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17.75.010 Purpose and intent.

The city council finds as follows:

- A. The purpose of this chapter is to encourage signs which are integrated with, and harmonious to, the buildings and sites which they occupy, to eliminate excessive and confusing sign displays, to preserve and improve the appearance of the city as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade, and to restrict signs which increase the probability of accidents by distracting attention or obstructing vision.
- B. In adopting this chapter, the city council finds that excessive and inappropriate signage has an adverse impact on the overall visual appearance of a city, and can increase risks to traffic and pedestrians. Proper sign control will safeguard and preserve the health, property and public welfare of Rocklin residents through prohibiting, regulating and controlling the design, location and maintenance of signs.
- C. The regulations established by this chapter are intended to appropriately limit the placement, type, size, and number of signs allowed within the city, and to require the proper maintenance of signs. By adopting this chapter the city intends to regulate signs on the basis of location, relationship to land uses, illumination, motion, size, height, orientation, separation, safety of physical structures, and the public need for functional information.
- D. The purposes of these limitations and requirements are to:

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1. Safeguard and protect the public health, safety, and general welfare, and advance the goals, policies, and strategies of the city of Rocklin General Plan and the city's companion strategic plan;
 2. Reduce or avoid traffic and/or safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions, or to impede their access;
 3. Protect and enhance the character and setting of the city of Rocklin against visual blight by preventing a proliferation of signs that will detract from, and obscure, the scenic qualities of the city and its individual buildings and neighborhoods;
 4. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the city as a place to live, work, and shop;
 5. Provide for signs as an effective channel of communication, and as a means for members of the public to express themselves by displaying a sign, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached, and appropriate for the context of the neighborhoods where they are located; and
 6. Preserve the quiet, low-traffic character of residential neighborhoods.
- E. This chapter sets forth standards and minimum requirements to safeguard life, safety, property and public welfare by regulating the size, height, construction, location, electrification, operation and maintenance of all signs and sign structures exposed to public view within the city. The pleasing visual appearance and traffic safety of the city cannot be preserved and achieved by measures less restrictive than the procedures and standards of this chapter.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.020 Applicability; permit required.

- A. General. This chapter shall apply to all property and land within the city of Rocklin.
- B. Permit Requirement. A sign permit is required prior to the installation or display of any sign, except those exempt signs described herein. It is unlawful for any person, firm, organization, or corporation that owns, operates, controls, rents, or leases property or land in the city of Rocklin to construct, maintain, display or alter, or to cause or allow to be constructed, maintained, displayed, or altered, a sign within the city except in conformance with this chapter. In the case of after-the-fact permitting, the otherwise applicable fee shall be doubled.
- C. Exempt Signs. The city has a compelling interest to exempt certain signs to further the purpose and objectives of this chapter and to allow for the use of signs with minimal aesthetic impact. The following signs, described in Table 1, may be installed without a sign permit; provided, that they meet the stated conditions, but may require a building permit or encroachment permit.

TABLE 1: Signs Exempt from Permit Requirement	
Exempt Sign	Conditions
Address signs	Maximum letter height of 12 inches and maximum area of 4 square feet.
Ancillary information signs	Maximum aggregate area of 3 square feet.

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Construction site signs	See Section 17.75.070
Electronic open signs	Maximum area of 3 square feet Maximum of one sign per street frontage.
Government and community signs	Traffic control signs
See Chapter 17.80 Signs on City Property	All signs authorized on city property as provided in Chapter 17.80
	Transit signs not exceeding 3 square feet
	Street identification signs
	Utility signs
Holiday decorations	Decorations and displays on property used for residential purposes are exempt.
	Typical holiday decorations on nonresidential properties are exempt.
	Displays on nonresidential properties intended to attract viewers to the site who do not routinely visit the property shall be subject to the regulations for special advertising devices or require a special event permit.
Home occupation signs at the residence of currently permitted and licensed home occupation businesses	Home occupation signage maximum sign size of 2 inches × 10 inches.
Interior signs	Any sign not visible from another lot of record or from a public right-of-way.
Menu/order board signs	Two menu/order board signs for each drive-through business; provided, that each sign not exceed a maximum 40 square foot sign area and an 8-foot height limit and be located adjacent to the drive.

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No trespassing/no parking signs	Must be posted in compliance with federal, state and local laws.
Parking lot signs	Maximum area of 3 square feet per sign.
Project identification signs of current and pending development applications	Limited to a sign area of 36 square feet and a 6-foot height limit.
Real estate signs	Real estate signs as authorized by Civil Code Section 713 et seq.
	Real estate signs shall comply with the standards set forth in [Section] 17.75.070.A.1.
	The signs shall be removed within 15 days of the completion of the transaction advertised.
Signs required by federal or state law	Signs required for compliance with the Americans with Disabilities Act (ADA), California Coastal Act, etc., or legal notices posted pursuant to law or court order.
Noncommercial temporary signs	Temporary noncommercial signs in any residential zoning district.
	Temporary noncommercial signs located in any nonresidential zoning district for the period commencing forty-five days before a general or special election (as defined in the California Election Code) to be conducted within the city of Rocklin, and ending five days after such elections.
Temporary community activity signs	Limited to designated banner sign locations throughout the city or as approved by the planning director, for a period not exceeding 30 days in duration.
Umbrellas	Shade umbrellas with incidental signage not intended to be primary commercial signage for a business.
Vehicle signs	Signs on licensed commercial vehicles, provided such vehicles are not used or intended for use as portable signs or for general advertising for hire.

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Window signs	Refer to [Section] 17.75.060.H.
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D. Prohibited Signs. The city has a compelling interest to prohibit certain signs to uniformly further the purpose and objectives of this chapter and to enforce local, state and federal law. Unless otherwise permitted by a specific provision of this chapter, the following signs are prohibited in all zones, and are subject to abatement by the city of Rocklin:

TABLE 2: Prohibited Signs
Advertising statuary. All forms of advertising statuary are prohibited in all zones.
Moving image signs. Signs designed and erected so as to blink, flash, shimmer, glitter, rotate, oscillate or move, or which give the appearance of blinking, flashing, shimmering, or glittering.
Animated signs. Animated signs as defined in [Section] 17.75.120 are prohibited in all zones.
Backlit translucent awning signs.
Electronic message signs (excludes traffic control signs).
Ground-mounted signs installed or placed in the public right-of-way (excludes government and community signs and commercial directory programs).
Highly reflective and fluorescent (day-glow) signs.
Off-site signs (except for signs placed in compliance with Section 17.75.040.B, or other programs specifically identified in this chapter and Chapter 17.80, i.e. commercial directory programs, the city streetlight banner program, and the digital freeway sign program.)
Signs posted on trees, utility poles, traffic sign posts, light posts, traffic signals or any other official traffic-control device, in accordance with Section 21464 of the California Vehicle Code (excludes approved decorative streetlight banners).
Signs placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot.
Signs which simulate or imitate in size, color, lettering or design any traffic sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse

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pedestrian or vehicular traffic.

Signs which are prohibited in a specific plan, master plan, area plan, or similar land use document adopted by the city council.

Vehicles used only for general signage or parked in a place or manner where the primary purpose is not the use of the vehicle but the primary placement is to display a commercial message.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.030 Basic policies.

The policies and principles stated in this section apply to all signs within the regulatory scope of this chapter, and to all procedures set forth in, or invoked by, this chapter. These policies are to prevail over any other provision to the contrary, even if more specific.

- A. Administration and Enforcement Authority. The planning director is authorized and directed to administer the provisions of this chapter. The chief of police and planning director are authorized and directed to enforce the provisions of this chapter.
- B. Minor and Major Signs. The city council shall adopt, by resolution, and maintain a list of sign types that are determined minor signs or major signs. The regulatory and design review of these signs shall be conducted as follows:
 - 1. Major signs shall be reviewed by the design review board.
 - 2. Minor signs shall be reviewed administratively by city planning staff. At the specific request of any interested party or staff, any minor sign application may be referred to the design review board for an administrative decision.
- C. Message Neutrality. It is the city's policy to regulate signs in a constitutional manner that is content neutral as to noncommercial messages which are within the protections of the First Amendment to the U.S. Constitution and the corollary provisions of the California Constitution.
- D. Strict Application of Numerical Standards Not Required. In general, no sign should exceed the number, size, height and location limitations of the district in which it is located. However, as rigid numerical or other design standards may preclude exceptional design that might better achieve the purpose and objectives of this chapter, exceptions to the stated numerical or design standards, including size, shape, and location, may be approved by the approving authority when appropriate, provided any resulting determinations or approvals shall be supported by clear and descriptive findings that are consistent with and which achieve one or more of the purposes and the objectives of this chapter. No design exceptions may be approved for prohibited signs. For any approval of a sign which does not strictly conform to the stated numerical and design standards set forth in this chapter, the applicable general development plan, or an approved sign program for a specific development or district, the approving authority must first make the following findings in writing:
 - 1. The proposed sign achieves the purposes and objectives of this sign ordinance;

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2. The proposed sign exemplifies innovation and creativity and is appropriate and consistent with the architecture and context of the building and the neighborhood where the sign will be located; and
 3. The proposed sign is consistent with all applicable sign guidelines or has been determined by the approving authority to better achieve the purpose and objectives of this sign ordinance than the strict application of said sign guidelines and standards;
- E. **Regulatory Interpretations.** All regulatory interpretations of this chapter are to be exercised in light of the city's message neutrality policy. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this chapter, or whenever a sign does not qualify as a "structure" as defined in the building code, then the approving authority shall approve, conditionally approve or disapprove the application based on the most similar sign type that is expressly regulated by this chapter.
- F. **Substitution of Messages.** Subject to the property owner's consent, a protected noncommercial message of any type may be substituted for any duly permitted or allowed commercial message or any duly permitted or allowed 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 chapter. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over protected 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, lot or land use; does not affect the requirement that a sign structure or mounting device be properly permitted; does not allow a change in the physical structure of a sign or its mounting device; does not allow the substitution of an off-site commercial message in place of an on-site commercial message; and does not allow one particular on-site commercial message to be substituted for another without a permit.
- G. **Rules for Noncommunicative Aspects of Signs.** All rules and regulations concerning the noncommunicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process.
- H. **Off-site/On-site Distinction.** Within this chapter, the distinction between on-site (or on-premises or point of sale) and off-site or off-premises applies only to commercial speech messages.
- I. **Property Owner's Consent.** No sign may be displayed without the consent of the legal owner(s) of the property on which the sign is mounted or displayed. For purposes of this policy, "owner" means the holder of the legal title to the property and all parties and persons holding a present right to possession, control or use of the property.
- J. **Legal Nature of Signage Rights and Duties.** As to all signs attached to real or personal property, the signage rights, duties and obligations arising from this chapter 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 chapter), or the ownership of sign structures.
- K. **Sign Programs.** Sign programs for specific developments, as well as special sign districts or special sign overlay zones, when approved by the approving authority, may modify the rules stated herein as to sign size, height, illumination, spacing, orientation or other noncommunicative aspects of signs, but may not override or modify any of the basic policies stated in this section. All provisions of this section shall automatically apply to and be deemed a part of any sign program approved after the date on which this provision is initially adopted.
- L. **Severance.** If any section, sentence, clause, phrase, word, portion or provision of this chapter 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,

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portion, or provision of this chapter which can be given effect without the invalid portion. In adopting this chapter, the city council affirmatively declares that it would have approved and adopted the chapter even without any portion which may be held invalid or unenforceable.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.040 Standards.

All signs shall comply with the requirements of this chapter, and the requirements of all duly adopted sign design guidelines.

A. Illumination.

1. The light from any illuminated sign shall be so shaded, shielded or directed that the light intensity or brightness shall not cause adverse glare to surrounding areas.
2. Except where otherwise expressly permitted, no sign shall be equipped with blinking, flashing or fluttering lights or other illuminating device which has a changing light intensity, brightness or color.

B. Placement of Signs.

1. Commercial signs shall be located on or within five hundred feet of the property on which the business product, service, or other commercial activity which is being advertised is located, except that commercial signs for businesses located on Granite Drive shall be located on or within one thousand feet of the property on which the business product, service, or other commercial activity which is being advertised is located. Whenever an off-site sign is placed on another property, the off-site sign shall be deducted from the number and area of signs allowed on the property where the off-site sign is located.
2. All signs that project over or into the public right-of-way must conform and are subject to an encroachment permit.
3. Building signs shall be placed so as not to project above the roof line, except signs may be placed on a parapet wall, and up to the ridge of a mansard roof.
4. At street intersections, no sign exceeding thirty inches in height shall be erected within the "clear view zone" as defined in Section 17.75.120
5. Signs placed at or near driveway entries shall not obstruct the view of drivers entering or leaving driveways.
6. Signs shall not be placed on trees, utility poles, benches and fences.
7. Signs shall not be placed in such a manner as to obstruct a door, window, or fire escape of any building.
8. Freestanding signs shall be set back a minimum of three feet from any property line adjacent to a street or the street right-of-way.
9. Signs shall not be placed and/or designed in such a manner as to create a traffic hazard. Examples of such sign placement and/or design include, but are not limited to, signs which interfere with traffic sight distances, traffic flow or the visual access to a traffic sign; and signs with color, configuration, text or location which cause them to be mistaken for, or otherwise imitate, a traffic sign or signal.

C. Construction Standards.

1. All signs shall be constructed in accordance with applicable requirements of R.M.C. Chapter 15.04, Uniform Construction Codes.

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- 2. Permanent signs shall be constructed of durable materials.
- 3. Use of banner signs as permanent signs is prohibited.
- D. Maintenance. All signs shall be maintained in a substantially like new condition. Failure to maintain the sign in its approved condition constitutes a violation of this chapter of the Rocklin Municipal Code. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign, as determined by the planning director based on the current condition of the sign compared to the appearance of the sign when first installed. Exposed surfaces shall be cleaned and painted if necessary. The structural integrity of signs shall be maintained at all times. Defective parts shall be replaced. Any sign in a state of disrepair is hereby declared to be a public nuisance and may be abated pursuant to Chapter 8.04. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with the terms of the sign permit. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall within thirty days of the date of the removal.
- E. Abandoned or Unsafe Signs. An abandoned sign, as defined in Section 17.75.120 of this chapter, including its supporting structure, which after a lapse of at least sixty days, no longer identifies the current occupant, or which relates to a time or event which no longer applies, constitutes false advertising/identification and shall be deemed a public nuisance. The abandoned sign, along with any supporting structure, shall be removed by the owner of the sign or the owner of the property on which it is located within thirty days' of written notice by the city. Any sign that, in the opinion of the building official, is unsafe or insecure, shall be deemed an unsafe sign and a public nuisance, and shall be corrected or removed, together with any supporting structure, by the owner of the sign or the owner of the property on which the sign is located, as directed by the building official. Abandoned and unsafe signs are prohibited and the removal shall be the responsibility of the owner of the sign or the owner of the property on which it is located.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.050 Permanent signs.

Unless otherwise stated, the following regulations apply on a per lot basis.

Regulations for Permanent Signs

Type	Zone/Use		Number	Max Height	Area Limits
Freestanding					
	Dev Single Fam. and R2 residence	Non-comm, real estate, incidental No illumination allowed	1 per frontage in the common area	6'	16 SF
	Developed lots in	Non-comm and	Greater of 1 per	6'	32 SF

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	R3	commercial	entrance or frontage		
	2 signs may be allowed at a project entry if the signs are designed as an integral part of the project's entryway wall, as determined by the director.				
	Institutional in Residential	Non-com or commercial	Greater of 1 per entrance or frontage	6'	32 SF
	Dev. Comm, BP, Industrial	Non-com or commercial	1 per 200 LF of street frontage	1@15', then 6'	100 SF and see notes
Note 1	Where more than one business is located on the same lot or in the same building, a joint use sign may be erected not to exceed 200 square feet.				
Note 2	All parcels included in a single conditional use permit shall be considered a single parcel for purposes of calculating the max number of signs allowed.				
	Planned Development				
	Signage restrictions for planned development (PD) districts shall be based on the requirements of the zoning district most comparable to the PD or land use in question.				
	Mixed Use				
	Residential uses shall be treated as if they were located where that type of use would be allowed as a matter of right.				
	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.				
	Commercial uses on the ground floor of a multi-story building where nonretail uses (e.g., office, residential) are located above the retail, regardless of the zoning district of predominant use, shall solely be regulated by the commercial sign standards.				
	Office uses above the first floor of a multi-story building where the ground floor uses are predominantly commercial in character shall be solely regulated by the office sign				

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	standards for building-attached signs.				
Freestanding Freeway Oriented					
	Dev. Comm, BP, Industrial	Non-com or commercial	1 per sign per parcel or project	30' see note	200 SF see note
	Property must be within 100' of an interchange or I-80 freeway frontage, excluding Stanford Ranch/Hwy 65 interchange.				
	Height may be increased if a view obstruction exists at 30', the verifying procedure shall be as set forth in Section 17.75.060.D.				
	A sign area maximum of two hundred square feet for a single business or three hundred square feet for a joint-use sign.				
	All parcels included in a single conditional use permit shall be considered a single parcel for purposes of calculating the max number of signs allowed.				
Building Sign					
	Dev Single Fam. and R2 residence	Non-comm, real estate, incidental No home business signs allowed	1 per residence (except for a single 2" x 10" sign as per Section 17.75.020.C.)		2 SF
	Developed lots in R3	Non-comm and commercial No home business signs allowed	2 per street frontage (except for a single 2" x 10" sign as per Section 17.75.020.C.)		32 SF
	Institutional in Residential	Non-com or commercial	2 per street frontage		32 SF
	Dev. Comm, BP,	Non-com or	no limit on number,		2 SF/LF of tenant bldg frontage to

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	Industrial	commercial	limit on sign area		100 SF maximum per building
A tenant building frontage which exceeds one hundred linear feet is allowed one additional square foot of sign area for each additional linear foot of tenant building frontage over one hundred feet.					
Signs for uses in a building occupying a majority of the floor area, but with minimal tenant building frontage, shall be allowed a building sign of up to 100 SF area with design review approval. Notwithstanding the 100 SF building max, each tenant is allowed a minimum of 1 sign of up to 16 SF.					
Awning					
	Dev. Comm, BP and Industrial	Non-comm or commercial	Deducted from freestanding or building sign area		
Location restricted to at least one foot below the top of parapet, the sill of a second floor window, and/or the lowest point of any cornice or roof overhang.					
Projecting Wall Sign					
	Dev. Comm, BP and Industrial	Non-comm or commercial	Deducted from freestanding or building sign area		
Location restricted to at least one foot below the top of parapet, the sill of a second floor window, and/or the lowest point of any cornice or roof overhang. An encroachment permit must be issued for any sign projecting over a sidewalk or public right-of-way. Signs shall be mounted as low as practicable, but with a minimum 8' clearance above a walking surface or 14' clearance to a vehicular roadway. The sign may not project more than 42" from the building face.					
Suspended					
	Dev. Comm, BP	Non-comm or	Deducted from		4 SF

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	and Industrial	commercial	freestanding or building sign area		
	Location below eave or canopy at least 8' above walking surface.				

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.060 Standards for specific sign types.

- A. Awning Signs. The following standards apply to awning signs in all zoning districts where allowed:
 - 1. Signs on awnings are limited to ground level or second story occupancies only.
 - 2. Awnings shall not be internally illuminated. Direct exterior lighting may be allowed. Translucent awning materials are prohibited.
- B. Directional/Directory Signs On-Site. The following standards apply to directory and directional signs in all zoning districts:
 - 1. Maximum Sign Area. A sign shall not exceed ten square feet; except the director may authorize larger signs based upon special site/project characteristics.
 - 2. Maximum Number. The maximum number of freestanding directional signs shall be one per driveway and one per service entrance. The maximum number of wall mounted signs shall be one per building frontage. Additional signs may be permitted if a health and safety need is demonstrated to the satisfaction of the director. Directional signs no more than thirty inches in height and four square feet shall not be included when calculating the total number of signs.
 - 3. Setback Requirements. A directional/directory shall be set back a minimum of five feet from a public right-of-way, plus one additional foot per foot of sign height over five feet, up to a maximum of ten feet.
 - 4. Safety Requirements. A sign shall not project over the public property, vehicular easements, or rights-of-way, and shall not obstruct traffic safety visibility area, as determined by the approving authority.
- C. Freestanding Signs. The following standards apply to freestanding signs in all zoning districts where allowed:
 - 1. Separation. Multiple signs shall be separated by a minimum of seventy-five feet to ensure adequate visibility for all signs. The approving authority may waive this requirement where the locations of existing signs on adjacent properties would make the 75-foot separation impractical, or there is no other alternative.
 - 2. Safety Requirements. A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the approving authority.
 - 3. Street Address. To assist emergency response personnel in locating the site, freestanding signs should contain an illuminated street address plate. Numbers shall be a minimum of six inches in height. Street address numbers not exceeding six inches in height shall not be included in calculations of allowed sign area.

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4. **Setback Requirements.** A freestanding sign shall be set back a minimum of three feet from a public right-of-way, plus one additional foot per foot of sign height over five feet, up to a maximum setback of twenty-five feet.
 5. **Landscaping.** A freestanding sign shall be designed and constructed with accent landscaping at the base of sign to the approval of the approving authority.
- D. **Freeway-Oriented Signs.** A freeway-oriented sign may be approved in compliance with the following requirements.
1. **Permit Requirement.** Use permit approval is required for a freeway-oriented sign.
 2. **Where Allowed.** A freeway-oriented sign may be approved only on a parcel abutting the Interstate 80 or Highway 65 right-of-way within a nonresidential zoning district.
 3. **Height Limit.** No freeway-oriented sign shall exceed a maximum height of thirty feet, unless the use permit allows greater height, as follows:
 - a. **Criteria for Approval.** A sign with a height greater than thirty feet may be approved only if the commission determines that the applicant has demonstrated that a freeway overcrossing, or its ramps, or trees or vegetation will significantly obstruct the visibility of the proposed sign from freeway travel lanes.
 - b. **Procedure for Determining Allowed Height.** The commission shall only approve a sign height over thirty feet the minimum increase in height necessary for the message area of the sign to clear the identified visual obstruction. The determination of maximum height by the commission shall be based on the following procedure, which shall occur prior to the public hearing on the use permit.
 - (1) The applicant shall arrange for a boom truck with a sign target to be on the site at the location of the proposed sign, with a tape measure attached to the top of the target so that an accurate ground reading of height can be determined.
 - (2) City staff will go to the site, pick up the applicant or applicant's representative, and drive Interstate 80 or Highway 65 from each direction of the target on the site, to visually verify that the target is set at the minimum height necessary to clear the visual obstruction. Staff will then record the height to the top of the target.
 - (3) City staff will report their findings to the commission in the staff report on the use permit.
- E. **Murals.** A mural placed on the wall of a structure may be allowed in any commercial, mixed use, or industrial zoning district subject to design review, and as follows:
1. A mural without text visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed under this chapter; a mural with more than de minimus text shall comply with the sign area limitations applicable to the site.
 2. Murals that illustrate the local setting and history as sources of inspiration are encouraged.
 3. The approval of a mural shall require that the approving authority first find that the size, colors, and placement of the mural are visually compatible with the structure architecture, and that the mural will serve to enhance the aesthetics of the city.
 4. The mural shall be provided a graffiti-resistant coating at the time of installation.
- F. **Projecting and Suspended Signs.** The following standards apply to projecting signs in all zoning districts where allowed.
1. The maximum projection of a sign from a structure wall over a public right-of-way shall not exceed forty-two inches over a sidewalk. Larger projections from the structure wall over private

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property may be approved by the approving authority. Any projection over a public right-of way shall require an encroachment permit.

2. The top of a projecting sign shall not exceed the lesser of fourteen feet, eave height, parapet height, or sill height of a second floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.
 3. A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade below.
 4. Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged.
 5. Each sign shall be graphically designed for pedestrians, with a maximum area of nine square feet on each sign face, regardless of the length of the building frontage.
 6. Sign supports shall be well-designed and compatible with the design of the sign.
- G. Service Station Signs. Service station signs of instructive nature, information or otherwise required by other enforcement agencies are exempt from sign area limitations. The following signs are specifically exempt: telephone booth, gas pump use instructions, instructions for recreational vehicle waste dump station, brake and smog certification, restroom identification, no smoking, propane tank identification, gas pump identification, air and water, drive to forward pump, price signs, special, oil price, service available, and gas pump identification cashier, odd-even sign, hours of operation, required gallon to liter conversion, approved flag identification system, full- and self-service signs at each island not exceeding four square feet, and traffic directory signs as approved by enforcement agencies for necessary traffic control and direction provided that they do not exceed four square feet each and do not exceed thirty inches in height in front or side street yard and no symbol, name, or other message is on the signs.
- H. Window Signs.
1. Except as allowed during the holiday shopping season, window signs shall not cover more than thirty-five percent of the area of each window. Total signage placed on any window may not include unused signage amounts allowable for other windows.
 2. For the purpose of defining window area, multiple windows separated by mullions or frames of less than four inches are considered a single window.
 3. Window sign area shall not be considered in computing the maximum allowed building signage.
 4. During the holiday shopping season, as defined in Section 17.75.120 below, window signs are unrestricted except that, for safety purposes, a clear line of sight view corridor from the exterior of the building to the cash register/checkout area must be established and maintained.
- I. Flags (noncommercial speech). Flags may be displayed without a permit at all times and in all zones. All poles must comply with applicable Building Code requirements. Flags are limited to the display of noncommercial speech unless specifically allowed as a temporary special advertising sign. Flag display is subject to the following standards:
1. Complexes of Commercial, Office and Industrial Uses. Each complex of commercial, office or industrial uses, consisting of three or more uses on a single parcel or contiguous parcels with common off-street parking and access, may display not more than three maximum sixty-square-foot flags on not more than three maximum thirty-five-foot-high poles. If separate poles are used, the distance from one pole to another may not exceed twenty feet. Any illumination shall be oriented and shielded not to glare into adjacent properties.
 2. Residential Subdivisions and Condominiums. Each residential subdivision or condominium with new, previously unoccupied dwelling units for sale may display one flag, maximum twenty-five-square-foot on a twenty-foot-high pole, per model home in a model home complex. Such poles must be situated not closer than ten feet from the public right-of-way and within twenty feet of

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the model complex or sales office. A residential subdivision or condominium is considered to be all lots under a parent tract number including all phases.

3. Apartments and Mobile Homes. Complexes of four or more apartments or mobile homes sharing common private access and/or parking may display not more than three maximum twenty-five square foot flags on not more than three maximum twenty-foot-high poles. If separate poles are used, the distance from one to another may not exceed ten feet.
 4. All Other Nonresidential Uses. Each occupied parcel containing a nonresidential use, other than described in [Section] 19.620.120.A, may display not more than three maximum sixty-square-foot flags on not more than three maximum thirty-five-foot-high poles. If separate poles are used, the distance from one pole to another may not exceed ten feet.
- E. All Other Residential Uses. Each occupied parcel containing a residential use, other than described in paragraphs 19.620.120.B and C, may display one maximum twenty-five-square-foot flag on one maximum twenty-foot-high pole.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.070 Temporary signs.

In addition to permanent signs allowed under Section 17.75.050, temporary signs are allowed as provided in this section. Unless otherwise stated, the following regulations apply on a per lot basis:

- A. Real Estate Signs. For real estate offered for sale, rent or lease (not including transient occupancy). Subject to the regulations and conditions stated in this subsection, the signs described in this subsection may be displayed without permits. The signs allowed under this subsection shall be removed not more than fifteen days after the proposed transaction has closed, or the property is withdrawn from the market.
1. Residential Properties. On all properties with a residential principal use, one temporary freestanding unlighted maximum nine-square-foot real estate sign may be displayed per street frontage not to exceed six feet in overall height. Such signs shall be removed within fifteen days following the closing of the proposed transaction, or the withdrawal of the offer or solicitation.
 2. All Nonresidential Properties. On nonresidential properties, and properties containing both legal residential and nonresidential uses, real estate signs may be displayed, using either of the following options:
 - a. Freestanding Signs. One maximum twenty-four-square-foot, eight-foot-high, double-faced, freestanding for sale, rental or lease sign per street frontage is permitted. On sites having more than one frontage or on interior lots at least two and one-half acres in size, an option of placing the sign faces at a forty-five-degree angle to each other is permitted. Signs shall be located no closer than three feet from public sidewalks and twelve feet from the curblines or from the pavement where curbs are lacking. In no case shall signs be placed in the public right-of-way. In the event a building sign is installed as permitted in paragraph b. of this subsection below, the freestanding sign herein described shall not be permitted.
 - b. Building Signs. In lieu of a permitted freestanding sign, one for sale, rental or lease building sign per frontage, a maximum twenty-four square feet in area, shall be permitted for buildings or occupancies within sixty-three feet from the curblines or from the pavement where curbs are lacking. In the event a freestanding sign or signs are installed as permitted in paragraph a of this subsection, the building sign herein described shall not be permitted.

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- c. Time Limit. Such signs shall be removed within fifteen days following close of escrow or finalization of sale, rental or lease.
- B. Subdivision Identification and Directional Signs.
 1. Subdivision Signs, On-Site. On-site subdivision identification signs may be allowed with sign permit approval, in compliance with the following standards:
 - a. A maximum of four on-site signs may be located within the project boundaries; provided, no more than one sign for each street frontage is allowed, and multiple signs shall be separated by a minimum of seventy-five feet;
 - b. The area of each sign shall not exceed twenty-four square feet;
 - c. Sign height shall not exceed six feet;
 - d. The signs shall not be illuminated; and
 - e. The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever first occurs.
 2. Subdivision Directional Signs, Off-Site. Off-site signs providing directions to a new subdivision may be allowed with sign permit approval, and shall comply with the following standards:
 - a. A maximum of two off-site signs may be located on private property (not within any public right-of-way);
 - b. The total area of each sign shall not exceed thirty-two square feet;
 - c. The height of each sign shall not exceed eight feet;
 - d. The signs shall not be illuminated;
 - e. The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever first occurs;
 - f. The signs shall not affect pedestrian or vehicular safety;
 - g. The signs shall be removed when the last home within the subdivision is sold. Any sign found in violation of any provision herein may be removed by city personnel; and
 - h. Any subdivision sign program found to be in violation of any provision herein may be grounds for the denial of future renewal permits.
- C. Construction Signs. Construction identification signs may be allowed without a permit in all zoning districts in compliance with the following standards:
 1. Only one sign, located on-site, shall be allowed;
 2. The area of the sign shall not exceed thirty-two square feet;
 3. Sign height shall not exceed eight feet;
 4. The sign shall not be illuminated;
 5. A construction sign shall not be allowed if an on-site subdivision sign is approved; and
 6. Construction signs shall be removed within thirty days after completion of construction.
- D. Noncommercial Signs. Noncommercial signs are allowed without a sign permit provided that the signs:
 1. Are installed with the property owner's consent;

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2. Do not exceed the maximum area limits set forth in Section 17.75.050 for allowable permanent freestanding signs in each zone and for each type of development, and on any residential single family lot, a cumulative area limit for all signs of fifty square feet;
 3. Do not exceed a maximum height of six feet, and are not illuminated;
 4. If freestanding are set back a minimum of five feet from any property line, and are not placed within fifteen feet of a fire hydrant, street sign, or traffic signal, and do not interfere with, confuse, obstruct, or mislead traffic;
 5. Are not placed unlawfully. The placement of a sign in the public right-of-way in violation of this chapter or any other provisions of the Municipal Code is a nuisance, and any sign so placed may be removed summarily and disposed of by the city; and
 6. Each sign shall be removed within ten days after the conclusion of the political campaign or event to which they relate. A sign that is not removed may be removed by the city at the expense of the political candidate or organization involved.
 7. Notwithstanding the above, there shall be no restriction on the number and size of temporary noncommercial signs in all districts for the period commencing forty-five days before a general or special election, as defined in the California Election Code, and ending five days after such elections.
- E. On Site Project Development Signs. Project identification signs of current and pending development applications with a sign area of thirty-six square feet sign and a six-foot height limit.
- F. Special Advertising Permits Required. Up to three times per calendar year a special advertising permit may issue for the purpose of publicizing special events, either commercial or noncommercial, including, but not limited to, grand openings, new management, sales, Christmas tree or other holiday oriented lots, parades and fairs that are to take place within the city, subject to the following conditions and including the listed types of signs and devices:
1. Each special advertising permit is valid for twenty consecutive days. There is no requirement that the displayed devices remain in place for twenty days. The permits may run concurrently. A permit shall be valid for up to any three of the types of advertising devices listed below in subsection F.5., at any one time.
 2. An application for a special advertising permit shall be made on a form prescribed by the director and accompanied by a fee in an amount established by city council resolution. The application shall describe the dimensions and location of the proposed advertising display by means of a drawing or sketch and written description, and the proposed display dates. The director, or designee, shall review the request within five working days after receipt and approve, approve with modification, or deny the request in writing; if the application is denied, the reasons shall be stated in the written denial. Applications which conform to all applicable laws, rules, and regulations shall be approved unless such laws, rules and regulations are under consideration for possible revision.
 3. The director shall maintain a log of special advertising permits approved for each applicant. If the director is notified prior to installation of the temporary signs that the signage will not be used, the application will be canceled and the permit issued will not be deducted from the total number of permits remaining for the calendar year. If a sign is installed without approval of the director, or designee, it shall be deducted from the total number of days available at a rate of two days for every one day that the unapproved signs are displayed.
 4. Signs and/or advertising devices which are installed or displayed without approval of the director are in violation of this chapter. Each sign shall have the permit number legibly displayed on the sign face or sign structure.
 5. Standards for specific advertising signs and devices are as follows:

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- a. A-Frames and sidewalk portable signs:
 - i. Sign Size. Each sign shall not exceed a width of thirty inches. Sign height shall be limited to forty-eight inches. Sign height shall be measured perpendicular from the placement surface to the highest point of the A-frame sign.
 - ii. Sign Placement. An A-frame sign shall be placed only on private property within the boundaries of the applicable business' street frontage, and shall be positioned so that it will not:
 - a) Obstruct required ADA sidewalk clearance;
 - b) Impede any line of sight for motorists or bicyclists at public street intersections, as recommended by the city engineer; or
 - c) Interfere with people exiting and entering parked cars.
 - iii. Design and Construction Standards. The approving authority shall approve an A-frame sign only if it first determines that the design and appearance of the sign, including any graphics and/or text, will reflect attractive, professional design, and that the sign will be durable and stable when in place.
 - iv. Stabilization. The sign shall be stabilized to withstand wind gusts or shall be removed during windy conditions.
 - v. Daily Removal. The sign shall be removed at the close of business each day.
 - vi. Maintenance. The sign shall be continuously maintained in good condition with no peeling paint or other deterioration.
- b. Banners:
 - i. 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.
 - ii. Number and Duration. No more than one such banner sign may be erected per establishment at any one time. This sign 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.
 - iii. Design. The sign shall not be illuminated and shall not contain moving parts.
 - iv. Maximum Total Square Footage. The following standards will be utilized in determining the maximum sign square footage allowed per establishment:
 - a) Buildings or tenant spaces within a building complex having less than fifty linear feet of building frontage are allowed sixty square feet.
 - b) Buildings or tenants spaces within a building complex having more than fifty linear feet of building frontage but less than one hundred feet of building frontage are allowed eighty square feet.
 - c) Buildings or tenant spaces within a building complex having more than one hundred feet of building frontage are allowed one hundred twenty square feet.
 - v. Location. A banner sign shall not be freestanding and shall be affixed to the face of a building 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

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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.

- c. Balloons.
 - i. Size: not to exceed sixteen inches in diameter.
 - ii. Mounting: A grouping of balloons is limited to no more than five, must be attached to or mounted at one end to a legal structure and securely anchored to survive windy conditions. The length of the mounting string is the lesser of twenty feet or the distance from the face of the building frontage to the right-of-way. May not be attached and/or affixed to trees or shrubbery.
 - iii. Display Time: Must be removed from public view at the close of operations each day.
 - iv. Location: Cannot be placed in, project into, or fly above the right-of-way or pedestrian path of travel.
 - v. Visual Interference: cannot interfere with either pedestrian sight distance or vehicular sight distance, any view corridor or obstruct visibility to any existing business or existing permanent sign.
- d. Feather Flag Signs.
 - i. No more than three feather type flag signs per business at any one time and shall be placed only on private property within the boundaries of the applicable business' street frontage.
 - ii. Feather flags must be secured and stabilized so as to withstand wind gusts, or be removed during windy conditions.
 - iii. Visual interference: cannot interfere with either pedestrian sight distance or vehicular sight distance, any view corridor or obstruct visibility to any existing business or existing permanent sign.
 - iv. Display time: Must be removed from public view at the close of operations each day.
- e. Flags or Pennants with Commercial Speech or Logos.
 - i. Flags or pennants with commercial signage or graphics are allowed at residential subdivision model homes, condominium sales offices, and multi-family apartment or condominium complexes provided a special advertising permit has been issued subject to subsection e.ii below.
 - ii. Each residential subdivision or condominium with new, previously unoccupied dwelling units for sale may display one flag, maximum twenty-five-square-foot on a twenty-foot-high pole, per model home in a model home complex, or for multi-family complexes, three flags are allowed. Such poles must be situated not closer than ten feet from the public right-of-way and within twenty feet of the model complex or sales office. A residential subdivision or condominium is considered to be all lots under a parent subdivision number including all phases.
- f. Inflatable Devices and Ambient Air Balloons.
 - i. No more than one inflatable advertising devices may be displayed at any one site during any allowed time period.

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- ii. Height of the device may not exceed thirty feet from the ground, measured from the ground to the highest point on the inflatable device.
- iii. No inflatable allowed by this section shall exceed one hundred fifty square feet or exceed fifteen feet in height.
- g. Commercial Mascots. No more than one commercial mascot may be utilized during any allowed time period per special advertising permit. All sign display activities of commercial mascots must be conducted on private property.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.080 Whitney Ranch Wayfinding Kiosk Program.

- A. The purpose of the Whitney Ranch Wayfinding Kiosk Program (the "kiosk program") is to promote development of the Whitney Ranch Project so as to direct the traffic related to new residential subdivisions in a manner that minimizes visual clutter, reduces unnecessary traffic through established neighborhoods, and provides an orderly, attractive, high quality image of the Whitney Ranch Project and the city.
- B. As used in this section, a wayfinding kiosk is a freestanding sign structure that identifies, and provides directional arrows for, the Whitney Ranch Project generally, new residential subdivisions and their associated sales centers, future land uses of undeveloped parcels, village commercial centers, and community assets such as schools, parks and recreation centers. Also included are nonresidential disclosure signs as required by condition B.7.a.(4)(a) of Subdivision Resolution No. 2004-311 and described in the design review application (DR-2005-12) being processed concurrently.
- C. The planning commission is hereby designated as the reviewing body for the architecture and design of the wayfinding kiosks for the Whitney Ranch Wayfinding Kiosk Program and may impose conditions of approval on the kiosk program to effectuate the purpose and intent of this section. By resolution of the planning commission, the duties imposed by this part may be delegated to the city manager, community development director or their designee.
- D. Wayfinding kiosks shall be designed as architecturally enhanced structures, that include features such as a roof element, decorative cap and cornice detail, stone-clad or masonry-clad columns, stone-clad or masonry-clad foundation, carved or sculptured wood construction, or other architectural features as determined by the planning commission.
- E. Wayfinding kiosks shall be located to eliminate or minimize to the greatest extent feasible, any obstruction to the view of traffic or safety signs, encroach within vision triangles, or otherwise pose a traffic hazard as determined by the city engineer and/or director of public works.
- F. To further the purposes of the kiosk program, the installation of subdivision kiosks shall be in lieu of installing individual off-site subdivision signs allowed by any other part of this chapter. No sign permits shall be approved for home builders or developers eligible to participate in the kiosk program. However, should the Whitney Ranch master developer fail to implement the Whitney Ranch Wayfinding Kiosk Program in a fair and timely manner, any developer or home builder aggrieved by the failure of the master developer to implement the kiosk program in a fair and timely manner may, upon a showing of substantial evidence of unfairness in implementation, be exempted from this requirement by the community development director, who will consider and act upon sign permit applications from said developers or home builders as provided in this chapter.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

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17.75.090 Digital freeway sign program.

- A. Digital freeway sign means an off-site sign utilizing digital message technology, capable of changing the static message or copy on the sign electronically. A digital freeway sign may be internally or externally illuminated. Digital freeway signs shall contain static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement, of any part of the sign structure, design, or pictorial segment of the sign. Each static message shall not include flashing, scintillating lighting or the varying of light intensity. A digital freeway sign consists of a digital display area and a sign structure.
- B. Digital freeway signs shall be in addition to all other signs allowed by Chapter 17.75, the locations and heights of digital freeway signs shall be governed by this section. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the signs purpose of effectively communicating a visual message, the setting including topography and surrounding architecture, and freeway traffic safety. However, in no case shall a digital freeway sign exceed a maximum height of sixty-five feet as measured from the center line of the nearest freeway to the top of the digital freeway sign structure. Subject to the limitations of this section, and notwithstanding the provisions of the applicable general development plans, digital freeway signs shall be a permitted use in all PD zones allowing nonresidential uses.
- C. Digital freeway signs shall only be permitted when the city has entered into an operating agreement with a digital freeway sign owner to allow for digital billboards under certain circumstances; including (i) compensation to the city; (ii) the permanent removal of at least three off-site, pre-existing freeway billboards from within the city; (iii) the provision of access to the city to a portion of the total available display time to allow the city to present messages of community interest and information, and public safety; (iv) the provision of access to the appropriate agencies for the purpose of displaying "Amber Alert" messages and emergency-disaster communications; and (v) to establish quality and maintenance standards.
- D. No single applicant shall be permitted to seek approval for more than three digital freeway signs. Provided at least three or more existing freeway billboard structures have been removed, up to three digital freeway signs shall be allowed in the city separated as follows: one on the Interstate 80 corridor, one on the State Route 65 By-Pass route, and one on the balance of the State Route 65 corridor.
- E. All digital freeway signs shall be subject to design review consistent with the Rocklin Municipal Code.
- F. Minimum distance of a digital freeway sign from residential uses shall be three hundred feet from the base of the sign to a parcel on which a residential use is located, as such use exists on the date the digital freeway sign design review is approved by the city.
- G. Minimum Display Time. Each message on the sign must be displayed for a minimum of eight seconds.
- H. Maximum Face Size. Each face of the sign will be no larger than fourteen feet by forty-eight feet in dimension (total six hundred seventy-two square feet) plus framing. Digital freeway signs are exempt from the area limitations in Section 17.75.050, Permanent Signs.
- I. Illumination Standards. Digital freeway sign illumination is expressly permitted and when operated within these standards, does not violate Section 17.75.040.A. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a pre-set distance. Distance to measure the foot candles impact shall be measured from a distance of two hundred fifty feet for a sign with a nominal face size of fourteen feet by forty-eight feet. Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.
- J. Future Technologies. The technology currently being deployed for digital freeway signs is LED (light emitting diode), but there may be alternate, preferred or superior technology available in the future.

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Owners of digital freeway signs are authorized to change the digital freeway signs to any other technology that operates under the maximum brightness standards in subsection J of this section. The city shall expedite any required approvals for technology that is superior in energy efficiency over previous generations or types.

- K. The digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a "full black" image on the display in the event of a malfunction.
- L. After receiving approval to install a digital freeway sign(s) owners of digital freeway signs may at any time add or remove digital faces to their sign structures. However, the following shall apply:
 - 1. Any prior sign removals completed as a part of the operating agreement approval of the digital freeway sign(s) shall not be reinstated.
 - 2. The number of physical sign faces shall not be increased.
 - 3. The overall size of the sign faces shall not be increased by more than five percent.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.100 Permit requirements and procedures.

- A. The planning director or his/her designee shall be responsible for the administration of this chapter.
 - 1. Except as otherwise provided by this chapter, no sign (permanent or temporary) or special advertising display shall be installed, erected or displayed until the director has determined that its design and placement comply with all requirements of this chapter and has issued a sign permit or special advertising permit to the applicant and proprietor of the sign or display.
 - 2. A sign permit is not required to repair, clean, repaint or refurbish any existing sign, unless such activity involves the replacement, reconstruction or relocation of the sign.
 - 3. No permit is required for changing the copy of a sign provided: (a) there are no changes to the sign structure or cabinet, and (b) the area of the sign is not being enlarged.
- B. An application for a sign permit shall be made on a form prescribed by the director and accompanied by a fee in an amount established by city council resolution. In the case of after-the-fact permitting, the otherwise applicable fee shall be doubled. The application shall, at a minimum, contain the following:
 - 1. The name, address, telephone number and signature of the owner or lessee, or contractor of the property upon which the sign is to be located;
 - 2. A plot plan which shows the location of the building or lot, upon which sign is to be placed;
 - 3. A dimensioned elevation of the building on which the sign is to be placed with the location of the sign clearly identified;
 - 4. A scaled or dimensioned drawing of the sign and its relative location on the building and/or location of freestanding signs on the lot;
 - 5. A plan indicating the location, height, and size of all existing signs on the lot and/or tenant building frontage.
- C. The director shall review a completed sign permit application and shall issue the sign permit upon determination that the sign meets the requirements of this chapter.
- D. The director's decision may be appealed to the design review board, and the commission's decision may be appealed to the council under Chapter 17.86

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- E. Issuance of a sign permit shall not relieve the applicant from complying with all other applicable laws relating to displaying or erecting a sign, including, but not limited to, obtaining any required sign or electrical permit under R.M.C. Chapter 15.04, Uniform Construction Codes.
- F. Duration and Extension. If a building permit has not been granted within two years of the date of approval of the sign permit or if a sign not requiring a building permit has not been installed within two years of the date of approval of the sign permit, the sign permit approval shall be null and void, unless extended by the approving authority. Requests for an extension shall be made in writing a minimum of ten days prior to the expiration date.
- G. Effective Date and Appeals. Decisions of city planning staff shall become effective on the tenth day after the date of a decision, unless appealed by any interested party under section.
- H. Permits Issued in Error. Any approval or permit issued in error may be summarily revoked by the city upon written notice, to the permittee, stating the reason for the revocation. "Issued in error" means that the permit should not have been issued in the first place and includes but is not limited to omissions, errors or misrepresentations in the application materials, and oversights or errors in the processing thereof.
- I. Disqualification. No sign permit application will be approved under any of the following circumstances:
 - 1. Uncured Violation of Sign Rules. No sign permit will be approved if the applicant as installed a sign in violation of the provisions of this chapter and, at the time of submission of the application, each illegal sign has not been legalized, removed or a cure included in the application.
 - 2. Other Code Violations. No sign permit will be approved if there is any other existing zoning code violation(s) located on the site of the proposed sign(s) (other than an illegal or nonconforming sign that is not owned or controlled by the applicant and is located at a different business location on the site from that for which the approval is sought) which has not been cured at the time of the application, unless the noncompliance is proposed to be cured as part of the proposed new sign.
 - 3. Previous Denial. No sign permit will be approved if the sign approval application is substantially the same as an application previously denied, unless either twelve months have elapsed since the date of the last application, or the applicant provides new evidence or proof of materially changed conditions, or the reasons for the earlier denial have been cured or will be cured as part of the new application.
 - 4. Failure to Obtain Zoning Permits. No sign permit will be approved if the applicant has not obtained any other applicable required zoning permits.
 - 5. Outstanding Unpaid Balance. No sign permit will be approved if the applicant has an outstanding unpaid balance for prior community development department services.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.110 Nonconforming signs.

- A. Nonconforming signs shall be permitted to remain until such time as any of the events listed in subsection B of this section occurs. At such time, the sign must be removed or brought into conformance with this chapter.
- B. A nonconforming sign shall lose its status as a nonconforming sign if any of the following occurs:
 - 1. The sign is relocated or replaced;

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2. The structure, height or size of the sign is altered in any way except toward compliance with this chapter. Face changes and normal maintenance are allowed;
3. The sign structure is damaged or destroyed by more than fifty percent of its value at the time of damage or destruction.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.120 Definitions.

For purposes of this chapter, the following words and phrases shall have the meanings given below:

"Abandoned sign" means a sign whose message describes the availability of goods or services at a location where such goods or services are no longer available and have ceased to be available for a period of at least sixty days or, in the alternative, a sign which is noncommercial in nature and the content of the sign pertains to a time, event or purpose which has elapsed or expired in the preceding sixty days. Such abandonment shall include negligent or intentional conduct, such as failure to pay taxes or permit fees, or to maintain the sign.

"Advertising statutory" means a structure or device of any kind or character for outdoor advertising purposes which displays or promotes a particular product or service, but without name identification.

"Animated sign" means an inanimate structure, statue, mannequin, mechanical device using, carrying, or wearing a sign displaying a commercial message, and which uses mechanical or electrical movement or change of lighting, either natural or artificial, to depict action or create visual motion or the appearance of visual motion.

"Approving authority" means the designated initial approver for the sign review required by this chapter, either the planning director, design review board, the city council, or other body as designated by resolution of the city council.

"Banner sign" means a temporary sign made of nonrigid material such as fabric, canvas, plastic or paper, and without an enclosing rigid framework.

"Building sign" means a sign attached to a building and includes, but is not limited to, wall signs, banners, under canopy signs, projecting signs, awning signs, and window signs.

"Channel letter (internally illuminated)" means a dimensional letter with a back, sides and a translucent front face capable of transmitting light from an internal light source within the letter.

"Channel letter (reverse)" means a dimensional letter with a face and sides but no back, opposite to an open faced channel letter. A reverse channel letter has an open channel facing the wall or building to which it is affixed. A reverse channel letter may contain a source of illumination designed to project lighting against the surface behind the letter, commonly referred to as a backlit channel letter; also referenced as a halo or silhouette lighted channel letter. The face of a reverse channel letter does not illuminate.

"Clear view zone" means the area of a corner lot closest to the intersection which must be kept free of visual impairment to allow full view of both pedestrian and vehicular traffic. Typically, such an area is established by marking a point at which the two curb lines intersect, measuring back twenty-five feet on each street front, and drawing a line across the two back points to form a triangulated area.

"Commercial mascot" means a person or animal attired or decorated with commercial insignia, images or symbols, and/or holding signs displaying commercial messages, when a principal purpose is to draw attention to or advertise a commercial enterprise. Includes, but is not limited to, sign spinners and/or twirlers and sign clowns.

"Commercial sign" means any sign, wording, logo, or other representation that names or advertises a business, location, product, service, or other commercial activity.

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"Common area" means land within or related to a development not individually owned or dedicated for public use, that is designed and intended for the common use or enjoyment of the residents and their guests of the development and may include such complementary structures and improvements as are necessary and appropriate.

"Developed lot" means a lot or parcel containing a structure intended for occupancy. It also includes all of the area of a nonresidential use included in a single conditional use permit as long as at least one parcel has a structure intended for occupancy.

"Directional sign" means any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

"Director" means the planning director of the city of Rocklin or his/her designated representative.

"Electronic message center or sign (EMC)" means an electrically activated changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. Also known as an EMC. EMCs typically use light emitting diodes (LEDs) as a lighting source.

"Feather sign," "feather banner," or "feather banner sign" means a flexible pole to which one side of a flexible fabric, generally in the shape of a feather or similar shape, is attached, and which is used for the primary purpose of advertising or attention-getting by the public display of visually communicative images. Such banners are also known and sold under names which include, but are not limited to, "quill sign," "banana banner," "blade banner," "flutter banner," "flutter flag," "bowflag," "teardrop banners," and others. The definition includes functionally similar display devices.

"Flag" means a piece of fabric or other flexible material, usually rectangular, of distinctive design, used as a symbol. Includes, but is not limited to, pennants, which are generally triangular in shape.

"Flashing sign" means an illuminated sign in which artificial or reflected light is not intended to be maintained in a stationary or constant intensity. This includes a time and temperature recording device and electronic reader board.

"Freestanding sign" means a sign which is self-supporting in a fixed location or supported on the ground by poles or braces, and not attached to a building or other structure.

"Freeway interchange" means the right-of-way line of freeway ramps. Where improvements are proposed to the interchange, at the discretion of the city engineer, the right-of-way of the proposed interchange may be used for determining eligibility and location for freeway pole signs.

"Holiday decorations" means nonpermanent signs or displays, including lighting, celebrating national, state and local holidays or holiday seasons.

"Holiday shopping season" means that period of time from the third Monday in October through the second Sunday in January of the following year that is the traditional high peak sales period for retail stores.

"Illegal sign" means a sign which is not a nonconforming sign and does not meet the requirements of this chapter.

"Illuminated sign" means any sign utilizing an artificial source of light (internal or external) to enhance its visibility.

"Institutional uses" means churches, day care facilities, private schools, community care facilities, nursing homes and clubhouses, or other facilities owned by a homeowners association.

"Lots along the I-80 freeway" means lots which share a common property boundary with the I-80 freeway or any of its interchanges.

"Lux" means the SI (metric) unit for illuminance. One lux equals 0.093 foot candles.

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"Mobile messaging sign" means any off-site sign which is attached to or painted on a vehicle, the principal purpose of which is general advertising.

"New business" means the start of operation of a new business at a given location or the relocation of an existing business to a new location. Change in ownership of an existing business in and of itself shall not constitute a new business.

"Noncommercial sign" means any sign which is not a commercial sign.

"Nonconforming sign" means a sign which, though lawful when erected, would be prohibited under later-enacted changes to the regulations applicable to it.

"Off-site" sign means any sign which advertises goods, products, services, establishment or facilities not sold or offered at the property on which the sign is located.

"Portable sign" means all of the following within this definition: 1) any sign not permanently attached or designed to be permanently attached to the ground or other permanent structure; 2) any sign designed to be transported by means of wheels, skids, runners, or moveable frames; 3) "A frame" or "T frame" signs; 4) menu and sandwich board signs, or 5) the functional equivalent of any of these categories. Commercial mascots are not within this definition.

"Projecting sign" means a sign which uses a building or structure as its main source of support and contains copy that is perpendicular or at an angle to the building face.

"Real estate sign" means a sign advertising that real property is for sale, lease, or exchange by the owner or his agent, giving directions to the property, and giving the owner's or agent's name, address and telephone number.

"Roof-line" means the line formed by the junction of the top surface of the roof and the outside wall of any building, excluding any structure constructed solely as an architectural feature to extend height or to screen equipment.

"Roof sign" means a sign placed upon, projecting from or extending above the eaves of the roof or the roof itself. A sign hanging from and below the eave is not a roof sign.

"Sign" means a temporary or permanent public display of visible images which, either directly or indirectly, advertises, informs or identifies persons, businesses, commodities, services or ideas by the display of any communicative image or graphic, that attracts attention, when such is visible from any portion of the public right-of-way or from a private right-of-way that is open to public use, or any exterior place which is open to the public. The word "sign" includes, but is not limited to, all writing, trademarks, graphic illustrations and lighting primarily directed at facilitating communication, as well as supporting structures within sign area. Notwithstanding the generality of the foregoing, as applied to this chapter and Chapter 17.80, the following are not within the definition of sign:

1. Aerial signs or banners towed behind aircraft;
2. Architectural features: Decorative or architectural features of buildings (not including lettering, trademarks or moving parts), which do not perform a communicative function;
3. Fireworks, etc.;
4. Foundation stones and cornerstones;
5. Grave markers, grave stones, headstones, mausoleums, shrines, and other markers of the deceased;
6. Historical plaques;
7. Holiday and cultural observance decorations on private property which are on display in season for not more than forty-five calendar days per year (cumulative, per parcel or use) and which do not include commercial advertising messages;

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8. Inflatable gymnasias. Inflatable, temporary, moveable, gymnasium devices commonly used for children's birthday parties, and similar devices. Also called "party jumps";
9. Interior graphics. Visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior thereof;
10. 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;
11. Mass transit graphics. Graphic images mounted on duly licensed and authorized mass transit vehicles that legally pass through the city;
12. Newsracks and newsstands;
13. Personal appearance. Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, costumes, masks, etc. (but not including commercial mascots or hand-held signs);
14. Search lights and klieg lights when used as part of a search and rescue or other emergency service operation; this exclusion does not apply to search lights or klieg lights used as attention attracting devices for commercial or special events;
15. Shopping carts, golf carts, horse drawn carriages, and similar devices; any motorized vehicle which may be legally operated upon a public road is not within this exclusion;
16. Symbols embedded in architecture. Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal; by way of example and not limitation, such symbols include stained glass windows on churches, carved or bas relief doors or walls, bells, religious statuary, etc.;
17. Vehicle and vessel insignia. On street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, noncommercial messages, and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;
18. Vending machines, automated intake devices and product dispensing devices which do not display offsite commercial messages or general advertising messages;
19. Window displays. The display of merchandise in a store window, when such merchandise is offered to the public for sale.

"Sign area" means the following: The sign area of a sign with borders and/or background, or the total of the individual letters and graphics comprising the sign message, is measured by the use of one or more standard geometric shapes enclosing the exterior limits of the border, background, or letters and graphics. The necessary supports, uprights or base upon which the sign is placed shall be excluded from the sign area. The sign area of an individually lettered sign without background is measured by enclosing the entire sign with a set of parallel vertical and horizontal lines. Individual graphics incorporated into the sign display shall be measured by a single continuous perimeter enclosing the exterior limits of the graphic. In computing the area of double-faced signs less than two feet distance between faces only one side of the sign shall be computed as the total area.

"Sign face change" means any changes to the letter style, size, color, background or message, but not including a change in the sign's location, height or an increase in the sign area.

"Sign height" means the vertical distance measured from the highest point of the sign to the upper surface of the grade beneath the sign. For signs which are oriented toward and located within one hundred feet of the freeway, located on parcels contiguous to I-80 or Highway 65, sign height shall be the vertical distance measured from the highest point of the sign to the upper surface of the center line of the nearest freeway travel lane, excluding freeway ramps.

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"Special advertising devices" means balloons, feather banner sign, mobile messaging sign, pennants and other physical devices used for advertising as approved by the planning director.

"Special event sign" means any sign which advertises special events and activities including grand openings/closings, carnivals, parades, charitable events, sales including promotional sales, change of business address, change of ownership or lessee, business anniversaries, seasonal events, Christmas tree or other holiday oriented lots, public events that take place in the city, or any sign identifying a single one-time or infrequently occurring event that is outside of the normal activities of the responsible parties.

"Street frontage" means the horizontal distance of a lot or portion thereof which abuts a public or private street.

"Temporary sign" means a sign intended to display either commercial or noncommercial messages of a transitory or temporary nature, which by virtue of its construction from lightweight or flimsy materials, and its installation with ordinary hand tools, is not physically suitable or intended for long term display, including, but not limited to pennants, banners, streamers, or similar attention getting devices.

"Tenant building frontage" means the horizontal distance of a building or portion thereof occupied by a tenant measured along a wall facing a street, parking area, open space or pedestrian walkway.

"Under canopy sign" or "under marquee sign" means a sign attached to the underside of a canopy or marquee.

"Useful life" means the period of time over which a sign may reasonably be expected to be useful to the owner of a sign in his or her trade or business or in the production of income. Signs within the scope of Business and Professions Code 5490 are presumed to have a useful life of fifteen years. For all other permanent signs, when a sign manufacturer's estimate of useful life is available, that may be presumed to be accurate, unless there is contrary evidence.

"Window sign" means a sign attached to, placed or painted upon, or placed within eighteen inches of, the window or glass door of a building, and/or is solely intended for viewing from the exterior of such building.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.130 Violation—Penalty.

- A. It is illegal to use, occupy or maintain property in violation of this chapter.
- B. Violation of this chapter shall be a misdemeanor, but may be charged as either a misdemeanor or an infraction in the discretion of the prosecuting attorney.
- C. If charged as an infraction, the minimum penalty for a first conviction is a fifty-dollar fine. For a second conviction within one year, the minimum penalty is a seventy-five-dollar fine. For a third or subsequent conviction within one year, the minimum penalty is a one-hundred-dollar fine.
- D. A person who violates the provisions of this chapter is guilty of a separate offense for each day, or portion thereof, during which the violation continues.
- E. Violation of this chapter which threatens to be continuing in nature is a public nuisance which may be abated or enjoined as such in accordance with Chapter 8.04 or any other provision of law.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

17.75.140 Sign contractors.

- A. Responsibility for Securing Permits. It shall be the duty of the contractor or person who erects, installs, paints, constructs or alters a sign to secure all necessary permits for such work. It shall be the responsibility of the property owner and/or lessee to assure that the contractor is properly

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licensed and bonded, and that the contractor secures all necessary permits. No sign contractor shall install a sign for which a permit is required unless such permit has been duly issued before construction work begins. A sign permit shall not be issued unless the sign contractor's name and contact information appears on the permit application.

- B. Identification Label. All permanent signs installed by sign contractors have attached to them an identification label, not over four square inches in size, which lists the following information: installed by (contractor's name), city permit number, electrical current, month and year erected. Said label shall not exceed four square inches. Said label, and all other labels, shall be placed as directed by the planning director.
- C. Violations by Sign Contractors. Wherever a sign violation has occurred, it shall be the duty of the planning director to determine what sign contractor, if any, performed the sign work. The following procedure shall be followed in pursuing sign contractors installing signs for which a valid permit has not first been secured:
 - 1. First Violation. A letter shall be sent by certified mail to the sign contractor setting forth the city's requirements for sign permits and indicating that future violations will result in a complaint being filed with the contractors' state license board and/or legal action being taken against said contractor.
 - 2. Second Violation. An administrative citation shall be issued, and a complaint shall be filed with the contractors' state license board and a copy of such complaint shall be sent to the sign contractor with a letter indicating that legal action may be taken if further violations occur. All correspondence shall be by certified mail.
 - 3. Third and Subsequent Violations. A second administrative shall issue or other legal action may be taken against the contractor, using any method authorized by law.

(Ord. No. 1006, § 4(Exh. A), 1-28-2014)

FOOTNOTE(S):

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Editor's note— Ord. No. 1006, § 4(Exh. A), adopted Jan. 28, 2014, repealed the former Ch. 17.75, §§ 17.75.010—17.75.110, and enacted a new Ch. 17.75 as set out herein. The former Ch. 17.75 pertained to sign regulations. See the Ordinance List and Disposition Table and the Code Comparative Table and Disposition List for a complete derivation. ([Back](#))