DIVISION 17: SIGN REGULATIONS

CHAPTER 9-1700

SIGN REGULATIONS: INTENT AND ORGANIZATION

Sections:

9-1700.1	Title and Intent.
9-1700.2	Organization.

9-1700.1 TITLE AND INTENT.

Division 17 constitutes the Sign Regulations. The intent of this Division is to establish sign standards that will preserve the natural setting and built environment of San Joaquin County. This Division sets forth regulations to balance the need for a well maintained, attractive community; for the protection of the public safety and welfare; and for sufficient identification of uses within the County. These regulations have the following specific objectives:

(a) Reflect and support a desirable visual quality of future development throughout the entire County;

(b) Attract and direct people to various activities and places throughout the County for their convenient movement; and

(c) Ensure that signs are designed, constructed, installed, and maintained so as to not endanger the public. (Ord. 3675)

9-1700.2 ORGANIZATION.

Division 17 consists of the following chapters:

(a) 9-1700 Sign Regulations: Intent and Organization;

(b) 9-1705 Signs: General Provisions; and

(c) 9-1710 Signs: Standards.

(Ord. 3675)

CHAPTER 9-1705

SIGNS: GENERAL PROVISIONS

Sections:	
9-1705.1	Intent.
9-1705.2	Application.
9-1705.3	Sign Inventory.
9-1705.4	Prohibited Signs.
9-1705.5	Exempt Signs.
9-1705.6	Gasoline Sales.
9-1705.7	Maintenance.
9-1705.8	Changeable Copy.
9-1705.9	Nonconforming Signs.

9-1705.1 INTENT.

The intent of this Chapter is to set forth general provisions for signs.

(Ord. 3675)

9-1705.2 APPLICATION.

Except for signs expressly exempted by the provisions of Section 9-1705.5 of this Division, no sign shall be erected, constructed, attached, or maintained on any property except in conformity with this Division. (Ord. 3675)

9-1705.3 SIGN INVENTORY.

Pursuant to Section 5491.1 of the Business and Professions Code, an inventory of all illegal signs in San Joaquin County shall be commenced. (Ord. 3675)

9-1705.4 PROHIBITED SIGNS.

Unless otherwise specified, it shall be unlawful to erect or maintain:

(a) Any sign advertising a home occupation;

(b) Any sign imitating or resembling a traffic sign, institutional/public sign, traffic signal or symbol, but which is not actually such a sign;

(c) Any sign that is attached to a rock, tree, telephone pole, utility pole, or street light;

(d) Any sign that emits a sound in order to attract attention to the product being advertised;

(e) Any sign that obstructs any form of ingress or egress, such as doors, windows, fire escapes, stairways, or ventilators;

(f) Any sign illuminated by strobe or flashing lights;

(g) Any sign located within or projecting over any public right-of-way or railroad right-of-way, publicly owned property, or stream or creek channel, except for institutional/public signs.

(Ord. 3675)

9-1705.5 EXEMPT SIGNS.

Except for the requirements contained in Sections 9-1705.4, 9-1710.2 (c) — (f), and 9-1710.3, the following signs are exempt from the requirements of this Division. These signs are not to be included in the determination of the allowable number, type or area of signs as specified in Chapter 9-1710.

- (a) Commemorative;
- (b) Informational;
- (c) Institutional/Public;
- (d) Flag;
- (e) Traffic;
- (f) Supplemental Tenant;
- (g) Utility;
- (h) Window;
- (i) Crop-identification; 4-H;
- (j) Right-to-Farm;
- (k) No Trespassing;

(1) Signs located inside a building, courtyard or mall, or any other sign not conspicuously visible and readable from a public street or adjacent, separately owned property.

(Ord. 3675; 3703)

9-1705.6 GASOLINE SALES.

In addition to other signage allowed in Chapter 9-1710, on-site signs advertising the price of gasoline are permitted. Such signs must not exceed thirty (30) square feet in size. Up to one third of the sign may identify the brand of gasoline sold. In case of any conflict between the provision of this Chapter and State requirements for signs related to gasoline sales, the State provisions shall govern.

(Ord. 3675; Ord. 3884 § 1, 1996)

9-1705.7 MAINTENANCE.

All signs shall be properly maintained. Exposed surfaces shall be clean and painted, when required. All defective parts shall be replaced. The Director shall have the right to order the repair or removal of any sign which appears poorly maintained, defective, damaged, or deteriorated.

(Ord. 3675)

9-1705.8 CHANGEABLE COPY.

Unless otherwise specified by this Division, all permitted signs may use manual or automatic changeable copy. (Ord. 3675)

9-1705.9 NONCONFORMING SIGNS.

Nonconforming signs are permitted, subject to the requirements set forth in this Chapter regarding safety, maintenance, and repair. However, if any such sign is relocated, or requires repair or maintenance exceeding fifty percent (50%) of its appraised replacement value, the sign shall be brought into conformance with this Code, or removed. Similarly, if such sign is removed by any means, including an act of God, it shall be restored, reconstructed, altered, or repaired based on the provisions of this Division.

(Ord. 3675)

CHAPTER 9-1710

SIGNS: STANDARDS*

Sections:

9-1710.1	Intent.
9-1710.2	General Standards.
9-1710.3	New and Replacement Sign
	Review and Approval
	Procedures.
9-1710.4	On-Premises Sign Standards.
9-1710.5	Temporary Signs.
9-1710.6	Off-Premises Signs.

* Prior ordinance history: Ords. 3675, 3703, 3715 and 3790.

9-1710.1 INTENT.

This Section establishes sign standards consistent with both the existing and future character of the County. (Ord. $3884 \S 2$ (part), 1996)

9-1710.2 GENERAL STANDARDS.

Unless otherwise specified elsewhere in this Division, the following standards shall apply to all signs.

(a) **Combination of Signs.** Two (2) signs are the maximum number of signs allowed per use in all zones, except where otherwise allowed by the provisions of this Division.

(b) Computation of Sign Area.

(1) Surface Area. The surface area of a sign shall be computed by including the entire area within a single, continuous, rectilinear perimeter enclosing the extreme limits of the writing, representation, emblem, neon lighting or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework or bracing that is clearly incidental to the display itself.

(2) Awning Sign. In calculating the sign area of awning signs, only the area occupied by the message on the awning will be counted.

(3) Multisection Sign. If the sign consists of more than one (1) section or module, the sign area of each section or module shall be included in the computation of the total sign area.

(4) Double-Faced Sign. The sign surface area of a double-faced, back-to-back sign shall be calculated by using the area of only one (1) side of such sign, as long as the distance between the backs of such signs does not exceed three (3) feet.

(5) Multifaced/Three Dimensional Sign. The sign surface area of a multifaced or three-dimensional sign

shall be computed by including the total of all sides designed to attract attention or communicate information and which can be seen at any one time by one (1) person from one (1) vantage point.

(c) Vehicular and Pedestrian Clearance. Signs shall maintain a minimum of fourteen (14) feet clearance over any vehicular use area and eight (8) feet clearance over any pedestrian use area.

(d) **Illumination.** Signs may be indirectly illuminated or internally illuminated, subject to the provisions of Section 9-1025.6. The light source shall not be visible from the street or from abutting properties and shall be concealed or shielded.

(e) **Structure.** Sign structures shall be designed to minimize the visibility of any supports around the sign.

(f) **Obstruction of Views.** No sign shall be located so that it substantially interferes with the view motorists need to proceed safely through intersections or to enter onto or exit from public streets or private roads. A sign shall neither obscure nor interfere with views of significant natural or scenic landscape features on or off the site.

(g) Setbacks. With the exception of off-premises directional signs permitted for wineries and wine cellars, all portions of a sign shall be setback a minimum of five (5) feet from future right-of-way lines, and from the corner cut-off (snipe), and shall not block pedestrian or vehicle rights-of-way. Off-premises directional signs permitted for wineries and wine cellars shall be setback a minimum of five (5) feet from existing right-of-way lines, and from the corner cut-off (snipe), and shall not block pedestrian or vehicle rights-of-way.

(h) Multiple Tenants in a Development. Where there are multiple tenants in a development, tenant signs visible from a public street shall be designed to relate to one another in terms of style, materials, colors, and form, although the use of different colors and logos is allowed. (Ord. 3884 § 2 (part), 1996; Ord. 4255 § 1, 2005)

9-1710.3 NEW AND REPLACEMENT SIGN REVIEW AND APPROVAL PROCEDURES.

All new or replacement signs, except exempt signs shall be reviewed as follows:

(a) New Signs on Parcels With Less Than Four Uses. New signs on parcels that contain less than four (4) existing or proposed uses require an approved improvement plan. The application shall include a sign plan indicating the total number, size, height and type of signs, location of signs on the structures, and the elevations and illustrations of the proposed design of the signs. (b) New Signs on Parcels With Four or More Uses. The review of new signs on parcels that contain four (4) or more existing or proposed uses shall be included in the approved Site Approval, Use Permit, or Special Purpose Plan. The application shall include a sign plan indicating the total number, size, height and type of signs, location of signs on the structures, and the elevations and illustrations of the proposed design of the signs.

(c) **Replacement Signs.** Signs proposed to replace existing signs, where the proposed sign(s) complies with the requirements of this Chapter may be reviewed and approved in as a part of the building permit for the sign. (Ord. 3884 § 2 (part), 1996)

9-1710.4 ON-PREMISES SIGN STANDARDS.

The following standards shall apply to the specific sign types identified. Except as otherwise specified in this Chapter, all new or replacement signs shall comply with the following regulations. No other signs, other than exempt signs listed in Section 9-1705.5, are allowed.

(a) **Subdivision Identification Signs.** The following standards apply to the construction of any new signs in conjunction with a subdivision.

(1) Freestanding Signs.

(A) Number of Signs. One (1) monument sign is permitted for each entrance into the subdivision. In lieu of a monument sign, the name of the subdivision may be incorporated into a masonry fence at the subdivision entrance.

(B) Size of Signs. Signs shall not exceed fifty (50) square feet per sign face.

(C) Height of Signs. Signs shall not exceed four (4) feet in height.

(2) Attached signs are not allowed.

(b) **Multifamily Residential Projects.** The following standards apply to the construction of any new signs in conjunction with a multifamily residential project.

(1) Freestanding Signs.

(A) Number of Signs. One (1) monument sign is permitted for each primary entrance into the project.

(B) Size of Signs. Signs shall not exceed fifty (50) square feet per sign face.

(C) Height of Signs. Signs shall not exceed four (4) feet in height.

(2) Attached Signs.

(A) Number of Signs. One (1) attached sign shall be permitted for each structure containing ten (10) or more units.

(B) Size of Signs. Signs shall not exceed twenty (20) square feet per sign face.

(C) Height of Signs. Signs shall not project above the eave of the structure.

(c) **Development Projects in Residential Zones.** The following standards apply to the construction of any new signs in conjunction with a development project in all residential zones.

(1) Freestanding Signs.

(A) Number of Signs. One (1) monument sign is permitted for each street frontage of the parcel.

(B) Size of Signs. Signs shall not exceed sixty (60) square feet per sign face.

(C) Height of Signs. Signs shall not exceed four (4) feet in height.

(2) Attached Signs.

(A) Number of Signs. One (1) wall sign shall be permitted.

(B) Size of Signs. Signs shall not exceed forty (40) square feet per sign face.

(C) Height of Signs. Signs shall not project above the eave of the structure.

(d) Standards for C-L, C-N, C-X and C-O Zones. The following standards apply to the construction of any new signs for uses in the C-L, C-N, C-X and C-O zones.

(1) Freestanding Signs.

(A) Number of Signs. One (1) freestanding sign per parcel shall be permitted for each street frontage of the parcel.

(B) Size of Signs. Pole signs shall not exceed fifty (50) square feet per sign face and monument signs shall not exceed sixty (60) square feet per sign face. The sign face area may be increased by up to fifteen (15) square feet for each additional tenant more than one (1) on-site to a maximum size of one hundred and twenty (120) square feet.

(C) Height of Signs. Pole signs shall not exceed twenty-five (25) feet in height and monument signs shall not exceed six (6) feet in height.

(D) Proximity to Other Signs. Freestanding signs shall not be placed closer than fifty (50) feet from any other freestanding sign.

(2) Attached Signs.

(A) Number of Signs. One (1) projecting sign per tenant shall be permitted for each street frontage of the tenant. Multiple wall signs are allowed.

(B) Size of Signs. Projecting signs shall not exceed twenty-five (25) square feet per sign face. Wall signs shall not exceed a combined total of sixty (60) square feet of sign face area. An additional twenty (20) square feet of sign face area may be added for each tenant above one (1).

(C) Height of Signs. Attached signs shall not project above the ridge line of the building.

(D) Proximity to Other Signs. Projecting signs shall not be constructed closer than twenty (20) feet from another projecting sign.

(3) Portable Signs.

(A) One (1) sign shall be permitted for each tenant.

(B) All portable signs shall be located on the premises of the tenant or activity being advertised.

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(C) The sign area shall not exceed twenty (20) square feet per sign face.

(D) The sign shall be nonilluminating.

(E) The sign shall not block pedestrian or vehicle rights-of-way.

(F) The sign shall not create a visual hazard.

(e) Standards for C-C, C-G, C-RS and C-FS Zones. The following standards apply to the construction of any new signs for uses in the C-C, C-G, C-RS and C-FS zones.

(1) Freestanding Signs.

(A) Number of Signs. One (1) freestanding sign per parcel shall be permitted for each street frontage of the parcel. In the C-FS zone one (1) pole sign oriented toward the freeway and one (1) monument sign on the local access street is allowed.

(B) Size of Signs. Pole signs shall not exceed sixty (60) square feet per sign face and monument signs shall not exceed eighty (80) square feet per sign face. The sign face area may be increased by up to twenty (20) square feet for each additional tenant more than one (1) on-site to a maximum size of one hundred forty (140) square feet.

(C) Height of Signs. Pole signs shall not exceed forty-five (45) feet in height and monument signs shall not exceed eight (8) feet in height. In the C-FS zone pole signs oriented toward freeway traffic may be thirtyfive (35) feet above the highest point of the nearest freeway interchange.

(D) Proximity to Other Signs. Freestanding signs shall not be placed closer than fifty (50) feet from any other freestanding sign.

(2) Attached Signs.

(A) Number of Signs. One (1) projecting sign per tenant shall be permitted for each street frontage of the tenant. Multiple wall signs are allowed.

(B) Size of Signs. Projecting signs shall not exceed twenty-five (25) square feet per sign face. Wall signs shall not exceed a combined total of eighty (80) square feet of sign face area. An additional twentyfive (25) square feet of sign face area may be added for each tenant above one (1).

(C) Height of Signs. Attached signs shall not project above the ridge line of the building.

(D) Proximity to Other Signs. Projecting signs shall not be constructed closer than twenty (20) feet from another projecting sign.

(3) Portable Signs.

(A) One (1) sign shall be permitted per each tenant.

(B) All portable signs shall be located on the premises of the tenant or activity being advertised.

(C) The sign area shall not exceed twenty (20) square feet per sign face.

(D) The sign shall be nonilluminating.

(E) The sign shall not block pedestrian or vehicle rights-of-way.

(F) The sign shall not create a visual hazard.

(f) Standards for Industrial Zones. The following standards apply to the construction of any new signs for uses in industrial zones.

(1) Freestanding Signs.

(A) Number of Signs. One (1) freestanding sign per parcel shall be permitted for each street frontage of the parcel.

(B) Size of Signs. Pole signs shall not exceed sixty (60) square feet per sign face and monument signs shall not exceed eighty (80) square feet per sign face. The sign face area may be increased by up to twenty (20) square feet for each additional tenant more than one (1) on-site to a maximum size of one hundred forty (140) square feet.

(C) Height of Signs. Pole signs shall not exceed forty-five (45) feet in height and monument signs shall not exceed eight (8) feet in height.

(D) Proximity to Other Signs. Freestanding signs shall not be placed closer than seventy-five (75) feet from any other freestanding sign.

(2) Attached Signs.

(A) Number of Signs. One (1) projecting sign per tenant shall be permitted for each street frontage of the tenant. Multiple wall signs are allowed.

(B) Size of Signs. Projecting signs shall not exceed twenty-five (25) square feet per sign face. Wall signs shall not exceed ten percent (10%) of the surface area of the wall to which the sign is attached.

(C) Height of Signs. Attached signs shall not project above the ridge line of the building.

(D) Proximity to Other Signs. Projecting signs shall not be constructed closer than twenty (20) feet from another projecting sign.

(g) Standards for Agricultural Zones: Agricultural Use. The following standards apply to the construction of any new signs in conjunction with a permitted agricultural use.

(1) Freestanding Signs.

(A) Number of Signs. One (1) freestanding sign per parcel shall be permitted for each street frontage of the parcel.

(B) Size of Signs. Pole signs shall not exceed twenty-five (25) square feet per sign face and

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monument signs shall not exceed thirty (30) square feet per sign face.

(C) Height of Signs. Pole signs shall not exceed eight (8) feet in height and monument signs shall not exceed six (6) feet in height.

(D) Proximity to Other Signs. Freestanding signs shall not be placed closer than seventy-five (75) feet from any other freestanding sign.

(2) Attached Signs.

(A) Number of Signs. One (1) projecting sign, or one (1) wall sign.

(B) Size of Signs. Attached signs shall not exceed twenty-five (25) square feet per sign face.

(C) Height of Signs. Attached signs shall not project above the ridge line of the building.

(h) Standards for Agricultural Zones: Development Project. The following standards apply to the construction of any new signs in conjunction with a development project in an agricultural zone.

(1) Freestanding Signs.

(A) Number of Signs. One (1) freestanding sign per parcel shall be permitted for each street frontage of the parcel.

(B) Size of Signs. Pole signs shall not exceed fifty (50) square feet per sign face and monument signs shall not exceed sixty (60) square feet per sign face.

(C) Height of Signs. Pole signs shall not exceed twenty-five (25) feet in height and monument signs shall not exceed six (6) feet in height.

(D) Proximity to Other Signs: Freestanding signs shall not be placed closer than seventy-five (75) feet from any other freestanding sign.

(2) Attached Signs.

(A) Number of Signs: One (1) projecting sign, or one wall sign.

(B) Size of Signs. Attached signs shall not exceed fifty (50) square feet per sign face.

(C) Height of Signs. Attached signs shall not project above the ridge line of the building.

(i) Standards for Agricultural Zones: Produce Stands. The following standards apply to the construction of any new signs in conjunction with a produce stand in an agricultural zone.

(1) Number of Signs. A total of six (6) freestanding and attached signs are allowed.

(2) Size of Signs. Signs shall not exceed twenty-five (25) square feet per sign face.

(3) Height of Signs. Freestanding signs shall not exceed fifteen (15) feet in height, and attached signs shall not exceed twenty (20) feet in height.

(4) Location of Signs. Four (4) of the allowable six (6) signs may be located off the site, but no further than one thousand (1,000) feet in any direction from the produce stand.

(5) Sign Materials and Illumination. Signs shall be constructed of wood, metal, or other permanent materials. Butcher paper or other temporary materials are prohibited. Signs shall not be illuminated.

(j) Modification of Requirements. The requirement of this section may be modified by the Review Authority in cases in which, due to the unusual nature of the development proposal, the requirements set forth herein may be considered insufficient or excessive. This modification requires at a minimum site approval review. In making the decision, the Review Authority must find that the following are true:

(1) The proposed signs are consistent with the size of the facility and related structures, the location of the public access to the development, and other signage in the vicinity;

(2) The height, size and number of the proposed signs are the minimum required to identify and direct the public to the activities, services and products available on-site.

(Ord. 3884 § 2 (part), 1996; Ord. 3933 § 1, 1997; Ord. 4006 § 7, 1998)

9-1710.5 TEMPORARY SIGNS.

Temporary signs are permitted subject to the following standards regulating their construction, installation or display:

(a) Number of Signs. One (1) balloon shall be allowed per building or multitenant site; one (1) banner shall be allowed for each building eighteen (18) feet or greater in height; one (1) nonilluminated construction/ development sign shall be permitted for each street frontage of a construction project; and one (1) nonilluminated real-estate sign shall be permitted per street frontage per lot.

(b) Real Estate Sales, Lease or Exchange Signs. On-site and off-site signs advertising the sale, lease or exchange of real estate or directions to real estate for sale, lease or exchange are permitted as follows:

(1) Single-Family Residences. On-site signs advertising the sale, lease or exchange of a single-family residence shall not exceed an overall size of nine (9) square feet and are limited to one (1) per lot.

(2) Other On-Site Real Estate Signs. On-site signs advertising the sale, lease or exchange of real estate other than a single-family residence shall be limited to an overall size of twenty (20) square feet and one (1) sign per frontage per parcel.

(3) Open House Advertising. Signs may be utilized in conjunction with open house real estate sales

activity, provided that the portable signs do not exceed an overall size of nine (9) square feet, do not exceed a height of two and one-half (2 1/2) feet, and are not located in public road right-of-way. Signs shall be on display only when property is open for inspection.

(4) Directional Signs. Off-site signs advertising the sale, lease or exchange of real estate including the directions to the property shall be limited to an overall size of thirty-two (32) square feet and one sign per seven hundred fifty (750) feet of frontage. Such signs shall not be located within a public road right-of-way, or the required front yard setback, and are not exempt from the provisions of the Highway Beautification Act of 1965 (23 U.S.C., Sec. 131). Such signs shall require an approved Improvement Plan (minor).

(5) On-Site Marketing Signs for New Subdivisions Containing More Than Four Parcels. On-site signs for the purpose of marketing the sale of new subdivision parcels shall not exceed thirty-two (32) square feet and are limited to one (1) per subdivision.

(c) Time Limitations. Except for real estate sales and political signs, signs shall be erected no more than thirty (30) days prior to commencement of an event and removed within seven (7) days following completion of the event.

(d) **Removal of Political Signs.** Political signs shall be removed within thirty (30) days following the conclusion of an election.

(e) Removal of Real Estate Sales, Lease and Exchange Signs. Real estate sales, lease and exchange signs shall be removed within thirty (30) days following the completion of the sale, lease or exchange of the property. (Ord. $3884 \S 2$ (part), 1996)

9-1710.6 OFF-PREMISES SIGNS.

The following standards shall apply to off-premises signs. Except as otherwise specified in this Section, all new or replacement off-premises signs shall comply with the following regulations.

(a) Standards, General.

(1) The sign shall not exceed six hundred seventy-two (672) square feet in area, including border and trim, per sign face.

(2) The sign shall not exceed forty-eight (48) feet in length.

(3) The sign shall be above grade by not more than:

- (A) Fifty (50) feet in any industrial zone.
- (B) Forty-five (45) feet in all other zones.

(4) The space between off-premises signs shall be at least one thousand (1,000) feet on either side of the same street.

(b) Standards, Off-Premises Directional Signs for Wineries and Wine Cellars.

(1) A maximum of one (1) off-premises directional sign shall be permitted per parcel.

(2) The space between off-premises directional signs shall be at least one thousand (1,000) feet on either side of the same street.

(3) Off-premises directional signs shall not exceed fifteen (15) feet in height.

(4) Off-premises directional signs shall include not more than one (1) wine industry logo. The wine industry logo shall not exceed four (4) square feet.

(5) Off-premises directional sign faces (excluding a wine industry logo) shall not exceed a total of fifteen (15) square feet.

(6) Off-premises directional signs located within the Lodi American Viticultural Area shall meet the following design standards:

(A) Off-premises directional signs shall include one (1) wine industry logo placed on the top of the sign. The wine industry logo shall not exceed four (4) square feet.

(B) Each post shall be a six (6) inch by six (6) inch semi-translucent brown stained pressure treated post placed directly into the soil, or attached with an aluminum bolted bracket.

(C) Winery identification panels shall be six (6) inches in height, and three (3) feet in length.

(D) Winery identification panels shall have a forest green background and the letters shall be reflective white vinyl with reflective white arrows.

(E) The wine industry logo shall be approved by Crush District 11, Local Commission (Lodi-Woodbridge Winegrape Commission).

(c) **Permitted Zoning.** Excluding off-premises directional signs for wineries and wine cellars, off-premises signs are permitted with a site approval in the C-C, C-G, C-FS, C-RS, I-L, I-G, I-W and I-T zones. Off-premises directional signs for wineries and wine cellars are permitted in the AG, AL and AU zones.

(Ord. 3884 § 2 (part), 1996; Ord. 4255 § 2, 2005)