



Sign Ordinance



City of Roseville Sign Ordinance

ORDINANCE #4648

April 2, 2008

Amended
November 5, 2008 Ordinance #4691
April 15, 2009 Ordinance #4728
October 15, 2011 Ordinance #4985 & 4986
September 18, 2013 Ordinance #5236
July 20, 2016 Ordinance #5720

This document is not the official codified ordinance.
Please refer to the City Clerks office or visit the
City's website for the official codified ordinance:
www.roseville.ca.us



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Chapter 17.02

Adoption Of Sign Regulations

17.02.010 Short title and authority.

This Title of the Roseville Municipal Code shall be known and may be cited as “the Sign Ordinance of the City of Roseville” and is referred to within Title 17 as “this Title”. This Title is adopted pursuant to California Government Code sections 65000 et seq., 65850(b), 38774, 38775, Business and Professions Code sections 5200 et seq. and 5490 et seq., Civil Code section 713, and other applicable State laws.

17.02.015 Regulatory Scope.

This Title regulates signs, as defined herein, when they are on private property or otherwise project from private property over or into City property.

17.02.020 Findings.

The City Council adopts this Title based upon the following findings:

- A. Signs are an essential element of any community. As such, their location, number, size, design, and relationship to each other and to other structures have a significant influence upon a community’s appearance and welfare, and a resultant effect upon a viewer’s perception of the community. Signs serve a useful purpose in communicating messages, whether commercial, non-commercial, or merely informative, or otherwise.
- B. Where signs are not properly regulated and maintained, they contribute to visual clutter, confusion, aesthetic blight, and create an unpleasant impression. They may cause traffic hazards and impede rather than enhance commerce and communication. In such situations, signs may fail to achieve their original objective of communication. Failure to appropriately regulate signs adversely affects the public health, safety and welfare.

17.02.030 Purpose and intent.

The purpose of this Title is to create a comprehensive and balanced system of sign regulation which will facilitate communication and simultaneously serve various public interests, including but not limited to safety and community esthetics. It is the intent of this Title to authorize the use of signs which:

- A. Encourage a desirable urban character consistent with the general plan.
- B. Preserve and improve the appearance of the city as a place to live, work and visit.
- C. Eliminate confusing, distracting, or dangerous sign displays which interfere with vehicular traffic and the safety of drivers, passengers and pedestrians.
- D. Promote commerce.
- E. Provide for fair and equal treatment of sign users.
- F. Promote ease of sign ordinance administration.

17.02.040 Severability.

If any section, sentence, clause, phrase, word, portion or provision of this Title is held invalid or, unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Title which can be given effect without the invalid portion. In adopting this Title, the City Council affirmatively declares that it would have approved and adopted the Title even without any portion which may be held invalid or unenforceable.

17.02.050 Message Substitution.

Subject to the land owner’s consent, a noncommercial message of any type may be substituted, in whole or in part, for any commercial message or any other 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. This provision prevails over any more specific provision to the contrary within this Title. The purpose of this provision is to prevent any inadvertent 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 parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted. This provision applies to all chapters within this Title except Chapter 17.17.

17.02.060

Basic Policies for Sign Regulation.

Enforcement. The Director is authorized and directed to enforce and administer the provisions of this Title.

Regulatory Interpretations. All regulatory and administrative interpretations of this Title are to be exercised in light of the City's message neutrality and message substitution policies. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Title, or whenever a sign does not qualify as a "structure" as defined in the Zoning Code or the Building Code, then the Director shall approve, conditionally approve or disapprove the application based on the most similar sign type that is expressly regulated by this Title, in light of the policies stated in this Title.

Onsite/offsite Distinction. Within this Title, the distinction between onsite (or on-premise or point-of-sale) and offsite (or off-premise or non-point-of-sale) applies only to commercial speech messages.

Billboard policy. New billboards, as defined herein, are prohibited. The City completely prohibits the construction, erection or use of any billboards, other than those which legally exist in the City, or which have been approved by the City Council, or for which a valid permit has been issued and has not expired, as of the date on which this provision is first adopted. No permit shall be issued for any billboard which violates this policy, and the City will take immediate enforcement or abatement action against any billboard constructed or maintained in violation of this policy. In adopting this provision, the City Council affirmatively declares that it would have adopted this billboard policy even if it were the only provision in this Title. The City Council intends for this billboard policy to be severable and separately enforceable even if other provision(s) of this Title 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, so long as such agreements are not contrary to state or federal law.

Non-communicative Aspects. All rules and regulations concerning the non-communicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process.

Discretionary Approvals. Whenever any sign permit, exception, or other sign-related decision is made by any exercise of official discretion, such discretion shall be exercised only as to the non-communicative aspects of the sign, such as size, height, orientation, location, setback, illumination, spacing, scale, and mass of the structure, etc.

Mixed Use Zones or Overlay Districts. In any zone where both residential and nonresidential uses are allowed, the sign-related rights and responsibilities applicable to any particular parcel or land use shall be determined as follows: residential uses shall be treated as if they were located in a zone where a use of that type would be allowed as a matter of right, and nonresidential uses shall be treated as if they were located in a zone where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.

Legal Nature of Sign Rights. As to all signs attached to real property, the signage rights, duties and obligations arising from this Title 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 Title 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.

Owner's consent. No sign may be placed on private property without the consent of the property owner or persons holding the present right of possession and control.

17.02.070 Diagrams.

The inclusion of diagrams is for illustrative purposes only. Where a diagram conflicts with text, the text shall control.

Chapter 17.04 Definitions

17.04.010 In general.

The words used in this Title shall be construed to have the meanings ascribed to them in this Chapter.

17.04.020 Abandoned sign.

“Abandoned sign” or “obsolete sign” means a sign advertising a use, occupancy, or product which no longer exists, in the case of billboards, or which no longer exists on the site where the sign is located, in the case of on-site signs, for a period of 90 days.



17.04.030 Advertising for hire.

“Advertising for hire” means the business or enterprise of promotion of the messages of others, usually for a fee or other consideration, in contrast to self-promotion. This term has the same meaning as “general advertising.”

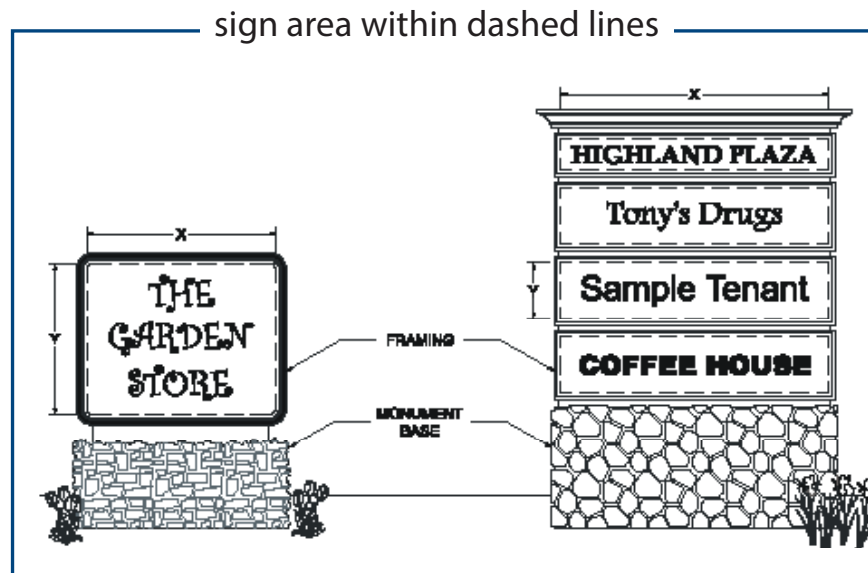
17.04.035 A-Frame Sign.

An “A-Frame Sign” (aka sandwich board sign) is defined as a portable sign capable of standing without support or attachment.



17.04.040 Area.

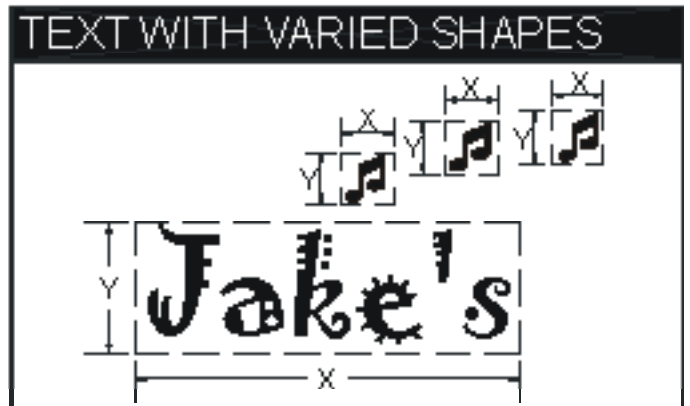
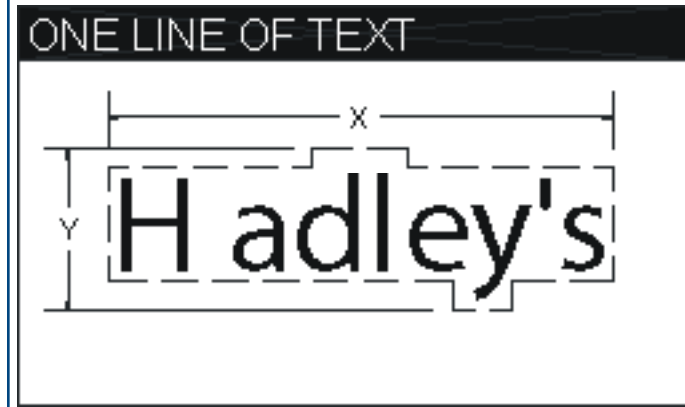
A. “Area of freestanding sign” means the area of the display face and other communicative elements of the sign. It does not include embellishments such as the



monument base, pole covers, framing or decorative roofing, provided that there is no advertising copy on or attached to such embellishments. If the freestanding sign is double faced, only one face is used to calculate sign area. If the freestanding sign has more than two (2) faces, each face is used to calculate the sign area.

B. "Area of wall sign" means the total area of the sign, including all structures framing the sign, such as background embellishments or the area contained within a rectangle or square drawn completely around the display surface, or drawn completely around the individual letters or logos.

sign area

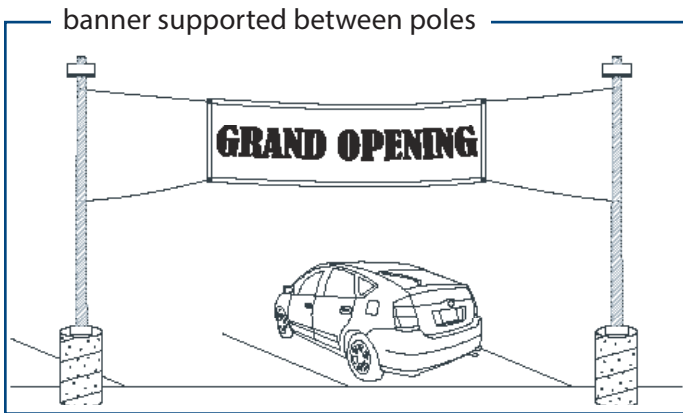


17.04.050 Auto mall.

“Automall” means a group of ten or more commercial uses engaged in the sale and service of motor vehicles, planned and developed in a joint manner covering an area of ninety acres or more.

17.04.060 Banner.

“Banner” means a temporary sign constructed of a strip of cloth, paper, plastic, or other flexible material upon which copy is written and which is supported between poles or sticks or fastened to buildings or other structures.



17.04.065 Banner sign program.

“Banner sign program” means a program administered by the City’s Planning and Redevelopment Department for the placement of streetlight banner signs in downtown Roseville.

17.04.070 Billboard.

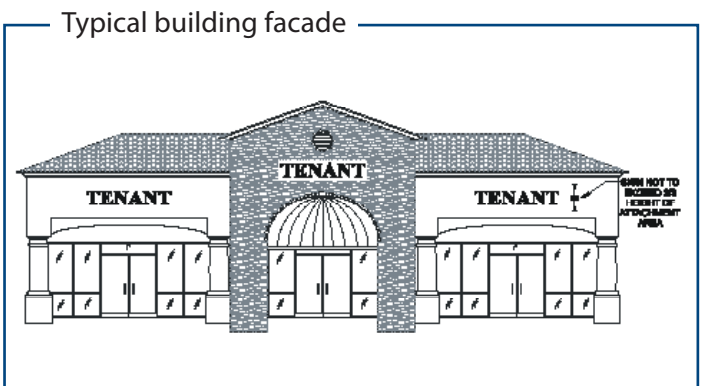
“Billboard” means a permanent sign in a fixed location which meets any one or more of the following criteria: (1) it is used, in whole or in part, for the display of off-site commercial messages; (2) it constitutes principal, separate or secondary use, as opposed to an accessory, ancillary or appurtenant use, of the parcel on which it is located; (3) an outdoor sign used as advertising for hire or general advertising, i.e., on which display space is made available to parties other than the owner of the sign or the property on which it is placed, or (4) an off-site outdoor advertising sign on which space is leased or rented.

17.04.080 Building complex.

“Building complex” means a development of four or more commercial buildings, tenants, or uses, intended to function in a joint manner, regardless of sequence of build-out. Characteristics of a building complex may include, but are not limited to, shared parking facilities, reciprocal access, and common building design. A building complex may include multiple tenants or owners, freestanding pad buildings, and may be situated on one or more lots or parcels. Development of a specific plan large lot parcel does not necessarily result in a building complex as herein defined.

17.04.090 Building facade.

“Building facade” means the exterior elevation of a building or individual use (whichever is applicable) which has the primary entrance for such building or use.



17.04.100 Building Official.

“Building Official” means the building official of the City or the building official’s designee.

17.04.110 Building sign.

“Building sign” means a wall sign.

17.04.120 City.

“City” means the City of Roseville.

17.04.130 City construction projects.

“City construction projects” means projects financed in whole or in part by the City of Roseville or the Redevelopment Agency of the City of Roseville including, but not limited to, construction of public buildings, street improvements, sewer or water lines and electric utilities.

17.04.140 City Council.

“City Council” or “council” means the City Council of the City of Roseville.

17.04.150 Civic Core area.

“Civic Core area” means that area containing parcels fronting on Vernon Street, between Folsom Street and Douglas Boulevard.

17.04.160 Clear vision triangle.

“Clear vision triangle” means the area created by drawing an imaginary line between points thirty (30) feet back from where the curb lines of the intersection quadrant meet.

17.04.165 Commercial message.

“Commercial message” means a message that relates primarily to economic interests such as the exchange of goods and services.

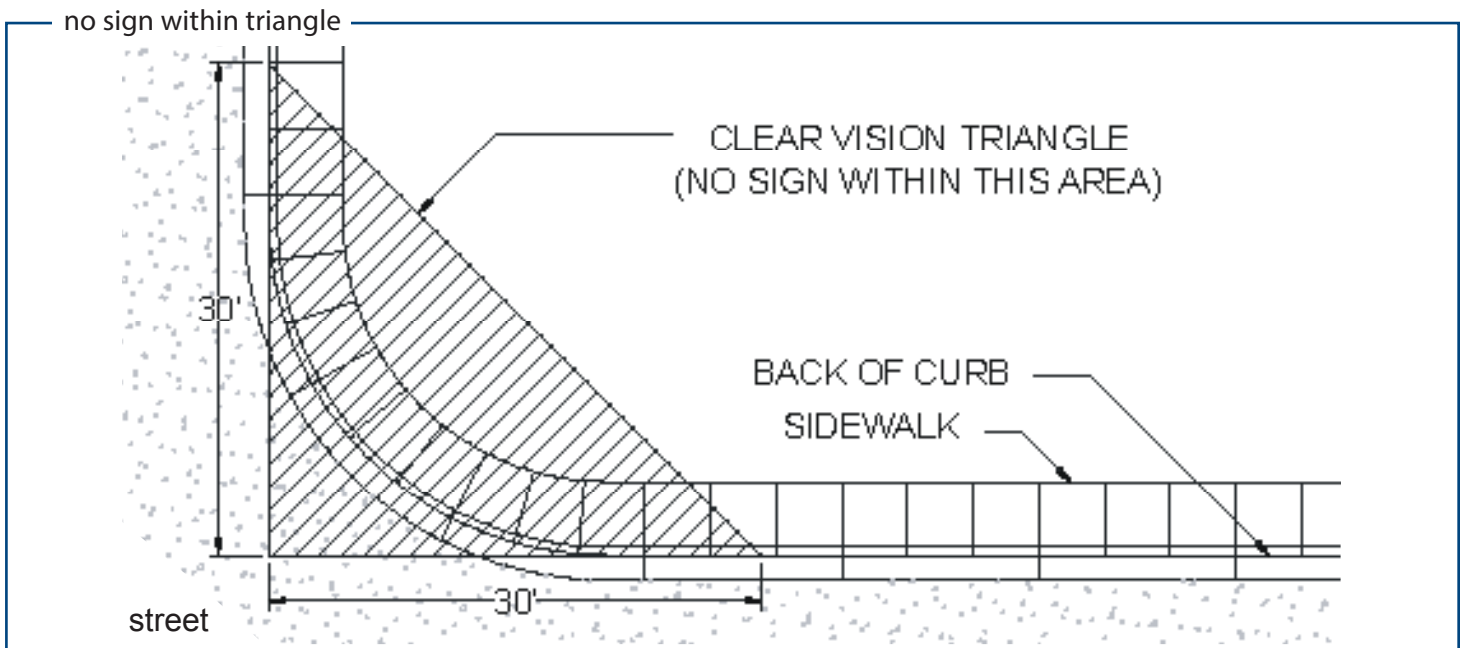
17.04.170 Construction sign.

“Construction sign” means a sign displayed on a parcel where actual physical construction is ongoing, pursuant to a duly issued building permit.

17.04.180 Corporate center.

“Corporate Center” means a ten (10) to fifty (50) acre site with three (3) or more buildings containing, in the aggregate, more than 100,000 sq. ft. of developed office space. A Corporate Center shall also contain all of the following:

- Self-contained reciprocal parking;
- Common conference facilities;
- On-site restaurants (or proximity to restaurants);
- Signage and identity for occupants or tenants;
- Exercise facility, showers, and lockers; and
- Cohesive architectural design.



17.04.190 Design Committee.

“Design Committee” means the Design Committee of the City established by Chapter 19.70 of the Roseville Municipal Code.

17.04.200 Development project sign.

“Development project sign” means a temporary sign located on a parcel where development has been approved but actual physical construction has not yet begun.

17.04.210 Directional sign.

“Directional sign” means an on-site sign designed to guide vehicular or pedestrian traffic that does not promote or advertise a business, property or product.

17.04.220 Director.

“Director” means the Planning and Redevelopment Director of the City or the Director’s successor or designee.

17.04.230 Directory sign.

“Directory sign” means a sign listing the names and locations of occupants or activities conducted within a building or group of buildings.

17.04.235 Downtown Specific Plan Area

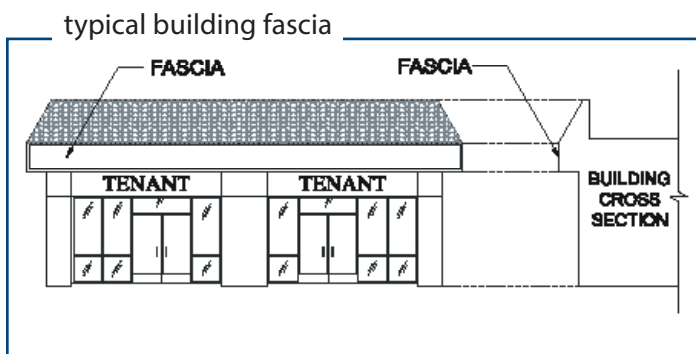
“Downtown specific plan area” means a 176 acre area encompassing Historic Old Town, Vernon Street, and Royer and Saugstad Parks. This area is further defined in the Downtown Specific Plan .

17.04.240 Establishment.

“Establishment” means any non-residential use of land involving structures, as defined in the building code.

17.04.250 Fascia.

“Fascia” means the vertical area above the building wall and below the roof slope or roof line.



17.04.260 Flag.

“Flag” means a piece of cloth or canvas, usually rectangular or triangular in shape, bearing symbolic images.

17.04.270 Freestanding pad building.

“Freestanding pad building” means a building within a building complex not attached to the major tenant.

17.04.280 Freestanding sign.

“Freestanding sign” means any sign not affixed to a building including, but not limited to, a “ground mounted sign”, “detached sign”, “pole sign”, or “monument sign”.

17.04.290 Freeway.

“Freeway” means Interstate 80 or Highway 65, or other highway designated as “freeway” by state or federal law.

17.04.300 Garage or yard sale sign.

“Garage or yard sale sign” means a temporary, on-site sign advertising a garage or yard sale.

17.04.310 General advertising.

“General advertising” means the business or enterprise of advertising or promoting the messages of others, usually for a fee or other consideration. General advertising is in contrast to self-promotion. See also: Advertising for hire.

17.04.320 Governmental sign.

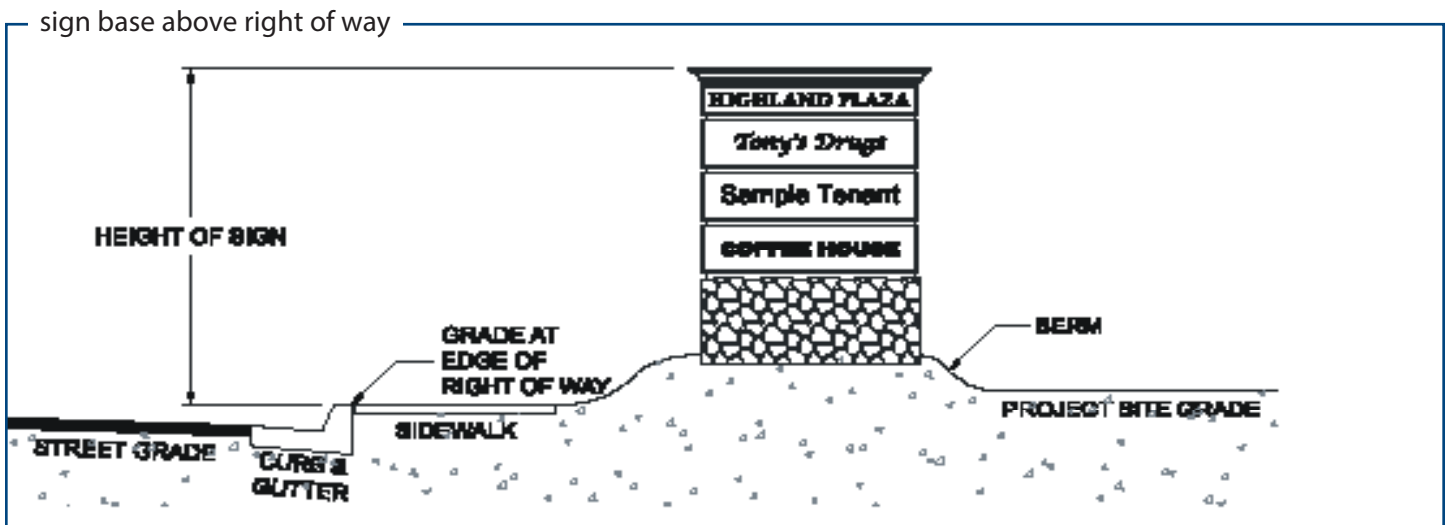
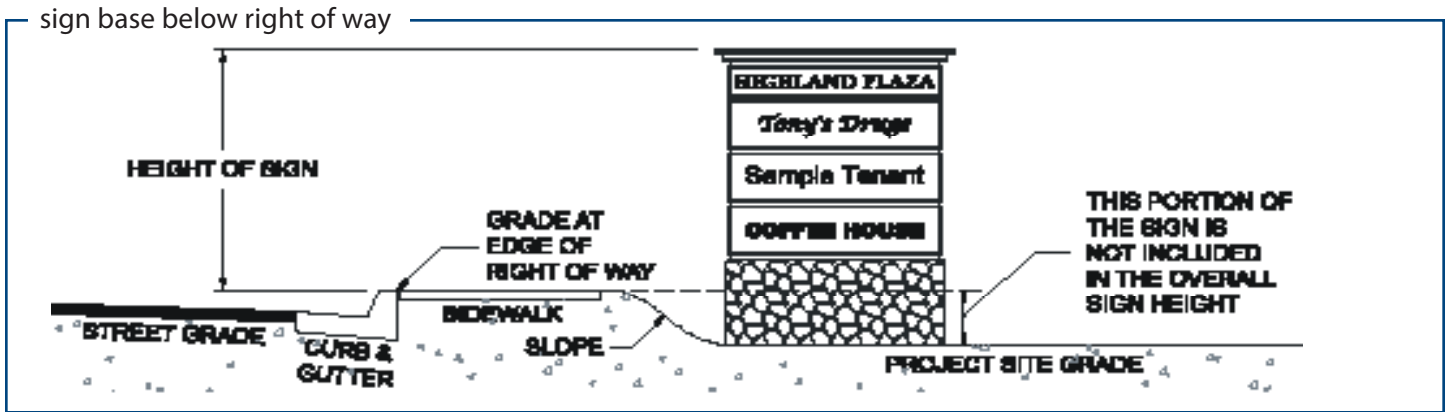
“Governmental sign” or “sign required by law” means either a sign installed by a governmental entity or by a private individual or business as required or authorized by federal, state or local law.

17.04.330 Grade.

“Grade” means the elevation of the finished surface of the ground or paving.

17.04.340 Height of freestanding sign.

“Height of freestanding sign” means the actual distance from the grade at the top of curb, or if no curb exists then the edge of the right-of-way along which a sign is placed or oriented, to the highest point of the sign, or any structural or architectural component of the sign. When the grade at the edge of the right-of-way is higher than the site on which the sign is placed, that portion of the sign below the



grade at the edge of the right-of-way shall not be included in determining the sign's overall height.

located in nonresidential zones, but not located in a building complex.

17.04.350 Home occupation sign.

"Home occupation sign" means a sign located at a residence advertising a business, profession, or occupation conducted in the residence or by persons residing in the residence.

17.04.380 Inflatable sign.

"Inflatable sign" means any object enlarged or inflated which floats, is tethered in the air, is activated by air or moving gas, or is located on the ground or on a building with or without copy or other graphic.

17.04.355 Hotel.

"Hotel" means an establishment that provides lodging and usually meals and other services for travelers and other paying guests.

17.04.390 Informational sign.

"Informational sign" means a sign erected for the safety or convenience of the public including but not limited to "restrooms"; "telephone"; "danger"; "No Smoking"; "Manager's Office"; and other signs of similar nature that do not promote or advertise a business, property or product or relate to debate on topics of public concern.

17.04.360 Illuminated sign.

"Illuminated sign" means a sign illuminated with artificial light by any means, whether internal or external.

17.04.400 Major tenant.

"Major Tenant" means a single tenant who occupies at least 40,000 square feet or 50% of floor area of a building complex.

17.04.370 Individual uses.

"Individual uses" means a nonresidential use of property

17.04.410 Memorial sign.

“Memorial Sign” means an informational noncommercial sign erected in remembrance of any historic occasion or occurrence of significance to the general public.

17.04.420 Menu/order board sign.

“Menu/order board sign” means a sign installed in a drive through facility and oriented to be seen primarily by drive through customers (also commonly known as a “drive-through sign”).

17.04.430 Mobile billboard.

“Mobile billboard” means a sign mounted on a vehicle or trailer that is used for general advertising or advertising for hire. A vehicle which advertises the company of its primary use is not considered a mobile billboard.

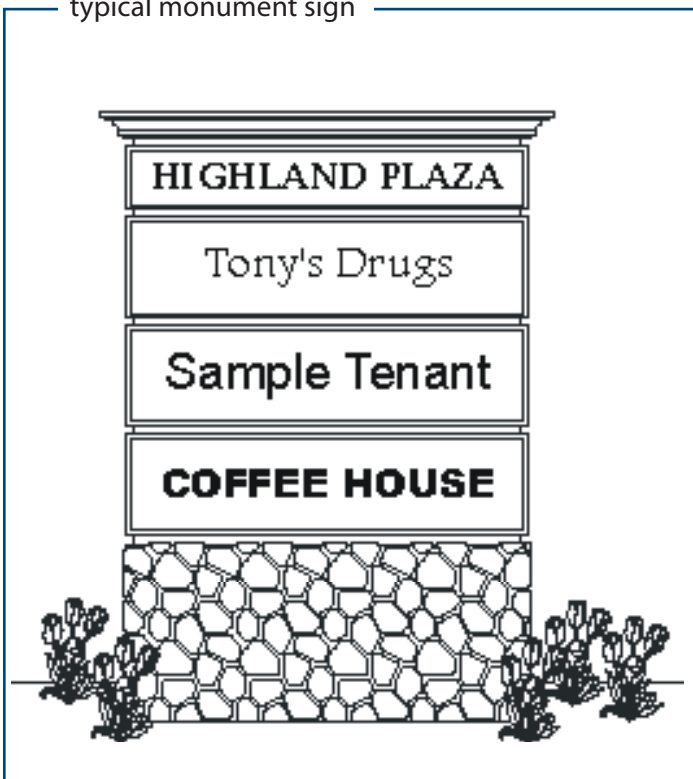
17.04.440 Monument sign.

“Monument Sign” means a freestanding sign with a solid or decorative base.

17.04.450 Multifamily residential projects.

“Multifamily residential project” means three (3) or more residential units on a single parcel not located in a single

typical monument sign



family zoning district or three (3) or more residential units on more than a single parcel not located in a single family zoning district developed as one project (e.g., condominiums).

17.04.460 Non-commercial sign.

“Non-commercial sign” means a sign with a message which is not commercial in nature. Such messages typically relate to debatable matters of public concern, such as, by way of example and not limitation, advocacy on politics, religion, arts, science, philosophy, commentary on governmental policy, etc.

17.04.470 Off-site sign.

“Off-site sign” means a sign which advertises any business, product, person, activity, event or service not conducted, sold, manufactured, offered, or located on the premises where the sign is located.

17.04.480 On-site sign.

“On-site sign” means a sign which advertises or pertains to any business, product, person, activity, event or service conducted, sold, manufactured, offered, or located on the premises where the sign is located. In the case of a shopping center, shopping mall, or building complex, an establishment or tenant within the complex is “on-site” anywhere within the complex, even if the complex is located on more than one parcel.

17.04.490 - Reserved

17.04.500 Open House Directional Sign.

“Open house directional sign” means a temporary sign, either on-site or off-site, which indicates the location of an open house for a private residence offered for sale.

17.04.510 Parcel.

“Parcel” means a legal parcel of land or lot in compliance with the Subdivision Map Act (California Government Code § 66410 et seq., as it may be amended).

17.04.520 Pennant.

“Pennant” means a piece(s) of cloth, paper, or plastic, intended to be individually supported or attached to each other by means of rope, string or other material, and intended to be hung on a building(s) or other structure(s) or between poles that does not include any company logo or other form of copy.

17.04.530 Planned sign permit program.

“Planned sign permit program” means sign criteria established for proposed signs of a tenant or multiple tenants within a building complex.

17.04.540 Premises.

“Premises” means a tract of real property in a single ownership or in a building complex which is not divided by a public street or right-of-way.

17.04.550 Primary entrance.

“Primary entrance” means a main public entrance to the property, building, or tenant space.

17.04.560 Programmable electronic sign.

“Programmable electronic sign” means a changeable and illuminated wall sign made up of a field of individual electronic elements or mechanical grids that, when programmed and activated, create still or moving images, words, or numbers.

17.04.570 Projecting Sign.

“Projecting sign” means a wall sign which protrudes horizontally more than one foot from the wall to which it is attached.

17.04.580 Raceway.

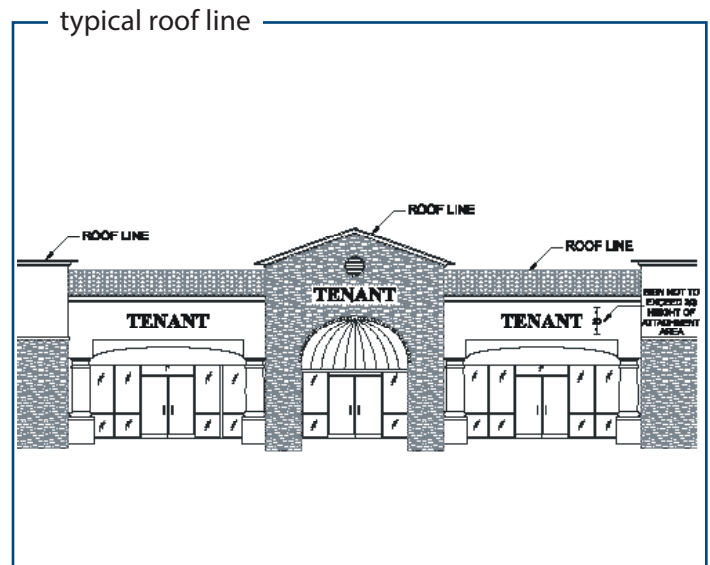
“Raceway” means a channel box that holds sign letters in place and houses the electrical wiring of a sign.

17.04.590 Real property for sale sign.

“Real property for sale sign” or a “real property for rent sign” means an on-site sign advertising the availability for sale or rental of the property on which it is placed.

17.04.600 Regional mall.

“Regional mall” means the uses located on North Central Roseville Specific Plan Parcel 35.



17.04.610 Riverside Gateway Specific Plan Area.

“Riverside Gateway Specific Plan area” means that area containing parcels fronting on Riverside Avenue between Douglas Boulevard and Darling Way.

17.04.620 Roof Line.

“Roof line” means the line formed by the junction of the roof and the outside wall of any building.

17.04.630 Roof Sign.

“Roof sign” means a sign erected, or projecting or protruding, on or above the roof line of a building or a sign painted on or attached directly to the roof.

17.04.640 Searchlight.

“Searchlight” means an apparatus containing a light source and a reflector for projecting a high-intensity beam or beams of light into the sky.

17.04.650 Sign.

A. "Sign" means any device, structure, fixture, or placard displaying graphics, symbols, and/or written copy for the primary purpose of communicating with the public, when such image is visible from any public right-of-way.

B. Notwithstanding the generality of the foregoing, the following are not within this definition:

1. Personal appearance. Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, costumes, masks, etc. (but not including commercial mascots);
2. Manufacturers' marks. Marks on tangible products, which identify the maker, seller, provider or product, and which customarily remain attached to the product even after sale;
3. Fireworks. The legal use of fireworks, candles and artificial lighting not otherwise regulated by this Title;
4. Mass transit graphics. Graphic images mounted on trains or duly licensed mass transit vehicles that legally pass through the City;
5. Vehicle and vessel insignia. On street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, non-commercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including general advertising) and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;
6. Grave stones and grave markers;
7. Newsracks and newsstands;
8. Shopping carts, golf carts, and horse drawn carriages;
9. Vending machines which do not display offsite commercial messages or general advertising messages;
10. Graphic images which are visible only from above, such as those visible only from airplanes or helicopters, only if not visible from the street surface or public right-of-way; and
11. On residential uses, holiday and cultural observance decorations which are on display for not more than 45 calendar days per year (cumulative, per parcel or use) and which do not include commercial advertising messages.

17.04.660 Sign Exception.

"Sign exception" means an approval to deviate from specified criteria of this Title due to unique situations, hardships, or physical restrictions on the land or buildings not generally shared by other properties resulting from the strict application of the requirements of this Title.

17.04.670 Sign ordinance.

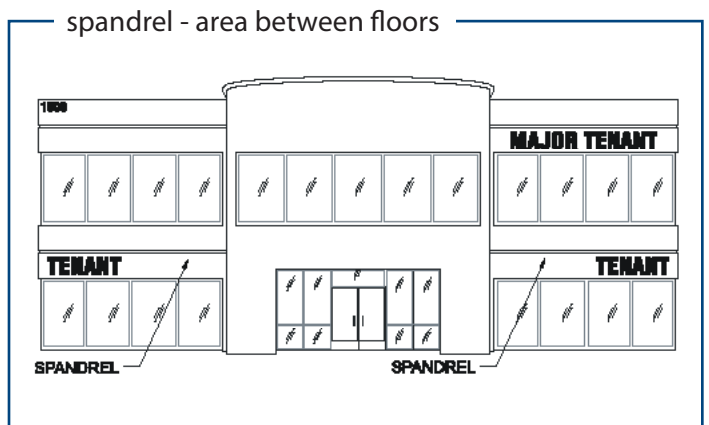
"Sign ordinance" means this Title.

17.04.680 Sign permit.

"Sign permit" or "permit" means the approval to maintain or erect a sign issued by the Director pursuant to this Title 17.

17.04.690 Spandrel.

"Spandrel" means the area located between the top window or architectural feature of a floor or story and the window or architectural feature on the next higher floor in buildings of more than one story.



17.04.700 Specific Plan Sign Guidelines.

“Specific plan sign guidelines” means sign criteria adopted by City Council resolution for a Specific Plan Area.

17.04.710 Subdivision Sign.

“Subdivision sign” means an off-site sign directing the public to new residential subdivisions within the City.

17.04.720 Temporary sign.

“Temporary sign” means any sign designed or intended to be displayed for limited periods of time, including, without limitation, all non-permanently affixed signs, flyers, banners, pennants, A-frame signs, inflatable signs, flying signs, or flags.

17.04.730 Theater.

“Theater” means a building or structure used for the purpose of conducting live dramatic, comedic or musical performances, the showing of motion pictures or similar recorded media, or other live performing arts.

17.04.740 Under canopy sign.

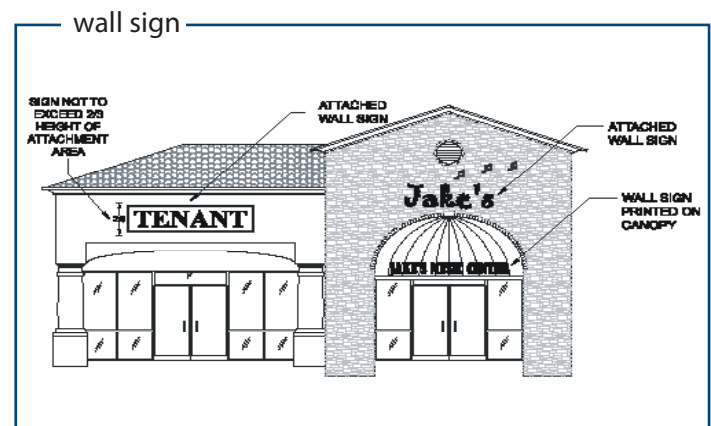
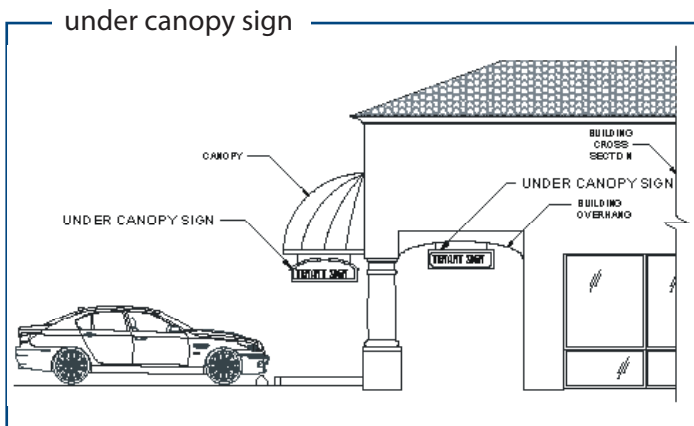
“Under canopy sign” means any sign hanging below a canopy, awning, or building overhang.

17.04.750 Wall sign.

“Wall sign” means a sign painted on, attached to or erected against the wall of a building, structure, canopy or awning.

17.04.760 Window sign.

“Window sign” means any sign placed on the interior of a window, or painted on or otherwise applied to a window such that it can be read from the outside of the building.



Chapter 17.06 Signs Requiring A Permit

Article 1. Individual Uses.

17.06.110 General provisions.

Individual uses (as defined in Section 17.04.370) are permitted signs as set forth in this Article.

17.06.120 Freestanding signs for individual uses.

Except as otherwise provided for by this Title, the following provisions shall apply to all freestanding signs for individual uses and signs approved pursuant to specific plan sign guidelines:

A. Number. Each individual use may erect and maintain one (1) freestanding sign per parcel or lot, regardless of whether a use is conducted on more than one (1) contiguous parcel or whether more than one (1) use is conducted on a parcel or lot.

B. Location.

1. No freestanding sign over three (3) feet high shall be erected or maintained within the clear vision triangle;
2. Freestanding signs shall not be erected or maintained any closer than three (3) feet to any building; and
3. Freestanding signs shall maintain a setback, measured from that part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half (1/2) the height of the sign.

C. Height. The maximum height for freestanding signs shall be fifteen (15) feet.

D. Area. Except as otherwise provided, the area of a freestanding sign shall be one (1) square foot for each lineal foot of street frontage with a maximum area of one hundred sixty (160) square feet. If a use fronts on more than one (1) street either, but not both, frontage may be used to determine sign area. Provided, however, that the freestanding sign must be placed along and oriented to the frontage which is used to determine permissible area.

17.06.130 Wall signs for individual uses.

Except as otherwise provided, the following provisions shall apply to all wall signs for individual uses except, signs approved pursuant to specific plan sign guidelines.

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A. Number. Each individual use or tenant space may erect and maintain one (1) or more wall signs.

B. Location.

1. Wall signs may be:

- a. Attached flat against or pinned away (peg mounted or similar) from a building wall, but shall not extend or protrude more than one (1) foot from the wall, except for projecting signs as provided in Section 17.06.180;
- b. Attached to the facade of a building or on a sloping roof, but shall not extend above the upper edge of the facade or the sloping roof; and
- c. Painted on or attached to a canopy or awning.

2. Signs shall be compatible with the architecture of the building and should not cover or interrupt major architectural features, including such features as doors, windows, tile embellishments and reveal lines.

3. Signs placed between window spandrels, on fascias on sloping roofs, or on awnings shall not exceed two-thirds (2/3) of the height of the area to which the sign is attached.

4. Wall signs shall be centered vertically on the spandrel, fascia or awning.

5. Exposed raceways are permitted only when the raceway is an integral design component of the sign.

C. Area.

1. The combined area of all wall signs for a building shall not exceed twenty percent (20%) of the building façade up to a maximum of two hundred (200) square feet per use.

2. For buildings 100,000 square feet and larger directly abutting a freeway, the combined area of all wall signs for a building shall not exceed twenty percent (20%) of the building façade up to a maximum of three hundred (300) square feet per use.

17.06.140 On-site directional signs for individual uses.

A. Number.

1. One directional sign is permitted for each one-way driveway;
2. One directional sign is permitted for each drive through aisle;

3. One directional sign is permitted for each service or delivery entrance; and
4. Additional directional signs are permitted to satisfy a health and safety need.

B. Location.

1. The sign shall be set back from any property line a distance equal to at least one-half (1/2) the height of the sign; and
2. The sign shall not be located so as to impair the vision of the driver of a vehicle traveling into, out of, or through the site.

C. Area. The area of each sign shall not exceed four (4) square feet.

D. Height. The height of the sign including the pole or base shall not exceed four (4) feet from grade to the top of the sign.

17.06.150 Directory signs for individual uses.

A. Number. Each building with more than two (2) tenants is permitted one directory sign located outside the building. Sign may be freestanding or wall mounted.

B. Location for freestanding.

1. The sign shall be set back from any property line a distance equal to at least one-half (1/2) the height of the sign;
2. The sign shall be located within ten (10) feet of the building; and
3. The sign shall not be located so as to impair the vision of the driver of a vehicle traveling into, out of, or through the site.

C. Area for freestanding or wall mounted. The area of the sign shall not exceed sixteen (16) square feet.

D. Height for freestanding. The height of the sign, including the pole and base, shall not exceed six (6) feet from grade to the top of the sign.

17.06.160 Under canopy signs for individual uses.

A. Number. Each use is permitted one under canopy sign.

B. Location.

1. An under canopy sign shall have a minimum vertical clearance of eight (8) feet from the sidewalk to the bottom of the under canopy sign; and

2. The sign and the copy shall be perpendicular to the wall of the building to which it is attached.

C. Area. The area of an under canopy sign shall not exceed six (6) square feet.

D. Encroachment permit. A permanent encroachment permit which includes requirements for insurance certificates and/or bonds pursuant to Roseville Municipal Code Chapter 13.28 shall be required for under canopy signs projecting over the public right-of-way. In considering an application for an encroachment permit, the City shall not analyze the message content of the sign, so long as it is not to be used for off-site commercial advertising or advertising for hire.

17.06.170 Menu/order board signs for individual uses.

A. Number. Each establishment with a drive through facility is permitted a maximum of two menu/order board signs.

B. Location.

1. The sign shall be located adjacent to the drive through aisle; and
2. The sign shall not be located as to impair the vision of the driver of a vehicle traveling either into, out of, or through the drive through aisle.

C. Area. The area of each sign shall not exceed thirty-two (32) square feet.

D. Height. The height of the sign including the pole or base shall not exceed six (6) feet from grade to the top of the sign.

17.06.180 Projecting signs in the Riverside Gateway Specific Plan area.

A. Number. In addition to other signs permitted by this Title, establishments located in the Riverside Gateway Specific Plan area, in a building immediately adjacent to the public sidewalk, will be permitted one (1) projecting sign.

B. Location.

1. A projecting sign may extend over the sidewalk a maximum of six (6) feet, subject to an encroachment permit whenever the sidewalk is open to the public or part of the public right of way;
2. A projecting sign may not extend onto or over the street;

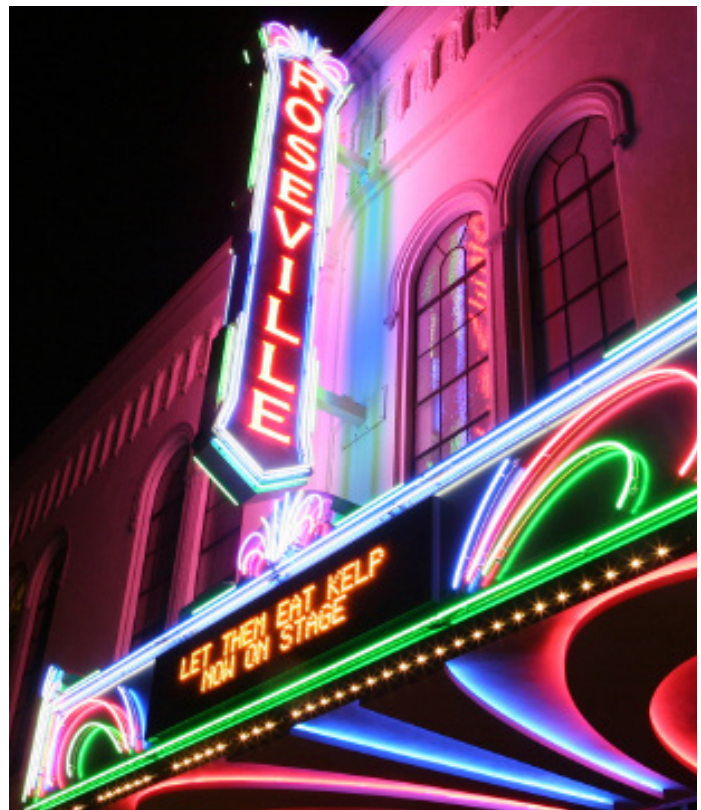
3. A projecting sign shall have a minimum vertical clearance of eight (8) feet from the sidewalk to the bottom of the sign;
 4. A projecting sign may not extend above the roof line; and
 5. The sign shall be located on the Riverside Avenue side even if the building entrance is located on a side street.
- C. Area. The area of a projecting sign shall be included in calculating the permitted area for wall signs.
- D. Encroachment Permit. A permanent encroachment permit which includes insurance certificates and/or bonds pursuant to Roseville Municipal Code Chapter 13.28 shall be required for all signs projecting over the public right-of-way.

17.06.190 Programmable electronic signs for individual uses.

- A. The following shall apply to programmable electronic signs:
1. Programmable electronic signs shall only be permitted for auto malls, theaters, and hotels as defined in Sections 17.04.050, 17.04.355, and 17.04.730.
 2. Programmable electronic signs shall comply with the provisions for freestanding signs and wall signs as provided by Section 17.06.120, 17.06.130, and 17.06.215.
 3. Location.
 - a. Theaters.
 - i. Displays shall be located within ten (10) feet of a box office, ticket window, or building entrance; and
 - ii. Signs shall be pedestrian oriented and shall not be located for the purpose of being readable from the street.
 - b. Hotels.
 - i. Programmable electronic signs may be incorporated into the freestanding sign. Nowall-mounted programmable electronic signs shall be permitted; and
 - ii. Sign displays shall remain static and may not change more than once in one 12-hour period.

4. Number.
 - a. Theaters. A maximum of one (1) programmable electronicsign is permitted per building elevation.
 - b. Hotels. Only one (1) programmable electronic sign is permitted per individual use. In building complexes, programmable electronic signs are permitted on any freestanding sign solely dedicated to a hotel use. The permitted programmable electronic sign(s) may be double faced, consistent with the design of the freestanding sign. Only one face shall be used to calculate maximum allowable sign area
5. Area. Programmable electronicsigns shall belimited to one-third (1/3) the area of the freestanding sign to which it is permitted to be attached, up to a maximum of thirty (30) square feet each, and shall be included in the cumulative total of sign area permitted by Section 17.06.120 and 17.06.130.
6. The content of programmable electronic signs shall be limited to non-commercial and on-site commercial messages, in any combination, but shall not include off-site commercial messages.

- B. The following shall apply to programmable electronic signs in the Civic Core area.
1. Signs shall only be permitted at theaters with a seating capacity of 200 persons or more.



2. Number. In addition to other signs permitted by this Title, theaters located in the Civic Core area, as identified on the City Zoning Map, may have one (1) programmable electronic sign.
3. Location. Programmable electronic signs shall comply with the provisions of Sections 17.06.130 and 17.06.180 and the following:
 - a. They shall be located on the front building facade facing Vernon Street; and
 - b. Sign displays shall remain static and may not change more than once in one (1) twelve hour period.
4. Area. Programmable electronic signs shall be included in the cumulative total of sign area as permitted by Section 17.06.130.
5. The content of programmable electronic signs shall be limited to non-commercial or on-site commercial messages, in any combination, but may not be used for off-site commercial messages.

Article 2. Building Complex Signs.

17.06.210 Building complex signs.

A building complex shall be considered as a single entity, without regard to whether it consists of more than one lot or parcel. Each building complex may erect and maintain signage provided that such sign criteria shall be approved through a planned sign permit program pursuant to Article 2, Chapter 17.08 of this Title and provided a sign permit pursuant to Article 1, Chapter 17.08 of this Title is first obtained. Building complex signs shall be permitted as set forth in this Article.

17.06.215 Freestanding signs for building complexes.

A. Number. To identify the building complex and/or its tenants in the building complex, each building complex is permitted:

1. One (1) on-site freestanding sign if the project frontage does not exceed one thousand (1,000) lineal feet;
2. One (1) on-site freestanding sign per street with a primary entrance to the complex if the project frontage exceeds one thousand (1,000) lineal feet; and
3. One (1) additional on-site freestanding sign is permitted for every one thousand (1,000) lineal

feet of frontage or portion thereof in excess of two thousand (2,000) lineal feet.

B. Location and design.

1. No freestanding sign over three (3) feet high shall be erected or maintained within the clear vision triangle;
2. Freestanding signs shall not be erected or maintained any closer than three (3) feet to any building;
3. Freestanding signs shall maintain a setback, measured from the part of the sign that is closest to the nearest property line of the parcel on which it is placed, equal to at least one-half (1/2) the height of the sign;
4. If more than one (1) on-site freestanding sign is proposed, each sign shall have the same design; and
5. The colors and materials of the sign(s) base and or casing/housing shall be compatible with the colors and materials of the building complex.

C. Height.

1. The maximum height for freestanding signs shall be fifteen (15) feet.

D. Area.

1. The maximum area of each sign excluding the base and/or embellishments shall be one hundred (100) square feet; the maximum area of each sign including the base and/or embellishments shall be one hundred and fifty (150) square feet.

17.06.220 Wall signs for building complexes.

A. Number.

1. Major tenants are permitted an unlimited number of wall signs;
2. Freestanding pad buildings with one tenant are permitted three (3) wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street or a parking lot;
3. Freestanding pad buildings with two (2) or more tenants are permitted two (2) wall signs per tenant, provided the signs for each tenant are located on a different side of the building and face a public entrance, a public street or a parking lot. Provided

however, no sign shall be permitted on any façade facing a property line shared with residential land uses; and

4. Uses that are neither major tenants nor freestanding pad buildings are permitted one (1) wall sign; provided however, a use on a corner of the building is permitted two (2) wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street, or a parking lot.

B. Location and design.

1. Wall signs may be:
 - a. Attached flat against or pinned away (peg mounted or similar) from a building wall, but shall not extend or protrude more than one foot from the wall, except for projecting signs as provided in Section 17.06.180;
 - b. Attached to the facade of a building, but shall not extend above the upper edge of the facade; and
 - c. Painted on or attached to a canopy or awning.
2. Sign casing/housing shall be compatible with the architecture of the building and should not cover or interrupt major architectural features, including such features as doors, windows, tile embellishments and reveal lines;
3. Signs placed between window spandrels, on fasciae, on sloping roofs, or on awnings shall not exceed two-thirds (2/3) of the height of the area to which the sign is attached and must be centrally positioned;
4. Wall signs shall be centered vertically on the spandrel, fascia, or awning;
5. The size of the letters and the spacing shall be balanced for the tenants within the building complex providing minimum and maximum letter heights;
6. Signs throughout the building complex shall be consistent in appearance; and
7. Exposed raceways shall not be permitted. However, raceways will be permitted only when the raceway is an integral component of the graphic design of the sign.

C. Area.

1. With the exception of office buildings, the combined area for wall signs shall not exceed twenty percent (20%) of the front tenant space façade up to a maximum of two hundred (200) square feet per

tenant. Office buildings containing one (1) or more tenants are permitted unlimited wall signs, provided that the cumulative total of wall sign area does not exceed twenty percent (20%) of the building façade up to a maximum of two hundred (200) square feet per building, or as otherwise provided for Corporate Centers as identified in Section 17.06.255.

2. For buildings 100,000 square feet and larger directly abutting a freeway, the combined area of all wall signs for a building shall not exceed twenty percent (20%) of the building facade up to a maximum of three hundred (300) square feet per building.
3. The length of wall signs shall not exceed seventy percent (70%) of the length of the tenant space façade or building facade if a tenant occupies more than one tenant space in a building complex.

17.06.225 On-site directional signs for building complexes.

On-site directional signs shall comply with the provisions of Section 17.06.140.

17.06.230 Directory signs for building complexes.

In addition to the provisions of Section 17.06.150, each project which has three (3) or more buildings may erect and maintain one (1) additional directory sign per street entrance.

17.06.235 Under canopy signs for building complexes.

Under canopy signs shall comply with the provisions of Section 17.06.160.

17.06.240 Menu/order board signs for building complexes.

Menu/order board signs shall comply with the provisions of Section 17.06.170.

17.06.242 Programmable electronic signs for building complexes.

Programmable electronic signs shall comply with the provisions of Section 17.06.190.



Article 2.5. Corporate center signs.

17.06.245 Corporate center signs.

A corporate center shall be considered as a single entity, regardless of whether it consists of more than one lot or parcel. Each corporate center may erect and maintain signage provided that such sign criteria shall be approved through a planned sign permit program pursuant to Article 2, Chapter 17.08 of this Title and provided a sign permit pursuant to Article 1, Chapter 17.08 of this Title is first obtained. Corporate center signs shall be permitted as set forth in this Article.

17.06.250 Freestanding signs for corporate centers.

Freestanding signs for corporate centers shall comply with the provisions of Section 17.06.215.

17.06.255 Wall signs for corporate centers.

Buildings on corporate center sites with three (3) or fewer stories must comply with the standards set forth in section 17.06.220. For buildings on corporate center sites with four (4) or more stories the following standards shall apply:

A. Number.

1. Each building is permitted up to twelve (12) wall signs. Four (4) signs are allowed for each of the two (2) primary frontages and two (2) signs are allowed for each of the secondary frontages. Primary and secondary frontages will be established through the Planned Sign Permit Program.

B. Location and design.

1. Wall signs may be:

- a. Attached flat against or pinned away (peg mounted or similar) from a building wall, but shall not extend or protrude more than one foot from the wall; or
 - b. Attached to the facade of a building, but shall not extend above the upper edge of the façade.
2. Sign casing/housing shall be compatible with the architecture of the building and shall not cover or interrupt major architectural features, including such features as doors, windows, tile embellishments, and reveal lines.
 3. Signs placed between windows spandrels, on fasciae, or on awnings shall not exceed two-thirds (2/3) of the height or seventy percent (70%) of the length of the area to which the sign is attached and must be centrally positioned.
 4. Wall signs shall be centered vertically on the spandrel, fascia, or awning.
 5. Exposed raceways shall not be permitted. However, raceways will be permitted only when the raceway is an integral component of the graphic design of the sign.

C. Area.

1. The combined area for wall signs shall not exceed twenty percent (20%) of the surface area of the building.

D. Height.

1. Maximum letter height is forty-eight (48) inches.

17.06.260 On-site directional signs for corporate centers.

On-site directional signs shall comply with the provisions of Section 17.06.140.

17.06.265 Directory signs for corporate centers.

In addition to the provisions of Section 17.06.150, each project which has three (3) or more buildings may erect and maintain one (1) additional directory sign per street entrance.

17.06.270 Under canopy signs for corporate centers.

Under canopy signs shall comply with the provisions of Section 17.06.160.



Article 3. Downtown Specific Plan Area.

17.06.310 Downtown Specific Plan Signs.

Uses located in the Downtown Specific Plan area are permitted signage that is consistent with, and enhances the historic character of that area. The Downtown Code, adopted in Chapter 19.31 of the Roseville Municipal Code, sets forth the criteria, design guidelines and standards for signs located in the Downtown Specific Plan area.

Article 4. Motor Fuel and Service Station Signs

17.06.410 Freestanding motor vehicle fuel and service station signs permitted.

A. Number.

1. Identification Sign - Each motor vehicle fuel or service station may erect and maintain one (1) freestanding sign for purposes of identifying the use.
2. Motor Vehicle Fuel Sign - In addition to the freestanding sign permitted by Section 17.06.410(A) (1), each use dispensing any motor vehicle fuel at retail to the general public shall be permitted to erect and maintain one (1) freestanding service station price sign for the primary purpose of advertising motor vehicle fuel prices. The sign shall comply with the provisions of California Business and Professions Code Section 13531, as it may be amended, regarding display requirements.

B. Location.

1. No freestanding sign over three (3) feet high shall be erected or maintained within the clear vision triangle;
2. Freestanding signs shall not be erected or maintained any closer than three (3) feet to any building; and
3. Any freestanding sign shall maintain a setback, measured from that part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half ($\frac{1}{2}$) the height of the sign.

C. Height and Design. The maximum height for any freestanding sign shall be fifteen (15) feet, including the base. The base shall be constructed of materials which match the exterior materials utilized on the main building.

D. Area.

1. Identification Sign - Except as otherwise provided, the maximum area of a freestanding sign shall be one (1) square foot for each lineal foot of street frontage, not to exceed one hundred sixty (160) square feet. If a use fronts on more than one street, either, but not both, frontages may be used to determine maximum sign area allowed. Provided, however, that the freestanding sign must be placed along and oriented to the frontage which is used to determine permitted area.
2. Motor Vehicle Fuel Price Sign - The maximum area of any motor vehicle fuel price sign, excluding the base or embellishments shall be one hundred (100) square feet; the maximum area of the sign including the base and/or embellishments shall be one hundred fifty (150) square feet.
 - a. Motor vehicle fuel price signs may consist of programmable electronic signs. Use of said signs shall be limited to the portion of any sign structure devoted exclusively to display of motor vehicle fuel price information required or permitted by Division 5, Chapter 14, Article 12 of the California Business and Professions Code (Section 13530 et seq., as it may be amended).
 - b. Sign display shall remain static and may not change more than once in one (1) twelve hour period.

17.06.420 Wall motor vehicle fuel and service station signs permitted.

- A. Except as permitted below, the provisions for motor vehicle fuel and service station wall signs shall comply with the requirements specified in Section 17.06.130 (wall sign criteria for individual uses).
- B. Motor Vehicle Fuel and Service Station Canopy Signs.
 1. Due to the potential for multiple buildings within a motor vehicle fuel and service station project, additional wall signs (beyond those granted in this Section for the station building(s)) may be permitted for installation upon the fuel canopy of the station.
 2. In addition to the permitted number of wall signs per Section 17.06.130(A) the total number of additional wall signs upon the fuel canopy shall not exceed four (4). The use of corporate logos or symbols shall count towards this figure.

3. The combined area permitted for all wall signs, including the wall signs located upon the fuel canopy, shall be as specified in Section 17.06.130(C).

17.06.430 Canopy motor vehicle fuel and service station signs permitted.

Additional signs advertising the price of each grade of gasoline may be placed on each gasoline pump or beneath any canopy which is over the gasoline pumps.

Article 5. Auto Mall Signs.

17.06.510 Auto mall signs.

- A. Notwithstanding the provisions of this Title, each auto mall may erect and maintain one freestanding programmable electronic sign at the auto mall entrance.
- B. Notwithstanding other provisions of this Title, each auto mall may erect and maintain two (2) off-site freestanding, freeway visible signs. One may be a programmable electronic sign, the other shall be solely directional.

17.06.520 Auto mall dealership signs.

Signs for uses within the auto mall are permitted in accordance with the approved Master Use Permit for the auto mall provided a sign permit pursuant to Article 1 of Chapter 17.08 is first obtained.

17.06.530 Auto mall temporary promotional materials.

Notwithstanding the provisions of this Title, temporary signs such as A-frame signs, banners, flags, streamers and pennants may be displayed within auto malls so long as the promotional materials meet the following criteria:

- A. The signs shall not be visible from outside the auto mall and shall be limited to a height of twenty feet (20) from grade.
- B. No flashing signs shall be permitted.
- C. No moving signs (except flags, banners, streamers or pennants) shall be permitted.
- D. No flying signs, such as blimps or kites designed to be kept aloft by mechanical, wind, chemical, or hot air means shall be permitted. Balloons attached to the vehicles for sale, provided they are not larger than twelve (12) inches in diameter and not higher than eight (8) feet from grade, are allowed.

- E. Outline neon or similar tubing used to outline, illuminate, or accentuate a building or other structure is prohibited.
- F. Signs which emit odor, noise, or visible matter other than light are prohibited.

Article 5.5 Regional Mall Signs.

17.06.540 Regional mall signs.

- A. Notwithstanding the provisions of this Title, the Regional Mall shall submit an application for a Regional Mall Master Sign Permit which includes a comprehensive sign program for all signs on said parcel except as otherwise noted below. The Regional Mall Master Sign Permit is subject to review and approval by the Planning Commission.
- B. All signs shall be subject to a sign permit pursuant to Article 1, Chapter 17.08.
- C. The Regional Mall Master Sign Permit shall apply to all signs on the mall parcel except for signs that are inside (facing) the plaza and internal mall signs (within the concourse) unless these signs are visible from outside the mall.
- D. The Regional Mall Master Sign Permit shall address the following elements:
 - 1. Location, height, area, design, and number of all signs.
 - 2. Provisions for all temporary, promotional and seasonal signs (including banner signs). Logos, with or without copy, are considered signs.



- 3. Sign provisions for all pad parcels.
- 4. Procedures for modifying the Regional Mall Master Sign Permit.
- E. Nothing in this Article is intended to permit any signs prohibited in Chapter 17.12.

Article 6. Subdivision Signs.

17.06.610 Purpose.

Many new residential subdivisions are located some distance away from the major vehicular entrances to the city, and the public requires additional off-site direction to the subdivisions. Notwithstanding the general billboard prohibition, it is the intent of this Article to provide such directional signage.

17.06.620 Off-site subdivision sign regulations.

- A. Location.
 - 1. Standard setback lane. Freestanding signs shall maintain a setback, measured from the part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half (1/2) the height of the sign;
 - 2. Freestanding signs shall be located outside the clear vision triangle; and
 - 3. Off-site subdivision signs may be located on vacant or occupied property. If located on occupied property sign area is included in the allowable sign area for the individual use or building complex.

B. Area.

The maximum display area shall be:

- 1. Fourteen feet by eight feet (14' x 8') for the entire sign; and
- 2. Two feet by seven feet (2' x 7') for individual subdivisions.

C. Height and Width.

Off-site subdivision signs shall not exceed:

- 1. Fifteen (15) feet in height; and
- 2. Ten (10) feet in width.

D. Design.

Off-site subdivision signs shall be freestanding and contain not more than two (2) sides. They shall conform to the specific plan sign guidelines for the area or, if there are no applicable guidelines, they shall conform to the following design:

1. Copy relating to specific subdivisions is limited to the subdivision name, a logo, and a directional arrow or directions to the subdivision; and
2. Any deviation from this design or the design established in the specific plan sign guidelines shall be reviewed as a planned sign permit program by the Design Committee.

E. Erection and Removal.

1. No off-site subdivision sign shall be erected until at least one (1) subdivision is advertised on the sign;
2. A subdivision name may be advertised on the sign only after all necessary governmental construction approvals have been given and all governmental filings and reports have been accomplished;
3. A subdivision name shall be removed from the sign within thirty (30) days of the sale of the final lot in the subdivision; and
4. The off-site subdivision signs shall be removed if no subdivision name has been advertised on it for a period of ninety (90) days.

17.06.630 On-site subdivision signs.

A. Number.

1. No more than two (2) freestanding signs are permitted for each subdivision entrance; or
2. No more than two (2) wall signs are permitted for each subdivision entrance; and
3. No more than two (2) logo signs are permitted for each subdivision entrance.

Provided however, that 1) no more than a total of four (4) signs, as identified above, are permitted at each subdivision entrance; and 2) no on-site subdivision signs shall be permitted for an entrance from another subdivision.

B. Location.

1. Free standing subdivision sign(s) shall:
 - a. Be located at the entrance to the subdivision on

either one or both sides of the subdivision entrance or within the landscape median (one sign) at the subdivision entrance;

- b. Be located outside the clear vision triangle; and
- c. Maintain a setback, measured from the part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half (1/2) the height of the sign.

2. Wall signs may be mounted on an entry wall or soundwall on one or both sides of the entrance road to the subdivision.

3. Logo signs may be mounted on an entry wall or soundwall (including pilasters) on one or both sides of the entrance road to the subdivision.

C. Area.

1. The maximum area of each freestanding sign shall be thirty-two (32) square feet.
2. The maximum area of each wall sign shall be thirty-two (32) square feet.
3. The maximum area of each logo sign shall be four (4) square feet.

D. Height.

1. The maximum height of a freestanding sign shall be four (4) feet.
2. The maximum height of each wall sign shall be six (6) feet including the height of the fence or sound wall.
3. The maximum height of each logo sign shall be six (6) feet including the height of the fence or soundwall.



Article 7. Miscellaneous Uses.

17.06.710 Multifamily residential projects.

The following provisions shall apply to multifamily residential projects:

A. Number. The following signs are permitted:

1. One (1) freestanding sign;
2. One (1) wall sign; and
3. One (1) directory sign per primary entrance.

B. Location.

1. Freestanding signs shall be located outside the clear vision triangle;
2. Freestanding signs shall not be erected or maintained any closer than three (3) feet to any building;
3. Freestanding signs shall maintain a setback, measured from the part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half (1/2) the height of the sign; and
4. Wall signs shall comply with the provisions of Section 17.06.130(B).

C. Area.

1. The maximum area of each freestanding sign or sign mounted on a fence or sound wall shall be thirty two (32) square feet; and
2. The maximum total area for the wall sign shall be forty (40) square feet.

D. Height.

1. The maximum height of a freestanding sign shall be four (4) feet; and
2. The maximum height of a sign mounted on a fence or sound wall shall be six (6) feet including the height of the fence or sound wall.

17.06.720 Nonresidential uses in residential zones.

A. Number. The following signs are permitted:

1. One (1) freestanding sign; and
2. One (1) wall sign.

B. Location.

1. Freestanding signs shall be located outside the clear vision triangle;
2. Freestanding signs shall not be erected or maintained any closer than three (3) feet to any building;
3. Freestanding signs shall maintain a setback, measured from the part of the sign that is closest to the nearest property line of the parcel or lot on which it is placed, equal to at least one-half (1/2) the height of the sign; and
4. Wall signs shall comply with the provisions of Section 17.06.130(B).

C. Area. The maximum area of each sign shall be thirty-two (32) square feet.

D. Height. The maximum height for a freestanding sign shall be six (6) feet.

Article 8. Reserved.

[This space is reserved]

Chapter 17.08 Procedures

Article 1. Sign Permits.

17.08.110 Permit required.

Unless the sign is exempt from this Title pursuant to Chapter 17.10, a sign permit must be obtained prior to the erection of any sign.

17.08.120 Filing of sign permit applications.

A. Applications pursuant to this Title shall be filed with the Planning Department upon forms provided for that purpose. The application shall be accompanied by a non-refundable fee as established by City Council resolution.

B. The application shall contain at a minimum:

1. The name, address and telephone number of the owner(s) of the property upon which the sign is to be placed and the owner's signed consent to the application;
2. The name, address and telephone number of the person who will erect the sign;
3. The signature, name, address and telephone number



of the applicant, if other than the owner or sign installer;

4. Three (3) copies of a site plan for the property upon which the sign(s) is to be located depicting the location of existing building(s), and existing and proposed freestanding sign(s);
 5. Three (3) copies of a sign plan depicting the sign(s) including dimensions, colors, materials and type of illumination; and
 6. Three (3) copies of a scaled building elevation plan indicating the sign location (wall signs only).
- C. Except as provided above, applications for a temporary sign permit shall contain:
1. The name, address and telephone number of the owner(s) of the property upon which the sign(s) is to be placed and the owner's signed consent to the application;
 2. The name, address and telephone number of the applicant, if other than the owner;
 3. The establishment name and address of the property where the temporary sign(s) are to be located; and
 4. A description of the temporary sign(s), size, location, text and display period including a sketch or photo of the temporary sign(s).

17.08.130 Administrative review process, sign permits.

A. Upon the filing of an application for a sign permit, the Director shall review the application within ten (10) working days for conformance with this Title, a planned sign permit program, if applicable, and other applicable regulations. If the application meets the requirements of this Title, the Director shall endorse the application and drawings as "approved" and shall transmit a copy to the Building Official. The Building Official, upon receipt of any approved application, shall review the plans within two (2) working days for conformance with the California Building Code and California Electric Code, as adopted in Title 16 of the Roseville Municipal Code. If the plans are in conformance with the California Electric Code and have been Underwriters Laboratory (UL) designed and labeled, and are in conformance with the California Building Code, the Director shall issue a sign permit; provided, however, that the applicant shall first obtain a building permit in accordance with Section 105.1 of the California Building Code, if applicable.

B. Three (3) working days prior to installation of the sign, the sign installer shall contact the Building Department and arrange for a sign inspection. The Building Official or his or her designee shall meet the sign installer at the site where the sign is to be installed to verify that the sign has been constructed and will be installed in accordance with the sign permit. If, upon inspection, the sign is consistent with the sign permit, the Building Official or his or her designee shall attach the sign permit sticker bearing the number of the sign permit to the sign so as to be legible to a person standing adjacent to the sign.

C. Except as provided above, upon the filing of an application for a temporary sign permit, the Director shall review the application within five (5) working days for conformance with this Title. If the application meets the requirements of this Title, the Director shall endorse the application and drawings as "approved."

17.08.140 Denial of sign permit.

If the Director determines that the application does not comply with the provisions of this Title, planned sign permit program criteria or other applicable regulations, the Director shall deny the application and shall within five (5) working days (excluding weekends and holidays) of the determination, provide a written notice to the applicant of the respects in which the application fails to conform to the requirements of this Title.



Article 2. Planned Sign Permit Programs.

17.08.210 Planned sign permit program.

A. A planned sign permit program is required for:

1. Sign criteria that establish guidelines for specific signs or future signs for tenants in a building complex;
2. Replacement or significant modification of an existing planned sign permit program for a building complex; and
3. Off-site subdivision signs not in conformance with an approved design.

B. A planned sign permit program is optional for all other signs.

C. If the provisions of an approved planned sign permit program conflict with other provisions of this Title, whichever provision is more restrictive shall control.

17.08.215 Filing of planned sign permit program applications.

A. Applications for a planned sign permit program shall be filed with the Planning Department upon forms provided for that purpose. The application shall be accompanied by a non-refundable fee as established by City Council resolution.

B. The application shall contain:

1. The name, address and telephone number of the owner(s) of the property upon which the sign is to be placed and the owner's signed consent to the application;
2. Names, addresses and telephone number of all other owners of property within the building complex and their signed consent to the application;
3. Three (3) copies of a site plan for the property upon which the sign(s) is to be located, depicting the location of existing building(s), and existing and proposed freestanding sign(s);
4. Three (3) copies of a sign plan depicting the sign(s) including dimensions, colors, materials, and type of illumination;
5. Three (3) copies of a scaled building elevation plan indicating the sign location (wall signs only);
6. A detailed statement of criteria for the proposed signs including, but not limited to: number, type, location, size, height, materials, letter style, colors, and illumination;

7. A description of the property to be governed by the planned sign permit program; and
8. Additional copies of the above listed information if the project requires a public hearing by the Design Committee or City Council.

17.08.220 Notice of planned sign permit program review.

- A. The Director shall provide notice of an administrative review at least ten (10) days prior to acting on the application.
- B. The notice shall be posted on the subject property and mailed to:
 1. The applicant;
 2. The owner(s) of the subject property and the owner(s) of the building complex (if other than the property owner); and
3. Those individuals who have requested notice of this application.
- C. The notice of planned sign permit program review shall provide substantially as follows:
 1. The name of the applicant;
 2. The file number assigned to the application;
 3. A description of the proposed planned sign permit program including location;
 4. The environmental determination;
 5. The date of the notice and the deadline to request a public hearing and the date the planned sign permit program will be approved if no public hearing is requested; and
 6. The following statement, in bold letters:

“The purpose of this notice is to inform you that an application for the project described above has been submitted to the Planning Department. The Director may approve the application without holding a public hearing, unless a public hearing is requested by you or any individual wanting to comment on the project prior to the scheduled approval date.

To request a public hearing for this project you must do so in writing. Your written request must be received by the City of Roseville Planning Department no later than 5:00 p.m., on the date noted above. If a public hearing is requested, you will receive notice of the date, time, and place of the public hearing.

If a public hearing is not requested prior to the deadline, it is the intent of the Director to approve the application and grant the planned sign permit program without a public hearing. If a public hearing is not requested, the action of the Director to grant the planned sign permit program shall be final.”

D. If prior to the Director’s action on the application, any interested party requests a public hearing, a public hearing shall be scheduled and notice shall be provided pursuant to Section 17.08.540.

17.08.225 Administrative action on planned sign permit program.

A. If a public hearing is not requested, the Director shall approve, conditionally approve or deny the planned sign permit program. The Director shall not approve the planned sign permit program unless the following findings are made:

1. The planned sign permit program is consistent with the provisions and intent of this Title;
2. The planned sign permit program is in harmony with, and visually related to the buildings within the planned sign permit program and the surrounding development; and
3. The planned sign permit program is consistent with the adopted specific plan sign guidelines for the specific plan or other applicable regulations in which it is located, if applicable.

B. If in the opinion of the Director, the proposed planned sign permit program is not substantially in conformance with the requirements of this Title, or that because of its location, size, or design that the public hearing should not be waived, the Director shall refer the project for public hearing by the Design Committee.

C. Within five (5) days (excluding weekends and holidays) of any decision, the Director shall notify the applicant in writing of the outcome including any conditions of approval.

D. If a person is aggrieved by a decision of the Director, a person may, within ten (10) calendar days of such decision, appeal the decision to the Design Committee upon the filing of a written appeal with the Director and the payment of a non-refundable fee as established by City Council resolution.

17.08.230 Public hearing on planned sign permit program.

- A. If a public hearing is requested, the Planning Director shall schedule and notice the permit for public hearing by the Design Committee. The notice of a public hearing shall be as set forth in the Roseville Municipal Code Section 17.08.540.
- B. The Design Committee may approve, conditionally approve or deny the planned sign permit program. The Design Committee shall not approve the application unless the findings set forth in the Roseville Municipal Code Section 17.08.225 are made.
- C. Within five days (excluding weekends and holidays) of the Design Committee's action, the Planning Director shall notify the applicant and/or appellant of the Design Committee's action including any conditions of approval.

17.08.235 Effect of planned sign permit program.

Upon approval of a planned sign permit program, all future signs erected in the area governed by the planned sign permit program shall conform to the planned sign permit program, and no sign permits shall be issued for signs not in conformance with the criteria of the planned sign permit program. Relief from the provisions or criteria of a planned sign permit program may be granted only with the approval of a new planned sign permit program, or modification to the planned sign permit program.

17.08.240 Minor modifications to existing planned sign permit program.

- A. Minor modifications to existing planned sign permit programs may be approved by the Director without the notice requirements identified in 17.08.220, provided the modification meets the following criteria:
 - 1. The changes are substantially consistent with the intent of the original planned sign permit program and are architecturally compatible with the design intent of the building complex.
 - 2. The changes are limited to:
 - a. Copy type and/or color, or letter return materials and colors;
 - b. Method of illumination when not adjacent to residential uses;
 - c. Letter size and/or height provided the change

complies with the criteria identified in 17.06.215 and 17.06.220; and/or

- d. Any other minor modifications as determined by the Director.
- 3. Any other modification to an existing planned sign permit program not considered minor shall comply with the processing requirements identified in Article 2 of this Chapter.

17.08.245 Filing of planned sign permit program modification applications.

- A. Applications for planned sign permit program modifications shall be filed with the Planning Department upon forms provided for that purpose. The application shall be accompanied by a non-refundable fee as established by City Council resolution.
- B. The application shall contain:
 - 1. The name, address and telephone number of the owner(s) of the property upon which the sign is to be placed and the owner's signed consent to the application;
 - 2. Three (3) copies of a site plan for the property upon which the sign(s) is to be located, depicting the location of existing building(s), and existing and proposed freestanding sign(s);
 - 3. Three (3) copies of a sign plan detailing proposed changes to the existing planned sign permit program;
 - 4. Three (3) copies of the proposed planned sign permit program;
 - 5. Three (3) copies of a scaled building elevation plan indicating the sign location (wall signs only);
 - 6. A detailed statement of criteria for the proposed signs including, but not limited to: number, type, location, size, height, materials, letter style, colors, and illumination;
 - 7. A description of the property to be governed by the planned sign permit program;
 - 8. Additional copies of the above listed information will be required if the project requires a public hearing by the Design Committee or City Council; and
 - 9. Any additional information or materials necessary for the processing and review of the permit application as deemed necessary by the Director.

17.08.250 Administrative review process, minor planned sign permit program modification.

A. Upon the filing of an application for a minor planned sign permit program modification, the Director shall review the application within ten days (excluding weekends and holidays) for conformance with this Title and other applicable regulations. If the application meets the requirements of this Title, the Director shall endorse the application and drawings as "approved." The Director shall not approve the minor planned sign permit program modification unless the following findings are made:

1. The minor planned sign permit program modification is consistent with the provisions and intent of this Title;
2. The minor planned sign permit program modification is in harmony with, and visually related to the buildings within the existing planned sign permit program and the surrounding development; and
3. The minor planned sign permit program modification is consistent with the adopted specific plan sign guidelines for the specific plan or other applicable regulations in which the building complex is located, if applicable.

17.08.255 Sign permits within a planned sign permit program.

- A. Any person wishing to erect and maintain a sign within any area governed by a planned sign permit program shall apply for a sign permit as provided in Article 1 of this Chapter.
- B. The Director shall deny any application not in conformance with the criteria of an applicable planned sign permit program.

Article 3. Reserved.

[This space is reserved]

Article 4. Exceptions.

17.08.410 Exceptions in general.

Where practical difficulties, unique site or building design, or other physical restrictions on the land or buildings not generally shared by other properties result from

the strict application of the requirements of this Title, exceptions from such requirements may be granted by the Director pursuant to this chapter; provided, however, that no exception from the provisions of Chapter 17.12 is permitted.

17.08.420 Filing of an administrative permit for sign exception application.

- A. Applications for an administrative permit for sign exception shall be filed with the Planning Department upon forms provided for that purpose. The application shall be accompanied by a nonrefundable fee as established by City Council resolution.
- B. The application shall contain:
 1. All the required information as outlined in Section 17.08.215;
 2. A description of the exception and a justification for the request including specific facts to support the findings set forth in Section 17.08.440; and
 3. Any additional information or materials necessary for processing and review of the application as deemed necessary by the Director.



17.08.430 Administrative review process, sign exception.

Upon the filing of an application for an administrative permit for sign exception, the Director shall review the application for conformance with this Title, a planned sign permit program, if applicable, and other applicable regulations. If the application meets the requirements of this Title, a Notice of Intent to approve will be sent and if there is no request for a public hearing, the Director shall endorse the application and drawings as "approved." A public hearing may be required for any exception at the discretion of the Director.

17.08.440 Sign exception approval criteria.

The Director shall approve, conditionally approve, or deny the administrative permit for sign exception application. The Director shall approve the sign exception when the following findings are made:

- A. The requested sign is consistent with the purpose and intent of this Title.
- B. The requested signs are in harmony with the individual building, and visually related to the buildings within a planned sign permit program and the surrounding development.
- C. The requested signs are consistent with the adopted specific plan sign guidelines for the applicable specific plan or other applicable regulations in which it is located.
- D. There are exceptional or extraordinary circumstances or conditions applying to the land, buildings, uses, or signs involved which do not generally apply to other land, buildings, or signs in the neighborhood.

17.08.450 Notice of sign exception action.

Within five (5) calendar days of the date of the Director's decision, the Director shall notify the applicant in writing of the outcome of the sign exception review, including any conditions of approval.

Article 5. Public Hearings and Appeals.

17.08.510 Appeals from the decision of the Director.

If a person is aggrieved by a decision of the Director made pursuant to this Title, a person may, within ten (10) calendar days of such decision, appeal the decision to the Design Committee upon the filing of a written appeal with the City Clerk and the payment of a non-refundable fee as established by City Council resolution. The City Council shall thereafter hold a public hearing regarding the appeal.

17.08.520 Appeals from the decision of the Design Committee.

If a person is aggrieved by a decision of the Design Committee, a person may, within ten (10) calendar days of such decision, appeal the decision to the City Council upon the filing of a written appeal with the City Clerk and the payment of a non-refundable fee as established by City Council resolution. The City Council shall thereafter hold a public hearing regarding the appeal. The decision of the City Council shall be final. If the appeal is associated with another entitlement reviewed by the Design Committee, the signage appeal period shall be the same as the other entitlement appeal period.

17.08.530 Appeals from the decision of the Building Official.

Any person aggrieved by a decision of the Building Official, as to whether or not an application complies with the California Building Code, or whether a building permit is required, may appeal that decision to the Board of Appeals.

17.08.540 Public hearings.

Public hearings required pursuant to this Title shall be provided as follows:

- A. Notice shall be provided at least ten (10) calendar days prior to the public hearing.
- B. Notice shall be provided in a newspaper of general circulation within the City.
- C. Notice shall be provided by first class mail to:
 - 1. The applicant;

2. The property owner(s);
 3. All property owner(s), as indicated on the assessors current secured records, within three hundred (300) feet of the perimeter of the property on which the signage is proposed; and
 4. All persons who have requested to be on the mailing list for the signage project.
- D. Notice of a public hearing shall include:
1. The name of the applicant;
 2. The file number assigned to the application;
 3. A description of the request including location; and
 4. The date, time and location of the public hearing.

17.08.550 Judicial review.

Judicial review of a decision made under this Title may be had by filing a petition for a writ of mandate with the superior court in accordance with the provisions of the California Code of Civil Procedure Section 1094.5, as it may be amended, and 1094.8 when applicable. Unless otherwise provided by state or federal law, any such petition shall be filed within ninety (90) days after the day the decision becomes final as provided in California Code of Civil Procedure Section 1094.6, as it may be amended, which shall be applicable to such actions.

Article 6. Violations, Expiration and Revocation.

17.08.610 Violations.

- A. Except as otherwise provided by law, it is unlawful to maintain, erect, install, alter, move, expand, or display any sign without having first obtained a sign permit to do so, or without displaying upon each such sign, in a position clearly visible to a person standing next to the sign, a sign permit sticker issued by the Director. Violations may be enforced in accordance with Section 17.12.030.
- B. It is unlawful to violate any condition imposed upon the granting of any permit or authorization issued pursuant to this Title, or to erect or maintain a sign not in conformance with this Title.
- C. Any type of sign not expressly permitted in this Title is prohibited and erection and maintenance of such a sign is considered a violation of this Title.

17.08.620 Expiration and revocation.

- A. If a sign permit, planned sign permit program or sign exception has not been erected or otherwise used within twelve (12) months after the granting of the approval, the signage approval shall automatically be null and void.
- B. In any case in which the terms of a sign permit, planned sign permit or exception have not been complied with, the Design Committee may, upon ten (10) days prior written notice, hold a public hearing pursuant to Section 17.08.540. At the conclusion of such hearing, the Design Committee may revoke the permit or exception, if it finds substantial evidence exists that the terms of the permit or exception have not been complied with.

Chapter 17.10

Signs Exempt From Permits

17.10.010 Exemptions in general.

Signs specified in this chapter are exempt from the fee, permit, and sticker requirements of Chapter 17.08 to the extent allowed by this chapter. Signs prohibited by Chapter 17.12 may not be erected or maintained except those allowed subject to an off-site sign relocation agreement as provided in Section 17.10.200.

17.10.020 Architectural detail.

Lettering less than one (1) foot in height which is either carved into a building or otherwise made a part of the architectural detail of the building is exempt from the fee, permit and sticker provisions of this Title, provided, that it is not separately illuminated and is not made of reflecting material, does not contrast with the color of the building, and is less than one (1) inch in thickness (depth).

17.10.030 Construction signs and development project signs.

Construction signs and development project signs are exempt from the fee, permit and sticker provisions of this Title provided, however, that such construction and development project signs shall comply with the following regulations:

- A. Not more than one (1) such sign shall be erected for every one thousand feet (1,000) of street frontage, or portion thereof, per project.

- B. Such signs do not exceed thirty-two (32) square feet in area. The maximum height of such signs shall be six (6) feet unless the sign is located on an existing sound wall in which case the maximum height shall be the height of the fence or soundwall.
- C. Such signs for individual single family homes do not exceed six (6) square feet in area and four (4) feet in height.
- D. No such sign shall be illuminated or contain any moving parts.
- E. All such signs shall be removed within ten (10) days after issuance of the last occupancy permit for the project.

17.10.040 Door and window signs.

Signs on doors and windows are exempt from the fee, permit and sticker provisions of this Title.

17.10.050 Flags.

Pennants or flags may be flown and are exempt from the fee, permit and sticker provisions of this Title. This exemption does not apply to corporate flags or pennants bearing corporate emblems, logos or copy unless flown on the same staff as a sign displaying a non-commercial image. Only one flag pole is permitted per individual use or building complex. A maximum of two flags can be flown on one pole. Flags not within this exemption are deemed freestanding signs.

17.10.060 Floor treatments.

Every non-residential use may maintain special exterior floor treatment, such as paint or terrazzo, indicating the name of the business and/or a business logo and such is exempt from the fee, permit and sticker provisions of this Title. Provided, however, that such floor treatment shall be completely flush with the surrounding pavement and shall be on a floor or pavement which is completely horizontal.

17.10.070 Garage/yard sale signs.

Garage/yard sale signs are exempt from the fee, permit and sticker provisions of this Title provided, however, that such garage/yard sale signs shall comply with the following regulations:

- A. No off-site signs relating to the sale shall be permitted.
- B. Only one (1) on-site sign advertising the sale shall be permitted.

- C. The maximum size of sign shall be six (6) square feet in area and four (4) feet in height.
- D. The sign shall only be displayed during the term of the sale.

17.10.080 Governmental signs.

Governmental signs are exempt from the fee, permit and sticker provisions of this Title.

17.10.090 House numbers and business addresses.

House number and name plate as well as business address signs are exempt from the fee, permit and sticker provisions of this Title provided, however, that such house number, name plate and business address signs shall comply with the standards established by the Fire Department.

17.10.100 Informational signs.

Informational signs are exempt from the fee, permit and sticker provisions of this Title provided that no such signs shall exceed two (2) square feet in area.

17.10.110 Interior signs.

Interior signs located completely within a building are exempt from the fee, permit and sticker provisions of this Title.

17.10.120 Memorial signs.

Memorial signs are exempt from the fee, permit and sticker provisions of this Title.

17.10.130 Off-site open house directional signs.

Off-site open house directional signs within the scope of Civil Code 713 (Real estate for sale, etc.) are exempt from the fee, permit and sticker provisions of this Title provided the following restrictions are complied with:

- A. Such signs shall be displayed only while an open house is actually in progress, and a residence is actually open to prospective buyers at all times while the sign is displayed. Signs shall be removed by sunset of the day on which the open house is held. No such sign shall remain on display between sunset and sunrise.
- B. Such signs shall be freestanding, and shall not exceed six (6) square feet per face. Each sign may have a maximum of two (2) faces.

- C. Maximum height shall be four (4) feet.
- D. Signs shall not be located within the clear vision triangle.
- E. No open house directional sign shall be placed on vehicles of any kind.
- F. No temporary open house directional sign shall be placed in the public right-of-way or on public property.

17.10.140 Public utility signs.

Signs not exceeding two (2) square feet in area which designate the location of a public utility facility available for public use, including telephones, are exempt from the fee, permit and sticker provisions of this Title.

17.10.150 Real estate signs.

Real estate signs for the sale or lease of property are exempt from the fee, permit and sticker provisions of this Title, provided however, real estate signs shall comply with the following regulations:

- A. Individual homes or a vacant lot for an individual home is permitted one (1) on-site freestanding real estate sign not to exceed six (6) square feet in area and six (6) feet in height. One (1) off-site freestanding real estate sign not to exceed six (6) square feet in area and six (6) feet in height is also permitted with the consent of the off-site real property owner.
- B. All other property either developed or vacant is permitted one (1) on-site freestanding real estate sign for every 1000 lineal feet of street frontage or portion thereof, not to exceed thirty-two (32) square feet in area and six (6) feet in height per sign. One (1) off-site freestanding real estate sign for every 1000 lineal feet of street frontage or portion thereof, not to exceed thirty two (32) square feet in area and six (6) feet in height per sign, is also permitted with the consent of the off-site real property owner.
- C. Real estate signs shall be removed upon sale or lease of the property.
- D. Temporary real estate banner signs are permitted pursuant to Section 17.10.185 (Banner Signs).

17.10.160 Repair and change of copy.

No permit or fee is required to repair, clean, repaint, or refurbish any existing sign, or to change the copy of any sign. This provision does not authorize off-site commercial messages or conversion of an existing sign to general advertising use.

17.10.170 Seasonal signs.

Seasonal signs which are displayed on-site in conjunction with an approval of a seasonal event such as pumpkin patches, Christmas tree lots and firework displays are exempt from the fee, permit and sticker provisions of this Title.

17.10.180 Temporary non-commercial signs.

Temporary non-commercial signs that meet all of the following criteria are exempt from the fee, permit and sticker provisions of this Title.

- A. No individual sign shall exceed six (6) square feet.
- B. Not more than six (6) square feet of sign shall be maintained at any one time on a single parcel or lot.
- C. Notwithstanding the foregoing, ninety (90) days prior to and ten (10) days following an election no more than an aggregate total of one hundred twenty-eight (128) square feet of temporary non-commercial signs may be maintained at any one time on a single parcel or lot, provided that each individual sign shall not exceed six (6) square feet.
- D. No sign shall be placed on public property or within any public right of way.
- E. No sign shall be placed on private property without the permission of the property owner or tenant.
- F. Non-commercial signs which are not temporary, or are otherwise not within the exemptions of this section, are permitted in all zones subject to the provisions of this Title pertaining to signs.



17.10.185 Banner signs.

A banner sign may be erected and maintained on-site for an establishment. These signs shall not replace the primary permanent identification sign(s) for the establishment, and the establishment must have a permanent sign application on file with the City.

- A. Number and Duration. No more than one such banner sign may be erected per establishment at any one time. This sign may be posted on a continuous basis, but shall be required to be kept in a good state of repair and preservation. These signs shall be made of durable material, and shall be subject to the same maintenance provisions as permanent signs as addressed in Section 17.14.020 of this Title.
- B. Design. The sign shall not be illuminated and shall not contain moving parts.
- C. Maximum Total Square Footage. The following standards will be utilized in determining the maximum sign square footage allowed per establishment:
 - 1. Buildings or tenant spaces within a building complex having less than 50 linear feet of building frontage are allowed 60 square feet.
 - 2. Buildings or tenants spaces within a building complex having more than 50 linear feet of building frontage but less than 100 feet of building frontage are allowed 80 square feet.
 - 3. Buildings or tenant spaces within a building complex having more than 100 feet of building frontage are allowed 120 square feet.

For the purpose of this provision of the sign ordinance, building frontage shall be defined as the building facade that directly abuts a public street, private street, parking lot driveway or parking spaces in which main public access is provided to the establishment.

- D. Location. A banner sign shall not be freestanding and shall be affixed to the face of a building, perimeter wall/fence or permanent freestanding sign. If attached to a freestanding sign it shall be fully adhered to the face of the existing sign and be restricted to only one sign per center/use. Banner signs shall be restricted to the building areas that front onto a street or parking lot directly adjacent to the establishment for which the sign is posted. Sign locations shall also conform to the location standards established for permanent signs and are allowed to be posted in the areas permitted for permanent signage under the sign



ordinance or an approved planned sign permit program. When affixed to a building these signs shall not extend above the roofline or parapet of the structure.

- E. Purpose. The purpose of this section is to implement orderly banner sign standards in order to promote, among other things, traffic safety and aesthetic values.

17.10.186 A-frame signs.

A-frame signs that meet all of the following criteria are exempt from the fee, permit and sticker provisions of this title.

- A. Quantity. One per business.
- B. Size. A maximum of six square feet per side.
- C. Height. A maximum height of four feet.
- D. Acceptable Materials. Professional quality materials (stenciled plywood is prohibited).
- E. Location. A-frame signs shall be located on private property, which may include privately owned commercial property landscape setbacks. A-frame signs are prohibited in the public right-of-way including medians and sidewalks, and shall not block accessible paths of travel or inhibit sight distance for ingress and egress. All A-frame signs shall be located outside of the clear vision triangle as defined by Section 17.04.160 of this title.
- F. Stabilization. All A-frame signs shall be freestanding and able to withstand wind gusts or must be removed during inclement weather. A-frame signs shall not be attached to structures, landscape trees, benches or any other landscape features.
- G. Sign Copy. Messaging on A-frames shall be limited to advertisement of on-site businesses only.
- H. Daily Removal. The sign shall be removed at the close of business each day.

17.10.190 Temporary establishment identification signs.

Temporary signs identifying access locations or establishments located adjacent to or within city construction projects are exempt from the fee, permit, sticker, location, number and size provisions of this Title except as provided by this section.

A. City Construction Projects.

The director of the city department responsible for administering the city construction project may approve the placement of the following signs:

1. One (1) or more signs identifying access and driveway locations to businesses adjacent to a city construction project.
2. City construction project entry signs located at entries to the construction area indicating that adjacent establishments are open during construction. Such director-approved signs shall not include commercial advertising messages. Such signs shall be mounted on approved construction barricades or skids and may be relocated or removed as is deemed necessary by the director. Such signs shall be no taller than 48 inches and no more than eleven (11) square feet in area.

B. Major City Construction Projects.

Additional or alternative temporary construction signs identifying a specific establishment's name and address may be approved by the City Council for major city construction projects. Major city construction projects include those City Construction Projects where for a period of thirty (30) or more continuous days, construction activities occur in or along the street frontage of the same business. The Planning Department shall develop and maintain guidelines to assist the administering department in preparing a program for temporary establishment identification signs. The director of the department responsible for administering the city construction project shall prepare a program for temporary establishment identification signs and shall submit said program to the City Council for review and approval prior to commencing construction.

1. The temporary establishment identification sign program shall identify the purpose of each proposed temporary construction sign and specify the type, number, shape, color and location of signs to be installed; the length of time for which the signs may be displayed; and any other aspect

of the temporary business identification signs as the director deems appropriate. The City Council may approve, disapprove or modify the proposed temporary construction sign program.

2. The temporary sign shall be limited to:

- a. Establishment name or names, and addresses; and
- b. Shall be mounted on approved barricades or skids and shall be no taller than 48 inches and no more than eleven (11) square feet in area. Exceptions for signs that exceed these standards for height and area may be approved by City Council.

17.10.200 Signs permitted under off-site relocation agreements.

The City Council may enter off-site relocation agreements as provided under California Business and Professions Code Section 5412, as it may be amended, for the purposes of eliminating certain pre-existing off-site signs and allowing one or more stipulated replacement locations. Notwithstanding any other provision of this Title, sign(s) allowed under any off-site sign relocation agreement approved by the City Council shall be consistent with this Title, to the extent possible, except where expressly permitted by the relocation agreement.

17.10.210 Searchlights.

One (1) searchlight may be used by a business for two (2) weeks surrounding a grand opening event. All other uses of searchlights, except for legitimate law enforcement and public safety operations, are prohibited. Searchlights are exempt from the fee, permit and sticker provisions of this Title.

17.10.220 Farmer's market signs.

A. The following shall apply to signs on parcels where farmer's markets are open to the public:

1. Signs shall only be permitted on premises as defined in Section 17.04.540.
2. Number and location.
 - a. No more than two (2) signs shall be oriented to the public right-of-way.
 - b. An individual seller may have one (1) sign directly over the seller's booth or space or attached to a table.

3. Area.
 - a. Signs advertising the collective market, oriented to the public right-of-way, shall be limited to a maximum of 60 square feet.
 - b. Individual sellers' signs shall be limited to a maximum of four (4) square feet.
4. The content of farmer's market signs shall be limited to advertisement or notification of events occurring solely on the premises.

Chapter 17.12 Prohibited Signs And Enforcement

17.12.010 Prohibited signs.

It is unlawful to erect, reconstruct, alter, maintain or place and no permit shall be issued for the following types of signs:

- A. Flashing signs (signs that contain, include, or are illuminated by flashing, intermittent or moving light or lights).
- B. Flying signs, such as blimps or kites, designed to be kept aloft by mechanical, wind, chemical, or hot air means.
- C. Inflatable signs, including but not limited to balloons.
- D. Signs with moving images or structures (except flags or pennants).
- E. Searchlights (not associated with a grand opening event or legitimate law enforcement and public safety operations as specified in Section 17.10.210).
- F. Signs which emit any odor, noise or visible matter other than light.



G. Vehicle Signs. A motor vehicle may not travel on city streets or park on city streets as a sign or as the base for a sign where the primary purpose of the motor vehicle is general advertising or advertising for hire. The following criteria may be used in determining whether the primary purpose of the motor vehicle is a sign. It is not necessary that any one or all of the listed criteria are present in order to determine that a sign is a prohibited vehicle sign:

1. Whether the sign is painted upon or applied in a permanent manner directly to an integral part of the vehicle or merely temporarily attached to the vehicle;
2. Whether the vehicle is in operating condition, currently registered and licensed to operate on public streets when applicable;
3. While the business is open, the vehicle is not moved and the vehicle is so parked or placed that the signs thereon are displayed to the public;
4. Whether the vehicle is regularly parked in a location and in a manner so as to be observed by passers-by;
5. Whether the vehicle is actively used as a vehicle in the daily function of the business to which such signs relate; and
6. Whether the sign includes directional copy that would only be applicable if parked in the vicinity of the use.

H. Mobile Billboards.

I. Roof Signs.

J. Home Occupation Signs.

K. Off-site commercial signs (including, e.g., billboards), except as otherwise provided by this Title.

L. Signs prohibited in public right-of-way per Section 17.17.020.

M. Temporary signs except those expressly permitted or exempted by this Title.

17.12.020 Removal of temporary signs.

Temporary signs posted or erected in the public right-of-way or within the clear vision triangle which are in violation of Section 17.12.010 may be removed in accordance with this Section.

- A. City employees are authorized to remove such temporary signs. Removed signs shall be taken to the Corporation Yard. After removal, the employee shall attempt to notify the owner of the sign or other responsible party, if such can be ascertained, if the employee believes in good faith that the sign has monetary value. In cases where a sign contains the name of a printing firm, the employee shall also attempt to notify such firm of the fact that the sign has been removed, the location of the sign, the procedure for retrieving the sign, and the procedure for challenging the removal of the sign.
- B. Any person desiring to retrieve a sign removed by the City may do so upon the payment of an administrative fine of ten dollars (\$10.00) for each sign smaller than nine (9) square feet total, and an administrative fine of twenty dollars (\$20.00) for each larger sign. In lieu of paying such administrative fine, such person may retrieve a sign upon signing an administrative citation issued to him or her for violation of this Title. Administrative citations may be appealed in accordance with Chapter 2.50 of the Roseville Municipal Code.
- C. Any temporary sign removed by the City may be considered abandoned if it is not retrieved within fifteen (15) calendar days after the date of such removal, and may be disposed of by the City without liability to any person.
- D. Temporary signs which are in violation of this Title but are neither on public right-of-way nor in the clear vision triangle shall not be removed by City officials without the prior consent of the owner or the issuance of warrant by a Court of competent jurisdiction, but may be abated by appropriate criminal or civil actions, or both.

17.12.030 Enforcement: Violation and Penalty.

- A. It shall be unlawful for any person to erect, construct, maintain, place or display a sign unless a sign permit has been obtained for the sign within the regulatory scope of this Title, as required by this Title, or unless the sign is exempt from the permit requirement pursuant to Chapter 17.10. Prohibited signs shall include, but are not restricted to, the categories of signs set forth in Section 17.12.010.
- B. Violation of any provision of this Title shall be punishable as an infraction and shall be punishable as set

forth in Section 1.20.010(B) and Chapter 2.50 of the Roseville Municipal Code. Each and every day that a prohibited sign is erected, constructed, maintained, placed or displayed in violation of this Title shall be considered to be a separate violation.

- C. In addition to any other remedy, penalty or provision of law, the violation of any provision of this Title shall be deemed to be a public nuisance, and may be abated by the City Attorney as provided by common and statutory law and city ordinance, in any manner provided by law, whether criminal, civil, or administrative.

**Chapter 17.14
Obsolete Or Abandoned Signs**

17.14.010 Abandoned Signs.

Any sign advertising a use, occupancy or product which has not existed for a period of ninety (90) consecutive calendar days shall be deemed obsolete or abandoned. The Director shall, upon determining that a sign is obsolete or abandoned, give notice to any or all of the owners of the sign, the occupant of the premises where the sign is located, or the owner of the premises where the sign is located, that such sign is obsolete or abandoned, and shall order that such sign and its supports, poles and structure be removed after obtaining consent from the owners of the sign and the occupant of the premises or upon the issuance of a warrant by a Court of competent jurisdiction. It is unlawful for



any sign owner, the occupant of such premises, or the owner of any such premises to fail or refuse to remove an abandoned or obsolete sign or sign support, pole or structure following the Director's order to do so.

17.14.020 Maintenance of Signs.

All signs shall be kept in a good state of repair and preservation. The Director may declare a sign abandoned if, after ninety (90) days written notice to the permit holder, the permit holder has failed or refused to maintain the sign. Upon such declaration, the sign may be considered abandoned and abated as provided in Section 17.14.010.

Chapter 17.16 Pre-Existing Signs

17.16.010 Legal pre-existing signs.

Signs lawfully in existence on August 5, 1992 may remain in place, regardless of whether they conform to this Title, provided that the requirements of this Chapter are adhered to. This section shall not apply to temporary signs, flying signs or inflatable signs.

17.16.020 Future nonconformity.

Any legal sign which later becomes nonconforming as to size or location either by reason of amendment of this Title or its operation, may be maintained indefinitely, provided that it shall not be enlarged or moved without full compliance with this Title. All existing signs in newly annexed areas shall be treated in accordance with Section 17.16.010.



Chapter 17.17 Signs On Public Property

17.17.010 General provisions.

- A. Signs on public property are permitted as set forth in this Chapter.
- B. Property and facilities located within the public right-of-way, such as utility poles, benches, hydrants, bridges, sidewalks, traffic sign posts, and similar structures are not by tradition or designation a forum for communication by the general public. The council wishes to preserve the use of these structures exclusively for their intended purpose, which is the safe, efficient, and pleasant movement of vehicular and pedestrian traffic, and the safe operation of utility systems.
- C. The regulations and prohibitions of this Chapter are necessary to preserve items and structures located within the public right-of-way for their intended purposes, and to prevent the visual clutter, blight, and traffic hazards caused by signs.

17.17.020 Signs prohibited within the public right-of-way.

Signs are generally prohibited in the public right-of-way.

- A. Except as otherwise provided in this Chapter 17.17, no person shall paint, mark, or write on; post or otherwise affix or erect; or construct, maintain, paste, nail, tack or otherwise fasten or affix any sign, including temporary signs, in the public right-of-way or on any sidewalk, crosswalk, curb, street, lamp post, pole, bench, hydrant, tree, shrub, bridge, electric light pole, power pole, or telephone wire pole, or any wire appurtenance thereof, or upon any street sign or traffic sign, or upon any other object located within the public right-of-way which is not maintained for the purpose of communications by signs of the general public; and
- B. This section shall not prevent a public officer or employee from posting notices as required by law, such as notices of street abandonment or notices of proposed assessment district proceedings, as required by the Streets and Highways Code, or other statutory authority or from posting or affixing signs necessary for the conduct of City business or City events. This section shall also not pertain to structures located

within the right-of-way which by tradition or designation are used for the purpose of communication by the general public. Such structures shall include kiosks, bulletin boards, benches upon which advertisement is authorized, and newspaper racks, provided that such structures shall have either been placed in the right-of-way by the City or shall have been placed in the right-of-way only after issuance of an encroachment permit pursuant to Chapter 13.28 of the Municipal Code.

17.17.030 Signs permissible within the public right-of-way.

Landowners adjacent to certain public right-of-ways may reasonably desire to install permanent signs in these areas to identify their projects or neighborhoods or for other purposes. Notwithstanding Section 17.17.020, this Chapter is intended to permit limited freestanding signs within the public right-of-way for these purposes as provided below.

A. Requirements.

Signs may be permitted within the public right-of-way, subject to all applicable sign standards, when the following findings can be made:

1. The proposed sign or signs comply with the applicable residential or non-residential sign standards (e.g. quantity, location, height, setback, etc.);
2. No reasonable alternative location is available that



complies with the sign ordinance;

3. Exceptional physical constraints can be demonstrated which affect the property and necessitate the placement of the sign within the public right-of-way (e.g. the presence of the additional right-of-way would cause such signs to be unreasonably distant from the project or neighborhood entrance, thereby rendering the signs less effective); and
4. All public improvements within the public right-of-way have been completed to the satisfaction of the Public Works Director/City Engineer.

B. Procedures.

1. The applicant must process a standard application for a sign permit;
2. The applicant must secure an encroachment permit to the satisfaction of the Public Works Director/City Engineer. A temporary encroachment permit shall be required within a community services or similar district. A permanent encroachment permit shall be required for signs outside of a community services or similar district;
3. The sign application must be reviewed for conformity to this code and approved by the Public Works Director/City Engineer and the Planning Director; and
4. The applicant shall agree that approval of the sign permit does not affect the ability of the City to order the sign removed from the public right-of-way at a later time at no cost to the City for purposes of utilizing the right of way for any public purpose, and that in the event of emergencies or urgent circumstances, the City may summarily remove the sign without notice.
5. Signs shall be maintained in a good state of repair so as not to become a nuisance. Any approval shall include measures for abatement if any such sign is deemed a nuisance by the City.

17.17.035 Signs permissible within City-owned property.

- A. Notwithstanding any provision of this title to the contrary, the City may construct and maintain, or cause the construction and/or maintenance of,

freestanding billboard signs within City-owned property and visible from Interstate Highway 80 and/or State Highway 65. Such signs may be electronic, digital, programmable, and/or illuminated. City-owned property may additionally include easement or leasehold interests.

- B. Notwithstanding any provision of this code to the contrary, an existing sign that is removed and/or relocated in the implementation or exercise of above subsection A may be either a legal conforming sign or a legal nonconforming sign. The offsite sign(s) approved for relocation must be removed from the original site(s) prior to construction or installation of the offsite sign(s).
- C. In addition to complying with the other requirements of this section, a relocated sign must also comply with the requirements of the Outdoor Advertising Act, Chapter 2 in Division 3 of the California Business and Professions Code ("Act"), including but not limited to, the restrictions on size, height, intermittent flashing lights, proximity to interstate and primary highways and landscaped freeways, and other regulations set forth in Articles 7 and 8 of the act. To the extent a conflict arises between this section and the Act, the Act will prevail. Furthermore, a relocated sign must comply with Sections 17.12.010 (A) and (D).
- D. Findings for Approval of Relocation Agreement. A relocation agreement may be approved if the City Council makes the following findings concerning the signage proposed for the relocation pursuant to the relocation agreement:
 - 1. The relocated signage complies with the purpose and requirements of this section;
 - 2. The relocated signage is compatible with the uses and structures, if any, on the site and in the surrounding area, including parks, trails, and other public facilities and amenities; and
 - 3. The relocated signage will not interfere with onsite access or circulation or significantly interfere with visibility.

17.17.040 Temporary signs for City sponsored events.

A temporary sign may be erected and maintained on city property for the purpose of advertising a city sponsored or cosponsored event provided that:

- A. The location, size and design of each such sign shall be

approved by the Planning Director, or his or her designee, and the sign shall advertise only the city sponsored or cosponsored event.

- B. The sign shall only be placed at the approved location by city personnel. Locations which may be approved by the Planning Director include a city building, or within, above or across a city right-of-way.
- C. No more than three (3) temporary signs may be erected on city property for each event. One sign permit may be issued for up to three (3) signs and shall specify the location for erection of each sign.
- D. The total area for signs erected on city buildings shall not exceed eighty (80) square feet in area. A sign erected across a city right-of-way shall not exceed three (3) feet in height by forty (40) feet in width.
- E. The sign shall not be illuminated and shall not contain moving parts. The sign shall be made of a non-metallic, weather resistant material.
- F. The sign shall not be erected more than fourteen (14) days prior to the commencement of the event which it advertises, and shall be removed one day after the final date of the event. No sign shall be displayed for more than a total of twenty-one (21) days regardless of the duration of the event the sign advertises.

17.17.050 City cosponsored streetlight banners.

- A. Purpose.

City cosponsored streetlight banners serve the purpose of promoting a business area and/or special events. Such banners shall not be used for individual businesses, corporations, or subdivisions. A banner sign program shall establish the number and location of each sign, the display period and schedule for installation and removal, a drawing of the actual sign including copy, and information for any special events advertised on the sign. In addition to the requirements listed below, a banner sign program shall be required to obtain City cosponsorship. Streetlight banner sign(s) shall comply with all of the requirements provided below:

- B. Requirements.

- 1. The proposed banners shall be located only on existing city streetlight standards;
- 2. Banners shall be limited in size to 3' x 8', or as otherwise approved based upon a specific showing

of appropriateness and adequate structural design, and to a specific number as approved;

3. Proposed banners shall be maintained by the applicant in a neat and intact (i.e. not torn or tattered) fashion. If the applicant fails to maintain banners City may, at its election, maintain the banners and charge the cost thereof to the applicant, or remove the banners;
4. Banners shall be constructed of canvas or plastic and be weather resistant;
5. Banners shall be constructed, installed and removed at no cost to the City. Signs shall be insured by the applicant according to the City's then current standards, at no cost to the City;
6. Banners must be reviewed and approved by the Electric Utility Director, who may impose additional size and location restrictions;
7. The applicant shall secure an encroachment permit from the City's Public Works Department which includes requirements for insurance certificates and/or bonds pursuant to Roseville Municipal Code Chapter 13.28; and
8. The application shall be reviewed and approved by the Public Works Director/City Engineer and the Planning Director.

The Director of Public Works shall promulgate general standards regarding the duration, number, location, size, shape, color, content, and any other aspect consistent with law. Additionally, the Director of Public Works may require payment for use of sign display area(s).



17.17.060 Temporary signs within parks.

A temporary sign which is located within a Park as defined by Section 8.02.020 of this Code is exempt from the fee, permit and sticker provisions of this Title. However, signs with commercial messages must comply with such standards as may be established by the Director of Parks and Recreation from time to time. The Director of Parks and Recreation shall promulgate general standards regarding the length of time for which signs may be displayed, the location of signs within parks, the duration, number, size, shape, color, and any other aspect consistent with law.

17.17.070 Transit facility signs.

Signs placed on city-owned and operated transit facilities (e.g., transit vehicle(s), shelter(s), or kiosk(s)) are exempt from the fee, permit and sticker provisions of this Title. However, such signs must comply with such standards as may be established by the Director of Public Works.