOMOBILE MANUFACTURER LOGO SIGN

Sec. 3.156. SIGN TYPE, LOCATION AND STRUCTURAL RULES: One (1) sign may be installed on that City-owned property located at the westbound terminus of Maple Street and Highway 101. The sign must comply in all ways with any applicable regulations imposed by State and Federal law including, but not limited to, any necessary California Department of Transportation (CALTRANS) permits.

Sec. 3.157. INTENT AS TO PUBLIC FORUM; STRICTLY LIMITED ACCESS: The single sign allowed under this Division is intended to be a non-public forum on which an automobile manufacturer's logo message may be displayed only by dealers in new automobiles authorized licensed and recognized as such by the California New Motor Vehicle Board, with a currently valid franchise agreement with a manufacturer of motor vehicles and a currently valid Redwood City business license which operates a new automobile sales lot in the City. All dealers meeting these criteria have equal access rights to a pro rate share by manufacturer of the display space on the sign without regard to the size of the individual lot or dealership.

Sec. 3.158. AGREEMENT TERMS INCORPORATED: At such time as the City Council approves an agreement (for the design and construction of the sign regulated by this Division) between the City and an association of automobile dealers shoe individual members qualified as stated in the preceding paragraph, and such agreement is fully executed by the parties, said agreement shall be deemed to be in compliance with this Article and incorporated herein by this reference.

DIVISION TEN: SPECIAL PUBLIC EVENTS

Sec. 3.159. SPECIAL PUBLIC EVENT SIGNAGE:

A. Private entity sponsor. When the City allows a special public event, sponsored by a private entity, the City shall state only the time, place, manner and quantity of signage allowed and leave decisions as to which signs may be displayed as part of the event to the private party sponsor.

B. City sponsored. When the City sponsors or co-sponsors a program for a special public event, with or without co-sponsors, public property may be used to promote and identify the special event.

DIVISION ELEVEN: ACROSS-THE-STREET BANNERS

Sec. 3.160. RESERVED

Sec. 3.161. ELIGIBILITY: The banner program is open only to programs sponsored or co-sponsored by the City; City commercial establishments with Redwood City locations which are open to the public; and educational institutions which are properly authorized, licensed and accredited with the California Department of Education.

Sec. 3.162. DISPLAY TIME: Eligible parties may display street banners only for a period of one (1) calendar week per year. Extensions may be granted by the Administrator if the sponsor wishes to retain the banner, the banner remains current and no other party has applied for the location. Requests to display banners, in accordance with this Article, shall be prioritized in the order received. City-sponsored events have priority over all other events utilizing the street banners.

Sec. 3.163. TECHNICAL STANDARDS: The technical standards for such banners shall be developed by the Administrator or designee who is also authorized to establish and enforce policy regarding the physical installation and removal of banners.

Sec. 3.164 RESERVED

DIVISION TWELVE: BANNERS ON CITY-OWNED LIGHT STANDARDS

Sec. 3.165. IN GENERAL: Subject to the conditions stated in this Division, certain parties may display banners on City-owned light standards on any City street as part of a City-sponsored or co-sponsored program unless otherwise prohibited for the purpose of identifying and promoting area themes or identities, or announcing or promoting special events which are open to the public.

Sec. 3.166. ELIGIBILITY: Participation to this light standard banner program is open only to programs sponsored or co-sponsored by the City and City commercial establishments with Redwood City locations which are open to the public, and educational institutions which are properly authorized, licensed and accredited with the California Department of Education. No more than twenty percent (20%) of the display area on each side of a banner promoting a special event or area theme may be devoted to commercial sponsorship identification.

Sec. 3.167. DISPLAY TIME: Eligible parties may display street banners only for a maximum of up to twelve (12) weeks per year. Extensions may be granted by the Administrator if the sponsor wishes to retain the banners, the banners remain current and no other party has applied for that location. Requests to display banners in accordance with this Article shall be prioritized in the order received. City sponsored banners have priority over all eligible applicants seeking to participate in the street banner program.

Sec. 3.168. TECHNICAL STANDARDS: The technical standards for such banners shall be developed by the Administrator or designee who is also authorized to establish and enforce policy regarding the physical installation and removal of banners.

Sec. 3.169. INSURANCE AND INDEMNIFICATION: As a condition of approval, Parties participating in the City's light standard banner program must provide proof of insurance, in a form satisfactory to the Administrator, that the participant carries insurance covering comprehensive general liability (including risks of personal injury including death and property damage, as well as advertising injury), with a coverage limit of at least \$1 million. Such insurance shall name Redwood City, including its City Council, individual City Council members, boards and commissions and their individual members, officers and employees as additional insureds. The participant shall also indemnify, hold harmless and defend Redwood City, its City Council, individual City Council members, boards and commissions and their individual members, officers and employees (including reasonable attorney's fees) in the event of a challenge to the banner program, as well as against all claims of liability.