

Section Number	Section Title	Summary of Modifications
17.55.010	Purpose	Expanded and clarified the purpose Section 15.56.010 to identify regulation of time, place, and manner; freedom of speech and content-neutrality; as well as reference to regulation of signs consistent with the City’s General Plan and Municipal Code.
17.55.020	Definitions	Expanded on the list of definitions in Section 15.56.020 and added graphics to illustrate various sign types.
17.55.030	Authority	Identified the City’s regulatory authority.
17.55.040	Sign permit generally required	Updated text of Section 15.56.030 to clarify when a sign permit is required.
17.55.050	Sign permit approval authority	Identified to roles of the Community Development Director, Planning Commission, and City Council in the review and approval of sign permits. Added criteria for Expedited Review in accordance with California Code of Civil Procedure Section 1094.8
17.55.060	Sign permit application and review procedures	Clarified standards in Section 15.56.170, identifying Section 17.58 (Administrative Permits) as the process for application, review, decision, and appeals regarding sign permits.
17.55.070	Sign Programs; Variances	<p>Maintained the Comprehensive Sign Program (now “Uniform Sign Program) requirement for multi-tenant developments to be decided by the Planning Commission with expanded criteria for approval. Up to 10% deviation from standards can be approved through this entitlement with findings.</p> <p>Added a new Creative Sign Program entitlement for any application which deviates from listed standards to be decided by the Planning Commission. Up to 20% deviation from standards can be approved through this entitlement with findings.</p>
17.55.080	General sign policies	Provided policies related to Noncommercial Signs; Substitution of Noncommercial/Commercial Messages; residential signs in Mixed Use zones; and the legal nature of sign rights.
17.55.090	General design and location standards	Added introductory text and consolidated Sections 15.56.050, 060, and 070 regarding the calculation of sign height, sign area, and location of signs.
17.55.100	Permanent signs	Modified Section 15.56.080 in terms of form, function, and standards. Incorporated all sign regulations into a single table, Table 17.55-1, based on zoning district and development type (stand-alone business, business within and Integrated Development, and Integrated Developments). Allowed signs are listed for building attached and freestanding signs with general rules about sign type, location, number, area, and height. Collective

		and allowable sign area rules explain the combined maximum and proportionality of sign standards by length of primary building frontage. Updated standards in keeping with best practices and recognition of existing sign standards to minimize non-conforming signs.
17.55.105	Additional permitted signs based on land use	Established permanent sign types and standards based on land use of property in addition to those permitted in Section 17.55.100 and Table 17.55-1. Sign types include Changeable Copy Signs for Assembly Uses; Drive-Through Order Board Signs; Gas Pricing Signs; Permanent Display Case signs for theaters; and Vertical Wall Signs for commercial buildings over three-stories in height.
17.55.110	Additional design standards and regulations permitted by sign type	Established design standards in addition to those outlined in Section 17.55.090 for specific sign types. Sign types include Canopy Signs; Changeable Copy Signs; Electronic Message Signs; Freestanding Signs; Freeway-Oriented Signs; Projecting Signs; Projecting Signs; and Wall Signs. Also, added graphics to illustrate various sign types.
17.55.120	Temporary and incidental signs allowed without a permit	Combined and expanded criteria in Sections 15.56.100, 110, and 130. Includes criteria for Construction Signs; Garage Sale Signs; Incidental Signs; Promotional Event Signs; Real Estate Signs; Subdivision Direction Signs; Temporary Noncommercial Signs; and Window Signs
17.55.130	Signs generally prohibited	Expanded and alphabetized prohibited signs list from Section 15.56.120.
17.55.140	Legal nonconforming signs	Expanded language from Section 15.56.160 regarding Continuance of Legal Nonconforming Signs and clarified that a modification of the sign face complies with legal requirements for content neutrality
17.55.150	Sign maintenance and removal	Established criteria for maintenance and removal of signs.
17.55.160	Enforcement	Identified applicable Code Chapters for enforcement of sign code violations including Regulatory Interpretations and parameters for removal of unsafe signs or signs in violation of the Sign Ordinance.