



DATE: July 20, 2017

TO: PLANNING COMMISSION

FROM: Vince C. Ewing, City Attorney
Noel Tapia, Deputy City Attorney

RE: Proposed Amendment to Title 19, Chapter 19.74 of the Chico Municipal Code
– Digital Signs

REPORT IN BRIEF

At its March 21, 2017 meeting, the City Council directed the City Attorney's Office to prepare proposed amendments to the City's sign ordinance to permit the use of digital signs in limited areas of the City. Accordingly, the City Attorney's Office, in consultation with the City's Community Development Department, prepared proposed amendments to the City's sign ordinance. The proposed amendments, if approved, would permit digital signs on non-residential property which contains an approved assembly use in the CS zoning district. The permissible digital signs would be subject to applicable sign standards set forth in Table 5-8, and all other applicable standards contained in Section 19.74.120.

The proposed amendments to the City's sign ordinance are the initial steps of a larger more comprehensive digital sign ordinance amendment process that the City may choose to pursue in the future.

Recommendation:

The Community Development Director recommends that the Planning Commission:

- 1) Hold a public hearing regarding the proposed amendments to Title 19, Chapter 19.74 of the Chico Municipal Code; and
- 2) Adopt Resolution 17-11 recommending City Council adoption of an ordinance to amend Title 19, Chapter 19.74 of the Chico Municipal Code as set forth therein (see **Attachment A**).

Proposed Motion:

I move that the Planning Commission adopt Resolution No. 17-11 recommending City Council adoption of amendments to Title 19, Chapter 19.74 of the Chico Municipal Code as set forth therein.

BACKGROUND

The City Council directed the City Attorney's Office to prepare proposed amendments to the City's sign ordinance to permit the use of digital signs in limited areas of the City.

Summary of New Proposed Title 19 Amendments

A summary of the recommended changes are listed below:

Changeable copy signs, reader boards and digital reader boards have been allowed in the City on nonresidential property which contains an approved assembly use, or when specifically allowed by state or federal law. The proposed changes would allow such signs to also be allowed in the CS zoning district.

The amendment would also require changeable copy signs, reader boards and digital reader boards to meet the sign standards set forth in Table 5-8 of Chapter 19.74, titled Sign Standards by Zoning District, (see **Attachment B**).

ENVIRONMENTAL REVIEW

The proposed Title 19 amendments would not result in an increase in development beyond that which was analyzed in the Final Environmental Impact Report (EIR) prepared and certified for the Chico 2030 General Plan update (State Clearinghouse #2008122038). The proposed Title 19 amendments represent a refinement of the General Plan adoption process, and in accordance with California Environmental Quality Act (CEQA) Guidelines Section 15162, are within the scope of the EIR.

FINDINGS: TITLE 19 AMENDMENTS

Pursuant to Chico Municipal Code Section 19.060.050(B), amendments to the Municipal Code may be approved only if the following findings are made:

A. The proposed amendment is consistent with the General Plan.

The proposed amendments are consistent with the General Plan, specifically Policy ED-1.3 (Regulatory Environment) that directs that regulations and permitting processes for the conduct of commerce and land development do not unreasonably inhibit local business activity.

B. The proposed amendment is consistent with other applicable provisions of the Municipal Code and compatible with the uses authorized in the applicable zoning districts for which it is proposed.

The proposed amendments direct that permissible digital signs are subject to all other sign standards for the CS zoning district, and other applicable standards contained throughout Section 19.74.120 (Signs).

PUBLIC CONTACT

A display ad for the July 20, 2017 Planning Commission meeting to consider the proposed Title 19 amendments was published in the July 10, 2017 *Chico Enterprise Record*.

DISTRIBUTION

PC Distribution

ATTACHMENTS

- A. Resolution recommending Council adoption of Ordinance to amend Chapter 19.74
- B. Table 5-8 of Chapter 19.74, Sign Standards by Zoning District

1 **RESOLUTION NO. 17-11**

2 **RESOLUTION OF THE CITY OF CHICO PLANNING COMMISSION**
3 **RECOMMENDING CITY COUNCIL ADOPTION OF AN ORDINANCE TO AMEND**
4 **TITLE 19, CHAPTER 19.74 (SIGNS) OF THE MUNICIPAL CODE**
5 **(CITY OF CHICO)**

6 WHEREAS, the City Council requested proposed amendments to the City's sign ordinance
7 to permit the use of digital signs in limited areas of the City;

8 WHEREAS, the proposed amendments address direction provided by Council to identify
9 Municipal Code refinements that will gain efficiencies in implementation of the Code;

10 WHEREAS, the Planning Commission considered the proposed amendments, staff report,
11 and comments at a duly noticed public hearing held in the manner required by law; and

12 WHEREAS, the proposed amendments are a refinement of the General Plan adoption
13 process, and in accordance with California Environmental Quality Act (CEQA) Guidelines
14 Section 15162, the proposed amendments are within the scope of the Final Environmental
15 Impact Report (EIR) prepared and certified for the Plan in 2011.

16 NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of
17 Chico as follows:

18 1. The Planning Commission determines:

19 A. The proposed amendments are consistent with the General Plan, specifically Policy
20 ED-1.3 (Regulatory Environment) that directs that regulations and permitting
21 processes for the conduct of commerce and land development do not unreasonably
22 inhibit local business activity; and

23 B. The proposed amendments are consistent with the other provisions of the City's
24 Land Use and Development Regulations, Subdivision Regulations, and Design
25 Criteria and Improvement Standards, and are compatible with the uses authorized in,
26 and the regulations prescribed for, the applicable zoning districts for which the
27 revisions are proposed.
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2. The Planning Commission recommends that the City Council approve the amendments to the Chico Municipal Code as set forth in Exhibit I.

THE FOREGOING RESOLUTION WAS ADOPTED by the Planning Commission at its meeting held on July 20, 2017, by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAINED:
- DISQUALIFIED:

ATTEST: _____ Brendan Vieg, Planning Commission Secretary	APPROVED AS TO FORM: _____ Vincent C. Ewing, City Attorney
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*Pursuant to the Charter of the City of Chico, Section 906(E)

CITY OF CHICO
ORDINANCE NO. ###
(Codified)

**ORDINANCE OF THE CITY COUNCIL OF THE CITY OF
CHICO, AMENDING CHAPTER 19.74 ENTITLED "SIGNS"
OF THE CHICO MUNICIPAL CODE**

WHEREAS, the City wishes to amend Chapter 19.74 of the Chico Municipal Code to further clarify where digital reader board signs may be located.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CHICO DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 19.74.080(G) of the Chico Municipal Code is hereby amended to read as follows:

G. Electronic reader board signs, except ~~as provided by Section 19.74.120(K) (Changeable Copy Signs, Reader Boards, and Digital Reader Boards) when on the same property as an assembly use or when specifically allowed by state or federal law;~~

SECTION 2. Section 19.74.120(K) of the Chico Municipal Code is hereby amended to read as follows:

K. Changeable Copy Signs, Reader Boards, and Digital Reader Boards.

1. Such signs shall only be allowed on nonresidential property which contains an approved assembly use, ~~or~~ when specifically allowed by state or federal law, or in the CS zoning district.

2. The area of such signs shall count towards the maximum allowed sign area for the site, ~~and meet other applicable sign standards provided in Table 5-8 (Sign Standards by Zoning District).~~

3. Any digital reader boards shall display static (unanimated) images and/or copy. For the purposes of this section, static images and/or copy shall be defined as those which are changed no more than 12 times in any 24-hour period.

4. Digital reader boards shall not be brighter than other allowed signs in the same zoning district. Digital reader boards shall be equipped with a photocell, timer, or other similar device which automatically dims the display during nighttime hours to prevent glare impacts to motorists.

SECTION 3. If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held out to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance and each section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more section, subsection, subdivision, sentence, clause, phrase, or portion thereof, be declared invalid or unconstitutional.

SECTION 4. The City Clerk shall certify to the adoption of this Ordinance and cause the same to be posted at the duly designated posting places within the City and published once within fifteen (15) days after passage and adoption as required by law, or in the alternative, the City Clerk may cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance shall be posted in the Office of the City Clerk five (5) days prior to the date of adoption of this Ordinance, and, within fifteen (15) days after adoption, the City Clerk shall cause to be published the aforementioned summary and shall post a certified copy of this Ordinance, together with the vote for and against the same, in the Office of City Clerk.

SECTION 5. The Ordinance shall be effective thirty (30) days following its adoption.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Chico this ___ day of _____ 2017.

Sean Morgan, Mayor

ATTEST:

Deborah Presson, City Clerk

APPROVED AS TO FORM:

Vincent C. Ewing, City Attorney

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT**

A. Signs Permitted in the Residential (RS, R1, R2, R3, and R4) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-family and duplex identification	Name plate or street address	1 per dwelling or occupant	1 s.f.	Below edge of roof	Wall, fence, or mailbox	No	
Multi-family and dormitory identification	Wall or monument	1 per street frontage	24 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Group care homes, bed and breakfast inns, boarding/rooming houses, fraternity/sorority houses	Wall or monument	1 per street frontage	12 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Child care facilities	Wall or monument	1 per street frontage	6 s.f. max.	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	No	
Religious, educational, governmental, recreational	Wall, projecting & directory	Director or entitlement approval	Director or entitlement approval	Below edge of roof; 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Mobile home park	Wall or monument	1 per access drive	24 s.f. max.	8 ft. wall or 6 ft. monument	10 ft. minimum front setback, 5 ft. side setback	Indirect only	
Home occupation	Name plate	1 per dwelling	1 s.f.	Below edge of roof	Wall, fence, or mailbox	No	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

B. Signs Permitted in the RMU (Residential Mixed Use) Zoning District (Residential uses in the RMU District shall comply with Table 5-8(A) Signs Permitted in the Residential Zoning Districts.)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall	1 each per building frontage	1 s.f. per linear foot of building frontage, not to exceed 100 s.f. total	Below eave	On building in which the business is located	Indirect only	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs are permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 ft. above adjacent grade	On the private property of the site	Indirect only	The total allowable sign area includes the cumulative area of wall, ground, awning, projecting, and permanent window signs.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Indirect only	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

B. Signs Permitted in the RMU (Residential Mixed Use) Zoning District (Residential uses in the RMU District shall comply with Table 5-8(A) Signs Permitted in the Residential Zoning Districts.)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center (Continued) 4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on ground floor or second story of a building frontage	Indirect or neon signs	
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	May project over public right-of-way in conformance with the UBC. Cabinet-type signs may be permitted only with Board approval.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

B. Signs Permitted in the RMU (Residential Mixed Use) Zoning District (Residential uses in the RMU District shall comply with Table 5-8 (A) Signs Permitted in the Residential Zoning Districts.)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area (2)	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites							
1. Business identification	Wall	Based on total sign area	1 s.f. per linear foot of building frontage on ground floor, 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Indirect only	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Window	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

B. Signs Permitted in the RMU (Residential Mixed Use) Zoning District (Residential uses in the RMU District shall comply with Table 5-8(A) Signs Permitted in the Residential Zoning Districts.)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites (Continued)							
4. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Awning signs not permitted above the second story.
5. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

C. Signs Permitted in the OR (Office Residential) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall and/or monument	1 each per building frontage	0.75 s.f. of sign area per linear foot of building frontage, 30 s.f. max.	Below eave, 5 ft. for monument	Monument signs shall be set back 5 ft. from property lines.	Indirect only	<ol style="list-style-type: none"> Total allowable sign area includes wall and monument signs. Refer to Section 19.74.120.
Multi-tenant sites							
1. Building or center identification	Wall or monument	1 per street frontage	1 s.f. of sign area per linear foot of building frontage, 40 s.f. max.	Below eave, 6 ft. for monument	Monument signs shall be set back 5 ft. from property lines	Indirect only	Refer to Section 19.74.120.
2. Business identification	Wall or hanging	1 per tenant	8 s.f. each	Below eave	Wall or canopy	Indirect only	
3. Business directory	Wall or ground-mounted	To be determined by the Director	10 s.f. each	6 ft.	May not be located in any required setback	Indirect only	To identify tenants and provide directions to individual tenants.
4. Name plate	Wall	1 per tenant	2 s.f. each	Below eave	Adjacent to primary entrance of each tenant	No	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

D. Signs Permitted in the OC (Office Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall and/or monument	1 each per building frontage	1 s.f. of sign area per linear foot of building frontage, 40 s.f. max.	Below edge of roof, 8 ft. for monument	Monument signs shall be set back 3 ft. from property lines.	Yes	<ol style="list-style-type: none"> Total allowable sign area includes wall and monument signs. Refer to Section 19.74.120.
Multi-tenant sites							
1. Building or center identification	Wall or monument	1 per street frontage	1 s.f. of sign area per linear foot of building frontage, 50 s.f. max.	Below edge of roof, 6 ft. for monument	Monument signs shall be set back 3 ft. from property lines	Yes	Refer to Section 19.74.120.
2. Business identification	Wall or hanging	1 per tenant	8 s.f. each	Below edge of roof	Wall or canopy	Indirect only	
3. Business directory	Wall or ground-mounted	To be determined by the Director	10 s.f. each	6 ft.	May not be located in any required setback	Yes	To identify tenants and provide directions to individual tenants.
4. Name plate	Wall	1 per tenant	2 s.f. each	Below edge of roof	Adjacent to primary entrance of each tenant	No	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

E. Signs Permitted in the DN (Downtown North) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall	1 each per building frontage	1 s.f. of sign area per linear foot of parcel frontage, not to exceed 100 s.f. total.	Below eave	On building in which the business is located	Indirect only, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
E. Signs Permitted in the DN (Downtown North) Zoning District**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center (Continued)							
4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage	Indirect, LED or neon signs	Temporary window signs may be placed on exterior of window if signs would not be clearly visible when placed inside the structure due to treatment of the window for glare reduction and energy conservation; and signs are constructed and installed in a manner that will withstand inclement weather.
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Total allowable sign area includes wall, awning, projecting and window signs. May project over public right-of-way in conformance with the UBC. Cabinet-type signs may be permitted only with Board approval.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

E. Signs Permitted in the DN (Downtown North) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites (3)							
1. Business identification	Wall	Based on total sign area	Up to the allowable maximum sign area (2) (4)	Below eave	On building in which the business is located	Indirect only, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Window (1)	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

E. Signs Permitted in the DN (Downtown North) Zoning District (Continued)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites (3) (Continued)							
5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	Awning signs not permitted above the second story.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
F. Signs Permitted in the DS (Downtown South) Zoning District**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites; not a center 1. Business identification	Wall	1 each per building frontage	1.5 s.f. per linear foot of parcel frontage, not to exceed 250 s.f. total	Below eave	On building in which the business is located	Low lumens, indirect preferred, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 ft. above adjacent grade	On the private property of the site	Low lumens, indirect preferred, or individual channel letters	The total allowable sign area includes the cumulative area of wall, ground, awning, projecting, and permanent window signs.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Window (1)	Based on total sign area	10% of window area or 16 s.f., whichever is less	First and second floor windows only	Permanently painted or mounted on interior of windows located on ground floor or second story of a building frontage	Indirect, LED or neon signs	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

F. Signs Permitted in the DS (Downtown South) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center (Continued)							
5. Business identification	Awning	Based on total sign area	10% of awning surface or 25 s.f. total, whichever is less	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies.	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated.	May project over public right-of-way in conformance with the UBC. Cabinet-type signs may be permitted only with Board approval.
6. Business identification	Under canopy or marquee ("Blade Sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, and wall signs and is not calculated in the total allowable sign area. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
F. Signs Permitted in the DS (Downtown South) Zoning District**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area (2)	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites 1. Business identification	Wall	Based on total sign area of all businesses	1.5 s.f. per linear foot of parcel frontage on ground floor; 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Low lumens, Indirect preferred, or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Low lumens, Indirect preferred, or individual channel letters	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Window (1)	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect, LED or neon	Temporary window signs not permitted above ground floor.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

F. Signs Permitted in the DS (Downtown South) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites (Continued) 5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated. Lighting directed downwards only	Awning signs not permitted above the second story.
6. Business identification	Under canopy or marquee (“Blade sign”)	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way in conformance with the UBC.

TABLE 5-8 SIGN STANDARDS BY ZONING DISTRICT (Continued)

G. Signs Permitted in the CN (Neighborhood Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-Tenant Sites							
1. Business identification	Wall	1 each per building frontage	1.5 s.f. of sign area per linear foot of building frontage, 50 s.f. max.	May not project above eave or 20 ft. above grade	May be located on parapet or canopy	Indirect or individual channel letters	Total allowable sign area includes all wall, awning, window and ground-mounted signs. Refer to Section 19.74.120.
2. Business identification	Window		15% of window area	Not allowed above second floor	Allowed on interior or exterior of glass window or door	No, except LED or neon signs	Total allowable sign area includes all wall, awning, window signs.
3. Business identification	Awning		10% of awning surface or 25 s.f., whichever is less			No	Total allowable sign area includes all wall, awning, window signs. Refer to Section 19.74.120.
4. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
5. Business identification	Under canopy or marquee	1 per business (double face)	4 s.f. per face		Beneath canopy or marquee with min. 7.5 ft. clearance below sign	No	Signs shall be uniform in color and design for all tenant identification within a center. May be in addition to window, awning, and wall signs.
6. Business identification	Monument	1 per street frontage	16 s.f. per face	6 ft.		Indirect only	Refer to Section 19.74.120.
<p>For office uses allowed in the CN zoning district, refer to signs permitted in the OC zoning district. For residential uses allowed in the CN zoning district, refer to signs permitted in residential zoning districts.</p>							

SIGNS
TABLE 5-8 SIGN STANDARDS BY ZONING DISTRICT (Continued)

G. Signs Permitted in the CN (Neighborhood Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites							
1. Business identification	Wall	Based on total sign area	1 s.f. per linear foot of building frontage on ground floor, 0.5 s.f. per linear foot on second floor, not to exceed 250 s.f. total	Below eave	On building or suite in which the business is located	Indirect or individual channel letters	Wall signs shall consist of individual wall-mounted letters and/or logos. Cabinet-type signs may be permitted only with Board approval.
2. Business identification	Ground	1 per site	15 s.f. for one face or 30 s.f. for two or more faces	5 feet above adjacent grade	On the private property of the site	Indirect only	
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Window	Based on total sign area	15% of first floor window area and 10% of second floor window area, including permanent and temporary signs	N/A	Permanently painted or mounted on interior of windows located on the ground floor or second story of a building frontage.	Indirect or neon	Temporary window signs not permitted above ground floor.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

G. Signs Permitted in the CN (Neighborhood Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites (continued) 5. Business identification	Awning	Based on total sign area	10% of awning surface	N/A	On building frontages, including those fronting a parking lot or pedestrian way; limited to ground-level and second-story occupancies	Indirect only (see Section 19.74.120). Awnings shall not be internally illuminated. Lighting directed downwards only.	Awning signs not permitted above the second story.
6. Business identification	Under canopy or marquee ("Blade sign")	1 per business frontage (double face)	4 s.f. per face	N/A	Beneath canopy or marquee with min. 7.5 ft. clearance below sign.	No	May be in addition to window, awning, projecting, and wall signs and is not calculated in total allowable sign area. May project over public right-of-way in conformance with the UBC.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall Ground-mounted	2 per street frontage for wall signs 1 per street frontage for ground-mounted. 50 s.f. max. per sign face.	2 s.f. of sign area/linear ft. of building frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 30 s.f. min. and 500 s.f. max.	Below eave, and 12 ft. for ground-mounted	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, ground-mounted, and awning.
2. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	Temporary window signs count towards allowable total aggregate sign area.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Awning		10% of awning surface or 25 s.f. whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts (Continued)**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. minimum and 400 s.f. max. per sign	20 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Allowable in addition to other signs for individual businesses.
2. Business identification (detached buildings greater than 10,000 s.f. gross floor area)	Monument	1 per street frontage if located within 50 ft. of public street	16 s.f. per sign face, 32 s.f. maximum per sign	5 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, monument, and awning signs.
3. Business identification	Wall	1 per street frontage and/or per customer public entrance.	2 s.f. of sign area per linear foot of bldg. frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 32 s.f. minimum and 200 s.f. max. per business.	Below eave		Yes	Total allowable sign area includes wall, monument, and awning signs. Anchor tenants (as defined by this chapter) within a multi-tenant development allowed up to 75 percent additional s.f., 350 s.f. maximum per business.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts (Continued)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers (continued) 4. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
5. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.
6. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT**

I. Signs Permitted in the CR (Regional Commercial) Zoning District

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center	Wall	2 per street frontage for wall signs	Wall signs, 2 s.f. of sign area/linear ft. of building frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 50 s.f. min. and 850 s.f. max.	Below eave for wall signs		Yes	Total allowable sign area includes wall, ground-mounted, and awning.
1. Business identification	Ground-mounted	1 per street frontage for ground-mounted. 50 s.f. max. per sign face.		12 ft. for ground-mounted	Sign shall be set back 5 ft. from property lines and shall not block sight distance area		
2. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	Temporary window signs count towards allowable total aggregate sign area.
3. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
4. Business identification	Awning		10% of awning surface or 25 s.f. whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

I. Signs Permitted in the CR (Regional Commercial) Zoning District (Continued)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. minimum and 400 s.f. max. per sign	20 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Allowable in addition to other signs for individual businesses.
2. Business identification (detached buildings greater than 10,000 s.f. gross floor area)	Monument	1 per street frontage if located within 50 ft. of public street	16 s.f. per sign face, 32 s.f. maximum per sign	5 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, monument, and awning signs.
3. Business identification	Wall	1 per street frontage and/or per customer public entrance.	2 s.f. of sign area per linear foot of bldg. frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 32 s.f. minimum and 200 s.f. max. per business.	Below eave		Yes	Total allowable sign area includes wall, monument, and awning signs. Anchor tenants within a multi-tenant site are allowed up to 75 percent additional s.f., 350 s.f. maximum per business.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

I. Signs Permitted in the CR (Regional Commercial) Zoning District (Continued)

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers (continued) 4. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.
5. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
6. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

J. Signs Permitted in the CS (Commercial Services), ML (Light Manufacturing/Industrial), MG (General Manufacturing/Industrial), IOMU (Industrial Office Mixed Use), A (Aviation), AP (Airport, Public Facilities), and AM (Airport, Manufacturing/Industrial) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Single-tenant sites, not a center							
1. Business identification	Wall		2 s.f. of sign area per linear ft. of building frontage, 300 s.f. maximum	Below eave, and 25 ft. for ground-mounted	Signs shall be set back 5 ft. from property lines	Yes	Total allowable sign area includes wall, ground-mounted, and awning signs.
	Ground-mounted	1 ground-mounted sign per street frontage	Ground-mounted - 100 s.f. per face, 200 s.f. max.				
2. Business identification	Awning		15% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs.
3. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)**

J. Signs Permitted in the CS (Commercial Services), ML (Light Manufacturing/Industrial), MG (General Manufacturing/Industrial), IOMU (Industrial Office Mixed Use), A (Aviation), AP (Airport, Public Facilities), and AM (Airport, Manufacturing/Industrial) Zoning Districts

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers							
1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. max.	25 ft.	Signs shall be set back 5 ft. from property lines	Yes	Allowed in addition to other signs for individual businesses.
2. Business identification	Wall		2 s.f. of sign area per linear ft. of building frontage, 200 s.f. max per business.	Below eave, and 25 ft. for ground-mounted	Signs shall be set back 5 ft. from property lines	Yes	Total allowable sign area includes wall, ground-mounted, and awning signs.
	Ground-mounted	1 ground-mounted sign per street frontage	Ground-mounted 75 s.f. per face, 150 s.f. max.				
3. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	
4. Business identification	Window (1)		33% of window area including permanent and temporary signs			No, except LED and neon signs	

Chico Municipal Code

SIGNS

Notes:

- (1) Signs stating "OPEN" or "CLOSED" which are no larger than 3 s.f. are exempt.
- (2) The total allowable sign area includes the cumulative area of wall, awning, and permanent window signs, excluding 1 sign under the canopy or marquee ("blade sign") which does not exceed 4 s.f. per sign and temporary signs as set forth in Section 19.74.060(C).
- (3) For new multi-tenant sites or buildings with 2 or more individual businesses undergoing Board review, a "comprehensive sign program" shall be submitted (Section 19.74.070). Individual permanent window signs may be allowed independent of the comprehensive sign program.
- (4) Total maximum sign area is based on 1 s.f. of sign area per linear foot of business frontage on ground floor, not to exceed 200 s.f. total, 0.5 per linear foot of business frontage for uses on second or subsequent floors. Each business is allowed at least 18 s.f. of sign area regardless of actual linear feet of frontage.