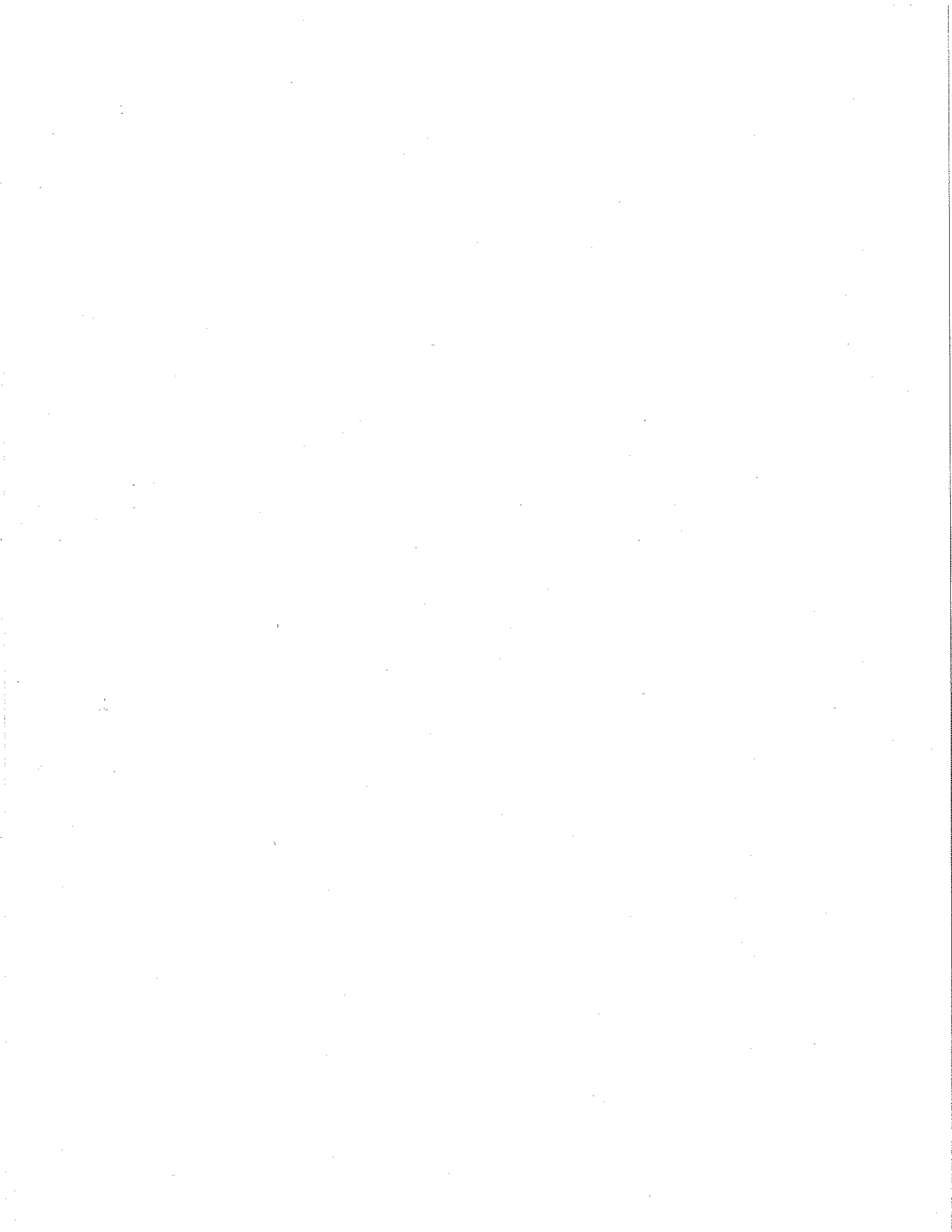


**CHAPTER 11 OF TITLE 18
SIGN REGULATIONS**

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18.11.010 INTENT

1. Signs are considered to be an essential economic and visual element of the community. They contribute significantly to its visual quality, thus influencing perceptions of that community. In communities where there has been an uncontrolled proliferation of signs, the result has often been clutter, confusion and visual blight to the detriment of that community's image, and to its economic development. However, under proper regulation, signs may be designed and displayed to effectively convey their intended message and to help create a community, which is well-organized and visually appealing.
2. It is the intent of this Chapter to control proposed and existing signs in the County in order to protect its physical and economic environment, to implement the policies of the General Plan, and to promote public health, safety and general welfare.

The general objectives and provisions of this Chapter are intended to:

- a. Ensure that signs serve primarily to identify an establishment on a site and to direct persons to various activities and enterprises in order to provide for maximum public convenience;
- b. Ensure that signs are compatible and harmonious with their surroundings and adjacent land uses;
- c. Ensure that signs are expressive of the identity of the individual properties and of the community as a whole;
- d. Avoid traffic hazards by minimizing visual competition among signs and by providing clear identification of businesses;
- e. Encourage signs which are well designed and attractive in appearance and provide incentives and latitude for variety, innovation, pleasing design relationships, and spacing; and
- f. Provide criteria for signs to insure the development of a high quality visual environment.

18.11.020 ADMINISTRATION

1. Compliance Required
 - No person, business, organization or entity of any kind whatsoever shall place, erect or maintain or cause or allow to be placed, erected or maintained any sign or sign structure, contrary to or in violation of any of the provisions of this Chapter.
 - a. Any sign or sign structure, which is being displayed or is being poorly maintained in violation of the provisions of this Title, shall be taken down, removed, or altered to comply with the provisions of this Chapter. It shall be the responsibility of the owner, agent, or person having the beneficial use of the building or structure or land upon which such sign or sign structure may be found to take down, remove or alter the sign or sign structure to comply with the provisions of this Chapter.

2. Sign Permits and Review

a. Permits Required

No sign or sign structure shall be placed, erected or maintained within the County without prior issuance of a sign permit unless such sign is specifically exempted by this Title or by other County ordinances. Building and electrical permits may also be required. Signs or sign structures placed, erected, or maintained without all required permits, and not exempted by this Title or by other County ordinances, shall be deemed illegal.

b. Permit Applications

Applications for sign permits or for approval of Planned Sign Programs shall be made on forms provided by the Planning Department and shall be accompanied by plans and exhibits as required. Upon receipt of a sign application, the Planning Director shall inform the applicant as to the completeness of the submittal and of additional materials required, if any. No sign application shall be forwarded to the appropriate reviewing authority for approval, approval subject to modifications, or denial, until the applicant has submitted a complete application.

c. Review and Decision

The reviewing authority shall determine if the proposed sign or Planned Sign Program conforms to the provisions of this Chapter and shall accordingly approve, approve subject to modifications and/or conditions, or deny the sign application.

3. Written Authorization

Written authorization shall be required from the owner or authorized agent of the premises prior to placing, erecting or maintaining a sign or sign structure on any property.

4. Review Responsibilities

a. Planning Director

- 1) All initial Planned Sign Programs.
- 2) Free-standing directional signs (e.g. parking lot entry signs) over four (4) square feet in area and four (4) feet in height.
- 3) Any sign requiring a sign permit as required by the provisions of this Title.

b. Planning Commission

- 1) Sign variances.
- 2) Where signage is part of a development application requiring Planning Commission review and approval.

5. Interpretations

In all sign applications, where a matter of interpretation arises, the more specific definition or the more rigorous standard shall prevail. Whenever the Planning Director determines that the application of any provision for this Chapter is uncertain, the issue shall be referred to the Planning Commission for determination.

6. Appeals

Appeals to decisions regarding signs shall be filed and reviewed pursuant to the provisions of Section 18.02.180 of this Title except that the Planning Commission shall consider appeals of all staff decisions upon receipt of any such appeal.

7. Variances

Variances from the requirements of this Chapter shall be in accordance with the provisions of Section 18.02.070 of this Title. In addition to the findings specified in Section 18.02.070, the following additional findings shall be made prior to approving a variance for signs.

- a. The site has a unique character or features that cause visibility problems, thus causing undue economic burden or business hardship; and
- b. No other proposed signing alternative or design would be feasible or would provide reasonable signage in accordance with this Chapter; and
- c. The proposed sign does not create a traffic hazard; and
- d. The proposed sign does not create a visual blight to the community; and
- e. The proposed sign does not adversely affect adjacent properties; and
- f. The proposed sign is in compliance with the provisions of this Title in regard to regulations apart from those imposed by this Chapter.

8. Illegal Signs

- a. The following signs and sign structures shall be considered illegal:

- 1) Unsafe Signs or Sign Structures

A sign or sign structure shall be deemed unsafe if determined by the Building Official to be a danger or to create a potential hazard to the public.

- 2) Abandoned Signs and Sign Structures

A sign or sign structure which, for a period of one hundred eighty (180) days or more, does not advertise or identify an ongoing business, business product, or service available on or off the premise where the sign or sign structure is located, shall be deemed abandoned.

3) Illegally Erected Signs and Sign Structures

A sign or sign structure shall be illegally erected if it violates any provision of this Chapter including but not limited to, a sign or sign structure which does not have required permits, or a sign or sign structure which has been erected without first complying with all ordinances and regulations in effect at its time of construction and erection or use. No sign or sign structure that was placed or erected in violation of any previously existing sign ordinances or regulations, by virtue of adoption of this Chapter, shall become conforming or legal.

- b. All illegal signs and sign structures are hereby deemed to be nuisances.

9. Prohibited Signs and Sign Structures

The following types of signs are prohibited in the County:

- a. Signs or sign structures having any animated, moving or rotating parts, except for signs or sign structures which have historical marketing significance unique to a profession, rather than an individual business, such as barber poles, including signs that have alternating messages that change more than once every five (5) minutes.. Notwithstanding the above, time and temperature displays may be permitted in commercial and industrial zone districts.
- b. Flashing or otherwise light-animated signs which contain or are illuminated by lights which are intermittently on and off, change in intensity, or which create the illusion of flashing in any manner.
- c. Signs, which make sounds.
- d. Signs or sign structures which by color, wording, design, location or illustration resemble, obscure, imitate, or otherwise limit the effectiveness of traffic control signs or devices.
- e. Signs or sign structures which create a potential safety hazard by obscuring a clear view of pedestrian or vehicular traffic.
- f. Balloons and/or other inflatable tethered or not, used to draw attention to a use or event, unless expressly permitted in this Chapter.
- g. Flags, pennants, streamers, spinners, festoons, windsocks, valances, or similar displays, temporary or permanent, unless expressly permitted in this Chapter.
- h. Moveable or portable signs or sign structures, including signs attached to or painted on trailers or vehicles parked on public or private property for the purpose of gaining unauthorized sign area.
- i. Signs or sign structures drawn or painted onto or otherwise affixed to trees or rocks or other natural features.
- j. Building-mounted signs or sign structures placed on or above the eave line of a pitched or mansard roof, or above the top of a wall of a building with a flat or parapet roof.

- k. Off-site advertising signs and displays.
 - l. Signs or sign structures placed within, on, or over public right-of-way, on public land, or on utility poles, unless an encroachment permit has been approved for such a sign by the Public Works Director.
 - m. Any sign or sign structure not specifically permitted in this Chapter.
10. Enforcement
- It shall be the duty and authority of the Planning Director to enforce the provisions of this Chapter.

18.11.030 SIGN STANDARDS

The following design criteria shall be used by the Planning Director in order to determine if a proposed sign is consistent with the intent of this Chapter.

- 1. Identification

Major identification signs shall serve primarily to identify the name or type of business or other land use.
- 2. Architectural Context

Sign design shall harmonize with the architectural design and details of the building it serves, with other signs on the building, and with the building's surroundings. Further, signs shall not cover or obstruct significant architectural elements.
- 3. Design Elements

The following design elements shall be addressed:

 - a. Materials

Durable materials, which are compatible in appearance with the building supporting or identified by the sign, shall be used.
 - b. Colors

Sign colors should harmonize with the building it serves and with adjacent landscaping and buildings.
 - c. Letter Style

Simple lettering styles should be used for ease of identification. Legibility should take priority over complexity in the design of the sign face.
 - d. Illumination

Illuminated signs shall be lighted to the minimum level required to ensure adequate nighttime readability. Specific illumination levels shall be in accordance with this Title.

e. Landscaping

Freestanding signs shall be located in a landscaped area, flanking all sides of the sign, which is of a shape, design and size equal to at least the area of the sign face and that is in scale with the overall proportions of the sign and its support structures.

f. Signs should not detract from the visibility of other signs on or adjacent to the site where the sign is placed.

g. Registered trademarks may be permitted as design elements.

4. Sign Area Measurement

For the purposes of this Chapter, sign size shall mean the sign area. Such area shall be more specifically defined as follows:

a. Sign Area

Sign size or area shall be defined as the entire area of the sign face, including non-structural perimeter trim and excluding architectural detailing, support structures, and/or uprights on which the sign is supported.

b. Window Signs

"Window area" shall be computed by calculating each window pane or panel. The area shall be separate for each building face and for each window. A group of window panes or panels may be considered one (1) window if they are adjoining on the building face and are less than six (6) inches apart.

c. Building-Mounted and Wall Signs with Individual Letters

The area of building-mounted or wall signs composed of individual letters affixed to a building or wall shall be considered to be the aggregate area within a maximum of three (3) rectangular figures which enclose and connect the extreme limits of up to three (3) message areas consisting of any writing, representation, emblem or any figure or similar character.

d. Wall Sign Panel

If a sign panel is inserted into or onto a wall, the area of the panel shall be considered to be the sign area.

e. Double-Faced Signs

If a sign has sign faces, which are placed back to back, no more than two (2) feet from one another, its sign area shall be considered to be the area of the larger face if the two faces are of unequal area. If, for example, the maximum permitted sign area is twenty (20) square feet; a double-faced sign may have an area of twenty (20) square feet on each face.

f. Three-Dimensional Signs

If a sign has three (3) or more faces, its sign area shall be considered to be the sum of the areas of each individual face. Thus, if a sign has four (4) faces

and the maximum permitted sign area is twenty (20) square feet, the maximum allowable area for each face is five (5) square feet.

g. V-Shaped Signs

If a sign is "V"- shaped, with an angle between the two (2) adjoining faces, its sign area shall be the sum of the areas of the two (2) sign faces.

h. Separated-Panel Signs

The sign area of separated panel signs (those signs having empty spaces between copy panels) shall be considered to be the entire area encompassed by the sign face, including the empty spaces between panels.

i. Signs Painted on Buildings

Any sign painted on a building shall be included in the calculation of the total sign area for the site upon which it is placed.

5. Sign Height Measurement, Free Standing Signs

Sign height for free-standing signs shall mean the greatest vertical distance, between the top of the sign, including any accompanying architectural features of the sign, and the average elevation as measured at the roadbed of the nearest street.

6. Sign Location

a. Signs shall be located in accordance with the provisions for each land use district, type of development, or type of sign, as designated in Table 11.A of this Chapter.

b. No Off-Site Signs

All signs shall be located on the same premises as the land use or activity identified by the sign, unless the provisions of this Chapter expressly permit the off-site location of a sign. Off-site billboards may be permitted in non-residential zone districts subject to approval of a conditional use permit.

c. Utility Lines

No sign shall be located closer to overhead utility lines than the distance prescribed by California law, or by the rules duly promulgated by agencies of the State, or by the applicable public utility.

d. Traffic Safety

No sign shall be located in such a manner as to obstruct free and clear vision of pedestrian and vehicular traffic.

e. Public Right-of-Way

No sign shall be located within, over, or across a public right-of-way except as expressly permitted in Section 18.11.20.9.I. of this Chapter.

7. Sign Illumination

a. Illumination Levels

The sign permit shall be required to adjust a sign's illumination level if it is determined to be excessive as the result of the County's evaluation. Illumination shall be considered excessive if it is substantially greater than the illumination of other nearby signs, if it interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign, if it directs glare toward streets or motorists, or if it adversely impacts nearby residences or neighborhoods. The maximum illumination level for fluorescent lamps shall be four hundred thirty (430) milliamperes. Illumination levels shall be indicated on the sign plan.

b. Externally-Illuminated Signs

The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties. Externally-illuminated signs shall be subject to illumination level review.

8. Sign Maintenance

Every sign and sign structure within the County shall be maintained in good, safe structural and physical condition. All signs, together with supports, braces, guys, anchors, and electrical components, shall be kept in safe, presentable and good structural condition. All defective or broken parts shall be replaced. Exposed surfaces shall be kept clean, in good repair, and painted where paint is required. The Building Official may order the repair or removal of any sign determined by the Building Official to be unsafe, defective, damaged, or substantially deteriorated.

9. Signs on Vehicles

Signs are allowed on vehicles, without sign permits, when they are painted or attached directly to the vehicle so as to not extend or project beyond the vehicle's original profile. Signs, which are painted on or attached to a vehicle, must be incidental to the vehicle's primary purpose of transporting people or goods on the public right-of-way, and the vehicle may not be used primarily for advertising purposes. Signs on vehicles may not include arrows or other directional devices, the purpose of which is to direct those who observe such signs to a particular place of business.

18.11.040 SIGN REGULATIONS

Table 11.A. of this Chapter identifies signs that are permitted in each zone district. In addition to the regulations contained in Table 11.A, all signs must be in conformance with all other provisions of this Title.

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
A. SIGNS PERMITTED IN RESIDENTIAL DISTRICTS							
1. Name Plate	Wall or door	One per occupied unit.	2 s.f.	Below eave line	Wall or door	No	Shall identify only the name and/or address of the occupant.
2. Apartment Identification	Wall or Monument	One per street frontage.	12 s.f.	Below eave line for wall sign and 4 ft. for monument sign. ¹	5 ft. setback from property line.	May be illuminated only in R-2 and R-3 Districts.	Shall only identify the apartment complex by name and address.
3. Institutional Signs	Wall or Monument	One per use.	24 s.f.	Below eave line for wall sign and 4 ft. for monument sign. ¹	10 ft. setback from front and 5 foot setback from side property line.	Yes	a. Name of institution only. b. May incorporate changeable copy.
4. Neighborhood Identification	Wall or Monument	2 per major entrance.	48 s.f.	4 ft.	At major entrances to project/ neighborhood or residential subdivision of five or more dwelling units.	Yes	a. Copy limited to project/ neighborhood name only. b. Allowed only if maintenance responsibility assigned to community association.
5. Mobilehome Park Identification	Wall or Monument	One per street frontage up to two per major entrance.	24 s.f.	10 ft. for wall; 4 ft. for monument. ¹	10 ft. setback from property line	Yes	
6. Project Identification Sign (Temp.)	Freestanding (on site)	2 for subdivisions more than 5 acre, otherwise one sign.	76 s.f.	15 ft.	10 ft. setback from any street. Located on the site of the project/ subdivision.	No	a. All signs shall be removed within 30 days after the sale/rental of the last unit in the project. b. Refer to Sec. 18.11.150 for regulations pertaining to off-site subdivision signs.
7. Pedestrian Project Directory	Wall or free-standing	To be determined by the Planning Director	4 s.f.	5 ft.	May not be located in any required setback.	Yes	a. To identify tenants and provide directions to individual units.
8. Real Estate	Freestanding	One per residence	6 s.f.	5 ft.	Within the subject property	No	Copy limited to the sale, rent or lease of the subject property (Section 18.11.50.4.)
b. Subdivision, on-site Commercial Real Estate Signs and Kiosks (refer to Section 14.100 of this Chapter)							
B. SIGNS PERMITTED FOR OFFICE BUILDINGS IN COMMERCIAL DISTRICTS							
1. Business Identification (Single Tenant)	Wall or Monument	One each per street or parking frontage.	One-half s.f. of sign area per lineal foot of building fronting on a street. 24 s.f. maximum.	Below eave line for wall sign and 4 ft. for monument. ¹	May not be located in a required setback area.	Yes	

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
2. Building Identification (Multiple Tenant)	Wall	One per tenant per street frontage.	One-half s.f. of sign area per lineal foot of building fronting on a street 40 s.f. maximum.	Below eave line.	Wall or canopy	Yes	a. Copy shall pertain only to the name and/or address of the building. b. Illumination shall be reverse backlit, channel lit or indirectly illuminated.
	Monument	One per street frontage.	One-half s.f. of sign area per lineal foot of building fronting on a street 40 s.f. maximum.	4 feet ¹	Shall be setback 5 ft. from property line.	Yes	a. Copy shall pertain only to the name and/or address of the building. b. Illumination shall be reverse backlit, channel lit or indirectly illuminated.
3. Center Identification (Multiple Tenant)	Wall or monument	One per each street frontage.	100 s.f.	Below eave line for a wall sign; 15' for a freestanding sign and 4' for a monument sign. ¹	Shall be setback 5 ft. min. from property line.	Yes	a. Copy shall pertain only to the name and/or address of the center and/or tenants of the center. b. Planter base or landscaped area to be provided equal to 4 times the area of one face of the sign.
4. Pedestrian Bus Directory (Multiple Tenant)	Wall or monument sign	To be determined by the Planning Director.	15 s.f.	6 ft. for monument; below eave line for wall sign.	May not be located in any required setback.	Yes	To identify tenants and provide directions to individual establishments.
5. Name Plate	Wall	One per tenant.	4 s.f.		Adjacent to primary entrance of each tenant.	No	Copy limited to name and address of each tenant.
6. Window Signs	Window	One per window.	25% of window area.				
7. Institutional Signs	Wall or monument	One per use.	15 s.f.	4 ft. for monument; ¹ below eave line for wall sign.	Not in setback.	Yes	
8. High Rise Bldgs. (3 stories or more)	Wall sign	Two per bldg.	300 s.f.	To be determined by County Council upon recommendation of Planning Director	Above the windows of the highest floor and below the eave line.	Yes	a. Copy is limited to one company name and/or address per building. b. Company logos may be used in combination with letters. c. Signs shall be designed to be compatible with the architecture of the buildings.

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
b. Secondary Tenant Identification	Wall sign	Four per bldg.	22 s.f. max. per sign. Max. letter height = 18".	Below the second floor, or 20' whichever is less.	Near the entrance of the tenants they identify.	Yes	
c. Center or Project	Monument	One per street frontage.	40 s.f.	4 ft.	At main entrance.	Yes	Shall contain only the name and/or address of the center, project and/or tenants of the center.
9. Temporary Signs Same as Temporary Signs allowed in Commercial Districts.							
C. SIGNS (NON-OFFICE) PERMITTED IN COMMERCIAL DISTRICTS							
1. Single Tenant Sites - Not part of a Center							
a. Business Identification	Wall or canopy	One single face sign per bldg. per street or parking lot frontage. Max. 3 signs per business.	1 s.f. of sign area per each lineal foot of bldg. fronting on a street. 75 s.f. max. Sign area in NC, otherwise 100 s.f. max. In addition, 1 s.f. of sign area per each lineal foot of the bldg's rear elevation if a public entrance is provided from a rear street, alley, or parking lot, 50 s.f. max.	May not project above the eave line.	May be located on parapet or canopy.	Yes	Allowable aggregate wall sign(s) area shall exclude areas of allowed window signs.
b. Business Identification	Projecting	One double face sign per frontage.	25 s.f. max. per face.	May not extend beyond eave line.	May only be attached to the bldg. to which the copy relates.	Yes	a. Authorized in lieu of a wall sign. b. Authorized only where no building setback is required.
c. Business Identification	Window	One sign per Window	30% of the glass area upon which the sign is located.		Window lettering permitted on interior or exterior of glass window or door.	Yes	Allowable aggregate of window sign(s) area shall exclude areas of allowable wall signs.
d. Business Identification	Monument	One double face sign per street frontage	24 s.f. in NC, 32 s.f. in DC and CG.	4 ft.	Must not create traffic hazard at corners or driveways.	Yes	a. May not be located within 5 ft. of public right-of-way.
e. Business Identification	Freestanding.	One double-face sign per dev.	100 s.f. per face.	25' for freestanding	Must be located in landscaped area.	Yes	a. Site must be adjacent to an arterial street or highway.

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
f. Drive Thru Restaurants	Menu board	Two per site.	30 s.f.	7 ft.	Shall not be located so as to be a hazard for driveway or corner radius.	Yes	Shall face away from the street.
2. Multiple Tenant Sites - Shopping Centers							
a. Business Identification	Wall or canopy	One single face per tenant per street or parking lot frontage. Max. 2 signs per business.	1 s.f. of sign area per each lineal ft. of bldg. fronting a street. Not to exceed 75 s.f. In addition, 1 s.f. of sign area per each lineal foot of the bldg.'s rear elevation if a public entrance or parking is from a rear street. Not to exceed 50 s.f.	May not project above the eave line.	May be located on parapet or canopy.	Yes	<p>a. All shopping centers shall develop a coordinated sign program for all tenants and uses in accordance with the requirements of this Title.</p> <p>b. Allowable aggregate wall sign area shall exclude allowable window area(s) used for signs.</p> <p>c. A center is one in which businesses and structures are designed in an integrated and interrelated development. Such design is independent of the number of structures, lots, or parcels making up the center.</p>
b. Business Identification	Window	One sign per window	30% of the glass area upon which the sign is located.		Window lettering permitted on interior or exterior of glass window or door.	No, except signs constructed of neon tube letters.	Allowable aggregate of window sign(s) area shall exclude areas of allowable wall signs.
c. Business Identification	Under marquee	One per entrance (double face)	6 s.f. per face		Below eave line and beneath canopy or marquee with 7 ft. clearance from sidewalk level to lowest point of sign.		Signs shall be uniform in color and design for all tenant identification within the center.
d. Business Identification	Monument	One double face	25 s.f. per face	4 ft.	Shall be setback a min. of 5 ft. from front or side property lines.	Yes	Authorized for detached single business in structure.
e. Center Identification	Freestanding	One double face per each street frontage.	75 s.f. per face		Shall be located in landscaped area, not be located to be a traffic hazard.	Yes	<p>a. Sign may identify center and major tenants.</p> <p>b. Vertical clearance of 10 ft. required for freestanding signs projecting over vehicular passageway.</p>

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
f. Center Identification (freeway or highway)	Freestanding	One double face sign per center.	25 s.f. per face	35 ft., unless a flag test or other suitable mechanism determines that a greater height is required due to vegetation or other factors that adversely detract from the 35 foot provision.	Must be located in landscaped area; may not obscure another sign when viewed from a freeway or highway.	Yes	<ul style="list-style-type: none"> a. Center site must be adjacent to the right-of-way of a highway... b. Signs shall be constructed, erected, and maintained to insure integration with the surrounding environment and land uses, and shall be directed away from residential land use districts. c. Sign text shall be limited to the name of business, logo, and/or type of business. Consolidation of multiple business names or logos shall be encouraged in order to reduce the number of signs. d. Signs shall be serviced by underground utility connection.
g. Center Identification (all cases)	Monument	One double face	25 s.f. per face	4' above grade ¹	Shall be set back a minimum of 5 ft. from front or side property lines.	Yes	Sign may identify Center, address of Center, and major tenants.
h. Drive Thru Restaurants	Menu board	Two per site.	30 s.f.	7 ft.	Shall not be located so as to be a hazard for driveway or corner radius.	Yes	Shall face away from street.
3. Service Station	Wall	One per street frontage, max. 2.	10% of building face not to exceed 50 s.f.	Not above eave line or 20 ft. whichever is less.	----	Yes	<ul style="list-style-type: none"> a. A combination of monument and wall may be used, but no more than a total of 3 signs. b. The monument sign shall be designed to include the identity of the station. Price signs are allowed in accordance with State regulations.
b. Special Service Signs	Wall or ground	One for each pump island, not to exceed a total of 4 per station.	2 s.f. per face	8 ft.		No	Special service signs shall be limited to such items as self serve, full serve, air, water, and cashier and shall be nonilluminated.
c. Service Station Identification	Freestanding	One double face Sign per center.	125 s.f. per face if adjacent to a highway, if not 75 s.f. per face.	25 ft.	Must be located in Landscaped area.	Yes	

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
d. Small Accessory Signs	Wall or pump island	N/A	2 s.f. per face	8 ft.	On-site	Yes	<p>a. Small accessory signs are limited to warning signs such as "No Smoking" and signs on gas pumps or islands identifying the price of fuel, brand of gas, grade of gas, and pumping instructions.</p> <p>b. Small accessory signs shall not require a sign permit.</p>
4. Temporary Signs							
a. Building	Window	1 per window	30% of the glazed area of a window.		Ground floor windows only.	No	
b. Construction	Freestanding	One single face sign per street frontage.	32 s.f.	10 ft.	Located so as not to create traffic hazard or over hang public right-of-way.	No	<p>a. Authorized upon the issuance of a grading or building permit.</p> <p>b. Sign shall be removed prior to certificate of occupancy.</p>
c. Future Facility or Tenant	Freestanding, wall or window.	One per street frontage or tenant.	32 s.f. per face	8 ft.	Within the subject property.	No	Sign shall be removed upon occupancy of the building(s).
d. Real Estate	Freestanding, wall or window.	One per street frontage.	32 s.f. per face	8 ft.	Within the subject property.	No	To advertise the sale or lease of structure or grounds and not for the purpose of advertising an agency occupying the premises.
5. Theaters							
a. Coming Attractions Display Case	Wall	One per screen for theaters or per stage for live theaters or cabarets.	6 s.f.	8 ft.	Near main entrance.	Yes	<p>a. Cases shall be mounted and shall be large enough to display one (1) six (6) s.f. poster each.</p>
b. Attraction Board	Wall or freestanding.	One per theater, theater complex, or cabaret per street frontage.	20 s.f. plus 10 s.f. per screen or stage up to an overall maximum of 40 s.f.	25 ft.	May be located in landscaped setback area; however, shall not be located so as to be a hazard for driveway or corner radius.	Yes	<p>a. All attraction boards shall be building mounted unless only one of the following findings can be made:</p> <p>1) A freestanding sign is the only feasible means by which the business conducted on the premises can obtain the same degree of identification to motorists as that available to neighboring businesses that do not have such signage; or</p>

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
D. SIGNS PERMITTED IN INDUSTRIAL DISTRICTS							
1.	Business Identification						
	Single Tenant						
2.	Multi-Tenant Sites						
a.	Center or Project Identification	One per street entrance and one per major intersection.	40 s.f. per face	4 ft.¹	Shall not be located so as to create traffic hazard for driveway or corner radius, as determined by the County Engineer.	Yes	2) The building is set back from the street or is obscured from street view by structures or mature vegetation such that a building mounted sign cannot provide adequate signage; or 3) The architectural style, materials, or design elements are such that a building mounted sign is not feasible or would detract from the building's appearance.
b.	Business Identification	One per street or parking lot frontage.	One s.f. of sign area per each lineal foot of building frontage.	May not project above eave line.		Yes	a. Planter base or landscape area equal to or greater than the area of one face of a sign. b. Shall contain only the name of the center or project, no tenant information. c. For each public secondary street with at least 150 feet of frontage, a monument sign may be permitted indicating the name and/or address of the center on site.
c.	Business Directory	One per street or parking lot frontage.	32 s.f. per face	8 ft.		Yes	a. Intended to list only the names and addresses of on-site occupants. b. Shall be designed as part of overall sign program.
d.	Advisory/	Minimum number	4 s.f.	4 ft.	Minimum 5 ft. setback	Yes	Copy limited to directional information

Table 11.A. - Sign Regulations by Land Use Category

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
Directional	freestanding	necessary to provide adequate information.			from property lines.		such as "entrance" or "exit," but no directions to individual businesses.
e. Business Information	Window or wall sign.	One per main building entrance.	4 s.f.	6 ft.	At main building entrance.	No	Intended to provide only name, address, telephone, business hours, and emergency information for occupant.
3. Airports	Wall or monument	Two per intersection entrance onto airport property.	160 sq. ft.	5 ft.		Yes	Intended only to identify the name and address of the Airport or as approved by the Planning Commission.
4. Temporary Signs, as allowed in Commercial zone districts.							
<u>E. SIGNS PERMITTED IN THE PUBLIC FACILITIES & OPEN SPACE DISTRICTS</u>							
1. Facility Identification							
a. Community Facility	Wall, monument, or freestanding.	One per street or parking lot frontage.	30 s.f. per face	May not project above eave line for wall sign; 25 ft. for freestanding sign; 4 ft. for monument sign. ¹		No	Intended only to identify the name and address of a public or quasi-public facility or as approved by the Planning Commission.
b. Public Parks	Wall or freestanding	One per street or parking lot frontage.	30 s.f. per face	May not project above eave line for wall sign; 4 ft. for monument sign.		No	Intended only to identify the name and address of a public or quasi-public facility or as approved by the Planning Commission.

¹Monument sign may exceed maximum height requirement if approved by the Planning Commission.

18.11.050 TEMPORARY SIGNS

1. Permit Required

A temporary Sign Permit, to be issued by the Planning Director, is required for any temporary sign over twelve (12) square feet in size and five (5) feet in height. All temporary signs and banners, regardless of size, may be displayed for a period of time not to exceed thirty (30) days.

2. Temporary Signs, General

Temporary signs directing the public to civic, charitable events, political or other non-commercial events that are open to the public shall be permitted for no more than thirty (30) days.

3. Temporary Political Signs

a. A temporary political sign is defined as any non-commercial sign that indicates any one or a combination of the following:

- 1) The name and/or picture of an individual seeking election or appointment to a public office.
- 2) Relates to a forthcoming public election or referendum.

b. Placement of all temporary political signs shall comply with the following requirements.

- 1) The maximum size of individual temporary political signs allowable in any zone district shall be as follows:
 - a) Single Family Residential zones – six (6) square feet
 - b) Multi-Family Residential zones– twelve (12) square feet
 - c) Commercial and Industrial zones – thirty-two (32) square feet.
- 2) Candidates, campaign committees and other persons shall endeavor to place or post temporary political signs no sooner than forty-five (45) days before an election. Any such signs shall be removed within fifteen (15) days after an election to which the sign relates.
- 3) Temporary political signs shall comply with the provisions of Section 18.11.020.9 (Prohibited signs and Sign Structures), excepting SubSection 18.11.020.9.i of this Chapter.
- 4) Temporary political signs shall be located on private property only. No such sign shall be located in the public right-of-way, or on any object located in the public right-of-way including, but not limited to trees, fence-posts, and utility poles.
- 5) No temporary political signs shall be permitted that is in violation of this Chapter.
- 6) No temporary political sign may be placed in a location that hides from view any official traffic control device.
- 7) No sign permit or fee shall be required for temporary political signs.

- 8) Any temporary political sign in violation of this Chapter shall be deemed a nuisance and shall be abated in accordance with the provisions of this Title.

4. Residential Real Estate Signs

Real estate signs up to a maximum six (6) square feet in area and, if freestanding, a maximum of five (5) feet in height shall not require a sign permit. One (1) real estate sign shall be permitted per street frontage of a lot. Such signs shall be permitted to remain while property is in escrow but shall be removed when the property referred to is no longer for sale, rent, or lease.

- a. Riders which provide additional information about the property, such as "Sale Pending, may be attached to the primary sign or sign post as long as the total sign area does not exceed the maximum area allowed.
- b. Free-standing, on premise, "Open House" signs with a maximum area of three (3) square feet and a maximum height of three (3) feet shall be permitted between the hours of 8:00 a.m. and sundown daily.
- c. Free-standing, off-premise, directional "Open House" signs with a maximum area of three (3) square feet and a maximum height of three (3) feet shall be permitted between the hours of 8:00 a.m. and sundown daily. Prior to placing such a sign on any property, authorization is required from the owner of the property where the sign is to be located.
- d. Flags, pennants and banners used for the sale, rental or lease of subdivision tracts shall be permitted only until the initial sale of the tract is completed.

5. Model Home Signs

On premise signs identifying model home complexes, either building-mounted or free standing, are permitted, provided such signs do not exceed twenty (20) square feet in size. Sign height, placement, and illumination shall comply with the requirements of the zone district in which said sign is located.

6. On-Site Construction Announcement Signs

On-site construction announcement signs, including names of architect, contractor, etc., up to a maximum thirty-two (32) square feet in area and, if free-standing, not exceeding six (6) feet in height, shall be permitted without a sign permit. No more than three (3) such signs shall be permitted per parcel. Such signs shall be erected after issuance of the building permits for the subject parcel and shall be removed upon issuance of the first occupancy certificate for the project referred to on the sign.

7. Temporary Posters

Temporary posters for future limited-term events, which will be held within thirty (30) days of the placement of such poster, shall be permitted without a sign permit. Such posters may be off-premise. If placed in a window, the poster(s) may not exceed twenty-five percent (25%) aggregate of the area of the window in which they are placed.

8. Temporary Garage/Yard Sale

One double-faced sign, no more than six (6) square feet in area and four (4) feet in height, is permitted without a sign permit. Such signs may be placed only on the premises where the garage/yard sale is being held and shall not be placed on public

property or within a public right-of-way. Such sign may be placed twenty-four (24) hours prior to the sale and must be removed immediately following the sale.

9. Temporary Decorative Balloons

- a. Decorative balloons, limited to twelve (12) per premises and not more than one (1) foot in diameter each, may be permitted in accordance with the provision of this Chapter, provided such balloons contain no reference to any named goods or services nor to any commercial enterprise and do not extend above the roof line of adjacent buildings.
- b. No metallic mylar balloons shall be permitted.

10. Holiday Window Painting

Decorative window painting in connection with a specific holiday is permitted without a sign permit provided that the painting contains no commercial messages. Such painting may remain on the window no more than thirty (30) days, after which all window painting in connection with said holiday must be removed.

11. Temporary Window Signs

Temporary window signs that are in compliance with the provisions of this Chapter, are permitted in the commercial and industrial zone districts; however, no such sign, or combination of signs, whether promotional, permanent, or any other type of sign, shall exceed thirty percent (30%) of the glazed area of any window.

12. Temporary Balloon Signs

Temporary balloons may be permitted subject to the following conditions:

- a. Balloon signs used for the purposes of commercial development promotions, grand openings, special events of limited duration, and like occasions.
- b. Each building or business shall be permitted one temporary balloon sign for a maximum of two (2) occasions per calendar year with a maximum duration of fourteen (14) days for each permitted use, or four (4) such occasions, per calendar year, with a maximum duration of seven (7) days for each such permitted use. Hot air balloons shall be permitted for a maximum of one (1) occasion per calendar year, with a maximum duration of three (3) days. Longer durations may be approved by the Planning Commission.
- c. The maximum height of any balloon sign shall not exceed fifty-five (55) feet, measured from ground elevation, and the maximum size of any balloon shall not exceed twenty (20) feet in any dimension. A balloon sign may exceed the maximum dimensional requirement, upon approval of the Planning Commission, provided such balloons maintain a minimum twenty (20) foot setback from any building and a ten (10) foot setback from any property line.
- d. Any balloon sign which does not identify or advertise the occupant of a building, lot, or premises, or related to any merchandise or to any business or activity available or being conducted at the building, or business where the sign is located, is prohibited.
- e. All balloon signs shall be securely anchored and erected in conformance with all applicable building, electrical, sign, and fire codes, subject to approval by the Planning Director.
- f. All hydrogen type balloons shall be prohibited.

- g. All temporary balloon signs and tie downs shall be constructed of nonconductive electric material.

18.11.060 FLAGS, PENNANTS AND BANNERS

1. Flags, pennants and banners are subject to the following provisions:
 - a. Shall apply only to businesses customarily conducted in the open.
 - b. Shall not contain advertising copy.
 - c. Shall not exceed twenty (20) feet in height or fifteen (15) sq. ft. in area.
 - d. May be attached to either freestanding or building mounted flagpoles or other supports.
 - e. Shall be restricted to two (2) flags and one (1) flagpole per premise; unless a greater number is approved by the Planning Director subject to findings that any additional flags and/or flag poles will be compatible with the architecture and use of surrounding structures and land uses.
 - f. Building-mounted flagpoles shall not extend above the top of the building's roof.
 - g. Free-standing flagpoles shall not be placed within ten (10) feet of any property line.
2. Sign permits shall be approved by the Planning Director for flags, pennants and banners as follows:
 - a. May be attached to building mounted flagpoles, free-standing flagpoles or other supports.
 - b. Shall not exceed thirty-two (32) square feet in area.
 - c. Shall not extend above the top of a building for building mounted flagpoles or shall not exceed thirty (30) feet in height for free standing flagpoles.
3. Flags larger in size and flags on higher freestanding poles than specified in the above Section may be approved by the Planning Commission if the Planning Commission determines that the flags and flagpole will be compatible with the architecture and use of surrounding structures.
4. All other types of flags, pennants and banners as defined in Section 18.01.180 of this Title (Definitions) shall be treated as temporary signs and shall be subject to provisions of Section 18.11.050 (Temporary Signs) of this Chapter.

18.11.070 CHURCHES AND OTHER INSTITUTIONAL USES

The Planning Director shall review and may issue sign permits for churches, day care centers, nursing homes and similar uses in any land use district as follows:

1. Identification Sign
 - a. One identification sign per street frontage shall be permitted which identifies the main activity and the accessory activity or use on the site. Said sign shall be building mounted or a freestanding sign structure.

- b. The freestanding sign may be permitted if the Planning Director makes any one of the following findings:
 - 1) A freestanding sign structure is necessary to provide adequate identification of the institution to motorists.
 - 2) The building is set back from the street or obscured from street view by structures or vegetation such that building mounted signage cannot provide adequate access.
 - 3) The architectural style, materials, or other design elements are such that a building mounted sign is not feasible or would detract from the building's appearance.

2. Sign Standards

a. Building Mounted Signs

- 1) Shall be a maximum of twenty-four (24) square feet in area for churches and other institutional uses on sites of one (1) acre or less and thirty-two (32) square feet in area for all sites greater than one (1) acre.
- 2) Shall be placed below the eave line of buildings with a pitched or mansard roof and below the top of the wall for buildings with a flat or parapet roof.

b. Monument Sign

Shall be a maximum of four (4) feet in height and a maximum of forty-eight (48) square feet in area.

3. Attraction Board

Attraction boards shall provide a means to communicate future events or activities on a site and shall be a maximum of twelve (12) square feet in area for churches and other institutional uses on sites of one (1) acre or less and eighteen (18) square feet in area for all sites greater than one (1) acre in size.

18.11.080 PLANNED SIGN PROGRAM

The Planning Director shall review and may approve a sign permit for a Planned Sign Program for any new business park, industrial complex, shopping center, office complex or retail center as follows:

- 1. Any building, business park, shopping center, or other contiguous group of businesses are eligible for consideration of a Planned Sign Program.
- 2. No minimum frontage or site size is required.
- 3. Signs within the Planned Sign Program shall have one or more common design elements, such as colors, materials, illumination, sign type, sign shape, letter size and letter type.
- 4. The sign program shall specify signs in harmony with the materials, colors, architecture, and other design features of the buildings they identify.
- 5. The Planning Director may approve a Planned Sign Program upon finding that:
 - a. The signs will not adversely affect other nearby properties.

- b. It is consistent with the General Plan and the provision of this Title.
 - c. It will not constitute the granting of a special privilege nor provide more visibility or exposure than is available to similarly situated properties.
6. Reviewing Authority
- a. Initial Planned Sign Programs shall be reviewed by the Planning Director.
 - b. Signs, which are consistent with approved Planned Sign Programs, shall be reviewed by the Planning Director.

18.11.090 PUBLIC SAFETY SIGNS

1. Signs required by law for public safety, or access such as "Exit" or "Fire Escape", shall be a maximum of two (2) square feet or such other size as required by law and shall not require a sign permit.
2. Signs warning of building, electrical mechanical, or other hazards such as "High Voltage", shall be a maximum of four (4) square feet or such other size as required by law and shall not require a sign permit.

18.11.100 ON-SITE SUBDIVISION AND COMMERCIAL REAL ESTATE SIGNS

The following kiosks, on-site subdivision and on-site commercial real estate sign may be permitted in any land use district as follows:

1. The Planning Director shall review and may approve Temporary Sign Permits for temporary on-site subdivision signs for each main street frontage of the subdivision being subdivided. Signs shall be for the identification of the property being subdivided, price information, and the developers name, address and telephone number. Said signs shall comply with the following requirements:
 - a. Shall not exceed thirty-two (32) square feet in area and fifteen (15) feet in height.
 - b. Shall not exceed three (3) such signs for all such phases of any subdivision and shall not be located on interior streets of the subdivision. Three (3) additional signs per builder may be approved by the Planning Director for each merchant builder for residential developments within planned communities and shall be located within the site boundaries of the planned community.
 - c. Shall be removed within ten (10) days from the final initial sales of the subdivision.
 - d. Shall not be illuminated.
2. On-Site Commercial Real Estate Signs permitted without a sign permit as follows:
 - a. Shall not exceed thirty-two (32) square feet in area and fifteen (15) feet in height.
 - b. Shall not exceed one (1) per street frontage or a total of three (3) per site.
 - c. Shall be removed within ten (10) days from the final sale or lease of the subject property or building.
 - d. Shall not be illuminated.

3. The Planning Commission shall review and may approve agreements between the County and applicants for Off-Site Business Kiosks and Subdivision Kiosks for the advertising of businesses and subdivisions within the County. The Business and Kiosk Sign Program shall be treated as separate kiosk sign programs. All liabilities, costs and/or expenses arising out of the siting, installation, construction of off-site business or subdivisions kiosks shall be borne by said business or subdivider subject to provisions of any contract entered into between the County and the applicant(s).

The Planning Director shall review and may approve sign permits for Off-Site Business Kiosks and Subdivision Kiosks subject to approved agreement as follows:

- a. May be located either in or out of the public right-of-way.
 - b. No business sign panels shall be permitted on subdivision kiosks and no subdivision sign panels shall be permitted on business kiosks.
 - c. No kiosk shall contain more than a total of eight (8) business or subdivision sign panels per sign face.
 - d. Shall be a maximum of thirty-two (32) square feet in area and fifteen (15) feet in height.
 - e. Sign panels shall be no more than nine (9) inches in width and five (5) feet in length.
 - f. Sign panels may include any or all of the following information: name of business or subdivision, business or subdivision logo, no more than three (3) colors and directional arrow.
 - g. No pennant, flag, banner, streamer or other appurtenance may be affixed to any kiosk.
 - h. Placement of kiosks shall be subject to approval of the owner of underlying land (i.e. Public Works Director for signs within the public right of way) and record owner for all other sites. Written authorization shall be filed with the Planning Director prior to erection of any kiosk sign.
 - i. Shall be located not less than six hundred (600) feet from an existing kiosk site or previously approved but not erected kiosk site for the same type of kiosk program, e.g. business or subdivision.
 - j. Shall be located not less than fifty (50) feet from an intersection unless specifically authorized by the Public Works Director.
4. Off-site real estate signs, advertising the location and sale of a residential subdivision on property other than the location of the subject subdivision, may be permitted upon approval by the Planning Director subject to, at a minimum, the following requirements:
 - a. The applicant shall, prior to any such approval by the Planning Director, submit to the Planning Department a detailed description of the location, design, materials, colors, copy, size, and height of any such off-site sign(s).
 - b. The size of the sign shall be a maximum of thirty-two (32) square feet in area and fifteen (15) feet in height.
 - c. No pennant, flag, banner, streamer or other appurtenance may be affixed to any such sign.

- d. The sign shall be located not less than fifty (50) feet from an intersection unless specifically authorized by the Public Works Director.
- e. Placement of the sign shall be subject to approval of the owner of the underlying land; i.e. the Public Works Director for signs within the public right-of-way and the record owner for all other sites.
- f. The sign shall be located not less than three hundred (300) feet from an existing off-site sign or an off-site sign previously approved but not yet erected.

18.11.110 NON-CONFORMING SIGNS

1. Except as otherwise regulated by state or federal law, any sign lawfully in use, but made non-conforming thereby, shall be permitted, as though it were not a non-conforming sign, providing any of the following conditions exist:
 - a. The primary message of the sign relates to the business being conducted on the premises upon which the non-conforming sign is located.
 - b. The size, copy area, or height of the non-conforming sign does not exceed the limits set forth in this Chapter by more than five percent (5%).
 - c. Projection of the non-conforming sign over a public right-of-way does not exceed one (1) foot.
 - d. Not more than fifty percent (50%) of the non-conforming sign is destroyed by any means.
 - e. The business to which the non-conforming sign applies remains unchanged and under the same ownership and is kept in a state of good repair, both aesthetically and structurally.
 - e. Billboards, where permitted, provided they are kept in a state of good repair, both aesthetically and structurally...
 - f. All roof signs and signs with a roof like appearance, existing as of the date of approval of this Ordinance are permitted to remain as long as they are safe and properly maintained.

Non-conforming signs that do not comply with any one of the above conditions are not exempted under the provision of Section 18.11.110.1 of this Chapter and will be subject to the amortization schedule depicted in Section 18.11.110.2 of this Chapter.

2. Amortization of Non-Conforming Signs

Any sign, which is non-conforming to the requirements of this Chapter, except, as provided in Section 18.11.110.1 above, shall either be removed or made to conform to the requirements of this Chapter at the expense of the sign owner within the period of time prescribed herein. The period of time to comply with the provisions of this Chapter shall be the date of approval of this Ordinance. Such non-conforming signs may be abated forthwith by the County in a manner consistent with Table 11.B as set forth in the following schedule:

**AMORTIZATION SCHEDULE
TABLE 11.B**

<u>Fair Market Value on Effective Date</u>	<u>Removal Period</u>
Less than \$ 500.00	2 years
\$ 501.00 to \$ 1,500.00	3 years
\$ 1,501.00 to \$ 3,000.00	4 years
\$ 3,001.00 to \$ 4,500.00	5 years
\$ 4,501.00 to \$ 6,000.00	6 years
\$ 6,001.00 to \$ 7,500.00	7 years
\$ 7,501.00 to \$ 9,000.00	8 years
\$ 9,001.00 to \$10,000.00	9 years
\$10,001.00 to \$12,500.00	10 years
\$12,501.00 to \$15,000.00	11 years
\$15,001.00 and over	12 years

3. **Repair of Non-conforming Signs**

Alterations or modifications to any non-conforming sign are prohibited, except for structural repair resulting in the same size or shape of the original sign. This provision is not intended to prevent any non-conforming sign to be altered in such a manner that it becomes a legal, conforming sign.

4. **Removal and Abatement of Non-conforming Signs**

The County may cause written notice, ordering the removal of non-conforming signs or displays or for their compliance in accordance with the provision of the Chapters in this Title to be served.

- a. Such notice shall be delivered either in the manner required by law for service of a summons or by first class certified mail, postage prepaid, upon the owner of the property upon which the nonconforming sign to be abated is located, as shown on the latest equalized assessment rolls on file in the office of the County Assessor of Kern County, or to any other parties of interest as may be known to the County.
- b. Such non-conforming signs shall be removed or altered in conformance with the provision of this Chapter within ninety (90) days after receipt of such notice.

18.11.120 VIOLATIONS

- 1. Except as otherwise specifically provided in this Chapter, any person violating any shall be subject to the provisions of Section 18.01.050 of this Title.
- 2. In addition to the penalties provided in this Title, any condition caused or permitted to exist in violation of any of the provisions of this Chapter shall constitute a public nuisance and may be abated by the County as such. Each day such condition continues shall be regarded as a new and separate offense.
- 3. All remedies herein are stated to be cumulative and non-exclusive.
- 4. Any sign not in compliance with Section 18.11.090.I. of this Chapter that is placed in a public right-of-way shall be removed by the County, public utility company, or any other public agency in whose right-of-way signs, temporary or permanent, are placed. Signs removed by the County may be claimed at the County's Public Works Department following a period of thirty (30) days from the date of said sign removal.